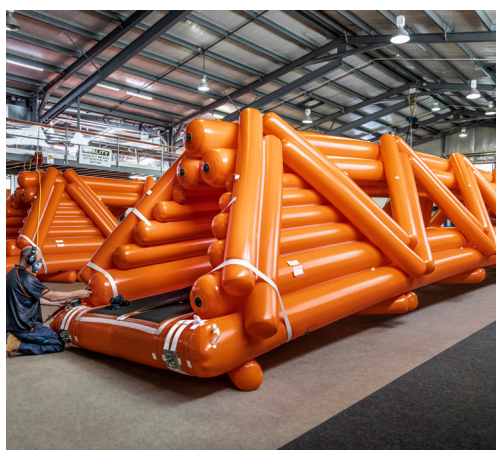
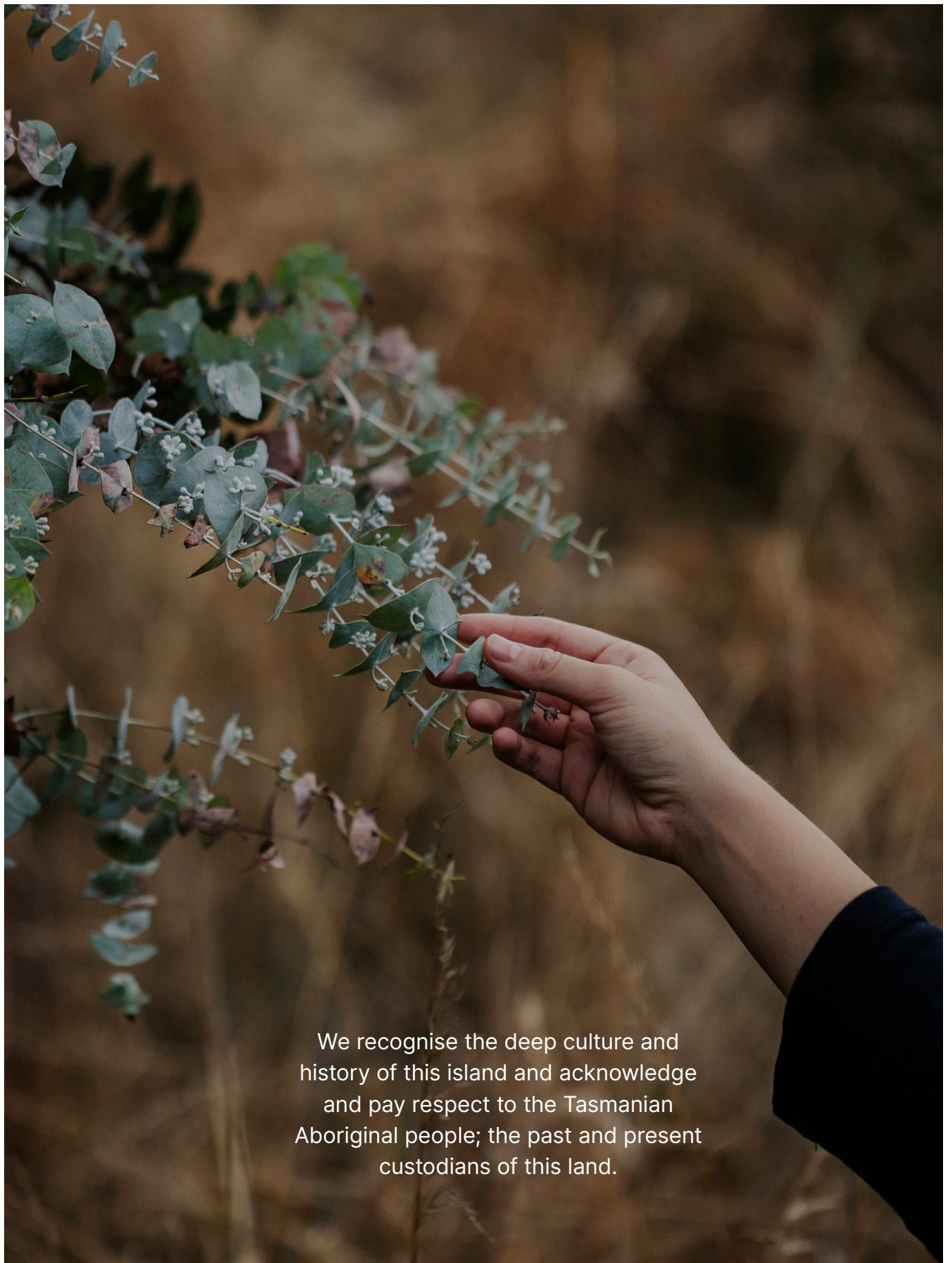


# Tasmanian Trade Action Plan 2024–25







We recognise the deep culture and history of this island and acknowledge and pay respect to the Tasmanian Aboriginal people; the past and present custodians of this land.

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# Introduction

Tasmanian businesses continue to navigate an increasingly complex and volatile global trading environment, with challenges ranging from economic slowdowns in key trading markets to geopolitical tensions and conflicts. The Tasmanian Government, led by Trade Tasmania, is here to assist businesses through these challenges, to maintain, grow and diversify their trade.

Tasmania's exports have continued to remain on a trajectory of long-term growth which is a credit to the resilience, perseverance, and innovation of exporting businesses. We recognise that the global trading market will remain volatile for some time, and adaptability and agility are essential in responding to economic headwinds.

In a rapidly changing and hyper-competitive global marketplace, the Tasmanian Government has devised a pathway to support businesses and enhance trade relations.

This *Trade Action Plan 2024-25* (the Action Plan) outlines the Tasmanian Government's ongoing commitment to support Tasmanian businesses to trade, and to expand opportunities in the national and international marketplace.

It is underpinned by the priorities of the *Tasmanian Trade Strategy 2019-2025* (the Strategy) and the four strategic areas in which government can support trade.

1. Advocate for Tasmania through international trade relations and obtaining global market intelligence for the state to be competitive internationally.
2. Build Tasmanian business and industry export capability and access to strengthen market entry, expansion, and diversification.
3. Connect export-ready Tasmanian businesses with opportunities through Tasmania's International Business Development Network (IBDN), trade and investment missions, and global programs.
4. Promote Tasmania's competitive trade advantages globally, while building local engagement on Trade Tasmania's activities, services, and market updates to empower businesses.

Working closely and cooperatively with stakeholders across all key trade sectors, this whole-of-government approach to supporting trade will occur in collaboration with Tasmanian peak industry bodies and businesses.

Collectively we will present a unified Tasmanian brand story to bring more value and build demand for Tasmanian products and services.

We will continue to build economic growth for Tasmania by supporting pathways to new and existing markets, building industry collaboration, increasing trade diversity, and striving toward the goal of \$15 billion in export trade by 2050.



## Trade actions

This Action Plan will be delivered by Trade Tasmania through its three key pillars: trade development, trade connections and events, and international affairs. The strategic initiatives and actions in the plan will be promoted and communicated through Trade Tasmania's Trade Marketing team.

This year's actions have been developed in consultation with Trade Tasmania's internal and external stakeholders, and in partnership with associations, industry, Austrade and related Australian Government agencies. The actions cover the key trade sectors identified in the Strategy: advanced manufacturing, food and agribusiness, international education, resources and energy, science, space and technology, and tourism.

# Trade development

The Trade Development team supports and enhances Tasmanian businesses export capabilities, facilitating market entry, expansion, and diversification.

1. Provide Tasmanian businesses and associations with regular domestic and international export advice and support across the key trade sectors of advanced manufacturing, food and agribusiness, international education, resources and energy, science, space and technology, and tourism.
2. Partner with Tasmanian associations and business clusters to amplify agreed trade programs and initiatives including the delivery of trade focused election commitments, to support market growth and stability against trade shocks.
3. Partner with Brand Tasmania to help businesses tell their stories when selling their products off island, focusing on Tasmania's sustainability credentials and Tasmania's premium product offering through differentiation.
4. 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 across the key trade sectors.
5. Deliver the annual Trade Scorecard to business and industry which details Tasmania's national and international trade performance over the 2024–25 financial year, a key deliverable of the Strategy.
6. Build Tasmanian trade capability through the development of an export ready program aimed at supporting the next generation of Tasmanian businesses looking to start their export journey, in partnership with associations, industry, leading experts, Austrade and related agencies.
7. Enhance the Trade Directory and update the resources on the Trade website to enable exporters, importers and buyers to easily identify the markets in which Tasmanian companies are actively selling in and are interested in selling to, and provide access to trade resources to assist exporting businesses.

# Trade connections and events

The Trade Connections and Events team supports emerging and export-ready Tasmanian businesses with opportunities in key markets through the state's IBDN of international trade advocates, trade and investment missions, events, and global programs across key trade sectors.

8. Through engagement with the IBDN of international trade advocates, emerging and export-ready Tasmanian businesses are connected to opportunities to:
  - a. be provided a service and / or support
  - b. be delivered a satisfactory service at least 80 per cent of the time
  - c. be provided an increase in brand awareness
  - d. deliver an increase in the value of investment and contracts, through goods and services sold.
9. Support businesses to export through the delivery of the *Trade and Investment Mission Plan (2024–2027)* which includes programs in:
  - a. Hong Kong and mainland China
  - b. Gulf region (Kingdom of Saudi Arabi and United Arab Emirates)
  - c. East Asia (Thailand and Malaysia)
  - d. after care in each market.
10. Deliver a focused Inbound Visitation Program to drive trade outcomes and support business-to-business connections for emerging and export-ready Tasmanian businesses.
11. Deliver innovative 'TASMANIAN' event experiences across key domestic and international markets that capture new connections and increase brand awareness for Tasmanian businesses.
12. Support Tasmanian businesses in converting in-market opportunities and maintaining connections through partnering with and delivering dedicated pre and post workshops for trade shows, trade and investment missions, and other key initiatives and activities.
13. Deliver the annual Tasmanian Export Awards program that grows, celebrates, and promotes the state's export excellence, aligned to the national award framework.



# International affairs

The International Affairs team leads Tasmania's international trade relations, builds credibility of the Tasmanian story, and collects and shares market intelligence to support Tasmanian businesses to be globally competitive.

14. Lead the Tasmanian Government's trade diplomacy, by engaging with Australian overseas posts and advising and facilitating government-to-government engagement during trade and investment missions.
15. Actively seek, analyse, and exchange meaningful market intelligence to inform Tasmania's trade and international relations policy settings across government, taking into account business, people-to-people and cultural links.
16. Investigate and report on Tasmania's trade performance to provide government and industry stakeholders with information to enhance understanding of the state's trade landscape.
17. Maximise visits from diplomats and other international officials by promoting Tasmania's trade offerings and building positive government-to-government relationships, including:
  - a. enabling a range of Tasmanian businesses and organisations across sectors to gain exposure to international government representatives.
  - b. promoting Tasmania's unique brand and reputation for quality.
18. Identify and foster partnerships with international business councils, policy centres and other relevant organisations, where there is a trade advantage for Tasmania to exchange market information and expand networks.
19. Invest in and work collaboratively on mutually beneficial international relationships that lead to constructive economic outcomes for Tasmania, such as our long-standing sister state relationship with Fujian Province and our new partnership with Washington State, USA.
20. Support Tasmanian representation at intergovernmental trade and international relations forums, by providing data and policy updates and advocating for Tasmanian interests in the development of international initiatives, such as free trade agreements.







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