



Salmon  
TASMANIA



# ECONOMIC & SOCIAL CONTRIBUTION OF THE TASMANIAN SALMON INDUSTRY



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## HIGHLIGHTS

**The salmon industry is a vital economic driver for Tassie, one we can't do without.**

1. The \$1.36 billion salmon industry is a significant contributor to the Tasmanian economy.
2. The magnitude of contribution is even more pronounced in the Huon Valley and Macquarie Harbour regions representing 1 in 4 jobs and 17% of all jobs respectively.
3. The Tasmanian salmon industry is:
  - the largest primary industry in Tasmania
  - the largest agriculture/aquaculture export in Tasmania
  - accounted for 86 per cent of Tasmania's total seafood production by value in 2020-21
  - Australia's most valuable seafood production sector.<sup>1,2,3,5,6</sup>
4. The value of salmon produced in Tasmania in 2021-22 was \$1.36 billion.<sup>7</sup>
5. From this the economic contribution of the salmon industry to the Tasmanian economy is estimated to be \$770 million in total value added, with 5,103 full time equivalent (FTE) jobs supported around Tasmania.<sup>8</sup>
6. The industry is Tasmania's largest agricultural export, and is a significant employer in regional areas and pays on average 56 per cent more than the average Tasmanian job.
7. The salmon industry is approximately double the size of the fruit and vegetable (horticulture) sector in Tasmania, and 38 per cent larger than the red meat processing industry<sup>9,10</sup>. The salmon industry accounts for almost one-fifth (19 per cent) of the direct value added of the entire Tasmanian agriculture, forestry and fishing industry.<sup>11</sup>
8. The economic contribution of the salmon industry includes the value of its exports, and the flow on benefits across Tasmania from the jobs and families it supports to the provision of nutritious food.
9. The salmon industry makes a major social contribution to Tasmania and there would be substantial adverse consequences for social wellbeing should the industry not exist. Any government policy measures that would significantly affect or constrain responsible development of the salmon industry should very carefully consider the potential ramifications more broadly, given the very substantial contribution that the industry has on the economic and social wellbeing of not just the state, but at the community and individual levels.

Tasmania's salmon industry is Australia's most **VALUABLE** seafood sector, worth **\$1.36 billion**

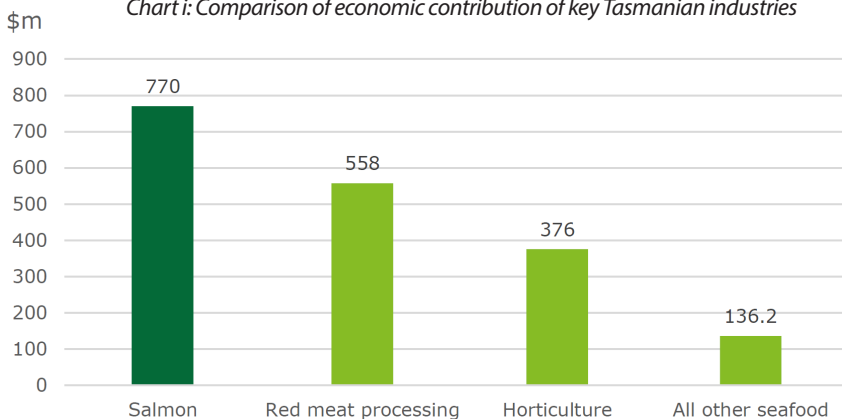
**5,103** full time equivalent jobs

Tasmania's **LARGEST** primary industry

**86%** of Tasmania's total seafood production

**9 out of 10** jobs in key regional areas

Chart i: Comparison of economic contribution of key Tasmanian industries



## REGIONAL CONTRIBUTION

### Salmon workers live in, love and support our regions.

The \$1.36 billion salmon industry is a significant contribution to the state economy in absolute terms and plays a critical role in supporting regional economies in Tasmania.

#### 87 per cent of the industry's economic activity occurs in regional areas.

With nine out of ten (89.2 per cent) jobs directly generated by the Tasmanian salmon industry being in regional areas.

These employment opportunities pay up to 73.9 per cent more than the average job in these regions, which reflects the relatively higher skills and productivity of workers in the industry.

The magnitude of the contribution is further pronounced within our regional, local government level. In the Huon Valley, more than one in four jobs (26 per cent) are supported by the Salmon industry. In Latrobe, Tasman and West Coast, 17 per cent of employment is supported by the industry.

Without the jobs and investment the salmon industry provides there would be significant impact on small regional communities across the state.



# 87%

of our economic activity is regionally focussed

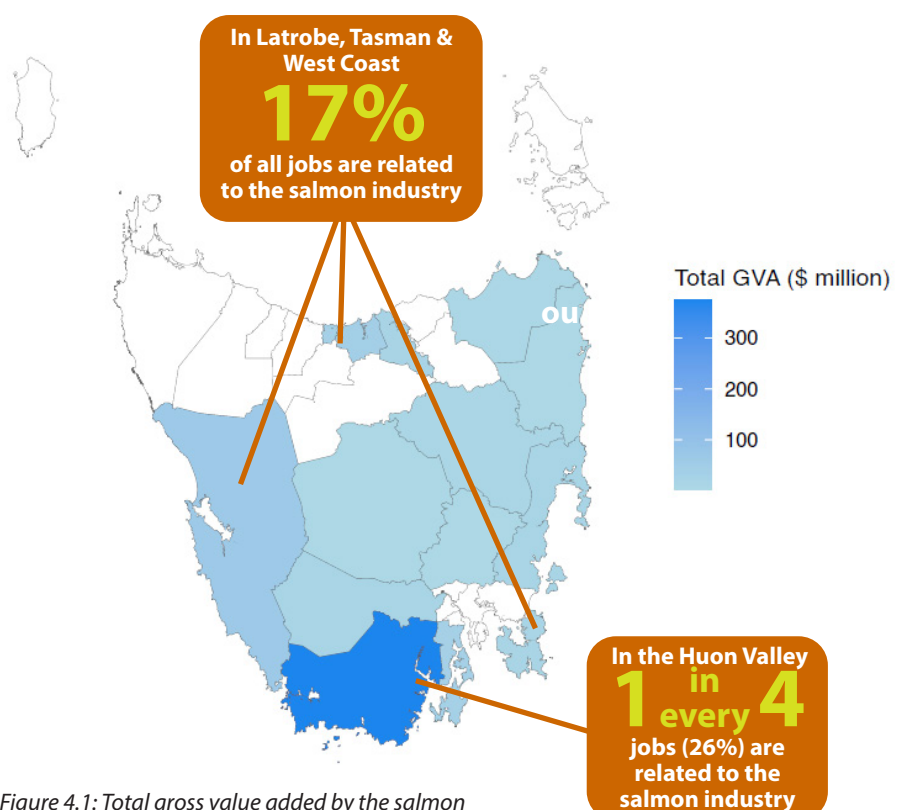
# 9 out of 10

of our workers are in regional Tasmania

Employment opportunities pay up to

# 73.9%

more than the average job in these regions



## TASMANIAN JOBS

**Most Tasmanians know a salmon worker, or someone who depends on the industry.**

The Tasmanian salmon industry employs 5,103 full time equivalent jobs across Tasmania. In addition to the economic activity associated with these jobs, they generate the following benefits:

In 2022, Salmon Tasmania members invested over 55,000 hours and \$8.5 million into training their staff.

91.3 per cent of salmon industry workers are employed full time, compared with 63.7 per cent state-wide. This provides permanent workers with greater certainty over their work hours, allows employees to work a full-time load without working multiple jobs, and enables financial security and the ability to apply for credit products such as mortgages and car loans.

Tasmania's salmon industry employs

**5,103**

full time equivalent Tasmanians

**\$8.5 million**

invested into staff training in 2022

**91.3%**

of salmon industry jobs are full time.

(the state average of 63.7%)

## WE EMPLOY



**Farm workers & support crews**



**Hatchery Technicians & freshwater management**



**Marine operations & planning**



**Environmental & marine scientists**



**Veterinarians & fish health technicians**



**Office staff, management & leadership teams**

55,000

hours invested into staff training

\$681 million

invested in research and development  
in the last 10 years

\$1.6 million

spent in 2022 on grants, donations  
and community investment

## OUR COMMUNITIES

The salmon industry invests in our local communities and our local people.

The Tasmanian salmon industry is a major employer across the state. In addition to the economic activity associated with the 5,103 FTE jobs, the industry generates the following benefits direct to the state:

- **Research and development** – The Tasmanian salmon industry invested over \$75 million into research and development in 2022. In the ten years to 2022, the industry invested a total of \$681 million.
- **Grants, donations and community investment** – In 2022, Salmon Tasmania members and staff invested 3,730 hours and \$1.6 million into these key local programs.
- **Export revenue** – The salmon industry also plays a significant role in supporting Tasmania's trade balance through its exports. Salmon is Tasmania's largest agriculture/aquaculture export.
- **Supporting local businesses through employee spending** – The salmon industry further supports regional economic activity and employment to the extent that employees in these regions spend locally and grow these regional communities.



## OUR VALUES

**Salmon is vital for global food security but we know we have a responsibility to look after our waterways.**

Tasmania's salmon industry is governed by strenuous environmental regulations and farming processes developed by world-leading scientists.

Tens of millions of dollars has been invested in research and development programs that make us better farmers as well as contributing important scientific research that benefits the broader community. These include:

- More than a hundred million dollars has been invested in world leading, wildlife excluding pens, which has significantly decreased our interactions with seals while keeping people safe.
- Sea surface temperature tracking which has been conducted in Tasmania's southeast, with CSIRO, for several years. This program has been so successful there are plans to extend it across the state to move with changing weather and sea current patterns.
- World-leading biogeochemical modelling that monitors water flows, nutrients and temperatures around the state and has shared the benefits with the broader community, working alongside researchers such as IMAS and CSIRO.
- Ongoing investment into pen technology so our pens can withstand more exposed and offshore locations as well as technical improvements that help to circulate cooler bottom waters during times of water temperature fluctuation to build further resilience into our operations.
- Fish breeding programs that have resulted in temperature tolerance traits and improved genetics to ensure we are breeding future stocks of strong, healthy and resilient fish.
- Sophisticated data and real-time forecasting management tools to prepare for changes in weather, responding with modifications to diets and different husbandry practices.
- Real-time environmental monitoring and water quality programs that are aligned to adapting to changing weather patterns and help us to understand the systems that support the production of the world renowned and high-quality product that we farm here in Tasmania.

Salmon farming is one of the fastest growing food production sectors globally and utilises some of the most understood and advanced farming methods in the world.

The salmon industry is critical to ensuring food security and sustainable food production to feed the growing global population in a responsible, ethical, and collaborative way both now and into the future.

More than  
**\$100 million**  
invested in wildlife exclusion to  
minimise interactions and  
ensure staff safety

Sea surface  
temperature tracking  
**INVESTMENT**  
with CSIRO

**WORLD  
LEADING**  
biogeochemical modelling  
alongside IMAS & CSIRO



Ocean based salmon  
emits less than  
**HALF**  
the emissions of  
land-based protein

Tasmania grows  
**90%**  
of Australia's salmon

**83%**  
of Tasmania's farmed salmon  
is consumed in Australia

## OUR ROLE IN GLOBAL PROTEIN & SUSTAINABLE FOOD PRODUCTION

Tasmania's salmon industry is dedicated to locking-in Australia's food security, producing a high quality, highly nutritious, sustainable protein without putting pressure on depleting wild fish stocks or natural resources

Salmon has one of the lowest carbon footprints of any livestock industry. In terms of carbon emissions, ocean-based salmon farms emit less than half the emissions of land-based protein.

Estimates show that ocean-based salmon farms emit only 2.2 kilograms of carbon dioxide for every kilogram of edible fish produced.

By comparison farms produce 5.1 kilograms of carbon for every kilogram of chicken, 6.4 kilograms for pork and 37.2 kilograms for beef.

Tasmania grows 90 per cent of Australia's salmon and 83 percent of that is consumed domestically. This is a key ingredient to reducing pressure on limited wild fish stocks by producing locally grown protein that has a lower carbon footprint.

We are focused on informing local communities about the contribution the salmon industry makes to Tasmania and educating consumers both here and overseas about Tasmania's high quality, sustainably produced salmon

Tasmania's salmon industry is an important part of the Tasmanian farming sector and has an even more important role to play in the future.



## **CASE STUDY: PORT HUON TRADING POST**

**Owners: Brett and Ros Hickey**  
**Location: Port Huon**  
**Open: 7 days a week**  
**Employees: 14**

Aquaculture workers are some of the Port Huon Trading Post café and takeaway store's best customers.

Patronage at the family-run business in the Huon Valley is an example of the flow-on benefits that salmon farming provides to regional Tasmanian communities.

Owners Brett and Ros Hickey said 80 per cent of their customers between 5am and 8am are workers from nearby salmon production sites run by Huon Aquaculture and Tassal.

At lunchtime aquaculture employees account for up to 70 per cent of customers.

They also regularly receive large catering orderings from the nearby aquaculture sites.

The post office, café and takeaway store specialises in homemade pies, coffee and hot meals.

The Hickey's say they're big supporters of Tasmania's aquaculture industry.



## CASE STUDY: MITCHELL PLASTIC WELDING

Owner: Brendan Mitchell

Location: Castle Forbes Bay & Brighton

Employees: 50

The Tasmanian salmon industry supports a statewide regional supply chain, encompassing feed companies, pen and net manufacturers, transport and logistics providers and environmental monitoring contractors.

Brendan Mitchell is leading a growing workforce of 50 at Geeveston, producing state-of-the-art infrastructure for the aquaculture industry in Tasmania.

Mitchell Plastic Welding (MPW) is investing \$16 million into a purpose-built plastic recycling and injection moulding facility in Brighton, making Tasmania home to one of very few facilities of its kind in Australia. MPW will be the first in the state to develop an integrated plastic recycling and injection facility, completing the circular economy of plastic in our local environment.

MPW's circular economy capability will offer more sustainable products with a lower environmental footprint, helping fellow Tasmanian companies achieve their sus-

tainability ambitions to meet not only their regulatory requirements, but also increasing investor and customer expectations for ethical production.

Brendan's father started the business in 1988 with just a handful of employees after a big slump in the construction industry. With no experience in aquaculture, he very much learnt as he went.

"We might have been out of our depth a little at the start, but the Tassie aquaculture industry trusted us, allowing us to learn on the job with them," says Brendan.

"Now we are heavily investing in our people. We have expanded our training process significantly and have hired an in-house training processor to prepare MPW for the next stage of growth."

Tasmania has historically sent our recycling interstate to be processed, but all that is about to change, with MPW revolutionising plastic recycling in our state.



## CASE STUDY: INNOVATION OPENS-UP NEW EXPORT TRADE

A collaborative effort between the Tasmanian salmon industry and its feed suppliers to achieve continual improvement in both products and environmental outputs has opened up new export opportunities for the state.

The application of world-leading research and innovation undertaken jointly by the industry and suppliers has focused on lowering carbon emissions, applying more circular and restorative raw materials, and minimising the use of feed ingredients derived from wild fish stocks.

The results have already attracted buyers from interstate and overseas as aquaculture companies outside Tasmania recognise the exceptional quality of feed produced for the industry right here.

### Skretting

The recent expansion of Skretting's Westbury mill – combined with the charter of a purpose-built vessel from Norway to deliver product to customers in regional Queensland and New Zealand – demonstrates the company's long term commitment to the production of high-quality feed for the local industry as well as the export market.

The company, which has been providing nutritional feed solutions and services to the salmon industry for almost 20 years, is keenly focused on working with industry to achieve continual product improvements through research and innovation as well as in the reduction of carbon emissions.

### Biomar and De Bruyn's Transport

Biomar and De Bruyn's, which have been part the Tasmanian salmon industry supply chain network for a combined XX years, have teamed up with export shipping companies, Move Oceans and Qube, to enable Biomar fish feed to be exported direct from Devonport to both New Zealand and Indonesia.

Tasmanian fish feed is now one of the state's largest exports to New Zealand.

As many as 75 staff from Tasmanian family-owned De Bruyn's Transport work directly with the salmon industry across the multi-million dollar export sector, which now includes fish feed as well as the state's highly prized Atlantic salmon.

This collaboration is a prime example of the opportunities the industry provides its valued, regional supply chain across the state.



## ABOUT US



Salmon  
TASMANIA

Salmon Tasmania represents a modern, sophisticated aquaculture industry with a diverse workforce that plays an integral role in feeding the world sustainably.

Our three member companies Huon Aquaculture, Tassal and Petuna farm healthy, sustainable protein and are all focused on sustainable and healthy production growth. We know we are stewards of the waterways we farm, and the only way we can, and do, operate is so these waterways can be enjoyed and farmed for generations to come.



Huon Aquaculture was founded by Peter and Frances Bender, following initial trials as an offshoot of the family's farming business in 1986. Huon produces both salmon and ocean trout and operate in the Huon River and at D'Entrecasteaux Channel, where the business was founded, at Macquarie Harbour in the west of Tasmania, and offshore in Storm Bay. Their other sites include:

- two jointly owned hatcheries (with Saltas)
- the Port Huon Wharf in which the company builds the watercraft as it requires them for the expansion of production
- three marine operations centres: Huon and D'Entrecasteaux Channel, Macquarie Harbour and Storm Bay
- six wholly owned hatcheries in Whale Point (salmon nursery), Springfield, Bridport, Millybrook, Lonnavale, and Forest Home, and associated facilities
- a processing facility and smokehouse in Parramatta Creek a factory for major retail customers in Ingleburn, New South Wales.

All aspects of production, including processing, are undertaken within Huon's own vertically integrated production facilities.

The company was listed on the ASX in late 2014, and the majority of shares were held by Peter and Frances Bender and Huon employees until 2021. In November 2021, Global meat processing company JBS S.A. acquired 100 per cent of Huon Aquaculture.

Cooke



Tassal is Tasmania's largest producer of Atlantic salmon. It began operations in 1986 with a small farm at Dover and a hatchery in the central highlands. Tassal produce Atlantic salmon and operate in D'Entrecasteaux Channel, Huon River & Dover, Okehampton Bay & Port Arthur, Nubenna & West of Wedge and Macquarie Harbour. Their other sites include:

- three hatcheries, Russell Falls and Karanja Mount Field, Rookwood 1 and 2 at Ranelagh, and a future development in Hamilton, together capable of growing nearly ten million smolt each year
- three processing facilities at Huonville, Margate and Dover
- a rendering facility at Triabunna.

Tassal sells salmon under their main Tassal brand, and also produces salmon & seafood under a range of additional brands including Superior Gold, Tasmanian Smokehouse and De Costi Seafoods. In 2018, Tassal acquired Fortune Group prawn farms, diversifying into Australian Tiger Prawn farming and processing.

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Petuna is a Tasmanian success story, established by Peter and Una Rockliff in 1949. Originally a fishing company, they diversified into aquaculture in 1990.

In 2020, Peter and Una sold their remaining 50 per cent shareholding to their existing business partner, New Zealand company Sealord.

Sealord's Māori origins – with a focus on preservation of the sea – made it a natural partner for Petuna, allowing the company to grow while staying true to its heritage.

Today Petuna's core values draw from this heritage, recognising that aquaculture should complement and co-exist with wild catch activities, both respecting the longevity of the natural environment in which they operate.



# Salmon TASMANIA

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