



THE HON GREG COMBET AM MP

Minister for Climate Change and Energy Efficiency
Minister for Industry and Innovation

THE HON SID SIDEBOTTOM MP

Parliamentary Secretary for Agriculture, Fisheries and Forestry
Federal Member for Braddon

THE HON BRYAN GREEN MP

Deputy Premier of Tasmania
Minister for Primary Industries and Water

JOINT MEDIA RELEASE

GC 4/12

23 January 2012

JOBS BOOST FOR NORTH WEST TASMANIA

An upgrade to the Petuna processing plant in East Devonport, assisted by a grant of \$880,000 from the North West and Northern Tasmanian Innovation and Investment Fund (NWNTIIF), has created 14 new jobs in the short term and up to 48 jobs in the long term through the expansion of the company's fisheries operation.

Federal Industry and Innovation Minister, Greg Combet, said the NWNTIIF had helped to attract significant investment in the region and created new jobs.

"The joint initiative of the Commonwealth and Tasmanian Governments has helped create new, sustainable jobs in a resilient region which has faced significant challenges in the past," Mr Combet said.

"The NWNTIIF has generated new opportunities, jobs and prosperity. It has supported 36 projects that have resulted in \$34 million in investment in the region. It has created 360 jobs to date with over 400 jobs expected to be created in the coming months.

"The food and beverage sector is the largest manufacturing sector in Australia and has significant potential for growth. Petuna is an innovative company that has invested in R&D and is successfully delivering new value added products to Australian and international customers."

Petuna's upgrade, officially opened today by Tasmanian Deputy Premier, Bryan Green, is part of a larger expansion that will increase the yield and quality of the company's products and see the factory introduce a second shift in February.

“Petuna’s upgrade is one fantastic example of the sort of activity that the NWNTIIF has helped. The Fund has diversified and strengthened the region,” Deputy Premier Green said.

“Petuna has been operating for over 60 years and employs over 160 people. It is an innovative Tasmanian company that through its commitment to research and development is both a major part of the local economy and at the forefront of the seafood industry.”

Federal Member for Braddon, Sid Sidebottom MP, who represented Mr Combet at the opening, congratulated Petuna and praised the region for its response to the closure of factories.

“The NWNTIIF brought together the federal and state governments and the local business community. This cooperation has helped build a better future for the North West and Northern Tasmania,” Mr Sidebottom said.

Minister Combet’s Media Contact: Gia Hayne 0412 060 406

Deputy Premier Green’s Media Contact: Matthew Sullivan 0407 816 462

Parl Sec Sidebottom’s Media Contact: Tim Colquhoun 0408 538 832

Department, AusIndustry: Geoff Atkinson 0417 888 610