

# INVEST IN TASMANIA





# TASMANIA'S WINNING ADVANTAGES

The Australian state of Tasmania offers many advantages for investors, including political and economic stability, low establishment and operating costs, a skilled and educated labour force and modern infrastructure.

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

Tasmania is a remarkable place to live, where creativity thrives, food is celebrated and nature-based recreational options are world-class. All this underpins a work-life balance that supports productivity and stability in the workplace.

Tasmania offers a strong and cost-competitive alternative for intensive energy-based operations wishing to establish themselves in an environmentally sustainable location.

Tasmania's competitive advantages are

## BRAND ADVANTAGES

- The Tasmanian brand is admired worldwide as being synonymous with excellence, purity and sustainability. Clean air and water, a "better, not more" philosophy and entrepreneurialism, offer opportunities that can't be replicated anywhere else in the world and underpin Tasmania's thriving tourism industry.
- Tasmanians are world leaders in many areas of specialisation, across a broad range of industries including advanced manufacturing, mining and environmental technologies, science research, and premium food and beverage products.
- Tasmania's food products regularly gain access into restricted markets due to our stringent biosecurity measures and relative disease-free status.
- Tasmania was awarded 2021 Place Brand of the Year at the City Nation Awards in London.

## IMPRESSIVE INFRASTRUCTURE

- Quick and convenient access to Australian mainland centres with several hundred flights between Tasmania and mainland Australia each week.
- Short distances to access distributors, markets or ports. Ports are usually less than 100 kilometres from production sites.
- Freight-dedicated rail network and frequent shipping services from four major ports. Air-freighted produce can arrive at overseas markets within 48 hours of dispatch.

## WORLD LEADER IN CLEAN ENERGY GENERATION

Our world-class water and wind resources, natural deep-water ports, and our skilled and knowledgeable renewable energy workforce have positioned Tasmania among the best globally in the race to develop renewable energy.

- Achieved 100 per cent renewable power generation, two years ahead of the 2022 target.
- Set a world-leading target to double renewable energy production with a target of 200 per cent of Tasmania's current needs by 2040.
- Renewable energy powerhouse of Australia, having generated around 21 per cent of Australia's total renewable energy generation in 2020.
- Abundant wind and water resources. Tasmania has nearly 13 per cent of Australia's total water resource.
- Unmatched level of renewable energy skill and expertise among engineers and technicians.
- Lowest per capita greenhouse gas emissions of any Australian state or territory.

## LABOUR FORCE ADVANTAGES

- A highly skilled workforce.
- A stable workforce with one of Australia's highest labour retention rates and best workforce relations record.

## A STABLE AND THRIVING BUSINESS CLIMATE

- An easily navigable and affordable development approval process.
- One of the lowest levels of net government debt per person across all states of Australia.
- Disciplined financial management reinforced by the credit rating assessments by Moody's Investors Service and Standard and Poor's.

# STATE OF OPPORTUNITY

## COST ADVANTAGES

- Australia's lowest labour costs.
- Australia's lowest commercial accommodation costs.
- Some of the most affordable land in Australia.
- A Tasmanian Freight Equalisation Scheme providing financial assistance to shippers of eligible freight to Australian markets.
- Relatively low risk of extreme weather events.

## LIFESTYLE

- Hobart has the shortest commuting distance of any capital city in Australia.
- One of the safest places in the world, for both people and property.
- A stunning natural environment.
- Some of the world's cleanest air and drinking water.
- An active arts and culture scene, with very high participation rates in the local population.

## AGRICULTURAL ADVANTAGES

- Abundant water: Tasmania has 27 per cent of Australia's freshwater dam storage capacity and just one per cent of Australia's total land area.
- Irrigation projects that provide water surety for key agricultural areas.
- Relative freedom from pests, diseases and weeds, allowing access to restricted markets.
- A temperate and very stable climate with relatively benign climate change forecasts.

## LEADING EDUCATION FACILITIES

- In the prestigious Academic Ranking of World Universities (ARWU), in 2021 the University of Tasmania was rated 301-400th internationally. This ranking reaffirms its reputation as a premier research institution particularly in the Marine Science, Mining Engineering and Agricultural Sciences space.
- The QS World University Rankings result of 303 is another leap forward for the University, ranking amongst the best in the world for geology, earth and marine sciences, geophysics, agriculture and forestry.
- It is the close collaboration between the University of Tasmania and the Tasmanian Government that exceeds common levels of collaboration in other places in the world which will ensure that skills and expertise are aligned with the future requirements and needs of the island state.

Tasmania supports a diverse range of resilient industries. Spanning both traditional and non-traditional sectors, Tasmania's key sectors include food and agriculture, mining and forestry as well as Antarctic, science research, digital services, advanced manufacturing, tourism and international education.

## FOOD AND AGRICULTURE

Famous for its gourmet foods and premium wines, Tasmania's food and agriculture sector is one of the state's most prominent and successful sectors. The Tasmanian agriculture and aquaculture sector is highly diversified and includes:

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

### Tasmania offers:

- a temperate climate, distinct seasons, reliable rainfall, clean air, and rich, fertile soils
- relative freedom from fruit fly, potato cyst nematode, and other major pests which are found in other Australian states
- a moratorium on genetically modified crops
- infrastructure support with major irrigation projects to efficiently and sustainably utilise its significant water resources
- strong trade with proven domestic and international markets
- research and development partnerships between industry, university and government
- counter-seasonal supply opportunities to provide fresh produce to northern hemisphere markets
- proximity and access to transport and freight services
- a culture of innovation in technology, farming practices and processing systems.



## TOURISM

Tasmania has a bold strategy to be a world-leading destination of choice and is fast rising to the top of everyone's must-see list. Aspirational visitation targets are being achieved through increased investment in targeted marketing campaigns, growing air and sea access, investing in quality visitor infrastructure, developing diverse experiences and enhancing Tasmania's brand.

There are a number of opportunities for investment in short-term visitor accommodation, heritage activities, nature-based tourism, adventure tourism and gastronomic experiences.

Tasmania also offers:

- a vibrant arts scene, attracting national and international festivals, exhibitions and events and many outstanding venues
- a calendar full of cultural festivals, world-class sporting events to country fairs and farmers markets
- compact self-drive journeys with awe-inspiring scenery through mountains to rainforests to sweeping coastal views, via historic towns, farm-gates, cellar doors and distilleries
- incredible gastronomic experiences from high-end bars and restaurants, fresh seafood, boutique breweries and distilleries to roadside stalls
- internationally recognized hotel chains including Crowne Plaza, Hyatt, InterContinental, Ibis Styles and Marriott most recently
- iconic attractions – including the Tasmanian Wilderness World Heritage Area, Cradle Mountain, Three Capes Track, Freycinet Peninsula, the Bay of Fires, the World Heritage listed Port Arthur Historic Site and MONA - the famous Museum of Old and New Art.
- award-winning offerings
  - » Saffire Freycinet was awarded 'Best Deluxe Accommodation' at the Australian Hotels Association Awards in 2022
  - » Cradle Mountain Lodge was awarded 'Australian Lodge' and 'Day Spa' of the year at the 2021 HM Awards for Hotel and Accommodation Excellence
  - » Launceston was designated a UNESCO City of Gastronomy in 2021
  - » Tasmania has been voted third most welcoming region on earth for two consecutive years by booking.com and its 232 million verified reviews.

## INTERNATIONAL EDUCATION

International education is a significant contributor to the Tasmanian economy.

Tasmania offers:

- educational excellence with 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 and outcomes – international students consistently achieve high marks and are very successful in attaining quality employment upon completion of their studies
- affordability – competitive fees, living expenses and transport costs in a compact city environment
- top quality support services and easy and informal access to teachers and lecturers as required
- a clean, healthy and safe environment.

The University of Tasmania has a diverse population with student enrolments from 157 different countries. Prior to Covid-19 and international borders closing, there were 1 478 higher degree research (HDR) students, and of these, 37 per cent were international.

## ADVANCED MANUFACTURING

Tasmania's advanced manufacturing industries have particular capabilities in the fields of marine and mining, mineral processing and heavy industry. Specifically, the state's capabilities include metal manufacturing, casting, ship-building and related maritime products, specialised machinery manufacturing and engineering that produces a diverse range of products.

There is potential for investment in transitioning to low-volume, high value-added advanced manufacturing activities, particularly in the defence, oil and gas industries and in activities that leverage Tasmania's already highly established sectors such as marine, aquaculture and renewable energy.



## DIGITAL SERVICES AND INFORMATION TECHNOLOGY

Tasmania's digital infrastructure, leading research clusters, specialised centres and the high-quality skills of the information and communications technologies (ICT) industry supports projects that fuel growth and drive innovation and productivity.

### Opportunities exist for investment in:

- ICT research and development including ICT test beds and Centres of Excellence, for example CSIRO's Sensor Networks Unit, HIT Lab AU and the UTAS led Sense-T
- software and applied knowledge application development
- content and media development and services
- cross-sectoral ICT innovation – products and services to drive productivity, efficiency and innovation
- digital infrastructure, data centres and connectivity
- cloud infrastructure, applications and services
- ICT service delivery centres, contact and business processing centres
- digital content creation including games, app and web design
- government, social and community digital transformation.

## MINING AND MINERAL PROCESSING

Tasmania is one of the most highly and diversely mineralised areas in the world. It has extensive high-grade mineral deposits close to transport infrastructure, coupled with supportive legislation for exploration and development. Opportunities exist for investment in downstream processing of minerals in Tasmania. This is particularly true on the west coast of Tasmania which offers high potential for the discovery of a range of minerals, and in Tasmania's north-east which is largely unexplored.

## FORESTRY

The Tasmanian forestry sector is an integrated industry that encompasses both native forest and plantation resources. Tasmania's forests are sustainably managed. The managed production forests yield some of the strongest commercially usable timbers available which are used to supply a wide range of raw and manufactured wood products to local, national and international markets.

Potential investment opportunities in this sector include:

- Production of high-value structural timber construction products developed from managed hardwood plantation logs
- Increasing the footprint of both hardwood and softwood plantations to meet the expected quadrupling in demand by 2050 for timber products
- Using technology to increase the recovered value from Tasmania's forests – diversify the product base
- Further development of a biofuels and bioenergy sector utilising forest waste and residues, including the production of torrefied wood, pellets, cellulosic ethanol and biodiesel
- Develop new product lines from lower grade resources to help drive innovation.



## ANTARCTIC AND SOUTHERN OCEAN

Tasmania is a hub of expertise in Antarctic, sub-Antarctic and Southern Ocean science, research, education and logistics. It also has the greatest concentration of Antarctic and Southern Ocean scientists and institutions of the world's five Antarctic gateway cities.

Hobart is the headquarters of Australia's Antarctic program and of the expeditionary vessel of the French Polar Institute Paul-Émile Victor. L'Astrolabe also uses Hobart port as its summer base. Antarctic activity is supported by the research, government and business alliance, the Tasmanian Polar Network and by Antarctic Tasmania, which is a Tasmanian Government agency dedicated to supporting the Antarctic sector.

### Tasmania offers:

- the amenities of a modern capital city, with excellent sea and air transport infrastructure
- world-class expertise in Antarctic, sub-Antarctic and marine education, research and support services
- over 60 businesses experienced in supplying the needs of Antarctic expeditions
- regular flights operating during the summer months between Hobart International Airport and Casey station in East Antarctica with the recently extended runway capable of accommodating a full payload for C17s travelling to Antarctica
- a port that offers shipping operators a complete range of 24 hours-a-day, seven days-a-week port services and full providedoring, stevedoring, cold storage, quarantine and maintenance facilities.

## SCIENCE RESEARCH

Tasmania is home to a vibrant and diverse science research community. The state's proximity to Antarctica and the Southern Ocean, its geographical isolation, abundant water and wind resources and stable population have resulted in expertise and capabilities in a number of scientific areas. These include research on temperate marine systems, air pollution, the Antarctic, agriculture, aquaculture, renewable energy and population genetics.

Tasmania's research sector is recognised as world-leading in a number of disciplines, with the recent QS World University Rankings highlighting that the University of Tasmania is amongst the best in the world for earth and marine sciences and agriculture and forestry. Tasmania's Antarctic, Southern Ocean and marine-science education and research community is internationally respected. The 700-plus members of this community constitute the majority of Australia's scientists who specialise in these fields.



## FURTHER INFORMATION

The Office of the Coordinator-General has a range of materials available to assist investors including:

### ***Tasmania Delivers***

A series of brochures providing a profile of many industry sectors.

- Antarctic and Southern Ocean
- Aquaculture
- Berries
- Biomass
- Dairy
- Food and agriculture
- Fruit
- Gaming development
- International education
- Mining and mineral processing
- Renewable energy
- Tourism
- Wine

These materials and more can be accessed from:  
[cg.tas.gov.au/home/publications](http://cg.tas.gov.au/home/publications)

## CONTACT

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 can:

- provide information on Tasmania's industry capabilities and strengths, specific business opportunities, investment regulations and government assistance
- assist investors to identify and select the best Tasmanian site for their business.

### **Office of the Coordinator-General**

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