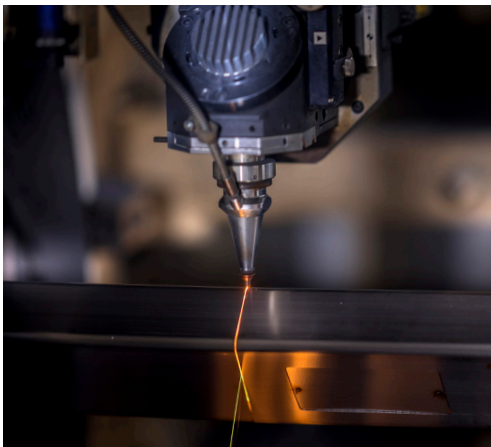


Tasmanian Trade Action Plan 2023–24



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Introduction

Tasmanian businesses continue to navigate an increasingly complex and volatile global trading environment, with challenges ranging from geopolitical tensions to the lasting effects of the pandemic. The Tasmanian Government, led by Trade Tasmania, is here to assist businesses through these challenges, to maintain, grow and diversify their trade.

To the credit of our exporting businesses, and their resilience, perseverance and innovation, Tasmania's export economy has continued to grow, however, we understand complacency is not the Tasmanian way.

The Tasmanian Government has developed a pathway forward, to support businesses and amplify trade relations as international activity continues to increase post-pandemic and we enter a hyper-competitive global marketplace.

This *Trade Action Plan 2023-24* 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* 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 globally competitive.
2. Build Tasmanian business and industry export capability and access to strengthen market entry, expansion, and diversification.
3. Connect export-ready Tasmanian business 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 trade support will occur in collaboration with Tasmanian peak industry bodies and businesses large and small.

Collectively we will present a unified Tasmanian brand story to bring more value 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 striving towards economic growth for Tasmania through reaching export trade of \$15 billion by 2050.

Trade actions

This *Trade Action Plan 2023-24* 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, covering the key trade sectors identified in the *Tasmanian Trade Strategy 2019-2025*: advanced manufacturing, food and agribusiness, international education, resources and energy, science, space and technology, and tourism.



Trade development

The Trade Development team supports and builds Tasmanian business and industry export capability and access, to strengthen market entry, expansion and diversification.

1. Provide Tasmanian businesses and associations with regular export advice and support across the key trade sectors, 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 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 of advanced manufacturing, food and agribusiness, international education, resources and energy, and science, space and technology.
5. Deliver the annual Trade Scorecard to business and industry which details Tasmania's national and international trade performance over the 2022–23 financial year, a key deliverable of the *Tasmanian Trade Strategy 2019–2025*.
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 to enable importers and buyers to easily identify the markets in which Tasmanian companies are actively selling in and are interested in selling to.

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 Tasmanian Trade Advocates, trade and investment missions, events, and global programs across key trade sectors.

8. Through engagement with the IBDN of Tasmanian 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 exporting in broad and focused markets, through the delivery of the current *Trade and Investment Mission Plan 2024* which includes programs in:
 - a. United Kingdom and Europe
 - b. United States of America
 - c. New Zealand
 - d. after care in markets across the Trade and Investment Mission Plan 2024.
10. Develop an agile, informed and focused Trade and Investment Mission Plan 2027. This will be the Tasmanian Government's next three-year trade and investment mission plan to drive trade outcomes and support connections for emerging and export-ready Tasmanian businesses in identified priority markets.
11. Deliver innovative 'Tasmanian' event experiences across key domestic and international markets that captures new connections and provides an increase in brand awareness for Tasmanian businesses.
12. Support Tasmanian businesses in converting in-market opportunities and maintaining connections through a dedicated after-care program post tradeshow, trade and investment missions, and other activity.
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, including engagement 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.
20. Connect stakeholders with reputable information concerning international policy developments and seek, advise and advocate for opportunities for Tasmania to leverage outcomes led by the Australian Government, such as free trade agreements.





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