Tasmania is an archipelago of more than 300 islands located 40 degrees south of the equator. It’s a place of haunting history, rare beauty and wildness. Clean air, fresh water, an abundance of quality natural produce, priceless wilderness and resourceful and creative people make up today’s Tasmania.

- Tasmania is synonymous with wilderness. Around 47.1% of its land is set aside in world heritage areas, national parks and in State and coastal reserves. The Tasmanian Wilderness World Heritage Area alone encompasses nearly 1.6m ha.

- Since 2010 Hobart’s unconventional Museum of Old and New Art (MONA) has attracted international attention and acted as a focus for cultural tourism.

- Music and cultural festivals have proliferated.

- Tasmania’s brand is a precious asset. Research has shown the word Tasmania to be widely recognised and loaded with positive messages.

‘I would tell clients where I was from. They were enchanted, mystified and attracted to the idea that is Tasmania.’
Gerard Castles, business expatriate
For an island State of just over half a million people, Tasmania can take pride in its wealth of innovation, creativity and ingenuity – the world’s fastest ships, literary mavericks, dazzling inventions, wonderful wood crafts, delicious whisky, IT whizzes and wilderness photographers.

Hobart-raised Mary Donaldson became Crown Princess Mary of Denmark in 2004 when she married His Royal Highness Crown Prince Frederik. They have four children and the eldest, Christian, is in line to become King one day.

No-one in Tasmania lives more than two hours’ drive from the sea.

Five Tasmanian convict sites – the Port Arthur Historic Site and the Coal Mines Historic Site on the Tasman Peninsula; the Cascades Female Factory at South Hobart; the Darlington Probation Station on Maria Island; and the Brickendon and Woolmers farming estates at Longford – were added to the World Heritage registry in 2010.

Aboriginal people have lived in Tasmania for more than 30,000 years, and were cut off from the outside world for nearly 12,000 years after sea levels rose to create Bass Strait. Tragedy enveloped the first Tasmanians when colonial settlers burst into their world. Their descendants are now part of Tasmania’s population mix.
The Tasmanian tiger, or thylacine, is officially extinct, but sightings are still rumoured, while the striped carnivore certainly lives on through artistic expression.

The iconic Tasmanian devil is under threat because of a deadly facial tumour disease and was listed as Endangered in 2009.

Efforts to save the nocturnal prowler – about the size of a small dog – include establishment of a captive population in zoos, reserves and ‘devil islands’ where contact with disease-carrying animals can be prevented.

Swashbuckling Errol Flynn was born in Tasmania and caused havoc in quiet Hobart before moving on to Hollywood, where he had a role in some 50 films.

Tasmania is host to one of the world’s most spectacular boating events – the annual Sydney to Hobart Yacht Race.

Air analysed at the Cape Grim air-monitoring station, in Tasmania’s north-west, is the cleanest in the populated world.

Tasmania has a global reputation for consistently high-quality merino wool, with above-average strength and purity.

‘Tasmania is a place of fierce contrasts, of tormenting memories which it contains in its deeply gracious presence... The island is jam-packed with people who have deliberately chosen it as the site of the good life: somewhere to be kinder, more composed, more appreciative of important things.’ Andrew Motion, as British Poet Laureate
Geography

Tasmania’s main island spans 296km from north to south and 315km from east to west. It is similar in size to the Republic of Ireland, West Virginia or Sri Lanka. It is around twice the size of Switzerland, Belgium or Taiwan.

- Tasmania has a mild, temperate maritime climate with four distinct seasons. Much to the surprise of many fellow Australians, Hobart is the second-driest State capital, after Adelaide.
- The population passed 512,000 in 2012.
- Tasmania has 3,000km of coastline and a land area of 68,331 km².
- The combined land area of Tasmania’s 333 smaller islands equals 6% of the area of the main island.
- The citizens of Launceston, Australia’s third-oldest city, have a well-deserved reputation for innovation and have staged a biennial 5 Days of Innovation Festival since 2010.
- Tasmania was named Van Diemen’s Land by the Dutch explorer Abel Janszoon Tasman, who sailed along much of its coastline in 1642. The British settled the islands, principally as a penal colony, in 1803 and the name Van Diemen’s Land became strongly associated with the convict era. It was changed to Tasmania when convict transportation ceased in 1853.
In summer (December to February) the average maximum temperature is 21° C (70° F). In winter (June to August) the average maximum is 12° C (52° F) and the average minimum is 4° C (40° F).

Hobart is Australia’s second-oldest city, founded in 1804. The city, including contingent municipalities, had a population of more than 245,000 in 2012.
‘If there is a more wonderful and magical place on earth, I have yet to see it... I breathed the cleanest air and swam in the purest waters with dolphins playing alongside. If paradise exists on earth, it is in the wilderness that is the south-west corner of Tasmania’.


- Physical separation from continental Australia and the absence of such introduced predators as dingoes and foxes has enabled many small animals to survive here – including bettongs, barred bandicoots, Tasmanian devils and spotted tailed quolls.

- The world’s oldest living organism, the self-cloning shrub King’s holly (Lomatia tasmanica), and the tallest flowering plant (Eucalyptus regnans) grow in Tasmania.

- Bordered by a deep-sea ravine, the oceans near Tasmania are home to giant crabs that weigh up to 15kg, 400kg sunfish and giant squid up to 20m long.
Tasmania protects more of its land than any other state in Australia. Around 47.1% is set aside in the Tasmanian Wilderness World Heritage Area, national parks and in State and coastal reserves. The World Heritage Area alone encompasses 800,000ha.

When the BBC was looking for authentic and dramatic locations to film its award-winning series, Walking with Dinosaurs, it chose Tasmania’s central highlands because of its unchanged post-Ice Age landscapes.
Tasmania is a better place to **Live**. People have extra time for themselves because of the short commuting journeys. Communities are welcoming, the lifestyle vibrant and balancing work, family life and recreation is easier.

- An active, healthy and socially connected education system from pre-school to university, makes Tasmania a good place to **Learn**. Pupils are supported through each stage of development and are required to participate in education or training until they have completed year 12, gained a vocational qualification, or turned 17 years of age. The University of Tasmania ranks highly as a research institution and has a long history of successfully catering for the needs of international students.
Tasmania offers specific **Work** opportunities with strong training and career prospects. Because of the State's compact nature, motivated employees can gain qualifications quickly and build up a broader range of experience.

People who **Visit** Tasmania find it a safe, affordable, rejuvenating holiday experience. It has always boasted pristine wilderness, rugged mountain ranges, clean sandy beaches, breathtaking scenery and unique flora and fauna. Now visitors can add gourmet fare, world-class festivals and such extraordinary experiences as MONA near Hobart and Saffire at Coles Bay.
Tasmania was once joined to Antarctica as part of the Gondwana super-continent. Ancient physical links are paralleled by historical associations dating back to 1773 when the English mariner, Tobias Furneaux, sailed the Adventure into a bay on Bruny Island. Four years later Captain James Cook also sought refuge there following his circumnavigation of Antarctica.

- During the heroic age of east Antarctic exploration many explorers visited Hobart. Norway’s Roald Amundssen announced from the steps of Hobart’s General Post Office in 1912 that he had reached the South Pole.

- Flights from Hobart to an ice runway at Casey Station have given added impetus to research programs since 2007. Casey Station has served as a hub for Australia’s air transport network within Antarctica.

- The majority of Australia’s scientists specialising in Antarctic science and research live in Hobart.
Tasmania exports the world’s only commercial igloos to the barren, cold landscapes of Antarctica. Based on the dome shape of the Inuit ice shelter, the portable, pre-fabricated fiberglass cabins can withstand ice storms and winds of up to 300km/h.

Hobart is Australia’s modern gateway to Antarctica and is a world-class centre for Antarctic science, research, environmental management, education, logistics and policy coordination. The city provides comprehensive support for national and international expeditions.

Many Antarctic research organisations are based in Hobart. They include the Australian Antarctic Division; the Commission for the Conservation of Antarctic Marine Living Resources; Bureau of meteorology specialists; CSIRO’s Marine and Atmospheric Research division; the secretariat for the Agreement on the Conservation of Albatrosses and Petrels; the Integrated Marine Observing System; the International Antarctic Institute; the Southern Ocean Observing System; and, currently, the Antarctic Climate and Ecosystems Cooperative Research Centre and the Institute of Marine and Antarctic Studies.
Exploring the depths and many moods of their islands, Tasmania's writers, painters, musicians, sculptors and photographers strive to capture a sense of place and time. Tasmanian art and design can be found in galleries, museums and private collections the world over. In Tasmania, this work enriches visitors' experiences.

- The works of creative Tasmanians and other islanders are embraced by the community through a biennial cultural festival – 10 Days on the Island. In this distinctive event, artists representing island cultures from across the globe perform in dozens of scenic and dramatic locations.

- Olegas Truchanas and Peter Drombrovskis pioneered a rich Tasmanian tradition in the powerful art form of wilderness photography.

- The mind-bending Museum of Old and New Art (MONA) not only changed the way many people thought of museums, it inspired an annual music and Arts festival, MoFo, which attracts world-class performances to Hobart in mid-January each year.

- In 2013, a mid-winter equivalent, Dark Mofo, boosted accommodation bookings and enlivened the city during June. The Festival of Voices maintained the momentum in July.
The Tasmanian Symphony Orchestra has been hailed by critics as one of the world’s finest small-city orchestra.


The nation’s oldest operating theatre, the engagingly ornate Theatre Royal, opened in Hobart in 1837 and is still going strong.

Christopher Koch and Richard Flanagan are the most internationally recognised of Tasmania’s contemporary novelists. James Boyce, Amanda Lohrey, Andrew Sant, Cassandra Pybus, Sarah Day, Rohan Wilson, Heather Rose and Susan Moody are among the State’s wealth of talented writers.

The widely ranging talents of Tasmanian wood artisans can be seen in Launceston at the Design Centre – Tasmania, in Hobart at the IXL Design Centre and in many other collections.

Tasmanian Geoff Dyer was the 2003 recipient of Australia’s most coveted portrait-painting award – the Archibald Prize.
Some of the world’s most productive soils and ample clean water are natural advantages for agriculturalists who take pride in using cutting-edge technology in production, packaging and marketing.

- There is a moratorium on the commercial production of GM crops, while hormones and antibiotics are not used to promote livestock growth. GM-free canola fetches a premium in Japan.

- Geographic isolation and stringent quarantine policies keep Tasmania free from many major pests and diseases – such as mad cow disease, foot and mouth disease, rabies and rinderpest, fruit fly, potato cyst nematode, fire blight and tobacco blue mould.
Potatoes, onions, carrots and peas are the most significant vegetable crops, but farm businesses are versatile and increasingly diversified. Barley, wheat and oats lead grain production, while poppies, pyrethrum, berries, essential oils, walnuts, seeds, bulbs and flowers provide innovative cropping options.

The cultivation of berries is taking off, based on strong demand for quality raspberries, strawberries and blackberries from interstate restaurants, supermarkets and processors.

The State is noted for the excellence of its superfine wool produced mainly from Saxon Merino sheep on grazing properties in lower rainfall districts. Tasmanian wool has often set world record prices at auction.

The aromatic richness of honey from native leatherwood blossoms is one of Tasmania’s signature tastes. Beekeepers collect it from hives placed in the rainforest, where leatherwood trees flower profusely in late summer.

An ambitious suite of large-scale irrigation schemes was recognised in 2012 with the national Smart Infrastructure Project Award. The Food Bowl concept is pushing the rural economy into overdrive by pumping irrigation water to grazing country so it can be converted to intensive agriculture.

Nearly a third of Tasmania’s land area of 68,300 sq km is committed to agriculture.
Mix determination and creativity with fertile soils, four distinct seasons, pure air and clean water and you have the ingredients for produce that can command premium food prices across the globe.

- Tasmania is Australia’s biggest producer of potatoes (more than 450,000 tonnes a year) and apples (55,000 tonnes). Potatoes passed $100 million in value in 2012, accounting for 70% by value of all vegetables.
- Lush pastures nourish 146,000 dairy cows on more than 450 farms and the industry is expanding quickly. Production exceeds 790m. litres and is expected to double in the near future – raw material for a dazzling array of gourmet cheeses and other dairy food.
- Beef, lamb and other meats are safe and delectable and are firmly established in niche global markets where quality is more important than price.
A 2013 Senate inquiry was told by an international berry grower that Tasmania’s level of biosecurity was possible unique in the world and should be protected by national legislation.

There are a number of award-winning organic honey producers in Tasmania, supplying national and international markets.

In season, you can enjoy black truffles, mountain peppers, fresh saffron and wasabi, as well as stonefruit and a feast of berries.

Cherry production, including Japanese varieties grown for export, exceeded 5,000 tonnes in 2012-13 and is forecast to top 7,000 tonnes within a few years.

Tasmanians have planted more than 500ha of walnuts and harvested more than 2,000 tonnes in 2013. Hazelnut cultivation is also expanding.

Tasmania’s cool-climate olives and olive oils have low acid, exceptional purity and outstanding taste. Tasmanian oil, characteristically jade-green in colour, has won many national awards. More than 100,000 trees have been planted.
Eighty % of Australia’s hops are grown in Tasmania and are used in the production of the nation’s top four beers, as well as being exported to breweries around the world.

▶ When Tasmanian sparkling wines – and the grapes used to make them – flourished during a national wine glut in the early 21st century, it was a sign of big things to come.

▶ Tasmanian sparkling wine had emerged in 1991 with the release of Jansz. Interstate wine companies soon recognized that Tasmanian grapes were essential to serious bubbly production in Australia. Demand is effervescent

▶ There are more than 230 vineyards with plantings totalling more than 1,500ha in seven distinct wine regions across the main island.
Exceptional growing conditions in 2013 led to a record crop of over 11,000 tonnes of wine grapes.

Using clean, cool water, highland peat and excellent malting barley, a small but vibrant Tasmanian whisky industry is maturing nicely. Export success, particularly in Scotland, and many global awards have encouraged 10 groups to take out distilling licences.

Tasmanian distillers have been engaged to help set up boutique distilleries in Scotland and Tasmanian-made copper stills have been exported there.

Whisky tourism is on the rise, with an $8.5 million distillery and visitor centre in Burnie, specialist tour packages on offer from Hobart and whisky dinners selling out in Bothwell.

Fifteen Tasmanian businesses are riding a national cider boom and winning awards as they go. With interstate consumers showing special interest in artisan brewers, the market looks tailor-made for Tasmania’s boutique cideries.
The world’s largest legal producer of opiates, Tasmania supplies more than 45% of world demand for raw narcotics for the pharmaceuticals industry. Exported product from about 1,400ha earns around $100 million a year.

- Tasmania is the world’s second-largest producer of pyrethrum. With a hi-tech approach and an output that has tripled since 1996, the industry supplies 30% of the global market.

- The largest lavender farm in the southern hemisphere sells more than 85% of its oil to European perfumeries from its northern Tasmanian base. Food-grade lavender also holds great promise for local growers.
Over 30,000 bales of Tasmanian merino wool produced each year meet strict European Union Eco-Label criteria.

Seventy per cent of Tasmania’s fine essential oil production is exported, including peppermint, boronia, parsley, fennel, dill and blackcurrant.

Marigold, hawthorn flowers, elderflower, red coneflower, hyssop, melissa, feverfew, echinacea and milk thistle are among 240 types of herbal extracts on offer from Tasmania.

Tasmania exports a million tulip bulbs to Holland every year and sends bull kelp seaweed from King Island to Scotland and Japan.
Tasmania produces more seafood by value than any other Australian state and has an international reputation for quality.

- The ‘beach value’ of all fisheries is approaching $700m, with the farmed Atlantic salmon industry growing at close to $1 million a week.

- The State of islands is the world’s largest supplier of wild abalone, producing 25% of total global production. There is also an emerging abalone aquaculture sector.

- In ‘beach value’ terms, abalone is the next most valuable species after salmon, followed by rock lobster and crab; oysters; octopus and squid; and mussels.
Tasmania’s seafood platter can include fresh and smoked salmon and ocean trout, large and cocktail-sized abalone, sweet-fleshed rock lobsters, oysters, blue mussels, scallops, smoked eel, salmon caviar, sea urchin roe, octopus and squid, as well as variety of deep-sea and coastal scale fish.

The wild scale fish catch from the unpolluted Southern Ocean includes bluefin and yellow-fin tuna, blue eye (trevalla), blue grenadier, pink ling and many others.

Australia’s biggest mussel producer, Spring Bay Seafood near Triabunna, has achieved Friend of the Sea certification – an international badge of environmental sustainability.
Fisheries – Aquaculture

Tasmania’s clean coastal waters make it Australia’s seafood larder. Superior quality enables producers to gain premium prices for Atlantic salmon, ocean trout, Pacific oysters, farmed abalone and blue mussels.

- The commercial farming of Atlantic salmon began in south-east Tasmania in the mid-1980s using a strain of fish imported from Nova Scotia. Fresh and value-added salmon are now signature Tasmanian products in delis around the world.

- Oysters plucked from the State’s crystal clear waters have built a national reputation for their fresh, plump and succulent qualities. About 3.6 million dozen in-shell oysters are sold every year.
Fisheries – Aquaculture

Tasmania breeds seahorses for the world aquarium trade, previously supplied exclusively from the wild. Innovative technologies and research result in a 90% survival rate for Tasmania’s disease-free, farm-reared seahorses, enabling Seahorse Australia to play a part in reducing wild seahorse harvesting worldwide.

Innovative Tasmanians developed the world’s first computerised fish-feeding system, using an infra-red underwater feed sensor that measures wastage and controls feeding.

Rock lobsters are among the new aquaculture species being trialled in Tasmania.

More than 10 countries purchase certified disease-free trout and salmon ova from Australia’s oldest disease-free hatchery in the north-east of Tasmania. Seafood lovers in Italy, Ireland or Poland are able to eat salmon or trout spawned in Tasmania, but raised in local waters.

Discerning chefs know that Tasmania is the only Australian state able to supply ocean trout 12 months of the year.
Tasmanians use sustainable fishing methods and strategic management of wild fish stocks to ensure their fishing industry will continue to prosper.

- About 25% of the world’s total wild abalone catch is taken in Tasmanian waters. About 2,600 tonnes of blacklip abalone (*Haliotis rubra*) and greenlip abalone (*Haliotis laevigata*) deliver a beach value of more than $100m. a year.

- More than 3,000 Tasmanians benefit financially, directly or indirectly, from the abalone industry.

- Southern rock lobsters, known locally as ‘crayfish’, are a commercially important species and stocks are protected through a quota system, size limits and seasonal closures.
The combined beach value of the rock lobster and giant crab catch exceeds $50m. a year.

Just over 300 vessels fish in coastal and off-shore waters for scale fish and more than 200 for rock lobster.

Tasmanian fishers have developed a unique long-line fishing system that has not snared a single seabird in more than one million long-line hook-sets.

Recreational fishers in Tasmanian waters catch more fish per hour than anglers in other parts of Australia.
International students are drawn to Tasmania because of its clean, safe environment, value for money, wide choice of subjects, low cost of living and good teaching standards.

- There is special, local expertise in hospitality, Antarctic and Southern Ocean studies, environment and wilderness studies, aquaculture, agriculture, fisheries and the arts.
- Government schools in Tasmania are comprehensive and co-educational and offer English as a Second Language programs.
- The Australian Maritime College, with campuses in Launceston and Beauty Point, is an Asia-Pacific skills hub for the maritime and associated industries.
- Privately owned schools also offer high-standard education to international students.
The University of Tasmania (UTAS), established in 1890, has Campuses in Hobart, Launceston and on the Cradle Coast in the north-west.

UTAS has more than 14,000 students in seven main schools, including 4,000 international students from 70 countries.

The university’s seven main schools are: Humanities and Social Sciences; Science and Technology; Business and Law; Education; Health Science (which is linked to the world-class Menzies Research Institute); Visual and Performing Arts; and Architecture and Engineering.

UTAS has built a record of scholarly achievement and academic leadership that has placed it in the top band of Australian universities.
Energy

Hydro and wind power, generated in Tasmania, account for 50% of Australia’s ‘green’ energy.

- An undersea cable, Basslink, connects Tasmania to the national electricity market.

- Hydro Tasmania operates power stations and related hydro infrastructure throughout the State for the generation and trading of electricity. Its assets are worth $4.8 billion and it has total generating capacity of more than 2,500 MW.

- Hydro Tasmania is Australia’s biggest water manager.
Two other Government-owned enterprises, Transend and Aurora, are respectively responsible for electricity distribution and marketing.

Hydro Tasmania part-owns and manages two windfarms at Woolnorth in north-west Tasmania with generating capacity totalling 140MW and has begun commissioning the 168MW Musselroe Bay windfarm in the north-east.

Natural gas has been supplied to Tasmania since 2001 through an undersea pipeline built across Bass Strait by Duke Energy International. Gas is reticulated for industrial and domestic use.

Hydro Tasmania operates a natural gas-fuelled power station at Bell Bay that provides back-up for the hydro system.

A $150m liquefied natural gas plant at Westbury has potential to replace 70,000 litres of diesel a day, powering 120 trucks and reducing their greenhouse gas emissions by 25%.

Hydro Tasmania has a 51 per cent share in Momentum Energy – a rapidly growing accredited GreenPower electricity retailer in Victoria.
Forests account for almost 44% of the State’s land area, or around 3 million hectares. Industrial-scale harvesting of native forests began with European settlement and has been more important to the local economy than in any other part of Australia.

- Conflict between loggers and conservations caused severe community divisions in the closing decades of the 20th century.

- Finally, environmental, political and economic circumstances led to a “peace deal” between the industry and conservation groups. It was ratified in 2013 as the Tasmanian Forests Agreement (TFA).

- The TFA halved the size of the native forest industry, with large tracts of mainly regrowth forest deemed to have “high conservation value” moved into reserves.

- When fully implemented the TFA will increase the area of conservation reserves from 44.85% of the total land area to around 52.2%.

- Forestry Tasmania, a state-owned corporation, manages the working forest outside the reserve system for the supply of eucalypt, blackwood and minor species timbers to industry.
Timber processors such as Britton Timbers, veneer-producer Ta Ann Tasmania and local sawmills add value to harvested logs.

Reserved forests are managed by the Parks and Wildlife Service.

About 30 species of eucalypts are dominant in forest types ranging from temperate rainforest to dry sclerophyll woodlands. There are also many valuable minor tree species.

Tasmania’s specialty timbers are sought after by discerning buyers world-wide. Huon pine grows only in Tasmania and its unique mellow tones enhance furniture, carvings and wooden boats of all sizes. Huon pine trees are no longer cut, but a supply of the long-lasting, rot-proof wood reaches the market through salvage.

The forest peace deal allows for the selective harvesting of minor species.

Tasmania contains Australia’s largest tracts of cool temperate rainforest, with 82% of the total protected in reserves.

A contemporary business forged from an age-old tradition, the Wooden Boat School at Franklin teaches traditional skills using the native timbers that made Tasmanian ships eagerly sought-after centuries ago.

Several companies produce laminated timber beams and apply them in designing and engineering timber structures, including dome roofs, church roofs, footbridges, marinas, factory kits and house kits.

Forestry Tasmania has established forest-based tourism businesses at the Tahune Airwalk, south of Hobart, and at Hollybank, near Launceston. It leased its Tarkine Forest Adventures development near Smithton to private operators in 2010.
Tasmania was propelled towards major ICT growth when it led the roll-out of Australia’s new national broadband network in 2009. The ultra high-speed fibre-to-premises and wireless network created a new competitive advantage for Tasmania-based businesses and was expected to generate significant investment.

▶ The ICT sector has grown faster than the Australian average in recent years, earning an estimated $1.2 billion annually and employing 2,800 people.

▶ Businesses deliver a dazzling array of services, including on-line photo processing, paint-marketing software, assistance with Internet marketing, Web design and cutting-edge educational software.
CSIRO has matched Tasmanian Government investment in a Tasmanian ICT Centre aimed at developing world-class research capability, especially in the areas of sensor networks, data management and robotics. A $50 million Federal package in 2012 extended the centre’s funding to 2017.

An ambitious statewide project, SenseT, will utilise the NBN rollout to integrate data gathered by sensors and make it immediately available through the web.
The sea is an inescapable influence on Tasmanian life. Bass Strait, the wild water that separates the islands from the rest of Australia, is both an inspiration and a challenge to seamen and yachtsman from all over the world.

- Maritime legends are as thick as historic shipwrecks in Tasmanian waters. Some of history’s greatest sea explorers, including Abel Tasman, James Cook, Tobias Furneaux, William Bligh, Matthew Flinders, Bruni D’Entrecasteaux and Nicholas Baudin called here.

- For four late-summer days, Hobart’s waterfront buzzes as more than 40,000 people converge for the biennial Wooden Boat Festival. Visitors can view more than 600 vessels, many crafted from specialty timbers using traditional techniques.
Muir Winches produces high-performance winches and windlasses for mega-yachts around the world, while Stormy Seas makes inflatable clothing for commercial and recreational water activities.

Incat has won the internationally coveted Hales Trophy – for the fastest crossing of the Atlantic by a commercial passenger vehicle – three times.

Tasmanians manufacture and export submersible buoys and moored buoy platforms, as well as flexible-frequency antenna systems that operate in salt water and can survive cyclonic winds.

The British and French navies and the US Coast Guard are just three of the many international customers for marine evacuation systems made by Liferaft Systems Australia. A single crewman can launch these large-capacity inflatable slides and liferafts in less than four minutes.

In modern times, more than 40% of the world’s fast ferry passenger catamarans over 70m have been built in Tasmania by Incat. The company exports the largest fast craft in the world, some capable of carrying a deadweight of 1,500 tonnes, and is responding to the call for more environmentally sensitive transport by switching from diesel power to liquid natural gas.

In 2013, Incat’s first dual-fuel ship, Francisco, recorded 58 knots in sea trials, making it the fastest ship ever built.

Richardson Devine Marine also builds fast ferries for export, while Taylor Bros specialises in large-scale prefabricated ship fitout.
‘Once Australia suffered what people called the ‘cultural cringe’ towards Europe. MONA turns that cringe around.’

David Walsh’s unconventional Museum of Old and New Art (MONA) has changed Tasmania’s tourism landscape since it opened in 2011. MONA has given cultural tourists a reason to come and it has directly created or inspired such events as MONA Foma, Dark Mofo, Hobart Baroque and the Festival of Voices. A splendidly revamped Tasmanian Museum and Art Gallery neatly complements MONA.

Tasmanian tourism had received priceless publicity from influential publisher Lonely Planet that rated the Bay of Fires the world’s best destination in 2008 and Hobart one of the world’s 10 best cities in 2012.

The Henry Jones Art Hotel in Hobart has been voted the best in the Asia-Pacific by readers of Condé Nast Traveler.

Tasmania also boasts one of the world’s 10 best beaches (Wineglass Bay, US-based Outside magazine), the world’s best little town (Strahan, Chicago Tribune) and is rated
as ‘the best island in Australia, New Zealand and the South Pacific’ (Travel + Leisure magazine) and ‘the world’s best temperate island’ (Condé Nast Traveler).

The tourism industry passed a long-anticipated milestone in 2009, when a million people visited the State in 12 months.

Tasmania is bushwalking heaven, with over 2,000km of tracks in 18 national parks. The most popular is the Overland Track between Cradle Mountain and Lake St Clair.

Two drive-on, drive-off Spirit of Tasmania ferries provide a daily service from Devonport to Melbourne to complement hundreds of airline flights in and out of the State every week.

Port Arthur is the best-preserved and best-presented convict site in Australia and was one of six Tasmanian convict sites added to the World Heritage list in 2010.

The Federal Group’s $32 million resort, Saffire, in a sublime location looking across Coles Bay to the Hazards Range, offers uber-luxury and has won awards of many kinds.

Salamanca Place, in Hobart, is home to one of the world’s most picturesque markets where tourists and locals mingle on Saturdays as they browse the huge variety of stalls.
Tasmanians developed and refined their engineering capability as they built dams, roads, railways, bridges and power stations during nearly a century of hydro-industrialisation.

- While many skills could only be acquired on the job in challenging physical environments, UTAS responded to the need for relevant knowledge by developing its Faculty of Science, Engineering & Technology into the largest and most diverse school on its campus.

- Tasmanian Infrastructure businesses benefit from this heritage, not only completing world-class work within the state, but selling their skills in more than 20 countries.

- Entura, Hydro Tasmania’s consulting arm, undertakes planning, design, construction, operation and maintenance of energy and water projects around the world.

- Infrastructure can be dirty work, but Tasmanians are showing that it can be done with flair and grace, as well as efficiency.
Tasmania is well served in the field of **Media and Entertainment**, with small local operators finding niches alongside the nation’s biggest corporations.

Each of Tasmania’s three regions (north, north-west and south) has its own daily newspaper and there are many local or specialised publications.

Locally made television programs are provided by the ABC and two commercial stations, with national TV broadcasts from SBS and subscription TV also available.

There is a vigorous tradition of live theatre and, appropriately, the Australian Script Centre is based in Hobart.

A State agency, Screen Tasmania, works with film, television and multimedia businesses to increase the volume of independent screen production occurring in the state.

Creative in most fields, Tasmanians are making a clear impact in the emerging business of digital animation.
Western Tasmania is one of Australia’s most heavily mineralised regions and the Minerals and Mining sector has played an influential role in the state’s economic and cultural development for well over 150 years.

A diverse range of commodities has been exported, including ores and concentrates of iron, copper, lead, zinc, tin, nickel and gold, as well as ferro-alloys, cement and refined zinc and aluminium.

The mining and minerals sector employs more than 5,500 people and generates exports of more than $1.6 billion, more than any other sector.

Caterpillar’s Burnie operation is renowned for the design and manufacture of world-class underground mine machinery and its distribution to a global customer base.

A $30 million Centre for Excellence in Ore Deposits has been training earth scientists at the University of Tasmania since 2006.

Terratec has a growing global export market for its large-scale tunneling equipment.

The Tasmanian Manufacturing and Services sector employs about 18,600 people and contributes more than $2.4 billion a year to the State’s economy.

The sector includes world-competitive businesses producing communications technology, fibreglass components, polar equipment and lightning protection technology.
The business services and contact centre sector employs more than 5,300 people, contributing $150 million in wages and a further $9 million in payroll tax to the Tasmanian economy.

The Hobart-based Menzies Research Institute Tasmania has achieved world recognition for its breakthroughs in epidemiology. It works collaboratively with many respected institutions, including the World Health Organisation, Harvard University and Oxford University.

Regularly ranked in the Top 10 of universities receiving Australian Research Council grants, the University of Tasmania is a key exporter of education services.

Tasmanian manufacturers are thriving in niche sectors of the Textile Clothing and Footwear (TCF) sector against a background of structural change.

One of the State’s earliest and best-known TCF businesses, Blundstone Boots, a household name dating back to the 1840s, produces 200,000 pairs of gumboots a year at its Hobart plant.

Casaveen, a midlands producer of high-quality woollen garments, epitomises the corporate agility needed to survive in challenging times. With their long-standing wool-production business under pressure, the McShane family turned a value-adding hobby into a successful business.

Smitten Merino uses revolutionary Australian technology to make comfortable, lightweight outdoor and fashion clothing from itch-free superfine merino wool fabric. Polar expeditioners and discerning fashionistas are among Smitten’s clientele.
The Tasmanian Government encourages ethical and environmentally accountable businesses and individuals to add their expertise to our signature growth industries.

Opportunities for investment, business, education and partnership can be found at:

- **International education:** [www.studyintasmania.tas.gov.au](http://www.studyintasmania.tas.gov.au)
- **Investment & trade:** [www.development.tas.gov.au](http://www.development.tas.gov.au)

**Tasmanians welcome:**

- Visitors who enjoy, value and respect the state's natural wonders and experiences
- Migrants to a community on the edge of the world where creativity, innovation and authenticity are treasured
- Investors who support the concept of a ‘clean, green and clever’ Tasmania
- Purchasers who value quality
The Brand Tasmania Council is the custodian of the Tasmania Master Brand.

The independent council’s vision is to see Tasmania recognised as a leader in the world of islands. The council promotes the advantages of living, working, learning, visiting, trading and investing in the State.

Council members are inspired by Tasmania’s rich natural and cultural heritage, as well as the resourcefulness, innovation, vision and creativity of its people.

Become an eFriend

If you have a business interest or emotional link to Tasmania, no matter where you live in the world, Brand Tasmania® would like you to become involved in supporting and promoting Tasmania’s unique strengths.

Just scan the QR code or go to our website and click on ‘Become an eFriend’ on the home page to join up and receive a monthly electronic newsletter.

Further information:

- Brand Tasmania Council Inc.
  PO Box 957
  Sandy Bay 7006

- www.brandtasmania.com

- Email: Info@brandtasmania.com

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