







AT A GLANCE

PURPOSE

The goal of the Tasmanian Trade Strategy 2019-2025 is to grow Tasmania's trade to \$15 billion by the year 2050 which represents a growth rate of 4 per cent per year; accelerating from the 3.3 per cent per year average of the past 30 years. This first Annual Action Plan outlines a whole-of-government trade agenda that has been developed in consultation with industry. It progresses the four priorities of the Strategy to (1) Build trade in key sectors, (2) Showcase Tasmania in priority markets,

- (3) Support trade logistics and market access, and
- (4) Build export capabilities of Tasmanian businesses.

The Annual Action Plan sets out the initiatives planned for the next 12 months to help Tasmanian businesses grow trade and expand their presence in international markets. It encompasses multi-sector initiatives that target all Tasmanian exporters, as well as sector-specific activities, and will be delivered by the Tasmanian Government in conjunction with industry partners.

The key outbound activity is a trade and investment delegation to the United States of America. This will strengthen trade and investment linkages with the world's largest economy. The Tasmanian Government will also continue to maintain strong linkages and targeted promotion across the world to leverage Free Trade Agreements and identified opportunities. Over the full term of the Strategy, the Tasmanian Government has and will lead delegations to all priority markets of broad engagement.

PRIORITY MARKETS

Broad engagement

- China including Hong Kong SAR
- United States of America
- Japan
- Singapore
- Malaysia
- Domestic

Focused engagement

- Indian subcontinent
- Taiwan
- New Zealand
- United Kingdom
- Other ASEAN
- South Korea
- European Union
- Latin America

Tasmanian businesses and industry are encouraged to read this Annual Action Plan in conjunction with the Trade Strategy; and visit www.trade.tas.gov.au to view the annual calendar of events, determine their involvement in the 2019-20 forward program, and seek every opportunity to access government support, including through trade shows, missions, grants, market intelligence and workshops.



SCOPE

While the Department of State Growth coordinates the Annual Action Plan, a number of Tasmanian Government agencies also have their own international engagement activities and deliver programs that support trade. This Annual Action Plan does not list all business growth activities and it refers to existing strategies and plans across the document.

GOVERNANCE

The Premier, as Minister for Trade, oversees the whole-of-government approach to trade, including activities under other Ministerial portfolios. An interagency Trade Working Group has been formed to ensure trade activities are coordinated and captured. Collectively, the Trade Working Group consults extensively with industry to ensure that the plan reflects shared opportunities.

KFY PARTNERS

The Australian Government and local governments and industry, are critical partners to boost Tasmania's trade economy and in delivering the Trade Strategy objectives and functions.

Through a collaboration with Austrade and the Tasmanian Chamber of Commerce and Industry (TCCI), the Government will establish a second TradeStart Advisor for Tasmania. This Advisor will work closely with the TCCI TradeStart Advisor to provide comprehensive export advice to Tasmanian business and be a direct link to Austrade's services and overseas networks.

The new Brand Tasmania statutory authority will work closely with government and industry to develop, maintain, protect and promote the Tasmanian brand, which differentiates and enhances Tasmania's appeal and national and international competitiveness. Brand Tasmania has an important focus to strengthen Tasmania's image and reputation; enhance the attractiveness of Tasmania as a place in which to live, work, study, visit, invest and trade.

MEASURING SUCCESS

Key performance indicators include the number of businesses provided with a service and/or support, brand awareness in targeted markets, business satisfaction, and the value of products and services sold by Tasmanian businesses to the domestic or international markets where businesses have been supported through the Trade Strategy. These will be outlined in the Trade Scorecard at the end of the financial year.

GLOBAL OUTLOOK

Tasmania's export economy is performing well. However, as we look ahead, global economic conditions are easing, with continuing global economic expansion but at lower levels than have been forecast previously. According to the International Monetary Fund (IMF), global growth is expected to slow to 3.3 per cent in 2019, down from 3.6 percent in 2018. The ongoing trade dispute between the US and China, uncertainty over BREXIT, and China's economic restructuring, are likely to affect global demand and this will have flow-on implications for Tasmania's exports. This reinforces the need to diversify our markets over the coming year, and focus our efforts on actions that offer the greatest potential returns.



PRIORITY I BUILD TRADE IN KEY SECTORS

Promotional materials

Leveraging the expertise of the Brand Tasmania statutory authority and industry, commence development of new materials for Tasmanian businesses to use for trade promotion.

Tasmanian export awards

Host the Tasmanian Export Awards 2019 in Launceston in September to recognise Tasmanian businesses achieving success in international markets.

Trade advocates

Support and coordinate Tasmania's trade advocates, ambassadors and advisors across different sectors in promoting the evolving Tasmanian brand.

Free Trade Agreements

Actively monitor Free Trade Agreements (FTAs) to identify new opportunities in changing circumstances.

National representation

Continue to advocate for Tasmania's needs on national working groups across all key sectors.

Sub-sector specific plans

Partner with industry on sub-sector specific plans where there is strong opportunity for growth and industry collaboration.

Blue Economy Cooperative Research Centre

Support the Blue Economy CRC which brings together expertise in the seafood, marine renewable energy and offshore marine engineering sectors to deliver innovative solutions that will transform the way we use our oceans.





Support advanced manufacturing businesses in market access activities both nationally and internationally and leverage Tasmanian participation in global supply chains. Key markets of focus are mainland Australia, New Zealand, the United States of America and Indonesia.

Advanced Manufacturing Action Plan

Continue to facilitate growth and foster global competitiveness in the advanced manufacturing sector as outlined in the Tasmanian Advanced Manufacturing Action Plan (2016-2021).

Defence and Maritime Advocate

Defence Advocate and Strategic Adviser for Maritime Industry, Rear Admiral (Rtd) Steve Gilmore AM to raise the profile of Tasmania's maritime and defence capabilities among key decision makers in Canberra and internationally.

New Zealand visit

Build relationships with defence, maritime and land-based influencers in New Zealand and identify tangible contract opportunities for Tasmanian businesses.

Indonesian market familiarisation visit

Defence Advocate to lead a familiarisation visit to Indonesia in August 2019 to identify maritime and defence opportunities and match these to Tasmanian capabilities.

Tasmanian stand at Pacific 2019

Support a Tasmanian presence at the key maritime and naval defence trade show: Pacific 2019 in Sydney, Australia in October 2019.

Sea Air Space 2020

Support an industry delegation to Sea Air Space, the largest maritime exposition in the United States of America, in May 2020.

Inbound delegations from Indonesia

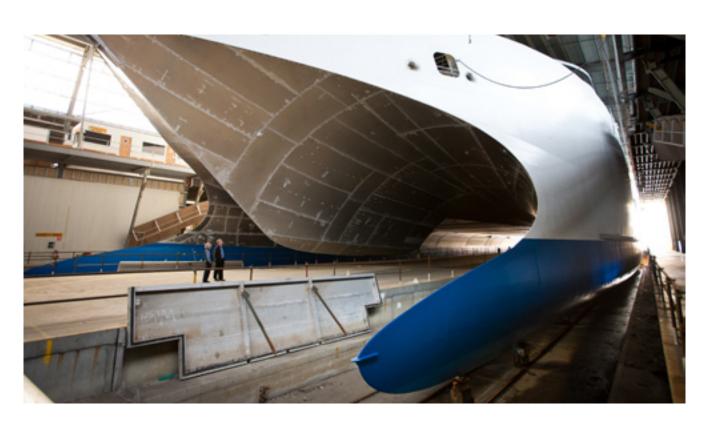
Collaborate with the University of Tasmania and its program of engagement with Indonesia around the blue economy, including support and encouragement for inbound delegations.

Mining Equipment, Technology and Services (METS)

Support the METS sector to improve competitiveness and access to national and international markets.

Australasian Oil & Gas Exhibition & Conference

Explore the opportunities to support advanced manufacturing businesses and others at the Australasian Oil & Gas Exhibition & Conference in March 2020.





Support Tasmanian food and agri-businesses to develop markets in the Australian mainland, China, Japan, Singapore, the United Kingdom and the United States of America.

Tasmania's Sustainable Agri-Food Plan: progressing towards the Vision for Agriculture

Continue to increase the value of Tasmania's agriculture to \$10 billion per annum by 2050 as outlined in the Sustainable Agri-Food Plan.

Industry development activities

Under the Sustainable Agri-Food Plan funding has been allocated to a number of industry development activities that support market focussed capability and capability building to increase trade across key agribusiness sectors, including horticulture, wine, dairy, red meat and seafood. In addition, the Sustainable industry growth plan for the salmon industry recognises the role of Government in supporting and developing export markets to reinforce the industry's growth opportunities including in the ancillary sector to capitalise on marketable intellectual property.

Specific advice

Provide trade advice to Tasmanian businesses to further the growth of the Food and Agribusiness sector.

Fine Food Australia

Coordinate a Tasmanian presence at Fine Food Australia in Sydney in September 2019. Fine Food is the leading food service, bakery, retail and hospitality trade show in Australia.

Food & Hotel Asia

Coordinate a Tasmanian presence at Food & Hotel Asia (FHA) in Singapore in April 2020. FHA is one of Asia's largest trade focussed shows, and this show is also held in conjunction with Pro Wine Asia.

Tasmanian beverage showcase in London

Facilitate a Tasmanian beverage showcase at the High Commission in London in September 2019.

Inward buver visits

Attract and coordinate inward buyer visits to Tasmania to promote opportunities for trade for the Food and Agribusiness sector and increase brand awareness in priority markets.

Ministerial international engagement

Work with industry to assess the benefits for Ministerial international engagement in one of the priority markets.

Tasmania has a temperate climate and fertile soils, which ensure excellent growing conditions for lush pastures, underpinning the production of premium-quality dairy products.





Collaborate with Tasmanian providers to leverage and realise new opportunities for sustainable growth in the sector by coordinating branding efforts to reinforce Tasmania's reputation as a world-class provider of education experiences and reassuring markets of the quality and integrity of the Tasmanian offering. Priority international markets include Latin America, the Indian subcontinent, South East Asia and North Asia.

Global Education Growth Strategy

Continue to position the sector for international student growth as outlined in the Global Education Growth Strategy.

Welcome events

Manage welcome events across the state for new international students in collaboration with education stakeholders.

Education agent tours

Lead international education agent familiarisation tours from key markets.

Shine Awards

Host the Shine Awards in October 2019 to celebrate key achievements in our international education sector.

Recruitment activities

Support promotional and recruitment activities in key markets including through student ambassadors and participation in the Austrade-led Australian Future Unlimited exhibitions and roadshows.

The University of Tasmania Inveresk Campus in the heart of Launceston integrates with the local community and industry.

Global alumni network

Work with partners including Department of Foreign Affairs and Trade (DFAT) and the University of Tasmania to support global alumni networks.

Student employability program

Provide targeted grants to education providers to prepare international students for the workplace.

Student experience program

Deliver the Enhance Student Experience program for education providers and community partners. The program signifies the strong emphasis the Tasmanian government places on promoting student wellbeing and the positive integration of students within the community. Providing students with a positive experience in Tasmania will empower them to be ambassadors in spreading Tasmania's reputation as a leading destination to visit, study, live, work and invest.

Market intelligence workshops

Deliver key market intelligence workshops throughout the year.

Student accommodation experiences

We will work with the University of Tasmania to identify opportunities to enhance student accommodation experiences.

Skilled labour

Collaborate with Tasmanian education providers and industry to align international education to industry needs and attract skilled labour into the regions.





Work with Tasmanian Government Business Enterprises and State-owned Companies to grow the resources and energy sector.

MINING

Mineral Resources Tasmania is the lead agency providing management of the state's natural mineral resources and marketing Tasmanian mineral opportunities globally. Key markets of focus include China, Canada, Japan, South Korea and the USA.

Australian Minerals mission

Facilitate a Tasmanian presence during the Australian Minerals mission to Japan and South Korea in October 2019.

The 2019 Mining Resources Convention

Attend the Mining Resources Convention in Brisbane in October 2019, which brings together Australia's leading resources companies and corporate investment advisers.

International Mining and Resources Conference

Attend the International Mining and Resources Conference (IMARC) in Melbourne in October 2019. IMARC is the major international mining and resources conference in Australia.

China Mining Congress & Expo

Facilitate a Tasmanian presence at the China Mining Congress & Expo, Tianjin in October 2019. The Expo is the major mining and resources conference and trade show in China.

Prospectors and Developers Association of Canada Conference

Attend the Prospectors and Developers Association of Canada (PDAC) Conference, March 2020. This conference attracts more than 23 000 delegates and exhibitors. It complements China Mining and provides access to potential investors in the Americas and Europe.

FOREST PRODUCTS

Key marketing initiatives include increasing brand recognition and acceptance in mainland and international markets in order to emphasise the unique attributes of Tasmanian timber and drive a renewed focus on high-quality Tasmanian wood for use in construction, housing, furniture and design. In partnership with the Tasmanian Timber Promotions Board, the Tasmanian Government will facilitate a number of domestic events to promote Tasmanian timber and spread the message of Tasmanian forestry sustainability.

International initiatives will aim to incorporate the wide range of value added products now being manufactured, ranging from wood pellets for energy, bio-solvents, engineered wood products and artisan creations.

Strategic Growth Plan for the Tasmanian Forests, Fine Timber and Wood Fibre Industry

The Strategic Growth Plan for the Tasmanian Forests, Fine Timber and Wood Fibre Industry was developed to provide direction to enhance employment and profitability in Tasmania's forest sector. The Tasmanian Government will continue to work with Tasmania's forest, fine timber and wood fibre industry to capitalise on new sectoral opportunities.

Visiting Architects' Program

Manage a Visiting Architects' Program, aimed at key influential leaders in the architecture and design space, to foster awareness of sustainability in Tasmania's forest practices and promote the unique comparative advantages of Tasmanian timber:

Trade show representation

Support a Tasmanian timber presence at a relevant industry trade show, such as Equinox 2019.

Forestry promotion event

Host a domestic event for buyers and influencers to promote Tasmanian timber products and the sustainable management of our forestry resources.

Ministerial international engagement

Work with industry to assess the benefits for Ministerial international engagement in one of the priority markets.

ENERGY

The Tasmanian Government, through Hydro Tasmania and Entura, offers a full range of consulting services covering the planning, design, construction, operation and maintenance of all kinds of major energy and water projects. Hydro Tasmania has performed a key role in the development of renewable energy in Tasmania and has actively exported this expertise to mainland Australia and internationally.

The government-owned network business, TasNetworks, is also developing the case for a second Bass Strait interconnector – Project Marinus – which will unlock energy from pumped hydro, and from Tasmania's world class wind resources.

Bass Strait interconnector - Project Marinus

Consider the business case for a second Bass Strait interconnector as a catalyst for major investment in pumped hydro energy storage and wind projects.

Support Entura

Support Entura in its key markets of focus, which include India, Laos, Papua New Guinea, and the Pacific.

Emerging technologies

Monitor emerging technologies such as hydrogen and electric vehicles.



Science and Technology underpins all other key sectors and enables innovation and prosperity across supply chains. The key emphasis for the Science and Technology sector in 2019-20 will be to map the existing industry capabilities and products, and develop targeted training, mentoring and resources to help organisations build on their competitive advantage and penetrate market segments.

International research partnerships

Continue to partner for international engagement with the University of Tasmania including the Australian Maritime College, Centre for Ore Deposits and Earth Sciences, Centre for Sustainable Architecture with Wood, Institute for Marine and Antarctic Studies, Menzies Institute for Medical Research and Tasmanian Institute of Agriculture, and the Commonwealth Scientific and Industrial Research Organisation and Australian Antarctic Division.

Representatives from Antarctic Tasmania, the Australian Antarctic Division, the Tasmanian Polar Network, and the Mawson's Hut jointly promoting the Scientific Committee on Antarctic Research (SCAR) conference 2020, which will be held in Hobart in 2020 with Antarctic scientists from across the world.

Environmental scan

Complete an environmental scan of the Science and Technology sector in Tasmania to determine the measures of export market involvement and success and the promotional and training requirements.

Antarctic and Southern Ocean delegation to South Korea

Support a delegation to South Korea to advance relationships around services expertise, primarily through the Tasmanian Polar Network.

Council of Managers of National Antarctic Programs (COMNAP)

Support Tasmanian members of the Tasmanian Polar Network to participate in COMNAP in Bulgaria in August 2019.

Austrade Landing Pads

Promote the Landing Pads Program to market-ready Tasmanian start-ups and scale-ups and support them to take their business global.

Space capabilities

Explore Tasmania's space capabilities and trade opportunities and leverage our unique position in the southern skies including three University of Tasmania observatories.



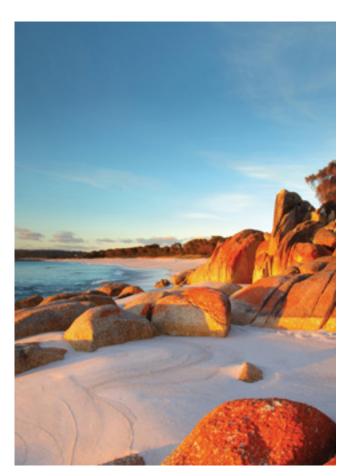


The Tasmanian Government focus is on attracting visitors that present value to our state and align with our brand. These are visitors who are likely to travel further, stay longer and invest in our local and regional communities.

Tourism Tasmania actions

Together with industry partners and stakeholders, Tourism Tasmania will market Tasmania globally through its marketing activities leveraging the state's new tourism brand, cooperative partnerships, events, tourism trade partnerships and training, as well as visits from international media, public relations and tourism trade representatives. Tourism Tasmania's actions are available through www.tourismtasmania.com.au and www.touri

A key focus for Tourism Tasmania and its partner government agencies involved in the visitor economy, will be working with industry to develop the next iteration of the Tasmania's Visitor Economy Strategy (T21) designed to guide the future development and focus for tourism strategy in Tasmania.



Presenting work at showcase events

Support Tasmanian galleries to present the work of Tasmanian artists at national art fairs (in particular the Sydney Contemporary and the Melbourne Art Fair); continue to advocate and support arts organisations to present pitches at the Australian Performing Arts Market (APAM); and continue to support national and international activities through our competitive programs.

Inward and outward visits

Continue to administer identified programs that (I) provide Tasmanian artists and arts organisations with opportunities to develop markets, obtain professional development and present their work. (2) support non-Tasmanian artists and arts organisations to provide capacity and capability development activities in Tasmania for the benefit of the cultural and creative industries and the Tasmanian community and (3) support international filmmakers to acculturate them with Tasmanian opportunities as they arise.

Maintain and develop partnerships

Continue to maintain existing partnerships and develop new partnerships with national and international partners to enhance the national and international profile of Tasmania's cultural and creative industries. This includes relationships with the Australia Council for the Arts, DFAT, Screen Australia, the Cultural Development Network and other international partners including the Jeju Foundation for Art and Culture.

Business Events Attraction Fund

Launch the Business Events Attraction Fund which complements the existing support provided to Business Events Tasmania (BET) to secure business events in the State through targeted sales and marketing initiatives in national and international markets. This will enable BET to secure strategically significant events for Tasmania. Business events are an excellent opportunity to build Tasmania's brand in the high-end international corporate and incentive market.

Regional Loan Attraction Scheme

Manage a new Regional Loan Attraction Scheme that will provide low interest loans of up to \$1 million for businesses to invest in new projects that stimulate their local visitor economy.

PRIORITY 2 SHOWCASE TASMANIA IN PRIORITY MARKETS

The United States of America trade and investment delegation

Lead a delegation to the United States of America to strengthen trade and investment linkages with the world's largest economy. The Tasmanian Government will work closely with Austrade, the DFAT and industry to develop the program of activities and focus sectors.

Inbound buyer and diplomatic missions to Tasmania

Attract inbound buyer and diplomatic missions from priority markets to increase awareness of the Tasmanian brand, support business to business matching, and build government to government relationships.

Celebrate the Chinese-Tasmania relationship

Partner with the Australian China Business Council – Tasmania to organise a celebration of the five year anniversary of Chinese President Xi Jinping's visit to Tasmania and the strong relationship and cultural exchanges that Tasmania and China share such as the sister city relationship with Xi'an and the Hobart City Council.

Bridestowe Lavender Estate where visitors enjoy farm tours throughout the year. They also offer coffee and fresh seasonal meals.

Sporting hero sponsorship

Leverage Tasmanian born racing car driver Alex Peroni's participation in the newly established Formula 3 Championship.

Sister city and school partnerships

Provide support and market intelligence as requested by Tasmanian cities and education providers to foster their international partnerships including with their sister city and school counterparts, respectively.

Sister state relationships

Facilitate meetings and exchanges with sister states including JeJu and Fujian, and help to build collaborative initiatives across education, tourism, arts, agriculture, culture and sport.

Trade website

Update the government trade portal — www.trade.tas.gov.au continuously throughout the year.The portal will be the first point of contact for business and industry to find information and assistance with trade activities and will include sector-specific case studies and capability statements, trade news, an events calendar and export statistics.

Marketing strategy

Develop a marketing strategy which outlines the activities to be undertaken in priority markets and addresses digital media opportunities.



PRIORITY 3 SUPPORT TRADE LOGISTICS AND MARKET ACCESS



Market Access Coordinator

Appoint a Market Access Coordinator to coordinate advocacy to relevant Australian Government agencies for Tasmanian market access priorities and provide solutions to technical issues that affect Tasmanian exporters.

Market access, logistics and trade advice portal

Develop an online portal for Tasmanian businesses to submit market access, behind the border, and trade logistics concerns. This portal will be managed by the Department of State Growth and to facilitate responses and support from across government and with assistance from industry experts.

Supply chain program

Launch a new program to assist small and medium-sized enterprises with practical ways to strengthen supply chains and improve access to new markets.

Logistics Advisory Service

Launch the Logistics Advisory Service to assist businesses to optimise channels to market. The service will include freight and logistic representatives with relevant experience who are qualified to assess the requirements of Tasmanian trading businesses and provide suitable advice.

Passenger numbers are increasing through northern Tasmania's Launceston Airport.

International fresh freight and passenger flights at Hobart International Airport

Progress opportunities for international fresh freight and passenger flights with the Hobart Airport Corporation through Tourism Tasmania, with support from the Office of the Coordinator General.

Supporting regional airports

Advocate for air capacity increases into Tasmania's regional airports through Tourism Tasmania.

Efficient road and rail network

Through the infrastructure project pipeline, the Government is enabling investment into better roads and bridges. In addition, a further investment into rail will enhance the efficiency of our export freight network to help us progress towards our goal and support Tasmanian businesses.

PRIORITY 4 BUILD EXPORT CAPABILITIES OF TASMANIAN BUSINESSES

Accelerating Trade grant program

Launch the Accelerating Trade grant program to support businesses to strengthen trade with international and mainland markets, through assistance for market research, business matching, cluster support, supply chain improvement, and promotional activities.

Trade skills development and brand toolkit

In collaboration with Brand Tasmania, update the trade skills development and brand toolkit, hosted on the trade website www.trade.tas.gov.au, with resources for industry, a live calendar of events, and up to date training opportunities.

TradeStart Advisor

Appoint a new TradeStart Advisor based in Launceston to provide one-on-one comprehensive trade advice to exporters and link them to Austrade networks including Tasmania's in-market Business Development Manager based in Shanghai. With a TradeStart Advisor already embedded in TCCI, this will be the second TradeStart Advisor in Tasmania.

Trade workshops and seminars

In collaboration with AusIndustry, TCCI and industry experts, deliver workshops that guide potential exporters through their market entry strategy and export journey. These workshops and seminars will be included in the calendar of events at www.trade.tas.gov.au.

Cluster development and mentoring

Facilitate cluster development through events, workshops and digital engagement, to develop solutions to trade challenges and create informal mentoring opportunities.

Training and workforce development

Invest in training and workforce development in priority industries to drive export capacity, economic growth and employment.

COPYRIGHT NOTICE AND DISCLAIMER

Copyright in this publication is owned by the Crown in Right of Tasmania, represented by the Department of State Growth.

Information in this publication is intended for general information only and does not constitute professional advice and should not be relied upon as such. No representation or warranty is made as to the accuracy, reliability or completeness of any information in this publication. Readers should make their own enquiries and seek independent professional advice before acting on or relying upon any of the information provided.

The Crown, its officers, employees and agents do not accept liability however arising, including liability for negligence, for any loss resulting from the use of or reliance upon information in this publication.

The actions within this document are subject to change depending on opportunities and issues as they arise.

Images used within this publication remain the property of the copyright holder. Images courtesy of The Tasmanian Government, Tourism Tasmania, University of Tasmania, Adam Gibson, Dave Groves, Front Page Photography, Gary Libson, Getty Images, Jim Lovell, Josh Lamont, New Era Media, Rob Burnett, Simon DeSalis, Tim Dub and Vincenzo Ferrara.

© State of Tasmania July 2019

Department of State Growth GPO Box 536 Hobart TAS 7001 Australia Phone: 1800 030 688

Email: trade@stategrowth.tas.gov.au Web: www.trade.tas.gov.au