

CLARENCE MARINE PRECINCT

clarence
VALLEY COUNCIL



“Introducing the clarence marine precinct”

*This document is based on the
Clarence Marine Cluster Assessment
(2009) prepared for Clarence Valley
Council by Strategic Design
+ Development.*

The Clarence Marine Precinct is a unique offering located on the Clarence River, the largest estuary on Australia's east coast.

The Clarence Marine Precinct presents domestic and international investors with an opportunity to grow and develop marine based businesses in an on-trend location. This once in a generation opportunity is targeted at a package of marine related industries and is supported by Clarence Valley Council.

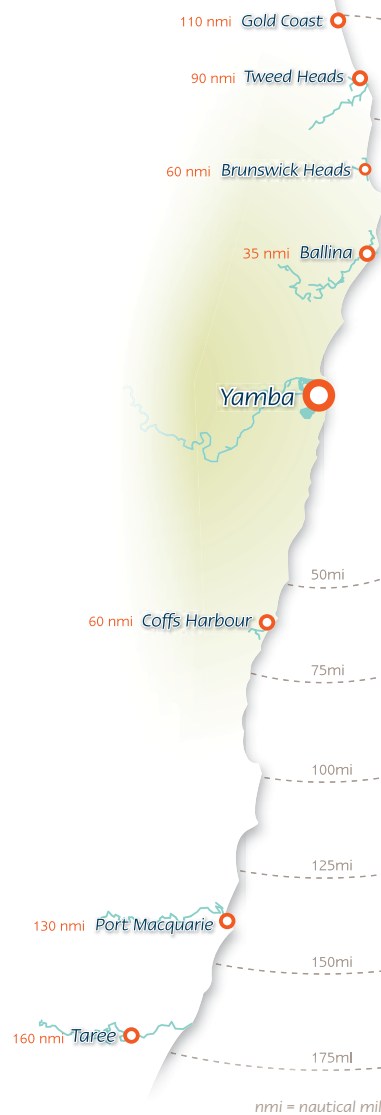
It's all about tactical location

The Clarence Valley is strategically located 600kms north of Sydney with Brisbane and the growth centres of south east Queensland only 3 hours to the north by road. By 2026 the Clarence region will have an estimated 4.04million people residing just over its back fence.¹

The Valley is at the intersection of three major highways (Pacific Highway, Summerland Way and Gwydir Highway) and the north-south state rail network. The Clarence has its own regional airport (at Grafton) and seaport at Yamba.



¹ Queensland Government, Population Projections: Queensland and Statistical Divisions, 3rd edition, 2008.



Big boating region

Clarence Valley is also centrally located within the popular boating region that extends from the Mid-North Coast of New South Wales to the South East Queensland coast.

The Clarence is easily accessible by both road and sea with travel times substantially reduced as a result of on-going infrastructure upgrades.

This combined with the affordability and capacity of the Clarence opens doors for fresh thinking around moor, boat and drive particularly targeted at the south east Queensland recreational market.

Distances and voyage times

	From Yamba		
	Approximate Distance (Nautical Miles)	Time under sail at 4 knots (hours)	Time under motor at 13 knots (hours)
Ballina	35	8.7	2.7
Brunswick Heads	60	15.0	4.6
Coffs Harbour	60	15.0	4.6
Tweed Heads	90	22.5	6.9
Gold Coast	110	27.5	8.5
Port Macquarie	130	32.5	10
Harrington, Taree	160	40.0	12.3

Distances in Nautical Miles approximated; the analysis has assumed a conservative view of travel speeds and some vessels may achieve faster speeds.



Source: Ports Australia, formerly known as Association of Australian Ports & Marine Authorities (AAPMA).

Yamba – one of 5 internationally recognised ports

As an island, national Australia relies extensively on its ports for international trade by sea. Yamba, located at the mouth of the Clarence River is one of five internationally recognised ports in NSW, and provides maritime links for export timber and supply vessels to Norfolk Island, Lord Howe Island, New Zealand and other South-Pacific markets. From a domestic perspective the region generally competes for a share of commercial marine activities along the northern NSW coast and with the Gold Coast in South East Queensland.

The Port of Yamba offers Customs and Quarantine classification and unrestricted port of first entry for overseas imports status.

Goodwood Island Wharf

The main cargo berth is the Goodwood Island facility.

Key statistics:

- Wharf space: 70 metres
- Storage area: 5000sqm paved
- Permissible deck load: 2600 kg/sqm
- Depth alongside: 6 metres
- Maximum concentrated load: 8 tonnes
- Access: Goodwood Island Road, 10 km from the Pacific Highway

For more information on the Port of Yamba visit www.yamba.nsw.gov.au



“ AT LAST
SOMEONE'S
REDEFINED THE
CONCEPT OF
MARINE
DEVELOPMENT ”

A market first

The Clarence Marine Precinct presents a market first in that it is not limited to a single geographical site, rather, the precinct is the Clarence River itself with existing marine industry located from Yamba and Iluka on the coast to the River City of Grafton, some 32 nautical miles upstream.

Recognising this large section of the River as the precinct area, provides scope for a wide range of industries to be considered as partners and participants in new development, and offers a choice of sites for potential investment and future growth collaborations.

What's it worth

The existing marine industry in the Clarence is currently valued at \$800 million². The industry is well established and viable in its own right.

The Clarence Marine Precinct already supports the largest concentration of commercial fishing vessels in New South Wales and is renowned for its innovative and award winning boat building industry; however the precinct also boasts a wider range of established marine services encompassing the following sectors:

- 1 Boat design,
- 2 Boat refit, repair and maintenance,

- 3 Commercial fishing support activities,
- 4 Recreational fishing and boating,
- 5 Marine tourism and water sports,
- 6 Aquaculture,
- 7 Marina services and vessel storage options, as well as
- 8 Commercial wharf activities via the Port of Yamba, a recognised port of entry to Australia complete with the provision of federal customs service.

² Indirect value includes an average multiplier of 2.5

Key activities	Description and scope of activity
Commercial fishing & aquaculture	The Clarence Valley supports the largest commercial fishing region in NSW. There are currently 350 licensed vessels domiciled in the Clarence including Yamba, Iluka and Maclean.
Recreational fishing	The Mid-North Coast had an estimated 74,441 recreational fishers in 2001 with the highest proportion of fishers in NSW at 29.9% of the population. Recreational fishers in NSW spent more than \$550 million on fishing related services and products during 2000-2001.
Recreational boating & marine based tourism	Includes a broad range of activities and organised events that are both land-based and water-based.
Boat building	Includes boat building, refit, repair and maintenance with well established operators offering aluminium and other metal fabrication.
Marina services and berthing facilities	Yamba Marina is located in Yamba Bay with 90 floating berths, dry storage and moorings. There are a range of proposed developments incorporating marine facilities sited within the Clarence Marine Precinct.
Commercial shipping	Wharfage, piloting and landside activities associated with commercial shipping for export timber and supply vessels for Norfolk Island, Lord Howe Island and New Zealand.
Associated services	Diesel and petrol mechanics, marine engineers, sign writers, trimmers, electricians, locksmiths, fitters, glaziers etc.

Our Valuable Estuaries, Coast and Marine Environs-Making Connections, Case Study: 4. The Lower Clarence Catchment River Fishing Industry, OceanWatch Australia 2008.
Survey of Recreational Fishing in NSW 2000-2001, NSW Department of Primary Industries.

The next big thing

Opportunities exist for the further development of marine and allied industries with the Clarence River as the focus. These opportunities are supported by:

- 1 The shortage of mooring and storage facilities for recreational craft in NSW. The Clarence River has excellent existing marina facilities as well as the opportunity to develop additional storage and mooring capacity at a number of points in the river,
- 2 An established and growing tourism sector, with the prestigious Australian Traveller Magazine awarding Yamba "Best Town in Australia" status. Tourism on the Clarence River includes recreational fishing, water based state and national competitions, community events, adventure sports, eco-tours, sailing, kayaking, canoeing,

wakeboarding, river-side markets, house boating and regional food including the famous Yamba Prawns and Woolli Oysters,

- 3 The existing marine design, construct, refit and repair businesses that provide support for tourism based industries relating to the river,
- 4 Relatively lower cost operating environment,
- 5 Demonstrated critical mass in support of existing marine industry businesses; and
- 6 Clarence Valley Council strategic plans to develop the potential of the river, with an adopted infrastructure and investment framework in place.





“why clarence?”

Let's talk advantage

The Clarence Marine Precinct is clearly differentiated from other marine industry precincts on the basis of the following attributes:

- The quality of the precinct's natural resources. With the Clarence being one of the nation's last big, wild and working river systems,
- The location within the wider North Coast marine boating region,
- The strength of the existing marine industry base,
- Available port services that currently support commercial shipping,
- Open water access,
- The size and spread of the precinct. The 'traditional' view of marine industry precincts is one based on a fixed location. The Clarence Marine Precinct is not limited to a single location, but rather has development possibilities located between the river mouth at Yamba and the City of Grafton. This spread of geography ensures that development will not be limited by artificial boundaries,
- The sector's growth potential linked to tourism
- The potential to develop and supplement industries that support a marine precinct, such as metal fabrication, electrical services, and marine fit-out, and
- Goodwood Island Wharf infrastructure.

Support for a marine precinct

labour supply

The importance of the supply of skilled marine industry labour to the Clarence Marine Precinct is recognised in a number of industry training and development initiatives:

- The Clarence Industry Education Forum has developed a marine education pathway, CareerLink in Marine Services - a new model of engaging young people enrolled in Clarence Valley high schools in a package of education, certified training and workplace experience whilst at school, with access to advanced TAFE studies and University degree course options.
- The Clarence Valley's Maclean High School has been successful in securing Australian Government funding to establish a construction trade training centre in a partnership project with New South Wales TAFE.
- The North Coast College of Marine Studies (COMS) aims to establish a School of Excellence in 'all things marine' to equip people with skills to enter the local, national and global marine industries.



IN THE CASE OF
THE CLARENCE,
THE PRECINCT IS
THE CLARENCE
RIVER ITSELF

“great river experiences”

industrial land – lots of options

The Clarence Valley has seven industrial estates open for business. Industrial areas in the Clarence operate within a strategic planning framework that groups services, business types and infrastructure

into locations with the capacity to support investor expectations. In addition to these lands Council is currently implementing an industrial lands strategy with expansion earmarked for Maclean, South Grafton, Trenayr and the Grafton Regional Airport.

Industrial estate use matrix

Yamba	Local services		
Iluka	Local services		
Maclean/Townsend	Local services	General/Mixed use	
South Grafton	Local services	General/Mixed use	Heavy industry
Koolkhan/Trenayr		General/Mixed use	Heavy industry
Harwood	Local services		
Grafton	Local services		

council planning

Council's adopted economic development plan and the newly released Clarence River Way masterplan have reinforced the value of the Clarence River to the region, and to future economic growth driven by commercial and recreational demand.

The Clarence River Way Masterplan aims to develop the Clarence as one of the nation's great river experiences and has gained significant stakeholder, community and agency support. An inter-agency group has been formed to guide and direct the masterplan's implementation.

COUNCIL IS COMMITTED TO THE GROWTH AND PROMOTION OF THE CLARENCE MARINE PRECINCT AS A COLLABORATIVE PROCESS BETWEEN THE PRIVATE SECTOR AND GOVERNMENT AGENCIES.



Strategic planning frameworks

The Clarence offers a supportive policy and investment environment for marine industry investment. For more information download these files from the Clarence Valley Council web site www.clarence.nsw.gov.au

- Clarence Valley sustainability framework
- Clarence river way masterplan
- Clarence Valley industrial lands strategy
- Clarence economic development strategic plan
- Mid North Coast planning strategy

Additionally, Council is implementing an ambitious set of infrastructure programs, moving forward with retail precinct and sport facility development, supporting existing business, facilitating investment and has commenced implementation of social, cultural, affordable housing and economic growth plans.

Clarence is growth ready

Use this check list to assist you consider the advantages of the Clarence Marine Precinct as the location for your next investment.

- ✓ proximity to both Sydney and Brisbane markets
- ✓ major highway accessibility
- ✓ rail linkages
- ✓ air services
- ✓ seaport (including customs facilities, wharfage and highway access)
- ✓ water supply
- ✓ telecommunications
- ✓ industrial land availability
- ✓ proximity to labour force
- ✓ strong business performance
- ✓ coastal location
- ✓ relative affordability
- ✓ established marine and support services sectors

“who can I talk to”



Clarence Valley Council can assist existing business grow and new investors relocate or establish a fresh in the Valley. Contact the team or visit www.clarence.nsw.gov.au to access a range of support and investment facilitation services including:

- industrial land matching
- planning and development pre-lodgement service
- access to the latest research, statistics and trends analysis on the region
- introductions to affiliated businesses, industry groups and government leaders; and
- micro case management allied to economic priorities.

Contact the economic development team @:

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50 River Street, Maclean
Locked Bag 23, Grafton NSW 2460

t 02 6643 0200

f 02 6642 7647

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CLARENCE IS
ONE OF THE BEST
BOATING WATERWAYS
IN THE COUNTRY. IN
FACT, AS FAR AS BIG
RIVER ADVENTURES GO,
IT HOLDS THE MANTLE
AFTER TRADITIONAL
DESTINATIONS
LIKE THE MURRAY.
KATHERINE STAUNTON,
BOATPOINT



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