

Developing Tasmania's Antarctic Sector

A vibrant industry in a global market

October 2011

www.antarctictasmania.com

Action Plan

page one

Initiative	Actions	Priority	Lead agency
Further develop the Antarctic air link.	Engage with Antarctic nations on their transport needs and opportunities	H	DEDTA, AAD
	Incorporate input into an Infrastructure Australia submission	H	DEDTA
	Work with Hobart International Airport on planning	M	DEDTA
	Collaborate with other gateway nations to plug transport gaps and maximise efficiencies	M	DEDTA, AAD
	Consult with domestic airlines with a view to increasing Hobart flight frequency	L	DEDTA
Refurbish Macquarie Wharf No. 2 Shed to provide new accommodation for the AAD and French Antarctic programs and an international cruise ship terminal.	Secure funding to support the redevelopment of the shed	E	DEDTA, TasPorts
Remediate relevant port wharf areas to be able to service and supply other Antarctic programs.	Engage with East Antarctic nations to review needs and opportunities	H	DEDTA, AAD, TasPorts
	Secure funding for wharf remediation	H	DEDTA, TasPorts
Increase polar shipping capacity through replacement of AAD's icebreaker <i>Aurora Australis</i> and CSIRO's <i>Southern Surveyor</i> .	Engage with the Australian Government at a political level	E	Tasmanian Government
Build Tasmania's capacity and reputation as a centre for Antarctic skills development and education.	Review skills gaps and training opportunities for expedition personnel	M	DEDTA, AAD, Skills Tasmania
	Promote Tasmania's excellence in Antarctic and Southern Ocean science education	M	DEDTA, IMAS, UTAS
	Investigate opportunities for post-qualification cold-climate training	M	DEDTA, Skills Tasmania
	Promote Antarctic opportunities to those with required skills	M	DEDTA, Skills Tasmania
	Lobby to attract federal meteorology and polar science services to Hobart	M	DEDTA, AAD
Further develop Hobart's role as an international centre for Antarctic and Southern Ocean research programs.	Engage with the Australian Government at a political level to promote a national role in the growth of polar science and research	H	Tasmanian Government
	Lobby the Australian Government to relocate the BoM's Antarctic functions to Hobart	M	DEDTA
	Engage collaboratively with Antarctic nations at a political level to explore needs and opportunities relating to the port of Hobart	H	DEDTA, AAD
	Promote Tasmania's unique research capabilities to Antarctic nations	M	DEDTA, AAD
	Ensure the Antarctic sector's interest are considered in plans to redevelop the rail yards site	M	DEDTA
Comprehensively brand and promote Tasmanian polar capabilities.	Review, develop and evaluate the Antarctic sector's strategic direction	H	DEDTA, TPN
	Develop an all-of-sector vision and approach and engage with international programs	H	DEDTA, TPN
	Identify international sales opportunities	H	DEDTA, TPN
Raise awareness of Hobart as an Antarctic gateway.	Promote conferences, meetings and historical events as a package under the Antarctic Centennial Year banner	H	DEDTA
	Ensure Tasmania's Antarctic connections form part of Tasmanian branding	H	DEDTA, Brand Tasmania, Tourism Tasmania
	Promote and develop polar tourism products, including Islands to Ice, Polar Pathways and the sub-Antarctic Plant House	H	DEDTA, Tourism Tasmania
	Develop promotional signage at Hobart International Airport	H	DEDTA
	Investigate the feasibility of an interpretive centre on the Hobart waterfront	M	DEDTA
	Seek the Hobart City Council's ongoing support in promoting the Antarctic gateway message	H	DEDTA, HCC
	Understand the Hobart City Council's ongoing support in promoting the Antarctic gateway message	H	DEDTA, HCC
Increase the opportunities for Tasmanian suppliers to take up AAD provisioning.	Undertake a review of Tasmania's polar capabilities	H	DEDTA, ICN, TPN
	Identify opportunities for national and global sourcing where Tasmanian businesses cannot meet AAD demand	H	DEDTA, ICN, TPN
	Undertake a joint review of AAD outsourcing opportunities	H	DEDTA, AAD
Maximise opportunities for Tasmanian businesses arising from the replacement of Antarctic vessels by international Antarctic organisations.	Develop a capability statement for Tasmanian ship replacement and fit-out businesses	H	DEDTA, TPN, TasPorts
	Develop collaborative arrangements with local and interstate suppliers where this can maximise Tasmanian opportunities	H	DEDTA, ICN
	Establish a process to identify and promote international tendering for polar vessel construction	H	DEDTA, ICN, TPN

Keys

- E** ssential
- H** igh priority
- M** edium priority
- L** ow priority

AAD
Australian Antarctic Division

BoM
Bureau of Meteorology

CSIRO
Commonwealth Scientific and Industrial Research Organisation

DEDTA
Department of Economic Development, Tourism and the Arts

DFAT
Department of Foreign Affairs and Trade

HCC
Hobart City Council

ICN
Industry Capability Network

IMAS
Institute of Marine and Antarctic Studies

TMN
Tasmanian Maritime Network

TPN
Tasmanian Polar Network

UTAS
University of Tasmania

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page two

Initiative	Actions	Lead agency
Maximise opportunities for Tasmanian businesses arising from the potential refurbishment of Australian and French Antarctic bases.	Engage with the Australian Government to lobby for funds for refurbishment of Australia's Antarctic bases	H Tasmanian Government
	Conduct a skills and capability audit of Tasmanian businesses	H DEDTA, ICN
	Collaborate with stakeholders to catalogue the skills and capabilities needed to refurbish the bases	H DEDTA, ICN
	Identify opportunities for collaborative involvement of Tasmanian businesses	H DEDTA, ICN
Leverage existing Tasmanian maritime and polar capability to win additional business with other polar nations.	Undertake a review of Tasmania's polar capabilities	H DEDTA, TPN, TMN
	Use Austrade connections to promote Tasmania's polar capabilities	H DEDTA, DFAT
	Ensure ambassadors from Antarctic nations are aware of Tasmania's capabilities	H DFAT, Governor
Explore opportunities arising from growth in collaborative logistics programs with the other East Antarctic nations, research collaborations, other cold-climate activities and the use of Hobart as an Antarctic transit point.	Identify collaboration partners and their needs	L DEDTA, AAD
	Identify the needs of other East Antarctic nations and develop customised action plans	H DEDTA
	Develop a structured approach to obtaining and distributing market intelligence, including a broader understanding of interaction between Australian institutions and other nations	H DEDTA
Build Antarctic tourism opportunities.	Identify niche opportunities for Tasmania	L DEDTA
	Promote Antarctic cultural heritage through experiences in Hobart	L HCC
	Promote Tasmanian expertise in Antarctic-related areas and identify speaking opportunities for scientists and historians on tour vessels	L DEDTA
Grow number of Antarctic based events and conferences hosted in Hobart.	Investigate feasibility of developing additional hotel accommodation in peak periods	M HCC
	Promote Hobart as an event and conference destination	M DEDTA, Business Events Tasmania, Tourism Tasmania, HCC
Maximise Tasmania's promotion and networking opportunities arising from Hobart's upcoming Antarctic-related conferences and events.	Engage with the Australian Government and local councils to ensure a coordinated approach to opportunities arising during the Antarctic Centennial Year	H Tasmanian and Australian governments, southern councils
	Explore opportunities for high-level engagement of visiting international delegates	H DEDTA, DFAT, AAD
Develop Hobart as the international best practice centre for Antarctic waste management.	Support the Southern Waste Strategy Authority in the development of class C waste facilities	H DEDTA
	Work with Environment Tasmania and Quarantine Tasmania to review and modernise waste regulation	H DEDTA
	Review the 2009 DEDTA business case into autoclave facility establishment	H DEDTA
Identify and maximise commercialisation opportunities arising from Antarctic and Southern Ocean research.	Investigate opportunities for Tasmania in relation to waste repatriation	M DEDTA, AAD, UTAS
	Closely review the Antarctic Treaty and related agreements to identify permissible commercial activities and assess opportunities in the context of Hobart's gateway branding	H DEDTA, TPN, DFAT
Other initiatives to attract East Antarctic nations to Hobart.	Work with TasPorts and industry to define port capacity needed for future polar shipping traffic	H DEDTA, TasPorts
	Develop a strategy to attract additional polar shipping to Hobart	M DEDTA, TasPorts
	Support TPN in further developing servicing capability for East Antarctica	H DEDTA, TPN
	Work with DFAT in engaging with East Antarctic nations	H DEDTA, DFAT
	Work with other gateway cities to develop a collegial approach to garnering business	H DEDTA, HCC
	Ongoing collaboration with AAD to understand and support the infrastructure needs of East Antarctic nations	H DEDTA, AAD, TasPorts
	Liaise with TasPorts on the development of a shipping log to maximise advance notice on ship visits	H DEDTA, TasPorts
	Investigate feasibility of developing new refuelling facilities at the Port of Hobart	H DEDTA, TasPorts
	Work with TasPorts to promote the port's value and capabilities	H DEDTA, TasPorts
	Investigate the feasibility of establishing short-medium stay accommodation near the Port of Hobart and at AAD in Kingston	H DEDTA
	Work with TasPorts and industry to identify possible infrastructure limitations and develop options to fill gaps	H DEDTA, TasPorts, TPN
	Exploit the opportunities presented by the extension of Australia's maritime boundaries.	Engage with the Australian Government regarding future development, monitoring and policing in the Exclusive Economic Zone (EEZ)
Work with TasPorts and industry to identify possible infrastructure limitations and develop options to fill gaps		H DEDTA, TasPorts, TPN

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