

# Interim Trade Action Plan

June to December 2020

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# Introduction

The COVID-19 pandemic has resulted in both restrictions and uncertainty and we are likely to experience the biggest contraction in national output and income that we have witnessed since the 1930s<sup>1</sup>. Global supply chains have been disrupted and it is not clear how long the crisis will last, nor what lies on the other side.

With growth in the Tasmanian economy ever-increasingly determined by the global marketplace, we are not immune to external shocks. As our state currently adapts to the impacts, trade will remain, as it always has, a key driver of jobs, innovation, and growth in the economy. Supporting and growing trade will underwrite our economic recovery and unlock our capacity to position ourselves for prosperity in still uncertain post-pandemic market conditions.

This Interim Trade Action Plan (ITAP) is the Tasmanian Government's commitment to near-term clarity for Tasmanian businesses on the specific trade initiatives that are available to them as the state maintains, reclaims and grows our position in the national and international marketplace.

The commitment is one of continued collaboration across government with partners in three main areas:

1. Tasmanian peak industry bodies and businesses large and small to tell a reinforced and unified Tasmanian brand story that will bring more value to and sustain and build demand for Tasmanian products and services.
2. Vital trading partners to ensure paths to market remain open for Tasmanian businesses and that trade continues to flow.
3. Tasmanian exporters to help them understand what has changed, what has not, and to empower them to collaborate, expand their presence and trade in the new world.

Underpinned by four priorities identified in the Tasmanian Trade Strategy 2019 - 2025, 40 near-term actions are proposed through the ITAP to enhance support for Tasmanian exporters to be the driver of their own destinies as they reconfigure their models to capitalise on their potential in the current climate.

The Tasmanian Government can and does support opportunities for diversification. We are looking at how our broad and focused markets of engagement will rebound after coronavirus.

To ensure that Tasmania's trade actions continue to be aligned with changing market and demand conditions, a series of virtual trade roundtables will be rolled out over the next six months. This dialogue, as well as the proposed actions contained herein, will inform the direction of the second Annual Action Plan to be launched in January 2021.

**Disclaimer: This Interim Trade Action Plan states our intentions for the next six months if there is no second wave of COVID-19 or changes in government policy.**

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<sup>1</sup> *An Economic and Fiscal Update*, Reserve Bank of Australia, 21 April 2020, <https://www.rba.gov.au/speeches/2020/sp-gov-2020-04-21.html>

## Priority 1:

### Building trade in key sectors

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Tasmania exhibits global competitive strengths across a range of diverse sectors, each of which has unique attributes and is supported by its own specialised unit within the Tasmanian Government.

<b>Advanced manufacturing</b>	1. Develop a renewed Advanced Manufacturing Action Plan
<b>Food and agribusiness</b>	2. Develop and facilitate a post-COVID Seafood Industry Trade Action Plan. 3. Commence development of a post-COVID Salmon Industry Trade Action Plan. 4. Commence development of a post-COVID Horticulture Industry Trade Action Plan. 5. Commence development of a post-COVID Red Meat Trade Action Plan. 6. Commence development of a post-COVID Beverage Industry Trade Action Plan 7. Commence development of a post-COVID Wine Industry Trade Action Plan. 8. Commence a domestic food and beverage market engagement program.
<b>International education</b>	9. Provide and facilitate student welfare to support international students during COVID-19. 10. Work with education providers and industry to assist and facilitate the development of a post-COVID mechanism for incoming international students. 11. Deliver and participate in virtual events to promote brand awareness in key markets and support international education recovery.
<b>Resources and energy</b>	12. Managing a \$2 million mineral Exploration Drilling Grant initiative to encourage current, new and emerging explorers to expand operations in Tasmania. 13. Seek industry's views on the Tasmanian Renewable Energy Action Plan (TREAP) and implement the TREAP in 2020. 14. Implement the Tasmanian Renewable Hydrogen Industry Development Funding Program. 15. Work with Government Energy Businesses to develop a new major load growth attraction strategy for Tasmania. 16. Explore options with regard to the expansion of the bioenergy sector in Tasmania. 17. Commence development of a post-COVID Forest Industry Trade Action Plan.
<b>Science and technology</b>	18. Commence development of a post-COVID digital infrastructure and science research infrastructure investment plan. 19. Commence development of a world leading international Antarctic Gateway access strategy for the 2020-21 season.
<b>Tourism</b>	20. Develop intrastate and interstate tourism campaigns as well as an international campaign with New Zealand. 21. Maintain in-market presence. 22. Engage with local, domestic and international travel trade partners. 23. Develop partnerships with core partners including Access Partners, Tourism Australia and travel trade partners.

## Priority 2:

### Showcase Tasmania in priority markets

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There are strong benefits to be realised in focusing and leveraging a coherent and consistent Tasmanian brand story across a balance of markets where this brings more value for Tasmanian goods and services.

24. Promote a strong Tasmanian brand narrative for national and international partners through launching a Tasmanian showcase website and virtual reality portal.
25. Launch a trade marketing campaign domestically and internationally.
26. Develop and launch a Tasmanian maritime brand campaign and prospectus.
27. Continue to scope a Tasmanian traceability portal with industry and Brand Tasmania, which allows businesses to tell their stories and prove the provenance of their high-value Tasmanian products.
28. Reimagine and launch the Tasmanian Export Awards to celebrate and recognise business success.
29. Examine and plan near and medium term opportunities for international trade and investment missions.
30. Promote and manage the Buy Something Tasmanian website and social media to enable businesses to sell their products locally and build their e-commerce capacity and online brand presence.

## Priority 3:

### Supporting trade logistics and market access

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Access to markets is critical to export success and competitiveness.

31. Commence development of the Asian Market Engagement Plan.
32. Commence recruitment for three new business development managers located in Malaysia, Japan and the United States of America.
33. Support and advance the business case for the southbound extension of the Tasmanian Freight Equalization Scheme.
34. Work with Australian Government agencies, including the Department of Foreign Affairs and Trade, the Department of Agriculture and Water and Austrade, to facilitate freight and market access.



## Priority 4:

# Building export capability of Tasmanian businesses

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We have a clear commitment to build the skills and capabilities of new and existing Tasmanian trading businesses to foster an innovative, productive, resilient and competitive business community.

36. Deliver a TradeStart in Tasmania Postcard webinar series to provide market intelligence on India and Sri Lanka, Malaysia, Philippines, Vietnam, New Zealand and Thailand.
37. Partner with industry bodies, trade experts and valued partners to co-deliver additional webinars on introduction to export, marketing and branding, freight and logistics, and market entry.
38. Launch an online Trade and Export Toolkit.
39. Relaunch the Accelerating Trade Grant Program with revised guidelines to include digital opportunities.
40. Launch a Trade Cluster Program.
41. Release the 2019-20 Trade Scorecard.





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