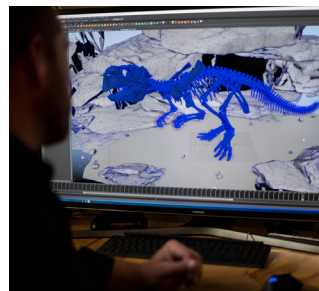


Tasmanian Trade Action Plan 2022–23



Introduction

As we continue to navigate the global trading environment with rising geopolitical tensions and feel the continued impacts of COVID-19 disruptions to freight and supply chain logistics, we are here to help Tasmanian businesses maintain, grow and diversify their trade in the Australian and international marketplace.

Our exporting businesses have shown resilience, perseverance and innovation resulting in Tasmania's export economy continuing to grow despite the headwinds. However, we understand that complacency is not the Tasmanian way.

The Tasmanian Government has developed a pathway forward to support businesses and amplify trade relations, as borders re-open and we enter a hyper-competitive global marketplace.

This *Tasmanian Trade Action Plan 2022–23* outlines the Tasmanian Government's ongoing commitment to support Tasmanian businesses to trade and expand their opportunities both nationally and internationally which is underpinned by the *Tasmanian Trade Strategy 2019–2025*.

The Trade and International Relations unit at the Department of State Growth coordinates a whole-of-government approach to supporting trade, in collaboration with businesses, peak industry associations and government bodies.

This includes (but is not limited to) Brand Tasmania, Tourism Tasmania, the Tasmanian departments of Natural Resources and Environment Tasmania (NRET), Treasury and Finance, Premier and Cabinet, the Australian Government Department of Foreign Affairs and Trade (DFAT), Austrade, the Tasmanian Chamber of Commerce and Industry (TCCI), and international business councils.

Collectively we will present a unified Tasmanian brand story, to bring more overall value and to sustain and build demand for Tasmanian products and services. We will support pathways to new and existing markets, build industry collaboration, increase trade diversity, and continue to support economic growth for Tasmania through reaching export trade sales of \$15 billion by 2050.

Trade and International Relations actions

The Trade and International Relations unit at the Department of State Growth encompasses four key functions to support Tasmania's economy:

1. **Trade development** – Build Tasmanian business and industry export capability and access, to strengthen market entry, expansion and diversification.
2. **Trade connections and events** – Connect export-ready Tasmanian businesses with opportunities through Tasmania's international business development network and global programs.
3. **Trade marketing** – Promote Tasmania's competitive trade advantages globally, while building local engagement on Trade Tasmania's activities, services and market updates to empower businesses.
4. **International affairs** – Lead Tasmania's international trade relations and obtain global market intelligence for the state to be globally competitive.

Trade development

Build Tasmanian business and industry export capability and access, to strengthen market entry, expansion and diversification.

1. Provide Tasmanian businesses and associations with regular national and international export advice and support across key trade sectors of food, beverage and agribusiness, defence and advanced manufacturing, international education, resources and energy, antarctic, space, science and technology, and tourism.
2. Partner with Tasmanian associations and business clusters to design, implement and broaden trade programs and initiatives to support market growth and stability against trade shocks.
3. Assist the Tasmanian Export Freight Logistics Advisory Service (TEFLAS) in supporting small-to-medium businesses to optimise their transport operations, connect with transport services and develop new freight channels.
4. Support Brand Tasmania to undertake the development of a Tasmanian trade mark that showcases Tasmania's sustainability credentials to enhance Tasmanian premium product export growth.
5. Deliver the Accelerating Trade Grant Program to support Tasmanian businesses to undertake trade marketing activities to grow interstate and international product awareness and achieve commercial outcomes.
6. Build Tasmanian trade capability through the delivery of an export development program including an event series for Tasmanian businesses in partnership with associations, industry, leading experts and related agencies.
7. Deliver the annual Tasmanian Export Awards program that grows, celebrates and promotes the state's export excellence, aligned to the national award framework.

Trade connections and events

Connect export-ready Tasmanian businesses with opportunities through Tasmania's international business development network and global programs.

1. Create direct connections across Tasmanian businesses and offshore customers in key markets, through the International Business Development Network (IBDN) which consists of three Tasmanian Trade Advocates (Japan, Singapore and the USA) and one Business Development Manager (China).
2. Identify and appoint additional in-market support to grow Tasmania's reach through the IBDN and maximise free trade agreements as they enter into force.
3. Maximise in-market economic/trade development associations with Australian Government partners including Austrade, to build new connections and participate in in-market activities.
4. Lead the development and delivery of targeted trade missions that enhance Tasmania's international relations and export opportunities for Tasmanian businesses across priority and emerging trade sectors.
5. Deliver innovative 'Tasmanian' event experiences at key domestic and international tradeshows, to capture new in-market connections while maintaining brand consistency and state representation.
6. Facilitate priority inbound domestic and international trade visits across key sectors to build connections with Tasmanian businesses and showcase the best the state has to offer.
7. Support Tasmanian businesses in converting in-market opportunities and maintaining connections through a dedicated after-care program following tradeshows, missions and other activities.

Trade marketing

Promote Tasmania's competitive trade advantages globally, while building local engagement on Trade Tasmania's activities, services and market updates to empower businesses.

1. Further develop trade with Tasmania content on the Tasmanian website and virtual reality content and functionality to amplify Tasmania's trade advantages across key sectors.
2. Expand the Tasmanian Trade Directory as an important marketing tool for established exporters to showcase their products to interstate and international buyers, wholesalers, distributors and retailers.
3. Produce regular and engaging content across digital platforms, on upcoming trade activities, services, and market updates that help Tasmanian businesses make informed business decisions.
4. Create innovative marketing programs and collateral for trade events, programs and overseas missions to support Tasmania's brand and highlights the state's trade credentials.
5. Explore collaborative domestic and international marketing opportunities that leverage international expatriates, alumni, and tourism public relations networks to deliver trade outcomes.
6. Support industry stakeholders to access brand development advice through Brand Tasmania and build on the Tasmanian story.

International affairs

Lead Tasmania's international trade relations and obtain global market intelligence for the state to be globally competitive.

1. Emphasise Tasmania's trade advantages through collaborative coordination across government in receiving official and unofficial visits from influential international delegations, including diplomats, high-level government officials and other dignitaries.
2. Actively pursue, analyse and share sound market intelligence with key business leaders, government officials, and Tasmanian businesses for the state to be globally competitive.
3. Partner with international business councils/policy centres to obtain timely advice on rapidly developing market conditions, challenges and opportunities.
4. Support the Department of Premier and Cabinet in identifying and managing mutually beneficial international government relationships that relate to economic growth outcomes for Tasmania.
5. Maximise opportunities under free trade agreements led by the Australian Government (i.e. United Kingdom, India, the European Union) as they are signed and enter into force.

Additional trade actions by sector

Support and facilitate specific trade initiatives across priority and emerging sectors, to build Tasmania's economic resilience and accelerate sector growth.

The following actions are in addition to the trade actions listed within international affairs, trade development, trade connections and events, and marketing that are led by Trade and International Relations at the Department of State Growth.

These actions are delivered by key trade sectors across the Tasmanian Government.

Food, Beverage and Agribusiness (Department of State Growth)	<ol style="list-style-type: none">1. Support sub-sectors of food, beverage and agribusiness on high-priority and time critical projects with economic merit that strengthen brand and product sales in key domestic and international markets.2. Support or facilitate collaboration among food, beverage and agribusiness industry associations on combined trade challenges and opportunities.3. Work collaboratively with the Department of Natural Resources and Environment on food, beverage and agribusiness industry development issues that impact trade outcomes.
Advanced Manufacturing and Defence Industries (Department of State Growth)	<ol style="list-style-type: none">1. Support the ongoing global promotion of Tasmania's advanced manufacturing capabilities across multiple sub-sectors to facilitate trade outcomes.2. Promote and utilise the Industry Capability Network (ICN) Tasmania as an important tool for established interstate and international exporters to market their products to domestic and international buyers and contractors, and for the identification of new contract opportunities.3. Host defence prime contractors, key tier suppliers and key defence decision makers on Tasmanian industry familiarisation tours.4. Support the Tasmanian Defence Advocate in the promotion of Tasmanian Defence Industry companies and their products / service to Australian and international allied forces, defence primes and tiered suppliers.

Space, Science and Technology (Department of State Growth)	<ol style="list-style-type: none"> 1. Launch the Tasmanian Space Technology Seed Fund and identify opportunities for trade and international collaboration. 2. Support the science research sector in global space industry engagement including trade expositions. 3. Support the establishment of a hypo/hyperbaric chamber demonstration project to enable spaceflight simulation, astronaut training and testing capabilities. 4. Complete a technology sector scan to identify trade related needs, priorities and opportunities.
Antarctic (Department of State Growth)	<ol style="list-style-type: none"> 1. Facilitate cross-sector interest for participation in the USA Antarctic Program through the ICN. 2. Develop an awareness campaign that alerts Tasmanian businesses to opportunities arising from investments by national Antarctic programs.
Resources (Department of Natural Resources and Environment Tasmania and Department of State Growth)	<ol style="list-style-type: none"> 1. Continue to work on forestry development matters that impact trade outcomes. 2. Work collaboratively on amplifying offshore awareness of Tasmania's high-quality forestry products, that align to the Tasmanian brand. 3. Highlight forestry trade capability across digital platforms, including the launch of a virtual reality tour. 4. Mineral Resources Tasmania to deliver the Mineral Exploration Investment Attraction Plan, promoting Tasmania's mineral potential globally.
Energy (Department of Treasury and Finance)	<ol style="list-style-type: none"> 1. Support the ongoing global promotion of Tasmania's reputation as a 100 per cent renewable power generation producer to ensure Tasmanian goods produced from renewable energy are appropriately valued. 2. Build on the actions within the Green Hydrogen International Engagement and Export Strategy and forge agreements and collaboration with key international partners. 3. Develop Bell Bay as Australia's premier Green Hydrogen Hub to enable Tasmania to be a globally significant exporter of renewable hydrogen from 2030. 4. Work with the Australian Government and industry to develop internationally recognised certification and Guarantee of Origin schemes for all forms of renewable energy, including hydrogen.

International Education (Department of State Growth)	<ol style="list-style-type: none"> 1. Develop international alumni networks to strengthen destination advocacy. 2. Integrate international education promotional activities with global trade engagement events to support sector recovery.
Tourism (Tourism Tasmania)	<ol style="list-style-type: none"> 1. Tourism Tasmania to deliver a targeted international marketing program to rebuild visitation and support industry recovery. 2. Undertake a Tasmanian tourism and trade mission to New Zealand. 3. Connect tourism businesses with key distribution partners to drive conversion in priority markets. 4. Provide leadership and strategic focus in the development and delivery of the T2I 2030 Visitor Economy Strategy.

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