

Asian Century Initiatives

“For Tasmania, meeting the challenges presented by the Asian century is fundamentally an opportunity to create jobs and increase Tasmanian household incomes”

— WHITE PAPER FINDING

The Tasmanian Government is taking immediate action to respond to the Tasmania’s Place in the Asian Century White Paper.

The actions the Government will take include:

1. Improving signage at key arrival points and major government-owned attractions by incorporating Asian languages.
2. Individual analysis of Asian country economies, starting with China and focusing on education, infrastructure and supporting manufacturing.
3. Annual Premier’s Workshops on Asia, aimed at businesses and GBEs, and involving country briefs from Austrade and other key organisations, together with case studies of successful Tasmanian company participation in Asian markets.
4. Working with industry and Brand Tasmania to develop ‘Tasmanian Gourmet’ food branding initiatives that bring together cheese, wine, cherries, salmon and seafood as a premium food and beverage offering to high-income Asian customers and supply chain intermediaries;
5. Establishing a Tasmanian Government representative in Shanghai to support trade and investment, including the marketing of opportunities in key sectors such as forestry, mining, education and migration.
6. Developing an Asian Education Strategy, with work already underway in the Department of Education, that will broaden the focus on Asian literacy and cultural awareness.
7. Offering cultural awareness training workshops for business, in partnership with the Australian Government and local industry representative bodies.
8. Partnering with the University of Tasmania, TasTAFE, the Tasmanian Hospitality Association and key employers to connect new international students during their time of study with vocational skills development and employment opportunities in Tasmania, particularly in tourism and hospitality.
9. Establishing an implementation unit in the Department of Premier and Cabinet that will work with other agencies and the broader community to drive the dialogue and engagement that’s needed to maximise our role in the Asian Century.

