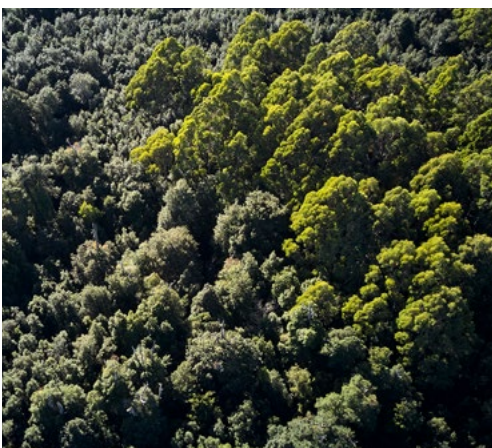


Tasmanian Trade Strategy Annual Action Plan 2021



Introduction

2020 has emphasised that in a changing and unpredictable world, resilience and agility are key to business survival. As an island state, this resonates particularly for Tasmanian businesses who rely on global networks to get their products and services to market.

This is why the priorities of market diversification, market expansion and managing export risks outlined in the Tasmanian Trade Strategy 2019-2025 are so important. We must continue to build on these focus areas and promote our collective strengths as a state, expanding opportunities in existing markets, and broadening awareness of Tasmanian quality products and services in new markets.

This Tasmanian Trade Strategy Annual Action Plan 2021 follows the Interim Trade Action Plan's rapid response initiatives, delivered by the Tasmanian Government during the second half of 2020.

Importantly, both plans were developed alongside our trade businesses, exporters, industry associations, regional organisations and institutions who are best placed to identify where the Tasmanian Government can add the most value. It is important to note that this is a living document and the Tasmanian Government will continue to engage with industry and business to determine actions and priorities.

This plan outlines 53 specific new and ongoing actions in the 2021 calendar year, focused around our four Trade Strategy priorities.

Tasmanian business and industry can seek further information by contacting the Trade Tasmania team by email at trade@stategrowth.tas.gov.au, following [Trade Tasmania on LinkedIn](#) and visiting www.trade.tas.gov.au.

This plan has a strong focus on growing the domestic market through in-market and inbound trade activities; supporting trade alliances; and maintaining and expanding our presence internationally through virtual engagement and overseas representation. This will be particularly pertinent if travel restrictions continue throughout 2021.

The trade initiatives are whole-of-government, with most actions led by the Department of State Growth in collaboration with Brand Tasmania, Tourism Tasmania, the Department of Premier and Cabinet, the Department of Education and the Department of Primary Industries, Parks, Water and Environment, and our Australian Government and industry partners. This plan does not list all business growth activities and it refers to existing plans across the document.

A second Tasmanian Trade Scorecard will be released in early 2022 benchmarking Tasmania's annual trade performance against previous trade values and against the four key performance indicators, namely:

- The number of businesses provided with a service and/or support.
- An improvement in brand awareness in targeted markets.
- At least 80 per cent of businesses satisfied with the quality of services provided.
- An increase in the value of products or services sold by Tasmanian businesses to the domestic and/or international market, where businesses have been supported through the Strategy.

Since the Trade Strategy was launched in February 2019 there have been a number of global and regional events that have challenged Tasmania's trade. In 2021, the Department of State Growth will complete a mid-term review of the Strategy to mitigate rapid disruptions, create new opportunities and explore emerging markets.

During 2021 we will continue to work with industry towards reaching our ambitious export target of \$15 billion per year by 2050, up from the estimated value of \$5.014 billion for 2019-20¹.

¹ Calculated based on ABS data for goods and services.

Build trade in key sectors

Advanced manufacturing	<ol style="list-style-type: none"> 1. Leverage the advanced manufacturing sector's strengths and comparative advantages to thrive and expand in a global market through the Tasmanian Advanced Manufacturing Action Plan 2024. 2. Continue to work with Tasmanian businesses and relevant organisations to further market opportunities in the defence industry. 3. Assist Tasmanian businesses to identify and tender for contracts through the Industry Capability Network. 4. Facilitate international engagement and Prime visitation through the Tasmanian Defence Industry Strategy 2023.
Food and agribusiness	<ol style="list-style-type: none"> 5. Deliver additional targeted food and agribusiness trade initiatives in the following sub-sectors: <ul style="list-style-type: none"> • Beverage industry • Horticultural industry • Red meat industry • Seafood industry • Salmon industry • Wine industry. 6. Develop targeted food and agribusiness trade initiatives in conjunction with industry in the following sub-sectors: <ul style="list-style-type: none"> • Dairy industry • Wool industry. 7. Support business and industry to identify and explore new opportunities to further value-add in the food and beverage sector, and to sell these specialist products globally. 8. Activate the domestic food and beverage market engagement program which includes promotion, digital and in-market events and domestic inward buyer and influencer visits.
International education	<ol style="list-style-type: none"> 9. Leverage Tasmania's strengths, through the Asian Market Engagement Plan, marketing campaigns and trade advocates to promote Tasmania as an international education destination of choice. 10. Develop initiatives to enhance international student experience in Tasmania.

Resources and energy	<ol style="list-style-type: none"> 11. Support market expansion and trade growth for the forestry sector through delivery of additional forestry industry trade initiatives. 12. Promote our renewable energy story internationally and work on a “Certified Tasmanian Renewable” brand program for products and services created with 100 per cent renewables. 13. Support the minerals sector with their promotion and trade of Tasmanian minerals across the globe, including through development of virtual reality tours, provision of promotional materials in language, and investigating options associated with Tasmania’s renewable energy status. 14. Participate in the Australian Earth Sciences Convention, PDAC Canada and Geoscience Australia marketing opportunities. 15. Support the energy sector to promote its capability, including a potential inward buyer visit and government-to-government virtual engagement.
Science and technology	<ol style="list-style-type: none"> 16. Facilitate international engagement and visitation through the Tasmanian Antarctic Gateway Strategy. 17. Deliver a virtual trade marketing initiative to promote Tasmania’s Antarctic capabilities. 18. Participate in person or by virtual contact at the Council of Managers of National Antarctic Programs (COMNAP) in July 2021 in Japan. 19. Participate in national and international space industry events to promote cross-border research collaboration opportunities. 20. Investigate the development of targeted new frontiers sector trade initiatives, incorporating the information technology, screen, gaming and space industries. 21. Work with the science and technology sector to increase awareness of support available for the sector to further trade opportunities.
Tourism	<ol style="list-style-type: none"> 22. Deliver the T2I Visitor Economy Action Plan to rebuild visitation, re-establish air and sea access and support tourism businesses. 23. Investigate the development of targeted cultural and creative industries trade initiatives.

Showcase Tasmania in priority markets

24. Appointment of Japan, Singapore and United States-based Tasmanian trade advocates to assume trade and investment leadership for Tasmania in-market and support a business-led approach to building new trade in these key markets.
25. Develop a strategic maritime partnership with Indonesia to support and raise the profile of Tasmania's maritime offering in Indonesia.
26. Continue to work with Tasmania's Senior Business Development Manager based in Austrade, Shanghai, China.
27. Participate in the International Visitors Leadership Program to strengthen and create trade relations with the United States of America.
28. Collaboration with the Department of Foreign Affairs and Trade and Tourism Australia, to deliver *Australia now* Malaysia projects and events to promote our premium food offering and tourism opportunities.
29. Assess opportunities for a Government-led trade and investment mission to Japan and South Korea.
30. Assess opportunities for a Government-led trade and investment mission to Singapore and Malaysia.
31. Facilitate inward buyer, commercial and diplomatic delegations and connect these programs with relevant Tasmanian industry opportunities.
32. Launch a Trade with Tasmania website in combination with the Tasmanian showcase website to promote Tasmania's trade and sector capabilities globally.
33. Deliver trade marketing campaigns, commencing with a food and beverage campaign domestically, in China and on the west coast of the United States and a maritime campaign domestically and in Indonesia.
34. Support Tasmanian businesses to utilise traceability for their products with links through to the Trade with Tasmania website.
35. Deliver the Tasmanian Export Awards 2021.
36. Facilitate digital trade opportunities for Tasmanian businesses including for example through Alt-Foodex in collaboration with Austrade, Amazon Australia, Buy Something Tasmanian website, Saladplate, and the Tasmanian Trade Directory.
37. Support Tasmanian businesses across key sectors to attend domestic trade shows such as SMB Digital, Fine Food, Foodservice Australia, Land Forces, PAX, Asia Pacific International Mining Exhibition and Australasian Oil and Gas Exhibition and Conference.
38. Investigate the opportunity to leverage Australia's participation in 'Expo 2020 Dubai UAE' in late 2021 and early 2022, in order to raise the profile of Tasmania and build trade with the Middle East.
39. Commemorate the 60th anniversary of the Australia Korea relationship.
40. Commemorate the 40th anniversary of the Tasmania Fujian sister state relationship.

Support market access and logistics

41. Launch the Asian Market Engagement Plan with a focus on market expansion and opportunities for the international education, food and agribusiness and forestry sectors.
42. Continue to support businesses to access sea and air freight services, explore alternative markets and freight options.
43. Continue to deliver the Logistics Advisory Service through webinars, launching a Freight and Logistics Toolkit and delivering a facilitated consolidation and aggregation workshop.
44. Undertake analysis of issues in relation to international shipping containers and investigate potential solutions to facilitate better trade opportunities for Tasmanian exporters including exploring the viability of a Tasmanian empty container park.
45. Establish a market access whole-of-Tasmanian Government framework that is in line with and supportive of the Australian Government's approach to international market access negotiations.

Build export capability of Tasmanian businesses

46. Manage the Trade Alliance Program to support Tasmanian industry associations and regional organisations facilitate collaborative projects to build competitive advantage for Tasmanian businesses and/or develop solutions to trade and export challenges.
47. Deliver a series of webinars and workshops including, but not limited to, how to close a trade deal online, how to leverage the Tasmanian brand, export 101, social media marketing, and a 2021 postcard series in collaboration with the Tasmanian Chamber of Commerce and Industry and Austrade.
48. Deliver quarterly networking events for the Tasmanian trading community to support mentoring, share best practice, and strengthen collaboration across industry sectors.
49. Deliver quarterly newsletters to the Tasmanian trading community.
50. Provide export statistics to supplement trade intelligence for businesses, key industry, sector and regional bodies and relevant government agencies.
51. Develop an international marketing and branding toolkit.
52. Continue to manage the Accelerating Trade Grant Program and promote the program to Tasmanian businesses.
53. Support Tasmanian incubators with brand and trade advice.

Disclaimer:

This Tasmanian Trade Strategy Action Plan states our intentions for the next 12 months if there are no changes in Government policy.

Images courtesy of the Tasmanian Government, Josh Lamont, Michael Perkins, Vestas Granville Harbour Operations and Adam Gibson.



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