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APPENDIX G

ECONOMY & HOUSING

MEMO

Cygnnet Structure Plan: Economy & Housing Memo

3 February 2026

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Disclaimer

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1. Introduction

1.1. Background

Cygnets is a small town located in Port Cygnets Bay in the Huon Valley Local Government Area. The township is situated between the D'Entrecasteaux Channel and the Huon River, and is approximately 50 kilometres south west of Hobart.

Huon Valley Council (**Council**) are planning for the next phase of growth and change in Cygnets through the preparation of a township Structure Plan.

The study area for the Structure Plan is shown in Figure 1.

Figure 1. Cygnets Study Area



Source: Niche Studio, 2025

1.2. Engagement & Scope

Huon Valley Council engaged Niche Planning Studio to prepare a Structure Plan for Cygnets. Urban Enterprise has been engaged to provide specialised sub-consultant input relevant to the property market and local economy.

The scope of this assessment includes the following:

- **Strategic priorities** – Review existing local and State strategic documents, and summarise strategic priorities for economic development, residential land supply, housing availability and growth, as well as commercial, industrial, retail and tourism.
- **Demographic and housing profile** - Review population and demographic attributes to identify the primary and secondary market segments residing in Cygnets.
- **Residential growth and development context** - Assess population and dwelling growth and residential development activity, and comment on the implications for dwelling needs, housing availability and suitability.
- **Local Economic profile** – Profile the local economy, employment and business base to identify priorities and strategic directions for local economic development.
- **Issues and opportunities** - Summarise the issues and opportunities that should be considered for the Cygnets Structure Plan in respect of demographics, housing and economic development.

1.3. Information Sources

The following information has been relied upon for this assessment:

- Census of Population and Housing, Australian Bureau of Statistics (ABS), 2011, 2016 and 2021;
- Regional Population Estimates and Components of Population Change, ABS, 2024;
- Dwelling Approvals, ABS, 2015-2024;
- Population Projections for Tasmania and Local Government Areas (LGA), Department of Treasury and Finance, 2023;
- Cygnet Suburb Report, Real Estate Institute of Tasmania (REIT), 2025; and
- Huon Valley Economic Profile, Remplan Economy, 2023-2024.

1.4. Data Areas

Several geographic data areas are referred to throughout this memo for the purpose of analysis:

- **Cygnet Locality:** Encompasses the township of Cygnet and some rural hinterland to the north;
- **Cygnet SA2:** Generally, encompasses the Cygnet locality and several nearby coastal settlements, including Cradoc, Wattle grove, Lymington, Gardners Bay, Deep Bay, Abels Bay and Eggs and Bacon Bay;
- **Huon Valley Local Government Area;** and
- **Greater Hobart:** Encompasses the Greater Capital City Statistical Area (GCCSA).

Refer to **Appendix A** for data areas.

It is important to note that the Cygnet Locality most closely aligns with the study area and is the most relevant, as it includes the Structure Plan area and some smaller outlying areas.

The Cygnet SA2 is a much larger spatial area that extends to the north and south, and includes many other settlements.

2. Strategic Context

2.1. Introduction

This section summarises existing local and State strategic documents as they relate to economic development, residential land supply, housing availability and growth, as well as commercial, industrial, retail and tourism.

The following documents have been reviewed:

- Huon Valley Strategic Plan 2024-2034;
- Huon Valley Land Use and Development Strategy, 2023;
- State of the Valley Report, 2022;
- Huon Valley Community Vision, 2023;
- Cygnet Residential Demand and Supply Analysis, 2020;
- Huon Valley Economic Development Strategy, 2015;
- Huon Valley Term Plan 2023-2027;
- Southern Tasmania Regional Land Use Strategy, 2023; and
- Tasmanian Housing Strategy, 2023.

2.2. Findings and Strategic Priorities

A summary of key findings and strategic priorities from existing strategies are outlined below.

A complete summary is provided in **Appendix B**.

Economic Development

Findings and strategic priorities and directions for economic development and employment growth relevant to the Cygnet Structure Plan include the following:

- Strengthen economic development across the Huon Valley by supporting local businesses and growing local employment opportunities.
- Leverage the Huon Valley's competitive location advantages to attract business investment growth.
- Revitalise the municipal economy through developing a dynamic place for business and investment.
- Enhance Huon Valley's reputation as being an attractive and desirable place for business and investment, where the balance between lifestyle and work can be achieved.
- Enhance the Huon Valley's regard nationally as a creative region.

Residential Land Supply and Housing

Findings and strategic priorities and directions for residential land supply and housing relevant to the Cygnet Structure Plan include the following:

- There is insufficient vacant and developable residential land supply to meet ongoing housing demand in Cygnet over the next 10 to 15 years. Plan for medium to long-term expansion of supply of residential land.
- Development opportunity areas should be explored where available land is likely insufficient to provide a sufficient pipeline of housing supply.
- Promote opportunities to diversify the housing stock, including more social housing and retirement living.
- Strategically plan for population growth through creative and flexible solutions to prevent urban sprawl.
- Encourage a diversity of housing that meet the needs of a range of market segments, including affordable and social housing.
- Huon Valley is one of Tasmania's fastest growing LGAs. There is strong growth in the young family and retiree market.
- A higher proportion of Huon Valley residents are facing challenges to secure quality housing.
- Low density residential developments has been most prevalent in Huon Valley historically, but is incompatible with ongoing population growth.
- Investigate alternative housing models such as community development schemes for Council land in George and Donohoe Streets area in Cygnet.

- Recognise, maintain and protect the local heritage, streetscape and townscape of Cygnet.
- Infill development should be prioritised and should focus on creating a connected centre that overcomes single through-road restrictions.
- Rural landscape setting of the town should be protected from development that would impact on the prominent hillsides and skylines, parks and water.

Commercial, Industrial, Retail and Tourism

Findings and strategic priorities and directions for commercial, industrial and retail growth relevant to the Cygnet Structure Plan include the following:

- Huonville is the priority area for commercial and industrial development. Plan for additional commercial and industrial land demand around Huonville and locations close to jobs and transport.
- Strategically approach underused industrial zoned land for future use and development.
- Ensure commercial centres of the Huon Valley (including Cygnet) are competitive and economy viable.
- Capitalise on the natural advantages and strategic location of Huon Valley to grow visitation and the destination appeal.

3. Demographics & Housing

3.1. Introduction

This section assesses Cygnet's demographic and housing profile, and is benchmarked against the Huon Valley LGA and Greater Hobart.

3.2. Demographic & Housing

A demographic and housing profile for Cygnet has been prepared to understand the key market segments that are located in Cygnet. The following observations are relevant:

- The median age in Cygnet and the Huon Valley is 46 years. This is notably higher than Greater Hobart (39 years). There is also a higher proportion of couples without children and lone person households in Cygnet, which reflects a population weighted towards older residents.
- Parents and homebuilders remain the dominant age group, and the average household size is 2.4 persons. This indicates a notable proportion of middle age and older families reside in Cygnet.
- There is a higher proportion of home ownership in Cygnet, with 45% of dwellings fully owned compared to 34% in Greater Hobart. 23% of households rent in Cygnet, compared with 21% in Greater Hobart.
- Labour force participation (46.8%), median household income (\$1,041/week) and SEIFA (934) are all lower in Cygnet than in Greater Hobart. This provides further evidence of older cohorts no longer active in the workforce.

The predominant cohorts residing in Cygnet are a mix of older couples who are 'seniors' or 'retirees', and young and middle aged families.

Table 1. Demographic and Housing Profile, Cygnet, 2021

	Cygnet (Locality)	Huon Valley LGA	Greater Hobart
Median Age	46	46	39
Service Age Groups	Parents & homebuilders (35-49): 17%	Parents & homebuilders (35-49): 18%	Parents & homebuilders (35-49): 19%
	Seniors (70-84): 15%	Retirees (60-69): 16%	Young workforce (25-34): 16%
	Retirees (60-69): 14%	Older workers (50-59): 15%	Older workers (50-59): 12%
	Older workers (50-59): 14%	Seniors (70-84): 13%	Retirees (60-69): 12%
	Secondary Schoolers (12-17): 10%	Young workforce (25-34): 10%	Seniors (70-84): 11%
Household Type	Couples without children: 44%	Couples without children: 48%	Couples without children: 42%
	Couples with children: 33%	Couples with children: 36%	Couples with children: 39%
	Lone person: 21%	Lone person: 15%	Lone person: 18%
Dwelling structure*	Separate house: 94%	Separate house: 96%	Separate house: 84%
	Medium density: 5%	Medium density: 2%	Medium density: 13%
	Other: 1%	Other: 2%	High density: 2%
No. of bedrooms	3 bedrooms: 52%	3 bedrooms: 49%	3 bedrooms: 48%
	2 bedrooms: 20%	4 + bedrooms: 23%	4 + bedrooms: 24%
	4 + bedrooms: 19%	2 bedrooms: 20%	2 bedrooms: 22%
	1 bedroom: 7%	1 bedroom: 6%	1 bedroom: 5%
Tenure Type	Fully owned: 45%	Fully owned: 44%	Mortgage: 34%
	Mortgage: 31%	Mortgage: 37%	Fully owned: 34%
	Renting: 23%	Renting: 16%	Renting: 29%
Average Household Size	2.4	2.4	2.4
Dwelling occupancy %	88.60%	84.20%	92.70%
Labour force participation	46.80%	53.50%	61.60%
Median Weekly Household Income	\$1,041	\$1,227	\$1,542
SEIFA	934	974	990

Source: ABS Census, 2021

3.3. Growth Context

This section assesses historic and projected population and dwelling growth to indicate the rate and scale of growth in Cygnet.

3.3.1. Historic Population Growth

At the 2021 Census, Cygnet (Locality) recorded a population of 1,740 residents, representing around 9.5% of the Huon Valley LGA's total population. Between 2011 and 2021, the population of Cygnet increased by +288 (+29 p.a.), equating to an average annual growth rate of 1.82%. This was broadly in line with Huon Valley (1.89%), but higher than Greater Hobart (1.56%).

The broader Cygnet SA2 experienced stronger population growth, increasing by 915 people (2.14% p.a.), and population growth rates are increasing; with a higher rate of growth recorded between the most recent Census periods.

Historical population growth highlights the increasing residential appeal of the Cygnet locality and nearby coastal settlements.

Table 2. Historic Population Growth, Cygnet, 2011 – 2024

Data Area	2011	2016	2021	2024 (ERP)	10-Yr Change (2011-21)		5-Yr Change (2016-21)	
					Total (#)	AAGR (%)	Total (#)	AAGR (%)
Cygnet (Locality)	1,454	1,556	1,742		+288	+1.82%	+186	+2.28%
Cygnet (SA2)	3,887	4,230	4,802	5,145	+915	+2.14%	+572	+2.57%
Huon Valley LGA	15,140	16,199	18,259	19,742	+3,119	+1.89%	+2,060	+2.42%
Greater Hobart	211,656	222,356	247,086	254,930	+35,430	+1.56%	+24,730	+2.13%

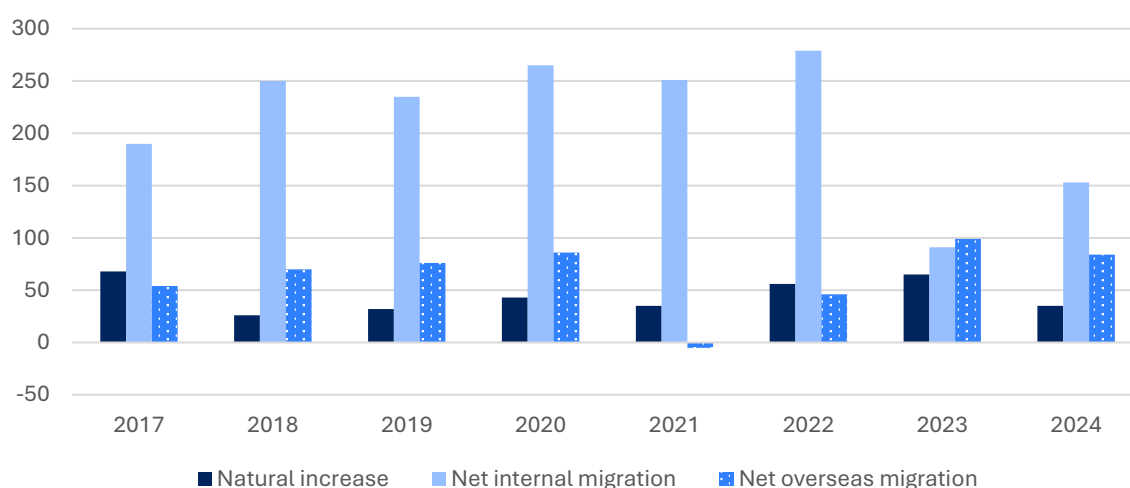
Source: ABS Census, 2011, 2016, 2021

Components of Population Change

Population growth in the Huon Valley LGA has primarily been driven by internal migration, with a significant share of new residents relocating from other parts of Tasmania. Migration data from the 2021 Census indicates the majority of residents moving to the Huon Valley originate from Greater Hobart.

‘Natural increase’ has generally accounted for approximately 15% of population growth, and ‘overseas migration’ has accounted for 20% over the same period.

Figure 2. Components of Population Change, Huon Valley LGA, 2017 – 2024



Source: ABS Regional Population Estimates, 2017 – 2024. Compiled and presented by Urban Enterprise, 2025

3.3.2. Population Growth Projections

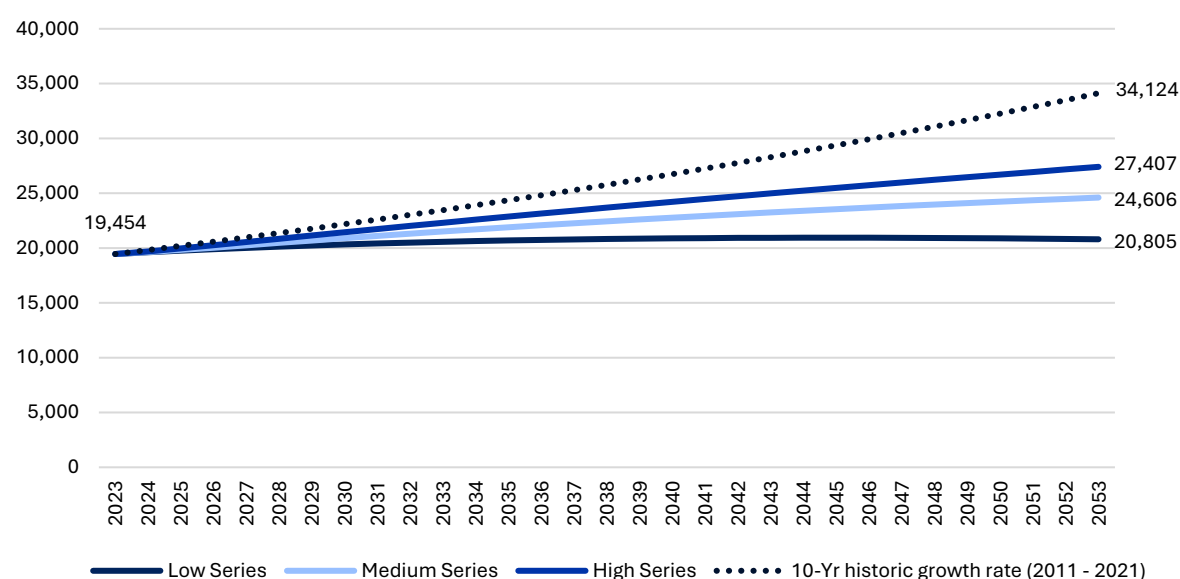
The Department of Treasury and Finance (2023–2053) prepared population projection scenarios for each Local Government Area in Tasmania. Low, medium and high projection scenarios provide a range of forecast population outcomes.

By 2053, Huon Valley's population is projected to reach approximately:

- 20,800 (low series);
- 24,600 (medium series);
- 27,400 (high series).

Projection scenarios for Huon Valley range between 0.2% and 1.1% per annum (on average). The projected rate of growth is well below the historical rate. If the historical rate were to continue, Huon Valley's population would reach more than 34,000 residents by 2053. Compared with historical trends, the State Government population projections for the Huon Valley appear to be relatively conservative.

Figure 3. Population Projections, Huon Valley LGA, 2023 - 2053



Source: Population Projections for Tasmania and Local Government Areas, Department of Treasury and Finance, 2024

3.3.3. Historic Dwelling Growth

At the 2021 Census, there were 811 dwellings in Cygnet, accounting for 9% of dwellings in Huon Valley LGA. Between 2011 and 2021, the locality added 146 dwellings; equating to 15 new dwellings per annum (2.0% p.a.). This rate of growth has outpaced that of Huon Valley (1.69%) and the broader Greater Hobart region (1.21%).

Dwelling growth increased between the most recent census periods (2016 – 2021), increasing from 2% to 2.85 % p.a.

Table 3. Historic Dwelling Growth, Cygnet, 2011 – 2021

Data Area	2011	2016	2021	10-Yr Change (2011 – 21)		5-Yr Change (2016 – 21)	
				Total (#)	AAGR (%)	Total (#)	AAGR (%)
Cygnet (Locality)	665	705	811	+146	+2.00%	+106	+2.84%
Cygnet (SA2)	2,122	2,278	2,533	+411	+1.79%	+255	+2.14%
Huon Valley	7,413	8,024	8,769	+1,356	+1.69%	+745	+1.79%
Greater Hobart	94,452	99,247	106,512	+12,060	+1.21%	+7,265	+1.42%

Source: ABS Census, 2011, 2016, 2021

3.4. Residential Property Market and Development Activity

3.4.1. Residential Property Values and Rents

House and Land Prices

The median house price in Cygnet is approximately \$670,000, and the median land price is \$330,000. House and land values in Cygnet have recorded strong growth over the past decade. House values have increased by close to 10% per annum and land values rising over 15.5% per annum. Median house values in Cygnet reached a peak of \$775,000 in 2022 when post pandemic internal migration was prominent and interest rates were at a record low of 0.1%. House values have declined since the 2022 peak, but remain well above the 5-year average.

According to the CoreLogic Home Value Index (July 2025), Hobart had a median house price of approximately \$720,000.

Table 4. Median House and land Values, Cygnet, 2014-2024

		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Houses	No. of sales	25	28	36	33	28	29	32	34	24	24	38
	Median Price	\$265,000	\$312,500	\$310,000	\$390,000	\$360,000	\$475,000	\$495,000	\$605,000	\$775,000	\$690,000	\$671,500
Land	No. of sales	15	19	26	21	12	10	15	25	8	5	8
	Median Price	\$78,000	\$85,000	\$98,000	\$99,000	\$270,000	\$220,250	\$190,000	\$250,000	\$293,000	\$428,000	\$330,000

Source: REIT, 2025

Table 5. Median House and land Value Change, Cygnet, 2014-2024

	10-Yr Growth		5-Yr Growth	
	Total	AAGR	Total	AAGR
Houses	+\$406,500	+9.7%	+\$196,500	+7.2%
Land	+\$252,000	+15.5%	+\$109,750	+8.4%

Source: Urban Enterprise, 2025

Rents

In 2024, there were a total of 72 rentals, consisting of 33 houses and 39 units. The median weekly rent in Cygnet was \$450 for houses and \$370 for units.

Rental values have increased consistently over the past decade, with median house rents rising by an average of 5.6% per annum, while unit rents have grown by 4.7% per annum over the same period. With the exception of 2024, the number of rental properties has not materially changed in Cygnet. This is likely to be contributing to consistent rent price growth.

Table 6. Median House and Unit Rent, Cygnet, 2015-2024

		2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Houses	Rentals	31	36	39	29	33	23	22	30	21	42	33
	Median Rent	\$265	\$275	\$295	\$295	\$330	\$350	\$350	\$375	\$425	\$475	\$450
Units	Rentals	7	8	2	8	7	10	5	8	12	9	39
	Median Rent	\$235	\$245	\$200	\$265	\$275	\$325	\$310	\$335	\$395	\$375	\$370

Source: REIT, 2025

Table 7. Median House and land Value Change, Cygnet, 2014-2024

	10-Yr Growth		5-Yr Growth	
	Total	AAGR	Total	AAGR
Houses	+\$185	+5.44%	+\$100	+5.15%
Units	+\$135	+4.64%	+\$45	+2.63%

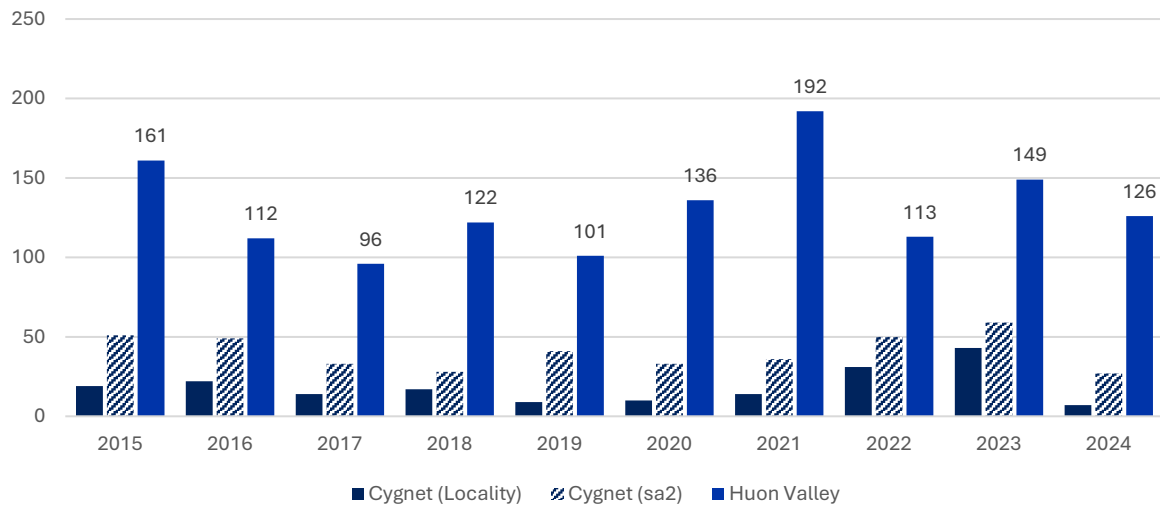
Source: Urban Enterprise, 2025

3.4.2. Dwelling Approvals

Over the past decade, Cygnet (locality) has averaged approximately 19 dwelling approvals per annum, which has accounted for around 15% of the Huon Valleys total approvals.

All dwelling approvals in Cygnet and the Huon Valley LGA have been for separate houses. Approvals data indicates that no attached or semi-detached townhouses or units have been recorded. However, recent examples of infill development include detached units, which are likely captured under the ABS classification as separate houses. See Appendix C for ABS building approval classification definitions.

Figure 4. Dwelling Approvals, 'New Houses' Only, Cygnet & Huon Valley, 2015 - 2024



Source: ABS Dwelling Approvals, Compiled by Urban Enterprise, 2025

3.4.3. Residential Development Examples

Table 8 provides three examples of recent and active residential developments in Cygnet to highlight the type and scale of housing product that is being delivered in the area.

Key observations include:

- The examples highlight that a mix of housing has been delivered, including traditional separate dwellings at conventional lot densities, as well as smaller separate dwellings and units.
- Cygnet primarily consists of conventional and low-density housing. However, more recent development examples include infill housing development that provide smaller lot sizes and dwellings.
- Overall, development activity has been relatively limited, and is likely a result of a constrained availability of zoned residential land supply that is vacant and developable.

Table 8. Residential Development Examples, Cygnet

9 Golden Valley Rd, Cygnet:

- **Location:** 200m east of town centre
- **Lot yield:** 31
- **Development status:** Complete
- **Lot and housing product:** A strata-titled residential development incorporating affordable housing into the design. Dwelling product is a mix of 2 and 3-bedroom dwellings. 3 properties are currently advertised for sale:
 - Property 7 - \$450,000 – 101sqm
 - Property 11 - \$470,000 – 118sqm
 - Property 15 - \$470,000 – 118sqm



Source: Nest Property Tasmania; Realestate.com, July 2025

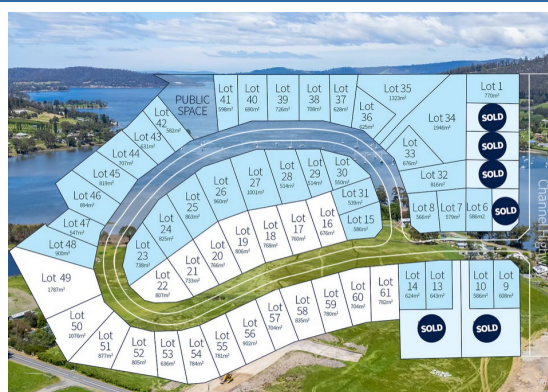
O'Connell Close, Cygnet:

- **Location:** 500m southwest of town centre
- **Lot yield:** 18
- **Development status:** Well-progressed
- **Lot status:** 7 remaining (April 2024)
- **Lot and housing product:** Developed lots have delivered a mix of 2-, 3- and 4-bedroom separate dwellings. Three lots have been further subdivided into units. 4 O'Connell Cl (1,155sqm) for sale \$360,000 (July 2025).



Port Cygnet Estate:

- **Location:** 800m south of town centre
- **Lot yield:** 54
- **Development status:** Construction commenced
- **Lot status:** 47 remaining (July 2025)
- **Lot and housing product:** Advertised lot prices range from around \$460 per sqm for smaller lots (500–700 sqm) to about \$250 per sqm for larger lots (1,000+ sqm).



Source: Port Cygnet Estate Website, July 2025

3.4.4. Housing Demand Rate: Summary

Table 9 summarises the historic dwelling growth rate in Cygnet (locality), compared with Cygnet SA2 and the Huon Valley LGA.

Historically, Cygnet (locality) has averaged around 15 to 20 new dwellings per annum. Comparatively, Cygnet (SA2) has average approximately 40 to 50 dwellings per annum, and Huon Valley LGA 130 to 150 per annum.

The Cygnet Residential Demand and Supply Analysis (SGS, 2020) forecasts that Cygnet (SA2) will require approximately 730 new dwellings between 2020 and 2036, what equates to around 45 new dwellings per annum. This aligns with historical growth rates.

For the purpose of the Structure Plan, the Cygnet (Locality) is the most relevant (i.e. 15-20 dwellings).

The much broader Cygnet SA2 area has accommodated a higher rate of dwelling growth, which further highlights:

- The residential appeal of the region as a place to live, especially for internal migrants (mainly moving from other parts of Tasmania); and
- Insufficient vacant and developable residential sites in the Cygnet Structure Plan area.

Table 9. Historic dwelling Growth, Cygnet and Huon Valley, 2011 - 2024

Average Annual Growth	Cygnet (Locality)	Cygnet (SA2)	Huon Valley LGA
Dwelling growth (historical 2011-21)	15 dwellings (2.0%) p.a.	41 dwellings (1.79%) p.a.	136 dwellings (1.7%) p.a.
Dwelling growth (historical 2016-21)	21 dwellings (2.8%) p.a.	52 dwellings (2.14%) p.a.	149 dwellings (1.8%) p.a.
Dwelling approvals (average 2015-24)	19 dwellings p.a.	41 dwellings p.a.	131 dwellings p.a.
Historical range	15-20 dwellings p.a.	40 – 50 dwellings p.a.	130-150 dwellings p.a.

Source: Urban Enterprise, 2025

4. Economic Profile

4.1. Introduction

This section provides an overview of the economic, business and employment profile of the Huon Valley and Cygnet.

4.2. Economic Profile

In 2024, the Cygnet (SA2) generated \$434 million in economic output, \$183 million in export value, and \$177 million in value-added to the local economy. Cygnet accommodated more than 1,000 local jobs and approximately 400 businesses.

Huon Valley's economy is primarily underpinned by natural resources, with agriculture and aquaculture contributing a significant share of output, businesses and employment. Population-driven sectors including healthcare and construction also play an important role in the local economy, supported by population growth in Huon Valley.

Table 10. Headline Economic Indicators, Cygnet SA2 & Huon Valley LGA

	Cygnet (SA2)	Huon Valley LGA
Output (2024)	\$434.68 million	\$2.07 billion
Exports (2024)	\$183.45 million	\$1.01 billion
Value-added (2024)	\$177.11 million	\$882.68 million
Local Jobs (2021)	1,038	5,290
Businesses (June 2024)	399	1,385

Source: ABS Census, 2021; Huon Valley Remplan Economy 2023 - 2024; ABS Business Counts, June 2024.

4.2.1. Economic Snapshot: Cygnet

The construction and manufacturing industries are the primary drivers of the local economy, contributing over 50% of output, 69% of export value and 32% of value-added. Agriculture also plays an important role in the local economy, contributing 10% to total output, 16.8% to export value and 12% of value-added.

Table 11 provides a summary of economic indicators for key industry sectors in Cygnet.

Table 11. Output, Exports, Value-add (\$M), Cygnet DZN, June 2024

	Output	%	Exports	%	Value Add	%
Construction	\$121.77	28.0%	\$42.92	23.4%	\$30.42	17.2%
Manufacturing	\$108.40	24.9%	\$83.10	45.3%	\$26.83	15.1%
Agriculture, Forestry & Fishing	\$43.70	10.1%	\$30.76	16.8%	\$21.20	12.0%
Rental, Hiring & Real Estate Services	\$38.45	8.8%	\$2.10	1.1%	\$30.39	17.2%
Education & Training	\$21.26	4.9%	\$3.30	1.8%	\$15.23	8.6%
Professional, Scientific & Technical Services	\$17.37	4.0%	\$0.79	0.4%	\$8.69	4.9%
Accommodation & Food Services	\$14.25	3.3%	\$3.78	2.1%	\$5.97	3.4%
Health Care & Social Assistance	\$13.55	3.1%	\$0.82	0.4%	\$9.30	5.3%
Retail Trade	\$12.31	2.8%	\$0.43	0.2%	\$7.37	4.2%
Mining	\$7.85	1.8%	\$6.53	3.6%	\$5.14	2.9%
Information Media & Telecommunications	\$7.38	1.7%	\$2.70	1.5%	\$2.22	1.3%
Transport, Postal & Warehousing	\$6.74	1.6%	\$0.89	0.5%	\$2.78	1.6%
Arts & Recreation Services	\$6.31	1.5%	\$3.96	2.2%	\$2.90	1.6%
Financial & Insurance Services	\$4.31	1.0%	\$0.12	0.1%	\$3.38	1.9%
Other Services	\$4.28	1.0%	\$0.68	0.4%	\$2.01	1.1%
Administrative & Support Services	\$2.50	0.6%	\$0.19	0.1%	\$1.31	0.7%
Wholesale Trade	\$1.78	0.4%	\$0.24	0.1%	\$0.97	0.5%
Electricity, Gas, Water & Waste Services	\$1.53	0.4%	\$0.11	0.1%	\$0.41	0.2%
Public Administration & Safety	\$0.94	0.2%	\$0.05	0.0%	\$0.60	0.3%
Total	\$434.68	100.0%	\$183.46	100.0%	\$177.11	100.0%

Source: Huon Valley Remplan Economy (ABS June 2024 Gross State Product).

4.3. Business & Employment

Cygnnet supports approximately 1,040 jobs across 399 businesses. Education and training (14%), construction (13%), and agriculture (13%) are the top three employing sectors, collectively accounting for over 40% of local jobs.

Other significant employment sectors include manufacturing (12%), accommodation and food services (10%), and retail trade (9%). Between 2016 and 2021, total employment increased by 268 jobs, with the largest growth recorded in the construction sector (+53 jobs), education and training (+45 jobs), and manufacturing (+41 jobs).

Over the same period, healthcare, retail, and hospitality also saw strong job growth.

The business base is led by construction (22% of all businesses), followed by agriculture (17%), retail trade (9%), and professional services (9%). Between 2019 and 2024, there was an increase of 39 businesses in Cygnnet.

Construction recorded the largest increase in business numbers (+19), followed by manufacturing (+13) and administrative services (+9).

Employment and business trends indicate that the primary drivers of the economy (agriculture, construction and manufacturing) are strengthening, and population and visitor service sectors such as retail, accommodation, hospitality, health and education are growing.

Table 12. Business and Employment Trends, Cygnnet SA2

	Local Employment			Businesses		
	#	%	Growth (2016 - 2021)	#	%	Growth (2019 - 2024)
Education and Training	144	14%	+45	9	2%	+6
Construction	138	13%	+53	89	22%	+19
Agriculture, Forestry and Fishing	132	13%	+13	69	17%	-9
Manufacturing	129	12%	+41	31	8%	+13
Accommodation and Food Services	104	10%	+37	16	4%	-1
Retail Trade	94	9%	+31	34	9%	+5
Health Care and Social Assistance	87	8%	+30	14	4%	0
Professional, Scientific and Technical Services	46	4%	-6	37	9%	-1
Other Services	37	4%	+15	11	3%	0
Administrative and Support Services	27	3%	+12	14	4%	+9
Arts and Recreation Services	25	2%	+5	14	4%	+4
Transport, Postal and Warehousing	17	2%	-10	12	3%	+1
Information Media and Telecommunications	14	1%	+1	6	2%	-2
Rental, Hiring and Real Estate Services	13	1%	+6	21	5%	+3
Wholesale Trade	8	1%	0	14	4%	+6
Financial and Insurance Services	8	1%	-3	5	1%	-14
Mining	7	1%	+3	3	1%	0
Public Administration and Safety	5	0%	-8	0	0%	0
Electricity, Gas, Water and Waste Services	3	0%	+3	0	0%	0
Total	1,038	100%	+268	399	100%	+39

Source: ABS Census 2016, 2021, ABS Business Counts, 2019, 2024

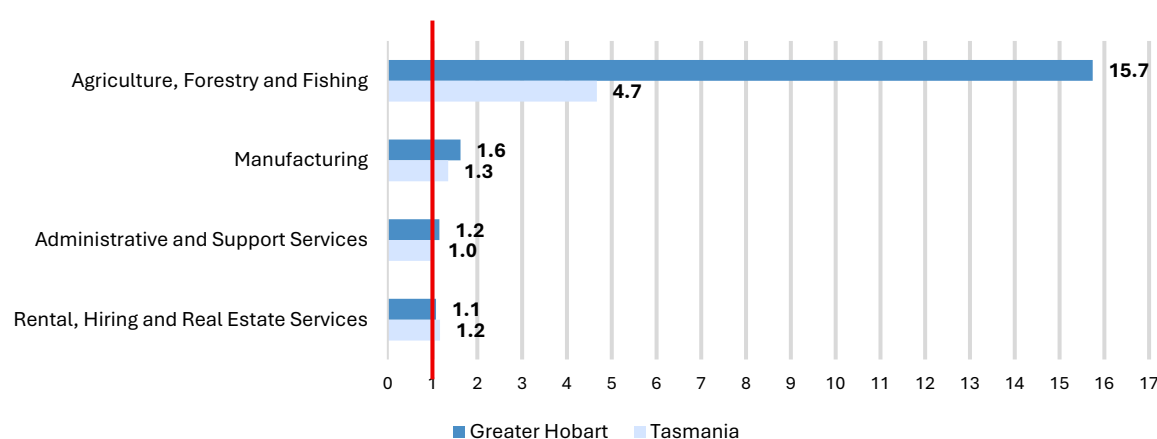
4.3.1. Employment Specialisations

To understand employment specialisations in Cygnet and the Huon Valley, relative employment comparisons can be made using the Location Quotient (LQ) technique. The LQ method measures the proportion of employment in a particular industry relative to another region.

The following LQ analysis compares Huon Valley to Greater Hobart and Tasmania. An industry value greater than 1 represents a higher proportion of employment – LQ results that are substantially higher than the benchmark area (especially if the LQ exceeds 2) indicate a competitive advantage in that industry sector.

- **Huon Valley compared to Greater Hobart:** The Huon Valley's employment profile is highly concentrated in agriculture, indicated by the high LQ result for agriculture, forestry and fishing (15.7). At a subsector level, agriculture and aquaculture is highly specialised in Huon Valley, with over 650 local jobs involved with offshore caged and longline and rack aquaculture. Salmon and ocean trout fishing and production activities are highly prevalent.
- **Huon Valley compared to Tasmania:** The Huon Valley is highly specialised in agriculture, forestry and fishing (4.7), specifically in the subsectors of aquaculture and fishing, hunting and trapping.
- The **Huon Valley** also has high employment in creative and performing arts activities compared with Greater Hobart and Tasmania, which highlights the importance of creative sectors and activities in the region.

Figure 5. Location Quotient (LQ>1.2, min. 20 jobs), Huon Valley compared with Greater Hobart & Tasmania



Source: Urban Enterprise, 2025, derived from employment by industry, ABS, 2021

Table 13. Subsector Location Quotient (LQ>1.3, min. 20 jobs), Huon Valley compared with:

Greater Hobart		Tasmania	
Agriculture, Forestry & Fishing			
Aquaculture	23.26	Aquaculture	15.44
Agriculture	14.13	Fishing, Hunting and Trapping	3.75
Fishing, Hunting and Trapping	7.56	Agriculture	2.64
Forestry and Logging	5.67	Forestry and Logging	2.13
Agriculture, Forestry and Fishing Support Services	5.08	Agriculture, Forestry and Fishing Support Services	1.39
Manufacturing			
Polymer Product and Rubber Product Manufacturing	17.81	Polymer Product and Rubber Product Manufacturing	11.50
Non-Metallic Mineral Product Manufacturing	7.09	Non-Metallic Mineral Product Manufacturing	5.01
Wood Product Manufacturing	3.38	Wood Product Manufacturing	1.86
Beverage and Tobacco Product Manufacturing	2.00	Beverage and Tobacco Product Manufacturing	1.82
Manufacturing, nfd	1.98	Furniture and Other Manufacturing	1.61
Furniture and Other Manufacturing	1.80	Manufacturing, nfd	1.47
Food Product Manufacturing	1.53		
Administration			
Building Cleaning, Pest Control, Support Services	1.32		
Rental Hiring and Real Estate Services			
Property Operators and Real Estate Services	1.30	Property Operators and Real Estate Services	1.42
Arts and Culture			
Creative and Performing Arts Activities	2.45	Creative and Performing Arts Activities	2.94

Source: Urban Enterprise, 2025, derived from employment by industry, ABS, 2021. Nfd – not further defined.

4.4. Cygnet Town Centre

Cygnet's town centre is a linear commercial strip that is concentrated along Mary Street where the Local Business Zone and Village Zone apply. The town centre has a village character, and performs a local retail, hospitality, tourism and service role that serves demand from residents and visitors.

The town centre includes a mix of convenience retail (e.g. IGA supermarket), cafes, casual dining and take away hospitality operators, as well as some speciality retailers and retail services (e.g. hair, beauty, pharmacy). A collection of galleries and gift shops are also located along Mary Street, and are important to the creative and cultural identity of the region.

Based on a review of aerial imagery, there are limited vacancies and vacant sites available for new retail and commercial businesses to establish in the town centre. However, there is some vacant Village zoned land located at the northern gateway of the town centre on Mary Street; adjacent to the service station. There is also vacant Local Business zoned land behind the existing bus terminus and properties along the eastern side of Mary Street. The ownership and developability of these parcels of land is unknown, but present opportunities for future retail, commercial or mixed use development.

Huonville is located approximately 17km (16-min drive) north of Cygnet, and is the main service centre in Huon Valley. Huonville has a higher order retail and commercial offering compared with Cygnet, including a shopping centre (Huon Village), which has a full-line supermarket (Woolworths).

Huonville will continue to serve Cygnet residents for higher order retail and commercial needs. Population growth in Cygnet will continue to strengthen the role of Huonville, but is also likely to increase local demand for retail and other services in Cygnet.

5. Findings

This section summarises demographic, housing and economic findings that should be considered for the preparation of the Structure Plan.

Demographics & Housing

- The primary market segments that are residing in Cygnet are a combination of older couples who are ‘seniors’ or ‘retirees’, and young and middle aged working families.
- The housing role of Cygnet is strengthening and housing demand is increasing, evidenced by:
 - Consistent population growth that has outpaced Greater Hobart;
 - Consistently strong net internal migration, especially the lifestyle market from Greater Hobart (i.e. residents moving to Cygnet and Huon Valley from other parts of Tasmania and Australia); and
 - Strong house price growth (Cygnet’s median house price is approaching parity with Greater Hobart).
- Previous housing analysis highlights that there is insufficient vacant and developable residential land supply in Cygnet to meet housing demand over the next 10 to 15 years.
- Based on historical trends, Cygnet should plan for between 15-20 new dwellings per annum in the Structure Plan area to ensure that demand can be met.
- If housing demand cannot be met over time, an accumulation of latent demand for housing is likely to materialise, which will place further upward pressure on house prices, and further erode housing affordability.
- Previous analysis also notes issues relating to housing suitability, availability and affordability; with a notable lack of housing diversity. This is particularly relevant for housing that is suitable for older, smaller households.
- Strategic priorities previously identified for Cygnet that are relevant include:
 - Encourage a diversity of housing that meet the needs of a range of market segments, including affordable and social housing.
 - Investigate alternative housing models such as community development schemes for Council land in George and Donohoe Streets area in Cygnet.
 - Recognise, maintain and protect the local heritage, streetscape and townscape of Cygnet.
 - Infill development should be prioritised, particularly for smaller dwellings suitable for older cohorts.
 - Rural landscape setting of the town should be protected from development that would impact on the prominent hillsides and skylines, parks and water.

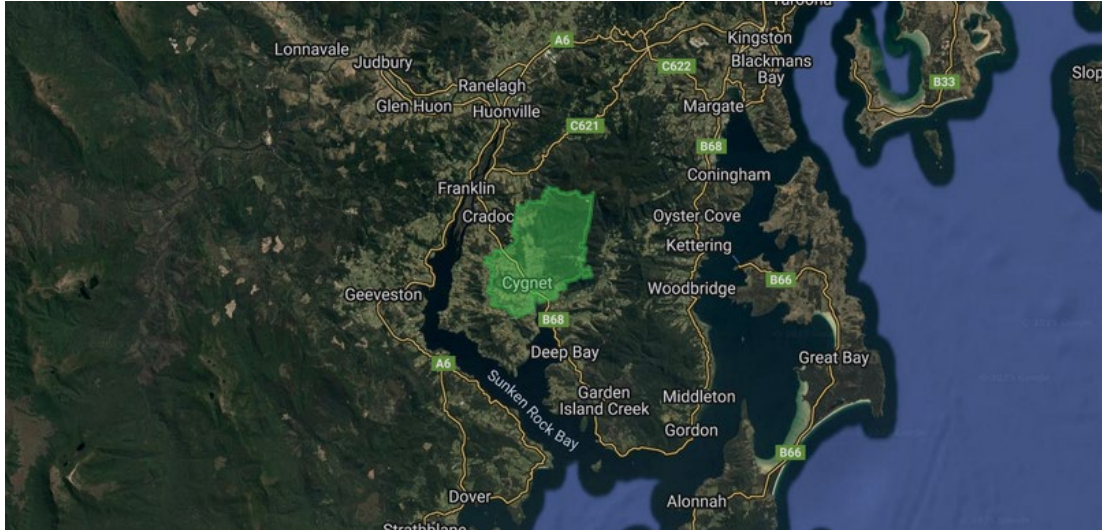
Economy

- Cygnet and Huon Valley’s economy is driven by agriculture, aquaculture, manufacturing, population-service sectors and tourism.
- Agriculture and aquaculture are highly specialised in Huon Valley, with over 650 local jobs involved with offshore caged and longline and rack aquaculture. This primarily relates to salmon and ocean trout fishing and production.
- A growing local economy is evident, reflected in business and employment growth. This is most likely attributed to consistent population growth and consistently strong demand for food and fibre.
- Existing strategies support the following priorities for the economy:
 - Further leverage the natural advantages of the area to grow and attract new businesses, attract more visitors and strengthen the destination appeal.
 - Ensure the Cygnet town centre remain vibrant and economically viable.
- Cygnet’s town centre has a unique village character that is underpinned by heritage buildings, high quality public open spaces and a high prevalence of creative and art-related activities. This should be maintained and enhanced where possible.
- Cygnet’s town centre performs an important local and visitor servicing role, with a mix of convenience retail, speciality retail, retail services, hospitality, and tourism uses.
- Huonville is the main service centre in the Huon Valley, and serves demand from Cygnet residents for higher order retail and commercial needs. Consistent population and visitor growth in Cygnet is likely to create additional demand for retail, commercial and community services in Cygnet.
- Vacant zoned land around the town centre appears to be relatively limited. There are some vacant parcels located at the northern gateway of the town centre, and east of Mary Street. This land presents an opportunity for future retail, commercial or mixed use development to serve the needs of the community.

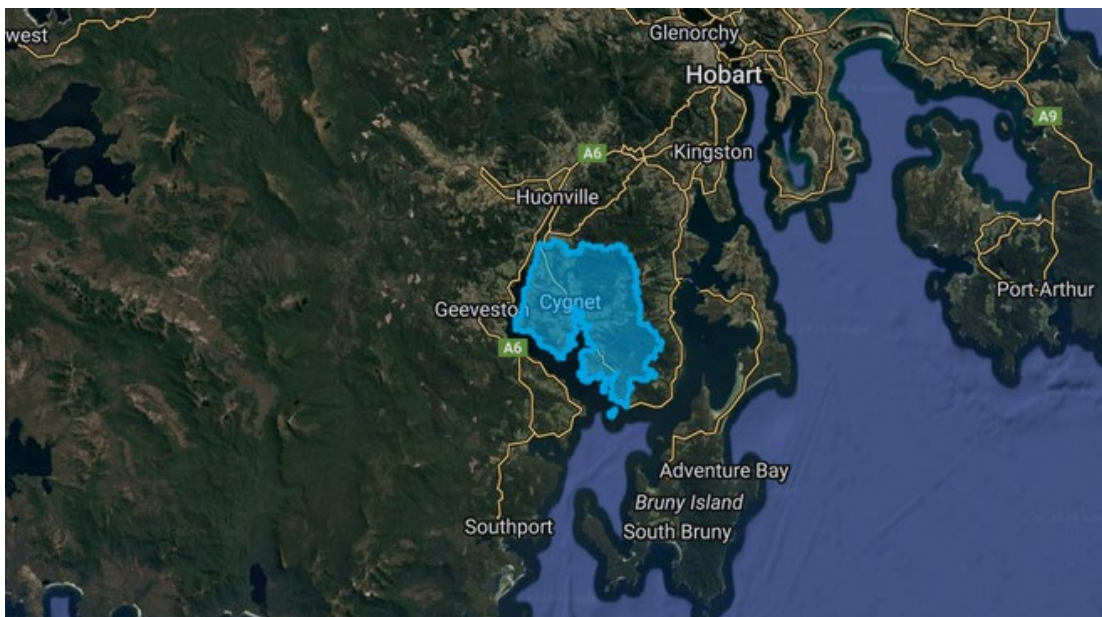
6. Appendices

Appendix A: Data Areas

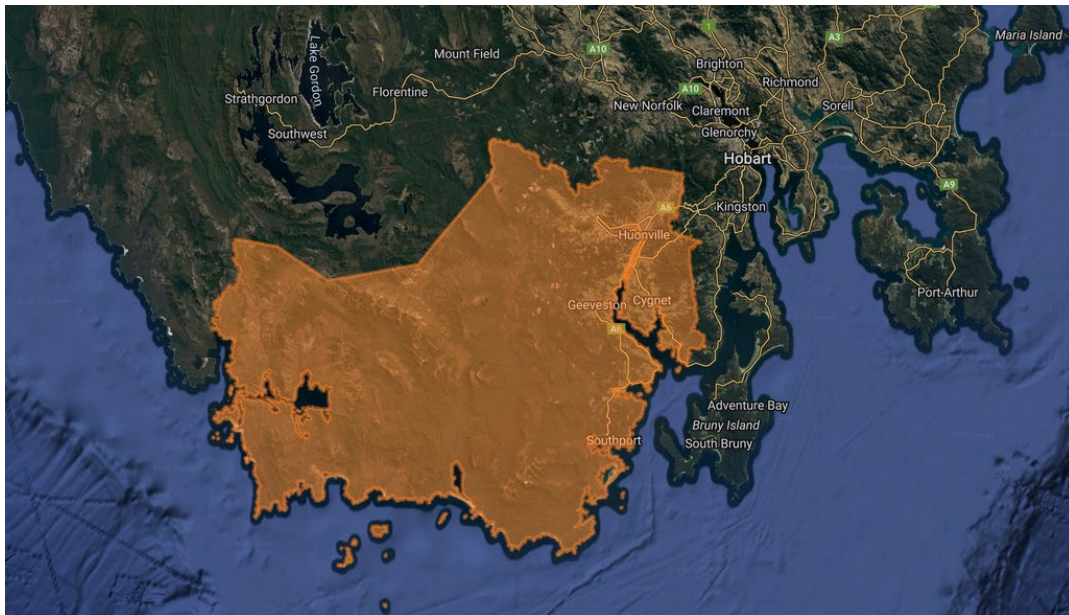
Cygnets Locality



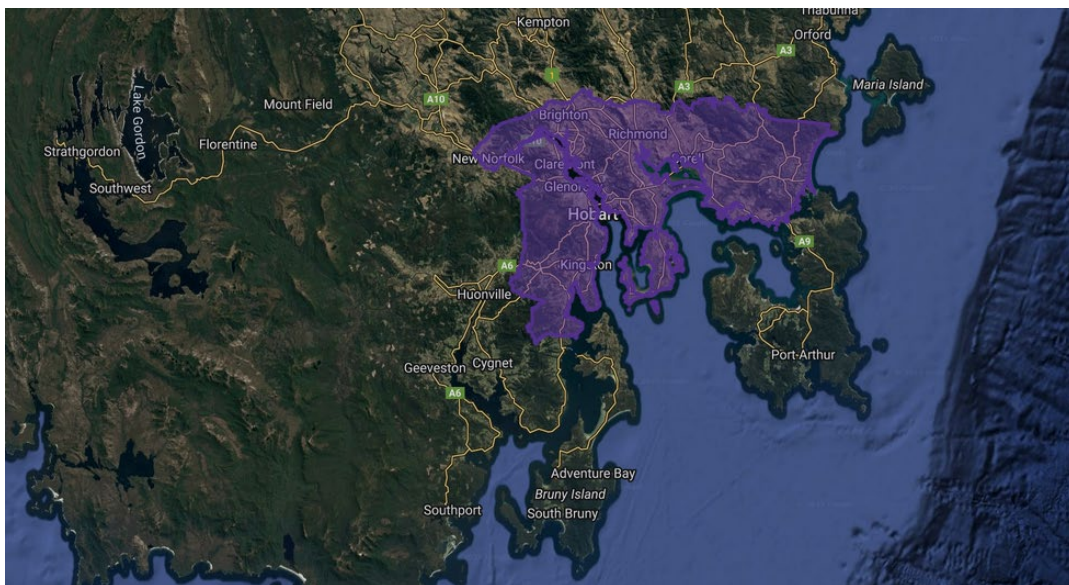
Cygnets SA2



Huon Valley LGA



Greater Hobart



Appendix B: Strategic Review

Document	Purpose	Relevant Strategic Objectives, Directions and Actions	Other relevant Findings
Huon Valley Strategic Plan 2024-2034	Describes how Council will respond to the Community Vision while also considering the joint priorities developed by Councillors at the start of their 4-year term.	- Support the wellbeing of the community by providing affordable, inclusive and welcoming services, facilities and spaces, and a planning scheme that enables housing opportunities. - Plan and cater for housing opportunities that cater for all stages of life. - Towns and villages in Huon Valley are renowned for their unique character, heritage, vibrancy and liveability. - Population growth is strategically planned for and accommodated through creative and flexible solutions to prevent urban sprawl.	
Huon Valley Community Vision, 2023	Guides council strategy, processes and policy by presenting a Community Vision statement that reflects the priorities, challenges and aspirations of the Huon Valley community.	- Strengthen economic development across the Huon Valley by supporting local businesses and growing local employment opportunities. - Provide affordable, quality homes that meet the needs of an ageing population, young people and families. - Adopt an approach to planning and land use that encourages innovative housing solutions while respecting lifestyle, nature, culture, heritage and neighbourhood character. - Ensure that the community, infrastructure and local businesses are resilient to the impacts of climate change by delivering leading practices across sustainability and the circular economy.	
Huon Valley Term Plan 2023-2027	Outlines the current Council's joint priorities during their term in office. Presents these priorities as initiatives which are needed to help Council achieve the higher level Strategic Goals and Objectives listed in the Strategic Plan 2024-2034. Focusses on the period of 2024-2027. Guides the development of Annual Plans and Budgets.	- An empowered, healthy and connected community. - Planning and advocating for housing opportunities that cater for all stages of life. - A resilient and climate-adaptive environment. - Sensitive natural, heritage and residential areas are resilient to the impacts of climate change. - Vibrant towns and villages. - Towns are renowned for their unique character, heritage vibrancy and liveability. - Population growth is strategically planned for and accommodated through creative and flexible solutions to prevent urban sprawl.	- One of the priorities listed under the “vibrant towns and villages” strategic goal is the redevelopment/rejuvenation of Cygnet.
Huon Valley Land Use and Development Strategy, 2023	Guide land use and development decisions in the long term. Governs decisions around land use in line with the community's needs and preferences.	<u>Commercial and Industrial Employment</u> - Plan for additional commercial and industrial land demand around Huonville and locations close to jobs and transport. - Strategically approach underused industrial zoned land for future use and development, seeking to upgrade surrounding infrastructure if needed. - Support establishment of cottage or home-based, small-scale operations not reliant on customers or more appropriately located within towns. - Small-scale, non-residential activities that can occur without affecting the character or amenity of urban areas should be allowed within those areas. <u>Communities – Cygnet</u> - Investigate alternative housing models such as community development schemes for Council land in George and Donohoe Streets area. - Recognise, maintain and protect the local heritage, streetscape and townscape of Cygnet. - Infill development should be prioritised and should focus on creating a connected centre that overcomes single through-road restrictions. - Rural landscape setting of the town should be protected from development that would impact on the prominent hillsides and skylines, parks and water. <u>Housing and Growth</u> - Opportunity areas should be explored, particularly in Huonville and Cygnet, where available land is likely insufficient to provide a sufficient pipeline of housing supply. - Plan for medium- to long-term expansion of supply of residential land.	<u>Commercial and Industrial Employment</u> - In recent years, there has been a substantial uptake of industrial land. - There is a very limited supply of serviced industrial land that is ready, available and suitable for immediate development. - Employment floorspace demand will grow over the next 20 years given that employment is forecasted to grow by 1.72% on average per annum. <u>Communities</u> - Existing main residential areas are in three separated areas located on the north of the town, the western slope and the south-east. - There are relatively large future urban areas located to the south and also to the west of the town centre split by the Angas Rivulet. - Existing General Residential Zoned land includes underdeveloped areas that could provide infill opportunities subject to landowner desirability. - Projected growth will additional Urban Residential zoned land in both current and future urban areas and additional investigation areas. <u>Housing and Growth</u> - Estimates that up to 2,800 additional dwellings will be required by 2041. - There is a need for more residential land and more efficient use of existing land to accommodate this growth. - The majority of additional housing capacity exists within the General Residential zone, suggesting that intensification of existing

		- Promote opportunities for the provision of housing diversity within the identified serviced towns and villages including social housing and retirement living opportunities.	- residential areas through infill development is possible. - SGS estimates that dwelling demand in 2042 will exceed capacity under a high growth scenario (-270) and a medium growth scenario (-100). Under a low growth scenario, there will be enough capacity to accommodate dwelling demand by a surplus of 60 dwellings. - Existing land should be developed as a priority, with additional land being rezoned over time. - Both Cygnet North and Cygnet South (investigation areas) are estimated to have 33% net developable land.
State of the Valley Report, 2022	Provides key indicators that describe and outline the past, present and future state of Huon Valley. High-level analysis that provides a snapshot across themes to inform further thinking used to develop the Community Vision and Land Use Development Strategy (LUDS).	-	- Huon Valley is one of Tasmania's fastest growing LGAs. Moving into the Valley are young families and retirees. - A higher proportion of Huon Valley residents face challenges to secure quality housing. - Low density residential developments has been most prevalent in Huon Valley historically, but is incompatible with ongoing population growth. - Most significant industries are agriculture, aquaculture, health care, and construction. - The natural assets of the region underpin economic advantages (e.g. agriculture, aquaculture, tourism). - The settlement pattern in Huon Valley can be described as dispersed, with each major settlement having a small town feel with large areas of rural and agricultural land between settlements. - Residential and rural zoned land is concentrated on the eastern part of the LGA. There are very small pockets of commercial business zoned land, with a small amount in Cygnet.
Huon Valley Economic Development Strategy, 2015	Outlines Council's strategic direction for the next five years with respect to delivering economic development related outcomes for the community.	- Leverage the Huon Valley's location for the purposes of attracting residential and business investment growth and improve the destination appeal for visitors. - Plan for the future growth and prosperity of the region. - Revitalise the Huon Valley economy through developing a dynamic place for business and investment. - Ensure commercial centres of the Huon Valley are competitive and economy viable. - Enhance Huon Valley's reputation as being an attractive and desirable place for business and investment, where the balance between lifestyle and work can be achieved. - Enhance the Huon Valley's regard nationally as a creative region. - Continue to invest in township development and presentation through streetscape and infrastructure initiatives. - Consider the opportunity for development of commercial marinas at key locations such as Franklin, Cygnet, Dover and/or Port Huon. - Direction to expand the focus on the arts and other creative elements in and around Cygnet, and to link with other similar experiences around the region.	-
Cygnet Residential Demand and Supply Analysis, 2020	Analysis of housing demand and residential land supply to understand the adequacy of existing vacant residential land in Cygnet within the urban centre and locality and the urban growth boundary.	-	It is estimated that there will be demand for another 524 dwellings in Cygnet between 2020-2036. - Capacity analysis indicates that there was capacity to provide another 92 to 165 new dwellings in the Cygnet urban growth boundary and 91 to 163 in the urban centre locality depending on dwelling density and realisation rates. - The analysis implied that there was insufficient land to meet demand for the next 10-15 years. - The most likely modelling scenario (low capacity), there is insufficient capacity in Cygnet to cater for demand in the short, medium and long term.

			- Early release of new residential lots can help attract families to Cygnet, reducing the ageing of the population while land in the centre of Cygnet can be dedicated to retirement living instead of detached housing. - In the current market, land values may become prohibitive for households to move into Cygnet. It is likely that demand is currently diverted to areas outside the UGB and into other parts of the Huon Valley or adjacent LGAs.
Southern Tasmania Regional Land Use Strategy, 2010 (amended 2013, 2023)	Facilitates and manages change, growth and development in Southern Tasmania over a 25 year period. Guides land use, development and infrastructure investment decision across the region by State and Local government, as well as infrastructure providers.	- Adopt a more integrated approach to planning and infrastructure. - Holistically manage residential growth. - Plan for residential growth on a regional basis to ensure sustainable development and land release, protection of productive resources and natural and cultural values. - Increase responsiveness to the natural environment. - Settlement planning should factor in the presence of natural values and underlying natural hazards in the process of identifying suitable areas for further development. - Support strong and healthy communities. - Create liveable communities.	- The RLUS identifies Cygnet as a township with a moderate growth strategy provided for through a mix of infill and expansion. - A preliminary industrial land demand and supply analysis indicated a potential shortage of industrial land within the region in the short term. <u>Actions (Regional Policies)</u> - Consolidate residential development outside of Greater Hobart into key settlements where the daily and weekly needs of residents are met. - Encourage residential development above ground floor level in the Primary, Principal and Major Activity Centres. - Allow higher density residential and mixed use developments within 400-800 metres of integrated transit corridors. - Give preference to urban expansion that is in proximity to existing transport corridors and the higher order Activity Centres rather than Urban Satellites or dormitory suburbs. - Locate new industrial areas away from sensitive land uses such as residentially zoned land. - Provide for supply of industrial land in accordance with recommendations in the Southern Tasmania Industrial Land Strategy 2013. - Promote consolidation of existing settlements and minimisation of urban sprawl and lower density development.
Tasmanian Housing Strategy, 2023	Aims to end homelessness in Tasmania by delivering a well-functioning housing system that will reduce the demand for social housing and crisis accommodation. Reinforces the commitment to the target of a net increase of 10,000 social and affordable homes by 2032.	- Deliver quality, sustainable, durable homes that meet the needs of residents. - Provide access to housing regardless of circumstances. - Provide access to affordable housing options and support people in need. - Provide a greater choice of homes where Tasmanians want to live. - Improve private market affordability and stability. - Enable local prosperity. - Deliver more dwellings by scaling up and addressing building regulations/planning approvals. - Deliver more housing supply and upgrading and redeveloping existing stock. - Release more land for residential development that is supported by best practice land use to mitigate climate change. - Deliver a planning system and regulatory framework that supports the efficient approval of appropriately located medium-density residential development.	-

Appendix C: Definitions

Term	Definition
House	A detached building primarily used for long term residential purposes consisting of one dwelling unit. Includes detached residences associated with a non-residential building, and kit and transportable homes.
Semi-detached, row or terrace houses, townhouses	Dwellings having their own private grounds with no other dwellings above or below.
Flats, units or apartments	Dwellings not having their own private grounds and usually sharing a common entrance, foyer or stairwell.