


An aerial photograph of a rugged coastline. The top half of the image shows a dense forest of green trees. Below the forest, a sandy beach is visible, partially obscured by large, reddish-brown and grey rocks. The water is a vibrant turquoise color, with white foam from waves crashing against the rocks. The overall scene is a beautiful natural landscape.

Tasmanian Trade Strategy 2030

A close-up photograph of a green fern frond against a dark background. The frond is the central focus, showing its intricate, feathery structure with many small leaflets. The lighting is soft, highlighting the texture and color of the plant. The background is dark and out of focus, creating a sense of depth and contrast.

Acknowledgement

We acknowledge Tasmanian Aboriginal people as the traditional owners of this Land, and pay respects to Elders past and present for they hold the knowledge, memories and culture of Aboriginal people in Tasmania.

Contents

Minister's foreword	5
Strategy overview	6
Trade strategy 2030 at a glance	7
From foundations to future	9
Achievements 2019–2025	
The next strategic phase	
Tasmania's trade landscape today	11
Trade snapshot	
Global forces shaping trade	
Strategic pillars	15
Pillar 1: A robust, sustainable and diverse trade ecosystem	
Pillar 2: Exporter capability and confidence	
Pillar 3: Relationships in priority markets	
Pillar 4: Coordinated government support and governance	
Markets and sectors	20
Priority markets	
Targeted engagement market opportunities by sector	
Sector snapshots	
Implementation and performance	29
Interdependencies in the global trading system	
Annual Action Plans	
Trade Scorecards	
Partnerships	
Looking ahead	30

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Minister's foreword

Tasmania stands at an exciting juncture in its trade journey. Building on the achievements of the Tasmanian Trade Strategy 2019-2025, our state has demonstrated the power of coordinated action, strong partnerships, and a clear vision to grow our economy. Strategic investment in trade missions, in-market advocacy, and sector support has delivered measurable outcomes, generating returns of up to \$14.30 for every dollar invested.



As we look to 2030 and beyond, this refreshed strategy charts a confident path toward a more connected, resilient, and innovative trade economy. Our vision is ambitious: Tasmania will be recognised globally for quality and innovation, with a long-term goal of \$15 billion in annual exports by 2050. Achieving this requires a clear focus on building exporter capability, fostering international relationships, and leveraging Tasmania's natural and human advantages.

Tasmania's premium products, skilled workforce, research excellence, renewable energy, and rigorous biosecurity standards provide a foundation for sustainable growth and global trust. The TASMANIAN brand, associated with authenticity, quality, and care, remains one of our greatest competitive assets.

The Trade Strategy 2030 sets out a roadmap for coordinated government support, diversified markets, targeted sector growth, and working with industry to drive innovation and competitiveness. This is underpinned by annual Trade Action Plans and guided by four pillars: a robust trade ecosystem, stronger exporter capability, priority market relationships, and integrated governance.

Global conditions continue to evolve, shaped by technology, sustainability requirements, shifting consumer expectations and geopolitical uncertainties. Tasmania will respond through innovation, adaptability, and strategic engagement to build a trade economy that is smarter, more resilient, and globally respected.

A handwritten signature in black ink, appearing to read 'Guy Barnett'.

The Hon Guy Barnett

Deputy Premier
Minister for Trade

Strategy overview

The Tasmanian Trade Strategy 2030 sets the direction for government trade activity over the next five years, focusing engagement on priority markets and sectors while strengthening exporter capability.

Trade is a significant contributor to Tasmania's economy. In 2024-25, the state exported \$6.06 billion in goods and services internationally¹, contributing 13.7 per cent to Gross State Product, and a further \$27.8 billion to Australian domestic off-island markets². These markets provide scale, stability and opportunity for Tasmanian businesses.

Tasmania's competitive strengths – including a trusted brand, skilled workforce, research capability and natural advantages – position exporters to respond to global demand for quality, sustainability and advanced production.

This strategy reflects consultation with industry and provides a framework for government action. Four strategic pillars guide activity, while priority markets direct engagement and sector snapshots inform coordination. The strategy is designed to be adaptive, with the Tasmanian Government and industry working together to respond to opportunities and evolving global conditions.

Priorities will be defined each year in Annual Action Plans, supported by an annual Trade Scorecard to monitor progress. This ensures delivery remains aligned and responsive, supporting Tasmania's long-term ambition to grow international exports to **\$15 billion by 2050**.

¹ Source: Tasmania GSP and International Goods Exports: Australian Bureau of Statistics (ABS) Cat. No. 5220.0, Australian National Accounts – State Accounts, Table 07. International Service Export data – ABS Cat. No. 536805500303, International Trade, Supplementary Information, FY 2024-25, Table 03

² Source: National Institute of Economic and Industry Research (NIEIR) ©2026, compiled and presented in economy.id by .id (informed decisions)

Trade strategy 2030 at a glance

Vision: A confident, connected and sustainable Tasmanian trading economy, recognised globally for quality and innovation, and positioned to achieve \$15 billion in annual exports by 2050.

Purpose: To guide and build exporter capability and deepen market partnerships, growing a resilient and productive trade economy.

Pillar 1: A robust, sustainable and diverse trade ecosystem.

Pillar 2: Exporter capability and confidence.

Pillar 3: Relationships in priority markets.

Pillar 4: Coordinated government support and governance.

Broad markets:

- Australian domestic off-island market and New Zealand.
- China and Hong Kong SAR.
- Japan.
- Republic of Korea.
- Singapore.
- United States of America.

Targeted markets:

- ASEAN³
- European Union (EU) and United Kingdom (UK).
- India and South Asia.
- Middle East.
- Taiwan.

Key sectors:

- Advanced manufacturing and defence.
- Antarctic, science and technology.
- Digital and creative industries.
- Education and research.
- Food and agribusiness.
- Resources and energy industries.
- Tourism and visitor economy.

³ Association of Southeast Asian Nations.



From foundations to future

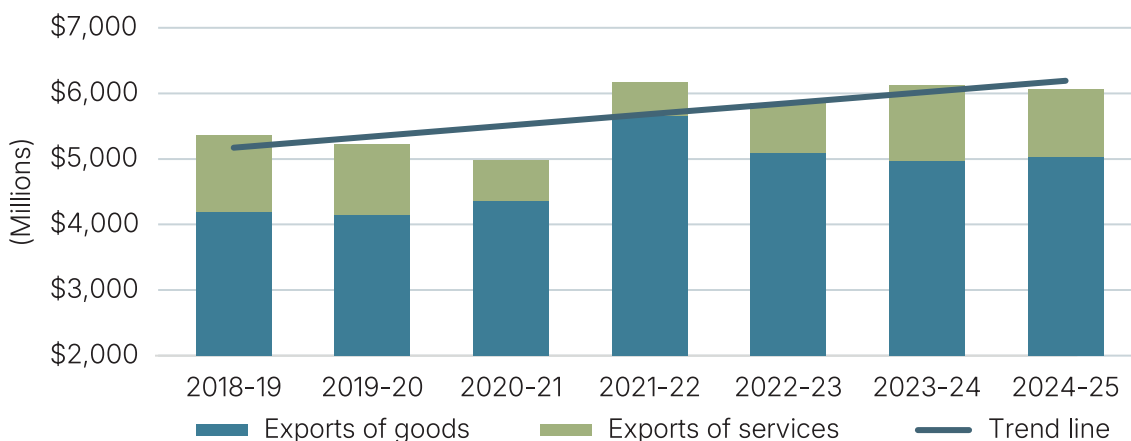
Achievements 2019-2025

Tasmania's first Trade Strategy set a clear direction for growing trade and supporting local businesses. It strengthened coordination, improved market intelligence and streamlined exporter pathways across priority sectors.

Delivery under the strategy demonstrated measurable and significant value. Across 20 actions, confirmed outcomes totalled \$50.8 million in export and trade-related activity, representing a return of \$6.70 for every dollar invested. Trade missions returned an estimated \$9.50 for every dollar invested, inbound visitation programs \$4.70, and the in-market Trade Advocate network \$14.30.

These outcomes were reached alongside broader global influences, including commodity prices, demand cycles and geopolitical shifts, with exporters showing resilience and creativity during a period marked by change. The refreshed strategy builds on areas where government action has delivered the greatest impact.

Tasmanian international export values, nominal⁴



⁴ Source: Australian National Accounts: State Accounts – ABS Cat No 5220.0, Table 7

The next strategic phase

Global trade conditions continue to evolve, shaped by rapid changes in technology, freight, consumer expectations and international relations. Tasmania's established strengths, including strong relationships, renewable energy, premium products and skilled capability, provide the foundation for future growth.

This refreshed strategy builds on what is working, reflects current conditions and aligns Tasmanian Government activity with the long-term ambition to grow Tasmania's international exports to \$15 billion by 2050.

The focus is to concentrate strategic activity where it delivers measurable impact, adapt to changing global conditions, and strengthen the state's trade performance over the next five years.



Tasmania's trade landscape today

Trade snapshot

Trade is a significant contributor to Tasmania's economy, with businesses supplying goods and services to domestic off-island and international markets.

Domestic trade is a substantial part of the state's economic profile, providing a foundation for business growth and international expansion. International markets offer opportunities for additional growth, diversification and brand awareness.

Major goods and services exports include food and agribusiness, resources, advanced manufacturing, education and research, and specialised services.

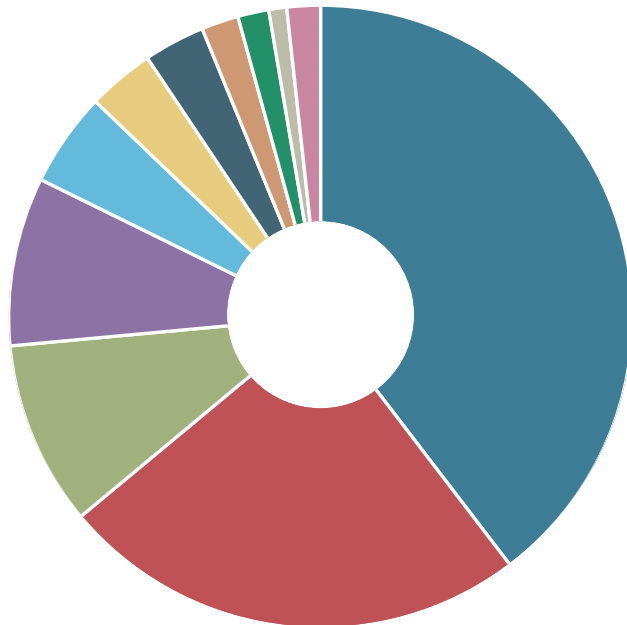
Tasmania's competitiveness is supported by quality and reliability, strong research capability, a skilled workforce and collaboration between industry and government. Renewable energy, clean and dependable water resources, cool-climate conditions and rigorous biosecurity standards support traceable and low-carbon production. Mineral resources, including critical minerals, enable participation in global value chains.

The Tasmanian brand is one of the state's most valuable assets. It is associated with authenticity, safety, environmental responsibility and care in production, reinforcing trust in our goods and services. This reputation underpins high value goods exports, and in the services trade, trust and credibility are as important as technical capability.

The island's scale enables close collaboration and responsive decision-making. Reliable freight access and digital connectivity are essential enablers of trade, supporting efficient market access.

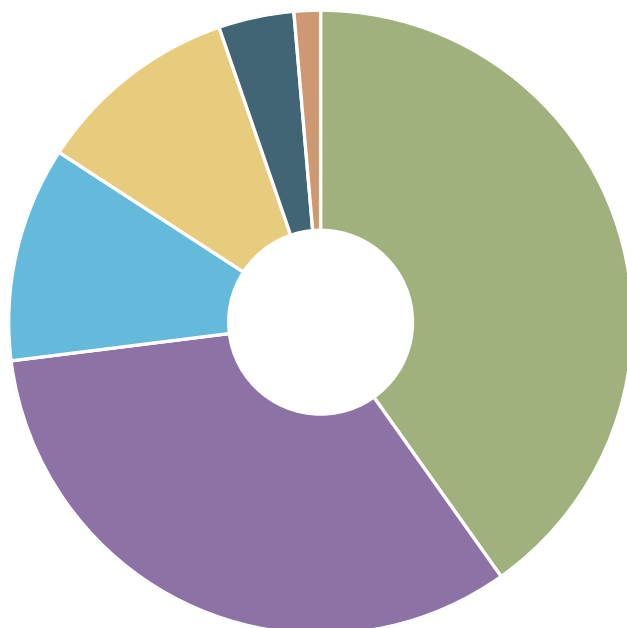
Insights gathered through consultation and ongoing engagement with the export community set a clear direction for how the Tasmanian Government will support and strengthen the state's position in priority markets. Guiding principles emphasise partnership, sustainability, inclusivity, evidence-based decision-making, balanced diversification, and directing resources where they deliver the greatest impact.

**Tasmanian international goods exports
2024-25⁵**



- 39.6%** Processed metals and metal products
- 24.4%** Ores and concentrates
- 9.6%** Seafood products
- 8.7%** Confidential items of trade
- 4.9%** Dairy products
- 3.5%** Wood and paper products
- 3.2%** Meat products
- 1.9%** Fruit and vegetable products
- 1.6%** Machinery and transport equipment
- 0.9%** Animal and vegetable based products
- 1.7%** Other products

**Tasmanian international services exports
2024-25⁶**



- 40.2%** Education related travel
- 32.8%** Tourism and other personal travel
- 11.1%** Business related travel
- 10.6%** Other services
- 3.9%** Transport services
- 1.4%** Telecommunications, computer and information services

⁵ Source: State Growth estimates based on International Trade in Goods and Services, ABS Cat No 5368.0: *data on subscription*

⁶ Source: State Growth estimates based on ABS Cat. 5368.0.55.00303: International Trade: Supplementary Information, Financial year, 2024-25 Table, 3.6

Global forces shaping trade

Tasmania's trade environment is shaped by shifting global conditions. Trade patterns are evolving across Asia, North America and Europe. Growth in Southeast Asia and India presents new opportunities. Longstanding relationships with Japan, the United States, the European Union and the United Kingdom continue to provide established and important markets, while requiring ongoing focus in a changing geopolitical environment. Australia's free trade agreements continue to support smoother access to key partners.

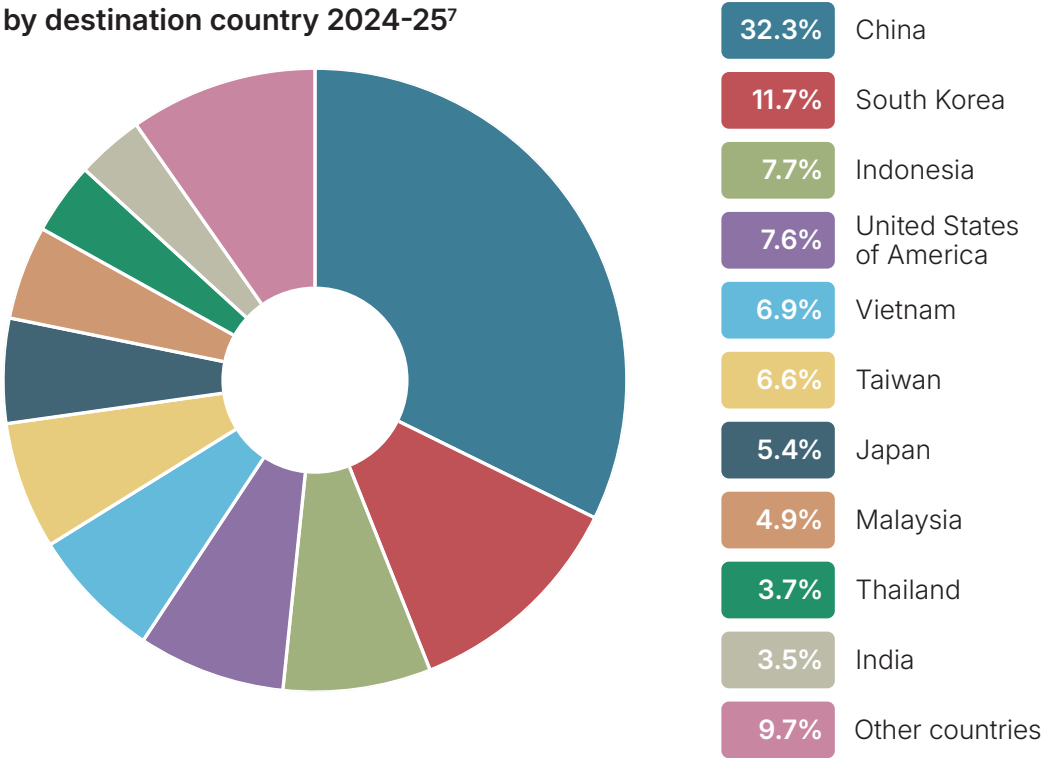
Supply chains and logistics are critical to competitiveness. Freight access, cost and reliability are essential considerations for an island economy. Global disruptions have reinforced the importance of coordinated planning and flexible transport routes, particularly as decarbonisation trends reshape freight systems.

Digital capability continues to transform how Tasmanian businesses compete and scale, with exporters relying on digital tools to access customers, deliver services remotely, gather market intelligence and respond to emerging demand.

Sustainability and traceability requirements are also influencing global demand. Tasmania's renewable energy base and responsible production standards position exporters well, but ever-changing standards require continuous adaptation.

These forces require focused engagement and a considered, long-term trade strategy.

Tasmanian international exports by destination country 2024-25⁷



⁷ Source: State Growth estimates based on International Trade in Goods and Services, ABS Cat No 5368.0: data on subscription



Strategic pillars

The strategy is structured around four pillars that focus government activity where it delivers the greatest value. Together, they guide coordinated and practical action, strengthening collaboration between the Tasmanian Government and industry to deliver measurable trade outcomes.

Pillar 1: A robust, sustainable and diverse trade ecosystem

Tasmania's long-term trade success depends on strong foundations. This pillar focuses on sustainability credentials, freight access and digital capability to support exporters across priority sectors, helping businesses build resilience, maintain a future focus and respond to new opportunities.

Promote sustainability and low-carbon credentials

Tasmania has one of Australia's lowest emissions profiles and generates 100 per cent of its electricity from renewable sources, with a target of 200 per cent by 2040. Strong environmental and biosecurity standards, including the state's genetically modified organism (GMO)-free status, support access and positioning in markets that value traceability and responsible production. These strengths provide exporters with a credible and verifiable platform to demonstrate product integrity, pest-free status, ethical practices and low-carbon operations.

The Tasmanian Government will work with industry and national partners to provide guidance on emerging sustainability standards and support exporters to present credible environmental credentials in priority markets.

Leverage investment in freight and digital connectivity

Freight access and digital capability are critical for an island economy. Investment in new TT-Line vessels and associated port upgrades will increase capacity and improve reliability, strengthening links to mainland and international markets.

Coordinated efforts across industry, logistics providers and relevant agencies will maximise the value of recent freight and digital investments, ensuring exporters have access to timely, accurate information to make the most of improved connectivity.

Pillar 2: Exporter capability and confidence

Strengthening exporter capability focuses on improved market intelligence and practical skill development, with targeted activities aligned to priority markets.

Enhance market insights and market readiness

Timely and reliable market intelligence supports informed decision-making. The Tasmanian Government will improve how trade-related data and insights are gathered, curated and shared, providing exporters with enhanced information on market conditions, regulatory settings and emerging risks.

This work will support readiness and more targeted export activity. It will complement initiatives delivered by the Australian Government, industry and research organisations, and international networks to ensure consistency with national trade settings and avoid duplication.

Develop export skills and workforce capability

Export success depends on skilled businesses and a capable workforce. The Tasmanian Government will work with education and industry partners to strengthen provision of export-related training, regulatory guidance and digital capability.

Coordinated programs will focus on practical skills that support market entry, expansion and adaptation to changing conditions.

Pillar 3: Relationships in priority markets

This pillar focuses on coordinated international engagement and global representation, building on Tasmania's strengths and supporting commercial outcomes.

Deepen international engagement and market opportunities

Sustained relationships support trade and investment performance. The Tasmanian Government will maintain a presence in priority markets, aligned with Australian policy settings and exporter needs.

The international Trade Advocate network provides in-market expertise and supports long-term relationship building. Under the previous strategy, the program delivered an estimated return of \$14.30 for every dollar invested. International advocates will continue to operate in priority markets with a broad mandate that includes both trade development and investment attraction. Ongoing assessment will ensure representation is aligned to Tasmania's priorities and delivers value.



Targeted trade missions, support of inbound visits and participation in priority trade shows will continue to be delivered. Trade missions generated an estimated return of \$9.50 for every dollar invested under the previous strategy, and future activity will continue to focus on commercial outcomes, aligned to sector priorities.

People-to-people connections also support trade outcomes. The Tasmanian Government will continue to draw on opportunities where cultural links, institutional relationships and longstanding personal ties, such as those with Denmark and China's Fujian Province, promote dialogue, collaboration and market visibility.

Delivery will leverage partnerships with the Australian Trade and Investment Commission (Austrade), Department of Foreign Affairs and Trade (DFAT), industry associations and international partners to maximise impact.

Strengthen branding, shared storytelling and global representation

Tasmania's brand is one of its strongest assets. Collaboration will continue with Brand Tasmania and industry partners to promote unified messaging across priority sectors and markets.

A structured and coordinated approach to brand stewardship, trade and investment engagement and market presence will strengthen recognition of Tasmania as a trusted partner, supporting credibility and long-term economic relationships in global markets.

Pillar 4: Coordinated government action and governance

Exporters benefit when government activity is coordinated and clearly structured. This pillar clarifies roles, strengthens governance and focuses strategic action on trade priorities.

Streamline coordination, governance and exporter pathways

Activity across government agencies will focus on priority markets and sectors, with defined roles and accountabilities.

Enhanced coordination between teams supporting trade promotion, investment attraction, brand, international education, and science and cultural partnerships will streamline government representation and improve access for international partners seeking to engage with Tasmania.

Strengthened referral pathways and governance processes will ensure trade activity remains strategic, transparent and responsive. This will reduce fragmentation, directing resources toward activities that deliver commercial outcomes.



Markets and sectors

Priority markets

A considered approach to market selection ensures government trade initiatives are directed where Tasmania has the strongest opportunities for long-term and sustainable growth. The strategy continues the distinction between **broad engagement** and **targeted engagement** markets set out in the 2019-2025 strategy. This classification reflects the maturity of existing trade relationships, the scale of commercial activity and where government involvement is most likely to add value.

Broad engagement markets are those where Tasmania maintains strong, multi-sector relationships and ongoing in-market activity, forming the core of international trade activity.

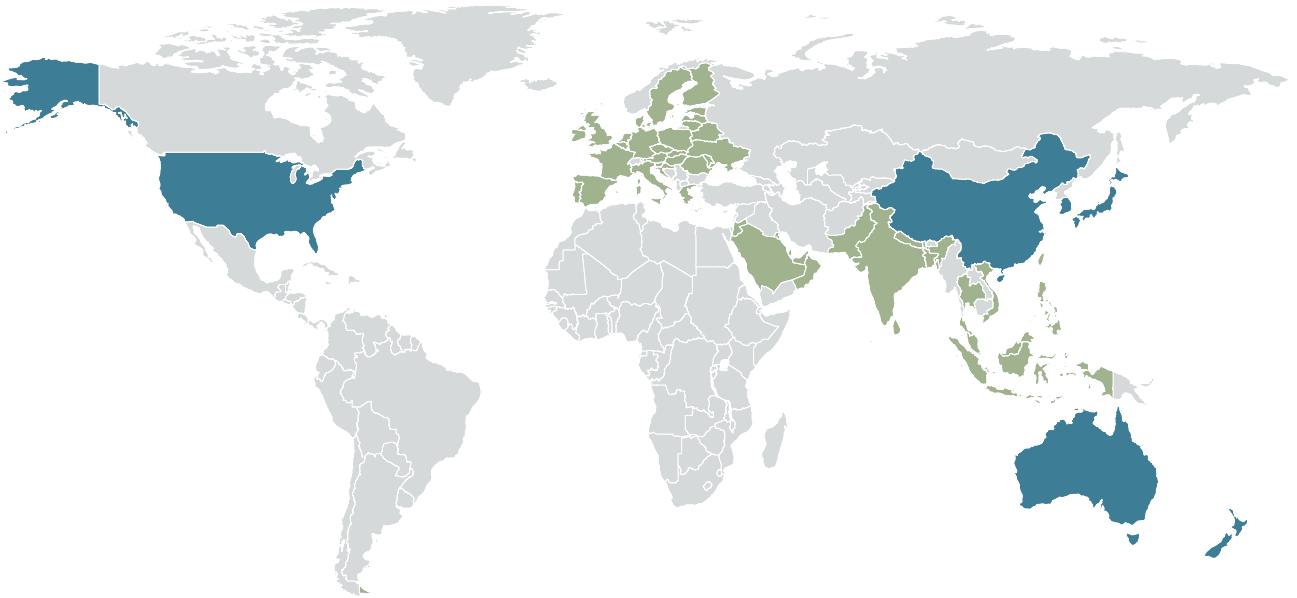
The domestic off-island market remains central to Tasmania's economy, providing scale and stability. Close trans-Tasman links with New Zealand further strengthen regional engagement and long-standing commercial relationships, supporting investment decisions and export growth. For many businesses, these markets provide a foundation for broader international expansion.

Targeted engagement markets are those with identified sector-specific opportunities. Engagement in these markets is focused in response to emerging or expanding demand and is selective and time-bound. For example, the United Kingdom and European Union present specific opportunities for advanced manufacturing and defence industries.

The table on page 22 outlines the key sectors associated with targeted engagement markets, where Tasmanian exporters are well positioned to deepen sector-specific opportunities. The Tasmanian Government will individually assess its involvement with these more specific opportunities.

Exporters will continue to pursue niche and sector-specific international opportunities as part of normal commercial activity, while government trade engagement is directed to focused markets and sectors where it delivers the greatest impact.

This approach clarifies where a sustained Tasmanian Government presence is warranted and ensures resources are directed strategically across key markets. This classification reflects the depth of existing trade relationships, sector breadth, the scale and maturity of demand in each market, and where involvement will add value.



Broad engagement markets

- Australian domestic off-island market and New Zealand.
- China and Hong Kong SAR.
- Japan.
- Republic of Korea.
- Singapore.
- United States of America.

Targeted engagement markets

- ASEAN
- European Union (EU) and United Kingdom (UK).
- India and South Asia.
- Middle East.
- Taiwan.

Targeted engagement market opportunities by sector

Sector	ASEAN	EU and the UK	India and South Asia	Middle East	Taiwan
Advanced manufacturing and defence	✓	✓	✓	✓	
Antarctic, science and technology		✓			
Digital and creative industries		✓			✓
Education and research	✓		✓	✓	✓
Food and agribusiness	✓	✓		✓	✓
Resources and energy industries	✓	✓	✓	✓	✓
Tourism and visitor economy		✓	✓		



Sector snapshots

Tasmania's export economy spans a wide range of goods and services sectors. The following snapshots describe sectors where coordinated activity, including trade missions, market intelligence, in-market representation and capability programs, can amplify the value of what industry is already achieving.

Not all sectors require the same level of involvement; some benefit primarily from brand and market access support, others from targeted capability investment. Annual Action Plans will show where Tasmanian Government resources are concentrated each year, responding to market conditions and commercial opportunity.

Advanced manufacturing and defence

Tasmania has established capability in shipbuilding, light metals and precision engineering, supplying specialised products and services into defence, maritime, mining and transport value chains. Strong research partnerships and a skilled workforce support participation in high-value and technically demanding markets, including through national programs and prime contractors, strengthening access to global markets.

Antarctic, science and technology

As Australia's Antarctic gateway, Tasmania hosts world-class research institutions, expert maritime capabilities and remote-operations specialists. The state's proximity to Antarctica and advanced technology capability present unique advantages in space life sciences and space domain awareness. Strengths in climate science, marine systems, remote sensing and space and information technologies support high-value knowledge exports and international research partnerships.

Digital and creative industries

Digital and creative businesses operate across national and global markets in software development, digital content and design, virtual and augmented reality, and interactive media. There are also specialised artisans and creative innovators crafting furniture, art, clothing and skincare products that, through strong technical capability and connectivity, support export growth and reinforce Tasmania's international brand and creative reputation.





Education and research

Education and research contribute significantly to services exports and global engagement. Higher education, vocational education and training and research partnerships support international student pathways, offshore delivery and workforce-aligned skills development. Recognised strengths in Antarctic and maritime studies, and science and technical disciplines support international collaboration.

Food and agribusiness

Food and agribusiness exports include dairy, red meat, seafood, horticulture, wine and spirits. Tasmania's geographic isolation, strong biosecurity protections and animal welfare framework reinforce trusted supplier status and strengthen market access. These strengths extend to other high-value products, including field crops, agroforestry, livestock, seaweed and textiles.

Resources and energy industries

Mining, mineral extraction and processing are Tasmania's largest export industries, underpinning regional economies and overall trade performance. The sector continues to evolve through innovation, strong environmental management and demand for responsibly sourced minerals, including critical minerals. High-quality geoscience capability supports exploration and investment attraction.

The state's renewable electricity generation underpins opportunities for Tasmanian expertise in specialist services, research, technology development, and component manufacturing for energy transition industries. This base in renewable energy provides a competitive advantage for mineral processing and low-emissions production, strengthening participation in future industries, clean technology and energy transition supply chains.

Tourism and visitor economy

The visitor economy supports services exports through international and interstate visitation. Exceptional nature-based experiences, arts and cultural offerings, and events strengthen brand recognition and generate flow-on benefits for food, beverage and other export industries.



Implementation and performance

The strategy will be delivered through Annual Action Plans and monitored through an annual Trade Scorecard, ensuring the Tasmanian Government remains responsive while maintaining strategic focus and accountability.

Interdependencies in the global trading system

Tasmania operates as a small, open and trade-exposed economy. Trade performance is influenced by global economic conditions, commodity cycles, geopolitical developments and international regulatory standards. These factors sit beyond the direct control of government and exporters alike, reinforcing the need for prioritisation and coordinated engagement.

Market diversification and sector development require continued effort, and emerging opportunities must be balanced against established industry activities. Ongoing collaboration with industry and the Australian Government remains essential.

Annual Action Plans

Annual Action Plans will set out priority markets, targeted initiatives, planned engagement and key partnerships for each year. Updating these plans enables responsiveness to changing market conditions while maintaining the strategy's long-term direction.

Trade Scorecards

An annual Trade Scorecard will track performance against defined indicators. The Scorecard supports transparency and informed oversight, recognising that trade outcomes develop over the long term.

Partnerships

Effective collaboration enables delivery. Working with industry, national agencies, research organisations and international partners, the Tasmanian Government will coordinate activity, reduce duplication and maximise impact.

Looking ahead

This strategy provides a structured framework for Tasmanian Government action over the next five years, targeting the state's priority markets and sectors.

Global demand, technology and regulatory settings will continue to evolve. Through consistent delivery, targeted engagement and ongoing capability development, Tasmania will be positioned to seize opportunities, respond to change and pursue growth.

Progress toward the long-term ambition of **\$15 billion in international exports by 2050** will require focus, persistence and bold action. This strategy sets the direction for that objective, providing a pathway to support sustained export growth, positioning Tasmania as a confident, competitive and globally connected trading state, anchored by the strength of the Tasmanian brand.



TASMANIAN



May 2026