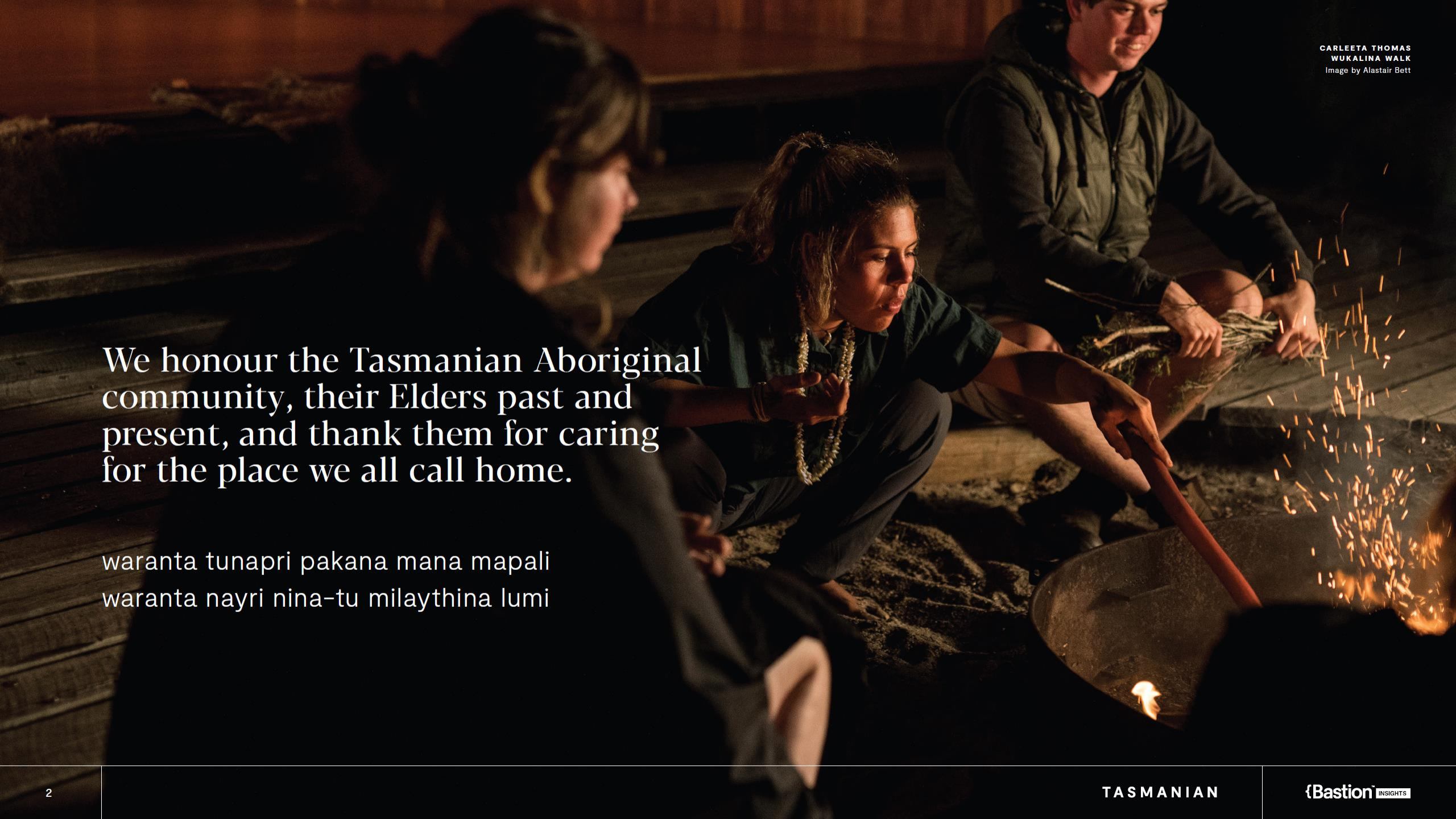
FEBRUARY 2024

TASMANIAN

PLACE BRAND RESEARCH – TOP LINE SUMMARY



{Bastion INSIGHTS



CARLEETA THOMAS
WUKALINA WALK
Image by Alastair Bett

We honour the Tasmanian Aboriginal community, their Elders past and present, and thank them for caring for the place we all call home.

waranta tunapri pakana mana mapali
waranta nayri nina-tu milaythina lumi

WHAT IS OUR OPPORTUNITY?

Tasmanian Story Work

650
interviews

1,170
pages of notes

518,877
words written

The interviewees were chosen by a random sample with representative socio-economic, geographic, age, and gender diversity representing the Tasmanian population.



THE UNCONFORMITY





Image credit: Beattie' Studio



Image credit: The Advocate

“For years we’ve been considered backward, the ass-end of Australia. … it has an effect.”

- **Interview participant, 2018**



Image credit: Natalie Mendham Photography

"I'm more interested in the little person who has a go. Then to those knockers who say they can't do it: 'You see, I told you I could!' That's Tasmanian."



Image credit: Al Bett


st.luke
GDA

The plot:

A narrative always turns, always promises the hope for transformation

01

Adversity, hardship, underestimation, “impossible-ism”

02

To persevere because of this, often breaking the rules

03

Creating something special…

Something Tasmanian



Image by Australian Geographic

Tasmania has a lot to feel quietly confident about

Its natural beauty, gastronomic offerings, local wine and spirits, and avant-garde cultural exhibitions are immediate associations for Tasmania.



A



C



B



D

A "Some of the best and consistent surfing conditions in Australia, all within 20-30 mins of Hobart city."

B "Good food and wine."

C "Cutting edge art – Mona, Dark Mofo, historical sites."

D "The best camping and outdoor living that I have ever experienced in Australia."

Our current associations define our brand personality today and show us where we can improve in the future

Australians see Tasmania as down to earth, friendly, quiet, adventurous and unique. Tasmania is not perceived to be youthful or sophisticated.

Where associations are similar amongst locals and those interstate, these are in reference to Tasmania being adventurous, unique, quiet, humble, inventive and inspiring.

As expected, those living internationally hold lower associations with Tasmania across the board. Where Tasmania shows strengths amongst this cohort is in reference to being creative and unique.

Attributes associated with Tasmania and Tasmanians
Amongst mainland Australians

Top associations amongst Australians	Top associations amongst Internationals
Friendly	Friendly
Down to earth	Unique
Hard-working	Creative
Adventurous	Adventurous
Independent / Free spirited	Down to earth
Quiet achiever	Exciting

n=950 Australians aged 18+ years old from the Mainland. n=120 Tasmania (nat rep + boost)
n=514 international respondents (Lost Angeles, San Francisco, China, Hong Kong, Japan, Singapore, South Korea, India)
Q. We would like you think about Tasmania and Tasmanians more generally. From the list below, please select all the attributes that you associate with Tasmania and Tasmanians...

Australians see Tasmania as predominantly a holiday destination

- Those living interstate are most likely to acknowledge that Tasmania is a great place to holiday.
- They know less about Tasmania being a great place to live, work, study and retire.
- Similar levels across all metrics observed amongst those living on the mainland compared to two years ago.
- **Over the past two years, we have seen an uplift amongst Tasmanians that the state produces great products (+7%) and is a leader in renewable energy / environmental sustainability (+9%).**

Tasmania associations *Strongly agree [8-10 score]*	Currently living in: Amongst Tasmanians	NET: Mainland	Victoria	New South Wales	Queensland	South Australia	Western Australia
Is a great place to live	79% ↑	42%	41%	42%	46%	40%	37%
Is a great place to work	58% ↑	27%	28%	26%	29%	26%	26%
Is a great place to study	52% ↑	25%	21%	25%	31%	19%	21%
Is a great place to holiday	83% ↑	69%	69%	66%	72%	79%	68%
Produces great products	81% ↑	49%	47%	49%	57%	50%	40%
Is a great place to start / run a business	38% ↑	24%	20%	25%	28%	22%	21%
Is a great place for business investment	36% ↑	22%	18%	23%	28%	18%	19%
Is a leader in renewable energy / environmental sustainability	58% ↑	34%	32%	36%	37%	29%	30%
Is a great place to retire	81% ↑	41%	41%	41%	43%	43%	37%
Is a great place to raise a family	76% ↑	49%	46%	53%	48%	41%	48%

n=950 Australians aged 18+ years old from the mainland. n=120 Tasmania (nat rep + boost)
Currently live – n=238 VIC, n=329 NSW, n=195 QLD, n=68 SA, n=113 WA
Q. Let's focus now on Tasmania. For each of the following statements below, please tell us how much you agree or disagree with each one.

Note: Arrow represents significant differences between Tasmania and mainland Australians at the 95% confidence level

Many who relish the idea of a holiday in Tasmania think living there would be too much of a challenge:

- High unemployment
- Lower wages
- High housing prices
- Lack of community for ‘outsiders’
- Stalled career progression
- Fewer medical resources
- Fewer extracurricular opportunities for children
- Boredom



MAYDENA BIKE PARK
Image by Moon Cheese Studio

“Slow-paced lifestyle and longer distance to bustling communities / areas when desired.”

“There’s just not enough jobs.”

“That slower pace is good for a holiday but not a lifestyle. It would get too repetitive.”

“It’s detached from the rest of the country so I imagine it may feel a little isolating, lonely.”

“High rent.”

“I would have to already have everything I need because there’s less of everything.”

“I’m from India. I wonder if I’d be the only one. In Brisbane, I have a community.”

“I think it’ll be hard to find community. They can be insular and not friendly to mainlanders coming there.”

We must protect and enhance ‘must have’ and elevate ‘nice to have’



COLES BAY COAST
Image by Moon Cheese Studio

Absolutely must have

- Access to quality healthcare
- Good and affordable housing
- Clean, fresh air and pristine environment
- Access to fresh produce
- A strong local economy
- A good place to raise a family
- Diverse and good job prospects
- Has a variety of public and private transport modes to travel to and from places
- Can live close to work / minimal commute
- Ability to live a slower pace of life
- A strong sense of community
- Diverse with lots to do and see
- Access to quality education
- Nature on your doorstep

Nice to have, but not necessary

- Has great bushwalking, mountain biking, and other outdoor pursuits
- Focused on sustainable living and being environmentally friendly
- A vibrant arts and culture scene
- Is sophisticated and stylish
- A vibrant food and wine scene
- Provides a thriving environment for small-scale entrepreneurship
- A vibrant and thriving sports culture

Not important

- A vibrant nightlife

n=990 Australians aged 18+ years old nationally representative.
Q. We would now like you to think about what makes a place, a great place to live.
We are going to show you some statements and we would like you to move them into one of three ‘buckets’ that best describes how you feel about each one making up your ideal place to live...

The importance of accessibility, sustainable living and a slower pace of life is increasing

Compared to 12-24 months ago, health, housing, environment, community, and work opportunities have become more prominent in Australians' considerations, reflecting a shift in values and priorities over the past two years.

Access to quality healthcare has gained significant importance, with approximately three quarters (77%) valuing it more than before; even higher amongst older aged Australians.

Similarly, the demand for good and affordable housing has increased, with more than two-thirds (68%) considering it a crucial factor.

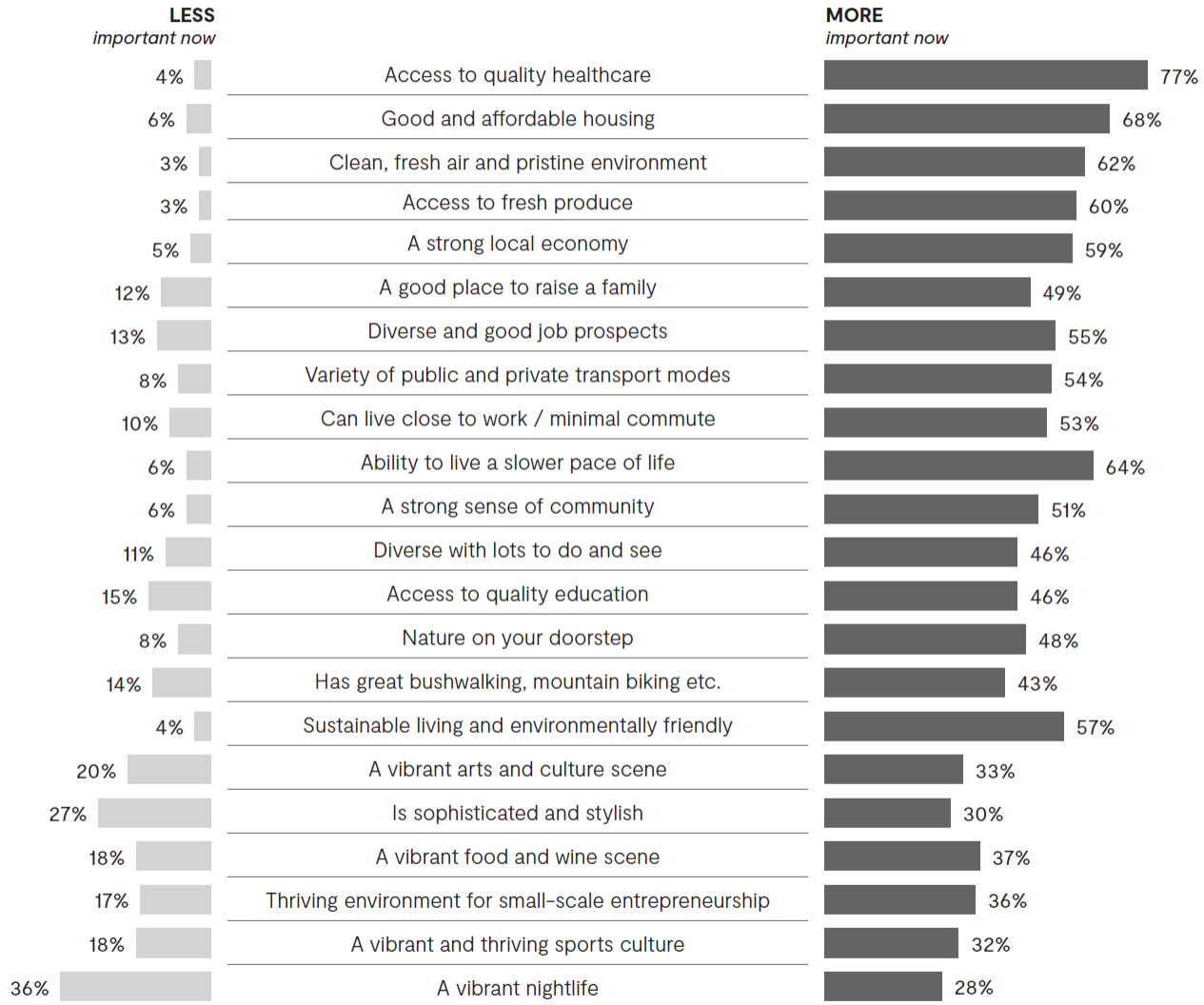
Environmental concerns have also seen a rise, with 62% of Australians expressing a higher appreciation for clean air and a pristine environment and just over half (57%) indicate a greater importance placed on sustainable living and being environmentally friendly; particularly amongst those aged <45 years of age.

A slower pace of life is also more desired for many Australians; almost two-thirds (64%) stating that this is more important to them now when compared to 12-24 months ago.

n=990 Australians aged 18+ years old nationally representative.
Q. And thinking about your own life circumstances in the last 12-24 months, how much more or less important are these factors to you now? Compared to the last 12-24 months...

Compared to 12-24 months ago....

Amongst Australians (nationally representative) who identified a statement as a must have / nice to have



Crucially, the prospect of moving to Tasmania is often centred around the possibility of living a different and more meaningful life

A Tasmanian life is imagined to be...

- A place to escape the prevailing culture of the concrete jungle and a way to live a slower pace of life **guilt free**
- A life that incorporates and centres itself around ready access to nature to enjoy and reset
- A place to be inspired and to be surrounded with creativity
- A place that encourages a life with deeper meaning and purpose
- Potentially more affordable housing
- Sojourning life with a connected community
- Access to the best and freshest produce
- A healthier lifestyle

A life that is balanced, thriving, and meaningful



A commonly held belief is that Tasmania's geographic isolation disadvantages the state and exacerbates its economic constraints in a unique way compared to other states

We must turn it so it feels like an advantage (to our people).

- Is housing more expensive?
- Can my kid play competitive, nationally-recognised sports?
- Is unemployment really that high?
- Are there lots of young families there?
- Could I still progress in my career?
- How diverse is it?
- How good / bad are the schools?
- How's the public transportation system?
- Is the cellular reception any good?
- Would I be able to make friends?



KINGSTON BEACH SLSC
NIPPER PROGRAM
Image by Moon Cheese Studio

Australians are confused about Tasmania's cost-of-living and housing situation... but they know it isn't cheaper anymore



"ABS data says they've got the lowest median household income in Australia... nice place for a holiday but wouldn't move there."

DIWALI FESTIVAL OF LIGHTS
STREET EATS @ FRANKO
Image by Fred and Hannah

Cost of living:

Those who possess a deep understanding of Tasmania's economic positioning, geographic isolation, supply side issues, and its greater dependence on the mainland all emphasise that the cost of living is either definitively higher or likely to be higher compared to their current home state. Others were less certain. Few were aware of Tasmania's economic leadership in recent years. All this ultimately points to great uncertainty about the net economic impact for a Tasmanian move.

Housing:

In the past, Tasmania could use affordable housing as an advantage. No more. Some spoke to housing being potentially cheaper than their home state, however, not with confidence – especially with a lower salary. Others who were in the know did mention the housing crisis in Tasmania.

Access to healthcare and mental health supports appear to be a significant barrier, one that gets highlighted most amongst young families and retirees



There are concerns regarding the supply of healthcare and mental health support and services in Tasmania, which are further compounded by the state's remoteness and low population density.

For many retirees and individuals with complicated health conditions, there is a perception that critical health supports and services may take longer to reach due to Tasmania's remoteness. Others mentioned older Tasmanians needing to seek treatment on the mainland and the stress resulting in back-and-forth travel between Tasmania and other states.

Younger families express worries about the perceived lack of pediatric healthcare support, fearing that their children's lives may be at risk. The impression of limited access to specialised care for children raises concerns about their well-being and safety.

Mental health is also a topic of discussion, with concerns regarding the cost of mental health support and the need for easy access. The fear of isolation and chronic loneliness in a state like Tasmania emphasises the importance of readily available mental health services to support the well-being of residents.

Genuine structural issues around the economics of Tasmania can't be ignored... and while it also can't be changed overnight, there is a huge opportunity to invest in and tell a story of transformation

Several non-negotiable economic indicators highlight why moving to Tasmania could pose challenges, with a lower median wage being one of them. Moreover, the perception of a significant exodus of the young population, primarily due to limited opportunities, raises further concerns.

The scarcity of job opportunities in specific industries excludes those that Tasmania is not traditionally known to cater for, potentially hindering individuals' ability to navigate economic headwinds effectively.

Interstate, individuals see themselves to be part of the economic lifeblood of the country, while Tasmania may be perceived as an insignificant player, whether rightly or wrongly.

The goal: share a compelling narrative about Tasmania's economic vitality—one that doesn't compare or measure itself against mainland states, but instead revolves around its unique context and potential.



FORTY SPOTTED GIN BAR
Image by Fred and Hannah

START

Building a robust narrative around the economic vitality of Tasmania is essential to challenge the perception that it is unfavorable. This story should focus on dispelling the myths that contrary to popular belief, Tasmania's economic situation is not as dire as it may seem.

REFRAME

Tasmania has achieved impressive economic progress, through high-value products and climate leadership, yet there is more to do and it's time to tell the story outside the state.

The long-term focus of showcasing the uniqueness of the state is to deliver a clear and compelling narrative about an economy centered on purposeful living and industries

Tasmania is not widely perceived as an economic powerhouse in the traditional manner of an Australian state – through massive resource extraction or industrialisation.

What sets Tasmania apart is its unique ability to evoke a sense of vitality, balance, and deep connection to the community, people, and land—experiences not easily replicated amidst mainland urban living with higher wages and career progression. People will pay to be a part of this.

A cohesive economic narrative must align with the state's values, promoting creative entrepreneurship, climate leadership, renewable electricity, and becoming the state for people with ideas and passion. This human-centered economic philosophy centres on delivering meaningful progress rather than merely competing for traditional career advancements found in larger cities.

By embracing this purpose-driven model, Tasmania can start to showcase its strengths and attract like-minded individuals and investors, emerging as a beacon of sustainable and meaningful development and entrepreneurship that genuinely resonates with its people and considerers.



JESSICA RICHMOND
CEO & CO-FOUNDER, SUMDAY
Image by Moon Cheese Studio

COMMUNICATE

The future economic conversation about Tasmania is about embracing a new and compelling type of ambition that remains true to the values of Tasmania, attracting those who share the same vision.

Sharing the imagery of the vast untamed wilderness of Tasmania is beneficial but should not sacrifice urban pleasures

To showcase Tasmania's unique allure, it is essential to dispel the misconception that it forces a choice between a nature retreat and safe yet vibrant cities.

The key is to present a balanced and holistic view, emphasising that Tasmania offers the best of both worlds: quick access to nature without sacrificing the delights of urban life.

This does not mean claiming we are something we are not: a noisy urban jungle. Hobart, Launceston, and Tasmania's other cities are beautiful and livable cities where we can learn, work, eat, have fun, and participate. We can invite urbanists to bring their ideas and enthusiasm.

Those who seek nature will be particularly attracted to cities that are improving active and public transportation and reducing emissions. Tasmania talks about having "the cleanest air in the world." How about in our cities?



FAMILY PICNIC IN CITY PARK
LAUNCESTON
Image by Moon Cheese Studio

ELEVATE

Nature in your backyard with elegant modern living.

No one will move to a place that will disadvantage their children

The remote and isolated imagery of Tasmania and its geography can create an impression of significant separation and disconnection from the family life. And the news media are not kind to Tasmania's educational outcomes.

For many, Tasmania is kid paradise, both in nature and in its relatively safe towns and cities. It's just a story we haven't shared.

The JackJumpers and the coming Tasmanian Devils AFL team, for example, may give the state an opportunity to share stories of youth sport and participation.

There is a risk among families with older children that there isn't much to do in Tasmania, especially if you do not appreciate the outdoors. What are the opportunities for Tasmanian teenagers?



ADVENTURE PATCH ROLAND VIEW
Image by Moon Cheese Studio

"There's only that many hikes you can do before your child gets bored, then what do we do after that? From what I know the nightlife is also non-existent or less vibrant so things close up early too."

"Great place to live if you're an outdoorsy kind of family, but not for everyone."

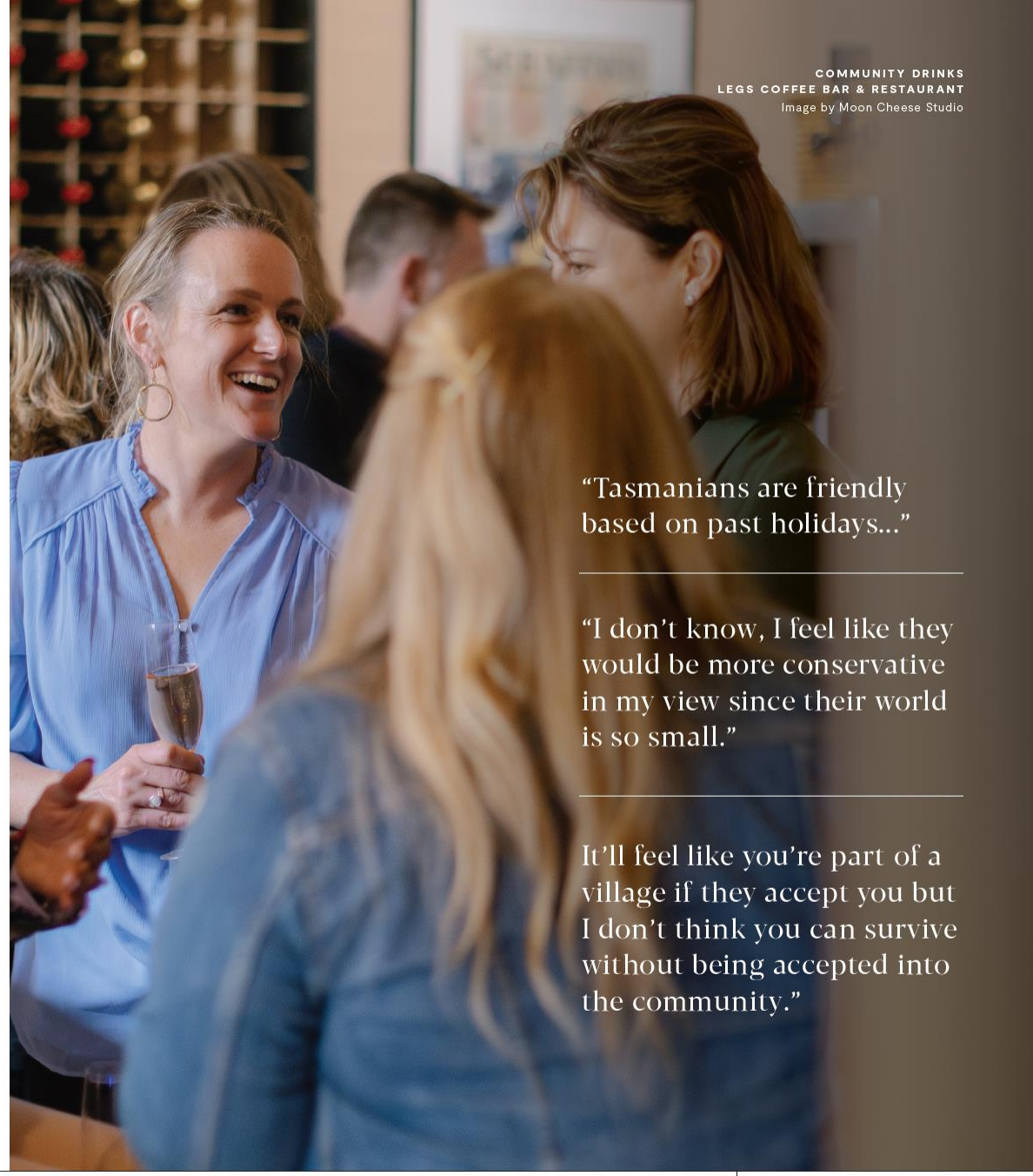
"Well it feels remote so you can't just go around the corner to drop your child off to childcare if you need to like what we do now. I'd love to know how many childcare centres are there in Tasmania and how close are they?"

Reconciling the differing views on the Tasmanian community is critical to developing a genuine vision for a place to call home

Tasmanians are universally recognised for their friendliness and welcoming nature towards Australians visiting and enjoying the state during holidays.

However, when it comes to the context of moving to Tasmania and making it a permanent home, people offer mixed views:

- Some wonder if Tasmanians are truly welcoming to outsiders. While their friendliness is evident, there may be uncertainties about how locals truly feel towards those from outside the island settling in their community.
- There are perceptions that Tasmanians' perspectives may be somewhat limited due to their island location, and this can sometimes lead to a perception of being less open to accepting newcomers and new ideas.
- Concerns are raised about the tight-knit nature of the community, questioning whether it can accommodate and integrate new faces and diverse viewpoints.
- Despite having a deep sense of community, people's lives in Tasmania may also be characterised by a type of disconnection, influenced by the vast distances and remoteness of the place. This could impact how easily new residents can forge connections and find their place within the existing social fabric.
- Becoming accepted as a Tasmanian might take time, as integration into the community can be a gradual and isolating process, which could leave newcomers feeling like outsiders.



COMMUNITY DRINKS
LEGS COFFEE BAR & RESTAURANT
Image by Moon Cheese Studio

"Tasmanians are friendly based on past holidays..."

"I don't know, I feel like they would be more conservative in my view since their world is so small."

It'll feel like you're part of a village if they accept you but I don't think you can survive without being accepted into the community."

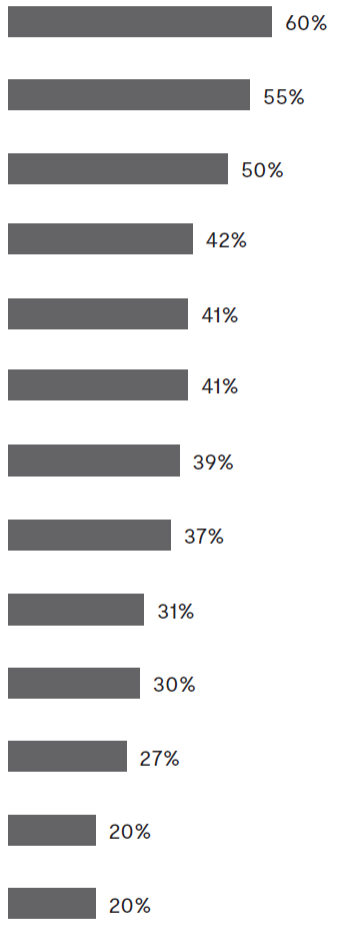
The benefits of work in Tasmania are most often framed as allowing individuals to shift their attention towards a more balanced and fulfilling life outside of the workplace

This perception is consistent across age groups and in line with observations in the 2021 research program.

Younger Australians (aged <35 years old) are significantly more likely to see Tasmania as being more progressive and entrepreneurial as a workplace compared to older cohorts.

Benefits of working in Tasmania

Amongst NET strongly agree (8-10)



		% change 2021	2023 18-34 years	2023 35-54 years	2023 55+ years
Offers easy access to nature	60%	-3%	55%	62%	64%
Is more relaxed / offers a quieter pace of life	55%	-2%	52%	57%	54%
Less stressful	50%	0%	51%	50%	49%
Means better work life balance	42%	-2%	41%	44%	41%
Live close to work / minimal commute	41%	-1%	39%	43%	41%
Be part of a community	41%	0%	38%	43%	41%
Is a more affordable place to live	39%	-1%	41%	40%	36%
The workforce is more relaxed and easier going compared to the people...	37%	n/a	38%	38%	34%
More independent	31%	-2%	36%	30%	28%
Provides a great place to reskill and reinvent yourself	30%	1%	34%	32%	23%
Choose a job with meaning	27%	0%	33%	27%	22%
More progressive	20%	1%	28%	21%	12%
More entrepreneurial	20%	1%	25%	19%	15%

No significant differences in the perceptions of the benefits of working in Tasmania compared to 2021

n=990 Australians aged 18+ years old nationally representative.
Q. Below is a list of things that other people have told us are the benefits of working in Tasmania. For each statement listed below, please tell us how much agree or disagree that this would be a benefit of working in Tasmania

Note: Shading represents significant differences from the total level by age at the 95% confidence level

We have to be careful about framing this... Tasmania is not easy or laid-back



These perceptions of a laid-back workforce in Tasmania can be interpreted in two contrasting ways. On one hand, it may signify a more balanced and fulfilling work-life experience in contrast to the demanding norms of city living that often sacrifice personal well-being. On the other hand, some might misinterpret this as a lack of ambition, strong work ethic, or specialisation, viewing it as settling for a standard 9-5 job without striving for excellence.

However, both images present skewed and inaccurate views of the Tasmanian work culture.

Tasmanian work culture:
Could offer a better work life balance ***but...***

We need to define an image of work-life balance the true Tasmanian way – tied to creativity, ambition, a strong work ethic, and achievement

Many traditional jobs don't thrive or simply don't exist in a state like Tasmania

And if they do exist, it exclusively caters to a smaller market while offering lower prospects of progression and wages.

When considering embarking on traditional careers or roles in Tasmania that have centered and taken shape around an economic sphere (e.g. Melbourne, Sydney, Brisbane), many perceive Tasmania as too risky:

- **Limited Demand for Specialised Jobs:** Some believe that there is insufficient demand for their specialised jobs in Tasmania, potentially leading to limited career opportunities.
- **Smaller Industry and Limited Growth:** The smaller industry in Tasmania may result in fewer opportunities for career progression, learning, and professional growth compared to larger mainland cities.
- **Absence of Top Talent:** Concerns arise about not being surrounded by the best and the brightest professionals in their field, which could impact personal and professional development.
- **Lower Wages Expectation:** It is often expected that wages in Tasmania are considerably lower than those on the mainland, which might be a deterrent for some individuals seeking higher financial prospects.



But...

Some individuals see this scenario as an opportunity, particularly in areas where there is a statewide need for professionals.

This includes jobs in healthcare, allied health, and education, where higher wage prospects are perceived to be available despite potential limitations in career growth.

There is opportunity to "own" creative entrepreneurship in Australia, especially in premium food and drink and technology.

Considerers need a blueprint from the state to showcase the state's commitment to grow the economy and attract business

Considerers want to be sure that what they need to thrive is readily available:

- **A** SME-friendly banking.
- **B** Competitive workforce that promises career growth.
- **C** Reasonable options in case of job loss.
- **D** Hardy networking to stay plugged-in.

"It's just a smaller economy compared to Sydney."

"None of the bigger global companies have a headquarters there."



A


B


C


D

Public-private partnerships are seen as a very important lever to spur and attract new talent and unlock new opportunities



BLUNDSTONE ARENA
Image by Stu Gibson

Australians recognise Tasmania's economic position and understand that solely relying on government and state-based initiatives may have limitations in uplifting the economy. However, they also see untapped opportunities in the state within sectors that it can truly own.

Success stories like MONA exemplify the positive impact that private funding can have on Tasmania's economy. Such examples inspire the potential for further growth and underscore the importance of public-private partnerships that leverage the state's unique associations and synergistic links to its main economic drivers.

The recently announced AFL stadium showcases a bold vision to boost Tasmania's tourism, with collaboration between the private and public sectors playing a vital role.

It is essential to be mindful not to portray an image of 'big business' that contradicts the idyllic and better life many associate with Tasmania. Efforts should remain committed to creative entrepreneurship and green, sustainable, and environmentally conscious values, ensuring that any industry developments align with the state's commitment to preserving its natural beauty and environment, its charismatic personality.

Showcasing momentum for Tasmania as a growing frontier for inventive and purposeful economic opportunities and industries beyond tourism should be a priority

While tourism has undoubtedly been a lucrative economic driver for Tasmania, there is a compelling need to cast a greater spotlight towards industries that often go unnoticed:

- Environmental sciences
- Renewable technology
- Climate-positive food and forestry products
- Some see agriculture and those in the know talk to aquaculture and marine biology
- To a lesser extent, others also talk to the fledgling tech space that Tasmania can own given lifestyle opportunities and the openness around remote working

Amplifying the impact and significance of emerging sectors, which align with a vision of a greener and more sustainable future, is where the state can carve a distinctive niche.

Tasmania has the opportunity to position itself as a frontier for new and inventive practices in industries that champion conscious and sustainable practices. This focus should be on showcasing unique differentiators and demonstrating how these industries align with Tasmania's values, culture, and natural resources.

By building momentum and showcasing a differentiated alternative, potential investors and entrepreneurs can recognise the state as a workshop for tomorrow's future jobs, taking advantage of the state's renewable electricity and net-zero status. Tasmania's emphasis on delivering scalable solutions in these industries can set it apart and establish it as a meaningful contributor to our nation's progress and the world.



GRANVILLE HARBOUR
WIND FARM
Image by Moon Cheese Studio

‘Tasmanian made’ means quality, artisanal craftsmanship, ‘made with love and care’ and can also mean being more expensive

Simply put, Tasmanian products stand in contrast to products that are mass produced, depicting an image of low scale manufacturing that could be more time intensive but worth the value because of its specialisation, quality, and care.

But, Tasmanian products don’t play in the everyday purchase space.

... and so the thrill in ‘the get’ is more as a treat or keepsake – especially during a Tasmanian holiday – and not for every day or ongoing purchase or use.



IAN SYPKES
SANYOU BAIJIU
Image by Jess Oakenfull

“They put in the time and effort to do it right.”

“Local, rustic, unpolluted, from local land.”

“They’re novel if I’m on holiday, but I wouldn’t buy them on a regular basis.”

“The assumption is that they’re good quality.”

“Not mass-produced. Not had by everyone.”

“Has to be more than good quality for me to pay more.”

“I’d buy them if I lived on the mainland, but not if I lived there.”

Increasing awareness of UTAS being the top university globally for climate action will positively impact sentiment

Approximately three quarters (76%) of mainland Australians indicated that they felt more positive towards the University of Tasmania once being informed of its number one ranking in the world for climate action.

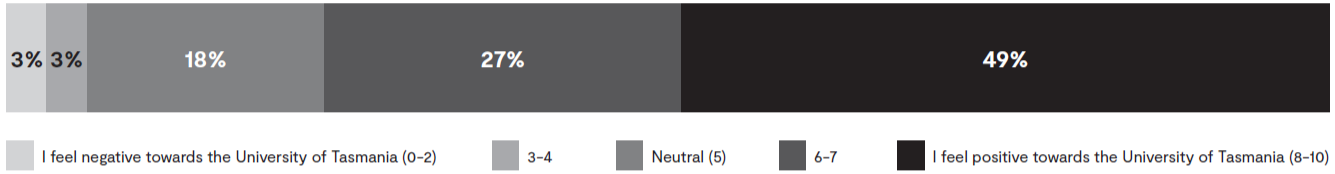
Further to this, around one in three mainland Australians who intended to pursue higher education reported that they were ‘extremely likely’ to study at the University of Tasmania after knowing this information.

Older mainland Australians (aged 65+ years) were somewhat more likely than younger respondents to feel ‘neutral’ towards the University of Tasmania’s focus on climate action.

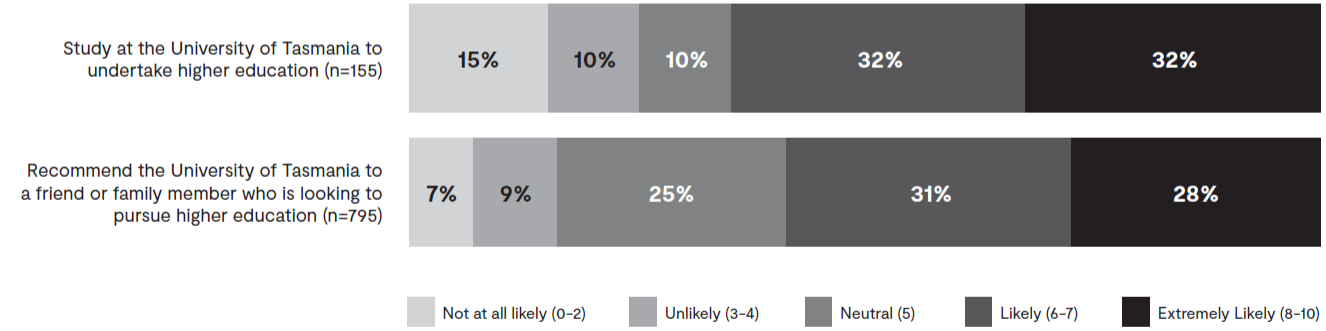
Females and younger age groups were more likely to recommend the University of Tasmania as a place to pursue higher education to their friends or family members who are looking to undertake higher education due to their focus on climate action.

n=950 Australians aged 18+ years old who do not reside in Tasmania.
Q. The University of Tasmania was recently named the number one university in the world for climate action. Knowing this, how do you feel towards the University of Tasmania as a higher education institution?
Q. How likely are you to recommend the University of Tasmania as a place to undertake higher education to a friend or family member who is looking to pursue higher education? / How likely would you be to consider studying in the University of Tasmania to undertake higher education?
Note: Results may not sum to 100% due to computer rounding.

The University of Tasmania was recently named the number one university in the world for climate action. Knowing this, how do you feel towards the University of Tasmania as a higher education institution?



Likelihood to...






JAMES BOAG'S
DRAUGHT
HOPE & ANCHOR
TREASURE TROVE
apollo
AutoRent Hertz
CAMPBELL S
MARKET P


652
ORNINGTON HTS
VIA EASTLANDS
AIR CONDITIONED
Metro
729
SCANIA
MET 729
Metro








TASMANIAN
MUSEUM
ART GALLERY
Stories that
move you
BEAKER STREET FESTIVAL
INVESTIGATE
FOLLOW ME TO BEER.
RHH


TROUBLE SMITHS
TROUBLE SMITHS

Summary

Our latest sentiment research is largely consistent with what we heard in 2021.

The Tasmanian opportunity has local, national, and global implications and we can unify these efforts across tourism, export, talent, investment, and student attraction. But it will require Tasmanian imagination, ingenuity, and courage.

There are many pages in this research report, but if you distill it down to our unique position and potential it is quite simple...

What we can truly own by 2029:

Tasmania is the best place in Australia to launch a high-value enterprise with local, national, and global customers.

Tasmania is an environmental workshop for the world, using its renewable electricity and leading climate position to build “one thousand small solutions” that can scale nationally and globally.

Some persistent challenges:

Australians worry a conventional career progression will be negatively affected by a move to Tasmania.	**Our response:** to focus on the promise of entrepreneurship and meaning.
Our audiences know little about the “community” aspects of Tasmania.	**Our response:** to highlight lifestyle and culture, showing children, families, and ambitious young people from diverse backgrounds succeeding in uniquely Tasmanian ways through our storytelling and communication.
Australians are increasingly concerned about Tasmania’s housing costs, public and active transportation, and our performance in health and education.	**Our response:** piloting, highlighting, and scaling solutions.



Image credit: Moon Cheese Studio

THANK YOU



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