Tasmanian Trade Action Plan 2026-27

About this Plan

This Action Plan sets out what Tasmania will do in 2026–27 to grow its trading economy. It puts the Tasmanian Trade Strategy 2030 into action – working toward a confident, connected and sustainable trading economy, and the goal of $15 billion in annual exports by 2050.

The plan was developed with input from Trade Tasmania's stakeholders and is being delivered in partnership with industry across Tasmania's key trade sectors.

Our focus

Four strategic pillars guide our work:

- A robust, sustainable and diverse trade ecosystem.
- Exporter capability and confidence.
- Relationships in priority markets.
- Coordinated government support and governance.

Priority markets:

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

Key trade sectors:

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

2026–27 Actions

1. Build exporter capability and market readiness

Deliver tailored export advice, workshops and capability programs through TradeStart and Trade Advisors, equipping Tasmanian businesses to enter new markets, expand into existing ones, and diversify their export activity.

2. Showcase Tasmania in market

Design and deliver trade show and event experiences that are distinctly Tasmanian – one domestic, one international – to generate qualified leads, strengthen brand recognition, and turn connections into commercial outcomes.

3. Use data to drive trade outcomes

Draw on integrated trade data and market intelligence to assess export performance, spot opportunities, and guide strategy, policy and in-market activity across priority sectors and markets.

4. Celebrate and scale export excellence

Host the Tasmanian Export Awards to recognise strong performers, share their success stories, and encourage more businesses to engage with exporting.

5. Activate global networks for commercial gain

Mobilise the International Business Development Network (IBDN) of Tasmanian Trade Advocates to connect businesses with key decision-makers, open doors to new opportunities, and increase the value of trade and investment outcomes.

6. Convert missions into measurable outcomes

Lead targeted trade and investment missions with structured follow-up to lock in contracts, partnerships and a lasting market presence in:

- Hong Kong and mainland China – November 2026.
- Aftercare for previously visited markets.

7. Bring the market to Tasmania

Run a focused inbound visitation program that brings international buyers, investors and partners to Tasmania, creating direct business-to-business connections and tangible export results.

8. Maximise government-to-government engagement for trade

Use diplomatic visits and international partnerships to highlight Tasmania's trade strengths and connect Tasmanian businesses with the right people across key strategic sectors.

Tasmanian Government

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