

# Invest Hobart



City of **HOBART**



The City of Hobart lies on the traditional country of the muwinina people. We acknowledge the deep connection of the Tasmanian Aboriginal people to this place and their role as ongoing custodians of the land, and pay respect to their elders past, present and emerging. It is a privilege to stand on their Country.

# Lord Mayor's Message



## This is an exciting time to be a part of Hobart.

Tasmania has long been seen by the world as a place of environmental diversity and natural beauty. More recently, our island has also gained global attention for its unique cultural and culinary offerings, the richness of our people and communities, and the enviable quality of life enjoyed by those who live here.

As our state's capital city, Hobart is at the centre of what makes Tasmania special, and is a thriving home for the best that our island has to offer. In this place, you can experience pristine mountains, forests and waterways; engage with world-class art and one of the oldest continuing cultures on earth; and be enveloped in the warmth and openness of friendly locals – all without leaving the vibrancy of our compact, liveable city.

This is also an open, attractive, and exciting place to build ideas, invest, and do business. We pride ourselves on being a city that drives innovation, sparks creativity, fosters collaboration, and welcomes difference.

Cr Anna Reynolds  
Lord Mayor

As one of five global gateways to the Antarctic and Southern Ocean, exploration, innovation and science are in our blood. Research, knowledge leadership, and education will continue to be major growth areas for our city in the years ahead.

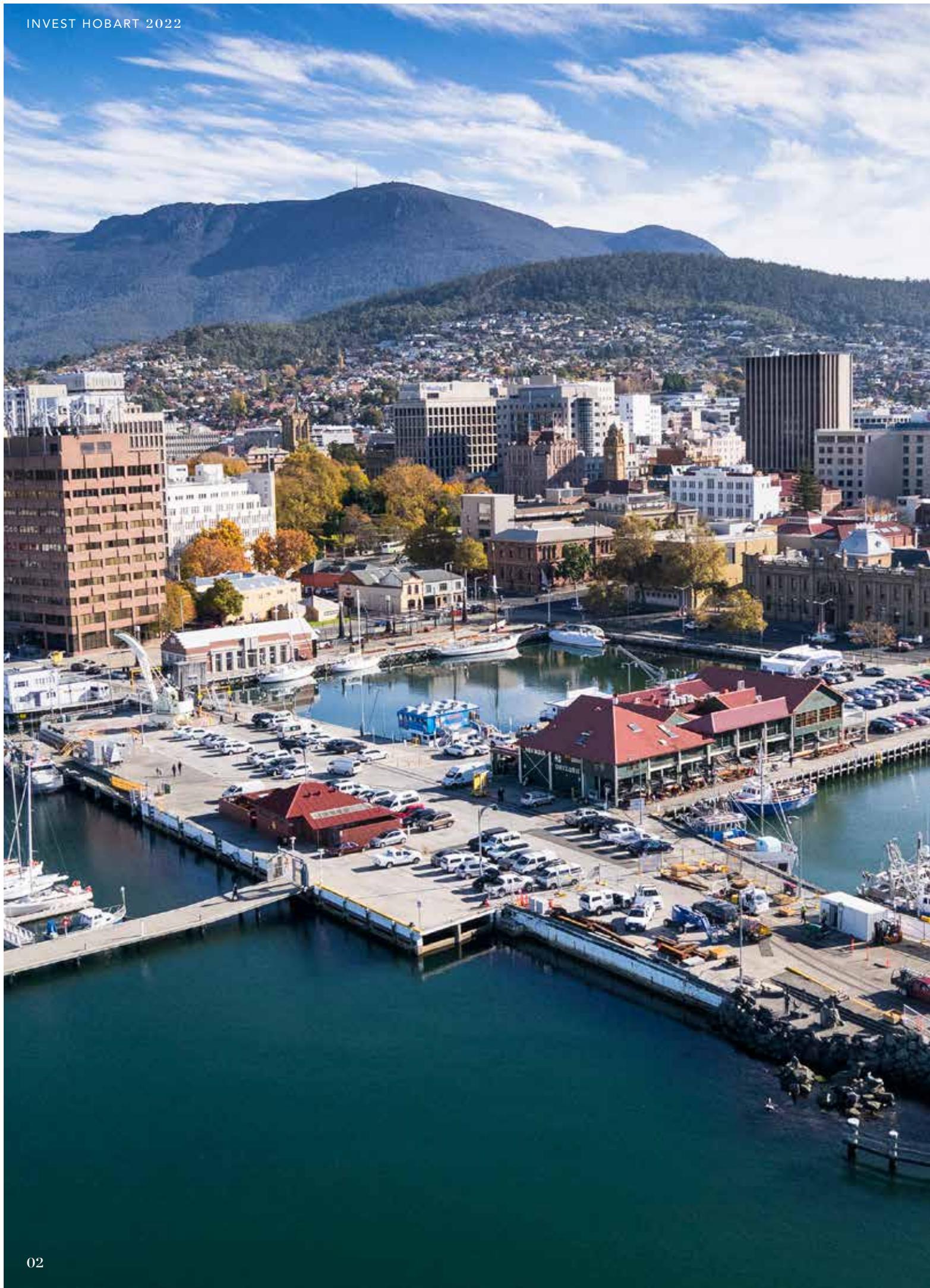
Our flourishing visitor economy delivers memories and experiences to travellers that will last a lifetime. There remains huge untapped potential to build on and grow these world-class experiences.

We offer a unique and well-resourced creative platform from which to tell the world's stories, and to bring Tasmania's stories to the world.

We excel and provide global leadership in the sustainable, renewable, regenerative and community-minded ways of working that will be in high-demand across the world in the years ahead.

Hobart adds rich and unique value to all of the endeavours that are undertaken here.

There has never been a better time to become part of Hobart's bright and exciting future, and we are ready and waiting to work with you. The City of Hobart looks forward to supporting you to invest and grow in this most wonderful of places.





# The future looks good from here

## We didn't think all this would happen – this burst of energy and opportunity that's filled the streets and hills of Hobart.

As the capital city of an island state, we'd grown used to being back-of-the-mind for most people. Hobart was always a great place to live and work, it always had a neighbourly culture and welcoming community, and it was always a stunning place to spend your days. But it wasn't often thought of as a city where organisations would thrive.

Now, all that's changed.

Empowered and connected by modern technology, we're reaping the benefits of those decades of staying grounded and doing our own thing. It's meant the city is full of resilience and ingenuity, which are supporting the many contemporary advantages of the Hobart economy. We have 100% renewable electricity. That's not a typo or a future goal – it's 100%. We've built dominance in scientific research, driven by our unique connection to Antarctica. Our distinctive outlook on life has led to our thriving arts and cultural industries. We have a deep water, all-weather port that's as vital to our exports as it is beautiful to look at. We have a roaring tourism trade and a dynamic education sector. And our close proximity to Tasmania's many agricultural innovators and powerhouses helps fuel the varied elements of our vibrant economy.

Thanks to all this (and more), our gorgeous city is about to embark upon the most exciting and rewarding period Hobart has ever known.

We'd love to help you be a part of it.

# Hobart in brief

**Hobart is the capital city of the stunning island state of Tasmania. Once a quiet, often forgotten place, it now boasts Australia's best performing state economy over the 2020 and 2021 financial years.**

Tasmania is consistently ranked by Commsec as the strongest state in the country across construction, as well as retail spending and relative unemployment.

As the capital city, Hobart is a leader in many specialised industries, including agribusiness and agri-tourism, marine technologies, health and medical research, government administration, cultural and creative Industries and Antarctic and scientific research.



# Economic snapshot

In 2020/21, Hobart City contributed 25.0% of Tasmania's employment and 26.2% of its value added.

**\$8.3B**

## Economy

Value of the Hobart City Economy, or Gross Regional Product<sup>1</sup>, in 2021.

**12.4%**

## Growth

Excellent growth performance with Hobart's economy up 2.8% in 2020 and 12.4% since 2019 despite the impacts of COVID-19<sup>2</sup>.

**\$292M**

## Value of Building Approvals 2020/21

Demonstrates continued resilience and confidence in investment even during COVID19<sup>3</sup>.

**49%**

## Hold a Bachelor Degree or above

While 29% hold a Certificate III vocational qualification or above. This makes for a strong, highly skilled labour force.

**49,720**

## People in Full-time Employment.

With 53,684 people living in the Hobart City and 238,375 living in Greater Hobart.

**18km**

## From the CBD to the airport.

With the average car trip taking around 20 minutes.

**29%**

## Increase in visitor expenditure

In Hobart since 2019<sup>4</sup>.

**6,747**

## Businesses

located in the Hobart local government area (LGA).

<sup>1</sup> National Institute of Economic and Industry Research (NEIR) (2021)

<sup>2</sup> National Institute of Economic and Industry Research (NEIR) (2021)

<sup>3</sup> ABS building approvals Australian cat 8731.0

<sup>4</sup> Australian Financial Review, Parliament Square Hobart hits the market with \$300m plus expectations June 2021

# Our major industries in terms of productivity



Public  
Administration  
and Safety



Information,  
Media and  
Telecommunications



Food and  
accommodation



Electricity,  
Gas, Water and  
Waste Services



Health Care  
and Social  
Assistance



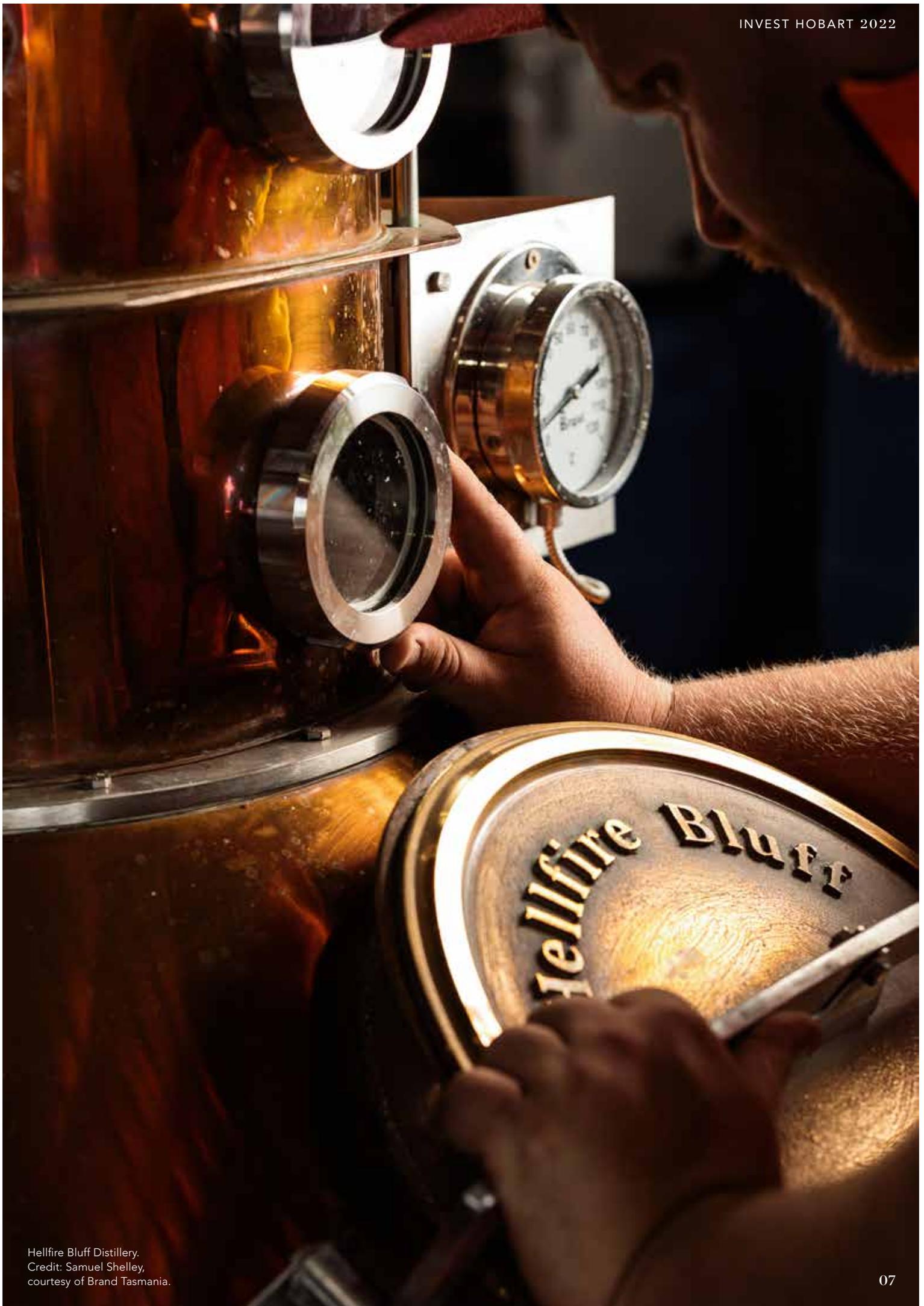
Professional,  
Antarctic and  
Scientific Services



Arts and  
Recreation  
Services



Education  
and Training  
Services



Hellfire Bluff Distillery.  
Credit: Samuel Shelley,  
courtesy of Brand Tasmania.

# 100% self-sufficient in renewable electricity



Gordon River Dam.  
Credit: Moon Cheese Studio.

**This is an advantage we're particularly proud of, and one which offers extensive benefits to anyone investing in the city.**

100% of all our electricity generation comes from renewable resources, with approximately 10% coming from wind power and the remainder from hydro-electric generation. Emerging opportunities exist as a net exporter to the National Electricity Market and in the development of the Tasmanian Renewable Hydrogen Action Plan, which includes a \$50M renewable Hydrogen Fund.

And while we're hugely proud of our energy story, we're not resting on our laurels. By 2040, Tasmania is on track to reach a figure of 200% renewable electricity, boosting our role as an exporter of clean electricity to mainland Australia.



Tarraleah hydroelectric power station.  
Credit: Stu Gibson.

**100%**

of all power generation is sourced from renewable resources: 10% from wind, the remainder from hydro-electric generation.

**\$400M**

additional investment is planned over the next four years to upgrade and modernise to renewable energy assets.

**10MW**

Significant investment interest in a 10 Megawatt electrolyser project powered by hydro and wind power.

**\$10M**

Tasmanian Government operated Energy Efficiency Loan Scheme for residents to upgrade their energy footprint.

**H<sub>2</sub>**

Current development of a Green Hydrogen Hub in Northern Tasmania with \$70m investment from the Australian Government, supported by the Tasmanian Green Hydrogen Hub Project.

**200%**

Aiming to achieve 200% renewable generation target by 2040. Tasmania is actively seeking to become a net exporter of electricity into the Australian national Electricity Market

Woolnorth,  
Kennaook / Cape Grim.  
Credit: Sean Scott.



# Positive Impact Tourism



Ever since 2015, when Lonely Planet rated Tasmania as one of the top ten destinations in the world, tourist numbers have boomed on the island.

As the capital city and main entry point to the state, Hobart reaps much of the benefits associated with Tasmania's popularity. 67% of air travel to Tasmania arrives in to Hobart airport (Source: Tourism Tasmania TVIS).

In 2019 Hobart attracted approximately 900,000 visitors, while total visitor nights represents a full 40% of all nights stayed in Tasmania in 2019/20<sup>5</sup>. Recreational visitors stayed an average of 4.3 nights and spent an average of \$1734 per person. Total tourism and hospitality sales equated to \$1.5B in 2019/20.

Of the top ten visitor attractions in Tasmania, four are located in Hobart: Salamanca Markets (#1), kunanyi/ Mt Wellington (#2), Royal Tasmanian Botanical Gardens (#8), and the Tasmanian Museum and Art Gallery (#10).



Cascades Female  
Factory Historic Site.  
Credit: Alastair Bett.

# Tourism Statistics

In the year to June 2022, visitor spend was worth \$2.39 billion dollars to the Tasmanian economy, and total nights equated to 8.74 million or 10.4 nights on average, which is above the long term trend prior to 2019.

## 570,000

Visited Hobart City 2021-2022.

## 7,000

Bed nights stay in Hobart by Antarctic expeditioners, in addition to the tourism night stays.

## 894,277

Visitors to Tasmania in 2021, 482,000 visited Hobart.

Business Events continues to be a major economic drawcard. The average stay in Tassie is 6.1 nights.

## \$672

Is the average spend by delegates in Hobart per day.

## \$150M

Is the average spend by delegates in Hobart per day per year.

## 25%

Of delegates are accompanied by another not attending the event.

## 55%

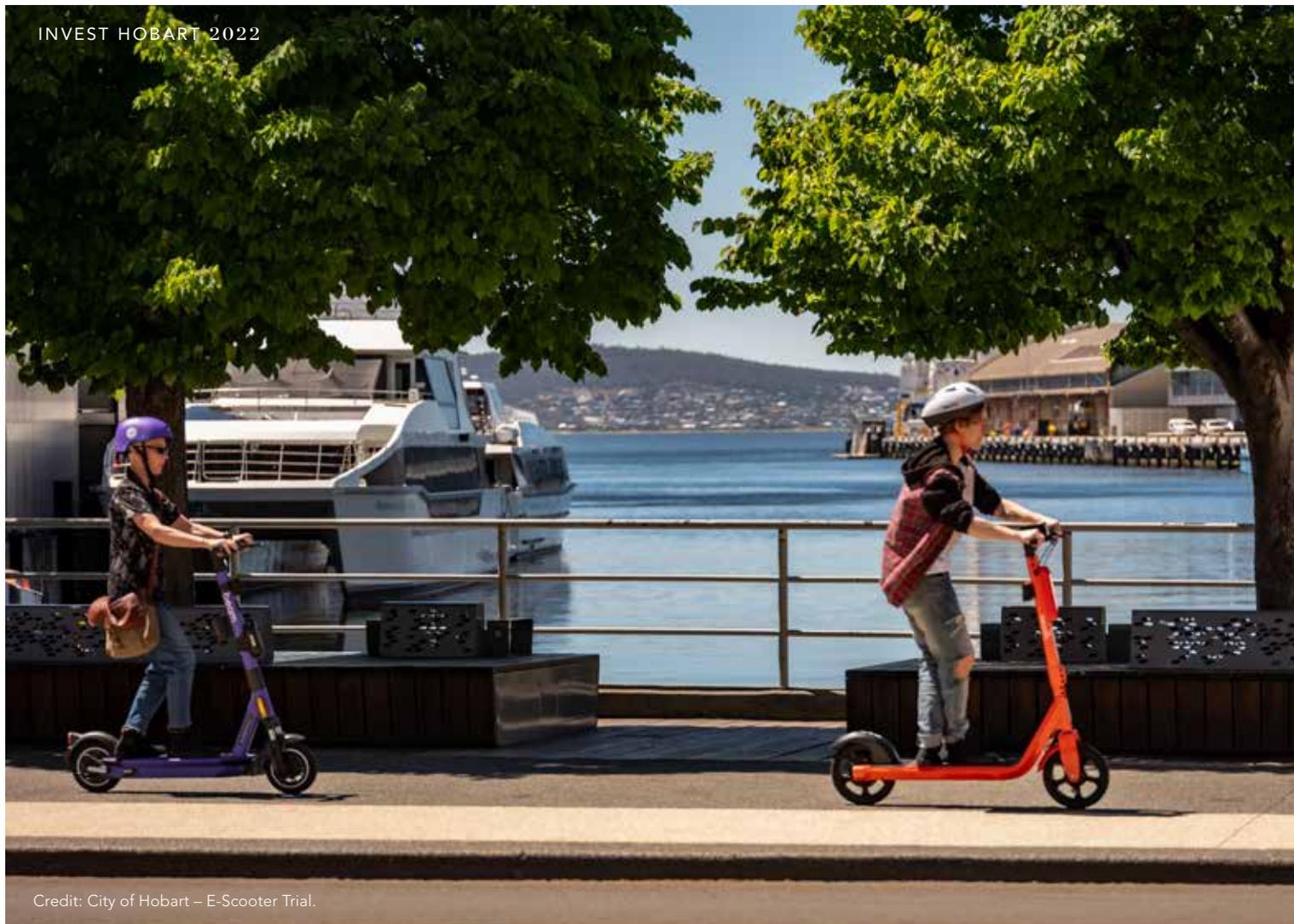
Of delegates plan to return to the state in the 3 years after the conference.

## 75%

Spend time in Hobart and surrounds staying an average of 6.1 nights.



The Agrarian Kitchen Eatery & Store. Credit: Adam Gibson.



Credit: City of Hobart – E-Scooter Trial.

## A remarkable sustainability story

**Here in Hobart we're surrounded by a natural environment of astounding beauty and value. Perhaps that's why we're so serious about sustainability.**

We're proud to be a recognised leader in environmental sustainability, becoming the first council in the nation to commit to act on climate change in 1999. Twenty years later, in June 2019, we were also the first capital city council to declare a climate and biodiversity emergency. Hobart doesn't just promote sustainable action: its citizens and laws support it, through the Single Use plastics by-law enforced from 1 July 2021, through to waste reduction strategies, Urban Sustainability Grants, the growth and plantation of 20,000 native plant species, and access for all businesses to almost 100% clean hydro-electric power. And with \$400m worth of investments planned in renewable energy infrastructure across the state, we're building a community that's resilient to climate change and committed to a sustainable future.

For its own operations, the City has set a 100% renewable energy target and a 20% reduction on 2020 emissions by 2030 for its greenhouse gas reduction target.

What's more, our Sustainable Hobart Action Plan (SHAP) was endorsed by the Council in 2020. SHAP's targets include a corporate greenhouse gas target of 20% reduction on 2020 by 2030, a corporate renewable energy target of 100% by 2040, and a community greenhouse target to be created in consultation with the community during 2022.

We're also running a Micromobility trial via e-scooters across the city, which has already clocked up over 300,000 rides and 50,000 users (as of December 2021).

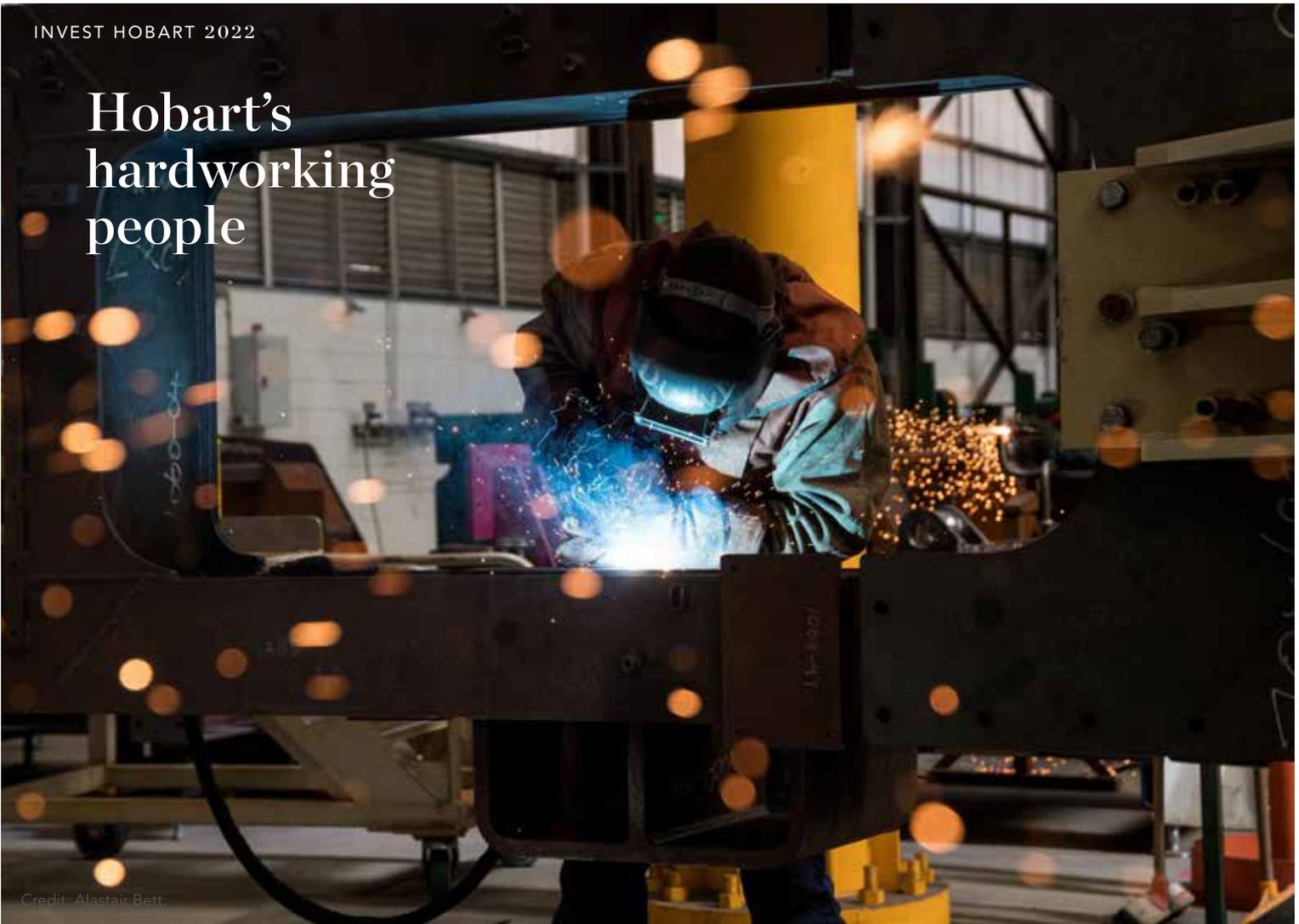
As part of our broader digital twin development, the City of Hobart has been creating a digital hub to collect data about the city and its environment. Elements of the digital twin and IoT hub will begin to be available for public use in 2022.

"We see our city as a system, where built, natural and human environments are part of each other. We work to improve the health of the air."

(Hobart: A Community Vision for our Island Capital, 2018)

# A rich mix of competitive advantages

# Hobart's hardworking people



Credit: Alastair Bett.

Our populace provides access to a highly skilled, well-trained workforce at a nationally competitive rate.

There are also abundant and strong pathways to tertiary study or employment through the vocational or Tertiary education system, with Government rebates and incentives available to employers.



RIGHT TOP: Community Awards, City of Hobart.  
RIGHT BOTTOM: Handbuilt Creative.

# Bustling with digital productivity

We were thrilled to be the first state to offer gigabit NBN, with access to three fibre optic cables that provide diverse connectivity and service options.

And now, through the Hobart City Deal, we've created the Hobart Digital Twin, which is a data-rich, interactive, searchable visualisation of over 31,000 buildings that overlays infrastructure data. In time, it'll provide simulation of usage and planning data for business and government.

We also won the 2022 National Award for Digital Innovation, with our modular, low-cost digital bus shelters. Built from renewable plantation timber and equipped with augmented reality technology, they act as physical nodes for the Hobart Digital Twin. They support way finding, smart lighting, storage, waste management, environmental monitoring and emergency management.

One of the shining lights of our digital boom is Procreate, an industry-leading software developer making the most powerful digital illustration apps on iPad and iPhone today. Procreate is one of only two apps to have received a coveted Apple Design Award twice, and has been the best-selling paid iPad app on App Store for the past five years. They've also recently expanded their office in North Hobart.



Procreate

Supermanoeuvre,  
Digital Bus Shelter.

# A stunning environment



Credit: Courtesy of Brand Tasmania.

If you've ever visited, you'll know that Hobart offers some of the cleanest air and most incredible natural scenery in the world.

To gaze up at kunanyi/Mount Wellington throughout your day is something that you never quite get used to – especially when it's capped in snow, as it so often is in winter.



Kayaking on River Derwent.  
Credit: Stu Gibson.



The Port of Hobart, based in the Derwent Estuary, is one of the deepest natural ports in the world, which is particularly helpful in our role as one of the primary gateway cities to Antarctica – a status that's worth around \$200M to the local economy, and which constantly provides new opportunities through the Antarctic supply chain.

Hobart IMAS.  
Credit: Osborne Images.



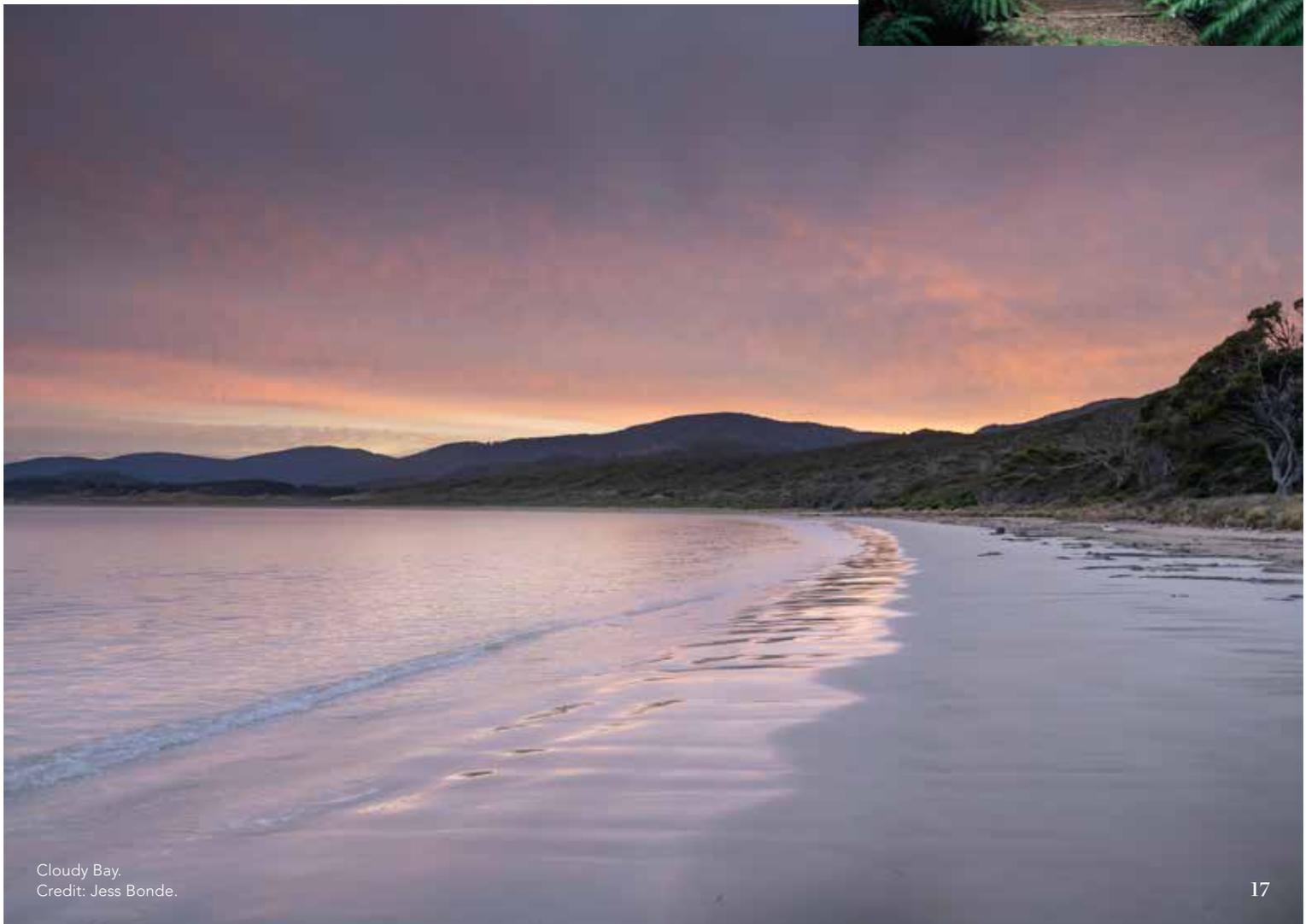
Salamanca Place.  
Credit: Moon Cheese Studio,  
courtesy of Brand Tasmania.

But perhaps our most wonderful environmental advantage is Hobart's proximity to Tasmania's breathtaking wilderness – its forests, mountains, rivers, gorges and beaches.

Access to World Heritage wildernesses from Hobart is astoundingly easy, and something many of our citizens enjoy on a weekly or daily basis.

Walk to Nelson Falls.  
Credit: Emilie Ristevski.

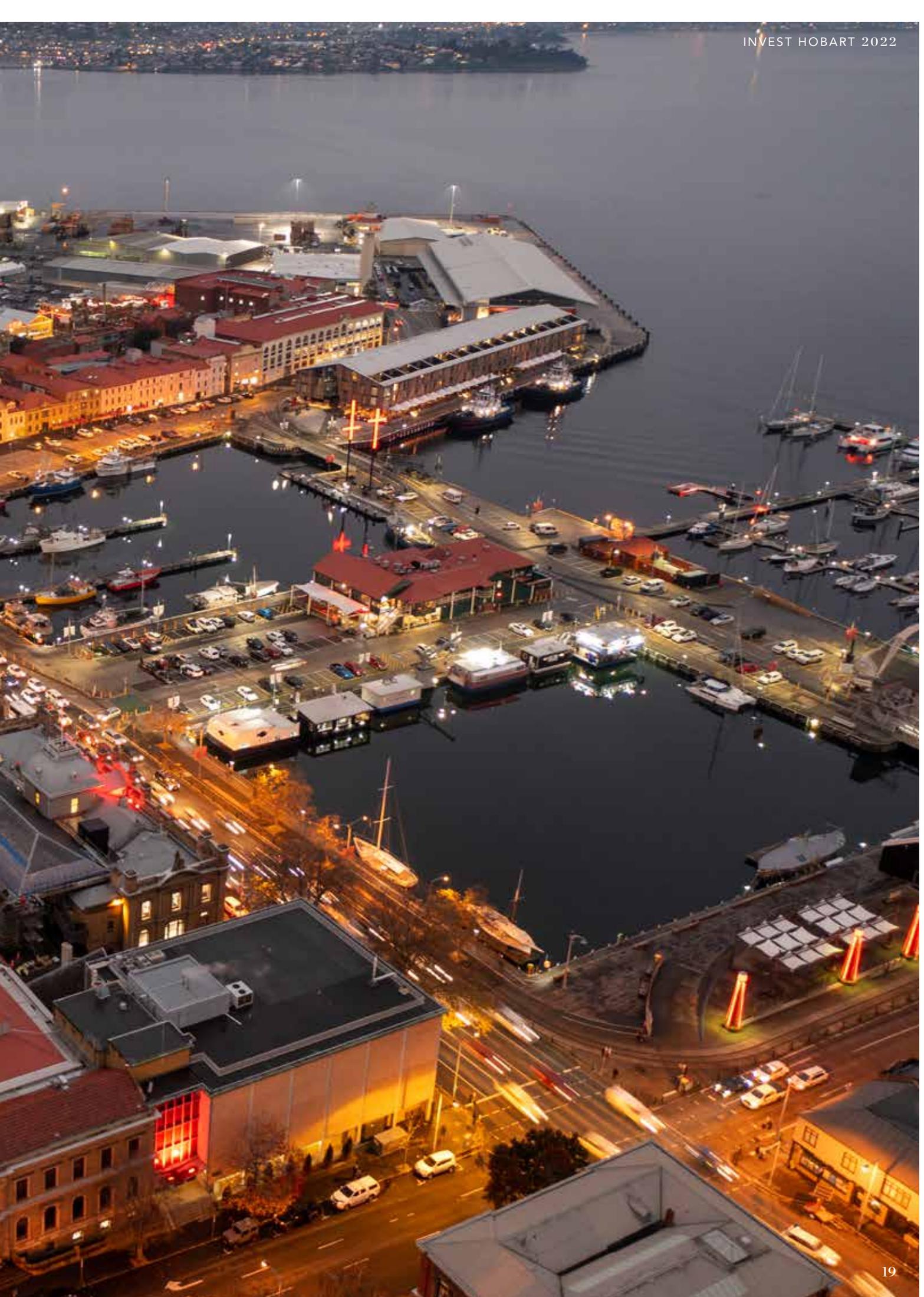
**We've also got some of the freshest, cleanest water you'll ever taste from a tap.**



Cloudy Bay.  
Credit: Jess Bonde.



Hobart Waterfront.  
Credit: Craig Garth, City of Hobart.



# A renowned science and Antarctic sector



RSV Nuyina in fast ice  
© Pete Harmsen/AAD.

**One of the jewels in the crown of Hobart's economy is our position as one of the five Antarctic Gateway Cities.**

Supporting this industry is a rigorous and diverse scientific sector, with specialisations in fisheries and aquaculture, ecology and biodiversity, oceans and cryosphere studies, ocean-earth systems, oceans and Antarctic governance. Together, these sectors are worth \$160m to our economy.

We're also proud to be the home of the Institute for Marine and Antarctic Studies (IMAS), located on the Hobart waterfront and ranked as the #1 location to study the Southern Ocean and Antarctica.



Madi Gamble Rosevear  
at Totten Glacier 2018  
© Ben Galton Fenzi, AAD.

And according to the Center for World University Rankings, we're ranked #1 in Australia and #13 globally for Oceanology, #4 globally for Marine and Fresh water biology and #7 globally for Fisheries. Other world class research facilities include the CSIRO and the Menzies Institute, a leader in vital medical research.

As well as providing us with advantages in the science sector, our proximity to Antarctica facilitates our expertise in logistics and transportation. We're the home of Australia's newest Antarctic Icebreaker: the 160 metre long RSV Nuyina, as well as the ocean research vessel RV Investigator

We're thrilled with the success of this sector. But we're equally excited about its potential in the future, which is underpinned by significant proposed future development at Macquarie Point, as well as transformational upgrades to TasPorts berths in the dockside area.



TOP: Medical Science Precinct (Menzies).  
RIGHT: Alex Fraser, Remote Sensing Specialist. Credit: Jon Gazzignato.



Institute for Marine and Antarctic Studies.  
Credit: The University of Tasmania.

# A city built by inventive minds



Credit: Events Tasmania and Alastair Bett.

## As an island city, we've had no choice but to think inventively. Now, we're poised to reap the benefits of our history and commitment to innovation.

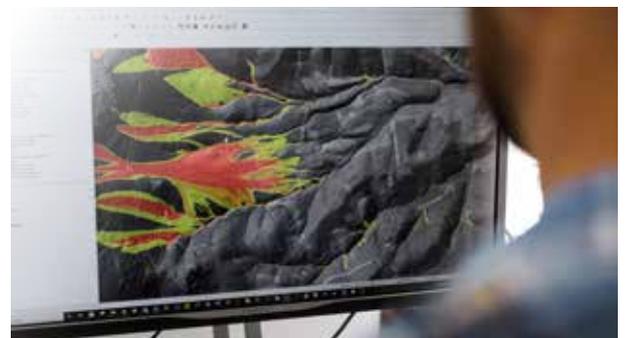
We're working towards a completely circular economy, by being the first Australian capital city to ban single use plastics. Another is the Salamanca Market Innovator program, creating pathways to help new ideas become great businesses.

We're also developing the new Central Hobart Precincts Plan to guide future growth in a way that will strengthen the things that make Hobart great, and build on our position as a vibrant, flourishing, sustainable and globally appealing small capital city.

This plan is further supported by the release of the new Tasmanian Planning Scheme, which will be brought to life through the provision of case management and concierge services delivered by the City of Hobart.

Our emerging game development sector, driven by high speed digital connectivity, has a dynamic and growing presence in the city. Key players include Giant Margarita, Secret Lab, the University of Tasmania and Screen Tasmania.

And we're embarking on a series of Smart City Projects through our Connected Hobart Program, with initiatives such as our Smarter Hobart Challenge, a competition for the community to bring forward their most innovative and exciting ideas to help transform our public transport services.



BOTH ABOVE: Geoneon. Credit: Samuel Shelley, courtesy of Brand Tasmania.

# Our thriving education industry

It isn't just tourists and businesses who've been attracted to the benefits offered by life in Hobart: students have cottoned on to them, too. Study Australia estimates a little over 12,500 international students study in Tasmania, most of these being based in and around Hobart, with approximately 45% being tertiary students, with the remaining being vocational.

These large numbers of students have positive, flow-on effects to the rest of the community. In 2018, the ABS showed \$423m was brought into the Tasmania economy through international education.

But ours isn't just a story of international students coming to the Hobart. Tasmania's education sector has a long history of excellence and high-quality teaching across all levels of study, especially in our role as a leader in Antarctic science, marine and maritime fields, medical science, forestry and agricultural sciences.

## Take a virtual tour of studying in Tasmania!

<http://vr.tasmanian.com.au/studytas/index#hobart>

# \$423M

Brought into the Tasmanian economy through international education in 2018.

# 12,500

International students study in Tasmania, most of these being based in and around Hobart.

Medical Science Precinct (Menzies).







The Hedberg Opening.

# Packed with development potential



## The development of Macquarie Point is one of the few remaining city-side major development sites in an Australian capital city.

Macquarie Point is a key development site and the 9.3-hectare site is currently being progressed to include an Antarctic and Science Precinct, public open space, and work is underway to develop a business case for an Arts, Entertainment and Sporting Precinct with a range of commercial opportunities.

During construction, the Arts, Entertainment and Sports Precinct would create.

# 4,200

FTE jobs created during construction of an Arts, Entertainment and Sports Precinct.

# \$300M

Is the additional economic activity generated throughout the building phase.

Once operational, the Arts, Entertainment and Sports Precinct would generate.

# \$2.2B

Economic activity created over 25 years of operations.

# 950

Operational jobs supported by the project per year.



BELOW:  
Islington Hotel.  
BOTTOM MAIN:  
Facade of The Tasman  
Luxury Collection  
Hotel, Hobart.

## Other recent developments

Since 2017 there has been \$855 million spent in hotel developments, equating to 2500 rooms. There is also a plan to spend \$6.48 billion on a pipeline of Tasmanian capital projects, which will further boost the development of our city.

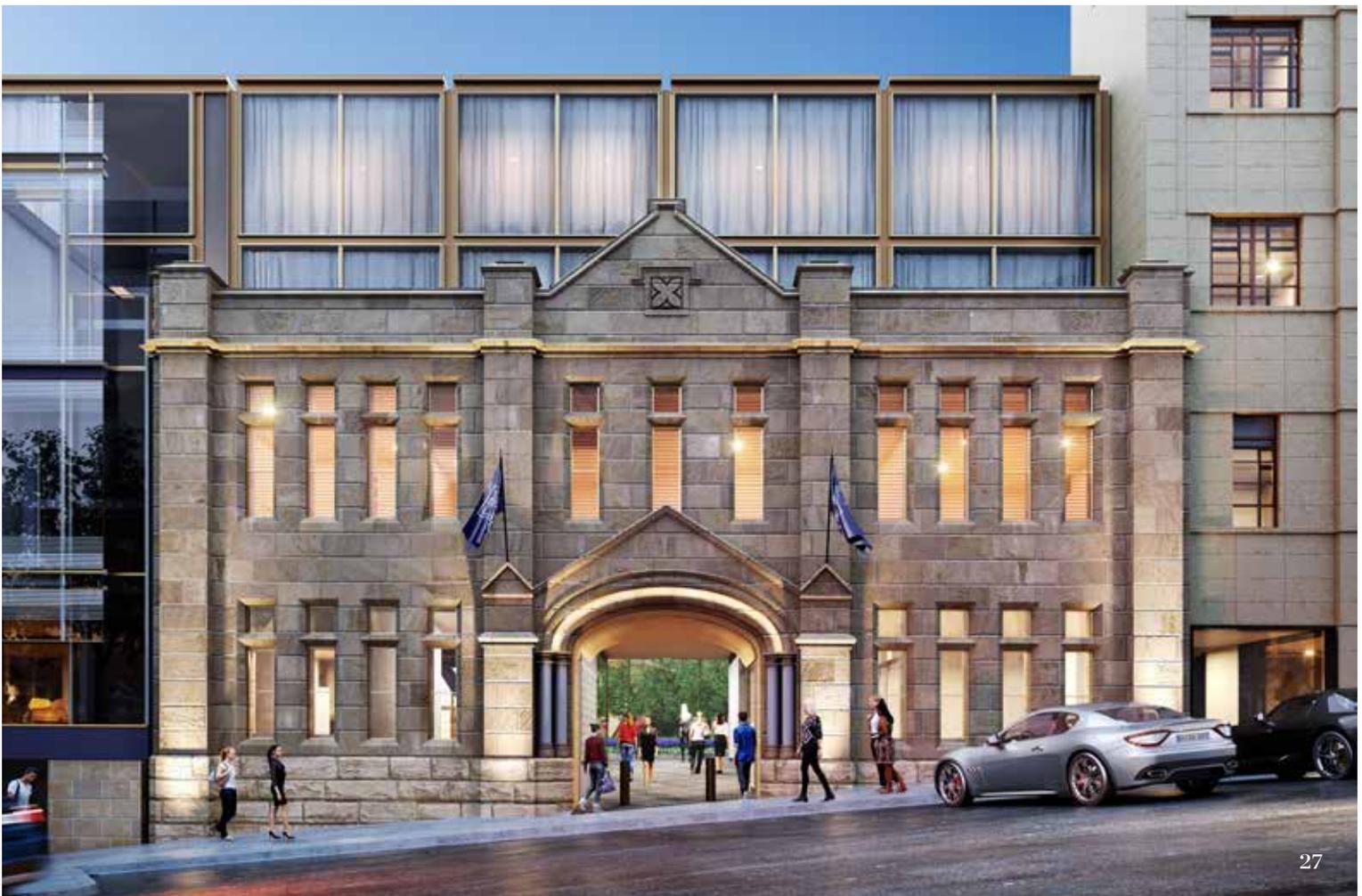
(Source: State Growth 10 Year Infrastructure Pipeline)

**\$110M**

Hedberg Performing  
Arts Precinct.

**\$986M**

Hobart Hospital  
upgrade completed  
in 2020.



# A cultural and creative powerhouse



Terrapin Puppet Theatre  
Credit: Alastair Bett,  
courtesy of Brand Tasmania



## \$150M

Value of spend by  
conference delegates  
in Hobart annually.

Hobart is home to a huge range of significant cultural facilities and events, including Australia's oldest working theatre: The Theatre Royal. We also host four of Tasmania's top ten most visited experiences: The Tasmanian Museum and Art Gallery, kunanyi/Mount Wellington, Salamanca Market and the Royal Tasmanian Botanical Gardens.

We're proud of our vibrant festival calendar, which includes internationally famous events such as Dark Mofo, MONA FOMA, Festival of Voices, Taste, Salamanca Market, Ten Days On The Island, The Wooden Boat Festival, The Rolex Sydney to Hobart Yacht Race and a huge variety of bespoke events.

The arts has long held a role as one of the core value-add sectors to the Tasmanian Visitor Economy, and is rated as the 4th most importance recovery element by Tasmanians (DSG survey, 2020).

LEFT: TSO Obscura II. Credit: Caleb Miller, courtesy of TSO. OPPOSITE TOP: Cascades Female Factory Historic Site. Credit: Alastair Bett. OPPOSITE RIGHT: Huon Valley Mid-Winter Fest. Credit: Lusy Productions. OPPOSITE BOTTOM: Dark Mofo.

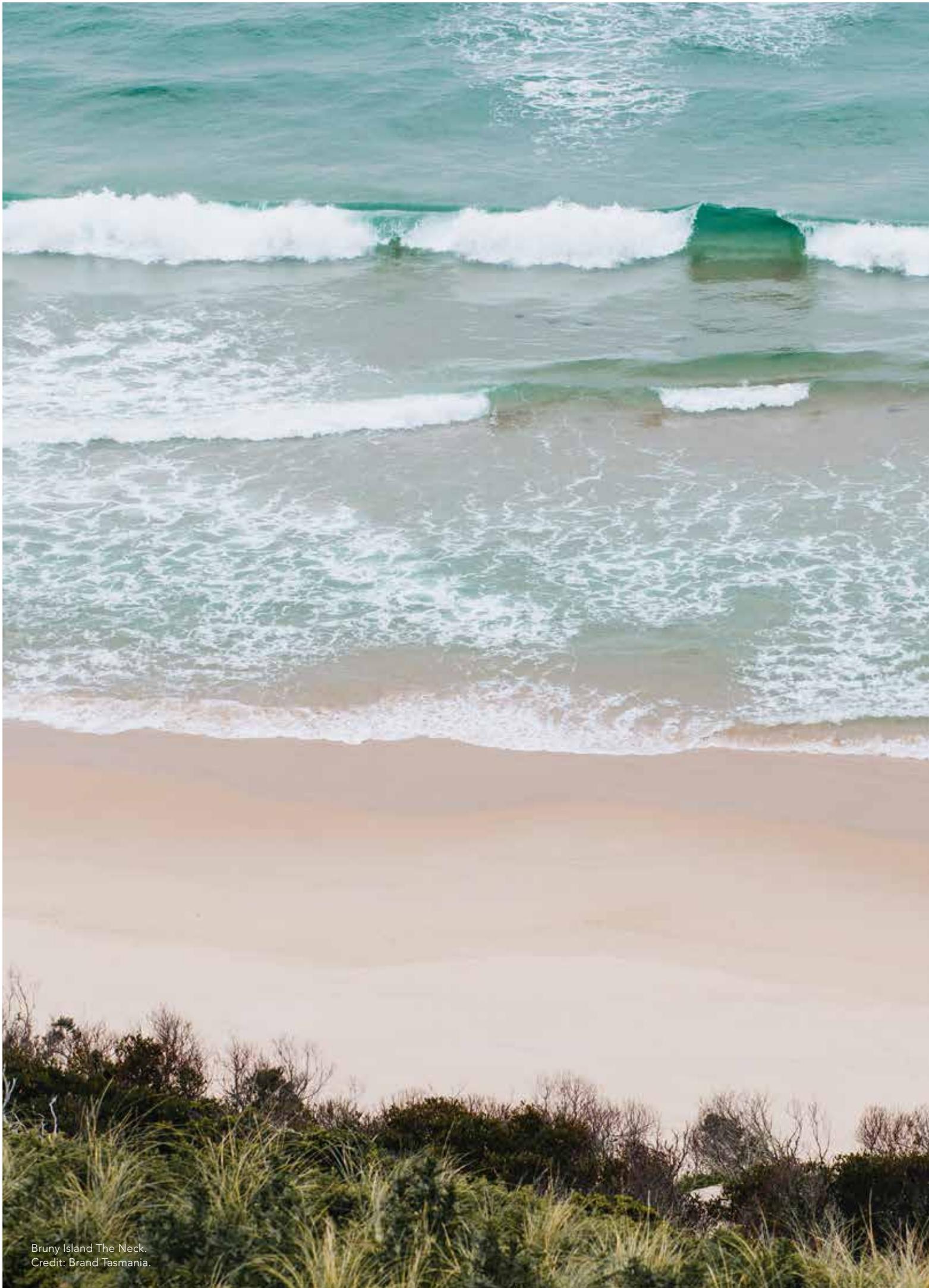


Put simply, our cultural industries add huge value to our economy, while making life more interesting for those who live here.

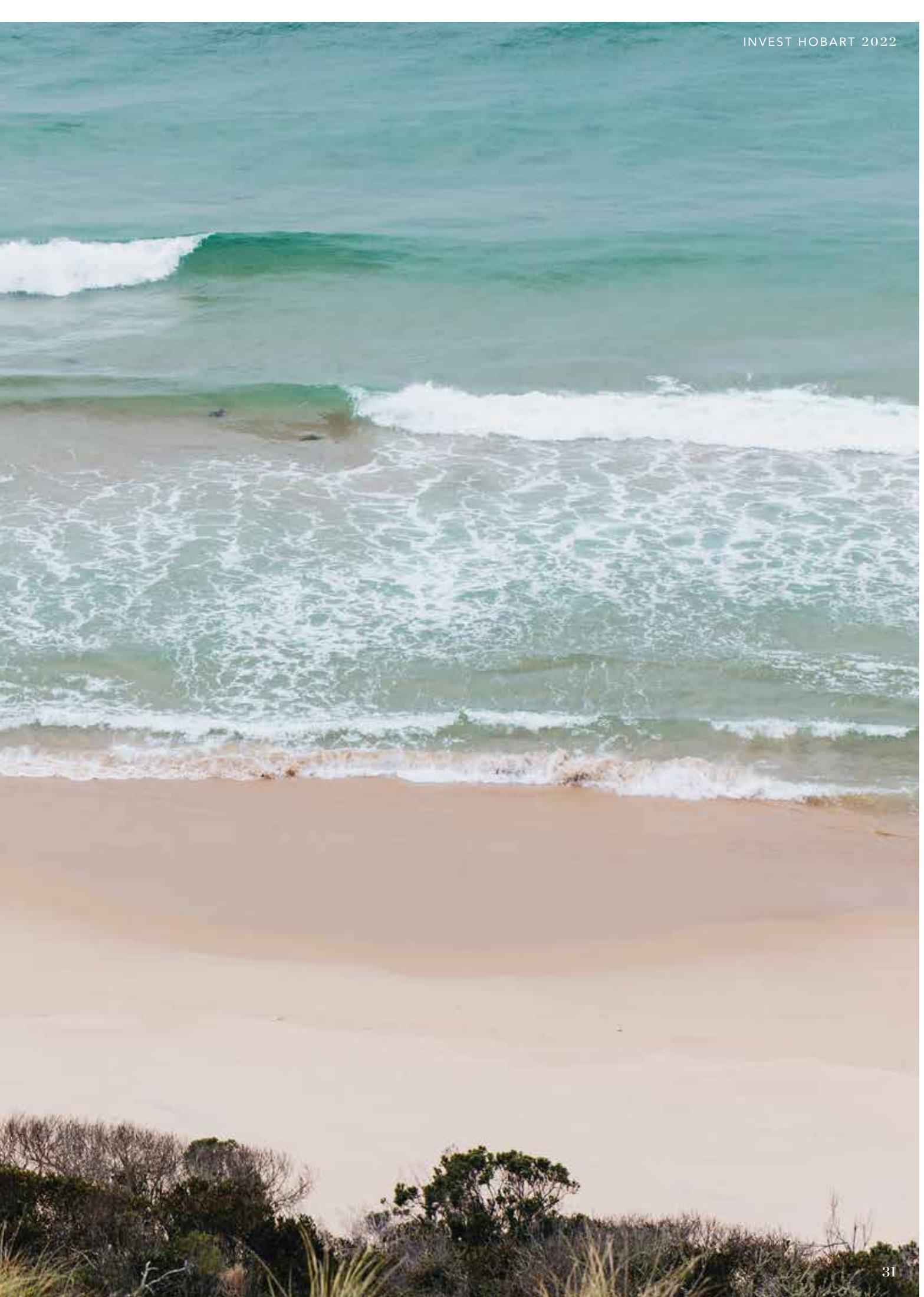
**It's also worth mentioning the benefits of our thriving arts and culture industry that aren't strictly tangible.**

Yes, the strength and diversity of our cultural industries offer many opportunities to businesses, but they also do what great cultures around the world have always done: they support and enrich the many aspects of the community. And because we're a community enriched by its arts and culture, we're a community of forward-thinkers. Of people who think outside the box, and who won't be put inside one. Hobartians have grown used to being challenged, to thinking differently and to accepting others, and a lot of that is down to how our city has long held the importance of arts as one of its core values.





Bruny Island The Neck.  
Credit: Brand Tasmania.



# One of the nation's foodbowls



Credit: S. Group.

Tasmania is known across the world for its premium food and produce, including seafood (such as Atlantic salmon, oysters, abalone and crayfish), apples, berries, dairy, beef, lamb, chocolate and vegetables.

Prior to the pandemic, the Tasmania agri-food sector was valued at \$3.2B gross value, while the packed and processed food sector was worth \$5.27B. Beef, dairy and seafood combined are worth \$1.95B and have significant overseas and interstate markets.

To complement our fine food, Tasmania also has a reputation for producing premium wine, beer, cider and whiskey.

Although the industry is considered boutique, it regularly achieves international accolades for its premium produce, which is constantly in high demand.

Matched with a higher price per tonne and lower land costs, with easy access to air and sea transport, our agriculture industry is renowned for its ability to supply fresh produce to international markets often within 48 hours of harvest.



Tasmanian Honey Co.  
Credit: Brand Tasmania

# 25%

Over one quarter of Tasmania's land is dedicated to agriculture.

# 25%

Of Australia's vegetable exports are from Tasmania.



Domaine A Cellar  
Door. Credit: Mona  
and Jesse Hunniford.

## One of the best things about our thriving food sector is, when you think about it, the obvious one – how it all tastes.

All these incredible producers support Greater Hobart's many paddock-to-plate markets, as well as our thriving restaurant culture. Many leading chefs continue to flock to our city in order to have closer access to Tasmania's world-class produce. If you visit (or if you're lucky enough to live here), you owe it to yourself to experience the staggering breadth and quality of our dining scene. But make sure you book in advance, as Hobart's restaurants have never been more popular.

## As the capital of Tasmania, Hobart offers first access to all the advantages of the island's agriculture:

- Over one quarter of Tasmania's land is dedicated to agriculture
- High quality, organic growing conditions
- Directly employs approx. 10,000 people
- The Tasmanian Institute of Agriculture (TIA) is highly rated globally and the University's Sense-T project leads the world in the development and implementation of technological sensors for use in farm management and tourist travel data
- Key produce: dairy, fruit (including stone, pome fruit and berries), vegetables, viticulture and hops, pigs and poultry, as well as niche production such as seeds, honey, ginseng, olives, nuts, truffles, herbs, cut flowers, bulbs and essential oils
- With 3,200 kilometres of unpolluted coastline, Tasmania produces more seafood by value than any other state in Australia.



Farm Gate Market, Georgetown Seafoods.  
Credit: Chris Crerar.

# Maritime and logistics expertise



Credit: Incat.

## We don't say expertise lightly.

As well as the previously mentioned Institute of Marine and Antarctic Studies (IMAS), Tasmania is home to the national Australian Maritime College (AMC), the University of Tasmania's Defence and Maritime Innovation and Design Precinct, the Blue Economy Cooperative Research Centre, Australia's Commonwealth Scientific and Industrial Research Organisation's (CSIRO) Marine National Facility, and the Centre for Antarctic, Remote and Maritime Medicine.



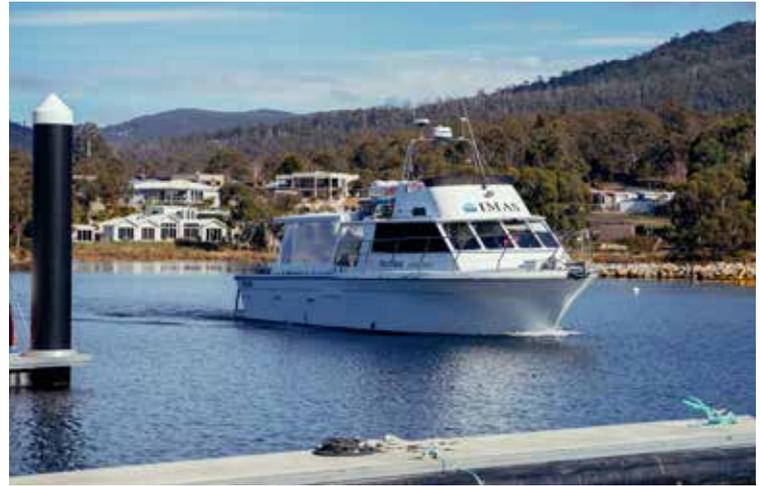
## Shipbuilding is integral to our economy, as well.

The design, manufacture and fit-out of a range of vessels – from small, specialised watercraft through to high-speed ferries over 120 m long – takes place across the state, with much of the focus in the Greater Hobart region. Four shipyards are located at a maritime defence industry precinct 20 minutes north of Hobart and one shipyard is located just south of the city. In total, our shipyards have over 79,500m<sup>2</sup> of undercover production hall space.

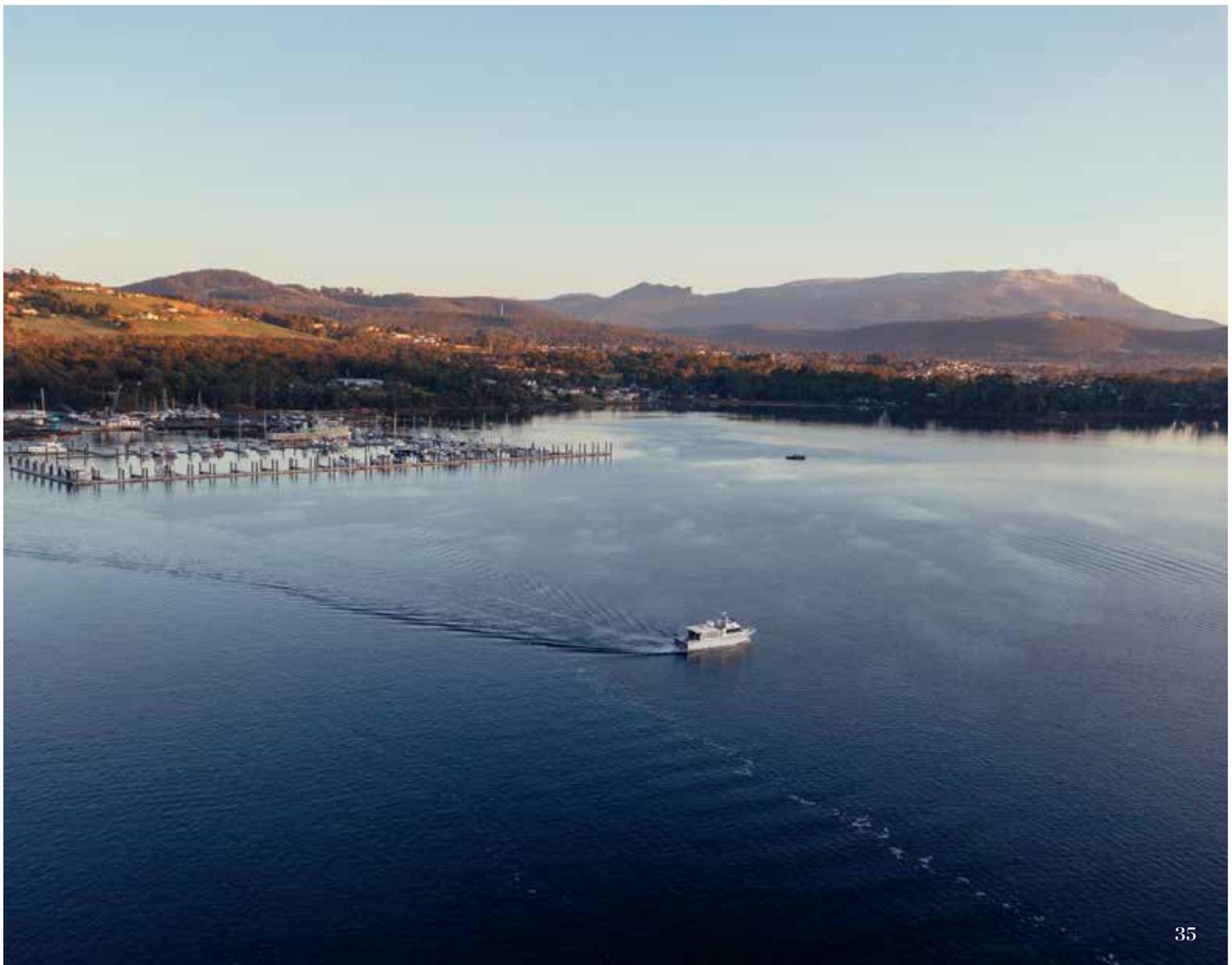
ABOVE: Victoria Dock, Hobart. Credit: Tourism Tasmania and Robin Nyfeler. LEFT: Sydney to Hobart Yacht Race. Credit: Alastair Bett.

We have extensive experience constructing vessels in aluminium, steel, high-density polyethylene, and composites for a wide range of markets and industries, including ferries and tourism, aquaculture, maritime security, defence, oil and gas, Antarctic and Southern Ocean operators, special service providers and private vessels.

When it comes to education of the workforce in these industries, TasTAFE supports the training requirements of our major shipbuilders and the broader maritime industry. TasTAFE's facilities include the Metal Engineering Training Facility, located in the maritime defence industry precinct at Prince of Wales Bay.



ABOVE and BELOW:  
IMAS. Credit: The University  
of Tasmania.



A large crowd of people is gathered at night for a festival or event. The scene is illuminated by warm string lights strung across the area. In the background, there's a large, conical wooden structure, possibly a traditional oven or a decorative element. The crowd is dense, and many people are looking towards the camera or the lights. The overall atmosphere is festive and communal.

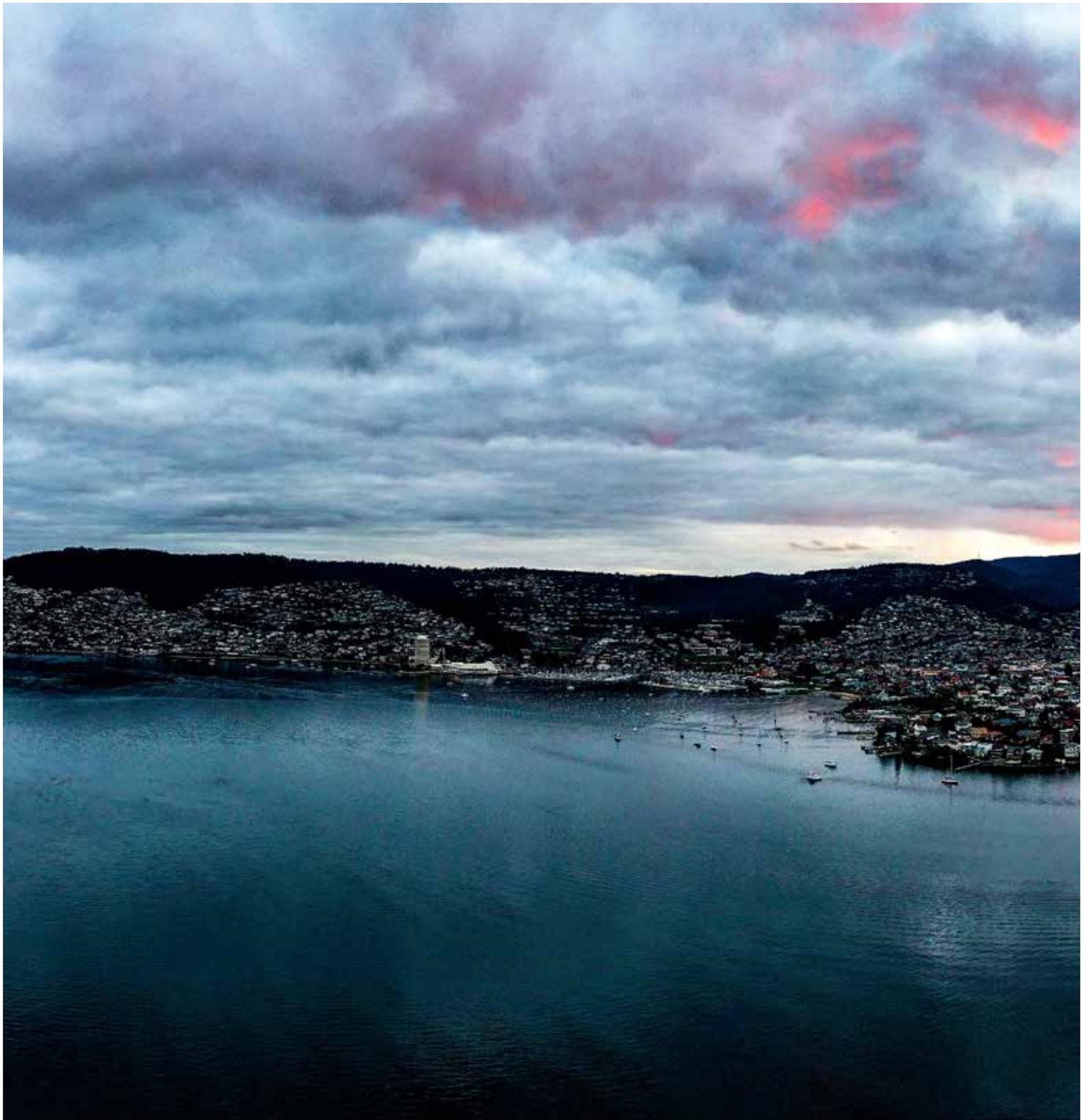
# The Hobart difference

**We've catalogued the many benefits of life and work in Hobart. But if we can leave you with one thought, it's this: things are different in Hobart – both in terms of opportunities and economic advantages, but also in lifestyle.**

It's not noisy or bustling, but it's hardly boring. It's a city where people are happy to be hard to classify, and are proud of doing things in ways the rest of the country wouldn't expect. It's a place where individuals can passionately pursue meaningful careers, and where organisations can thrive by pursuing extraordinary goals and by investing in dynamic thinking.

It's a strikingly beautiful place with an enviable, relaxed lifestyle. But right now, it's also one of the most exciting places in the country to do business. If all you need is a healthy environment, reliable internet, a great airport, hardworking people and a supportive, ambitious community, you'll fit right in. And you'll find the City of Hobart happy to welcome you.





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