

Editorial
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Tasmania – the Business Case

Tasmania's abundance of natural resources and export industries make it an ideal location to attract international corporate meetings to the state, according to Tasmanian Convention Bureau Chief Executive, Vincent Barron.

“While it is a tranquil and beautiful place, Tasmania has an abundance of natural resources and thriving industries including forests, farmlands, fisheries and a wealth of minerals,” he said.

“The further development of natural gas and wind energy has unlocked a pent-up demand for energy from existing and new businesses, resulting in increased investment and dynamic economic growth.

“Although we are a small island we are world-leaders in some areas and we are always looking for opportunities to demonstrate this to corporate organisations around the globe.”

Mr Barron said that Tasmania's maritime temperate climate contributed to the success of its export industries as the island does not have the seasonal extremes experienced at similar latitudes in the Northern Hemisphere.

“Tasmania is one of the few places able to supply fresh, temperate zone produce out of-season to the Northern Hemisphere,” he said.

“The soil is fertile and productive and is complemented by clean air and a reliable rainfall.

“Because of the island's isolation and strict quarantine laws, we are one of the few places left on Earth with an absence of many major pests and diseases and our significant exports include vegetables, fruit, dairy products and meat.

“These exports, coupled with our boutique wineries and award-winning beers, enhance our ‘gourmet-isle’ reputation.”

Mr Barron said that aquaculture had developed into a major growth industry in recent years.

“There is strong demand in export markets for Tasmania's rock lobsters, abalone, oysters, Atlantic salmon, sea-raised rainbow trout and deep-sea species,” he said.

“Recent figures show that aquaculture is rapidly overhauling wild fisheries in terms of revenue and export earnings for Tasmania.

“For example Tasmania is the only place in the world to export live oysters to the US and Japan as a result of stringent hygiene practices and the excellence of Tasmania’s coastal environment.”

Mr Barron said this industry was already well recognised by some of the world’s leading international aquaculture associations.

“Tasmania has hosted the International Conference on Lobster Biology and Management and the international Cephalopod (Squid and Octopus) Advisory International Council meeting in 2006,” he said.

Mr Barron said Tasmania’s manufacturing sector includes world competitive businesses, particularly in fast ferry building, maritime safety systems, wood processing, automotive components, mining equipment, communications technology, lightning protection, aquaculture equipment and fine foods and beverages,” he said.

“Low set-up costs and sophisticated communications infrastructure has also resulted in an information technology sector that is growing in reputation and stature.”

Mr Barron said that Tasmania was probably less known internationally for its two biggest employment providers – mining and forestry.

“Tasmania has some of the richest based mineralisation in the world and exports ores and concentrates of copper, zinc, tin and iron,” he said.

“With two high-grade gold mines and major processing plants producing aluminium zinc and ferro-alloys, the state is now investigating downstream processing of these natural resources.”

Mr Barron said that Tasmania was Australia’s most forested state and a major exporter of forest-based products.

“We are justifiably proud of our world-class resource of hardwood, based on sustainably managed native eucalypt forests and plantations,” he said.

“As a major supplier of hardwood chips to the Japanese pulp and paper industry, forestry is one of the State’s leading export earners.”

Mr Barron said that it was important for Tasmania to promote its key industries to the international meetings sector.

“Attracting organisations related to local industry sectors will value-add to their conference program and benefit our industry as well,” he said.

“With well-developed and reliable air and sea links with the rest of the world, including four commercial carriers and two high speed passenger/vehicle cruise ships operating in and out of the state, we are now poised to invite international corporates to Tasmania to showcase our world class industries.”

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