



17 June 2020

The Secretariat
Attention Mr Ben Goodsir
PESRAC
HOBART TAS 7000
per secretariat.PESRAC@treasury.tas.gov.au

Dear Members

DIGITALISATION OF THE TASMANIAN BRAND

I wrote to provide significant industry support for Brand Tasmania (BT) and its Provenance branding to ensure the TASMANIAN brand is strengthened locally, nationally and internationally, and is promoted as a key asset of the Tasmanian community.

Our Group is leading THE OTHER SIDE (TOS), a project established in mid-March designed to identify and consider options that horticultural producers may consider as they seek to re-enter the export market post COVID-19. I facilitate the TOS Project on behalf of the 70-odd stakeholder members.

One of the first opportunities identified by TOS Stakeholders was the need to ensure that Provenance, Supply Chain Traceability and BioSecurity were digitalised and interactive.

Crucially, I wish to strongly request that stand-alone funding be provided to BT so that TASMANIAN Provenance can become a digitalised platform with the capacity and capability to interactively communicate with digitalised supply chain traceability, and biosecurity platforms.

Supply chain and Biosecurity traceability platforms are designed (and operating) to provide the consumer with information on the product purchased.

When the product's identification code is accessed, the consumer can readily identify its origin and route to market. Where it came from can be expressed as a production facility (BioSecurity platform), and, the route it took to the marketplace as a Supply Chain Platform.

These platforms are digitalised, are constructed to be interactive, and are known as Digitalised Interactive Platform (DIP). DIPs provide connectivity that seamlessly accesses the other two platforms.

Simply put as an outcome, if a Tasmanian product has traceability and/or biosecurity attributes, the consumer has the opportunity to move to the TASMANIAN brand platform and will be able to learn what the TASMANIAN brand encapsulates, more about the product, how to buy other Tasmanian products, to consider a holiday in Tasmania, perhaps buy a property, the opportunities to study at UTAS, or undertake education delivered by other providers.

Provenance competition in the Australian and global marketplace will continue to be a highly contested activity as regions seek to guide consumers to their place, their products, their services, their lifestyle; along with their intrinsic health and wellbeing.

On 29-June-2020, TOS stakeholders will be meeting via Webinar and there will be two speakers discussing DIPs. One will be addressing Supply Chain Traceability, and the other BioSecurity. I invite PERSAC members to join the webinar as an opportunity to gain a valuable insight in the digitalisation and connectivity of Provenance.

It is essential that Tasmania's placed-based Provenance platform be a key partner in these end-to-end digital services because post COVID-19, transparency and traceability are key tenants of integrity and trust.

Your sincerely

Ian

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23 June 2020

The Secretariat
Attention Mr Ben Goodsir
PESRAC
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Dear Members

DIGITALISATION OF THE TASMANIAN BRAND

I write further to our letter of 17-th. and your response of 21-June-2020.

The following addresses your initial comments.

Importance of Trade to Tasmania

Tasmania's economy has been impacted by COVID-19 and the Council will be aware of the severity.

From a broad, whole-of-state perspective, exports of goods and services contribute around \$5-billion pa; about 20% of Tasmania's GDP. Agriculture as a sector has a net food revenue of \$6.5-b-pa. All of agriculture and a significant proportion of exports rely heavily on the TASMANIAN brand to establish a strong point of difference in international markets.

Post COVID-19, the international trade environment will be different. Business and government, through observations and specialist advice, recognise the substantial uptake in digitalisation and its significant position in the consumer, business and community mind as they adjust to the "new/next" normal.

Funding remit

The primary purpose in writing was to draw Council's attention to the significance of branding for the positioning and marketing of Tasmanian products in local, domestic and international markets. Likewise, the importance of our TASMANIAN brand in the generation of income with inbound tourism and education.

In the extraordinary circumstances of COVID-19 and the Council's considerations, it is better that we ensure that the importance of the TASMANIAN brand is documented rather than presumed.

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Context & ground level

In a focused and defined sense, branding is definitely a Tasmanian context, and, at the ground level digitalisation of brand and its ability to move across other interactive platforms is crucial.

Our Webinar

We would be delighted if someone from PESRAC will be able to attend the webinar on Monday.

Your sincerely

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