



BELL BAY ADVANCED MANUFACTURING ZONE

18 November 2020

BACKGROUND

- Economic Development group formed in 2015
- Identified a need for a paid position
- Funding for the position was shared by Industry/State Government/Local Government,
- Project Officer appointed in September 2017 and worked up to 22 hours per week
- CEO appointed in October 2020 and works full-time



BUSINESS MEMBERS

- Bell Bay Aluminium
- South 32 TEMCO
- Timberlink
- Forico
- Kempe Engineering
- CPT Engineering
- Confab Engineering
- Abrasive Blasting & Coating
- Temtrol
- Tasmanian Electrical Service
- East Tamar Maintenance
- Kymera International (Ecka Granules)
- Harcourts East Tamar
- GLB Construction
- ITS Timber & Hardware
- KEEN



OTHER MEMBERS

- Coordinator General
- George Town Council
- City of Launceston
- West Tamar Council
- Regional Development Australia Tasmania
- George Town Chamber of Commerce
- Tas Ports
- Tas Rail



KEY FACTS

- 59% of all Tasmania's manufactured exports are produced in the Bell Bay area
- Approximately 1300 FTE's are represented in the 16 businesses
- Of the workforce represented by the 16 businesses approximately
 - 1/3 live in George Town
 - 1/3 live in West Tamar
 - 1/3 live in Launceston and the North East



ACHIEVEMENTS

- Training provider for the Bell Bay Advanced Manufacturing Zone
- Branding strategy
 - New website – www.bbamz.com.au
 - Case Study
 - Short Video
- Establishment of a Group Training Organisation in George Town, Key Education & Employment Network (KEEN)
- Commonwealth funded employment trials
- \$793,000 in government funding awarded in last 2 years
- 2019 - National Award for Regional Growth



PROJECTS 2020

- Strategic Plan - New Governance Structure
- Signage
- Upskilling and Training
- AFL Lights at George Town Sports Complex
- Northern Workforce Development Officer
- Training and Assessment Qualification for Industry
- Business Breakfasts
- Tender Training
- Investment Attraction
- Work closely with the Coordinator Generals Office and George Town Council to assist any new businesses that setup in Bell Bay



TAKE HOME MESSAGES

- Trust and collaboration
- Industry led but supported by all levels of Government
- One point of contact
- Model is transferrable to other industries and sectors



**THANK
YOU**

For more information contact:

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