

Media release

12 April 2022

CCA ANNOUNCE FEDERAL ELECTION PRIORITIES

Cradle Coast Authority (CCA) has released an advocacy strategy ahead of the Federal election. Details of the five initiatives developed by CCA and Member Council Representatives through the [Regional Investment Framework](#), which identifies [Projects of Regional Importance](#), have been presented to Braddon candidates prior to the Federal election announcement.

"The 2022 Federal Election Priorities have been arrived at through a thorough assessment process and signed off by the Representatives Committee of CCA. This means that our eight participating councils regard these funding applications and projects to be the top priorities for action in the Cradle Coast Region," said CCA Board Chair Mr. Sid Sidebottom, "it isn't CCA asking for these projects to be funded, but our regional councils acting collectively."

The list of priorities focuses on investment into natural environmental management, regional digital connectivity to help close the digital divide, a small business co-investment fund that will see a dollar-for-dollar investment framework and two supporting priorities which include the Don River Tourist railway and museum upgrades and a new purpose-built facility for the Slipstream Circus.

"Our focus is on how we can ensure all investment in our region hits the target – builds a strong region and strong councils," said CCA CEO Sheree Vertigan AM, "it is about working together to achieve important regional priorities, significant regional priorities – projects that will bring long term benefit to this region and in some instances open up new opportunities, remove or reduce barriers – ensuring that this region is well placed for the future."

Natural Environment Investment Fund (NEIF)

CCA's number one investment priority, the establishment of the NEIF would protect and enhance the natural assets that underpin Cradle Coast's world class tourist experiences and support the production of premium goods, that form important ecosystems supporting diverse flora and fauna and provide essential functions such as carbon stores.

There are two aspects of the NEIF, firstly it will address the natural management issues that are localised or specific to local councils, communities, and the region and secondly, the NEIF will address chronic skill shortages and the lack of defined career pathways in Natural Resource Management.

Key benefits:

- Develop a skilled workforce through mentoring, training, and work experience to improve the participant's skills and employability and enhance their sense of well-being.
- Deliver significant conservation outcomes in Key Biodiversity Areas, protecting natural values and strengthening the foundations of sustainable tourism and agriculture sectors.
- Improve the capacity of our partners to achieve significant strategic and economic outcomes.



Commitment sought: \$15 mil over three years.

Cradle Coast Regional Digital Connectivity

Reliable connectivity is essential for everyday life in regional, rural, and remote Australia. Currently this is not the reality for many across the Cradle Coast region. Necessary improvements include the ability for everyone to remain connected 24/7, have access to online education, health provisions and government services, support remote working and guarantee that the technology solutions offered to metropolitan communities are available for rural and regional areas to improve productivity.

Key benefits:

- Improve safety and digital accessibility for community wellbeing.
- Improve product offerings for tourism, health, education, and other government services.
- Improve productivity for businesses, through enabling rural and industrial areas to deploy enhanced technology.
- Ensure the cost of telecommunications remains affordable regardless of location.

Commitment sought: \$4.75 mil over three years.

Small Business Co-Investment Fund

The Small Business Co-Investment Fund will allow businesses and not-for-profits to apply for funding through a competitive process, with applications assessed against a number of criteria, and applicants required to match the Government contribution. This kind of co-investment scheme is a proven way of stimulating economic growth that is relevant, place-based, and low risk for government.

Key benefits:

- Diversify regional economies.
- Stimulate long term growth.
- Deliver sustainable employment.
- Enable applicants to enter new markets and sectors.
- Attract and retain a working age population within the Cradle Coast region.

Commitment sought: \$20.3 mil over three years.

Don River Tourist railway and museum

This project will build upon the existing Don River Railway tourist operation with the aim of capturing the overnight visitor by offering a more diverse offering including rail trip, heritage museum, interpretation, café, function centre and regular monthly events.

Key benefits:

- Job creation and employment opportunities.



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- Increase tourist visitors.
- Improve passenger accessibility and safety.

Commitment sought: \$17 mil

Slipstream Circus Building new purpose-built facility

This project will build a fit for purpose, circus focused performing arts training space. The facility will fill a current gap by offering flexibility for use by many performing arts and community groups on the Northwest coast of Tasmania.

Key benefits:

- Create a larger space that is structurally suitable with appropriate disability access.
- Opportunity for expansion that will create economies of scale.
- Increased opportunities for participation.
- Meet the demands of growing popularity of this activity.

Commitment sought: \$3 mil

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Attachment: [CCA Advocacy Strategy – 2022 Federal Election](#)

CCA is jointly owned by eight Councils of western and north-western Tasmania, to help them achieve regional outcomes and maintain strong local government, by working together.

