

Source Map: Northern Tasmania Development  
<http://www.northerntasmania.info/visit/wineroute.html>

Pulp Mill

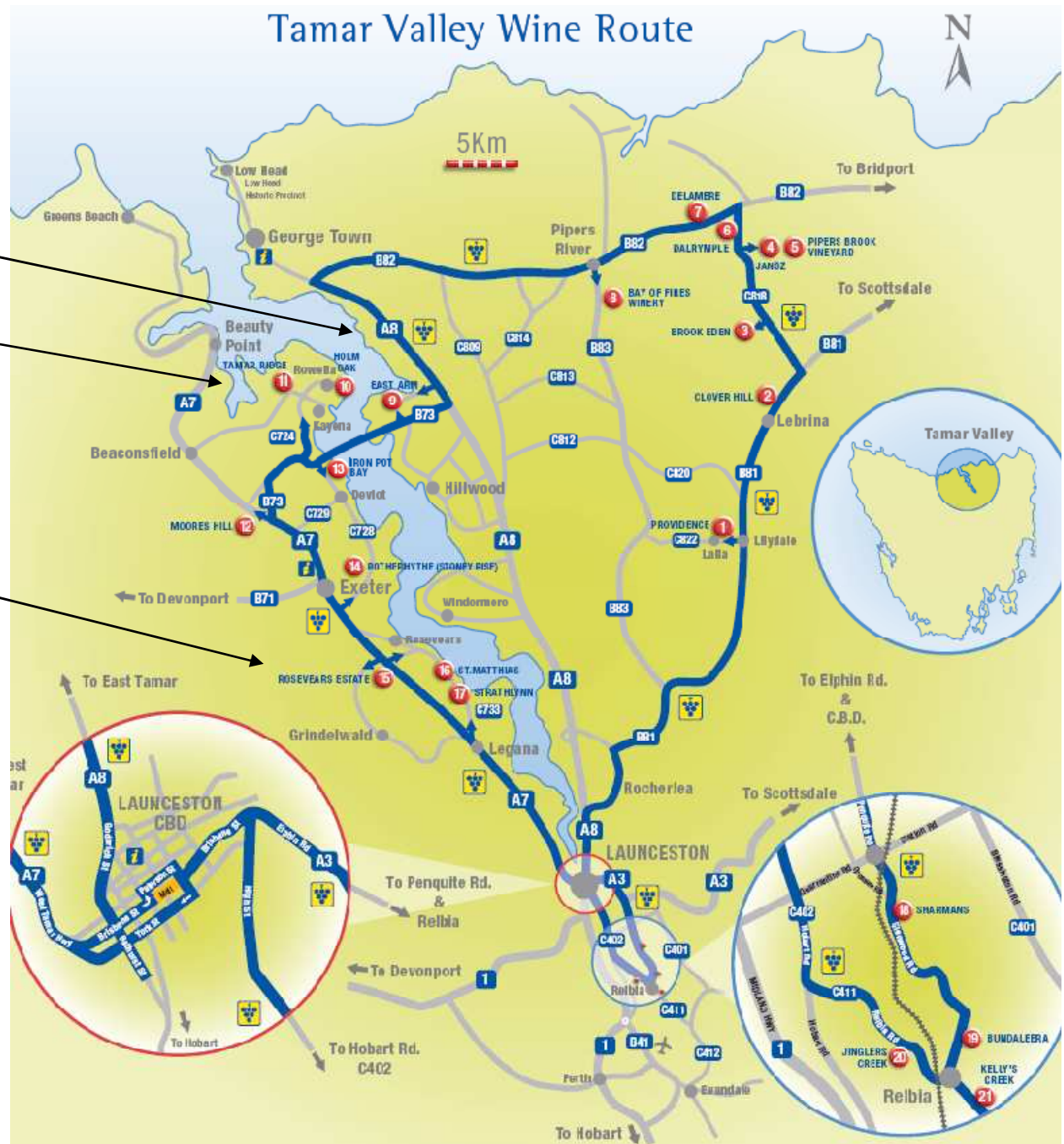
Tamar Ridge

Rosevears

Concerns have been raised about the potential for the mill to impact on tourism and the wine industry in the Tamar Valley.

The mill's developer owns three vineyards in Tasmania with two in the region including the largest Tamar Ridge opposite the mill site and Rosevears

Note since this map was published a new brochure shows an additional vineyard 'Three wishes' immediately to the South of the Batman Bridge.





Tamar Ridge Great wines are made in the vineyard and it is the exceptional fruit grown at the Kayena Vineyard that forms the cornerstone of the Tamar Ridge and Devil's Corner range of wines.

Located on the western banks of the Tamar River, 40 kilometres north of Launceston, the Kayena Vineyard is planted to a range of cool climate varieties including Sauvignon Blanc, Pinot Gris, Riesling, Chardonnay and Pinot Noir.

Employing state-of-the-art winemaking techniques, but with more than a few concessions to the traditional techniques that have served winemakers for centuries, our winemaking goal is to harness the pristine fruit characters the Kayena Vineyard produces, fashioning them into individual wine styles that speak of their cool origins.

Media reports state that there is currently a number of actions in Tasmania and Victoria to boycott wines from this vineyard as the developer of the pulp mill owns this Vineyard . It is opposite the mill site! The boycott jeopardises families that depend on employment from the vineyard.

Source <http://www.tamarridge.com.au/index.php>

# Impacts of the mill on tourism and the wine industry

The mill will be located within the Bell Bay Major Industrial Zone. This zone has been established for several decades, and is part of the George Town Planning Scheme. The zone's origins go back to the Comalco aluminium smelter's construction in the mid-1950's. The boundaries of the zone encompass the original land title owned by the smelter.

The development of a pulp mill on land expressly zoned for heavy industry is consistent with the intent and objectives of the George Town Planning Scheme, the purpose of which is to guide the development of land for many and varied uses, including heavy industry and including tourism and wine making.

Tourism and wine industries have developed within the region in full awareness of the planning scheme and its encouragement of heavy industry within the Bell Bay Major Industrial Zone, and in full awareness of the heavy industry that already exists within that zone.

Tourism and wine making industries can continue to develop and prosper as they have done to date amongst the variety of land use, including heavy industry, that occurs within the region.

## The New Zealand Experience



Pulp mills can and do coexist, here in NZ as well as in South Australia, Europe including the Bordeaux Region and around Newport Oregon in the USA. Whilst not all pulp mills are the same (this one's a thermal mechanical) their impacts are minimised by good design, advanced technology and stringent regulation

Source: TCA member private collection Hawke's Bay New Zealand mid east coast North Island

## WORLDS WINE CAPITAL ALSO A HOME TO MAJOR FOREST PRODUCTS INDUSTRY.

Following claims that the proposed Bell Bay pulp mill could impact upon the Tamar Valley's valued wineries Timber Communities Australia conducted its own research looking at the economic make up of other major wine producing regions.

"That research commenced with what TCA saw as the top of the tree in wine producing regions; being the Bordeaux region in South West France, The region is promoted as the *Fine Wine Capital of the World* and our findings were quite amazing in light of what's being claimed here." Barry Chipman Tasmanian State Manager Timber Communities Australia said today

The Bordeaux region produces 800 million litres of the highest quality wine annually; the region also attracts 3 million tourists annually.

Along side of this regions, world leading fine wine and tourist industry is a very diverse "*cultivated forest*" industry producing, Kraft pulp (Smurfit Kappa Cellulose de Pin pulp mill) glazed Kraft paper, Liner Kraft paper, Fluff pulp, and the full range of sawn timber products. (Including many wine crates) This wood products industry generates 2.5 billion EUR annually.

The Bordeaux region is also internationally recognised as a major scientific and technical centre for wood, product research including a major focus upon pulp and paper in particular ECF technology, the centre employs 200 researchers.

Then next door in the neighbouring North East is another major fine wine and tourist region of Provence, and within the region surrounded by fine wine vineyards, is the Tarscon-sur-Rhone ECF pulp mill. (This is the same technology as the proposed Bell Bay pulp mill.)

Upon learning how, French wine producers and wood and paper products producers appear to prosper in harmony with each other it is hoped that this can also translate to Tamar Valley.



Source:<http://photos.igougo.com/pictures-photos-l2667-p147533-Grapes.html>

Source Tasmanian Office, TCA Media Release 24 August 2007



A hardwood Kraft pulp mill at Saint-Gaudens, France

# PULP MILLS ALBERTA CANADA

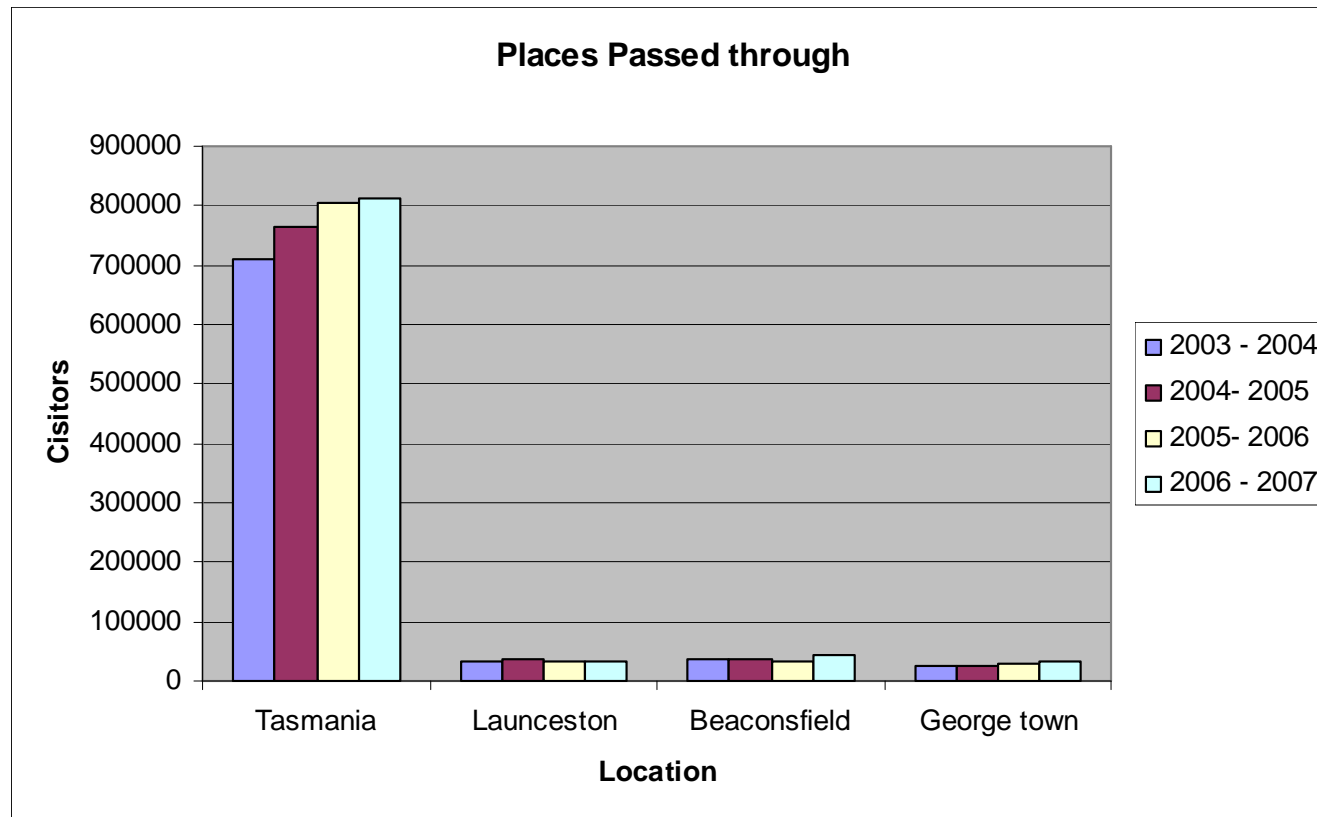


This and the following pictures were tabled in the Tasmanian Parliament by Heather Butler, MHA, Member for Lyons and were taken in July 2007



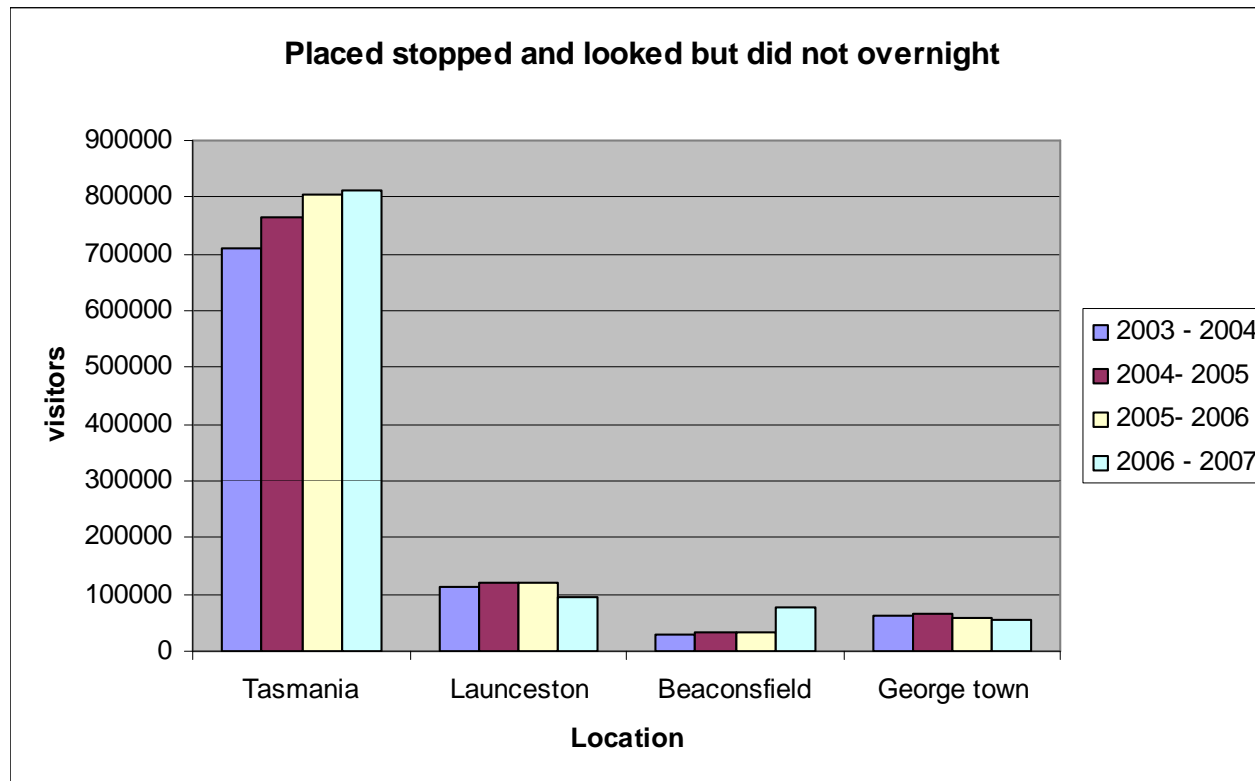


# VISITORS TO THE TAMAR REGION



For the last four years an average of 37,500 visitors passed through Beaconsfield, and 28,100 to Georgetown

# VISITORS TO THE REGION



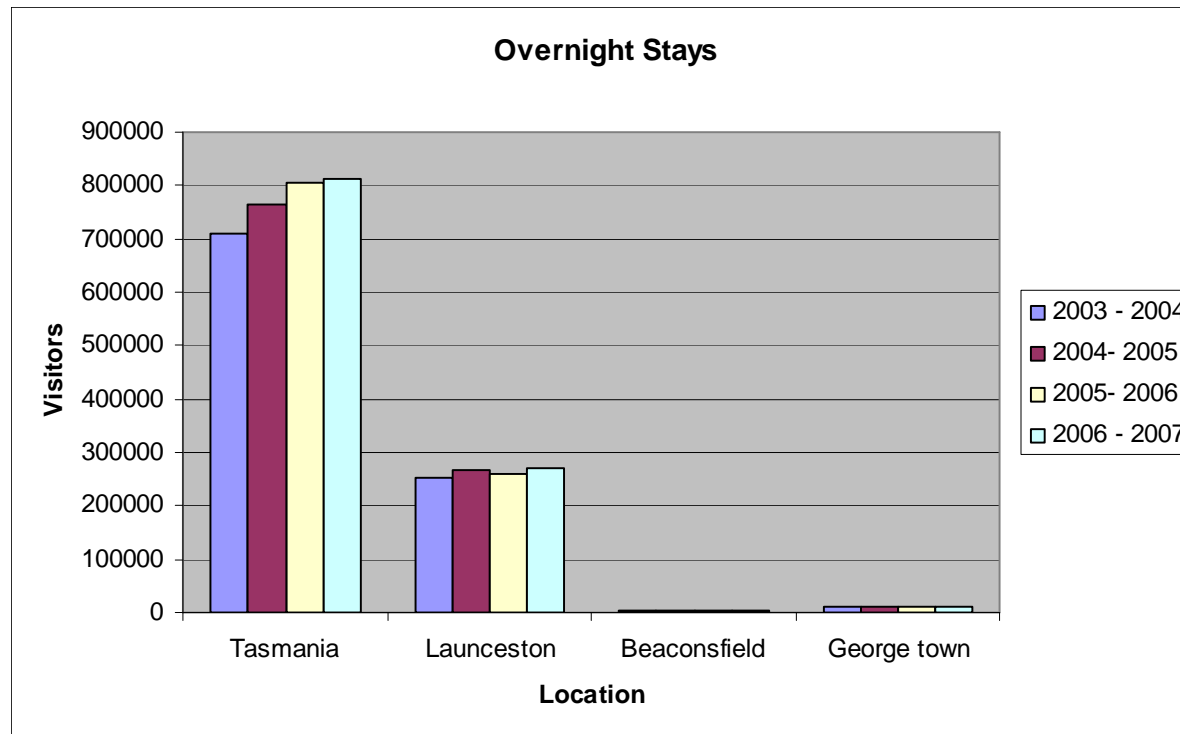
For the last four years an average of 43,900 visitors stopped in Beaconsfield, and 60,200 to Georgetown

Source Tourism Tasmania

Online Survey Reporting Tool

<http://webreporter.asteroid.com.au/webreporter/ttreports/>

# VISITORS TO THE REGION



For the last four years an average of 2,500 visitors stayed overnight at Beaconsfield, and 10,400 to Georgetown, this is an important number to the local communities although is only a small part of the Tourism Sector

Source Tourism Tasmania

Online Survey Reporting Tool

<http://webreporter.asteroid.com.au/webreporter/ttreports/>

## 2006 - 2007

	Places Passed Through	Places stopped, looked around but not stopped overnight	Places Stayed overnight
Launceston	33100	94900	271600
Beaconsfield	42800	75500	3100
George town	32500	55500	10000

Thus tourism is an important sector of the local economies of communities in the Tamar and Launceston, part of that attraction is the Tamar Wine Region that has been established in recent years, well after Comalco Aluminium smelter established in 1950s, the Temco metal alloy plant and neighbouring two export wood chip plants operating since the 1970's and a power station. Some tourists come to have a look at these examples of industry!

The Wine Industry is concerned that the mill will effect their industry. The media has reported that the three main concerns are

- Increased log trucks to deter visitors
- Smell to deter cellar door sales
- Chlorinated phenols to taint the Wine

If rail is used heavy vehicle traffic may reduce. However regardless of the mill there is already a substantial heavy vehicle traffic flow from the Bell Bay Heavy Industrial Estate that needs ongoing management.

The Bell Bay Pulp Mill's odour controls will be better than any other mill in the world, and the likelihood of unpleasant odour events occurring is extremely low. Sweco Pic found the RPDC guidelines may be exceeded one in 11 years, then only in remote locations.

According to RPDC 2004 report if Chlorinated phenols are produced they will only be in minute quantities in the treated liquid effluent, that will be discharged to Bass Strait not used as irrigation. Whilst theoretical possible in air emissions, the minute amounts are not significant, main phenol taint sources are cork, wood in cellars and pesticides used on vineyards.

## **Impacts of the mill on tourism and the wine industry**

The 2% increase in the number of employed persons in Tasmania as a result of the proposed mill would result in greater recreational activity and expenditure being undertaken in Tasmania, which is likely to create a positive rather than a negative impact on the tourism industry.

The environmental impact assessments undertaken for the Bell Bay Pulp Mill against the Emission Limit Guidelines have demonstrated that there will be no significant impacts from the mill on the air or marine environments, and this means that there would be no significant impacts on other industries reliant on those environments.