The Tasmanian Government recognises an emerging Indo-Pacific arc in global trade and politics, extending from the Indian subcontinent through Australia, South-East Asia and North Asia. A number of factors shape its importance, not the least of which is the growing impact of the Indian economy.

Tasmania’s strongest bilateral relationships in South Asia are with India and Sri Lanka. Enhancing our ties with these two countries will be the key focus of our South Asian engagement over the long term. In 2014–2015, India was our 12th largest merchandise export market, ahead of Singapore and just behind New Zealand. Sri Lanka was our 14th largest merchandise export market, ahead of the UK, Canada and Germany.

Strengthening ties with the most populous and densely populated geographical region in the world requires a long-term focus on enhancing trust and building mutual understanding and awareness.

To a certain extent, bilateral relationships at the national level will influence the trajectory of our own engagement. There is work to be done to grow awareness and understanding of Tasmania in both India and Sri Lanka and this will require accurate and consistent communication of our comparative advantages and appeal.

**Tasmania’s value proposition in South Asia is as:**

- a world-class international education and tourism destination;
- a preferred producer of safe and premium food;
- a desired destination for migration and investment; and
- a world-leading source of expertise in agribusiness, aquaculture, energy, high-value manufacturing and services.

The way forward requires we leverage these comparative advantages across specific sectors and markets in India and Sri Lanka and this will drive our long-term approach to engaging the region. Our vision is for the Tasmanian Government to align our priorities and services with the needs of our exporters in order to capture the shared opportunities that will support the next generation of Indian, Sri Lankan and Tasmanian growth.

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Sri Lanka

Sri Lanka is undergoing an economic transition to an upper middle income country, supported by solid economic growth and GDP per capita that leads South Asia. Its economy was worth US$82.32 billion in 2015 and is expected to continue to sustain solid growth of between five and six per cent over the medium term.

As a comparatively small South Asian economy, its domestic market does not have a critical mass to sustain significant growth in manufacturing. The Sri Lankan Government’s intention is to develop as a trading and manufacturing point in the region, opening itself into larger markets and leveraging economies of scale advantages. It is building its capital markets and has identified an opportunity to become to India what Hong Kong was to China. It has a free trade agreement with India and with Pakistan, and is in talks with China.

The services sector accounts for almost 60 per cent of GDP, with tourism and hospitality a strong and growing contributor. The World Tourism Council ranked Sri Lanka 21 out of 180 countries for long–term growth of the tourism sector. Tourism was forecast to grow at 6.1 per cent year on year to 2025 and contribute 10.5 per cent of GDP by 2025. Tourism and hospitality skills training is therefore a current and growing need.

The agriculture sector, though decreasing in importance to the economy, nevertheless accounts for around 11 per cent of national output and employs more than one–third of the workforce. The public sector remains large, with the state continuing to dominate in the financial, utilities, health and education sectors.

Australia–India two–way trade in goods and services was worth $18 billion in 2014–2015. The total stock of Australian investment in India was $9.8 billion at the end of 2014, with Indian investment in Australia equalling $11 billion2.

India

India is one of the world’s fastest growing economies, driven by ongoing economic reforms, increasing productivity, urbanisation and a large youthful demographic.

Medium–term growth is forecast at between seven and eight per cent per annum, outstripping nearly every other major economy in the world and well above the global growth projection of 2.4 per cent. India is expected to emerge as the world’s third largest economy by 2030.

India is the third–largest oil importer in the world, importing about 80 per cent of its supply. It is currently benefitting from a stronger US dollar and weaker global oil prices. This has a positive effect on manufacturing and investment trends and has enhanced the momentum of ongoing structural reform.

India’s growing middle class is driving demand for high–quality goods and services, and world–class education and skills. The Skill India policy sets a target for 400 million Indians to undertake vocational and skills training by 2022.

India is home to the fourth–largest population of millionaires in the Asia–Pacific region and is expected to witness a three–fold increase in high net worth individual (HNI) wealth through the decade, expected to be US$2.3 trillion in 2020. By 2020, the wealth of HNIs in India will rise by 94 per cent as opposed to China’s 74 per cent. As a producer of premium niche sector produce and specialised services, Tasmania is ideally placed to provide to this segment of the Indian market.

Australia–India two–way trade in goods and services was worth A$486 million in 2014–2015. Service exports to Sri Lanka was worth A$289 million in 2014–20153.

Australia, India and Sri Lanka share democratic values, a passion for cricket, and strong and familiar institutions. Our linkages also extend to population migration, with Australia being home to a large Indian and Sri Lankan diaspora that contributes much to bilateral ties.

The proposed Australia–India Comprehensive Economic Cooperation Agreement (CECA) offers an opportunity for improved access to the Indian market. While still under negotiation, CECA would assist to broaden merchandise trade by addressing tariffs and behind-the-border restrictions and expand trade in services by increasing regulatory transparency and lowering thresholds for market entry.

For Tasmania, with finite resources, and a limited production capacity, the way we position ourselves in the Indian and Sri Lankan markets needs to match our competitive strengths. The value of our engagement with both will come in niche products and expertise in specialised services to targeted areas.

Tasmania and India have narrow, but growing economic ties. Tasmanian exports in 2014–2015 were worth A$90.45 million, led by commodities. Tasmania is already active in certain service exports to India.

Hydro Tasmania, through its full-service Entura office in New Delhi, has worked across India since 2005 and was judged Best Consultancy in 2013 by the Indian Council of Power Utilities.

Indian students account for our second largest number of international enrolments, comprising about 14 per cent of all international students in the state. There are over 700 Indian students studying in Tasmania, of which 435 are enrolled in higher education.

India is also a growing tourism source market. In year ending December 2015, 4,000 Indian tourists visited the state, up 81.8 per cent year on year. There is an opportunity to further promote Tasmania to the Indian outbound tourism market, particularly in niche areas based around premium travel packages, quality food and beverages and on the prominence of our arts and culture scene.

Tasmania has had some success to date in attracting Indian investment, primarily in agriculture and mining:

- The acquisition of the Mount Lyell copper mine by India’s largest mining and non-ferrous metals company, Vedanta Resources, which is expected to account for nearly one-fifth of our minerals exports once fully operational,
- The purchase of GSK Opiates by India’s largest pharmaceutical company, Sun Pharmaceutical, which was a significant investment in Tasmania’s poppy crop and production.

There is considerable opportunity to attract additional Indian investment into the state over the long term.

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Tasmania and Sri Lanka currently have a modest and focused merchandise trading relationship. Exports to Sri Lanka were worth A$33.41 million in 2014–2015, led overwhelmingly by milk and cream commodities.

Sri Lanka’s developing economy and synergies with Tasmania, notably its relatively small size and island status, presents opportunities for the state.

Building on shared sporting connections, including cricket, and targeting the higher end of the market, Tasmania has an opportunity to be a niche provider of goods and services, as well as a premium destination for international students.

One benefit of a smaller population base, compared to, say, India or China, is less risk of our production capacity being unable to meet demand.

There are small numbers of Sri Lankan students studying in Tasmania, primarily in higher education. Tasmania, through Entura, is already contributing to Sri Lanka’s comprehensive energy reform aspirations and the development of its sustainable energy sector.

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7 Decline in ores and concentrates commodities chapter due to the temporary closure of the CMT copper mine, expected to reopen when global copper prices permit.
GROWING TIES

Australia has a long and enduring bilateral relationship with India and Sri Lanka. Nevertheless, one of the greatest challenges to building the relationship is the limited awareness of Tasmania in South Asia. However, there are signs this is changing.

India and Sri Lanka share with Tasmania a love of cricket and most people are aware of Hobart and Bellerive Oval as a Test and One Day International venue.

International cricketers from Tasmania are growing a strong brand in both markets, particularly through their participation in the Indian Premier League in recent years. This provides partnership opportunities to leverage their reputation and image for trade, tourism, and education promotion activities.

So too with Sri Lanka, where under a partnership between the University of Tasmania and the Hobart Hurricanes, high-profile Sri Lankan cricketer Kumar Sangakkara has promoted the University and scholarships to Sri Lankan students.

Tasmania’s growing world class whisky industry will also be of great interest in the Indian and Sri Lankan markets, where the wealthy appreciate fine spirits.

People-to-people links are also growing. Tasmania has a rich and diverse cultural tapestry that owes much to the contribution from a diaspora of more than 3,000 Indians (by ancestry and country of birth) and more than 300 Sri Lankans resident in the state (ABS Census 2011).

The numbers of tourists and students from both countries are growing and these visitors spread through word-of-mouth a more sophisticated picture of Tasmania as a diverse society with a robust economy, quality cultural offerings and breathtaking natural beauty.

Institutions, including the Tasmanian Sikh Temple (Gurdwara Nanak Darbar Hobart), the Hindu Society of Tasmania, the Indian Cultural Society Tasmania, and the University of Tasmania Hindustani Students Society, all continue to find and build links between our cultures, and our national communities.

Finally, our shared membership of the Commonwealth of Nations and a common language provide further familiarity and points of engagement.
MARKETS

In contrast to Sri Lanka, India is made up of many diverse and fragmented markets that have varying regulatory, taxation and demand conditions. Further to commissioned research undertaken for the Tasmanian Government by Asia Australis and Clemenger Group, and following consultations with Austrade and the Department of Foreign Affairs and Trade, we will focus on priority sectors in the following locations, targeting the wealthiest 10 per cent within major commercial hubs, in line with Tasmania’s premium targeted brand.

Delhi

Delhi is a major government hub. New Delhi, India’s capital and seat of Government, is the largest commercial city in northern India. It is ranked sixth in India by the World Bank for ease of doing business.

According to the Asia Pacific 2016 Wealth Report, Delhi registered 335 per cent growth in US dollar millionaires between 2000 and 2015. It was ranked 14th in the region for those with net assets worth US$10 million or more, with 1 340 super rich.

New Delhi has potential for Tasmania in Vocational Education and Training (VET) and higher education, as a destination for premium exports of food, wine and whiskies, renewables, tourism, minerals, and ICT partnerships.

Maharashtra

Maharashtra is one of the largest and richest states in India, with a per capita income far ahead of the national average. It contributes about 14.4 per cent of national GDP. Two stock exchanges of India are based in Maharashtra, NSE and BSE. Agriculture is one of the largest parts of the state’s economy.

The state has the largest industrial water supply in Asia, with 1 845 dams. It has 20 universities, the largest of any Indian state, 1 004 engineering colleges, and 766 industrial training colleges, including for hotel management.

Mumbai, the state capital, houses the headquarters of almost all major banks, financial institutions, insurance companies and mutual funds. It is ranked 10th in India by the World Bank for ease of doing business.

According to the Asia Pacific 2016 Wealth Report, Mumbai was the 12th top Asia Pacific city for the ultra–rich (defined as individuals with assets worth US$1 million or more). Mumbai was ranked eighth for those with net assets worth US$10 million or more, with 2 690 super rich.

Maharashtra has potential as a destination for Tasmanian premium food and beverages, VET and higher education, tourism, and maritime.

Kerala

Kerala, in India’s south west, leads many other Indian states in terms of per capita GDP and economic productivity. It is the single largest originator of education loans for India. A large part of Kerala’s economy is dependent on trade in services and remittances from the more than three million migrants who work abroad, mainly in the Middle East. It is an established tourism destination in India and home to key cities, Thiruvananthapuram and Kochi.

Kerala is one of the leading states in India for renewable energy generation, with nearly 100 per cent of energy generated from hydroelectricity. In contrast to Delhi and Maharashtra, alcohol sales are restricted to government liquor shops and five–star hotels. Hence there are niche opportunities for Tasmanian premium alcoholic beverages.

Kerala has potential as a destination for onshore training delivery, as a destination for Tasmanian premium produce and beverages to the five–star hotel and restaurant sector, cooperation in the maritime transport sector, aquaculture, and in renewable energy.
SECTORS OF FOCUS

**South Asia demand**

Clean energy.

The demand for electricity in India has been growing at a rapid rate and will continue to do so in the future. Massive addition to the installed generating capacity is required in order to meet the demands of a growing economy. Renewable energy contributes about 6.5 per cent of India’s electricity mix and is expected to grow to 12.5 per cent in the next three years on the back of massive government investment initiatives.

The Sri Lankan Government has a sustained focus on the renewable energy segment of its energy mix. Around one-tenth of Sri Lanka’s energy consumption is met by non-conventional renewable sources, including small hydropower projects, wind, small-scale biomass and solar power. By 2034, wind generation is forecast to account for almost 38 per cent of all non-conventional renewable energy capacity, followed by small-scale hydro at around 35 per cent, biomass at almost 15 per cent, and solar power at 12 per cent.

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**Tasmania’s capability**

World leading renewable energy credentials.

Tasmania is home to Australia’s leading renewable energy business. Our experience began in 1914, when the then Hydro-Electric Department was established. Now, with 55 major dams, 30 hydropower stations and some of Australia’s largest windfarms, Tasmania produces around 90 per cent of its energy from sustainable, renewable sources, and contributes more than 50 per cent of Australia’s renewable energy mix. We are a driving force in the commercialisation of wind energy.

Tasmania is already active in both India and Sri Lanka through Entura. The ongoing export of Tasmania’s energy skills and knowledge can be of value to both Tasmania and India and Sri Lanka.

Tasmania’s acknowledged expertise in energy provides a foundation for growth in other professional services, such as irrigation and smart city development.
South Asia demand

Premium food and beverages and agribusiness.

India has identified modernising agricultural practices and technology as a key policy.

As India’s population continues to expand and the middle-class consumer lifestyle gains momentum, Indian consumers are increasingly demanding safe and clean foods. India has an increasing appetite for Australian wines and there are niche opportunities for low volume high value producers. India is the world’s largest consumer market for whisky.

Strong growth in Sri Lanka’s tourism sector will create solid medium-term opportunities for Tasmanian premium food and beverage producers to supply the luxury hotel and resort sector.

Tasmania’s capability

We are Australia’s gourmet island.

Concerns about food safety in an increasingly polluted world have focused attention on Tasmania’s famously clean air, ample supplies of clean water and freedom from many of the outside world’s pests and diseases.

With India’s growing population and strong economic growth, and with strong growth forecasts for Sri Lanka’s tourism sector (especially at the top end), there are increasing opportunities for Tasmania to supply premium-value niche food and beverage products to both markets.

The India–Australia CECA negotiations provide scope to achieve significant liberalisation of tariffs and non-tariff barriers that apply to our key agricultural exports to India.

There are opportunities for Tasmanian companies with agribusiness and aquaculture production and technology experience to participate in India’s food production and distribution system. Tasmanian expertise in providing efficient solutions to maximise returns while producing crops of the highest quality can support the domestic Indian market.
South Asia demand

Skills and training.

India aspires to build a workforce capable of underpinning a modern, competitive economy. By 2020, India is projected to have 25 per cent of the global workforce. The average age of its citizens will be 29 years. The new workforce will need to be adequately skilled and ready to serve the needs of the global labour market. India’s vocational skill demands are diverse, ranging from skills for cottage (micro and small) industry and artisans, to high-end technical skills. Through its Skill India policy, the Indian Government aims to train 400 million people by 2022.

Education and training is one of the most dynamic sectors in India currently. The Indian Government is, for the first time and through the Skill India policy, actively encouraging participation from the private sector and foreign providers.

Sri Lanka’s rapidly growing tourism sector is already creating demand for skilled tourism and hospitality workers.

Furthermore, its extensive coastline and broad marine reserves lead to a need for skills in maritime industries, marine sciences and aquaculture.

Tasmania’s capability

A strong track record of delivering quality education to Indian students.

We are well-placed to support India’s future skill needs in niche areas by delivering Australian vocational education and training qualifications.

Tasmania can play an important role by providing offshore delivery of VET in areas where our competencies complement India and Sri Lanka’s needs.

This is likely to be in niche areas including maritime and agriculture, and in ‘train the trainer’ programs, where Tasmanian capabilities and training are considered global best practice.
South Asia demand

Higher education.

India is already one of the largest and fastest growing education markets in the world.

Education spending ranks second only to outlays on food for the average Indian middle class family. With rising incomes and ongoing economic reforms, the demand for education is expected to continue to grow as increasing numbers of students seek better preparation for employment in India’s new economy, and can afford an overseas education.

Tasmania’s capability

The University of Tasmania ranks among Australia’s finest in teaching and research.

Tasmania has a long history of hosting international students and researchers. Its internationally significant research institutes and centres are drawcards for a community of scientists, researchers and commercialisation experts. Hobart is the most affordable capital city in Australia for international students and Tasmania is among the safest states.

Tasmania will undertake A$113 million investment in education infrastructure – one of the largest education capital programs ever undertaken by an Australian state or territory government.

This will strengthen our appeal as a destination for international students, including from India and Sri Lanka over the long term.
South Asia demand

Advanced manufacturing.

India’s commitment to manufacturing is manifested through the Make in India policy, a major national initiative which focuses on making India a global manufacturing hub. Its objective is to target an increase in manufacturing sector growth to 14 per cent annually over the medium term and grow the share of manufacturing in the economy to 25 per cent of GDP by 2022. The key thrust of the program is to cut down delays in the clearance of manufacturing projects, develop adequate infrastructure, and make it easier for companies to do business in India. Indian manufacturing companies in several sectors are targeting global markets and are becoming formidable global competitors. Many are already amongst the most competitive in their sectors.

In Sri Lanka, the Government’s intention to build the nation as a trading and manufacturing point for the region also provides opportunities, particularly in maritime and shipbuilding.

Tasmania’s capability

We are highly competitive in the advanced manufacturing space informed by the Advanced Manufacturing Action Plan.

India’s shipbuilding industry is a potential source of opportunity for Tasmanian businesses, some of which are already active in the Indian market. Demand is strong in India for transport ferries and maritime defence–related manufacturing. Although the cost of manufacturing is higher than in India, Tasmania can provide a competitive edge with niche expertise in advanced manufacturing technologies.
South Asia demand

Mineral Resources.

India today is at the beginning of a process that China went through over the last 20 years of building up a huge stock of infrastructure, residential and commercial real-estate, and infrastructure investments to support the growing economy.

Going forward, India will need to find resources on global markets to meet the huge gap between domestic production and what will be required to support growth projections over the medium to long term.

Tasmania’s capability

We are one of the most highly and diversely mineralised areas in the world, supporting an active and growing mining sector, with a well-established history of mineral processing. Our stable and transparent regulatory framework for exploration and mining is of strong appeal to international investors, as is the close proximity of mineral deposits in the state to efficient export, electricity and water infrastructure.

Tasmania already has a strong connection with India in this sector. Tasmania’s mining industry remains a key strategic part of the economy and the Tasmanian Government is committed to helping drive new investment, economic growth, and job creation. The Tasmanian Government will continue to work actively with Vedanta and other Indian investors to support engagement with India.
Tourism.

India is one of the world’s fastest growing outbound travel markets, with the United Nations World Tourism Organisation predicting 50 million outbound travellers by 2020.

For the Indian tourist, Australia ranks higher than most other destinations for having beautiful natural environments, good food and wine, and clean cities with good infrastructure. These are all key attractions for Tasmania.

Victoria receives nearly 70 per cent of Australia’s international student enrolments from Sri Lanka (3,600 in 2015) and over 40 per cent of enrolments from India (20,500 in 2015). Tasmania is increasingly attractive to this student cohort as a destination for side trips with visiting friends and family.

South Asia demand

Tasmania’s capability

Tasmania’s visitor economy is world-class, supported by historic sites, spectacular landscapes, bustling markets, award-winning restaurants, and scenic wineries and world-class creative and cultural sector.

Tasmania is well served by sea and air links to Australia’s biggest cities. The sector is supported by Tourism 21, which is a partnership between the Tasmanian Government and the Tasmanian tourism and hospitality industry, and articulated through the Tasmanian Visitor Economy Strategy 2015–2020, which has a target to grow annual visitor numbers to Tasmania to 1.5 million by 2020.

There is an opportunity to grow Indian and Sri Lankan tourism to Tasmania, particularly in niche opportunities that trade off our premium offerings. This includes as a destination for honeymoon travel and premium market travel packages, and food and wine tourism, as well as the visiting friends and relatives market associated with international education.
**South Asia demand**

India has had an active Antarctic program for 35 years and has made a strong contribution to Antarctic science and research. It has two Antarctic Stations: Maitri and Bharati. Due to the location of its stations, India primarily uses Cape Town, South Africa, as a hub for air and sea Antarctic operations.

**Tasmania’s capability**

We have a world-class capability for supporting logistical operations and science in Eastern Antarctica.

At the national level, Australia maintains relationships with India through the Council of Managers of National Antarctic Programs (COMNAP). There is appetite from Australia and India to increase scientific cooperation. Tasmania, through the Institute for Marine and Antarctic Studies (IMAS) at the University of Tasmania, is a global leader in Antarctic and Southern Ocean science.
## CHALLENGES

<table>
<thead>
<tr>
<th>Risk</th>
<th>Nature</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Awareness</td>
<td>Low recognition of Tasmania in India and Sri Lanka. Conversely, low awareness of South Asian business culture in the broader Tasmanian business community.</td>
<td>Can lead to missed opportunities for enhancing trade and growth on both sides. Increases the need for the Tasmanian Government to support brand building over the long term through leveraging cricket connections, people-to-people links, public diplomacy and trade missions.</td>
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<tr>
<td>Doing business</td>
<td>India and Sri Lanka rank relatively low in World Bank rankings for ease of doing business.</td>
<td>Increased need for trust-building and a measured and long-term approach to market entry supported by an appropriate resource commitment.</td>
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<tr>
<td>Regulatory</td>
<td>Regulatory environments and governance standards differ across states. Some markets have restricted access, and are subject to very high tariffs/taxes.</td>
<td>Long-term regulatory improvements are essential. Increases the need for engagement with India through highly targeted cooperation into niche areas, where we have a level of competition based on our competitive advantages.</td>
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<tr>
<td>Complexity</td>
<td>Variety of culture, languages and states, large rural-urban divide, and multiple legal and administrative systems.</td>
<td>Will need to understand the complexity and target appropriate sectors/markets with a longer-term view.</td>
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<tr>
<td>Connectivity</td>
<td>No direct air links.</td>
<td>Need for leveraging the Hobart airport runway extension, once completed, for greater connectivity to international aviation hubs.</td>
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<td>Migration policy</td>
<td>Australian Government visa rules for students can have a major influence on student recruitment.</td>
<td>Maintain engagement with the Australian Government to advocate on behalf of our education institutions.</td>
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KEY GROWTH OBJECTIVES AND NEW ACTIONS

Key objectives

Based on research on the growing opportunities in the Indian and Sri Lankan markets, our assessment of Tasmania’s comparative advantages and value proposition in these markets and our consideration of the strengths and challenges in the relationships.

The strategy has the following key objectives.

• Build on existing relationships and enhance partnerships in key markets: New Delhi, Mumbai and Kerala in India, and Colombo in Sri Lanka.

• Support our education and training sector to meet rising demand for high-quality education and training through both onshore and offshore delivery, including through implementing a Tasmanian International Engagement Strategy (forthcoming).

• Help India and Sri Lanka meet energy supply challenges through facilitating and supporting the export of Tasmania’s energy expertise.

• Enhance awareness of Tasmania’s reputation as a producer of premium food and beverage and support exporters to build and expand their market offering to the premium segment.

• Strengthen exports of Tasmanian resources to India through working with existing and potential investors to drive investment and strengthen the competitive position of the sector.

• Continue to support the growth of tourism through promotional activities in India and Sri Lanka and continue to work with the Tasmanian tourism industry to implement the actions of the T21 Tourism Strategy, particularly in the area of transport connectivity.

• Implement initiatives through the Population Growth Strategy to encourage Indians and Sri Lankans to settle in Tasmania through business, entrepreneur and investment migration.

• Drive engagement through cultural exchange in the areas of sport, education and creative and cultural industries.
New actions

Our focus is to align the resources and efforts of government and the business community through cohesive actions that aim to enable increased and meaningful engagement by business and the broader community.

While commercial customers will be pursued, the focus of the key actions is to build an environment that enables strong commercial partnerships in the long term as South Asia and Tasmania develops.

1. Implement a coordinated program of targeted missions to India and Sri Lanka by the Premier and Tasmanian Government Ministers to conduct government, sectoral and company-specific advocacy and, where possible, accompanied by business delegations. This will strengthen relations with counterparts involved in international trade and reinforce the state’s preparedness to welcome greater engagement.

2. Encourage more frequent visits to Tasmania by ministers, business delegations and scientific and cultural institutions from India and Sri Lanka through targeted engagement with the diplomatic missions of both countries.

3. Facilitate networking and collaboration between Tasmanian and South Asian business institutions through the New Market Expansion Program (NMEP), workshops, and through encouraging and supporting inbound delegations.

4. Support the establishment of Tasmania-South Asia business alliance. This will enhance strategic awareness of opportunities in India and Sri Lanka, create business ‘champions’ for expanding the relationships, and complement existing activities undertaken by government and key industry stakeholders.

5. Work with the University of Tasmania, TasTAFE and other education providers to support a network of Tasmanian alumni in India and Sri Lanka. This will strengthen people-to-people links and allow Tasmania to tap into the resources and local knowledge of a pool of highly-educated people who are familiar with and well-disposed towards Tasmania.

6. Engage market-relevant brand ambassadors as partners to enhance awareness and appreciation of Tasmania in India and Sri Lanka.

7. Support sporting and educational exchanges to develop mutual understanding and respect between Tasmanian and South Asian youth.

8. Showcase through cultural exchange, film and the arts the contribution and success of South Asians who have migrated to Tasmania.

9. Support partnerships and a consortia approach for Tasmanian training and education providers in developing the India market and Asian markets more broadly.

10. Update and promote the Tasmanian Whisky Trail website in India and Sri Lanka.

11. Develop specialised competence within the Department of State Growth through recruitment of an India specialist skilled migration advisor to advise agents, individuals and students on migration pathways to Tasmania.

12. Consider sister-state relationships once government, business and people-to-people relationships have been more fully developed.
Tasmania proudly supports manufacturing and our state has a long history of manufacturing innovation and achievement.

Tasmania’s advanced manufacturing industries in general have focused on the fields of marine manufacturing and mining equipment. With its long tradition of boat building the sector comprises an extensive group of companies servicing the maritime sector. These companies offer a range of services including manufacturing, engineering, logistics, training, clothing, safety equipment and shipping for both the commercial and military markets.

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.

The Advanced Manufacturing sector includes globally renowned companies such as Incat, Elphinstone (Aust) Group and Caterpillar, as well as many other key manufacturers, each supported by a strategic and local supply chain.

Incat is an aluminium 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.

Caterpillar is a global-scale specialised mining machinery manufacturer located at Burnie. A number of other advanced 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, Elphinstone Pty Ltd, as part of the broader Elphinstone (Aust) Group, produces a range of trucks used for the above-ground movement of materials over long haulage in the resource sector. The Elphinstone product range is the culmination of 20 years’ research into the haulage industry and the requirements of long distance bulk haulage vehicles. The Elphinstone 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. It has also recently acquired Specialised Vehicle Solutions into the company group, which adds a further suite of underground service vehicles in the ten and twenty tonne range models, ensuring the company has a strong market position in the global mining equipment sector.
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.

The Tasmanian Government recognises the significance of the advanced manufacturing sector in the Tasmanian economy, and its future potential. To grow and support the sector the Government, through broad industry consultation, has developed a five–year Tasmanian Advanced Manufacturing Action Plan. This has seen the opening of a new Tasmanian Manufacturing Centre for Excellence – an industry–led initiative focused on innovation, research, collaboration and continuous improvement for the sector.

Tasmania’s defence manufacturing industry is active in defence support and contracting, predominantly international rather than national defence forces, through the Fair Share of Defence Spend Strategy and through an already active element of the Tasmanian manufacturing industry, there is significant effort towards increasing exposure to defence contracts.

In February 2016 the Australian Government released the ten–year Defence Capability Plan.

In March 2016 the Tasmanian Government released the Our Fair Share of Defence strategy, which sets out 15 key actions against four key initiatives to increase our share of defence spending.

The Australian Maritime College which supports the training for the Pacific Patrol Boat Program and the Defence Science and the Technology Organisation’s nutrition research facility at Scottsdale are the two most visible defence focused organisations in Tasmania.

With a skilled workforce, extensive marine and maritime industrial base and innovative capability, Tasmania is well–placed to have a greater role in delivering products and services to defence forces. In fact, Tasmanian shipbuilding and repair services businesses represent 5.1 per cent of the total defence industry in Australia.
With ideal growing conditions, affordable land, relative freedom from disease and pests, abundant water resources and strong research and development capability, it is no wonder that Tasmania has a world-class agricultural reputation.

Tasmania’s agriculture and aquaculture sectors are highly diversified and include:

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

Tasmania’s seafood sector is the most valuable seafood industry in Australia. Annually, the total gross is worth over $825 million and the total processed value is worth over $1.076 billion.

Aquaculture, principally salmonids (Atlantic salmon and ocean trout) and edible oysters, account for 79 per cent of the value of Tasmanian seafood. Wild capture fisheries account for the remaining 21 per cent of production.

The marine farming of salmonids commenced in Tasmania in the mid-1980s and has since expanded to become a major industry. The Tasmanian salmonid industry’s competitive advantage derives from production efficiencies and proximity to its key domestic markets. The industry also benefits from pristine water with temperatures that are perfect for growing top quality salmon, free from major salmon diseases.

Tasmania also has a thriving food production sector. The estimated value of the processed and packed sector in 2014–201 was $3.9 billion. This 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.

Much of Tasmania’s food production is marketed as fresh, premium products – see Premium Food and Beverage for more detail.

Tasmania has invested heavily in research and development programs (R&D) designed to improve productivity, safe food production and address social and natural resource management issues.

Strong research and development partnerships exist between industry, university and government, and the following are a few examples of Tasmania’s R&D capacity.

- The Tasmanian Institute of Agriculture (TIA), which focuses on research, development and extension in the vegetable, fruit and allied industries.
- The Dairy Centre partnership between the State Government and TIA which provides research services and support to the dairy industry.
- A cluster of research entities that support the development and profitability of the aquaculture industry. These include the Commonwealth Scientific and Industrial Research Organisation’s (CSIRO) Marine and Atmospheric Research (CMAR) Division, the Institute for Marine and Antarctic Studies (IMAS), the Department of Primary Industries, Parks, Water and Environment’s Animal Health Laboratories and the National Centre for Marine Conservation and Resource Sustainability.
Tasmania’s has several advantages in agriculture and aquaculture.

- A temperate climate, distinct seasons, reliable rainfall, clean air and rich, fertile soils which provides ideal growing conditions for a diverse range of produce. There is also a lower risk of extreme weather events such as heat waves and hail storms that affect other key agricultural regions.

- Strong brand – consumers, especially those buying higher–value products, are increasingly concerned with quality, provenance, environmental sustainability and ethical production practices. Tasmania is well regarded for its ability to provide high–quality products that meet all of these consumer requirements.

- High biosecurity – as an island, Tasmania has a clear biosecurity advantage. It’s the only Australian state free from fruit fly, potato cyst nematode, tobacco blue mould, and other major pests and diseases.

- GMO free – the Tasmanian Government has placed a moratorium on genetically modified crops. Hormones and antibiotics are not used to promote growth in livestock.

- Infrastructure support with major irrigation projects to efficiently and sustainably utilise our significant water resources. Recent large–scale irrigation projects have increased cropping land and protects farmers from drought. This also opens the way for diversification of farm activities in drier regions.

- Strong trade with proven domestic and international markets – 78 per cent of Tasmania’s production is sold interstate or overseas, with Tasmania exporting its food and beverage products to over 30 countries.

- Innovation – Tasmania’s producers take pride in being at the cutting–edge of production methods, packaging and marketing. The Tasmanian aquaculture industry is highly innovative. It has developed world leading technology, farming practices and processing systems to achieve premium products.
Globally, a number of other international ports provide Antarctic gateways, but only Hobart offers the following advantages.

- 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.

Tasmania, as a whole, is a hub of expertise in Antarctic, sub-Antarctic and Southern Ocean science, research, education and logistics. It contains 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’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 providoring, 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 possesses warehousing, and provides aviation services, for Antarctic expeditioners. The city is the headquarters of Australia’s Antarctic program and is home to the French Antarctic program (Institut Polaire Française Paul-Emile Victor).

The Tasmanian Antarctic sector is 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 sector’s businesses and organisations.

The Tasmanian Polar Network is a unique network comprising more than 50 organisations delivering specialised products and services.

These include businesses with expertise in scientific instrumentation, outfitting ships, food (fresh produce), medical evacuation assistance, tailored technical and mechanical products, clothing, food sterilisation, waste management, ship chandlery, marine engineering and much more.

The Tasmanian Government has entered into a number of cooperation agreements with international Antarctic programs using Hobart as a gateway for their activities.

The Tasmanian Government is working to increase such arrangements with other nations operating in East Antarctica.
The Tasmanian Government is committed to leveraging opportunities to create an innovative, sustainable and vibrant digital industry in the following ways.

• Assisting the Information and Communication Technologies (ICT) industry to compete globally and exploit development opportunities from digital applications, technologies and services.

• Implementing programs to build local ICT workforce capacity.

• Investing in enabling digital infrastructure and facilitating this investment opportunity.

• 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.

Tasmania has a significant track record in key digital sectors.

• 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.

• A burgeoning digital media production sector with companies such as Blue Rocket Productions, Roar Films, Secret Lab, Savage Interactive and Biteable.

• eHealth and elearning – Tasmania’s small size provides a contained and representative population for field testing.

• 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 the Sense-T program where innovative and extensive research projects use applied sensor technology and data science to solve practical problems.
INTERNATIONAL EDUCATION

Tasmania provides an exceptional education experience for international students through:

- our high-quality education providers,
- friendly and welcoming communities,
- a very high degree of personal safety,
- scenic natural environment,
- international transport linkages,
- state sponsorship for international students who have completed study at a Tasmanian tertiary or vocational institution.

For over 40 years, we have been the destination of choice for international students from countries in Asia, Europe and North and South America. Tasmania has all the ingredients to help international students accomplish their goals and achieve their very best. Students from India are Tasmania’s second largest source of international enrolments.

Tasmania has 17 registered providers of international education and this number is growing with new providers coming to the state and existing providers entering the international market. The Tasmanian Government works actively with Tasmanian businesses to support pathways to employment for international students.

The University of Tasmania (UTAS) is the sole provider of university tertiary education and represents over 70 per cent of total international enrolments for the state. The University of Tasmania ranks among Australia’s finest in teaching and research and has a long history of hosting international students and researchers. Its internationally significant research institutes and centres are drawcards for a community of scientists, researchers and commercialisation experts.

Its reputation for excellence in research and teaching is supported by four specialist institutes:

- the Australian Maritime College (AMC),
- the Institute for Marine and Antarctic Studies (IMAS),
- the Menzies Research Institute Tasmania,
- plus the jointly Tasmanian Government and University funded Tasmanian Institute of Agriculture.

To maintain this position and support further growth, the University is seeking to welcome more international student enrolments over the coming years.

In addition to the university, there are high-quality Vocational Education and Training (VET) institutions, Government and independent schools and English language providers.
International students in Tasmania enjoy a range of advantages.

- 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.
- A community that values the wealth of cultural diversity that international students bring to our campuses and communities, and that is renowned for being friendly and helpful.

Tasmania welcomes and encourages our international students to remain in the State after their graduation through supporting them with State sponsorship for migration.

We recognise that graduate international students have shown themselves to be innovators in business, are a source of skilled labour, and contribute to the diversity of the Tasmanian economy.

They help to create linkages with Tasmania’s overseas markets and can be important enablers for diversity in our economy and opening up new avenues of international engagement.
LIFESTYLE

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.

Tasmania’s liveability is a drawcard for people who want to live, work, study and visit here. Tasmania has much to offer.

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, as well as its smaller regional cities of Launceston, Burnie and Devonport, offer an enviable lifestyle, and a range of advantages.

- 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 Areaa 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.
- 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.
- 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, Festivale and the Wooden Boat Festival.
- Inspiring scenery and island life have created a culture of innovation. Tasmanians have been responsible for a diverse range of innovations, inventions and scientific advances and there is a burgeoning start-up community.
MINING AND MINERAL PROCESSING

As one of the most mineralised places on the planet, Tasmania has remarkable geological diversity and an abundance of rich and high-grade mineral deposits that are easily accessible and close to transport and infrastructure.

Consequently, the state has a long history of prosperous mining industries that have yielded rich mineral wealth. Major commodities extracted in Tasmania include zinc, copper, gold, lead, silver, tin, coal, and ultra-high purity silica flour.

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

Many untapped opportunities remain for exploration, extraction and downstream processing of Tasmania’s mineral resources, and supportive legislation is in place for both exploration and development.

Tasmania’s advantages in mining and mineral processing:

- 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.
- Industry support – the Tasmanian Government’s mineral resources division (Mineral Resources Tasmania) provides a single point of contact for approvals and exploration activities in Tasmania.
- An integrated geological and mineral exploration information system (TIGER) is available through Mineral Resources Tasmania.
- 3D modelling – the existing 3D geological model of Tasmania is being updated and is providing more detailed and better constrained information on the subsurface geology of western Tasmania.
- A recently announced four year, $1.4 million geoscience initiative will provide new geophysical and geological data to the new data and ideas to underpin the next generation of mineral exploration and discoveries in Tasmania.
- Research and development – the Australian Research Council Centre of Excellence in Ore Deposits (CODES) is based at the University of Tasmania and is widely regarded as a global leader in ore deposit research and teaching.
- Legislation – designed to facilitate investment and ensure transparent approval processes.
Tasmanians breathe some of the world’s cleanest air and can enjoy rainwater of extraordinary purity. Unpolluted coastal seas and rich, fertile soils enables them to produce the finest foods.

More than a quarter of the total land area of 68 300 sqkm (about the same size as the Republic of Ireland) is committed to food production, while a 3 200 km coastline is ideal for catching or growing excellent seafood.

Consequently, Tasmania is famous for its gourmet foods and premium beverages, having built a reputation over recent decades as Australia’s gourmet Island.

Tasmania’s range of produce is highly diversified.

**Fruit** – Cherries are a major export crop and apple varieties include royal gala, red and golden delicious, and red and striped Fujis. Pears, apricots, and a range of berries are also grown.

**Vegetables** – Tasmanians grow about 25 per cent of Australian vegetable exports. The main crops are potatoes, onions and carrots, but farm businesses are versatile and increasingly diversified. Barley, wheat and oats are the most important grains. New crops include buckwheat, wasabi and ginseng. Tasmanians have found new ways to add value to locally grown wasabi and other products.

**Seafood** – Tasmania is famous for its fine seafood, earning more income from the sector than any other Australian State. Key marine harvested and wild caught species include: Atlantic salmon and ocean trout, oysters, mussels, abalone, scallops and rock lobster. Wild stocks are fished sustainably and protected by quotas when necessary. The aquaculture industry has developed world leading aquaculture handling methods and sophisticated quality assurance and transport systems.

**Dairy** – The dairy industry flourishes because of reliable rainfall, excellent pasture, quality livestock and human creativity. Tasmanians can supply a full range of dairy products, including more than 100 varieties of gourmet cheese that dominate Australian dairy awards. Milk powders and formulas are among the safest in the world.

**Tasmania’s beverages.**

Tasmanians are blessed with the world’s cleanest rainwater which they bottle and sell to the world. This wonderful water is the base for an array of fine beverages that have won many international awards.

**Wine** – Tasmania produces the finest sparkling wine in the southern hemisphere. It is Australia’s oldest productive wine region and is unrivalled for the quality of its cool-climate wines, most notably sparkling wine and pinot noir; Chardonnay and riesling are the most widely planted white varieties and a Tasmanian chardonnay by Josef Chromy has won a world best award.

**Whisky** – Tasmanian distilleries are recognised globally with awards for the world’s best whisky in London and top prizes at the Chicago world whisky awards. Numerous local drops have also been given liquid gold awards and cited in Jim Murray’s Whisky Bible, putting them in the top two per cent in the world.

**Other spirits** – Tasmanian distillers also produce gin, rum, liqueurs. A vodka by 666 Pure Tasmanian Vodka has recently won a best-in-show award at an international event in the United States.

**Beer** – World-class hops, excellent local barley and pure water have encouraged Tasmanians to practise and constantly improve the art of brewing beer. Cascade and James Boag & Sons are the two major breweries and there are many boutique producers. Local brewers are well positioned in Australia’s premium beer market with James Boag & Sons the most-awarded beer in Australian brewing history.

**Ciders and fruit drinks** – Once known for its exports of fresh apples, Tasmania is now noted for its ciders of excellent quality, including organic ciders and pear ciders. Cascade is a large-scale producer and many boutique businesses have emerged in recent years. Tasmanian producers also produce quality fruit cordials, juices, soft drinks and mixers.
Tasmania is a world leader in renewable energy. Around 90 per cent of Tasmania’s energy is derived on–island from clean, renewable sources such as hydro and wind energy.

Irrigation development is critical to achieving the Government’s vision of growing the farm gate value of Tasmania’s agricultural industries to $10 billion a year by 2050.

Hydro Tasmania is one of Australia’s leading renewable energy businesses. It is Australia’s largest producer of renewable energy and largest water manager, with an annual average of 15 364 gigalitres of water flowing through its power stations. It has over 100 years’ experience of creating energy and maintaining power and water assets.

Hydro Tasmania’s consulting business Entura is one of the world’s most experienced specialist power and water consulting firms. Entura’s services support governments, funding agencies and corporate clients across the Asia–Pacific region and Africa from offices in Australia, India and South Africa.
Tasmania is home to a vibrant and diverse science and research community. The capital city Hobart has the highest concentration of research institutions per capita of any city in Australia.

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.

Tasmanian scientists and research institutions are among the world’s leaders in delivering results from agriculture, aquaculture and population health research, as well as climate science and Southern Ocean and Antarctic studies.

Other disciplines in which Tasmania excels include marine sciences, ICT, oceanography, system modelling, biological (including biodiversity and plant) sciences, food safety / microbiology, radio astronomy, population genetics, maritime engineering, veterinary sciences, fisheries and chemical, physical and earth sciences.

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),
• 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. Most notably these include the Integrated Marine Observing System (IMOS) and Antarctic Climate and Ecosystem Cooperative Research Centre (ACE CRC).

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 horticulture, analytical chemistry, and oceanography.

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, along with IMOS and the ACE CRC.

Tasmanian science and research provides tangible on-flow benefits for many Tasmanian-based industries. These include aquaculture, agriculture, forestry, mining and biomedicine, as well as various service-based initiatives. The direct economic benefits amount to around $185 million/annum.

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

The Tasmanian public science research sector is characterised by a highly educated, highly skilled, internationally mobile workforce. It attracts talented students to postgraduate programs and trains and employs skilled technicians, while employing research scientists and engineers at all career levels.

Visiting scientists, researchers and students collaborate with, and learn from, Tasmanian research organisations. These visitors provide a rich source of learning and knowledge, as well as an avenue for promoting Tasmania’s science research standing to the rest of the world.
A world-leading destination of choice, Tasmania is blessed with unspoilt locations, gourmet food and wine, iconic heritage experiences and a distinctly seasonal climate.

Our tourism industry has successfully leveraged our natural island advantages, our small population and our history to create unique and luxury experiences for international visitors from luxury getaways to family vacations.

Tasmania’s population is 516,000 (2015) with nearly half the population in Hobart. Tasmania is 240km across Bass Strait from Australia. The next stop south is Antarctica, 2000 km away.

Tasmania’s popularity as a tourist destination continues to rise. In 2015 we welcomed over 1.15 million people, a record number of visitors to Tasmania. An increasing number of international visitors are making Tasmania their destination of choice and experiencing firsthand all of the distinctive qualities Tasmania is renowned for.

Crossing Bass Strait to Tasmania is easy. There are more direct flights departing major cities today than ever before.Tasmania is easily accessible by air and sea from Australia’s larger cities. All major Australian airlines fly to Tasmania and the two Spirit of Tasmania ferries offer regular sea access between Devonport and Melbourne. Hobart is also a popular port of call for International Cruise Ships.

Tasmania is considered a safe destination - it has small, safe cities with a clean, healthy and welcoming environment.

Tasmania offers visitors from India and Sri Lanka.

- Encircled by the Southern Ocean, Tasman Sea and Bass Strait, Tasmanians breathe clean air and make the most of pure water and fertile soils.
- The island has a cool temperate climate and four distinct seasons – particularly good conditions for the production of sparkling wine.
- Tasmania is a food lover’s nirvana. The island’s clean air, unpolluted water and rich soils help produce cheese and dairy products, mouth-watering seafood, beef, premium and boutique beers, fine wines, specialty honey, mineral waters, delicious chocolates, fresh fruits and vegetables.
- In Tassie everything’s close. It’s possible to don waders and shuck oysters fresh from the ocean then head to a local vineyard for a glass of pinot all in the space of a few hours.
- We’ve got a good appreciation of whisky here too! In fact Tasmania’s Sullivans Cove won the World’s Best Single Malt Whisky with their French Oak Cask at the World Whisky Awards.
- Tasmania is home to the much-loved “Tassie Devil”. In 2008 the devil was declared to be endangered with a facial tumour disease threatening the survival of the species. Breeding and isolation programs have been relatively successful ensuring a future for the cute and feisty mammals.
- MONA, arguably one of the most controversial private collections of modern art and antiquities in the world, is located in Hobart and is described by its owner, David Walsh, as a ‘subversive adult Disneyland’.
- The Tasmanian Wilderness World Heritage Area covers 1.38 million hectares, and more than 40 per cent of Tasmania is made up of World Heritage Area, national parks, conservation areas and reserves – a refuge and habitat for rare plants and animals, including survivors of the ancient southern super continent, Gondwana.
- There are more than 2000 km of walking tracks and 19 national parks on the island: Ben Lomond, Cradle Mountain Lake St Clair, Douglas-Apsley, Freycinet, Hartz Mountains, Kent Group, Maria Island, Mole Creek Karst, Mt Field, Mt William, Narawntapu, Rocky Cape, Savage River, South Bruny, Southwest, Strezlecki (Flinders Island), Tasman, Walls of Jerusalem, Franklin-Gordon Wild Rivers.
- Our heritage industries are forestry and agriculture, mining, and seafood, with newer industries such as specialist food crops, tourism, and specialist boat and ferry building.
Tasmania is award winning

- If you haven’t heard already, Lonely Planet told the world Tasmania is ‘ripe for the picking’, naming it one of the ‘Top 10 Regions in the World to visit in 2015’ (Lonely Planet’s annual publication – Best in Travel 2015).
- Forbes Life echoed that, also naming Tasmania in the 10 coolest places to visit in 2015. Tasmania’s located south of the Australian mainland, separated by Bass Strait. Next stop is Antarctica!
- Saffire-Freycinet – a luxury lodge on Tassie’s East Coast – also picked up the best boutique hotel in the world, at the World Boutique Hotel Awards last year.
- Pumphouse Point was awarded best regional hotel by Gourmet Traveller in 2015 and Barnbougle Dunes was named Best Australian Golf Course by Luxury Travel in 2014.

CONTACT DETAILS

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.

**Office of the Coordinator-General**

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The Department of State Growth’s Trade and International Relations division supports Tasmanian business, industry and population to grow through international engagement.

The department works to leverage Tasmania’s competitive strengths to grow the state’s core industries (including agriculture, aquaculture, forestry, mining, energy and tourism), while being open to new opportunities.

**Department of State Growth**

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