

INVEST IN TASMANIA



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MESSAGE FROM THE PREMIER



There has never been a better time to invest in Tasmania.

We are open for business and we are ready to support investors with projects that create jobs and grow our economy.

The Tasmanian Government is committed to building on the state's competitive strengths including agriculture, aquaculture, mining, forestry, tourism and energy.

Tasmania's assets in these sectors are abundant, providing opportunities to invest in either new developments or in existing and approved projects.

We are making it easier for investors to choose Tasmania by reforming our planning system, cutting red and green tape, and funding key infrastructure projects.

By investing in Tasmania you are embracing a worldwide reputation for quality. Investors benefit from a number of local attributes including:

- a thriving tourism sector based around our natural and heritage assets
- a plan to transform Tasmanian agriculture based on our reliable water resources and large-scale irrigation expansion
- our international reputation for producing safe, high-quality food that is increasingly in demand from consumers
- strong biosecurity and relative freedom from agricultural pests and diseases

- a rich mining history in one of the most highly and diversely mineralised places on the planet
- an electricity supply with approximately 90 per cent of our power coming from renewable sources, providing electricity users with market advantages in a world increasingly focused on sustainability
- internationally recognised attributes of quality and sustainability
- a thriving science and research sector, and attractiveness as a test-bed location
- our unmatched position as a key strategic Antarctic gateway and critical hub for Antarctic logistics, science and research
- our liveability is a drawcard for people who want to live, work, study and visit here
- support from the Tasmanian Government's investment facilitation unit, the Office of the Coordinator-General, which can help investors identify opportunities, assist with site selection and infrastructure needs, and to navigate approval processes.

These are just some of the ways your businesses could benefit from being located in Tasmania, one of the best places in the world to pursue your business and investment goals.

Now is the time to choose Tasmania as a place to invest, with government and local industry support and expertise ready to help.

I look forward to seeing your business flourish in Tasmania.

Will Hodgman
Premier of Tasmania

TASMANIA'S
WINNING
ADVANTAGES





Tasmania is a resourceful and resource-rich economy with a reputation for quality. Its compelling brand, infrastructure, lifestyle, environmental credentials and competitive cost base combine to make Tasmania an outstanding location for investment.



The Australian state of Tasmania offers political and economic stability, low establishment and operating costs, a skilled and educated labour force, modern infrastructure and outstanding natural resources.

And yet there is more. Commuting distances are short, traffic jams almost non-existent, recreational options are varied and the living costs are low. All this underpins a work-life balance that supports productivity and stability in the workplace.

Then there is the creativity factor:

Tasmania offers a diverse range of arts and cultural experiences. The state is home to a thriving community of artists, designers, makers and performers whose works can be found in the state's many art galleries and venues. World-class exhibitions can be seen year-round at the Tasmanian Museum and Art Gallery

and the Museum of Old and New Art (MONA) in Hobart and the Queen Victoria Museum in Launceston.

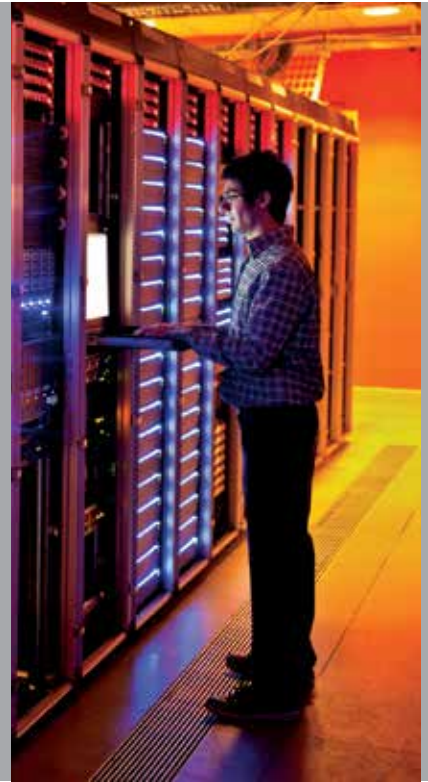
Tasmania also hosts an impressive program of festivals and events which celebrate both local and international talent. Noteworthy examples include MONA FOMA and Dark MOFO, the Festival of Voices, Taste of Tasmania, Festive and the Wooden Boat Festival.

Inspiring scenery and the need to look beyond it for economic survival have created a culture of innovation.

Tasmanians have been responsible for a diverse range of innovations, inventions and scientific advances. These include a process for making newsprint commercially from hardwoods, the humidicrib, a substantial improvement to the zinc electrolysis process, a portable collapsible cabin

for Antarctic living, underground mining techniques and the composite beam method for the construction of road bridges. The Menzies Research Institute is internationally recognised for its advances in epidemiological and population health studies, including discovering one of the main causes of sudden infant death syndrome.

Tasmanians have also been responsible for technological innovations and scientific advances that have underpinned the development of whole industries. These include aquaculture, essential oils production, lightning protection systems, rapidly deployable life raft systems and the manufacture of optical munitions, underground mining equipment and large high-speed wave-piercing passenger ships.



BRAND ADVANTAGES

IMPRESSIVE INFRASTRUCTURE

TASMANIA'S COMPETITIVE ADVANTAGES CAN BE SUMMARISED AS:

- the Tasmanian brand is internationally synonymous with excellence and the state is well regarded for its ability to produce high quality products that meet exacting consumer standards. Key advantages are its:
 - diverse tourism and cultural activities, based around spectacular natural wilderness, rich cultural history and gourmet food and wine experiences
 - temperate maritime climate with fertile soils, abundant water resources, and a biosecurity advantages
 - food production which benefits from relative disease-freedom, and a moratorium on the production of GM crops and regularly gains access into restricted markets
 - unique status as an Antarctic gateway and hub of scientific expertise due to its combination of expert polar businesses and infrastructure servicing Antarctic expeditions.
- quick and convenient access to Australian mainland centres – there are several hundred flights between Tasmania and mainland Australia each week
- renewable energy sources that are safe and reliable, providing up to 90 per cent of the state's electricity
- short distances to access markets or ports. In most instances Tasmanian producers are located less than 100 kilometres from their farm or factory to port, providing fast access to distribution channels
- freight-only rail network and frequent shipping services from Tasmania's four major ports in Hobart, Bell Bay, Devonport and Burnie. Air freighted produce can arrive at overseas markets within 48 hours of dispatch.



AGRICULTURAL ADVANTAGES

- an abundant water supply – 13 per cent of Australia's total annual run-off for one per cent of Australia's total land area
- water for irrigation – ground-breaking irrigation development projects that will provide water surety for key agricultural areas
- relative freedom from pests, diseases and weeds, allowing access to restricted markets
- a temperate and very stable climate – with relatively benign climate change forecasts
- a new state wide sensor network, Sensing Tasmania (Sense T) which will integrate a range of data sources and help boost farm productivity.

LEADING EDUCATION FACILITIES

- the University of Tasmania (UTAS) is one of Australia's oldest sandstone universities
- UTAS is consistently ranked in the top 10 universities in Australia for research
- UTAS is currently ranked as five-star (out of five) for undergraduate student to staff ratios, student retention and postgraduate entry flexibility by the 2014 edition of the Good Universities Guide. UTAS is ranked as four-star for student demand, research grants, research intensity, entry flexibility, and teaching quality.

LABOUR FORCE ADVANTAGES

- a highly skilled and available workforce
- a stable workforce – Australia's second highest labour retention rate and best industrial relations record
- Hobart has one of the highest ratios of scientists per capita of any city in Australia.



A STABLE AND THRIVING BUSINESS CLIMATE

- Australia's lowest level of net government debt per person across all states
- consistently sound fiscal management, reflected in credit ratings awarded by Moody's Investors Service and Standard & Poor's
- Organisation for Economic Co-operation and Development (OECD) 2012 projections to 2050 give Australia the third highest growth rate in the developed world and Tasmania shares in the political, regulatory and legal stability that underpins this.

COST ADVANTAGES

- one of the lowest taxation ratios in Australia
- lowest full-time earnings in Australia
- Australia's lowest commercial accommodation costs
- some of the most affordable land in Australia
- a Tasmanian Freight Equalisation Scheme providing financial assistance to shippers of eligible freight destined for Australian markets
- lower risk of extreme weather events such as heat waves and hail storms.

LIFESTYLE

- one of the best standards of living in the world
- a low cost of living and the most affordable housing of any capital city in Australia
- Hobart has the shortest commuting time of any capital city in Australia
- one of the safest states in the world, for both people and property
- a stunning natural environment
- some of the world's cleanest air and drinking water
- a sought-after temperate maritime climate, with four distinct seasons.

COST COMPETITIVE





Tasmania is one of Australia's most affordable places to establish or expand a business. In Tasmania, the bottom line is strengthened by low property and labour costs. Tasmania also has one of the most stable workforces in the nation, allowing businesses to benefit from the returns on their investment in staff.

Tasmania can also boast:

- one of the lowest taxation ratios in Australia.
- the second lowest total cost of employing workers in Australia
- an extremely stable workforce
- Australia's lowest office rental costs
- low land costs
- the lowest industrial dispute rate in Australia.

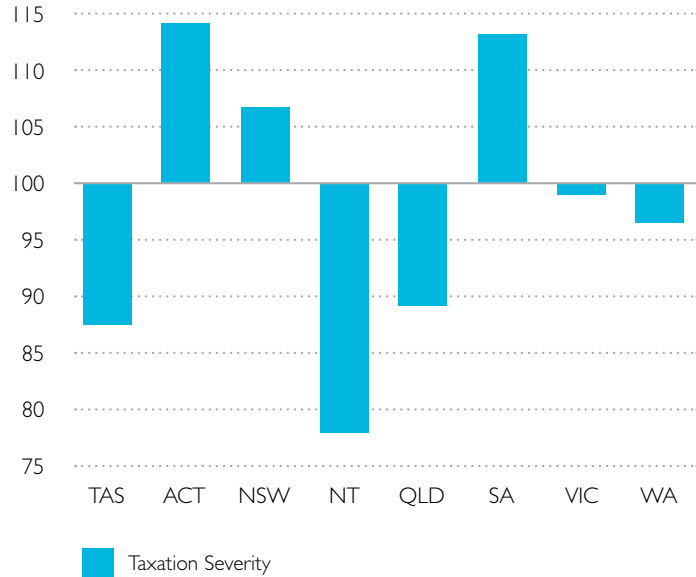
TAXATION

The Commonwealth Grants Commission (CGC) provides an independent measure of taxation effort across jurisdictions. Its assessed revenue raising effort ratio for states is an assessment of how hard a state is working its revenue base relative to the notional national average policy, as determined by the CGC.

In every year since 2000-01, Tasmania's taxation ratio has been assessed as being amongst the lowest three jurisdictions. Indeed, Tasmania is one of only two jurisdictions that have been assessed as having a ratio below the national average in every year since 2000-01.

The components of state taxation revenue include payroll tax, taxes on property, taxes on the provision of goods and services and taxes on the use of goods and services.

TAXATION SEVERITY, 2010-11



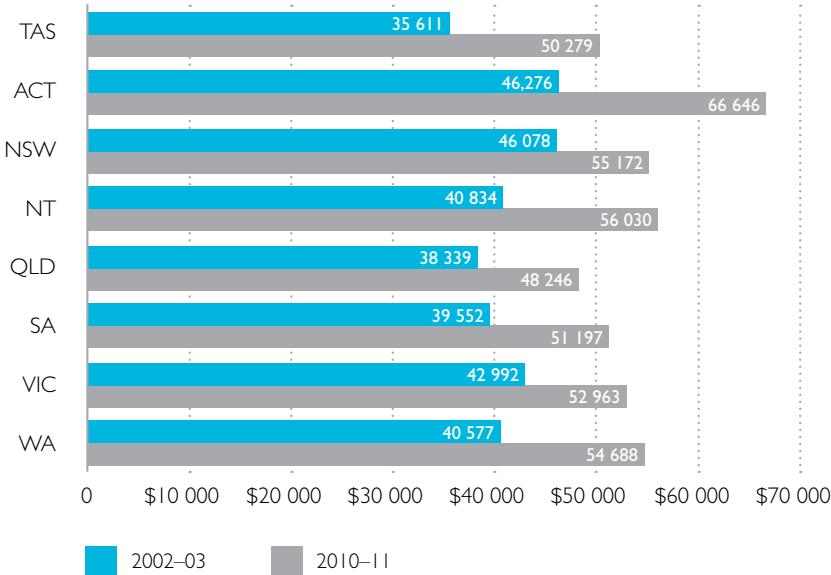
Source: Commonwealth Grants Commission – Report on GST Revenue Sharing Relativities – 2012



TOTAL LABOUR COSTS

Tasmania has the second-lowest total labour costs in Australia. Total labour costs incorporate all the unavoidable employee-related costs that an employer faces including wages, payroll tax, fringe benefits tax, superannuation and workers' compensation premiums.

TOTAL LABOUR COSTS, BY EMPLOYEE (AUD\$)



Source: Australian Bureau of Statistics, Labour Costs, Catalogue No. 6348.0. 2010-11



LOWEST LABOUR COSTS

In 2013, Tasmanian full-time adult ordinary time earnings (AWOTE) were the lowest of all states and territories.

Generally, Tasmania does not experience the same level of pressure on remuneration levels as experienced in Australia's larger cities.

Recruitment specialists have found remuneration levels to lie between 10 and 20 per cent below those of interstate cities.

LABOUR STABILITY AND INDUSTRIAL DISPUTATION

Tasmania performs particularly well in labour retention and industrial disputation statistics, with the best industrial relations record of all states and territories and the second highest labour retention rates.

WORKING DAYS LOST PER 1000 EMPLOYEES

	TAS	ACT	NSW	NT	QLD	SA	VIC	WA
MAR 2013	1.0	0.0	1.3	0.0	2.6	0.1	14.9	2.7
JUN 2013	1.8	0.3	2.0	0.0	2.7	NA	2.3	NA
SEPT 2013	0.1	0.2	1.6	0.4	0.6	0.2	4.3	4.3
DEC 2013	0.2	2.6	5.6	15.2	3.2	1.5	2.7	0.3

Source: Australian Bureau of Statistics, Catalogue No. 6321.0.55.001, Industrial Disputes, Australia, December 2013

NA indicates where the ABS has not released data due to confidentiality restrictions.



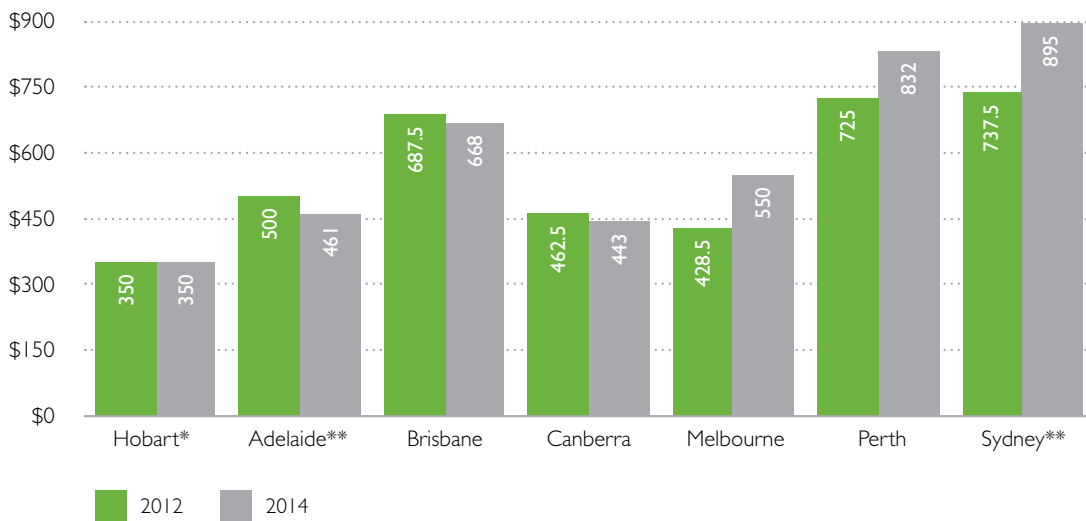




COMMERCIAL PROPERTY RENTAL

Hobart has the most affordable A-grade properties for lease in Australia. The following table provides the gross rent per square metre per year in all Australian states and territories.

AUSTRALIAN OFFICE MARKET RENTS A-GRADE



Source: Colliers Jardine, 2012 and 2014

*In absence of data from Colliers Jardine, Hobart rental costs provided by Knight Frank

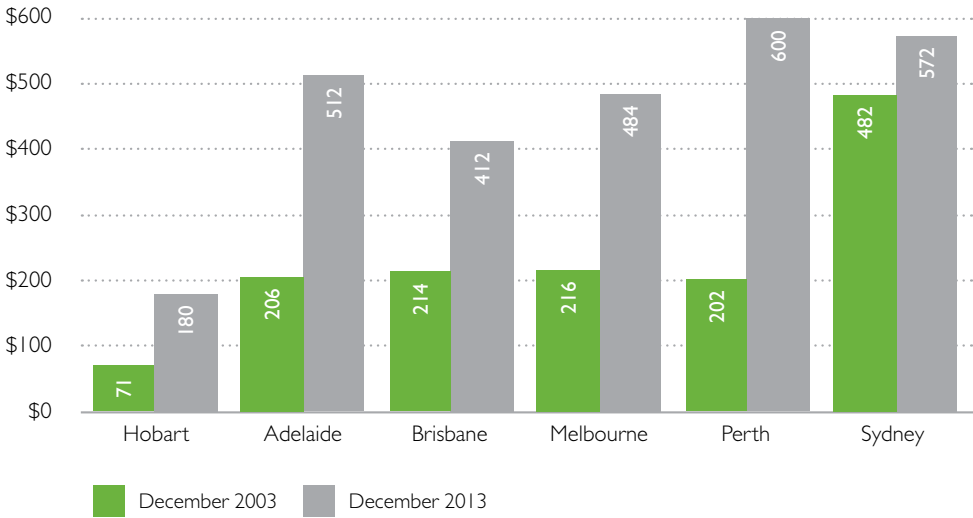
**Based on A-grade rents in core CBD precinct



LAND COSTS

Land is also more affordable in Tasmania. A comparison of residential land values between Australian capital cities, shows that Hobart's land is more affordable than any other capital city.

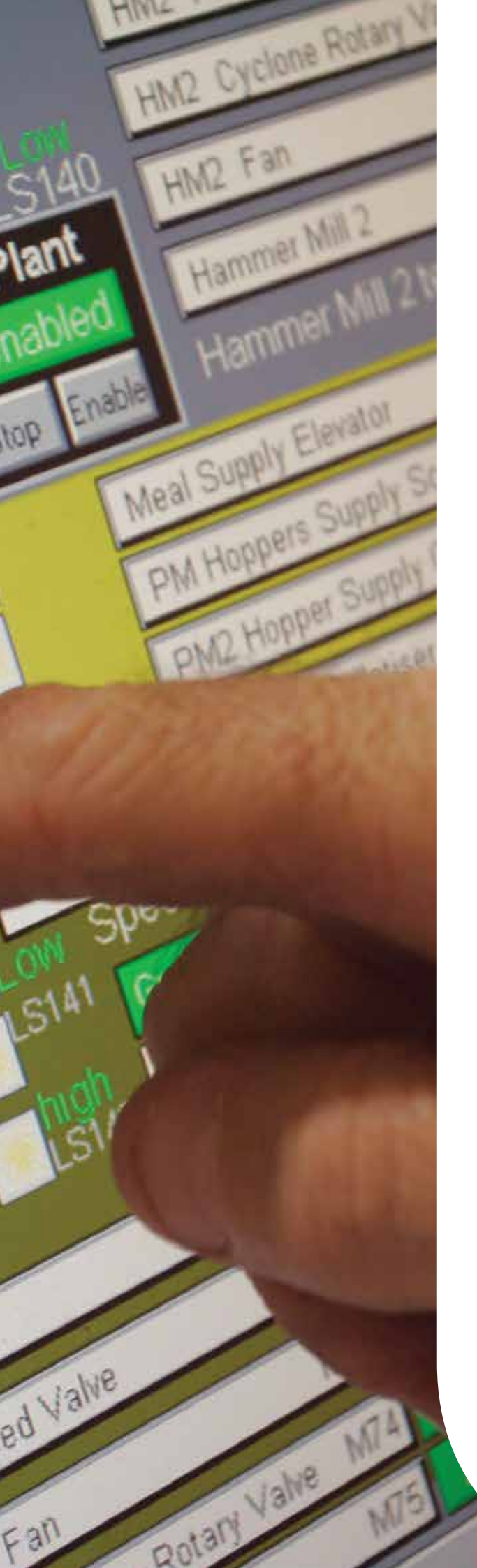
RESIDENTIAL LAND VALUES (PRICE PER SQUARE METRE) – CAPITAL CITIES



Source: HIA-RP Data Residential Land Report, December 2013 Quarter, RP Data

INVESTMENT ESSENTIALS





Tasmania has well-developed transport systems, clean, reliable sources of renewable energy and an effective network of industry support. There are many daily flights carrying freight and passengers from four airports in Hobart, Launceston, Devonport and Burnie. This is supported by an excellent network of roads, a freight-only rail system and four key ports in Hobart, Bell Bay, Devonport and Burnie.

Power, supplied by state wide hydro, wind and gas generated electricity, has never been interrupted by industrial action. Quality real estate, suitable for industrial development, is abundant and less costly than in many other parts of Australia.

Investors in Tasmania have the support of government expertise in both industry requirements and approval processes. Project teams are appointed to deal directly with proponents and to liaise on their behalf across government agencies.

Australia's workforce is one of the most highly skilled in the world and is constantly replenished by an immigration policy that is in sync with the needs of industry and by an internationally acclaimed tertiary education sector.

WORKFORCE

According to the most recent OECD world education ranking report, Australian's education system is one of the world's most effective. In 2013, the Universitas 21 assessment of higher education systems ranked Australia as eighth in the world. The Universitas 21 data showed that Australia performs particularly well in the 'connectivity' category, ranking second only to Switzerland.

In Tasmania, the workforce is regarded as highly adaptable to demand, with a rich culture of creativity and innovation.

The workforce is extremely stable, demonstrated by data showing Tasmania has the highest staff retention rates and lowest industrial disputation rates in Australia. The quality and affordability of life in Tasmania is an enticement for people to relocate to the state.

The Tasmanian workforce is underpinned by an education and training system which works with industry to ensure that industry training needs are met. Hobart has one of the highest number of scientists per capita of any city in Australia. In fact, Tasmania hosts 65 per cent of all Australia's Antarctic and Southern Oceans research scientists.



THE UNIVERSITY OF TASMANIA (UTAS)

UTAS is one of the oldest universities in Australia and has been consistently ranked in the top 10 universities in Australia for research. It has strong links with 20 specialist research institutes, cooperative research centres and faculty based research centres, many of which are regarded as nationally and internationally competitive leaders.

The 2013 Shanghai Jiao Tong University's Academic Ranking of World Universities ranked UTAS equal 10th nationally. In 2013, the Australian Research Council (ARC) released Australian university research ratings from Excellence in Research for Australia (ERA). Research from the University of Tasmania was rated highly in a broad range of disciplines. In this assessment by distinguished Australian and international researchers, UTAS was awarded:

- A rating of five for analytical chemistry, oceanography, geology, ecology, evolutionary biology, plant biology, agriculture, land and farm management, forestry sciences and clinical sciences. A rating of five is the highest possible rating in ERA and was awarded for outstanding performance well above world standard presented by the indicators which were used for evaluation.
- A rating of four for astronomical and space sciences, organic chemistry, environmental science and management, fisheries science, horticultural production, law, journalism and professional writing and historical studies. A rating of four was awarded where research performance was judged to be above world standard.
- A rating of three in a range of disciplines, including applied mathematics, inorganic chemistry, physical geography and environmental geoscience, zoology, crop and pasture production, food sciences, maritime engineering, human movement and sports science, neurosciences, pharmacology and pharmaceutical sciences, specialist studies in education, criminology, human geography, policy and administration, political sciences, sociology, visual arts and crafts, cultural studies, literary studies and philosophy. A rating of three was awarded for research performance at world standard.

Similarly, Australia's Good Universities Guide ranked the University of Tasmania as five-star (out of five) for undergraduate student to staff ratios, student retention and postgraduate entry flexibility by the 2014 edition of the Good Universities Guide. UTAS is ranked as four-star for student demand, research grants, research intensity, entry flexibility, and teaching quality.

The university occupies campuses in the state's three major cities – Hobart, Launceston and Burnie. UTAS has a student population of nearly 26 000 including 5 000 international students (offshore and onshore) and over 5 400 post-graduate students.

UTAS is known for its distinctive programs and strong capabilities in the areas of science, engineering and technology, maritime studies, Antarctic and marine sciences, business, law, education, humanities and social sciences, creative arts, and health sciences and medical research.

AUSTRALIAN MARITIME COLLEGE (AMC)

The AMC is Australia's national centre for maritime education, training and research. It was one of the seven founding members, representing the five continents of the world, of the International Association of Maritime Universities (IAMU). State-of-the-art facilities, a strong relationship with industry and hands-on training by professionals keep AMC graduates in demand around the world.

VOCATIONAL EDUCATION AND TRAINING (VET)

VET provides people with the skills and knowledge needed for jobs in particular industries. These include construction, trades, hospitality, agriculture and aquaculture, furniture design and manufacturing, heritage building skills, community services, recreation, administration and IT. Often these skills are gained through a training organisation as well as in the workplace.

VET is a national system and therefore a VET qualification gained in Tasmania is recognised throughout Australia by employers and VET providers.

There are around 90 VET registered training organisations in Tasmania.



WATER

Tasmania's most significant natural resource advantage is water. The state has nearly 13 per cent of Australia's total water resource, although it comprises only one per cent of the Australian land mass. Tasmania's average annual water run-off is almost twice that of the Murray Darling Basin in south eastern Australia which means that it does not have the supply issues experienced in mainland Australia.

In addition, the Tasmanian and Australian Governments are co-investing with industry to establish a number of large-scale irrigation development projects. Around \$230 million has been committed by governments to deliver water with a reliability of at least 95 per cent to agricultural areas. The ability to provide water with such a high level of certainty makes Tasmania a highly attractive location for sustainable and profitable agricultural pursuits.





INFRASTRUCTURE

Highly functional infrastructure is a key driver of Tasmania's economic competitiveness. A program of continual investment in world-class infrastructure to support industry growth is a key government focus. Tasmania offers infrastructure that will support growth and guarantee the smooth operation of any business.



TELECOMMUNICATIONS INFRASTRUCTURE

Tasmania currently has three fibre optic cables to the Australian mainland. Two are owned by Telstra and one by Cityspring (network independent), providing multiple fibre optic connectivity bundles to national and international interconnects.

CLEAN AND RENEWABLE ENERGY

Tasmania is a great place to reduce your carbon footprint. Tasmania is well established as a clean energy producer through hydro-electric and wind power generation. Tasmania is unique in that a large proportion of its energy is from renewable sources; the state generates up to 90 per cent of its electricity from these sources.

Although reliable, Tasmania's energy supply is safeguarded through connections across Bass Strait to the east Australian electricity grid and the east Australian natural gas grid.



TRANSPORT INFRASTRUCTURE

The state's transport system provides fast and efficient links between major Tasmanian centres and other parts of Australia, as well as international markets. Its core infrastructure encompasses 24 000 kilometres (almost 15 000 miles) of roads, some 600 kilometres (393 miles) of rail track, four key sea ports and four major airports.

Air transport is a crucial link between Tasmania and other Australian states. There are several hundred flights between Tasmania and mainland Australia each week. All regularly scheduled flights from Hobart and Launceston are on jet powered Boeing and Airbus aircraft, while flights from Devonport and Burnie are generally on smaller turboprop aircraft.

Hobart is approximately 60 minutes by air from Melbourne and 100 minutes from Sydney, while Launceston is just 50 minutes by air from Melbourne and 90 minutes from Sydney.

In most instances, Tasmanian agricultural producers will be located less than 100 kilometres from farm or factory to port, providing fast access to distribution channels. There are frequent shipping services from Tasmania's major ports. The Tasmanian Freight Equalisation Scheme provides financial assistance to shippers of eligible freight destined for Australian markets. Air freighted produce can arrive at overseas markets within 48 hours of dispatch.

BRAND ADVANTAGES

Tasmania has a strong reputation for excellence, innovation and sustainability and the Tasmanian brand is now synonymous with these attributes. This brand provides a major advantage to businesses located in Tasmania.

Tasmania produces superb wines, whiskeys and beers to complement its fine food. Tasmanians are also world leaders in many areas of specialisation, including large-scale, high-speed catamarans, marine evacuation gear, underground mining equipment, high-performance radio antennae and certain aquaculture equipment. Tasmanians regard quality as their over-arching competitive advantage.

A resourceful island culture has generated leading-edge niche industries:

- high-speed catamaran ferries and other shipbuilding
- lightning-protection technology
- winches and windlasses for some of the world's biggest ocean-going pleasure craft
- large-scale inflatable evacuation systems for the shipping industry
- innovative inflatable clothing for commercial and recreational water activities
- world-leading natural turf systems for major sporting arenas
- cutting-edge mining technology and environmental management
- ground-breaking fish-feeding technology and packaging
- communications equipment for many of the world's navies
- pharmaceutical products and
- premium wool sought after in Europe and Asia.





MINIMAL CLIMATE CHANGE IMPACT

In 2010, the Antarctic Climate and Ecosystems Cooperative Research Centre released a report on climate change in Tasmania. The main conclusions of the report indicated that Tasmania's climate is not predicted to change as rapidly as other Australian regions. This is primarily because Tasmania is surrounded by ocean, so the island will experience warming at a slower rate than elsewhere.

There is no significant change to projected total annual rainfall over Tasmania, although rainfall patterns are likely to change. The report shows an emerging pattern of increased rainfall over Tasmania's coastal regions, and reduced rainfall over central Tasmania and in the north-west.



DISEASE FREEDOM

As an island, Tasmania has a clear biosecurity advantage. Tasmania's biosecurity system is at the core of the Tasmanian brand as its natural environmental values and quality produce relies upon the state's relative freedom from pests, weeds and diseases. This provides access advantages to key markets.

REDUCED EXPOSURE TO NATURAL DISASTERS

While natural disasters may strike anywhere, Tasmania is considered to be less prone to some varieties of natural disaster. Tasmania is not affected by tropical cyclones or severe earthquakes. These observations are supported by the International Decade for Natural Disaster Reduction (IDNDR) 1990–2000 Final Report,

which lists the major disasters to have occurred throughout Australia since 1852.

For the period 1852 to April 1999, only three Tasmania-specific disasters are listed: drought (1983), flood (1929) and bushfire (1967).



LIFESTYLE

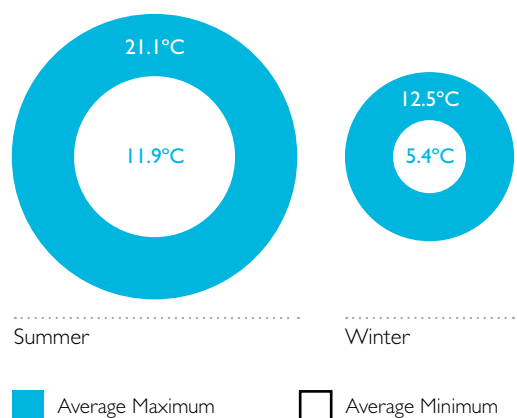
Tasmania has much to offer prospective residents. Twice named 'Best Temperate Island in the World' by international travel magazine Conde Nast Traveler, Tasmania has spectacular scenery, unique flora and fauna, a refreshing climate and a rich heritage. Hobart, Tasmania's capital city, offers an enviable lifestyle. Particular advantages of living in Tasmania include:

- small, safe cities and vibrant urban centres with many of the opportunities available in larger cities
- Hobart residents feel safer, have lower levels of stress and volunteer more than residents in any other capital city
- short commute times with no gridlock getting to and from work – the average commute time is 20 minutes
- a natural and unspoilt environment – around 40 per cent of Tasmania is conserved as a national park or World Heritage Area
- a mild, temperate maritime climate, with four distinct seasons, without the scorching heat found elsewhere in Australia or the deep cold winters that affect northern hemisphere countries at similar latitudes
- abundant water for population centres, without the rain. Hobart is Australia's second driest capital city, receiving around 630mm (25 inches) of rain a year. Hobart receives about half as much rain as Sydney but rarely faces water restrictions due to strong river flows from high rainfall areas
- a low cost of living and the most affordable housing in Australia. In general, house prices are much lower, both in absolute terms and as a proportion of median incomes, than in mainland capital cities, particularly Sydney and Melbourne
- a high quality but affordable education system and a world-class health care system.

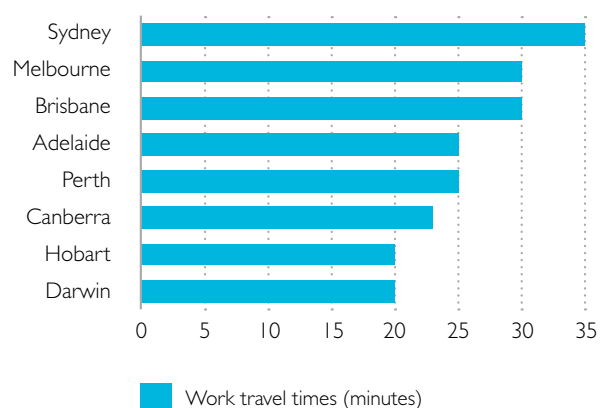


Australia's quality of life is regarded as one of the best in the world. In 2014, the Organisation of Economic Co-operation and Development (OECD) ranked Australia as the happiest industrialised nation for the fourth year in a row.

AVERAGE TEMPERATURES
- HOBART



WORK TRAVEL TIMES IN AUSTRALIAN
CAPITAL CITIES, 2011



Source: PC Community Survey 2011
(unpublished, q. 12, q. 13 and q. 14).





STATE OF
OPPORTUNITY



Tasmania supports a diverse range of resilient industries.

Spanning both traditional and non-traditional sectors, Tasmania's key sectors include agriculture, mining and forestry as well as Antarctic, science and research, digital services, tourism, and international education.

FOOD AND AGRICULTURE

Famous for its gourmet foods and premium wines, Tasmania's food and agriculture industry is one of the state's most prominent and successful sectors. Home to an impressive array of producers, the state boasts flagship brands – such as King Island dairy products, Huon Aquaculture and Tassal salmon, Petuna seafoods, Cape Grim beef, King Island beef, Josef Chromy wines, Moorilla Estate wines, Tasmanian Estates wines, Cascade and Boag's beers and Cadbury chocolate and confectionery – as well as a number of boutique brands.



The Tasmanian agriculture and aquaculture sector is highly diversified and includes:

- dairy
- fruit (including stone fruit, apples, pears and berries) and vegetables
- viticulture and hops
- poppies and pyrethrum
- beef and lamb
- pigs and poultry
- mixed farming enterprises incorporating broad acre cropping and wool and livestock production
- Atlantic salmon and ocean trout, abalone, mussels, oysters, scallops and rock lobster
- niche production such as seeds, honey, ginseng, olives, nuts, berries, truffles, herbs, cut flowers, bulbs and essential oils.

Alongside the state's primary production activities, Tasmania also has a thriving food production sector. This sector includes dairy products, meat, seafood, potatoes and other vegetables, confectionery, beer and wine. There are many small producers of boutique beverages, preserves, olives and olive oils, small goods and baked goods.

The Tasmanian Government is committed to the growth of these sectors, and believes there are particular opportunities for investment in wine, dairy, berries and horticulture.

The Tasmanian wine industry is particularly well regarded, both for the quality of its products and also as one of the best locations for future investment.

The Drinks Business magazine recently published its list of the 10 top vineyard investments and named Tasmania as the second most attractive investment location in the world. The article stated that, 'Tasmania is the only Australian state where its entire grape production is genuinely in a cool climate' and further noted that:

"Tasmanian wines are 'punching considerably above their weight' in relation to the tiny fraction of national production and the relative youth of the current industry.

"While vineyards are being removed in other parts of Australia, the Tasmanian wine industry is enjoying modest growth, with recent investments confirming Tasmania's position as a premium cool climate wine region.



“[Tasmania] is a particularly attractive investment location for those seeking to expand or diversify their businesses, due to the region’s cool climate, affordable land, abundant water resources and relative pest and disease freedom.

“Interesting government economic development strategies also add to the notion that this would be a good investment, as the Tasmanian wine industry has been identified as having strong potential for expansion.”

TASMANIA OFFERS:

- a temperate climate, distinct seasons, reliable rainfall, clean air, and rich, fertile soils
- the only Australian state free from fruit fly, potato cyst nematode, tobacco blue mould, and other major pests and diseases
- high biosecurity with a moratorium on genetically modified crops
- infrastructure support with major irrigation projects to efficiently and sustainably utilise our significant water resources
- strong trade with proven domestic and international markets
- research and development partnerships between industry, university and government – Tasmania’s research and development community works together for improved productivity, safe food production, and resource management
- out-of-season supply – our location enables Tasmania to supply fresh produce to northern hemisphere markets.

TOURISM

Tasmania is blessed with unspoilt locations, gourmet food and wine, an iconic heritage and a distinctly seasonal climate. Tasmania's tourism industry has successfully leveraged the natural advantages afforded by its location, small population and history.

Tasmania's popularity as a tourist destination continues to rise, with the state attracting over one million visitors for the first time, in the year to September 2013. This milestone is just the latest achievement for the industry which has seen visitor numbers grow by over 50 per cent since 2002. The sustained growth trend has supported the development of many award winning enterprises.

OPPORTUNITIES EXIST FOR INVESTMENT IN:

- built infrastructure such as hotels and other accommodation
- heritage activities
- gastronomic experiences
- recreational activities.
- tourism developments in Tasmania's Wilderness World Heritage Area, national parks and reserves.

TASMANIA OFFERS:

- Unique experiences – Tasmania offers travellers one of the most beautiful and unspoilt locations in the world.
- Natural attractions – pristine wilderness, rugged mountain ranges, pure white sandy beaches, breathtaking scenery and stunning flora and fauna are major drawcards for visitors.

- Iconic attractions – including the internationally recognised wilderness World Heritage Area, Cradle Mountain, Freycinet Peninsula, Bay of Fires and Port Arthur.
- Heritage attractions – a rich heritage with historic towns and locations including Port Arthur and Salamanca Place have become a huge drawcard for Tasmania. There has also been sensitive repurposing of historic buildings, such as Hobart's former IXL jam factory, now the Henry Jones Art Hotel.
- Award winning – Tasmania is regularly recognised in national and international publications. Hobart was ranked among the top 10 cities in the world in Lonely Planet's *Best in Travel* 2013, in Trip Advisor's *Traveller's Choice* top 10 destinations on the rise and as the world's second-friendliest city by Conde Nast Traveler. The state's iconic properties also regularly win acclaim. Saffire Freycinet was named *Best Australian Boutique Property Villa or Lodge* and Barnbougle Dunes was named *Best Australian Golf Course* by Luxury Travel in 2014.
- Eco adventure – Tasmania's unspoilt rivers, oceans, mountains, beaches and forests provide a wonderful opportunity to offer gentle and challenging tourism adventures such as offered by Bruny Island Cruises, the Maria Island and the Bay of Fires walks or Franklin River rafting.
- Vibrant arts scene – Tasmania has an active and thriving arts scene with strong participation rates. The state attracts national and international festivals, exhibitions and events and is home to many outstanding venues, including The Museum of Old and New Art (MONA), Australia's largest private museum and art gallery. MONA has received international acclaim and is a major tourist attraction.
- More artists and people involved in the arts per capita in Hobart than anywhere else in Australia, according to a recent Australia Council report.



INTERNATIONAL EDUCATION

International education is a significant service export in the Tasmanian economy. Tasmania has 13 registered providers of international education. The University of Tasmania (UTAS) is the sole provider of university tertiary education and captures over 70 per cent of total international enrolments for the state. UTAS is also ranked number 59 out of 795 global institutions in terms of the percentage of international students within the student body.



In addition to the university, there are Vocational Education and Training (VET) institutions, schools and English language providers.

Since 2005, China has been the most important market for international education in Tasmania. Malaysia, Singapore, India and South Korea make up the top five source countries for international education in Tasmania.

Students can study English at all levels. English language is provided as part of the school curriculum for children, and at VET and university level there are English language courses for course entry and further study. Smooth pathways to UTAS have been arranged with opportunities for direct entry and credit towards undergraduate degrees.

TASMANIA OFFERS:

- educational excellence – talented and highly qualified specialist teachers
- industry and world recognised research hubs providing access to real-life work and research experience for students
- excellent results for international students – international students score consistently high marks at all levels of study. Tasmania also has one of the highest completion rates for international students
- good graduate outcomes – international graduates from Tasmanian educational institutions are highly successful in attaining good quality jobs on completion of their study
- affordability – competitive fees, living expenses and transport costs in compact city environments
- top quality support services and easy and informal access to teachers and lecturers as required – a smaller student community means more time for each individual
- a clean, healthy and safe environment.



DIGITAL SERVICES AND INFORMATION TECHNOLOGY

Tasmania's digital infrastructure, leading research clusters, specialised centres and high quality skills drive innovation and productivity in the state's information and communication technologies (ICT) industry.



The Tasmanian Government is committed to leveraging opportunities to create an innovative, sustainable and vibrant digital industry by:

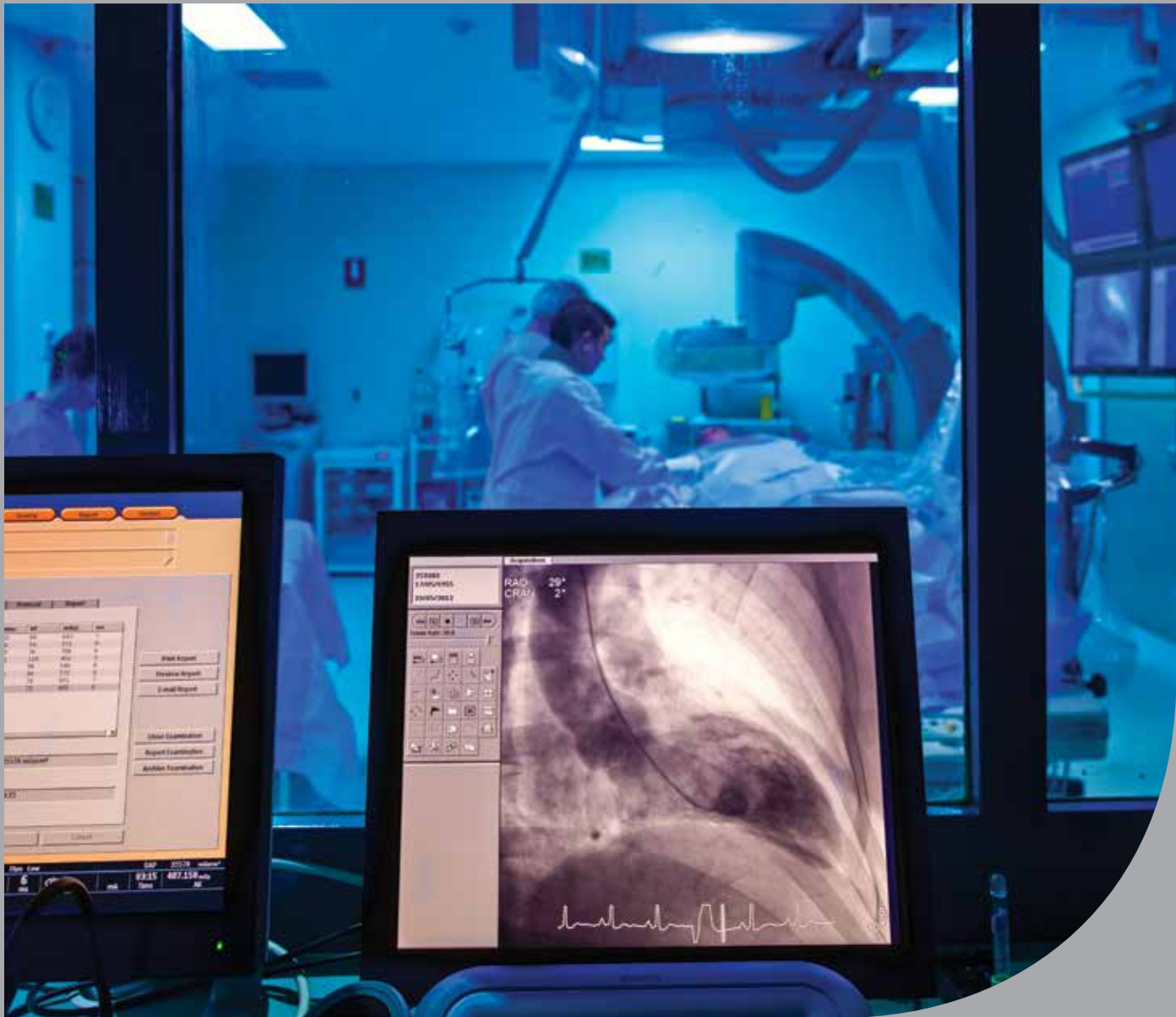
- assisting the Information and Communication Technologies (ICT) industry to compete globally and exploit development opportunities from digital applications, technologies and services
- promoting and facilitating investment in enabling digital infrastructure and services
- encouraging and supporting digital efficiency, productivity and innovation as an economic enabler for industry, society and government

- supporting business to engage with the digital economy
- investing in innovation and supporting the commercialisation of ideas, collaborating with research and education to develop digital skills, capability and intellectual property with commercial value.

OPPORTUNITIES EXIST FOR INVESTMENT IN:

- software and applied knowledge application development
- content and media development and services
- cross-sectoral ICT innovation – products and services to drive productivity, efficiency and innovation

- digital infrastructure, data centres and connectivity, including continued rollout of the National Broadband Network
- cloud infrastructure, applications and services
- ICT Service delivery centres, contact and business processing centres
- social and community digital transformation
- government digital transformation and service delivery
- ICT research and development including ICT test beds and Centres of Excellence e.g. CSIRO's Sensor and Sensor Networks Unit, HIT Lab AU and Sense-T.



TASMANIA HAS A SIGNIFICANT TRACK RECORD IN KEY DIGITAL SECTORS INCLUDING:

- a high concentration of highly skilled software developers, that have achieved success in the global ICT market with close association and collaboration with major vendors such as Apple and IBM
- a cluster of spatial information systems, analytics and specialist Geographic Information Systems skills
- an emerging digital media production sector with companies such as Blue Rocket Productions, Roar Films, Secret Lab and Joffre Street Productions

- eHealth and eLearning – Tasmania’s small size provides a contained and representative population for field testing. Tasmania has developed innovative eHealth and eLearning companies with globally competitive applications and platforms
- eGovernment – Tasmania continues to be focused on innovative government processes, improved services and transparent access to information
- research and development – Tasmania already has access to virtual reality, augmented reality, 3-Dinteraction and universal computing through HITLab AU. Similarly, access to applied research in the areas of sensor networks and data management is

available through CSIRO Intelligent Sensing and Systems Laboratory, the UTAS and the state wide sensor program, Sensing Tasmania (Sense T)

- ‘big data’ refers to the massive amounts of data being captured in commerce, science, government and society, and is recognised as a global key emerging sector. Tasmania is in an excellent position to exploit and develop this emerging market demand and provide applied knowledge services across all sectors.



ADVANCED MANUFACTURING

In general, Tasmania's advanced manufacturing industries have focused on the fields of marine manufacturing and mining equipment. The sector includes Incat and Caterpillar, and a range of businesses supplying these and other key manufacturers.



Incat is an aluminium wave piercing catamaran fast ferry constructor and has been at the leading edge of industry innovation for many years. The companies in its supply chain produce a broad range of products including marine evacuation systems, rapid access passive fire protection barriers, ride control foils and hydraulics, wide frequency antenna systems and anchoring winches. Companies in the supply chain have matured significantly in the past 10 years and many are now successful international exporters in their own right. There is also a range of smaller shipbuilders in Tasmania's marine sector, many of whom are successful exporters.

Tasmania offers a highly skilled and experienced marine and maritime industry base which has proven to be capable of applying itself across a number of technical areas.

Caterpillar is a global-scale specialised mining machinery manufacturer located at Burnie. A number of other specialised manufacturing companies also share much of the same supply chain. The metal manufacturing, casting, specialised machinery manufacturing and engineering sector produces a diverse range of niche products while also supporting repair and maintenance activity within mining, mineral processing and other heavy industries. Tasmania's heavy manufacturing industry includes

aluminium, zinc and ferro-manganese smelters, cement production, iron ore pelletising and newsprint production.

Tasmanian manufacturer, Haulmax, produces a range of trucks used for the above-ground movement of materials over long distances in the resource sector. The Haulmax product range is the culmination of 20 years' research into the haulage industry and the requirements of long distance bulk haulage vehicles. The Haulmax product is high value and has a unique niche in the global mining sector. The company has support from the Caterpillar USA organisation and is currently linked into the global Caterpillar network. Similarly, another Tasmanian company, Railmax, specialises in the design, engineering and manufacture of technologically advanced and certified road rail equipment for use on the repair of rail infrastructure.

Specialised Vehicle Solutions (SVS) design and manufacture high quality niche equipment and vehicles for hard rock applications, as well as designing to customer specifications, with a focus on customer solutions. SVS utilises the Caterpillar global network.



MINING AND MINERAL PROCESSING

Tasmania is one of the most highly and diversely mineralised areas in the world. The extraction and processing of mineral resources is a significant sector of Tasmania's economy. Tasmania has extensive high-grade mineral deposits close to transport infrastructure, coupled with supportive legislation for exploration and development.

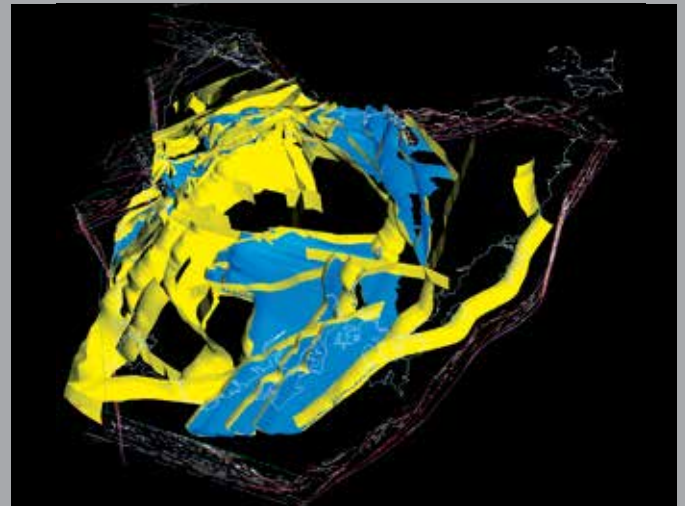
The major minerals currently extracted include copper, gold, lead, magnetite, silver, tin, zinc, and ultra-high purity silica flour. Opportunities exist for investment in exploration, extraction and downstream processing of minerals in Tasmania. This is particularly true in the west coast of Tasmania – which offers a world-class region for mineral prospectivity with a high potential for the discovery of a range of minerals – and in Tasmania’s north-east which is largely unexplored.

Existing major mineral processing operations include large-scale aluminium and zinc smelters, a manganese ferro-alloy smelter and an iron-ore pelleting plant.

TASMANIA OFFERS:

- geological diversity – Tasmania has a remarkable range and abundance of mineral deposits related to multiple mineralising events
- exploration opportunities – a significant increase in exploration expenditure over recent years demonstrates continued industry confidence in Tasmania’s potential
- high quality port access – offering access to worldwide markets
- an integrated geological and mineral exploration information system (TIGER) available through Mineral Resources Tasmania

- 3-D modelling – investors can access a 3-D computer-based geological model of Tasmania that simulates exploration interest to 1 000 metres below the surface
- TasExplore – new geological, magnetic, radiometric and gravity data for north-east Tasmania and an improved geological correlation between western and north-west Tasmania
- legislation – designed to facilitate investment and ensure transparent approval processes.

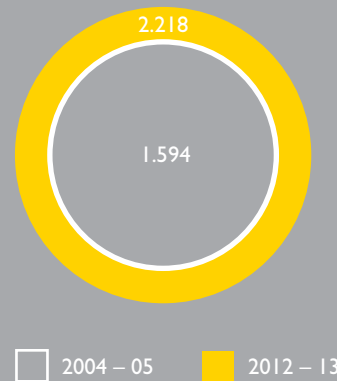


OPPORTUNITIES FOR EXPLORATION:

Rocks from every period of the Earth’s history from the Late Proterozoic period are present in the state and there have been at least four major episodes of economic mineralisation. Significant deposits include:

- proterozoic iron ore
- silica, dolomite and magnesite
- cambrian volcanogenic massive sulfide ore deposits (VMS or VHMS) gold and ultramafic-related platinum group minerals (PGM) and chromite
- devonian granite-related tin-tungsten and silver-lead-zinc deposits
- devonian slate-belt gold deposits
- cainozoic alluvial gold, tin and PGMs and residual iron oxide, silica and clay.

TOTAL VALUE OF THE TASMANIAN MINERAL INDUSTRY (AUD\$ BILLION)



Source: Data supplied by Mineral Resources Tasmania

FORESTRY

The Tasmanian forestry sector is an integrated industry that encompasses both native forest and plantation resources. Significant areas of Tasmania's forests are sustainably managed in World Heritage wilderness areas, national parks and other reserves. The managed production forests yield some of the strongest commercially usable timbers available.

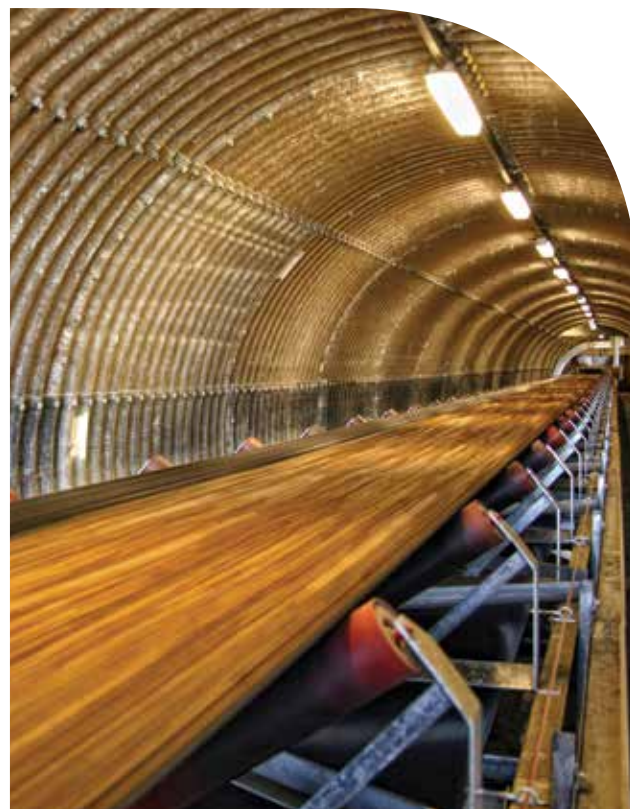
Tasmania's sustainable forest sector produces quality hardwood products including beautiful timbers which are held in high regard by architects, craftspeople and artists. The production of logs, woodchips, pulp and paper, veneer and other wood products is a key part of our economy and Tasmania is the only state in Australia that is a net exporter of forestry products.

Harvesting from Tasmania's plantation estate will significantly increase over the next decade providing greater opportunities for the processing of plantation timber. Opportunities also exist for engineered wood products manufacturing and bioenergy along with the potential for particle board production. The sector operates under well-established environmental standards and native forest resource is only harvested outside of the extensive reserves systems, designed to maintain environmental values.

POTENTIAL INVESTMENT OPPORTUNITIES IN THIS SECTOR INCLUDE:

- the production of high-value building resources such as laminated veneer lumber and cross laminated timbers
- the development of a biofuels and bioenergy sector utilising forest waste, including the production of torrefied wood, wood pellets and biodiesel
- increasing exports of wood fibre and fibre processing.





ANTARCTIC AND SOUTHERN OCEAN

Tasmania is a hub of expertise in Antarctic, sub-Antarctic and Southern Ocean science, research, education and logistics and has the greatest concentration of Antarctic and Southern Ocean scientists and institutions of the five Antarctic gateway cities (Hobart, Punta Arenas, Ushuaia, Cape Town and Christchurch).

Hobart is the headquarters of Australia's Antarctic program and is home for the French Antarctic program (Institut Polaire Francaise Paul Emile Victor). Antarctic activity is also supported by the research, government and business membership alliance, the Tasmanian Polar Network, and by Antarctic Tasmania – a Tasmanian Government agency dedicated to supporting the businesses and organisations that make up the Antarctic sector.

Hobart is a gateway to East Antarctica, the Southern Ocean and sub-Antarctic Macquarie Island with excellent port facilities and regular flights from Hobart to Antarctica. There is a number of other international ports that are also gateways to Antarctica but only Hobart offers the following combination:

- the amenities of a modern and attractive capital city, with excellent sea and air transport infrastructure
- world-class expertise in Antarctic, sub-Antarctic and marine education, research and support services
- ready access to a wide range of specialist Antarctic and cold climate expertise and products through the Tasmanian Polar Network.

Hobart's magnificent deep-water port is 1 390 nautical miles (2 575 km) from the Antarctic mainland and 1 852 nautical miles (3 429 km) from Australia's Antarctic base at Casey station. The port offers shipping operators a complete range of 24 hours-a-day, seven days-a-week port services and full provedoring, stevedoring, cold storage, quarantine and maintenance facilities.

Regular flights operate during the summer months between Hobart International Airport and Casey station in East Antarctica. The flight time is approximately 4.5 hours and provides a fast option for moving scientists, expeditioners and high priority cargo south each summer season.

Hobart International Airport also has warehousing and aviation services for Antarctic expeditioners on site.



SCIENCE RESEARCH

Tasmania is home to a vibrant and diverse science and research community.

The state's natural advantages of proximity to Antarctica and the Southern Ocean, geographical isolation, abundant water and wind resources and a stable population have resulted in expertise and capabilities in a number of scientific areas.

These include research on temperate marine systems, the Antarctic, agriculture, aquaculture, renewable energy, population genetics and regional medicine. A critical mass of renowned researchers in all these fields has been built up, predominantly in Hobart.

The three main employers in the science and research sector in Tasmania are:

- the University of Tasmania (UTAS)
- the Australian Antarctic Division (AAD) and
- the Commonwealth Scientific and Industry Research Organisation (CSIRO) through its Marine and Atmospheric Research Division (CMAR), and the Tasmanian CSIRO ICT Centre (TCICT).

There are about 20 collaborative research programs and institutes that

have some association with at least one of these three main organisations.

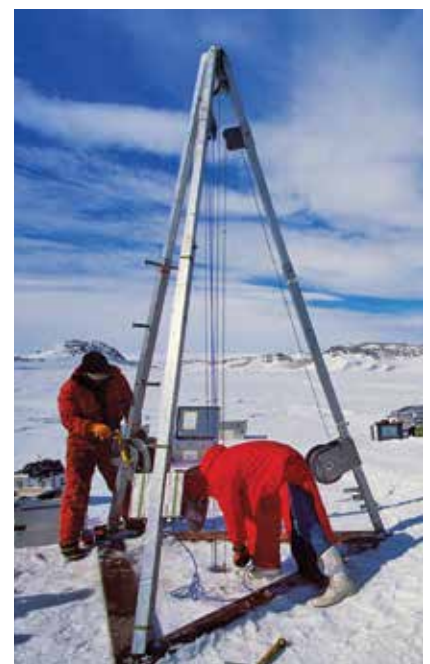
Tasmania's science research sector is recognised as world-leading in a number of disciplines, with the recent Excellence in Research Australia (ERA) ratings showing that UTAS meets or exceeds world standards in more than 70 per cent of its disciplines, including physical, chemical, biological and agricultural sciences.

Such recognition provides a strong basis for the building of international cooperation and connectivity.

The Menzies Research Institute and the Institute for Marine and Antarctic Studies are also carrying out world-class research. These institutes have both received large infrastructure investments in recent years and have continued to grow in size and reputation since their establishment.

Tasmanian science and research provides tangible benefits for many Tasmanian-based industries. These include aquaculture, agriculture, forestry, mining and biomedicine, as well as various service-based initiatives.

Hobart's Antarctic, Southern Ocean and marine science education and research community is internationally respected. The 700-plus members of this community constitute the majority of Australia's scientists who specialise in these fields.



PLANNING REFORM

The Tasmanian Government is embarking on a program of planning reform to drive building and construction investment in Tasmania. Key features of that reform include:

- a water and sewerage headworks holiday for two years from 2014. This will directly lower the costs of developments connecting to Taswater's water or sewerage network and is estimated to be worth \$10 million to industry. Beyond 2016, Taswater has committed to waive headworks charges for any development within the urban growth boundary

- the replacement of over 30 planning schemes with a single state wide planning scheme
- overhauling third party appeals to ensure that only those directly affected by a proposed development or community groups with a longstanding interest are able to lodge appeals
- the introduction of 24-hour approvals for compliant applications for single residential dwellings in residential zones
- shorter assessment timeframes, reduced from 42 days to 21 days
- in-principle planning approvals for major projects
- cutting red and green tape by 20 per cent and ensuring that there is a annual audit of regulations
- reforming *The Building Act 2000* to streamline building regulations
- establishing the key positions of Coordinator-General and Regulation Reduction Coordinator to make it easier to invest in Tasmania
- establishing a new independent body, Infrastructure Tasmania, to provide a coordinated approach to the planning and delivery of all major infrastructure in Tasmania, including rail, major roads, energy, ports, and water and sewerage.



COORDINATOR- GENERAL





The Office of the Coordinator-General is the first point of contact for any business wanting to establish, relocate, diversify or expand in Tasmania. Our specialist team works with potential investors to provide tailored, confidential assistance.

WE DO THIS BY:

- providing information on Tasmania's industry capabilities and strengths, specific business opportunities, investment regulations and government assistance
- assisting investors to identify and select the best Tasmanian site for their business
- facilitating visits to Tasmania and arranging appropriate meetings and introductions
- providing introductions to local industry, government departments and potential joint venture partners
- assisting access to export markets.

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