



ACBC to re-establish Tasmanian presence to strengthen trade ties with China

14 April 2025

Launceston, Tasmania

The Australia China Business Council (ACBC) is pleased to announce plans to re-establish its Tasmanian branch, reaffirming its commitment to supporting Tasmanian businesses in expanding their economic engagement with China.

The announcement was made today at a Business Roundtable in Launceston, where Premier of Tasmania, the Hon. Jeremy Rockliff MP, joined ACBC National CEO Tom Parker and local business leaders to discuss the opportunities and challenges in the Australia-China economic relationship.

China is Tasmania's largest export market, accounting for \$1.41 billion or 31.3% of the state's total overseas exports in the year to December 2024. An ACBC-commissioned report by BankWest Curtin Economics Centre highlights the crucial role of Tasmania-China trade, revealing that in 2022-23 it created 5,500 trade-related jobs and contributed \$880 to every Tasmanian household. Tasmania's seafood exports to China have grown on average close to 60% per year since 2014-15, demonstrating the increasing demand for premium Tasmanian products.

ACBC National President David Olsson AM emphasised the strategic importance of the move, saying "Tasmania has enormous opportunities in the China market, and ACBC is committed to ensuring local businesses have the knowledge, networks, and advocacy needed to succeed. With trade stabilising and key export sectors rebounding, now is the right time to re-establish ACBC's presence and provide the industry with the support it deserves."

As part of its return, ACBC has identified an experienced leadership team to drive the Tasmanian branch forward. Ms Laura McBain will be appointed as President, bringing extensive experience in Tasmania's premium food and beverage sector and engagement with China. Mr David Morris will serve as CEO, leveraging his deep China expertise, government and business networks, and track record in international trade and diplomacy.

In highlighting the vision for the branch, Laura McBain said "Tasmanian businesses have a strong reputation in China for delivering premium quality products. I'm excited to lead the Tasmanian branch and work closely with ACBC's national team and our members to further strengthen these connections and unlock new opportunities."

David Morris commented:

“China is Tasmania’s largest export market, and our trade ties create jobs, investment, and opportunities for businesses across the state. The return of ACBC will help connect Tasmanian businesses with the right networks and insights to navigate the evolving economic relationship and expand their trade and investment links with China.”

The ACBC Tasmanian branch will deliver strategic insights, advocacy, and direct access to key industry and government stakeholders. Through initiatives such as the China Capability Program, we will equip Tasmanian businesses and peak industry bodies with the tools and expertise they need to engage effectively with China.”

The initial phase of the branch’s relaunch will focus on building membership, securing strategic partnerships, and delivering high-value events to bolster Tasmania-China business engagement.

Formalities surrounding the branch’s establishment are set to conclude in the coming weeks. In the meantime, ACBC invites Tasmanian businesses to express interest in joining the newly re-established branch.

For membership and sponsorship inquiries, please contact David Morris at david.morris@acbc.com.au.

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For media inquiries, please contact:

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About the Australia China Business Council

Established in 1973, ACBC represents 500 Australian companies with business interests in and with China. For over 50 years, ACBC has been the trusted voice of business and industry providing knowledge, advocacy, networks, and capability to benefit and impact the bilateral economic relationship.