

Introducing ourselves:

• We are Peter and Beverley

Rubenach. We are 66 and 64 years of age and are full time (24/7) for our 26 year old son who has ABI (Acquired Brain Injury).

• We live on our 69 hectre property at 36 Dalmayne Rd, Gray.

• We are interested in *Tasmania's Place in the Asian Century Discussion Paper* because we are in the process of establishing *Haven of Hope* on 3 hectares of our land, plus our 6 adult children are to have a title each of our property and they hope to be small, sustainable business operators of their land.

• *Haven of Hope* is an educational horticulture venture concentrating on organics, sustainability, diversity and productivity. Therefore we are not involved in exporting produce but in tourism and education (once we officially open to the public).

• We believe Tasmania's role in the global picture is to showcase the Island's natural scenic beauty

• to show that keeping things small, personal and local makes great economic sense and gives a sense of cultural identity that others will envy and want to follow. (They will come to see and learn)

• that Tasmania can become one of the unique "food baskets" of the world due to our diversity and creativity. Tasmania is suited to growing not only basic foods (especially fruit and vegetables) but also unusual, riché market produce.

Tasmanians are creative in down streaming, arts, crafts etc. (People will come to see and learn)

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DEPARTMENT OF
PREMIER & CABINET
25 SEP 2012
No 11013

DPAC

Responsible Area:

Alexis Wadsley

ACTION REQUIRED:

- Ack for Premier's Office
- For Action (eg reply finalisation, Minus to another area)
- For information
- Invitation/Meeting

Copy To:

- Ack for Premier's Office
- For information

Proud to becoming a full time carer 10 years ago
Peter worked in a wide range of activities
including mining, farming, building, logging,
education, and owned and operated a tourist
venture.

Both of us have certificate IV in horticulture
and are actively involved in integrating people
with disabilities into the wider community.

We are 5th generation of families who have
lived in Tasmania and worked the land.

We are proud to be Tasmanians!

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Sorry about this being hand written,
poor grammar, spelling errors etc etc
but we believe passion is more
important than perfection.

24th August 2012.

Discussion Questions

1.1 Should Tasmania consider itself part of Asia?

No! Australia and therefore Tasmania is geographically isolated which gives us our uniqueness.

A nation needs to totally retain its own individual uniqueness and not zone as belonging to a region.

but we need to acknowledge that Asia is our close neighbour and therefore we need to be in harmony with Asian countries, cooperating where possible.

1.2 Is there a case for including the Middle-East in an assessment of Asian opportunities as part of the Tasmanian White Paper process?

YES! While every Nation should be independent and unique all nations/countries need each other to some degree, in one form or another. and

Every country on Earth needs food

Because the Middle East is a troubled war torn region, help is need in the form of food, education, training.

1.3. Should the existing developed East Asian economics be considered distinctly from China and the rest of Asia?

No! due to climate change, population increase etc all regions have the same basic needs and therefore the same economic opportunities for Tasmania to consider.

Again food is always needed by every living thing on Earth.

1.4 How should the West Coast of North America be considered in the process? A potential market that is part of Asia, or potential competition with similar competencies and

brand values to Tasmania? What about New Zealand? (2)

There is no need to divide the world into zones (eg part of Asia) if we are producing what the world need — FOOD. It is universal.

There is no need for competitiveness. There is a need for co-operation. That co-operation should be in the form of producing nutritious food for a world facing food shortage.

Food shortage can be addressed if there is sustainable, good agricultural/horticultural practises, Tasmania can lead the world in this area and educate other countries.

To do so we must protect our food produce from would be introduced diseases from other countries eg no potatoes or apples imported let us be the exporters of top quality, disease free produce.

(We don't want to be part ^{of} world level playing field of diseased foods — we want to be the world's premium disease free food producer Because of Tasmania's isolation we can do it!)

* Every living thing on Earth needs food on a regular bases. Therefore there is a market not only for providing food to people but also animals (food / animal care products etc)

• If Tasmania produces top quality products / produce there will always be a market so competition shouldn't be an issue.

Give the world what it needs — good wholesome, fresh FOOD. (The market will remain as long as there is life on Earth)

Discussion Questions

(3)

2:1 What are the key opportunities for Tasmania from the growth in Asian economies?

Our key opportunities lie in Food production especially organic vegetables, fruit and herbs and from down streaming from these products.

Because Tasmania is small in size we need to concentrate on quality rather than quantity.

- Educating and training in organics, diversity, interconnectedness, environmental sustainability, etc.

- Tourism - Tasmania the alternative to multi national / big corporations - Tasmania the clean, natural, small community focused, small / family businesses / enterprises, state. Tasmania the leader in hands on personal experiences of culture / history, environmental experiences (horticulture / farming / bushwalking)

2:2 Are Asian market opportunities for Tasmania sustainable?

Yes! provided we don't do anything to destroy our environment.

Asians need Food to feed their present population, so they will keep on needing Food as their population increases and food producing land decreases.

2:3 How can Tasmania manage the risks associated with Asian economic growth?

There are no risks if we provide food.

Asians seem to be ready to experience the world so we give them a Tassie food experience eg raspberries, myrtles berries, leather wood / bush honey, jams, juices, herbs, organic meat, native meat etc.

- if we show the value of maintaining culture and traditions eg alternative medicine - let them experience "Western" herbs as well

reintroducing them to their own herbal medicines (4)
• grow HERBS for export.
• show tourists / students etc that Tasmania is a peaceful haven from the rest of the world - that progress and harmony with the environment is possible and viable and sustainable.

There are no risks - the more Asia moves to technology and industry the more people are going to long for a sanctuary and inner peace and an appreciation of beauty of nature and natural things (including food, health and beauty products etc) and alternative medicine - Tassie the Health Mecca!

2:4. Should Tasmania focus on accessing Asian opportunities broadly, through capabilities or by targeting specific markets and export products and services?

Because of Tasmania's small size and isolation concentrate on specific markets eg Tasmania is ideal for hemp growing so introduce hemp growing (especially oil), also herbs both culinary and medicinal. Develop Tasmania as the world's top alternative medicine paradise.

• Furniture etc from our native timbers.

• Honey from our native flora.

• Native herbal teas eg sassafras / make tea bags out of hemp.)

• our European and Aboriginal heritage

• agritourism with hands on experiences

• Nature walks etc.

• Education in environmental protection, climate change readiness, sustainability, diversity with hands on experience.

2:5 How can Tasmania leverage Asian growth indirectly, for example through Australian exports through the provision of services to

mining or fly-in-fly out workers?

(5)

Advertise Tasmania's uniqueness - an easily accessible wilderness/nature adventure dream world eg Break O Day Municipality has as its motto/symbol "from the mountains to the sea." Here you can be in an incredibly beautiful rainforest and in about an hour of travel you can be enjoying some of the world's most beautiful beaches (and all this with very few people around to intrude on the tranquility) Who in their right mind wouldn't want to experience that?

People travel (either as tourist/business people/students to get experiences (they don't want a repeat of what they already have) - why would Chinese want to come to Tassie to read a menu in Mandarin?)

Surely people come to see, learn and enjoy uniqueness - experience the soul/heart of the place and learn of the people and their culture etc.

Send representatives/samples of uniquely Tasmania things to Asia to promote our idyllic State.

Get Tasmania so that many places are accessible to people with disabilities eg wheel chair access to beaches, forest walks etc.

There must be a lot of disabled Asians wanting a wilderness/nature experience. so advertise and educate and entice.

Educate Asians and especially the Chinese, have always been big in traditional Chinese medicine Help them rediscover the value of alternative medicine (herbs, massage, meditation etc) and promote Tasmania as a place for healing - Tasmania's natural beauty, peace and tranquility help body, soul and spirit be renewed.

Discussion Questions

3:1 How well prepared is Tasmania to receive Asian tourists?

Extremely poorly prepared especially in the following areas

- Safety on the roads

Our family is actively involved in volunteer emergency services - SES, ambulance, Fire Brigade (for about the past 15 years) From their experience of road crash rescues etc Asian tourists are not prepared for driving in Tasmania (mountainous/winding roads, frosts/fogs etc) and many do not know the road rules sufficiently or even understand road signs/symbols.

(Some who do not have a driving licence in Asia decide to practise driving in Tassie).

- Safety in bushland/environment

Many are not aware of Tasmania's fast changing weather conditions eg snow in summer in the highlands, flash flooding. Also many are not aware of dangers from snakes fern (paralytic) ticks etc.

- Water safety

Many are unaware of rips, undertow, blue ringed octopus, sharks etc.

* Our natural environment is Tasmania's greatest and most treasured asset so educate the Tourist so they can safely enjoy their visit.

Signage

We live at St Marys where there is only one Post Office in town but recently we were approached by a group of very anxious

young Asian tourists who said they urgently (7) needed to find a Post Office. They were standing directly outside the building but didn't know the symbol meant Post Office. We showed them the symbol and told them to look for that sign throughout the State. They were extremely grateful.

Photography dangers Asian tourists seem to have a tendency to photograph impulsively. In their excitement they can suddenly stop the car to photograph even a dead animal (pademelon etc) on the side of the road (even on St Marys Pass tourists will stop leaving car doors open and vehicle in the middle of the road.)

Educate tourists before they arrive so as to prevent serious accidents / death and stop the drain on our emergency services / health system etc.

Tourist want to enjoy their stay not experience trauma.

Tourists don't come to Tasmania to experience a menu Asia. They come to experience Tasmania. Provide more hands on (agri tourism) - live on the farm etc, Bush walks for Asians etc so they can visit the State safely.

3:2 Are there specific Asian markets or income segments that Tasmania should target?

Yes. Food especially organic and unusual foods eg temperate fruits - strawberries, cherries, feijoa, kiwi fruit (these can be dried, made into jams / juices etc as well as exported fresh). We believe there is a market for natural juices and even pure highland Tasmanian water.

' Tourism, education / training.

' Target any groups with the income / desire to come and experience what Tasmania has.

Discussion Questions

3:3 How well prepared is Tasmania to receive Asian students?

We believe that tourists come to Tasmania to "escape" the Asian familiarity but students need to have both a new cultural experience plus the comfort and security of their own culture (home away from home). Safe places they can turn to in times of crisis, loneliness etc.

We want to give an example: We heard of a young woman from China whose parents sacrificed greatly to send their daughter to Uni in Tassie for a 3 year course. The young woman studied hard (didn't party etc) so as to get good grades but due to homesickness, different cultural experiences etc she failed some subjects and needed an extra year to complete her studies. Her parents couldn't afford the expense of an extra year and the daughter was ashamed she had failed her parents. She didn't want to return home as a disgrace. She went to Centrelink for help but because she didn't have a healthcare card they could not help. She went to various charities but they did not help. She went to many churches and was turned down until she found one church willing to help. She is excelling in her studies and hopes to graduate in December. She can now return home proud and with the knowledge there are kind, generous people in Tasmania.

We don't suggest government hand outs to all Asian students but there needs to be accessible emergency/unusual circumstances help available.

Don't assume all people are wealthy who send their young people here for an education. Have "emergency" places available. Make scholarships more available.

3.4. What actions should the Tasmanian Government, community and educators take to attract asian students and ensure they have a positive educational experience?

- Give students the opportunities of hands on work experience and cultural experiences that are Tasmanian.
- Have host families where students can spend their holidays (Many stay in Tasmania even over the long summer vacations as they can't afford to go home) Have both Asian and Australian families as host families so students have a choice according to their needs eg if lonely maybe an asian family, if adventurous let them experience life in a Tassie family home)
- Have safe houses/support groups available to give students and their families back home reassurance that in an emergency or trouble there are safe havens in a strange land.
- Have life in Tasmania DVD's available for families back in Asia so they know what to expect.

Our son, Andrew is a uni student and for the past 3 years has lived in a uni house with international students. We would like to share the following

- At the end of 2012 the parents of a Chinese girl visited Tasmania. They were so grateful that their daughter had safe lodgings with such wonderful housemates they cooked the housemates a special thank you Chinese meal.
- This year our daughter went to visit her brother. There were a new lot of international students sharing the uni house with Andrew. Andrew introduced his sister to his housemates. A Chinese young woman went to Andrew put her arms around him and told our daughter, "How happy I am to meet you, his sister. He is Andy my

brother. My brother because he treats me with such kindness and respect". She also told our daughter how happy her family are to know she is in a safe place with good people to help her.

Not all Asian students want late night entertainment. Many are serious students who want to concentrate on study not amusement.

• Another important thing to help Asian students is to let them see Tasmania.

Many do not have transport and thus never/rarely venture outside the city. Some can spend all their study time in Tasmania and not see Tasmania. (What a lost opportunity for both students and Tasmanians)

another story: Last year Andrew brought a young man from India home to meet us. This young student had not been out of Hobartⁱⁿ all his years of study. He could not afford to go home to India for holidays so he was "house bound" and all he did was study.

Andrew took him hiking up Mt Amos (poor man was stiff for days - he had never walked like that in his life being city bred in India). Then Andrew took him fishing on the East Coast. (We left the two young men fishing and went and bought fish and chips for the unsuccessful fisherman to eat on their return home) ^{but} they came home with a bucket full of fish! The young Indian student caught most of them. He couldn't stop smiling and saying thank you to Andrew. He told us it was the most exciting thing he had done in his life and he wanted to do more than just study. He sent numerous photos to his family in India. They too were overjoyed and if they ever come to

Tasmania they want to go fishing!

* The simple things of life are the most pleasurable and memorable (Students will remember things like going fishing rather than the night clubs they visited.)

- Have regular inexpensive bus trips available for International students so they can see and experience Tasmania.

Seeing our Island and meeting us Tasmanian is as important as any tertiary education they will receive.

There is a Chinese proverb.

Tell me - I forget. Show me - I remember.
Involve me - I understand

Show them, involve them and they will never forget their Tasmanian experience. What a way to promote Tassie.

Andrew also takes all his housemates weekly shopping for groceries etc. as many are unfamiliar with items, prices etc. All enjoy these excursions and they regularly have International food nights at their uni house as a thank you gesture.

Because they are strangers in a strange land some don't socialize. Andrew works part time at the bowling alley and was surprised to find none of his flatmates had ever been to pin bowling so he took them. (plus a few extras)

- More social groups need to be set up for those students who are not party goers and late night entertainment seekers.

More parents/families would be prepared to send their children to Tasmania for education if they know traditional values would be honoured and upheld.

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P.S. Another thing regarding the young man from India - he had never met anyone with Acquired Brain Injury until he came to our home and met our son, Tim. It was a shock to him but he was wonderful and he told us that it had opened up a new world for him - a world of tolerance and compassion.

X Economics is not just financial gain
Economics is well being, peace, happiness,
contentment of body, soul and spirit.

If Tasmania and Tasmanians can experience this themselves and pass it on to others we will be the wealthiest, happiest people on Earth

3:5. Are there specific Asian markets that Tasmania should target.

No. Keep education affordable. Have scholarships available. Have graduation special deals for families of students to encourage them to come and see Tasmania and meet Tasmanians eg. billeting

3:6. Should the emphasis on delivering education be in-country, on line or in Tasmania?

Mainly in Tasmania. We want to promote our Island home and have people come for personal experience and cultural exchange.

Discussion Questions

4:1 How important is Asian literacy to your business or work?

This question does not affect us but we do know it is extremely important to have a basic understanding of countries' cultures.

In the early 1980s we resettled a Vietnamese "boat people" family on our property. They stayed about

2 1/2 years doing market gardening then they left to go to Melbourne for a different line of work and life style.

During those 2 1/2 years we learnt how ignorant we were of Asian culture. In order to make Asians feel comfortable, safe and accepted we must be better educated.

Travellers to some Middle Easter countries are warned of custom breaking (women wearing headdress etc) Travellers need to know our basic customs as well as us being aware of their cultural differences

eg to the Vietmese, the bride wearing white was bewildding as to them white was worn for mourning!

Only very poor people ate corn - to be seen eating corn here was to them saying they were in poverty. (once we educated them they ate corn in public!)

4:2 What actions should the Tasmanian government, community and educators take to improve Tasmania's Asian literacy?

- Have regular cultural days in all municipalities with intergrated games/activities, food etc.
- Exchange cultural history, beliefs etc.
- Let more assylum seekers/refugees have permanent residency in Tasmania and use them as educators for us to gain a better understanding of these people, customs, culture.

4:3 Could more use be made of students to improve Tasmania's Asian literacy?

Yes, As suggested in 3:4, have host families, have bus trips, have students fillout rating forms etc on how they enjoyed their experiences, did Tasmanian's understand them and their needs? etc. Suggest improvements etc

4:4 Could more use be made of Tasmania's international migration programs to improve Tasmania's Asian literacy? (4)
Yes.

Discussion Questions

4:5 How important is access to international freight in your business or work? What sort of freight is most import (bulk, container, air)?
This does not apply to us as we will not be exporting but air would be our preference should a future need arise

4:6 What actions should the Australian and Tasmanian governments take to improve Tasmania's access to international ports, shipping or air freight?
Subsidize small business so they can compete with big business. Have an international air port and port in Tasmania

4:9 Do you think direct air access to Asia would provide additional opportunities for export of goods and services? Which markets are most important?
Yes. especially for food export

Discussion Questions

4:10 ? What other sectors should the White Paper process consider for accessing opportunities arising from the Asian Century?

Promote our craftwork and craft people. We have magnificent Tasmanian timbers that should be used by our craftspeople and showcase world wide.
eg our local Woodcraft Guild produces wonderful articles.

and what about our Tasmanian Aboriginal artists? we buy crafts etc from other countries so why can't we export our own unique work.

4:11 Do you agree with the assessments on capacity for the sectors identified?
No! too much emphasis has been put on mining

(15)

and forestry especially woodchip. The wood chip industry is a 'has been'. All mining and forestry industries must not be expanded if they encroach/destroy horticultural/agricultural (food producing land) or destroy our natural beautiful environment.

It is stated that ores and woodchips account for 50% of Tasmania's exports

That leaves 50% we can develop that will enhance and be sustainable and renewable —

• our National Parks for tourists. • Food for the world • Education/training showcasing our natural State, etc.

* Cut back the percentage of mining/forestry and concentrate on saving the environment.

Yes we need some mining and yes some forestry for timbers for furniture making/housing etc.

Mine only under the strictest of environmental guidelines. Let Tasmania set a world standard.

4.12 What are the priorities for investment in increasing capacity in the sectors?

* NO SELLING OF LAND to foreign investors/countries.

Keep Tasmania Tasmanian. Once we lose it it is lost forever. This Island is OURS, not China's or any other country's.

• Tasmanian/Australian need to invest in food (vegetables/fruit, meat, dairy)

• Any foreign investors in infrastructure/industry only to have a small percentage of share things MUST be controlled by Tasmanians.

Discussion Questions

- 4:13 What do you believe is the role of governments in general in facilitating opportunities arising from the Asian Century?
- Government should always work in partnership with growers/producers/business people/workers etc Listen to the needs/advice etc from those who know — the farmers, micro/small/family business people.
 - The role of government in all things is to SERVE the people.
 - Grassroots people eg farmers/horticultural growers must always be included on boards/committees (anything associated with state effected decisions)
 - Subsidize small operators so Tasmanians can operate and sustain small businesses
 - Reduce/greatly limit big multi nationals from operating in Tasmania so that things are local and uniquely Tasmanian (not a replica of things that are world wide) — Then Asians can import somethings they cannot produce/grow as well as Tasmanians.
 - Establish international airport and port for Tasmania

4:14 Should government or business take the lead in identifying commercial opportunities?

It must be a joint role. Use local government (Councils) as a major source of help/information for these are the people in touch with the people

Local Councils know the needs, strengths and weakness of the local community. They are involved. They work with the community. (17)

4:15. What is the role of governments in facilitating infrastructure, skills and training, entry into international markets, migration, land use and facilitating access to services from other levels of government?

Local government (Councils) must play the key role in identifying needs, strengths and weakness of their own community. They get it direct from the people.

Then State Government should help where help is needed.

Remember Governments are there to SERVE the PEOPLE (not the other way around!)

Discussion Questions

4:16 How important do you believe foreign investment is in supporting Tasmania's economic growth? What benefits do you see accruing to Tasmania from foreign investment?

- We believe that foreign investment is detrimental. As Tasmanians we want total ownership, control and decision making of Tasmanian resources etc.
- If we think we need foreign investment to operate we need to re-think and question "Is this venture right? Is this venture necessary etc?"
- Look at things we as Tasmanians can do ourselves.

- There are no benefits (in the long term) in foreign investment for it causes us to lose our identity, makes us more vulnerable to world market trends and takes money and often jobs away from the State
- Foreign investment is a short term, narrow sighted, selfish way to try and overcome economic problems.
- If we can't do it ourselves don't do it at all!

4:17 How important do you believe it is for Tasmanian businesses to invest offshore to grow or maintain competitiveness? What benefits do you see accruing to Tasmania from Tasmanian businesses investing overseas?

It is extremely important that we do NOT have Tasmanian businesses invest offshore.
Invest in Tasmania.

- If we produce top quality products / produce we do not have to compete — we only have to be able to meet demand and maintain our high standards.
- Invest in food production, especially organics. Produce both fresh, frozen, dried and down stream products.
- The world doesn't want vegetables from China or food contaminated by diseases and pollution etc. It wants quality (we can do it!)
- Wake up! Invest where the future lies — in clean, green, uniquely Tasmanian produce.

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You don't need to be an economist / big business person etc you just need common sense and be in touch with reality to know FOOD is the most vital and needed commodity on Earth (along with water). Give the world market what it needs - FOOD

4:18 Are there particular sectors where you believe foreign investment in Tasmania should be encouraged (or discouraged)?

* No foreign investment in any sector and absolutely NO SALE or INVESTMENT IN LAND

4:19 Do you have confidence in the role of the Foreign Investment Board in assessing foreign investment in Tasmania? What other processes could improve community confidence in foreign investment?

• We have never even heard of the Foreign Investment Board so how can we have confidence in them?

• We believe that the majority of Tasmanians do NOT want foreign investment. Keep it local. Keep Tasmanians in full control.

4:20 What is the role of government in facilitating investment by international investors and Tasmanian business overseas? At what level of government should assistance, if any, be provided?

• Government should have the power to stop the sale of LAND to international investors.

• Other than that government should not take a role in foreign investors or Tasmanians investing overseas. by assisting such enterprises.

• Government should be encouraging, supporting and subsidising Tasmanian business so they can be TASHMANIAN IN TASHMANIA!

Conclusion

We believe that as Tasmanians we should be taking full advantage of Tasmania's geographic isolation to show that Tasmania truly is wonderfully different and set apart.

Our Island Home is a gem so precious it doesn't need any "ornamentation" to show its beauty and worth.

Worldwide people and countries are losing their individuality, uniqueness and identity due largely to advancements in technology and industry and the false concept that in order to succeed you must conform.

Culture, traditional time honoured values and diversity are sadly being replaced by oneness (all alike) copycatting and competitiveness.

But within almost every person is the longing for identity, the expression of individuality, for connectiveness with one's own cultural tradition, a oneness with nature and the natural environment and being in touch with the land. For here lies the recipe for success and contentment of body, soul and spirit.

Tasmania is perhaps the world's last remaining easily accessible Paradise (where these things can be experienced) Tasmania is as it is! - unique, peaceful, diverse, beautiful, natural, welcoming.

Let it remain so - the SHOWCASE, the MODEL for the rest of the world.

Tasmania and Tasmanians will prosper if we value and protect what we already have.

We need to attract and welcome visitors. We need to ensure visitors are renewed and reconnected to their own roots. We need to teach them to be live-life-to-the-full people not modern "machines" dictated by technology. We need to help them enjoy life's simple pleasures - the scent of sassafrass,

the peace from gazing at an uncluttered star filled sky.
the taste of pure water from a mountain stream,
the befriending of a wallaby
the discovery of a velvet worm
the fragility of a native orchid
the freshness of garden-to-mouth food.
the solitude of a rain forest.
the song of native birds
the refreshment of a pristine beach

Tasmania offers enough simple pleasures
and delights to last for eternity
Need we say more?

P Anber

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