

palawa lugganah — footmark of blackman



palawa lugganah is an adventure through river, forest, coast and lagoon landscapes, travelling from town to town, meeting locals and enjoying regional food and hospitality. The track leads the traveller on a fascinating journey, immersing them in the natural world and Aboriginal culture that have jointly existed for 45,000 years.

Outline

Palawa lugganah is a multi-use track that allows tourists to travel off road and immerse themselves in the natural environment. The track offers a diversity of landscapes, from rural scenery through river, forest, coast and lagoons to the most southern beach in Australia. Each night travellers will enjoy the local food and hospitality of towns along the way.

palawa lugganah has strikingly beautiful landscapes, rich cultural history, and connects with friendly local communities. What makes it a unique and unforgettable holiday is the high-end audio and visual presentation of a narrative that integrates the whole experience.

The track will explore the 45,000 years of continued cultural connection to land and sea of the Ilyequeonny & Melukerdee people and how their cultural values have survived colonialism. It will show how resilient culture is and pose the question of how current cultural values can be changed to arrest global warming. This will be conveyed through an augmented reality presentation on the *palawa lugganah* app and will make this a holiday so rich that word of mouth will ensure its popularity.

The *palawa lugganah* track will transform the Huon Valley from a day trip to a major tourist draw card for Tasmania. Its proximity to Hobart means it's easy to access, but far enough away to feel like an adventure. Add to this Huon Valley hospitality, the fun of cycling, beautiful and varied landscapes and a fascinating cultural experience and you have a world-class tourist offering.

Because cycle-touring and trail-running are increasingly popular, the track will be marketed for this burgeoning tourism demographic. Overnight bushwalking is well catered for in Tasmania: it brings low returns to local economies, and appeals to a relatively-small and comparatively-declining section of the population. By contrast, a smooth, rolling cycle track will be accessible to a wide range of abilities. Electric bikes will broaden the appeal for both kids and adults. This new track will deliver a constant stream of travellers to small business in existing towns and bring strong returns to drive investment in the local economy. There are immense, on-going benefits to the community from this self-sustaining, eco-tourism product.

palawa lugganah is a flexible and inclusive experience, which will welcome all the creative energy that small tourism business has to offer. Distances are short enough that travellers will have time to enjoy the local treats such as water sports, characterful shops, boat building, side walks and museums, as well as local food and accommodation. A family can holiday together but choose activities based on personal interests. The system also has immense capacity for expansion. In contrast to bush camping where large numbers diminish the experience, in a town they make for a holiday atmosphere and add to the fun.

This European-style trekking experience, accessing wild and rural landscapes and finishing in quaint townships will be an experience like no other in Australia. Visitors will get to know the warmth of the locals, appreciate the gourmet food and enjoy the intimate accommodation that can only be supplied by locally-owned and operated businesses.

Palawa lugganah is well-placed to become the next Tasmanian iconic multi-day holiday as highlighted by the following benefits:-

Benefit 1: Strikingly beautiful landscape

The track traverses five distinctly different landscapes in the Huon Valley, some largely unknown.

Day One: The majesty of the Huon River as it flows through a charming rural landscape past historic Franklin with its boats and the picturesque timber town of Geeveston.

Day Two: Forests protected for Wedgetailed Eagle habitat and panoramic views to Bruny Island and across the South West showing the awe-inspiring scale of Tasmania's wild areas.

Day Three: An unspoiled coastline, with spectacular headlands and white beaches that are a speciality of Tasmania.

Day Four: Southport Lagoon Conservation area with its backdrop of heavily forested mountains – the jewel of the south.

Day Five: The world heritage listed and wild Southern coast of Tasmania with the swell rolling in from Antarctica.

Benefit 2: An authentic narrative

Tourists are looking for an authentic cultural experience. This is a journey that explores a 45,000-year history of human connection to place. Travellers will retreat from their city life, through progressively smaller towns, into a natural and timeless land and seascape.

Palawa lugganah will explore the role of cultural values in shaping our future. When the lyleuquonny and European peoples met at Black Swan Lagoon in 1792 there was an extraordinary and beautiful sharing of cultures. The subsequent cultural domination of Aboriginal societies through colonisation has obscured our

understanding of their sophistication and complexity. A new story, revealed through diaries of early explorers, describes a culture with sustainable agriculture and aquaculture, flourishing for tens of thousands of years through changing climates.

SETAC will deliver an authentic narrative through audio visual and augmented reality via the *palawa lugganah* phone app.

Benefit 3: Connection to community

Experiencing the atmosphere of the towns of the Huon is something that is known to appeal to visitors. Read any reviews and you will understand the popularity of this connection.

The Huon produces wine and ciders and extraordinary food. Couple this with small town friendly atmosphere and visitors from the city will enjoy the complete package of warm communities living regional lives.

Benefit 4: Broad visitor appeal

palawa lugganah's key strength is the diversity of visitors that it will attract.

The fun of cycling will appeal to many who would not usually venture into the bush. The exercise is not arduous and can easily be assisted by electric bike technology, thus opening the track to a new demographic for Tasmanian tourism. This demographic is identified as one of the best for financial return to the region.

The fact that it connects with and allows time for all the other tourist attractions along the route gives a richness of experience that encourages the broadest possible tourist market to the Huon Valley.

People can determine the duration and difficulty of the journey. They can choose the cost depending on their budget and priorities. This flexibility ensures value for money at many levels.

The proximity of *palawa lugganah* to Hobart – with the trail head less than one hour drive from the airport - makes it easily accessible to both local, mainland and international visitors.

Benefit 5: Wide community support

SETAC has consulted with its members and there is strong support for this project from the local Aboriginal community.

Support for the *palawa lugganah* project is almost unanimous among the wider communities of the Huon Valley and instantly recognised for its potential by retail and tourist business owners.

People recognise it as a major positive contributor to employment, which will:

- support many small businesses rather than just one big business
- bring patrons to galleries, crafts, retail, food and beverage outlets
- enhance the Huon brand through sale of local produce.
- bring patrons to existing tourist activities (kayaking, sailing, wildlife tours)

- provide free and vastly-improved walking and cycling tracks for locals
- provide an affordable, regular bus service from Cockle Creek to Huonville
- bring tourists to existing towns without clogging the roads and carparks.

Benefit 6: Strong economic benefits

palawa lugganah will bring visitors to an economically depressed regional area and will support and strengthen new and existing businesses. It is achievable within budget and will deliver \$17 million per year to the community boosting employment along the track.

Benefit 7: Cohesive Tourist System

palawa lugganah is a system that has huge potential for expansion. Tracks connecting to Hobart, Cygnet and Bruny are in the design phase. The expansion of carrying capacity can be achieved without damaging the scenic amenity that is the Tasmanian attractor and without being limited by small country roads and limited parking.

Target Demographics

Tasmania is developing an international reputation as an outdoor tourism destination. *Palawa lugganah* caters for two of the most popular outdoor activities – day walking and cycle touring. It is a new and fresh approach and will have broad appeal and attract a different demographic who will inevitably extend their stay and add value to statewide tourism.

Cycling, day walking or overnight bush-walking?

Statistically, the growth area for nature tracks is in day walking and cycling. Of the 600,000 visitors to Tasmania who went bushwalking in 2017-18, only 43,000 undertook an overnight walk, which is a decrease of 9.8% over the preceding 12 months. The growth area was in day walking which increased by 4.5%. During the same period, the number of visitors who came to Tasmania to cycling grew by 10.4% despite the lack of cycling infrastructure. This indicates that the cycling market is growing while the overnight hiking experience has peaked. 2017 statistics show 3.47 million Australians are riding a bicycle in a typical week¹ and 81% of them ride for recreation rather than transport². With cycling as the fourth most popular physical activity for adult Australians³ there is plenty of scope for cycle tourism in Tasmania.

What sort of tracks do most cyclists want?

Most people want easy riding tracks through beautiful and varied scenery. Side loops of technical trail will broaden the market and create a marketing name for the track network. In Tasmania the focus has been on technical mountain-bike tracks, leaving an identified gap in the supply of purpose-built trails that cater for the largest group of riders.

Reviewing information from a range of national and international sources allows us to quantify the number of cyclists in Australia, - who they are, what their riding preferences are, and how much they spend when they travel to ride. Using this information allows us to customise the *palawa lugganah* track to maximise popularity and reputation.

In the ACT, where a full range of bike tracks are available, data indicates that 95% (107,000) of riders liked riding cross-country and only 5% participated in technical or downhill riding in 2011⁴. Strava data for Thredbo Valley (NSW) and Stromlo Forest Park and Majura Pines (ACT) confirms this and shows that the majority of Strava users favour easier trails where less technical expertise is required. Similar results can be seen in Atherton (Queensland), Kowen Forest and Sparrow Hill Forest (ACT) and for Grade 1, 2, and 3⁵ trails in Rotorua (New Zealand) and to a lesser extent Skyline Bike Park in Queenstown (New Zealand).

Studies of the broader community have found a preference for trails in scenic locations, with a mix of highly accessible and more remote environments, and a preference for developing trails in locations where there is significant variation in topography⁶. Other surveys indicate that what cyclists seek most is natural scenery, followed by track flow, and singletrack⁷. Newer and less experienced riders are more likely to rate enjoyment as the most important motivational factor, followed by a natural setting⁸. Importantly, expert riders also rate

¹ Australian Cycling Participation: Results of the 2017 National Cycling Participation Survey, Australian Bicycle Council and Austroads

² Australian Cycling Participation: Results of the 2017 National Cycling Participation Survey, Australian Bicycle Council and Austroads

³ Queensland Cycle Strategy 2011 – 2021, 2010

⁴ Australian Survey Research Group Pty Ltd. Stromlo Forest Park Visitor utilisation research Stage 2 - Research findings. Ormond Victoria: Territory Venues and Events, 2014

⁵ Rotorua Trail Grading - Grade 1: Suitable for beginners, Grade 2: Easy and fun with gentle slopes, Grade 3: Intermediate skills needed, some steep slopes

⁶ South West Mountain Bike Master Plan, Common Ground Trails for WestCycle Inc.

⁷ Devine, C. (2012) An examination of the motivations, needs, and demographics of mountain bicyclists in the West Cuesta Ridge Area of the Los Padres National Forest, California Polytechnic State University, San Luis Obispo

⁸ Devine, C. (2012) An examination of the motivations, needs, and demographics of mountain bicyclists in the West Cuesta Ridge Area of the Los Padres National Forest, California Polytechnic State University, San Luis Obispo.

enjoyment and a natural setting as important motivational factors⁹. The term “enjoyment” is used to differentiate from technical and challenging and includes the activity of riding as well as being out with friends and family.

Off-road cycling as a tourism opportunity

The popularity of cycle touring as a holiday activity is rapidly growing but has not been exploited in Tasmania. Regions that invest in cycling infrastructure and a culture that encourages cyclists are reaping the rewards of increased spending on accommodation, food, tourism services and cycling goods and services.¹⁰

Off road cycling is family fun without the risks of road riding. Bikers ride on smooth gravel or dirt tracks to reach their destination. People travel around the world looking for such experiences.¹¹ This is an environmentally friendly industry that offers healthy, recreational, and non-polluting sustainable transport to the tourists and the local community. Cycle tourism acts as a catalyst for economic development and brings in revenue for the host community and region. It is worth noting that in the year ending June 2016, 68% of international visitors to Australia engaged in some form of nature-based activity¹² The combination of nature and cycling is a guaranteed success!

Target market for the Huon Valley

palawa lugganah will be a multipurpose track that can accommodate walkers and cyclists of various skill level. The target market should be for a large group of people who are prepared to spend money on a quality holiday experience and recommend the experience to others. As discussed earlier, overnight walking is a small and contracting market. The cycling market can be divided into four potential markets as listed in the table below¹³. The table shows that Leisure Riders are the largest potential market¹⁴ and should be the primary target. There is an identified gap in the supply of tracks for Leisure Riders in Australia which will help to stand out from other holidays. Because Enthusiasts make up about 30%¹⁵ of the total mountain bike market and are high value spenders as illustrated in the Northern Territory study (see table below)¹⁶ it would be prudent to include them. This is easily achievable since Enthusiast riders enjoy the same trails as Leisure riders but require some extra challenging sections to entertain them.

⁹ Devine, C. (2012) An examination of the motivations, needs, and demographics of mountain bicyclists in the West Cuesta Ridge Area of the Los Padres National Forest, California Polytechnic State University, San Luis Obispo

¹⁰ QUEENSLAND GOVERNMENT 2017. Queensland State of Cycling Report 2017. Department of Transport and Main Roads

¹¹ RESEARCH AND MARKETS 2017. Global Mountain Bike Market 2017-2021.

¹² Tourism Australia, <http://www.tourism.australia.com/nature-based-tourism.aspx>

¹³ Mountain Biking in the Northern Territory (2016), Northern Territory Government

¹⁴ Mountain Biking in the Northern Territory (2016), Northern Territory Government

¹⁵ Secondary Research – Mountain Biking Market Profiles Final Report (2010), Prepared for Parks Canada

¹⁶ Mountain Biking in the Northern Territory (2016), Northern Territory Government

Survey results - Mountain Biking in the Northern Territory (2016), NT Government

MTB MARKET SEGMENT	DESCRIPTION	OPPORTUNITIES/ GAPS IN THE NT
Family / Leisure	<ul style="list-style-type: none"> The largest segment of off-road cyclists nationally. They tend not to choose a destination because of its trails - they choose to ride in a destination they are visiting if it has trails. The NT already attracts a large segment of this market, including travelling nomads and families touring Australia. Includes people who may be attracted to a quality MTB experience offering even if they have little MTB experience. 	<p>Competitive Advantage - Variety Potential to provide a variety of accessible trails to suit all skill levels. This market will grow naturally through the marketing and development of MTB opportunities.</p> <p>Gaps Skills park, linkages of some trails to central locations and visitor hubs.</p>
Enthusiasts / Trail Riders	<ul style="list-style-type: none"> The most lucrative segment due to its size and average spend. A high level of riders with professional background and high disposable income. A wide variety of skill and experience levels. Typically do not participate in events, but do engage in a wide range of other adventure and outdoor activities (such as trail running, hiking). 	<p>Competitive Advantage – Accessible New Frontier A wide range of trail lengths and difficulty in a totally different landscape (desert and tropical savannah compared with forest and alpine/subalpine landscapes elsewhere in Australia). Primary growth market with a need for targeted marketing.</p> <p>Gaps Diversity of marked trails, elevation, iconic trails.</p>
Hard-core / Downhill / Sports	<ul style="list-style-type: none"> A small segment of the market, but high spenders during events. Typically members of clubs who ride more than once a week. Participate in events. Part of a niche group that shares stories of the best MTB locations. They will travel great distances to ride a trail or attend an event. 	<p>Competitive Advantage – Skills & Thrills Highly technical trails in a spectacular setting and some extremely challenging rides and events. Continue to grow through events and word of mouth.</p> <p>Gaps A signature trail (with a name), an iconic event.</p>
Local Riders	<ul style="list-style-type: none"> A varied group likely to cover the range of segments. May be members of MTB clubs and interested in competitions and skills development. Tend to seek improvements in quality and accessibility of local trail networks and facilities and may be interested in participation in trail management. 	<p>Competitive Advantage – Accessible trails near towns A range of trails accessible to local riders and linked to towns.</p> <p>Gaps Diversity of trails. Skills Parks and links to central locations. In some cases, arrangements between clubs/ local riders and land managers for rider participation in management/ trail maintenance.</p>

Trail design for *palawa lugganah*

The key market group are ‘leisure riders’: people interested in travelling through remote and unique scenery, who prefer varied topography, and riding that is challenging but not intimidating¹⁷. The track will be a smooth-flowing cross-country cycleway through varied, natural scenery. It will also be popular for overnight walkers and day walkers exploring from the towns. All the tracks will be high-quality and purpose-built, and wide enough to accommodate cyclists and walkers travelling at different speeds. Although the track route is specifically chosen with this market group in mind, it will also have added components to attract mountain biking enthusiasts. To interest this group, there will be dedicated technical side tracks. Such a network will be a magnet for city dwellers, often younger couples without

¹⁷ South West Mountain Bike Master Plan, Common Ground Trails for WestCycle Inc.

children who travel for short stays and hire bikes¹⁸. *palawa lugganah* will have a sustainable tourism market and enduring appeal because it provides for a diversity of users and experiences.

¹⁸ Event organisers and MTB tour operators in Canberra and Tasmania were asked about the typical characteristics of participants in events and tours currently operating there.

Overall Map



Daily Itinerary

palawa lugganah traverses the natural landscapes of river, forest, mountain, coast, lagoon and beaches. The track comprises cycleways through towns, and an off-road nature trail through the various landscapes. It is an “a la carte” flexible holiday for tourists to book as they wish. The following itinerary is a suggestion.

Day One — Huonville via Franklin to Geeveston 23 km

The cycleway follows the mighty Huon River with lovely views of the water, the Egg Islands and surrounding agricultural activity. At the historic town of Franklin, cyclists could stay overnight and enjoy food and boating activities. Franklin, with its river frontage, makes it one of the prettiest towns in Tasmania with numerous heritage buildings.



The Wooden Boat Centre has tours and a magnificent wooden ketch, the *Yukon* which takes river cruises down the picturesque Huon. People can hire rowing boats and row or paddle through the historic Egg Island channel. There is a mountain bike park and walks above the town with elevated views of the river landscape.



The river widens as the track heads south, allowing the track to follow the river away from the road. Riders will see unique bird life and the remarkable Huon Valley rural and riverine scenery. Shipwrights Point provides a scenic rest at the riverside park (with toilet facilities).

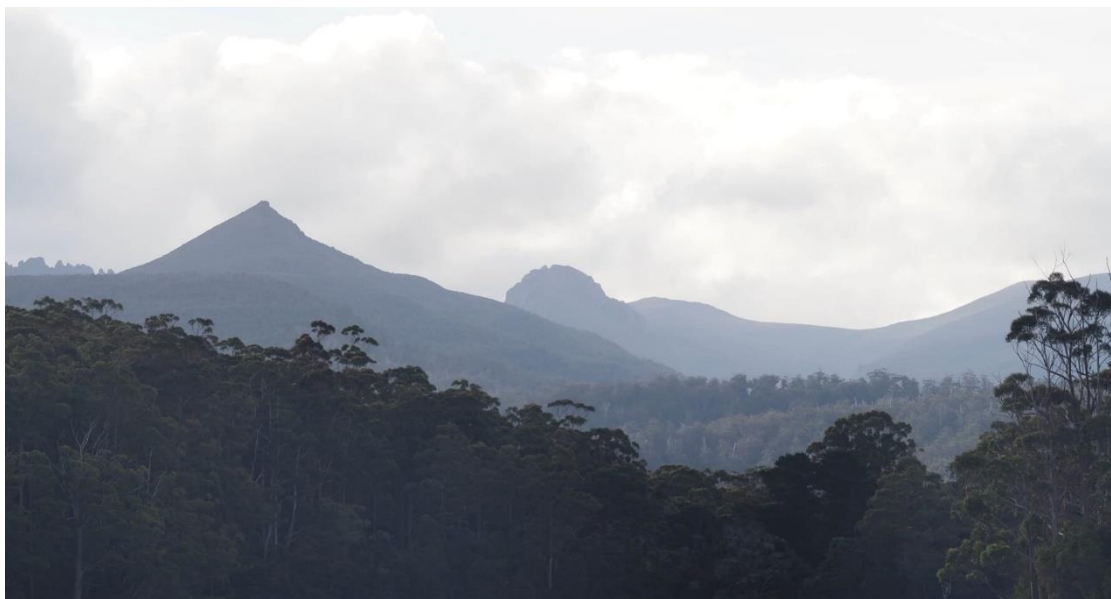
Just before Geeveston is the Kermadie Waterfront Hotel— the “bar with a view”. The track follows the Kermadie River into Geeveston. Arrive with time to experience its small, timber-town atmosphere with historic buildings, sculptures, and colonial heritage museum. It is home to the famous Masaaki Sushi, numerous cafes and restaurants. Travellers won't want to miss the opportunity to take a guided tour to see the tallest flowering trees in the world.

Day two: Geeveston to Dover 37km

After a comfortable bed and breakfast, head out of Geeveston on Kent St through rural scenery and follow the forested bank of the Rileys Creek Reservoir.



Climb 250m through forests to the world of the Wedgetailed Eagle to take in the awe-inspiring scale of our wilderness with panoramic views to Bruny island, the Huon Valley and out over the world heritage wilderness of the South West. The eagles are the big boss of the birds and, for the local Aborigines, their circling flight provided a natural navigation beacon.



A camp will be built in a clearing at a stand of old growth trees. Here there will be toilets and a shelter with gas BBQ and a water tank. This makes a lunch spot with views or an overnight camp for the hardy. Descend through wildlife corridors to the fishing village of Dover to enjoy museums, shops, cafes, beaches, kayaking, fishing or sailing around the islands.

Day Three: Dover to Southport 30kms

The track has highlights of river and fishing-boat scenery on the way to Strathblane where a cycle bridge crosses the Esperance River, and shortly afterward enters forest. Augmented reality will show a glimpse of a Thylacine and pups at play.



Port Esperance with its many islands is laid out below until the track heads down to an unspoilt coastline. Pristine nature gives way to picturesque rural scenery as you follow Lady's Bay Road, which winds its way between the coast and farmland.



Travellers have now unwound from city life and have arrived at the relaxed fishing hamlet of Southport. The afternoon could be well-spent with a good book, a fishing expedition or a walk on the beach.

Day Four: Southport to Cockle Creek 25 kms

The track heads out of town through forest to scenic Hastings Bay esplanade with views across the bay. It then follows Hastings Caves Road across the beautiful Lune River to Ida Bay. Travellers can stop here to explore the heritage railway and café. Here the off-road track enters Southport Lagoon Conservation Area.



Experience the remote and timeless atmosphere of this landscape with its backdrop of heavily-forested mountains. A dedicated track takes advantage of the surrounding mountain

views as it descends to Southport Lagoon. The addition of bird hides will make this an idyllic spot for bird-watching and photography. The track from Southport Lagoon via remote white beaches to Black Swan lagoon is undoubtedly the jewel of the south.

Until now the Augmented-Reality (AR) overlays have provided enticing glimpses of it's capacity to display a different life. This Lagoon system is teeming with life that supported large numbers of Aborigines. Our audience is warmed up from the first three days and it is here that they will have a full interaction, guided by the present custodians. Their ancient culture will be described through AR displays showing the sophistication of the culture – spirituality, art, music, fishing methods, land and fire management and village life. AR is so technologically advanced that it is almost indistinguishable from reality.

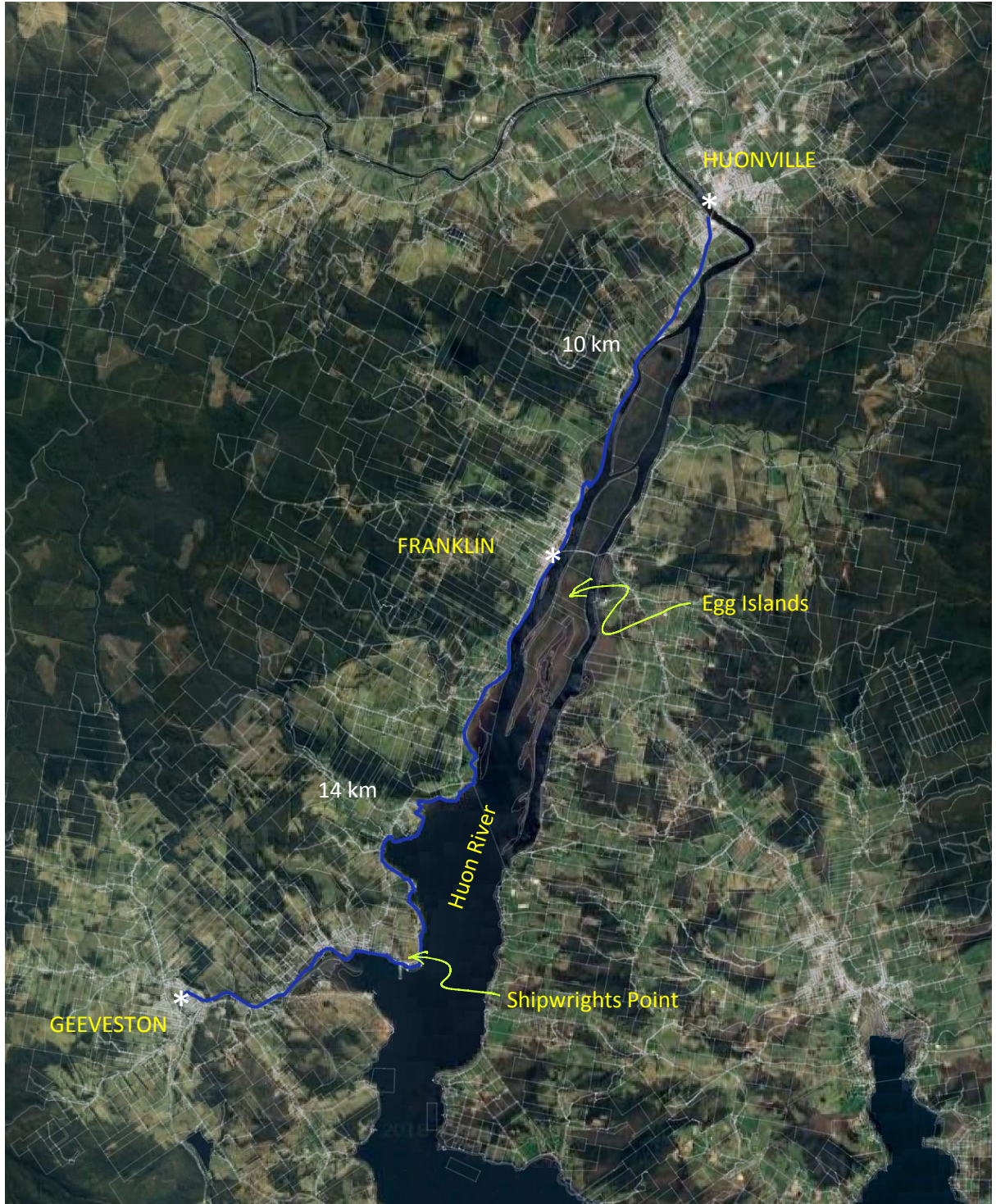
The travelers will leave their bikes behind and walk to their own the village nestled into the surrounding bush overlooking Cockle Ck. Design will closely reference traditional villages of the lyluequonny people in terms of layout, number, size and structure of houses. Travellers have had four days to shed the stress of the city and to connect with humanity in nature. Accommodation will be comfortable but give a level of simplicity that suits the narrative. From this village starts the final stage of the journey.

Day Five: Day trip 14km



The track out to the wildest coasts in the world through World Heritage scenery is as remote as you get. Walking along this remote beach, smelling the salt air and experiencing the swell rolling in from Antarctica is the final part of a transformative 5 day experience

Day 1 Map — Huonville via Franklin to Geeveston



Huon Valley Council supports the project and they have a feasibility study underway and are negotiation with Crown land.

Day 2 Map— Geeveston to Dover



We have approached FGI Investments and are awaiting confirmation of an easement over their land for the best line of track. Between Rileys and Hermans Rd is Huon Valley Council land. We have in principle support to cross but specifics need to be confirmed.

Day 3 Map— Dover to Southport



Research is yet to be complete on positions of places of Aboriginal significance and Sea Eagle nests. Track Detailing will take these into account.

Day 4 and 5 Map— Southport to Cockle Creek



Access for cyclists to Fishers Point following the existing road/track will enhance the cycling/walking experience. The track to South Cape Bay needs upgrading and would be completed as part of this project

Operations

The traveller will have an integrated on-line interaction with a consistent aesthetic from beginning to end. A bespoke stand-alone website will connect travellers to accommodation providers and provide real-time bookings. The website will display food and other activities available along the way.

The *palawa lugganah* narrative will be told through an app that is seamlessly linked into the website. This will convey the story through stills, video and augmented reality technology, which will show overlays that are so detailed that they are indistinguishable from reality. The traveller will see factual Aboriginal culture and life represented on phone.

The software will include signage, information, and tourist tracking. This technology is readily available, simple to use, and has great appeal to tourists and service providers. It is a dynamic system that can be updated easily.

First online impressions of *palawa lugganah*

Prospective travellers will be drawn into the *palawa lugganah* experience as soon as they enter the website, and will engage through video with the augmented reality concept. This will give an introduction to the track and its philosophy. They can explore what is on offer for accommodation, food and other activities. Participating businesses will pay a small advertising fee. Before leaving home, travellers can enjoy choosing accommodation and booking places to stay, make decisions about the length of each day, and explore options for alternative activities.

Augmented reality

The narrative will be described through the *palawa lugganah* app, with audio, stills, video, and geo-located augmented reality. This technology allows the user to view an overlay of historical or cultural imagery in conjunction with the existing environment today. For example – a traveller in a town might see what the area looked like before colonisation, or see Aborigines using fish nets on the lagoon as they have done for hundreds of centuries.

Signage, location and safety

Travellers will see their location on the map, with distances and times to various landmarks, facilities and AR displays. This technology removes the need for expensive and intrusive signage, which deteriorates from weather and is prone to vandalism. Another advantage of using the phone as the linking element is the existing services available such as “Emergency Plus” which can provide fire and weather warnings, and give travellers’ location to emergency services. If people get hurt along the track, or their bikes break down, they can get in contact.

Accommodation

Most travellers will stay in towns at privately owned bed and breakfast businesses. These will be booked through the *palawa lugganah* website, with a surcharge of 15% to fund management of the track. This surcharge amount is far less than offshore booking websites currently charge for their booking services, and will be very popular with accommodation providers. Accommodation businesses will be subject to a ‘star rating’ system, based on user

reviews that will provide constant built-in quality control. The rating system gives travellers informed choice of accommodation and cost.

Travellers who want to have a more nature-based experience can choose to include camping at any of the three sites located along the track. These sites also provide the necessary toilet facilities and water for lunch stops. Those who want to camp in the bush and use the towns for lunch and other activities will also book on the website.

For the fourth and final night’s accommodation, SETAC will construct a village of huts nestled into the bush overlooking Cockle Creek. This will be based on traditional Aboriginal village and housing methods.

Food and other provisions

All the small businesses catering to travellers will advertise through the *palawa lugganah* website, which will provide them with a constant flow of customers. With booking and geo-tracking information, restaurants will be able to manage service delivery and timing, and more accurately cater to varied dietary requirements. At the SETAC village travellers will be treated to traditional Aboriginal food, including abalone and other seafood.

Cycling transport support

Travellers who ride from Huonville to Cockle Creek will be transported back to the start by a shuttle bus, which is also available to carry people’s bags between towns. The bus will be free to paid-up travellers on the track, and booking and availability will be made via the app. It will be available to locals, with a fare structure to be negotiated. This would be a huge benefit to the community, and could presumably attract state government financial assistance. The bus service would also be a more convenient and cheaper service for bushwalkers who finish the South Coast track at Cockle Ck, and currently have to pay \$176 for transport back to Hobart.

Below is an example of a daily bus timetable:

SOUTH BOUND					
Huonville		8:13	10:38	18:13	20:19
Franklin		8:32	10:57	18:32	20:38
Geeveston		8:58	11:23	18:58	21:04
Dover	7:00	9:21	11:46	17:00	19:21 21:27
Southport	7:26	9:47		17:26	19:47
Cockle Creek END	8:10	10:31		18:10	20:31

NORTH BOUND					
Cockle Creek		8:15	10:36	18:15	20:36
Southport		8:59	11:20	18:59	21:20
Dover	7:00	9:25	11:46	17:00	19:25 21:46
Geeveston	7:23	9:48		17:23	19:48
Franklin	7:49	10:14		17:49	20:14
Huonville END	8:08	10:33		18:08	20:14

The purchase of two disability-access buses, with multi-channel security video, duress alarm, and GPS tracking is \$340 000 approximately. Annual shuttle bus running costs will be

funded through the *palawa lugganah* charges. The cost of two full-time drivers would be about \$200 000 pa. The Lifetime Cost (including fuel) is around \$0.80 per km. The annual travel for two buses will be 286 000km, giving an annual cost of \$230,000 pa (including vehicle replacement, plus tyres, service, insurance etc).

Income to *palawa lugganah*

The *palawa lugganah* will be a free track. Income is generated from a surcharge on accommodation, through advertising and bike hire via the *palawa lugganah* app.

Accommodation businesses currently are charged with a 20% booking fee by offshore booking sites. With a 15% levee, *palawa lugganah* will offer a saving to these businesses, at the same time as generating the funds required for maintenance and bus service.

ANNUAL INCOME

Revenue method	No.		Cost	Total
app purchase	36000	each	\$40	\$1,440,000
Profit on bike hire	36000	days pa	\$8	\$288,000
Accommodation surcharge	@	15% of	\$5,400,000	\$810,000
Advertising for food, shops etc	50	businesses	\$500	\$25,000
Total annual income				\$2,563,000

Annual costs are estimated as follows. Any surplus will accumulate for bigger items such as bridge maintenance, building side tracks etc.

ANNUAL EXPENDITURE

Administration	\$360,000
Contribution to Parks	\$370,000
Track maintenance	\$700,000
Bus service	\$450,000
Guides / rangers	\$400,000
IT management	\$100,000
	\$2,380,000

Roads and infrastructure

Currently, day trippers from Hobart and RV/caravan tourists place a heavy toll on Huon Valley roads, yet provide very little income to the region. The *palawa lugganah* track will *decrease* the number of tourist vehicles that use roads and town parking, while *increasing* overall high-spending tourist numbers. Sewerage, water and power are a part of council’s responsibility, and will be covered by rates. As the track builds tourist numbers steadily within town areas, the increased rate base from supporting businesses will provide Council with monies for upgrading this infrastructure. Development should be proportionate to the capacity of the rate base, without causing a strain on Council finances.

Track construction

The multiple road access points along the *palawa lugganah* track will make for efficient construction. The track has easily-workable terrain, with logistical issues in only a few areas. Detailed design of the track sections will establish naturally-formed trails with good drainage that are cost-effective to build. Only where conditions are wet or special access is required will the surface will be upgraded to a hardened trail. The tracks will be built with cross fall and undulations to shed water evenly along its length which is also desirable to riders.

Gateways will be constructed at the entrances to off-road sections to exclude motorised vehicles, but allow bikes and walkers. This will prevent damage to the track from trail bikes. The track itself will have curves and bends to suit slow moving bicycles and will not be attractive to motorbikes. In towns, the track will support locals cycling and walking. Where the track crosses roads there will be controlled intersections.

Day 5 Cockle Creek to South Cape Bay is an existing walk and will be widened and upgraded to accommodate the extra numbers so that it does not compete with or impact on existing usage.

Track maintenance

Through good design and construction, and given the mild climate, track maintenance will be minimised. However, good maintenance is critical in managing track safety and to ensure longevity. Some typical changes that may occur are fallen branches, leaves, twigs, bark, encroachment of surrounding vegetation into the trail corridor, water damage, cupping of trails from use and blocked grade reversals. It may be advisable to close certain tracks for maintenance during the winter months in order to minimise damage to wet tracks.

SETAC will employ track rangers who will carry out routine inspections and clear the track of organic material and encroaching vegetation. Ongoing maintenance work will be by SETACs track maintenance team with machine work contracted to Huon Valley Council and private operators. Based on industry average costs, and taking into account the remote nature of parts of the trail, an estimate of cost to maintain the track is \$700,000 per annum. (See table below) The trade training centre in Huonville is also interested in using track maintenance for training purposes.

ANNUAL TRACK MAINTENANCE COSTS

Item	No	Cost	Total
Maintenance crew (incl. on-costs for leave & supervision)	3	\$101 840	\$305 520
Overtime	1	\$20 000	\$20 000
Track inspection vehicle - Quad bikes (3 year life)	2	\$80 000	\$53 333
Utility (4 year life)	1	\$60 000	\$15 000
Small equipment	1	\$30 000	\$30 000
Materials	1	\$50 000	\$50 000
Compliance matters	1	\$20 000	\$20 000

Call outs/storm events	1	\$10 000	\$10 000
Drainage	1	\$10 000	\$10 000
Vandalism	1	\$10 000	\$10 000
Rubbish removal	1	\$10 000	\$10 000
Machinery hire	1	\$20 000	\$20 000
Insurance/Liability Payouts	1	\$15 000	\$15 000
Administration	1	\$30 000	\$30 000
Track depreciation	1	\$100 000	\$100 000
Total Annual Maintenance Costs			\$698 853

Proposed Construction Budget

The project is in budget as outlined below. As accommodation is provided by private business including SETAC the bulk of the cost is in track building.

CONSTRUCTION BUDGET FIGURES

Project management				\$1,000,000
Language and Culture research				\$200,000
Track detail design	item			\$250,000
Natural track	90 kms	50000		\$4,500,000
Hardened trail over difficult ground	item			\$2,000,000
Riverside cycleway	item			\$9,000,000
Bridges	3 @	300000		\$900,000
Lockable bike racks	15 @	5000		\$75,000
Bird Hides	2 @	10000		\$20,000
Camp grounds	3 @	50000		\$150,000
Controlled road intersections	20 @	5000		\$100,000
Bus purchase	2 @	170000		\$340,000
IT and AR	item			\$500,000
TOTAL				\$19,035,000

Regional Economics of *palawa lugganah*

Palawa lugganah is designed to bring prosperity and employment to the Huon Valley by enhancing and expanding small business activity. It will provide an economic impetus in the construction phase through the building of the tracks, and building housing and accommodation. It will provide ongoing dispersed economic income by bringing tourists to stay in the towns and spend money in small businesses. It will generate new businesses with the expected need for an expanded service sector.

Investment in cycle track infrastructure by government is an excellent return on investment. On average, every \$1 invested in cycling infrastructure returns almost \$5 in health benefits, reduced traffic congestion and other benefits.¹⁹ Further, cycling supports local businesses. Cyclists buy bicycle goods and services (such as bike maintenance) within their community and they also visit local cafés and other businesses during their rides.²⁰

We have assessed the economic impact of the proposal on the overall community and local economy. There are 5 linked days and 130kms of quality track. It is realistic to assume a minimum density of 10 people per kilometre per day. The track is not the limiting factor in the total number of tourists – the availability of accommodation and food outlets in each town will be what governs total numbers. Accommodation will be established as the tourism demand grows, as has occurred in Derby and elsewhere.

Based on similar tourism offerings, we have assumed an initial 50 visitors in each town*.

Direct income to tourism businesses: \$9.7 million per year

Fifty people spending \$170 a day in Huonville, Franklin, Geeveston, Dover and Southport for 180 days a year will generate \$7.6 million per year. A further forty campers, spending \$100 a day for 120 days a year, will spend \$2.1 million per year.

Indirect income in the community: \$7.3 million per year

Tourist money spent in small local businesses is spent again in the local economy. Seventy five cents in every dollar will be re-spent and circulated in the broader economy.

Total income to the valley: \$17 million per year

* The growth in capacity from private accommodation and food providers will increase these numbers and profitability over time.

On conservative figures *palawa lugganah* will generate over \$17 million per year to the area. These figures and assumptions do not account for the extra economic activity generated in the construction phase.

¹⁹ QUEENSLAND GOVERNMENT 2017. Queensland Cycling Strategy 2017–2027. Department of Transport and Main Roads

²⁰ QUEENSLAND GOVERNMENT 2017. Queensland State of Cycling Report 2017. Department of Transport and Main Roads

Construction phase

During construction it is estimated there will be 85 FTE jobs in trackwork, building and construction. Once operational, Tourism Research Australia estimates 11.4 FTE jobs for every million dollars in direct expenditure in tourism. This equates to 110 FTE ongoing sustainable jobs. Many Huon valley residents want part-time work for lifestyle reasons, therefore the number of people getting the employment they need will be much more than this. It is important to emphasise that the employment will be spread across the region with people working in close proximity to their homes.

Agriculture and Food Production

Tasmania’s food is world-renowned and is a vital component of the tourism experience, believed to be as important as climate, accommodation and scenery. The concept of “paddock to plate” allows the discovery of where our delicious food comes from and how it gets to the table. It includes provenance, food miles, organics and animal husbandry. Small-scale production of high-quality food already exists in the Huon and there are a number of restaurants basing their marketing around local and organic produce. Two connections can be made between the *palawa lugganah* project and agri- tourism. Activities showing the process of food production such as farm tours, food-making workshops and Aboriginal native food collection will naturally become a part of the overall tourism experience. Increased sales to visitors and higher values of the produce through food outlets will support this agricultural sector and the Tasmanian brand.

Housing and Construction

The *palawa lugganah* project will drive investment in local housing both for tourist accommodation and for the increase in residents employed in the tourism industry. One consequence of this European style tourism is the competition for local housing. This problem can be alleviated by actively encouraging construction so that supply keeps up with demand. This building activity will further support the local economy.

Added Prosperity to Local Small Businesses

Because travellers are not constrained in the use of *palawa lugganah* there will a steady flow of visitors to other tourist activities such as sailing, kayaking, history tours etc. These activities will not only enrich the travellers’ experience but will further develop small businesses throughout the Valley. These types of businesses require low capital start-up costs and therefore can be profitable whilst being seasonal.



Community consultation

Engagement Method

Community support is a key priority that has been integral to the development of the project. We divided 'community' into three categories: (i) stakeholders, (ii) local business owners, and (iii) the general public.

For stakeholders, we organised personal meetings where the values, intention, and operational details of the project were outlined. Sketch maps of proposed routes were presented for people's feedback. By consulting early and taking considerations on board we have formed the basis of an ongoing relationship that will put us in a good position to expedite the project.

For local businesses we put together a package of maps pamphlets and a detailed background briefing paper, as well as a display poster for those who wanted it. We took the package to businesses in Huonville, Franklin, Geeveston, Dover and Southport. We discussed the project with them personally and noted their feedback which was universally positive. We left pamphlets for them to hand to locals.

The general community was approached in two ways. In early October we held forums in each township advertised in the Huon News and the local classifieds. At these we presented general concepts and an aerial photograph with sketch concept of the route. This was well received and considerable local knowledge of the landscape was fed back into the project. In December we delivered 4000 pamphlets by mail and through the shops, drawing attention to the Website for further information and for support and comment.

The following is our timetable of community engagement.

COMMUNITY ENGAGEMENT TIMETABLE

Stakeholder briefing	Circular Economy Huon	11/09/2018
Stakeholder briefing	Far South Tourism group	26/09/2018
Stakeholder briefing	Huon Producers – at the AGM	27/09/2018
Community Forum	Huonville – at the DS Café	2/10/2018
Community Forum	Cygnnet – at the Old Bank	4/10/2018
Community Forum	Geeveston – at the Forest Room	8/10/2018
Community Forum	Franklin – at Franks Cider	10/10/2018
Community Forum	Dover – at the Primary School	11/10/2018
Stakeholder briefing	Huon Small Business Forum	16/10/2018
Stakeholder briefing	Huonville Trade Training Centre (Judy	6/11/2018

	Cawthorne, Coordinator)	
Stakeholder briefing	Local landholder meetings x 2	16/11/2018
Stakeholder briefing	Huon Valley Council (workshop with councillors and senior staff)	23/11/2018
Stakeholder briefing	Sustainable Timber Tasmania (David White and Chris Bond)	23/11/2018
Community briefing	SETAC members presentation (120)	8/12/2018

Traditional owners

The *palawa lugganah* project is a proposal by South East Tasmanian Aboriginal Corporation with the express aim of revitalising and protecting our local Aboriginal language, culture and history. Although there are identified sites that are inappropriate for tourism, as *lyluequonny* & *melukerdee* people we are ready to tell our story. We want to dispel the persistent misconception that Truganini, “*the last Tasmanian Aborigine*”, died in 1876: a misconception that shows how deeply suppressed our ancient and unique culture is. This is a culture that separated from mainland Australia at the end of the last Ice Age and over the last 10,000 years has developed its particular connection to place. It has nothing to do with the simplistic Western view of Aboriginality in Australia, because connection to country is the essence of Aboriginal culture. We want to bring **our** culture to light and revitalise **our** language, art, music, food and land management practices— not as museum exhibits but as a living culture. We want to share this with other Australians as an important step toward reconciliation.

Our project is built on the understanding that collaboration and working 'two-ways' with the various sections of the community is the basis of all stages of the project. The concept development has been a collaboration of many people and this collaboration will continue through project design, construction and administration. It is important for our people that we provide employment, self-determination and a sense of purpose to address low morale, which results in the drug and mental health issues in the area. We must connect people back to the land and nature. Well- considered tourism has the capacity to deliver a great experience for the tourist and economic benefits to the local area, as well as celebrating our evolving culture.

The *palawa lugganah* experience will be used as a resource to strengthen cultural knowledge and capital - as well as for other education groups from across Tasmania and Australia.

Community engagement pamphlet



**palawa lugganah –
footmark of blackman**
~a nature adventure and
a cultural experience~



The *palawa lugganah* track is a not-for-profit community project put forward by South East Tasmanian Aboriginal Corporation (SETAC), partnering with the HuonTrails.org, weetaoona (SE Tribe) and Pakana Services. This is a volunteer-run project, entirely for the benefits of the community.

We are applying for a \$20 million grant fund from Parks and Wildlife to build this major tourism draw card. It will benefit Huon Valley communities for generations. Your support will greatly increase its chance of success.

WHAT CAN YOU DO TO HELP GET IT OFF THE GROUND?

Visit our website HuonTrails.org to register your support for this exciting community project. Talk to people you know and spread the word. Be part of future-proofing the Huon Valley's economy and protect and value our environmental and cultural heritage.

FB – [palawa lugganah](#)
Websites – setac.org.au and HuonTrails.org
SETAC (George Knight) – 6295 0004 or setac@outlook.com.au
HuonTrails.org (Paul Gibson) – 0497 569 989

TASMANIA'S NEXT BIG TRACK COULD BE IN THE HUON!



palawa lugganah track - footmark of blackman is a cycling and walking adventure from town to town, through river, forest, coast and lagoon landscapes, meeting locals and enjoying regional food and hospitality.

The track will tell the story of the Ilyluequonny & melukerde people and 45,000 years of continued connection to land and sea.



palawa lugganah - footmark of blackman - where culture and landscape are one... a journey exploring a 45,000 year history of humanity. Escape the pressure of the city, wind back time through local towns and communities to enter a world of simplicity – a timeless relationship with land and sea.

BENEFITS TO THE COMMUNITY

The Huon Valley needs jobs to keep young people in our communities. Tourism is a jobs opportunity, untapped and proven successful elsewhere. We need to convert the Huon Valley from a daytrip to a holiday destination. Our community groups are backing an ambitious project to build a 150km long track from Huonville to Cockle Creek. The track will provide locals with exercise and active travel options. Importantly, it will bring profit directly to communities via local businesses. Travellers move between towns without

clogging our roads, and without the social and parking issues caused by high-volume, road-based tourism. It will move us closer to reconciliation with the first nations people by acknowledging and celebrating their culture.

CLOSE IN DISTANCE BUT A WORLD AWAY

City dwellers are looking for active and cultural experiences and Hobart is only a short flight from Melbourne and other cities. The *palawa lugganah* track will provide an immersive experience that is transformative in its discussion of connection to place.

The track links Huonville, Geeveston, Dover, Southport and Cockle Creek with a dedicated walk/cycle track. The Track will have broad appeal to walkers and all cyclists. Electric bikes will add to the fun and appeal to a broad range of people.

palawa lugganah track will:-

- Celebrate and share Aboriginal history and culture
- Value and preserve the visual appeal of our valley
- Contribute over \$14 million per year to the economy
- Create new jobs in the Huon Valley
- Stimulate building and construction in the towns
- Provide public transport to Cockle Creek
- Build a cycleway from Huonville to Geeveston
- Support local tourism activities (bushwalking, water sports, character shops, boats)
- Increase the market for local food and beverage (sales, tastings, farm tours, workshops)
- Increase the viability of restaurants and cafés
- Promote local fitness through safe cycle and walkways
- Generate new Trade Training Centre programs around track building, landscaping and woodwork
- Promote the Huon Valley's brand and produce

Environmental concerns

palawa lugganah is a nature trail without impacting on wilderness. It uses natural landscapes to connect the riders with the environment and experiences the vast World Heritage area without damaging it. Cyclists have a reputation for staying on the track which means there is minimal damage expected from them. By finishing each segment in existing towns, *palawa lugganah* eliminates the need for the construction of accommodation in sensitive areas.

Preservation of Huon Valley character.

The Huon Valley has a distinct character much loved by residents and tourists. It is important for future development to build on this character to maintain the atmosphere as an attraction. Decisions about roads, tree preservation, zone changes, development approvals all have an impact on this character. *palawa lugganah* will provide sustainable prosperity without damaging the Huon and Tasmania's scenic amenity or reputation. The biggest issue the Huon Valley faces is that of suburbanisation. All effort must be made to avoid this pit-fall and preserve our rural image to allow our tourism to blossom.

Impact on existing infrastructure

Experiences such as at Wine Glass Bay and Bruny island throw up the questions of the shortfalls in infrastructure with increasing numbers of tourists. This project attempts to avoid these problems.

Narrow country roads of the Huon are scenic but will struggle with increases in car-based tourism. These roads are a part of the attraction to the area which would be lost with road widening and straightening but the area could desperately do with economic benefits of tourism. *palawa lugganah* increases tourism and avoids these problems not to mention the astronomical cost of road upgrades. Car parking in towns during the summer months is already stretched. Once again shifting to bikes and electric bikes resolves much of the issue. Bike racks are cheap and take very little space.

The combination of caravans heavy vehicles cyclists and inexperienced tourist drivers is fraught with danger. Ongoing accidents on Bruny island show that tourists from Europe and Asia have little experience with this type of driving. Once again cheap infrastructure such as off-road cycle tracks resolve many problems.

palawa lugganah proponents and structure

palawa lugganah is being put forward by SETAC which is incorporated under the office of the registrar of indigenous corporations. It is a not for profit organisation which has been operating for 26 years. SETAC will be the lead agency of a consortium comprising SETAC, HuonTrails.org, weetapoona and Pakana services in a robust structure to manage the proposal.

SETAC is the South East Tasmanian Aboriginal Corporation. We exist to empower the Aboriginal people of South East Tasmania so that, through self-determination, we can make decisions that affect our lives, with full recognition of the ongoing enjoyment and development of our indigenous cultural heritage. We provide Health Services, Education Support, Aged Care services, Social and Community Programmes, Alcohol & Other Drugs Counselling, and visiting Legal & Financial Services. (Details below)

HuonTrails.org is a not for profit, volunteer group representing the general community. Our goals are to move the community into a post-carbon age by providing connectivity and alternative transport infrastructure. We see this infrastructure as a key activity in the Huon Valley to encourage tourism, generate economic benefit for the community through small businesses, and provide safe cycling, walking options for locals.

The **weetapoona** Aboriginal Corporation is a group of Tasmanian Aboriginal people from the Channel and Bruny Island who work toward 'reconciliation'. We manage Murrayfield fine wool station on Bruny Island and Aboriginal sites along its 18kms of ocean frontage. weetapoona protects land with cultural and heritage values, provides Aboriginal cultural experiences and promotes community by providing opportunities for Tasmanian Aboriginal people to come together to practice and celebrate our culture.

Pakana Services are a Tasmania wide Aboriginal land service organisation. We do brush cutting, weed control, fencing, tree planting, seed collection, track construction and maintenance, We are also a training and education provider.

The **palawa lugganah** consortium combines:-

- the legitimacy of SETAC's 45,000 years of connection and stewardship of this place
- HuonTrails.org's design and community advocacy skills
- weetapoona's representation of Channel and Bruny Island Aboriginal connections
- Pakana Services land management skills, track making and management

The consortium will form a skills based volunteer working group to employ and direct a Managing director who will be responsible for the efficient and effectively development and operation of the *palawa lugganah* project. A common reporting system will be implemented with the individual partners reporting to the lead agency.

SETAC DETAILS AND SERVICES

South East Tasmanian Aboriginal Corporation (SETAC) is an Aboriginal Community Controlled, Non-Government Organisation. The Co-operative was incorporated in 1992 under the Corporations Aboriginal & Torres Strait Islander Act 2006. SETAC has a Board of Directors, Chief Executive Officer and an administration team that provides program support through:-

- Management & financial administration
- Program & policy development
- Funding & program submission writing
- Clerical & reception sections
- Administrative support in human resources
- Projects & new initiatives in community development.

We provide a range of community development services, projects and programs to the Aboriginal Community of the Huon and Channel communities including: -

An Aboriginal Health Service in Cygnet offering a nurse led health service for:

- Drug & alcohol
- Sexual health
- Hearing & Audiometry (Otitis Media)
- Community health/ health promotion
- Mental health, social and emotional well-being
- Family health, domestic violence
- Mum's and Bub's program
- Along with outreach services to communities of Dover, Geeveston, Franklin, Huonville, Kingston, and the Channel and Bruny Island.
- Home & Community Care (HACC)
- Community Aged Care Packages (CACP)

Community Development Programs and Projects covering:

- Youth & cultural programs
- Community Transport Service
- Education transition program

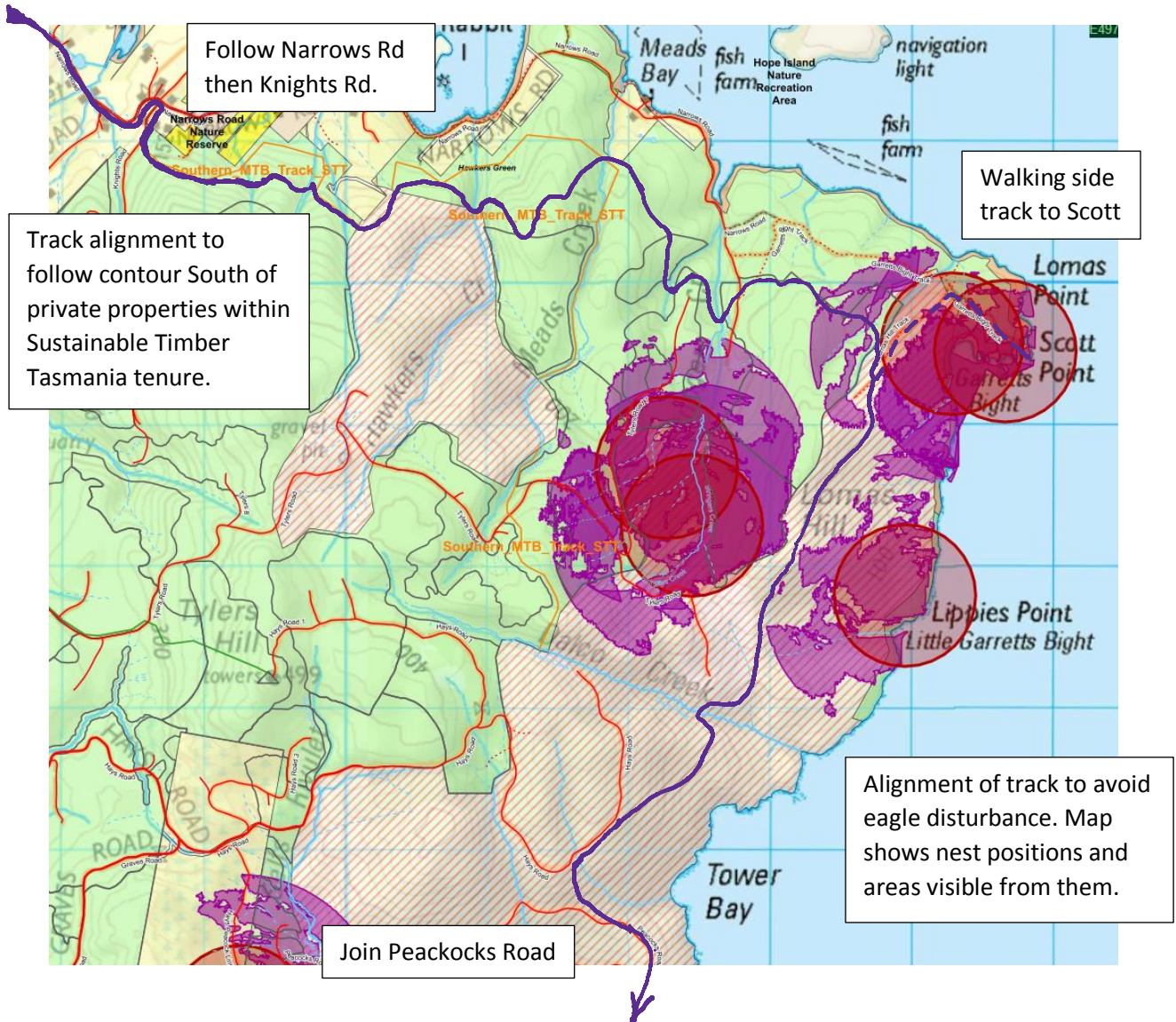
Funding is largely from government grants provided by:

Prime Minister and Cabinet, Department of Health, Department of Social Service, Department of Health and Human Services, Department of Premier and Cabinet, Primary Health Tasmania, Tazreach

APPENDICES

APPENDIX 1 - GARRETS POINT DETAIL MAP

GARRETS BIGHT TRACK ALIGNMENT



The track alignment is positioned in consultation with Sustainable Timber Tasmania to minimise restriction of Future Potential Production Forest (FPPF) and to avoid Permanent Timber Production Zone land. In this PTPZL the track uses existing nature corridors identified by STT. The Garrets Bight area has numerous Wedgetail eagle nests as shown on the map above and the track is positioned to avoid disturbance eagles living in the area.

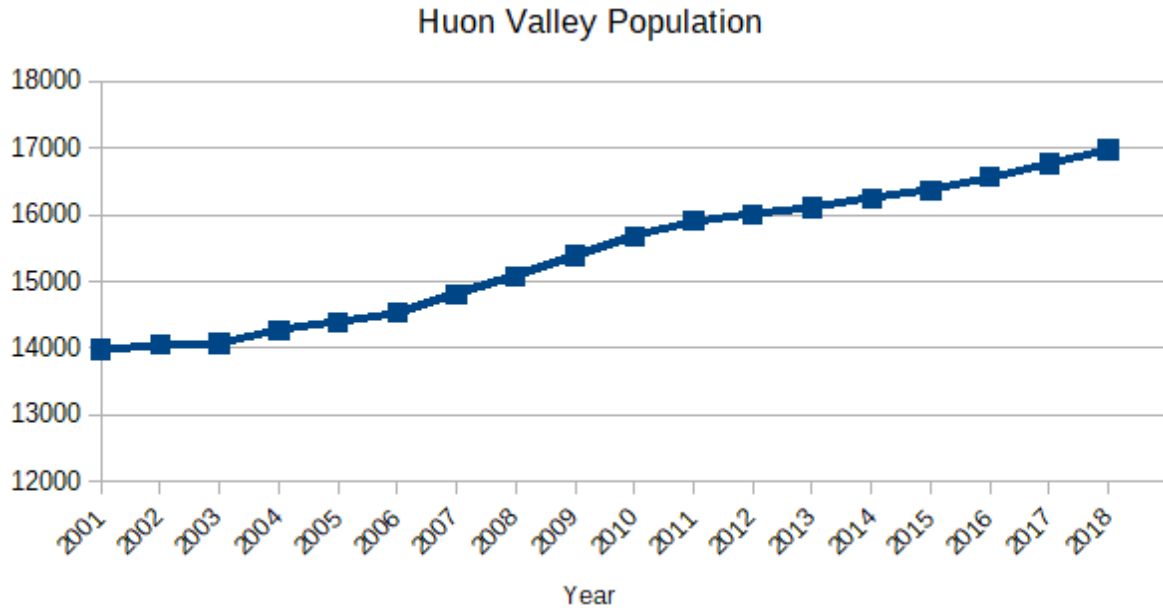
APPENDIX 2 - SOUTHPORT CONSERVATION AREA DETAIL MAP



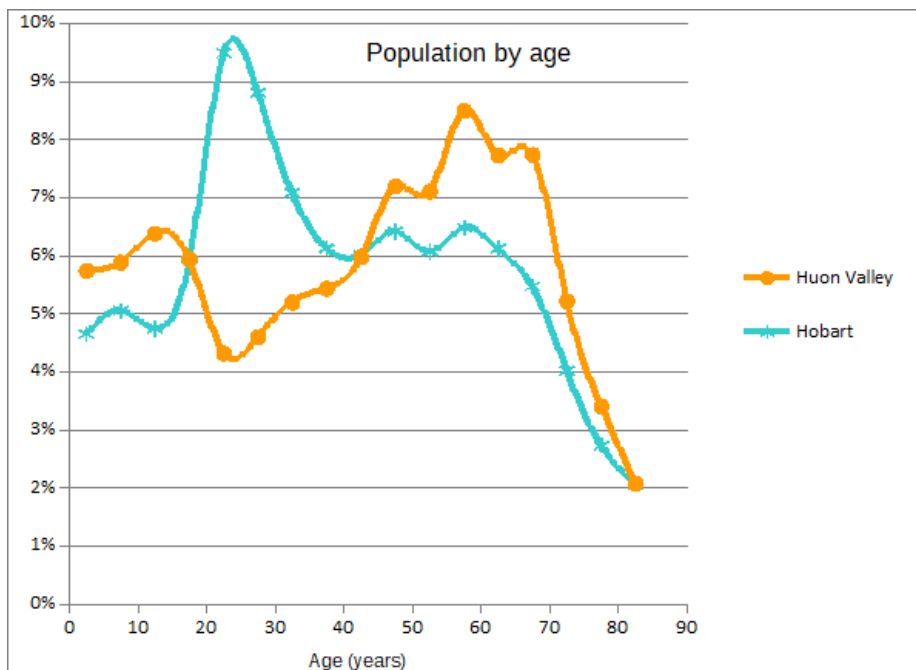
The aim of *palawa lugganah* project is to provide a clearly defined track through unspoiled landscapes. In the Southport Lagoon area there has been considerable damage from 4WD use in the past. The alignment of the *palawa lugganah* track will follow existing 4WD damage with a new cycleway. The width of the track will be within the damaged area with defined edges and a process of revegetation along these edges will be commenced including the revegetation of disused tracks.

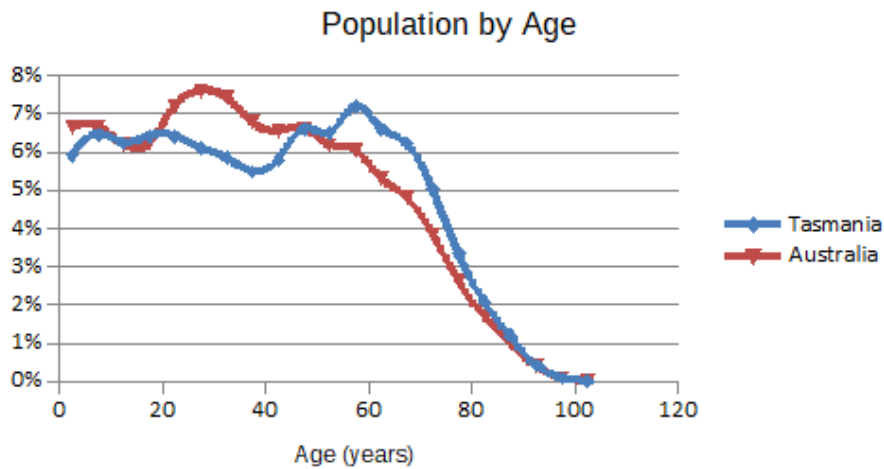
APPENDIX 3 - HUON VALLEY SOCIO-ECONOMIC SITUATION

The population in the Huon Valley has grown healthily in trend with the population of the state. The estimated current population (2018) is about 17,000.



The age distribution within the population is not well distributed, showing a substantial deficiency of people aged between 20 and 40 years, and a lesser deficiency of people aged under 20.





Both Australia's and Tasmania's population distributions are nearly flat-topped, which represents a typical, stable population. In Tasmania, there are about 17,000 people over 50 who are mostly retirees who chose to relocate because of housing and cost-of-living being more affordable. On a pro-rata basis, about 350 of these would be in the Huon Valley.

An analysis of the distribution of the population of different ages within the Huon Valley shows that about 1,500 people aged between 18 and 40 years are gone from the valley, presumably because of lack of opportunity. A small part of this is the natural movement of young people to access training and tertiary education, but there is not significant counter-movement to such training in the valley.

This graph clearly shows the stress experienced by young people at the end of their education. About a third move elsewhere, for employment opportunities and further education. The combination of factors: inability to find employment, moving away from friends, family and familiar surroundings - these cause stress and are the basis for mental health issues to develop.

As a result of the deficit of working aged people, there is also a deficit of school-aged children of about 800. The "natural" population of the valley would be about 2,300 higher, a total of 19,600. The increase in population would be 13.5% to restore a healthy economy.

The valley experiences unemployment at around 8% compared with the state average of 5%. The 3% difference represents about 200 employees.

Incomes

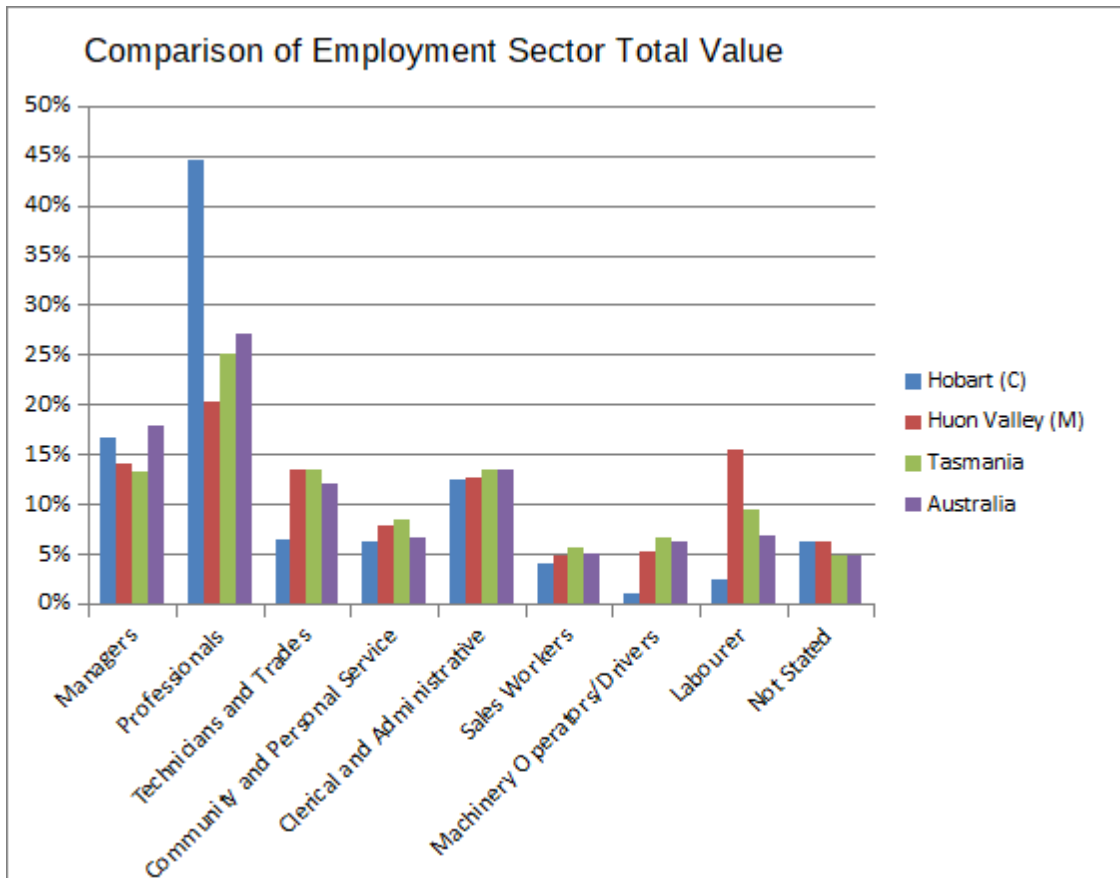
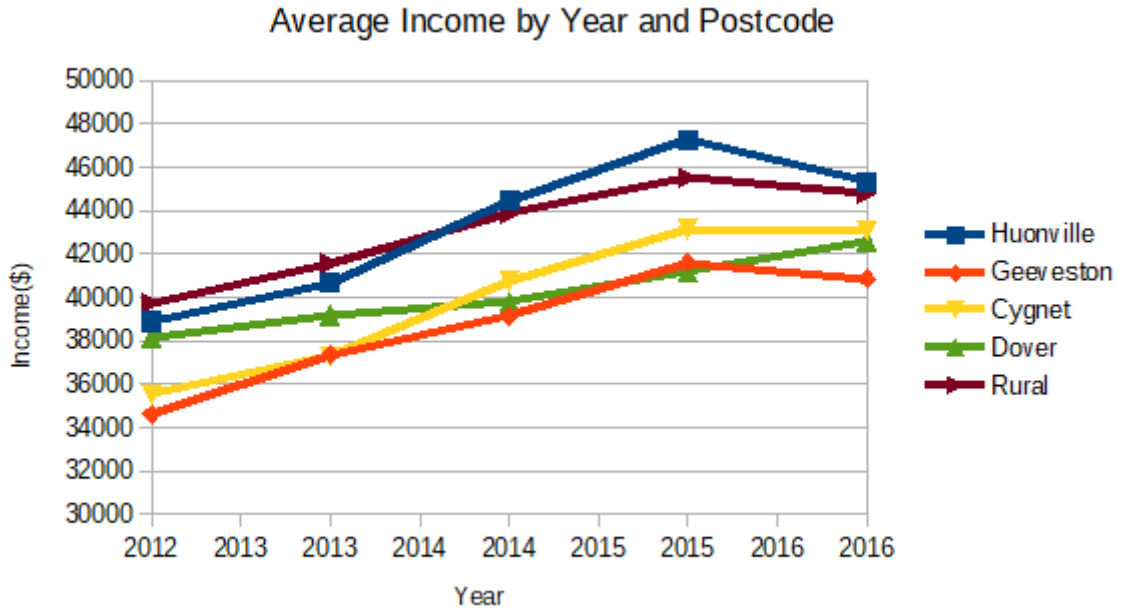
An analysis of the incomes in the valley show a degree of impoverishment, although interpretation needs to include the natural tendency of the older residents to live fairly meagrely by inheritance, and make do with limited resources supplemented by self-sufficiency practices. This does harm to the economy.

None-the-less, many of the younger people move away, of necessity or by choice. This leaves a partially distorted societal structure, which would be improved by more employment, entertainment and recreational opportunities.

Average Income \$ 2010-11	Huon Valley	Tasmania	Australia
Managers	59,511	61,146	80,613
Professionals	54,941	61,297	69,307
Technicians and Trades	45,786	48,817	55,587
Community and Personal Service	29,018	32,381	34,912
Clerical and Administrative	37,017	40,227	44,528
Sales Workers	25,516	26,471	29,548
Machinery Operators/Drivers	38,731	47,645	55,079
Labourer	28,470	30,987	33,827
Not Stated	29,433	31,534	39,913
Average Income \$	38,640	43,520	51,923

Total Income \$	Huon Valley 2011	Huon Valley 2018
Managers	33,564,437	38,599,103
Professionals	48,622,990	55,916,439
Technicians and Trades	32,095,764	36,910,129
Community and Personal Service	18,745,806	21,557,677
Clerical and Administrative	30,427,987	34,992,185
Sales Workers	11,584,148	13,321,770
Machinery Operators/Drivers	12,665,171	14,564,947
Labourer	36,897,448	42,432,065
Not Stated	14,922,595	17,160,984
Total	239,758,793	275,722,612

(ATO 2011, - 2018 is 2011 data adjusted for CPI)



The Huon Valley has a unique mix of industry sectors in its economy. Historically, agriculture and forestry were the major industries. Agriculture involved apple exports, beef and dairy. More recently, the dominate industry has been aquaculture, and tourism the most strongly growing sector. From ABS figures for 2011:

Sector	2011 Value (\$M)	CPI adjusted Value 1918 (\$M)
Aquaculture	225	259
Fishing	40	46
Agriculture	43.4	50
Forestry	19.5	22
Tourism	52.4	60
Total	380.3	438

Population by age (ABS 2011)

The Huon Valley’s employment sectors are dominated by aquaculture, agriculture (mainly apples, pears, cherries, beef and dairy), and residual forestry operations. The valley is under-represented in accommodation and food services, financial and construction services, professional and technical services, government and public administration, real estate services and health care services.

Forestry

The forestry industry has been in slow but slow recovery since the Global Financial Crisis of 2008. It employs 2.7% of the work force.

Table 6 Direct employment generated by the Tasmanian forest industry, 2017, by local government area

Region	Local government area name	Growing, harvest, haulage, primary processing (2017-18 industry survey) ¹	Secondary processing (2016 ABS Census)	Total forest industry jobs, 2017 (including secondary processing)	Size of employed labour force, all industries, 2016 ²	% employed labour force working in forest industry ²	Employment by industry sector (excludes secondary processing jobs; data from 2017 industry survey)		
							Native forest	Softwood plantation	Hardwood plantation
Cradle Coast	Burnie	125	8	133	7663	1.7%			
	Central Coast	69	19	88	8835	1.0%			
	CircularHead	231	5	236	3599	6.6%			
	Devonport	63	21	84	9649	0.9%			
	Kentish	26	4	30	2447	1.2%			
	Latrobe	26	9	35	4483	0.8%			
	Waratah/Wynyard	99	16	115	5341	2.2%			
	WestCoast	16	0	16	1518	1.1%			
	TOTAL (inc. King Isl.)	653	82	735	44338	1.7%	297	81	286
Northern	Break O’Day	18	6	24	1936	1.2%			
	Dorset	234	5	239	2563	9.3%			
	George Town	132	0	132	2187	6.0%			
	Launceston	383	52	435	27540	1.6%			
	Meander Valley	112	13	125	8460	1.5%			
	Northern Midlands	67	11	78	5500	1.4%			
	West Tamar	91	25	116	9853	1.2%			
	TOTAL (inc. Flinders Isl.)	1035	112	1147	58465	2.0%	311	434	290
	Southern	Brighton	75	6	81	6633	1.2%		
Central Highlands		44	0	44	818	5.4%			
Clarence		93	22	115	24578	0.5%			
Derwent Valley		244	8	252	3862	6.5%			
Glamorgan/Spring Bay		6	0	6	1650	0.4%			
Glenorchy		94	39	133	19259	0.7%			
Hobart		191	12	203	24255	0.8%			
Huon Valley		147	24	171	6381	2.7%			
Kingborough		66	44	110	16335	0.7%			
Sorell & Tasman		27	9	36	7110	0.5%			
Southern Midlands		28	4	32	2599	1.2%			
TOTAL		1014	168	1182	113480	1.0%	504	388	123
Tasmania	2714	362	3076	216283	1.4%	1112	903	699	

¹ Due to rounding, totals may be slightly different to numbers for individual LGAs

Ref. Socio-economic impacts of the forest industry Tasmania May 2018, University of Canberra

The Ta Ann timber processing plant produces value-added products, but provides a small return to the local economy as in to foreign owned and controlled.

Tourism

Tasmania has a growing tourism visitation rate increasing annually past 1.2 million visitors a year. In the Huon Valley the uptake is only about one tenth of the state total. Much of the current tourism is

from visitors who have accommodation in Hobart, and only make a day trip to the Huon. Encouraging multi-day visits would result in a substantial increase in total tourism in the region, benefiting accommodation, food and beverage, and retail sales. The Tasmanian brand has good standing in the tourism market, and the Huon brand within that has also some importance.

Accommodation in the valley is mainly low-key B&B, holiday unit or guest house style, with few hotels and motels in the market. The increase and promotion of the smaller accommodation facilities is more sympathetic to the nature of the region than the introduction of concentrated larger facilities.

Activities available include winery, cider and food experiences, Hasting caves and thermal pool, Tahune air-walk, Ida Bay railway, RV and camping facilities,

The need for economic stimulation

The previous sections describe the characteristics of the Huon Valley. The economy is stable and only changing slowly, but is at a low base due to historical declines of its major industries; agriculture from apples, forestry for sawn timber, pulp and woodchips, sea fishing from scale fish, abalone, crayfish and scallops.

A summary of the economy can be pieced together from available data, but this data is fragmented or not current, so some fair estimates are needed.

Year	2010	2011	2012	2013	2014	2015	2016	2017
Electors	10965	11197	11398	11598	11799			
Population	15137	15140	15518	15895	16273	16236	16199	
Ratepayers	9940	10200	10107	10190	10294	10426	10611	10795
Gross Economy \$m								
Average weekly wage \$	824	868	854	840	826	907	987	

Huon Valley statistics:

Total taxable income \$370 M

Number of employees, 6,700

Residents (2017) 16,199

Total ratepayers 10,795. 7,000 residential ratepayers, 4,500 business ratepayers.

The total economic activity in the valley is around \$850 M pa. If this were to increase by 13.5% in parallel with the increase in population, the extra economic activity would be \$115M pa, taking the total to \$965M pa.

We need to increase population by about 1,500 persons aged 20 to 40, and about 800 children. These 2,300 extra residents need about 900 extra homes. Together with current residents coming into the workforce, there would be 900 extra wage earners, with a total personal income of \$50M

pa. Extra rate income to the Huon Valley Council would be \$900,000, to which can be added extra business income of \$500,000.

The *palawa lugannah* project will stimulate the economy of the Huon Valley by more than \$20M, provide 110 FTE jobs, and be an important part of the \$115M pa economic recovery of the region.