

TAKE A LOOK AT
THE BIG PICTURE.
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Media Release

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Tasmanian industries, Nyrstar, Norske Skog, Bell Bay Aluminium and Grange Resources, have united to share their stories of pride, innovation and a long history of providing jobs, buoying the Tasmanian economy and taking a whole lot of hard work to local and international markets.

While some of our major industries are almost 100 years old, their advanced technologies have enabled them to continue to innovate and provide raw material for some of the world's most exciting products!

It's not just the industries who benefit – it is time to take a look at the Big Picture and understand sustaining industry supports direct employment, local suppliers, contractors, small business and ensures more money in people's back pockets. In turn, this supports the cash flow through to local communities – schools, health providers, local services, hospitality, tourism, housing and development – everyone benefits!

Tasmania relies heavily on all aspects of its economy functioning well and sustainable industry plays a key role in ensuring the economic wheel keeps turning. With just under 10% of Tasmanian households generating actual wealth – these industries are vital for Tasmanian prosperity.

Take a Look at The Big Picture features employees from across the four industries sharing their proud and passionate stories. The multi-media campaign is supported by a range of industry, business and community groups.

QUICK FACTS

- Bell Bay Aluminium, Norske Skog, Grange Resources and Nyrstar are collectively worth more than \$2 billion to the Tasmanian economy and are responsible for half of Tasmania's exports by value.



- They are responsible for taking product to domestic and international market which is used to create goods and services including cars, planes, bridges, buildings, newspapers, pharmaceuticals, solar panels, mobiles and plasma technology, fashion-wear and batteries.
- Their products are recyclable and support the sustainability of broader consumer industries.
- They continue to innovate and develop strategies to generate further value through identifying advancing markets.
- Collectively they contribute more than \$200 million in salaries and wages to direct employees and millions of dollars more through contractors and suppliers.
- Each of these industries has invested substantially in environmental programs and partner with government and lead authorities on programs which significantly benefit the environment, safety, business and the health and wellbeing of their local communities.
- Nurturing industry is vital to ensuring high levels of investment can continue in environment and community programs, while supporting current and future job growth and skills advancement through international exposure.
- For more information visit www.bigpicture.com.au or contact:

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