



TENTERFILED INDUSTRIAL ESTATE MARKETING STRATEGY 2014/2015

22 October 2014
Resolution No. 401/14

Executive Summary

The Tenterfield Shire Industrial Estate Marketing Plan 2014-15 focuses on strategies to market available land parcels for sale in the Council owned industrial estate, Riley Street, Tenterfield.



Key Assumptions

Marketing will eventually lead to the sale of land parcels within the industrial estate. The target for this is 75% of land in the industrial estate sold by the close of 2016 (as evidenced in Councils Strategic Planning Framework).

Key Dependencies

That there is local and/or regional interest in land parcels within the industrial estate.
That the proposed targeted marketing will allow the land to become known by persons/organizations with an interest to buy land parcels.

Value Proposition

Tenterfield is in a prime position along the New England Highway, with direct road freight routes to the South, North, East and West. Tenterfield is ideally situated within the North of the New England Region as a hub connecting various regional and coastal areas, and will soon be a major thoroughfare for freight bound from NSW, to the Toowoomba (Brisbane West) International Airport. This places the industrial estate in a position to be effectively utilized by those wishing to use a distribution point between inland and coastal NSW, or between NSW and QLD, and provides direct easy access to the New England Highway.

As of 1 July 2014 the industrial estate land comprises 13 available (of 16 total) blocks of fully serviced (water and sewer, as well as available electricity) land zoned RU5 for sale. This will allow customers to walk in to full developable blocks for uses permitted within the Centerfield LEP 2013.

Tenterfield Council has continually expressed the notion of being "Open for Business", and welcomes development of benefit to the Shire.

Target Markets

Target markets include those most influenced by the value propositions. This includes:

- Transporters and freighters;
- Primary producers undertaking freight activities;
- Supply chain companies undertaking freight activities;
- Agri-business sectors;
- Food processing companies;
- Companies and/or supply chains requiring a depot or sub-depot at a location in Northern NSW that provides linages to either the NSW coast, or south-east QLD.

Note, throughout the 2014-15 year, Council will also assess the viability of direct marketing to offshore markets for potential marketing in the 2015-16 year.

Review Date: 31 June 2015

Responsible Officer: Director of Strategic Planning & Environmental Services

Marketing Tactics Matrix

During 2014-15 the Tenterfield Shire council Economic Development Office will undertake the following strategies to promote the sale of the remaining 13 lots of the Industrial Estate:

Action	Completion date	Budget
Renew Agency Agreements with Local Real Estate Agents and raise the profile of the Estate through their marketing campaigns to include; window display, webpages, and on-site posters	Immediate	Nil
Direct marketing campaign by the Economic Development Office into South East Queensland, Northern Rivers and New England regions to target potential investors face-to-face.	June 2015	\$1500
List the estate on www.commercialrealestate.com.au	To be posted by real estate agency	\$2000
Provide updated information to - Industrial Land Register, Northern Inland NSW Region, Regional Development Australia Northern Inland NSW www.rdani.org.au	Immediate	Nil
Industrial estate information to be maintained on Council Web Site	On going	Nil
Develop dedicated Web Site for Tenterfield Industrial Land	December 2014	\$500 - \$1000
Investigate potential for offshore marketing	June 2014	Nil - Staff time
Total		\$4500

Overview of the industrial estate and available land parcels



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