

CAMBRIA, TASMANIA



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Amendment to the Glamorgan Spring Bay Interim Planning Scheme

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EXECUTIVE SUMMARY

This report forms part of a request for amendment to the *Glamorgan Spring Bay Interim Planning Scheme* 2015 (GSBIPS 2015) under the former Section 33 provisions of the Land Use Planning and Approvals Act 1993, relating to land on the northern perimeter of Swansea, forming the farm estate of Cambria.

The amendment has been drafted to allow for a range of uses and development on the site, to support the ongoing heritage restoration and adaptive reuse of the historic Cambria homestead, intensive agricultural use of prime and productive agricultural land, and ecological restoration and protection of important ecosystems. To support these activities economically, a range of complimentary tourist facilities and activities will be facilitated by the amendment.

A Masterplan concept for future potential development of the site informed the proposed amendment. The Masterplan is based on intensive investigations into the site's potential with respect to heritage, agricultural capability, inundation risk, aboriginal heritage, and natural values. The Masterplan also responds to the relevant state and national policies, regional land use strategies, and the local structure plan.

The amendment is in the form of a Specific Area Plan, the purpose of which is to:

1. Provide for use and development of the site that utilises the agricultural, natural, and historic heritage assets as the basis for regionally significant economic tourism development.
2. Identify precincts that recognise the specific land characteristics, and manages use and development that is appropriate to the features of the landscape.
3. Reinststate and protect the importance of the Cambria Homestead as a historic focal point for the community and visitors.
4. Protect the most productive agricultural land and ensure that adjoining land uses conflicts are minimised or integrated with agricultural activities.

The land has been divided into four distinct precincts that enable fine grain planning responses to investigations of the site's features. The precincts have further objectives to manage use and development that meet the specific qualities of the area, but are integrated with the overarching vision for the site.

The structure and wording of the amendment has been drafted where possible, in accordance with the State Planning Provisions so that it can be easily incorporated into a future scheme, however in the interim it is capable of being included within the existing scheme.

A review of relevant strategic documentation is included in this document, as well as documentation of various desired outcomes for the overall urban design and the development of the site. Assessment of the various site opportunities and constraints has been informed by a number of background reports forming the basis of a detailed site analysis. The impact of development options has then been compared within the existing and scheduled changes to the planning scheme in order to establish the framework for the

amendment. Finally, the resulting proposal has been assessed in accordance with the requirements of the Act including consideration of the State Policies.

This report has concluded that all existing natural values can be maintained, protected or enhanced; potential hazards can be mitigated or avoided; and the potential outcome can produce a high level of amenity and social and economic investment for the region, and users of future development of the land.

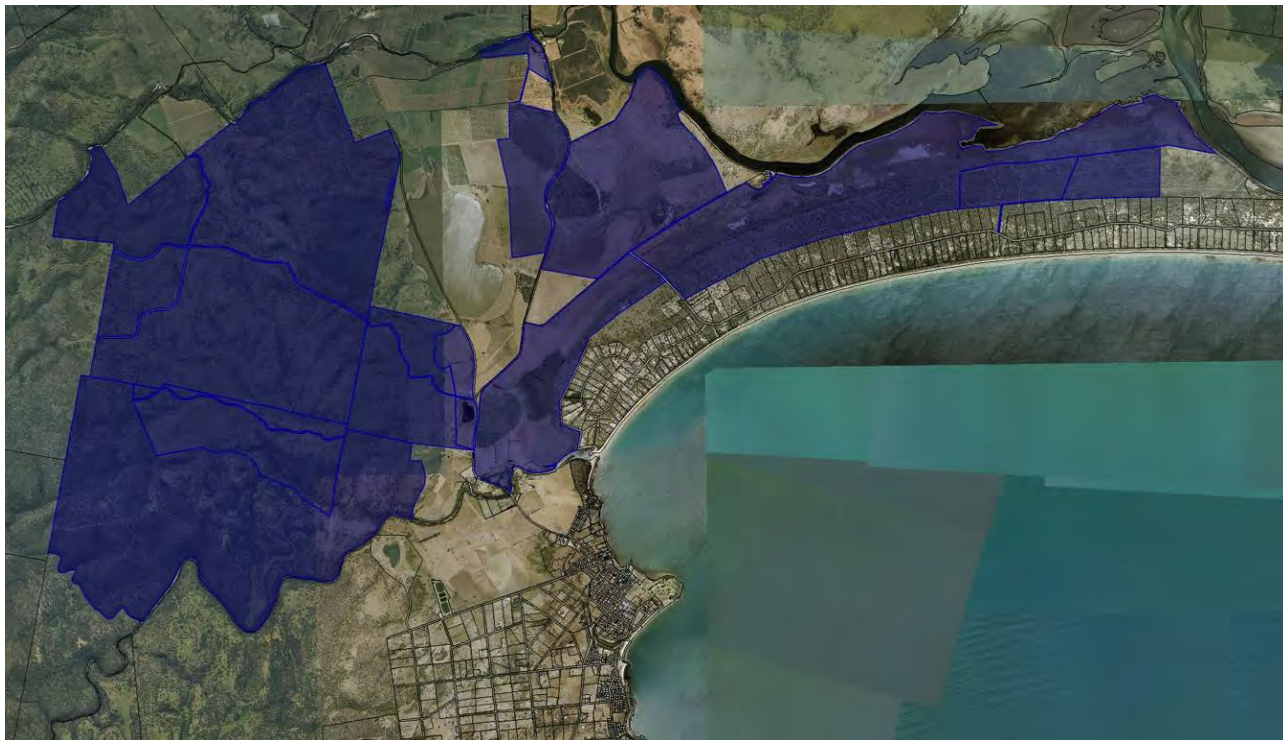


Figure 1: Aerial Image showing the extents of the Cambria Estate (Source: The LIST)

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1. BACKGROUND

Ireneinc Planning & Urban Design has been engaged by Cambria Green Agriculture and Tourism Management Pty. Ltd. to prepare a masterplan for development of various properties located around 2-10km north of Swansea on the east coast of Tasmania. The brief provided to us by Mr Ronald Hu was to undertake a preliminary assessment of the feasibility of the land in relation to the following development options:

- Agriculture (Organic Farming) - orchards, crops, grazing and hay production, and vineyards
- Tourism Development - resort, motel, International conference facilities, and dwellings
- Health Retreats - recuperation holiday accommodation
- Retail / Commercial - shops, restaurants, recreation centre, service station, clinics and consulting rooms
- Golf course - including club rooms
- Light Aircraft Landing Strip - scenic flight facilities, Royal Flying Doctors Service facilities

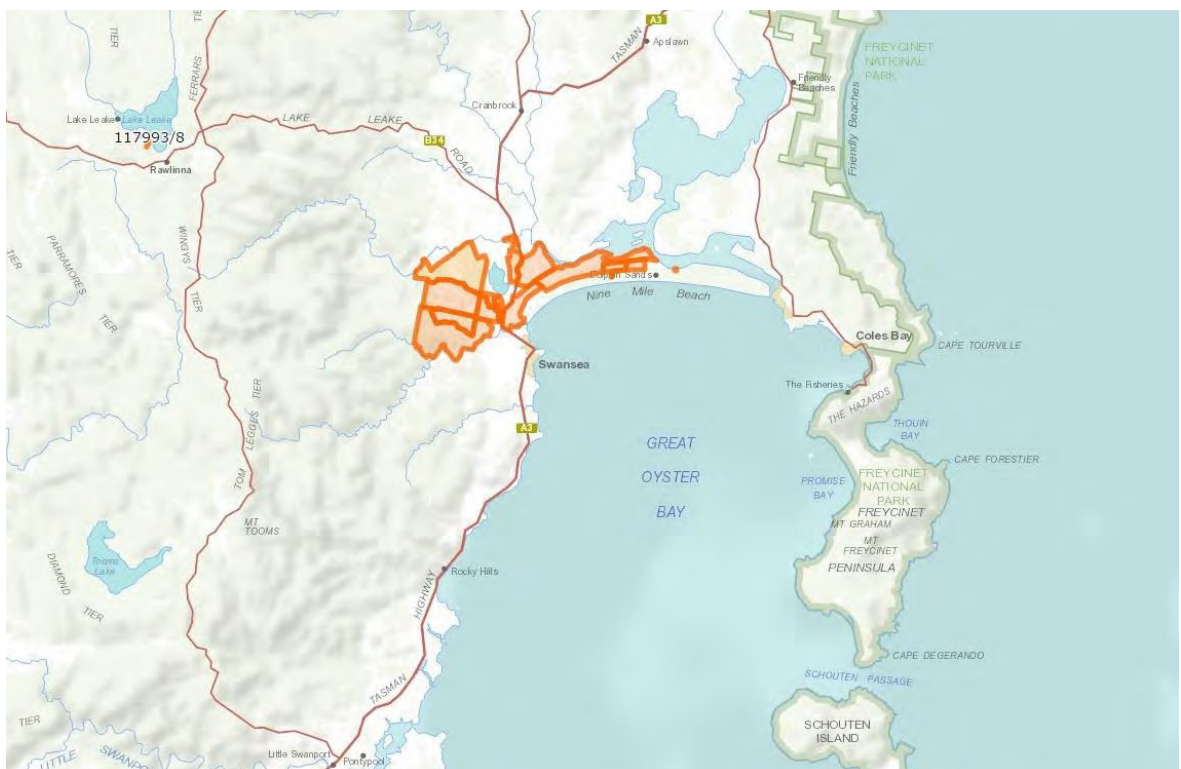


Figure 2: Location Plan (source: The LIST)

The feasibility recommended a Masterplan for the site with reference to relevant strategic and statutory documents, and identified the necessity to amend the planning scheme to facilitate the best use of the natural and built resources on the land.

This report forms part of a request for an amendment to the *Glamorgan Spring Bay Interim Planning Scheme 2015* (the Scheme) under the S8C and the Savings and Transitional Provisions of Schedule 6 of the *Land Use Planning and Approval Act 1993 (LUPAA)*, which requires amendments to interim planning schemes to be considered in accordance with the former requirements of LUPAA.

The proposed amendment has been prepared with reference to the *Southern Tasmanian Regional Land Use Strategy 2013 (STRLUS)*, the provisions of the *Glamorgan Spring Bay Interim Planning Scheme 2013 (GSBIPS)*, the *Tasmanian Planning Scheme: State Planning Provisions (SPP)* and other applicable provisions of national, state, regional and local policies.

1.1 PROJECT TEAM & REPORTS

This project has been informed and guided by the outcomes of a number of investigations undertaken by a range of specialist consultants with the following documentation prepared:

- Aboriginal Heritage Assessment, Cultural Heritage Management Australia
- Agronomic Suitability Report, Ag Logic
- Ecological Assessment, Environmental Consulting Options Tasmania
- Coastal Vulnerability Assessment, Geo-Environmental Solutions
- Conservation Management Plan, and Heritage Design Guidelines, Trethowan
- Architectural Plans, Life Design Architecture
- Golf Course Masterplan, Crafter + Mogford
- Traffic Impact Assessment, Milan Prodanovic
- Visual Impact Assessment, Another Perspective

2. STRATEGIC ANALYSIS

2.1 PLANNING POLICY FRAMEWORK

The following section reviews the strategic land use planning policy contained within the following relevant documents, *Southern Tasmania Regional Land Use Strategy 2013*, and *Swansea Structure Plan: 4 February 2016*. The policies and objectives of the current Interim Planning Scheme and State Planning Provisions have also been considered, as well as a number of other relevant documents that may impact the strategic framework.

2.2 TOURISM

Tasmania is becoming an increasingly popular destination for interstate and overseas visitors. Visitor numbers to Tasmania were up 8% in 2017 from the previous year, with 1.28 million visitors coming to the state¹. There was a net 19% growth in international tourism arrival numbers from the year 2012 to 2015, notably a 281.6% increase in tourist numbers from China, resulting in the largest number of overseas tourists in that year².

Tourism Tasmania data shows that there was a 10% increase in visitor numbers arriving at the East Coast during 2017 from the previous year, with 377,600 visitors visiting the region from interstate and overseas³.

The most popular activities and experiences which visitors to the state participated in during the 12 months to September 2017 include (in total visits); bushwalking (587,422) visiting historic sites and attractions (532,697), visiting National Parks (530,688), visiting museums (411,962), visiting craft shops (399,451) and visiting local food producers (377,465)⁴.

¹ Tasmanian Tourism Snapshot (2017: p1)

² Tourism Tasmania Asian Engagement Marketing Strategy (2016: p 5)

³ Tourism Tasmania Snapshot (2017: p 4, Table 2)

⁴ Tasmanian Visitor Survey data (<https://tourismtasmania.com.au/research/tvs>)

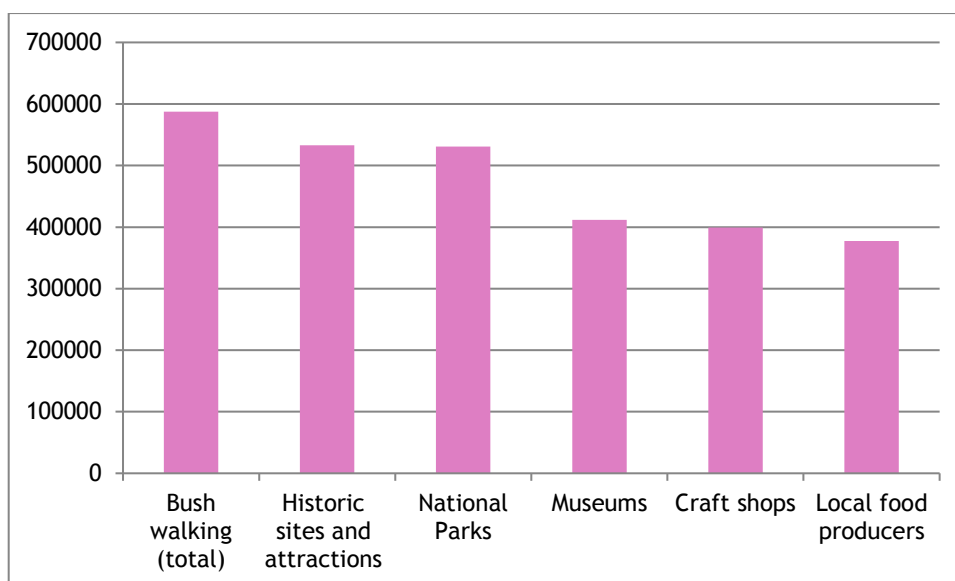


Figure 3: Most popular activities for visitors to Tasmania over 12 months to September 2017. Source: TVS data

The Freycinet Peninsula and Wineglass Bay are key destinations for tourists to the area⁵. The Freycinet Peninsula is seeing a significant growth in tourist numbers each year. In the year 2016-17 Freycinet National Park was the most visited National Park site in Tasmania, with 292,000 visitors, up 7% from the previous year⁶.

Coles Bay and surrounds offer a range of accommodation options for visitors to Freycinet, but large demands during the peak season see high occupancy rates for accommodation, and there is also increased demand on other infrastructure such as car parking in the National Park during peak times⁷.

ABS census data from 2016 illustrates the following employment data for the top responses for 'Industry of employment':

INDUSTRY	% GLAMORGAN SPRING BAY	% BREAK O'DAY	% TASMANIA
Accommodation	12.4	6.4	1.8
Cafes and Restaurants	3.7	—	2.4
Supermarkets and Grocery stores	3.6	4.7	3.0

These numbers illustrate that visitor accommodation is one of the highest employers in Glamorgan/Spring Bay, and is substantially greater in the region than across the state generally. The next two highest employers in the municipality are cafes and restaurants, supermarkets and grocery stores, showing the importance of tourism to a number of different employment sectors.

Tourism is clearly an integral part of the economy of the region.

2.2.1 Tourism 2020

Tourism 2020 is an Australian and state government policy direction to respond to opportunities in the tourism industry. The following are the policies that were agreed upon⁸:

⁵ Freycinet National Park Draft Management Plan (2015: p 6)

⁶ Parks and Wildlife Service, Visitor Numbers to Selected Reference Sites

⁷ *The East Coast Destination Management Plan*, The Stafford Group (2013: p 64)

⁸ <https://www.austrade.gov.au/Australian/Tourism/Policy-and-Strategy/tourism-2020>

- *encourage high-quality tourism experiences, including Indigenous tourism*
- *limit the tax, red tape and other regulatory burden industry faces*
- *undertake coordinated and effective marketing campaigns to drive demand*
- *work with industry to support the development of tourism infrastructure that can drive demand.*

These were further elaborated on in 2014 with the *Tourism 2020 Implementation Plan (2015-2020)*. Targets were identified for the growth of the tourism industry to between \$115 and \$140 Billion. Of relevance is a substantial increase in the number of rooms, aviation capacity, and skilled tourism workforce.

The education and training of tourism skills is an important component of ensuring that the tourism industry is competitive globally, along with an emphasis on the ‘integration and implementation of destination management planning processes and actions into local government planning’ (p. 2).

2.2.2 Asian Tourism Market

The Australian government has strengthened cooperation with the signing of a Memorandum of Understanding⁹ with the Chinese Government to increasing tourism cooperation through the Approved Destination Status scheme, which facilitates a greater number of Chinese tourists through guided groups.

Subsequently, at a state level Tourism Tasmania has recognised China and Hong Kong as two independent core priority markets in the Asian region for the growth of the tourism market, with spending far exceeding other identified priority markets. The emergence of this market has required Tourism Tasmania to assess these emerging markets and respond strategically. The current marketing position and approach is as follows:

Tourism Tasmania’s targeted position in the Asian region is as a premium destination and is focused on affluent, high yield visitors, rather than volume. This strategy is focussed towards small group tourism and Free Independent Travellers and is underpinned by the destination’s core appeals of nature, wildlife, produce and people.¹⁰

Tourism Tasmania identifies that China represents a total 16% of total international leisure visitation to the state, and that these arrival numbers are anticipated to rise.

⁹ <https://www.austrade.gov.au/Australian/Tourism/Working-with-China/china-policies>

¹⁰ p. 7, Tourism Tasmania, June 2016, Asia Engagement Marketing Strategy

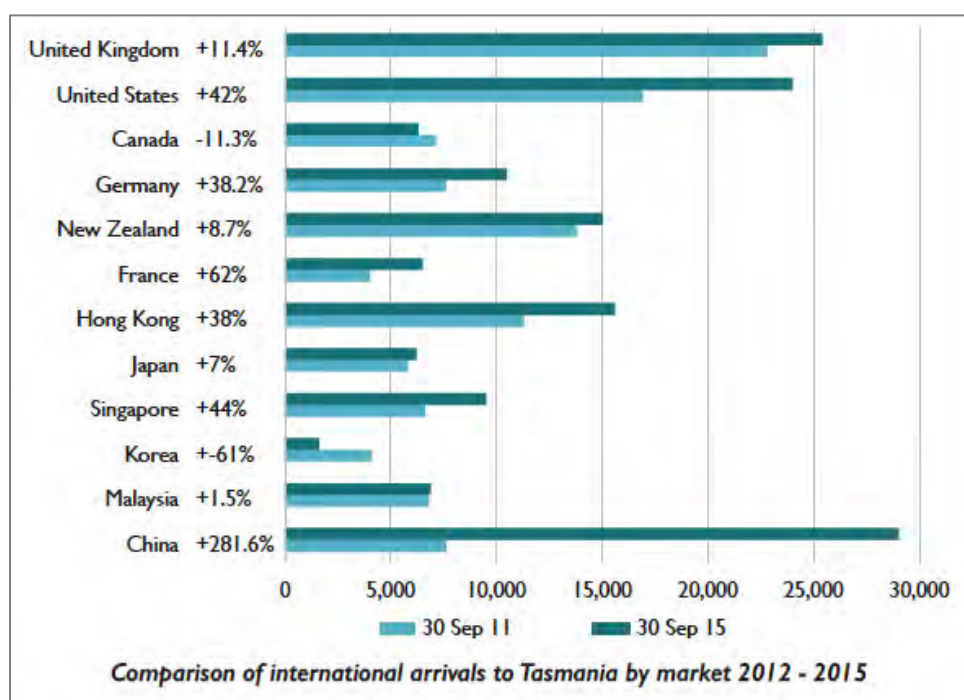


Figure 4: The number of all international visitors has increased to Tasmania, with China rapidly surpassing other countries¹¹

2.2.3 Regional Tourism

In addition to Tourism 2020, Tourism Australia and Austrade have established the *Regional Tourism Infrastructure Investment Attraction Strategy 2016-2021* (the strategy). The strategy is a five-year commitment between the two agencies to work with state, territory and local governments to create an environment conducive to attracting foreign direct investment (FDI) into regional tourism infrastructure.

The strategy has selected iconic tourism regions ‘where the visitor economy is showing signs of health, but has witnessed lower levels of investment (i.e. evidence of market failure)’¹². The strategy has identified the East Coast of Tasmania as one its target destinations and is focused on growing demand for distinctive and authentic experiences that are often found in regional areas. The East Coast is acknowledged as suiting tourism demand for culture and heritage, nature and wildlife, and aquatic and coastal activities .

In some respects regional planning strategies for tourism development and infrastructure are not keeping pace with the substantial growth of tourism, however they are still important in illustrating some of the issues and necessary responses. *The East Coast Destination Management Plan*¹³ was prepared in 2013 for the East Coast Regional Tourism Organisation Inc. and looks at management of existing and future tourism opportunities in the Break O’Day and Glamorgan/Spring Bay municipalities. The report identified the following limitations on tourism development:

Stakeholder feedback and overall analysis highlights the following in relation to these issues in the matrix as they affect the East Coast:

¹¹ p. 5

¹² <https://www.austrade.gov.au/Australian/Tourism/Policy-and-Strategy/Infrastructure-and-Investment/regional-tourism>

¹³ *The East Coast Destination Management Plan*, The Stafford Group (2013)

- Access to the East Coast and no direct air access is noted as a limitation which creates heavy reliance on tagging on to the strategic gateways of Hobart and Launceston;
- Limited telecommunications coverage in some areas is a limitation for operators and visitors;
- Lack of available skilled labour and the cost of securing and retaining it on the East Coast are noted as limitations affecting service delivery and front of house standards etc. Variable food and beverage quality is noted as a problem needing to be addressed; and
- Lack of investment and mediocre returns on investment are limiting opportunities for innovation and associated investment.

The STRLUS includes the following Regional Policy to manage the growth in Tourism:

T 1 Provide for innovative and sustainable tourism for the region

T 1.1 Protect and enhance authentic and distinctive local features and landscapes throughout the region.

T 1.2 Identify and protect regional landscapes, which contribute to the region's sense of place, through planning schemes.

T 1.3 Allow for tourism use in the rural and significant agriculture zones where it supports the use of the land for primary production.

T 1.4 Provide flexibility for the use of holiday homes (a residential use) for occasional short-term accommodation.

T 1.5 Provide flexibility within commercial and business zones for mixed use developments incorporating tourism related use and development. T 1.6 Recognise, planning schemes may not always be able to accommodate the proposed tourism use and development due to its innovative and responsive nature.

T 1.7 Allow for objective site suitability assessment of proposed tourism use and development through existing non-planning scheme based approval processes (43A application).

While there are not specific objectives within the GSBIPS for tourism, local objectives for the various specific areas of interest often refer to tourism particularly for the Activity Centres (clause 3.0.3):

Desired Outcomes:

- (a) Vibrant town and village centres that provide for the needs of locals and visitors.*
- (b) Commercial operations outside of town and village centres to provide for the needs of locals and visitors where isolation makes them necessary and viable.*

Outcomes to be achieved by:

- (a) Providing visitor services within towns to enhance the visitor experience.*
- (b) Strengthening the commercial and tourism roles of the activity centres to meet the needs of residents and visitors.*
- (c) Protecting and enhancing the historic heritage of the towns and villages.*

In terms of Local objectives for Competitiveness the STRLUS includes the following (clause 3.0.9):

Objective: To make the municipal area competitive on a State, national and international basis.

Desired outcomes:

(a) The Glamorgan Spring Bay municipal area is a destination to visit providing cultural, historic and natural attractions.

Outcomes to be achieved by:

(b) Applying Heritage Code to protect the heritage significance of the area and stimulate appreciation of the area.

(d) Providing for innovative and environmentally sound tourism projects in all zones that respond to market need and reflect the unique qualities of the locality

The Swansea Structure Plan (p. 40) recognises that some of the current weaknesses in Swansea are that:

- *Some tourist facilities are aging and a lack of new offerings may affect appeal of Swansea as a tourist destination.*
- *Does not have a strong identity and lacks “anchor” attractions that draw people to the town.*

Further it is recognised that the existing golf course is underutilised. There is also a concern that Excessive tourism of residential development may lose the existing community culture of the township (p. 46).

2.3 POPULATION

The Tasmanian Government has a policy to increase the state’s population to 650,000 by 2050 by encouraging and facilitating interstate and overseas migration and encouraging expats to return to Tasmania¹⁴. However, Tasmania’s population has continued to positively increase since around 2012. Overall, Tasmania’s population is estimated to have increased by 3,289 people from June 2016 to June 2017 at a growth rate of 0.64%, which is lower than the Australian average of 1.6%¹⁵.

In terms of the population of towns within proximity to the site, the Census data indicates populations for the years 2016 (866 people), 2011 (771 people) and 2006 (840 people) based on State Suburbs data. As can be seen in the figure below, the MapData provided on the ABS the geographical boundary for Swansea varied over this period at all locations. Regardless of discrepancies in mapping, what the graph in Figure 6 does show is that all East Coast towns have a relatively small permanent population and a minimal growth rate.

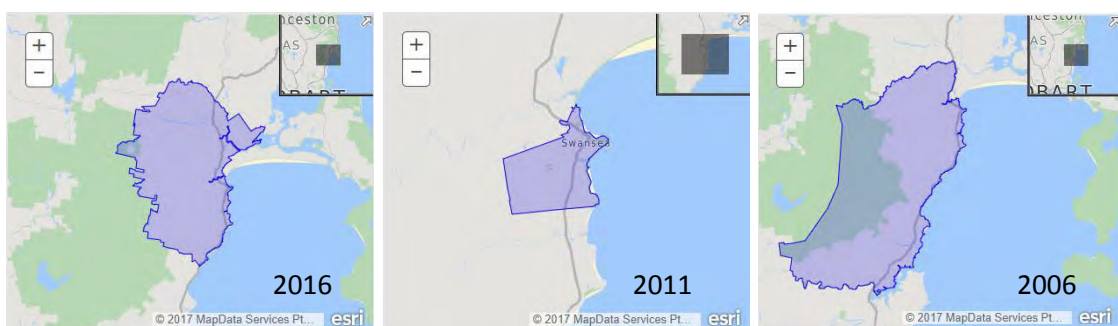


Figure 5: Swansea State Suburbs Geographic boundary (Source: ABS)

Of the towns mapped below Triabunna shows declining population while all other towns are increasing somewhat. It is possible that the decline is indicative of the changes from the closure of the Pulp Mill, however recent changes to tourism infrastructure and options to access Maria Island National Park; and changes to the salmon industry will potentially result in changes to the town.

¹⁴ https://www.stategrowth.tas.gov.au/policies_and_strategies/populationstrategy

¹⁵ Tasmanian Government, Release date 14 December 2017, *Population (ABS Cat No 31010.0)*.

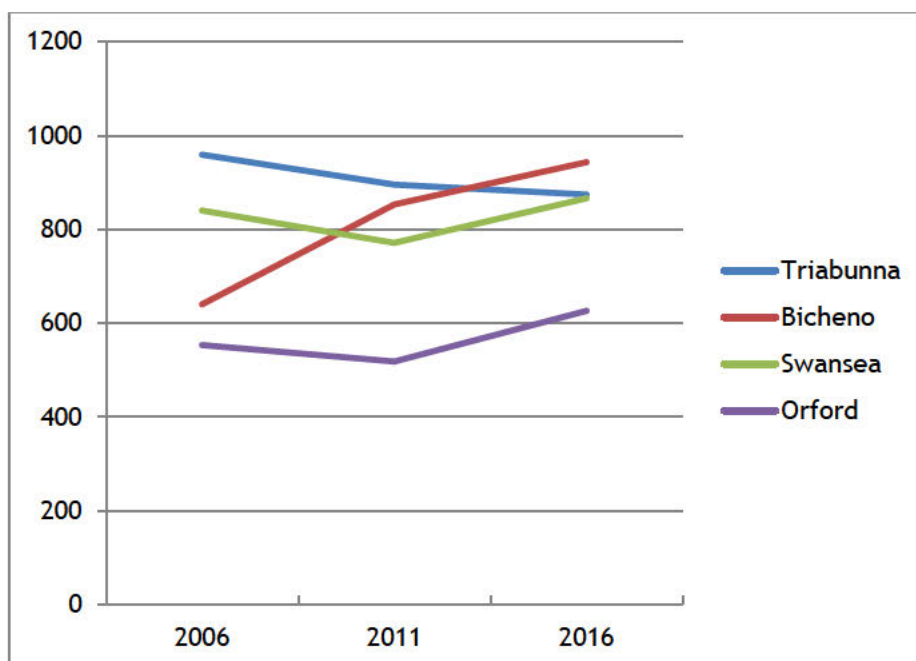


Figure 6: Population of four Glamorgan/Spring Bay Towns 2006-2016 census data Source: ABS Census

The population of the Glamorgan/Spring Bay Municipality is more indicative of the overall population trends for the region, as at the 2016 census at approximately 4,400. In 2015-16 Glamorgan/Spring Bay saw an increase of 30 people, which is an increase of 0.7% between 2015-16. In contrast to this 13 municipalities had negative growth including the neighbouring Break O'Day Municipality¹⁶.

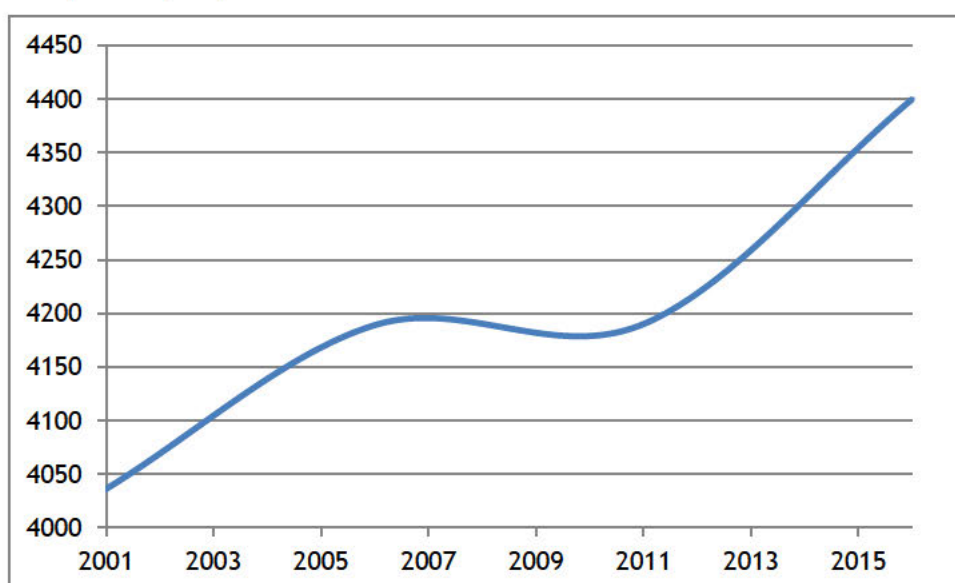


Figure 7: Population of Glamorgan/Spring Bay Municipality 2001-2016 Census data Source: ABS Census

Like the rest of Tasmania, the population of the Glamorgan/Spring Bay LGA continues to age. The median age for the municipality increased from 49 years in 2006 to 56 years in 2016. The median age for Tasmania as a whole was 42 years in 2016, while towns within the Glamorgan Spring Bay municipality feature some of the oldest populations in the state. Swansea has a median age of 64; Dolphin Sands 62; Orford 59; Bicheno 54; and Coles Bay 53¹⁷. As identified in the Regional Strategy

¹⁶ Regional Population Growth ABS Cat No 3218, Department of Treasury and Finance

¹⁷ ABS Quickstats 2016

(GSBIPS clause 2.2.4) the municipality has a higher than average median age in part due to the attractiveness of the area to retirees.

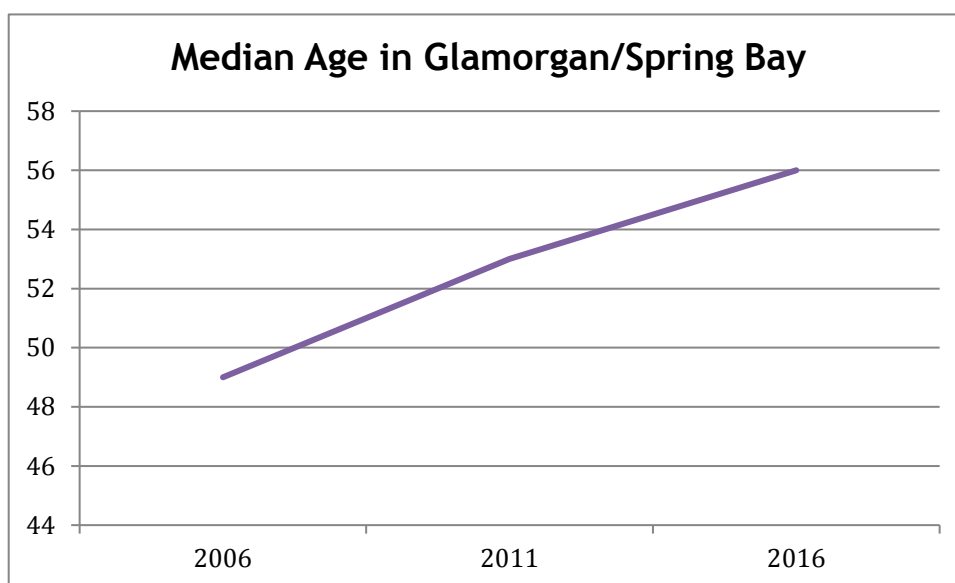


Figure 8: Median Age of Glamorgan/Spring Bay Municipality Source: ABS Census

Under the Regional Land Use Strategy, Triabunna is identified as a ‘district town’ with a moderate growth strategy. The settlements of Bicheno, Orford and Swansea are all identified as ‘townships’; Swansea and Bicheno with moderate growth strategies and Orford with a low growth strategy. Buckland and Coles Bay are identified as ‘villages’ with low growth strategies. The overarching strategic direction related to residential growth is as follows:

SD2: Holistically Managing Residential Growth

The Strategy presents a timely opportunity to plan for residential growth on a regional basis. Planning for residential growth at this level is critical to ensuring a sustainable pattern of development and land release, protection of productive resources and natural and cultural values, as well as providing the opportunity for infrastructure providers to identify future infrastructure needs...

Of specific interest to this assessment is that the STRLUS identifies Swansea as a ‘Township’ with a ‘Moderate’ growth strategy and ‘Consolidation’ growth scenario.

TOWNSHIP	
Description	Townships are residential settlements with prominent town centres providing a number of facilities, some local employment opportunities and convenience shopping.
Population*	500 to 1500 (excluding any surrounding rural living areas)
Utility Connections	Electricity. May have reticulated water and sewerage if existing
Services	See Activity Centre Network: Town Centre

Figure 9: The Settlement Network (Source: STRLUS, p. 87)

The Local Objectives of the GSBIPS include the following Local Objectives to manage Residential Growth (3.0.2):

Objective: To manage residential growth holistically.

Desired Outcomes:

(a) Efficient and attractive areas and orderly growth that supports the corresponding town and village centres.

Outcomes to be achieved by:

(a) Ensuring available infill opportunities are taken up within settlements prior to significant rezonings.

The 2016 ABS data shows there is an existing permanent population of 866 in Swansea, an average dwelling size of 1.9, with a total of 545 dwellings, 66% of which are occupied. Allowing for a population of up to the 1500 from the STRLUS definition this would allow for growth in population of 634, at the average occupancy and dwelling size this would require an additional 333 dwellings. However, this does not take into account the actual population growth rate over the past 8 years for Swansea and the municipality, which is not as substantial as this.

A reasonable growth rate would be anticipated to be consistent with the municipalities of around 5%, over four years this would be in the order of around 27 new dwellings over four years in Swansea. This figure does not reflect a proportional increase in the number of vacant dwellings.

Table 1: Population change for Swansea (Source: ABS)

	2006	2011	Change	% Change	2016	Change	% Change
Triabunna	959	895	-64	-6.67%	874	-21	-2.40%
Bicheno	640	853	213	33%	943	90	10.55%
Swansea	840	771	-69	-8.21%	866	95	12.32%
Orford	553	518	-35	-4.16%	626	108	20.84%

Table 2: Population change for Glamorgan/Spring Bay Municipality (Source: ABS)

	2001	2006	±	%	2011	±	%	2016	±	%
Glamorgan/ Spring Bay	4036	4189	153	3.79%	4190	1	0.02%	4400	210	5.01%

In addition to the townships is the small coastal hamlet of Dolphin Sands is also in proximity to the Cambria land and would use Swansea as the nearest township. Recent Census data illustrates that the suburb has a population of 126, a median age of 62 and 73.8% of private dwellings are unoccupied.

2.3.1 Land Supply

The following diagrams illustrate the extent of developed land within settled sites within proximity to the Cambria land, relative to the respective zoning.



Figure 10: An overlay of building points and zoning illustrates the extent of vacant land within the existing settled land in Dolphin Sands (Source: The LIST)

Dolphin Sands has an area of Rural Living (pale pink) land at the Western end that is potentially developable for minimum lot sizes of 1 ha. With around 40ha, this would yield roughly 26 lots¹⁸. A number of centrally located lots within the Particular Purpose Zone 3 - Dolphin Sands (PPZ = yellow) are undeveloped; approximately 34 lots. There is also further scope for some lots within the PPZ to be subdivided to an absolute minimum of 1ha.

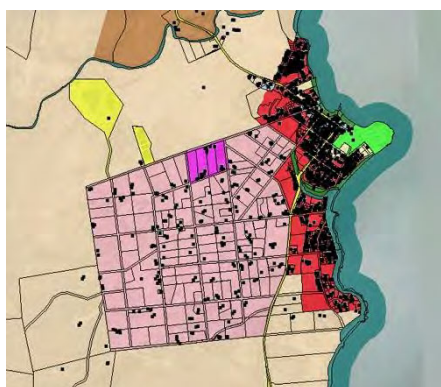


Figure 11: An overlay of building points and zoning illustrates the extent of vacant land within the existing settled land in Swansea (Source: The LIST)

Swansea itself has around 26 lots in the Rural Living Zone that are currently vacant. Most significantly there is roughly 36ha of General Residential Zone land that could be further subdivided for lot sizes of between 450-1,000m² or around 25-50 lots¹. While greater density is permitted the pattern of development in the suburb is for lots that are around 700m².

The Swansea Structure Plan (p. 50) identifies 31ha of vacant land zoned residential, excluding the area zoned Rural Living and Particular Purpose in proximity to Cambria and predates the most recent census data. The plan identifies that there is sufficient land supply for the next 10 years.

It is clear that there is an existing surplus of land available either to be developed or capable of being further subdivided to enable low to very low densities of residential development within proximity to the Cambria land.

¹⁸ Allowing for 10% open space, 25% road network.

2.3.2 Liveability and Community

Any changes to the Cambria land need to be prepared in consideration of the existing characteristics and likely growth of the residential population of Swansea. The STRLUS includes the following Strategic direction:

SD10: Creating Liveable Communities

...Ensuring that our land use planning responses contribute to making the region 'liveable' will be a key competitive strength for Southern Tasmania into the future in increasing migration, visitation, trade and investment.

Use and development of land in proximity to the Swansea Township needs to consider the impact on the 'liveability' of the township, and the existing community.

Greater detail of improving the community specific to the municipality is included *Glamorgan Spring Bay Community Strategic Plan 2013*. This plan identifies the future aspirations for the municipal community. The plan acknowledges that is very 'big picture', and focuses more on the ambitions and goals rather than the detail of how to get there.

- *The Strategic Plan identifies five major external trends likely to influence the future:*
- *The ageing of the population*
- *Economic and political influences on forestry and fishing*
- *Changing education resources*
- *Value adding opportunities in agriculture*
- *Changes in environmental conditions*

These trends defined the future directions embedded in the Strategic Plan.

Public consultation undertaken during the Swansea Structure Plan (p31) found the following key issues relevant to this assessment:

- *Need for increased population to secure viability of town services.*
- *Visitor accommodation should be encouraged in rural living areas.*
- *Diversify economy to keep young families.*
- *Training facilities required for hospitality workers; include suitable accommodation for a range of student training related to university and TAFE education.*
- *Industrial land required for small scale, niche activities related to aquaculture, food processing, furniture making, construction industrial, mechanical among others.*
- *Population should increase by 300 - 400 people to secure viable community services.*
- *Need for motor home and caravan site.*
- *Support relocation of golf course, but suggest not in an area suitable for residential development.*
- *Support large-scale, high quality sporting and golf course precinct.*
- *Need for viable community services.*
- *Town should focus on becoming a retirement town supported by high quality, diverse accommodation and community facilities such as a large scale botanical gardens funded by developer contributions.*

- *Attracting a conference facility would be a point of difference to other east coast towns; the current golf course area could be appropriate.*
- *Support for relocated golf course; Cambria and Coswell properties could be other viable locations.*
- *Support for relocation of industrial land.*
- *Golf course land is attractive and this shouldn't be lost in any redevelopment; the walkway must be retained.*
- *Bike trails are required as roads are unsafe.*

The proximity of the Cambria land to Swansea enables it to target some of these aspirations without compromising the township as the focal point for the area.

2.4 ACTIVITY CENTRES AND ECONOMIC DEVELOPMENT

The major economic activities of the municipality are tourism, agriculture, fishing and aquaculture (GSBIPS 2.2.4). Regional objectives that are relevant are particular to tourism and agriculture and have been discussed in sections with applicable headings. This section is concerned with the importance of townships and their role in providing services for economic activities, and as an attraction in themselves. The STRLUS refers to them as Activity Centres and defines them as follows:

Activity Centres: Are mixed use areas that provide a focus for services, employment, retail and commercial activity and social interaction in cities and towns. They also include community meeting places, community and government services, education facilities, settings for recreation, leisure and entertainment and may include in larger activity centre residential development in mixed land use settings.

The STRLUS includes the following policy:

SD3: Creating a Network of Vibrant and Attractive Activity Centres

... The Activity Centre Network demonstrates how activity centres can logically form a complementary network providing the population with reasonable access to necessary facilities and services.

AC 1 Focus employment, retail and commercial uses, community services and opportunities for social interaction in well-planned, vibrant and accessible regional activity centres that are provided with a high level of amenity and with good transport links with residential areas.

The planning scheme identifies that it will achieve this by applying the Local Business Zone to Swansea (3.0.3 - R Activity Centres: Regional Objectives).

The STRLUS *Map 8: The Activity Centre Network* show that Swansea is not contained within any 'Zones of influence', and the nearest activity centre (other than the Specialist Activity Centre of Coles Bay) is either Sorell or Oatlands, over 100km away. However *Map 9: Regional Settlement Strategy*, shows Triabunna and Bicheno as the nearest centres (District Towns). Swansea is centrally located between Hobart (1:52hr drive) and Launceston (1:47hr drive) yet relatively isolated from the services that these Activity Centres provide.

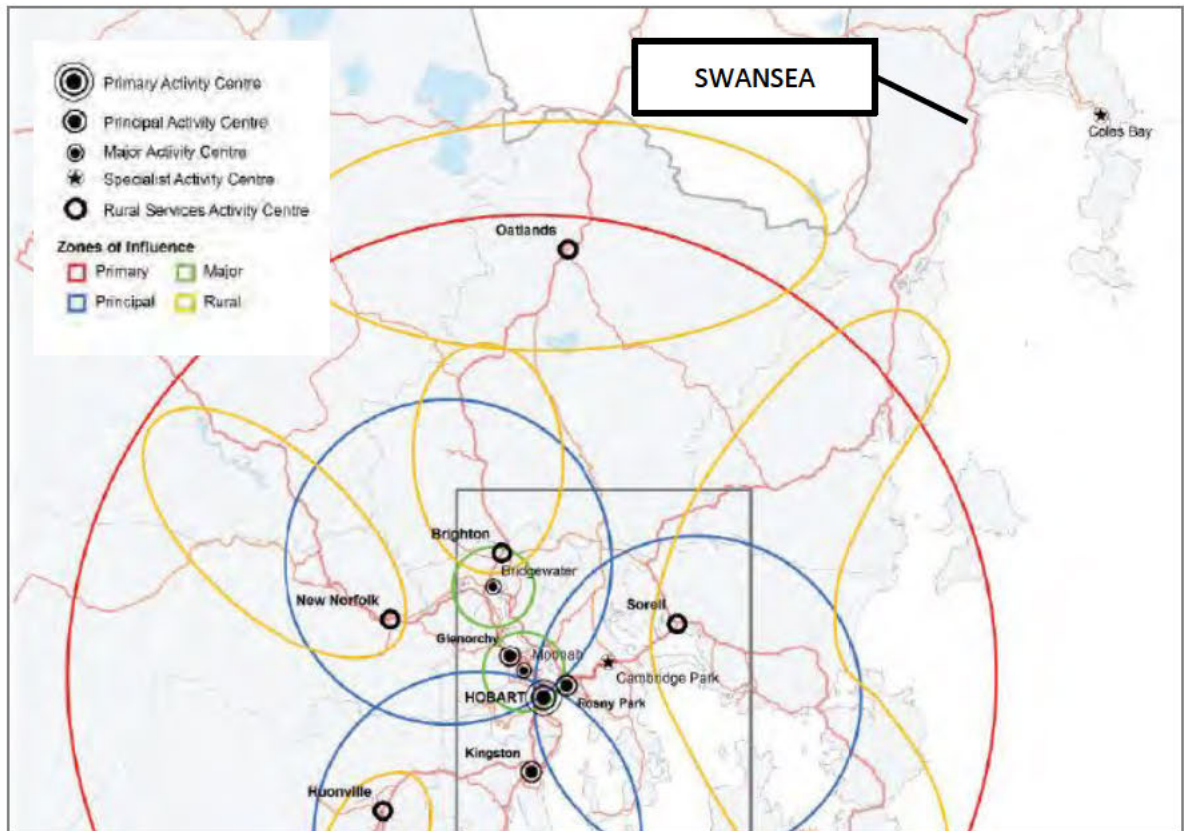


Figure 12: Activity Centre Network illustrating the relationship of Swansea to existing centres¹⁹

While the permanent population of the region is not great, the visiting and transient population is substantial. As discussed in Section 2.2 of this report tourism in the region is growing rapidly and Swansea plays an important role in the attraction and facilities for visitors, and temporary population.

The Swansea Structure plan has some recommendations for improvements to the town centre. These include relocating the golf course, providing conference facilities, and urban design improvements to the main street. It has highlighted that there is just over 7ha of commercially zoned land and that there may be scope for an increase in commercial activity.

It is important that future use and development of Cambria should not compete with the commercial activities of Swansea. The location of identified development including training facilities, golf course, conference centre, and other tourism infrastructure, while located outside the boundaries of the Swansea Structure Plan, are still proximate and convenient. Increased attractions and employment for these activities would increase the opportunities for existing and future residents of the township.

2.5 INFRASTRUCTURE

Infrastructure covers numerous areas including physical services such as water, sewerage, telecommunications and stormwater. In the past, the location and delivery of essential infrastructure on the east coast has been relatively ad-hoc, and has placed pressure on existing infrastructure and generated a need for new infrastructure (STRLUS: page 50). Current reticulated sewage services are limited to the Swansea township, whilst neighbouring areas such as Dolphin Sands are completely un-serviced. In regard to water, current infrastructure overlays indicate that areas directly north of Swansea are restricted to limited service availability, and the Swansea

¹⁹ Source: Map 8, p. 83 STRLUS

Water Treatment Plant was upgraded in 2011 to further secure the townships water supply (Swansea Structure Plan, 2016: 18).

The limited service availability in the area presents issues in regard to the provision of water and how to effectively manage waste disposal. In response to these issues, according to the Annual Report on Dam Works of the Water Management Act (1999), a total of 47 dams were approved and constructed in rural areas across the state. These dams were utilised for a number of purposes including irrigation and stock and domestic use, with a total capacity of approximately 24,802 Megalitres. (Annual report of dam works: page 1) In addition to this, in 2014 a new irrigation scheme was developed for the area, which will be capable of providing additional water supply to Swansea and surrounding areas over a nominal 120-day summer irrigation season. There may also be options for holders of water entitlements to access this supply outside of the irrigation season (Swan Valley Irrigation Scheme Overview, page 2).

The water resources to the region are important and as such planning needs to ensure that dynamic environments such as waterways and wetlands which are susceptible to damage, are protected from poorly planned or managed development (STRLUS Background report No.5, 2010: 6).

The STRLUS outlines the following relevant policies specifically in regard to infrastructure:

PI 2.2 Coordinate, prioritise and sequence the supply of infrastructure throughout the region at regional, sub-regional and local levels, including matching reticulated services with the settlement network (STRLUS, 2016: 51).

PI 2.4 Use information from the Regional Land Use Strategy, including demographic and dwelling forecasts and the growth management strategies, to inform infrastructure planning and service delivery. (STRLUS, 2016: 51).

Despite the limited availability of water and sewerage services in the outer areas of Swansea, the construction of various dams and the implementation of the Swan Valley Irrigation Scheme will provide additional water supply and connection points for rural properties. This will support existing and potential new tourism and agricultural development in the area

2.6 AGRICULTURE

Much of Southern Tasmania lacks prime agricultural land, identified as land with a capability rating between 1 and 3. However, there is still productive land evident within the region, generally land mapped between class 4, 5 and 6, which provides agricultural options for grazing, pastoral and cropping use. Despite the limited availability of class 1, 2 and 3 lands, many of Tasmania's premier wineries are situated on the East Coast.

According to the STRLUS, existing irrigation districts are also being expanded and a new irrigation scheme is under development for the Swansea district in the form of the Swan/Apsley Irrigation Scheme (STRLUS, 2016: 63). Figure 13 illustrates the extents of the irrigation scheme and the extents of the infrastructure.

The STRLUS outlines the following policies that provide avenues for alternate use and development on significant agricultural land:

PR 1.3 Allow for ancillary and/or subservient non-agricultural uses that assist in providing income to support ongoing agricultural production. (STRLUS, 2016: 66)

PR 2.5 Provide flexibility for commercial and tourism uses provided that long-term agricultural potential is not lost and it does not further fetter surrounding agricultural land. (STRLUS, 2016: 67)

T1.3 Allow for tourism use in the rural and significant agricultural zones where it supports the use of land for primary production. (STRLUS, 2016: 59)

T1.7 Allow for objective site suitability assessment of proposed tourism use and development through existing non-planning scheme based approval processes (43A application) (STRLUS, 2016: 59)

This has been incorporated into the following objectives in the GSBIPS for Productive Resources (clause 3.0.5):

To support the region's productive resources and ensure they provide broad benefits to locals and visitors alike.

Desired Outcomes:

(a) A vibrant and diverse agricultural industry that contributes to the economy and increased visitation numbers.

Outcomes to be achieved by:

- (a) Utilise the Rural Resource Zone and ensure standards provide for:*
 - (i) on farm sale of primary produce and products for local and tourist purchase; and*
 - (ii) food services and specialty shops that specifically target tourism.*