



Australian Government

Australian Trade and Investment Commission

Ambitious for Australia

Austrade Strategic Priorities

July 2023



Introduction from Austrade's CEO



Xavier Simonet
Chief Executive Officer

Austrade contributes to Australia's **prosperity** through its work on **trade, investment and the visitor economy**.

Austrade empowers Australian businesses to increase their exports, works with investors to facilitate high-quality international investment, promotes Australia on the global stage, boosts visitor economy growth, delivers commercial insights to inform government policy and execute government programs, and assists Australians abroad through timely and responsive consular and passport services.

Austrade plays an important role in **diversifying** Australia's economy. By promoting the diversification of export destinations, sectors and exporters, we support Australia to be more resilient to geopolitical and economic shifts and to take advantage of emerging opportunities in rapidly developing markets in the Indo-Pacific.

We contribute to Australia's **decarbonisation transition and transformation into a renewable energy superpower**, striving to attract \$30 billion of net zero aligned investment over the next five years. With Austrade's contribution, Australia is better positioned to take advantage of the global transition towards net zero.

Austrade is committed to **equitable economic growth by deepening our engagement with First Nations businesses and supporting the recovery of the visitor economy** to long-term sustainable growth as the THRIVE 2030 strategy lead.

Austrade also improves how Australian businesses export through the **simplification and modernisation of cross-border trade and provision of enhanced digital services**.

Our performance 2022-23

Trade

We supported Australian exporters through



18,456
Trade client services



77,319
Go Global Toolkit Digital services



9,900+
EMDG clients supported



#10
Nation brand ranking

Resulting in growth of Australian exports



\$3.8b
Export deals



1,402
Export outcomes

Investment

We facilitated quality investment in Australia



\$9.5b
In Investment



165
new projects

Making a real impact for our future



12,529
jobs created



\$5.9b
net zero projects

Austrade Strategic Priorities

Purpose: We deliver quality trade and investment services to businesses and policy advice to government to grow Australia's prosperity

What we do



Outcome 1:
To contribute to Australia's economic prosperity by supporting Australian exporters to expand internationally, attracting productive international investment, and growing the visitor economy

Trade Investment Promotion Policy



Outcome 2:
The protection and welfare of Australians abroad through timely and responsive consular and passport services in specific locations overseas

Consular and passports

Our focus areas



Diversification
Broadening trade and investment across markets, sectors and business-types



Net Zero
Supporting Australia's decarbonisation transition



Economic Security
Deepening our strategic relationships and economic resilience



First Nations
Supporting equitable economic ownership and growth for First Nations businesses and communities



Visitor Economy
Returning the visitor economy to long-term sustainable growth



Trade Modernisation
Improving cross-border trade and digital services

Our aspirations

1

Supporting clients to deliver **\$15 billion** in new exports

2

Attracting **\$50 billion** in new productive investment which supports **50,000** jobs, including **\$30 billion** of investment aligned to net zero

3

Growing the visitor economy to **\$230 billion** by 2030 as set out in THRIVE 2030

4

Achieving a **Top 10** nation brand ranking for Australia

Our principles

Operating

Commercial and Practical • Client Centric • Agile

Leadership

Simplify • Empower • Take ownership

Our focus areas: delivering strategic priorities

1. Diversification:

Broadening trade and investment across markets, sectors and business-types

Austrade's role

Austrade proactively supports Australian businesses to build a diversified portfolio of export markets and customers, provides grants to exporters, raises awareness of diversification opportunities, and facilitates inclusive trade and investment

Key priorities

1. Develop trade relationships in our region: Support exporters to grow in emerging markets in the Indo-Pacific (particularly Southeast Asia and India)
2. Unlock the benefits of FTAs: Assist exporters and investors to maximise the benefits of existing and future free trade agreements
3. Target high-growth opportunities: Promote Australia's capabilities to realise new trade and investment opportunities related to net zero, technology and the services sector
4. Share the benefits of trade and investment: Boost support for regional exporters through TradeStart, increase support for SMEs through EMDG and the Go Global Toolkit, and celebrate the diversity of exporters through the Export Awards



Austrade's impact

Austrade is working with Australian exporters to diversify their portfolios across markets and customers.

Rare Foods Australia (RFA), a Western Australian abalone business with sustainable practices, is a seasoned exporter with customers across the world. RFA already supplies over 20% of the world's wild-caught Greenlip abalone but has ambitious global expansion plans.

Austrade is supporting RFA to find new master distributors in key export markets, including Vietnam, Canada, India and the Middle East.

'Our partnership with Austrade provides support and confidence,' says Alex Wilson, RFA's General Manager – Sales and Marketing. 'Austrade's broad network and expertise across multiple markets is revealing exciting, tangible opportunities for our business.'

'The more we work with Austrade, the more we wish we'd worked with them sooner.'

2. Net Zero:

Supporting Australia's decarbonisation transition

Austrade's role

Austrade promotes Australia as a global climate leader, driving investment and trade outcomes that support the decarbonisation of the economy and position Australia as a renewable energy powerhouse and trusted partner in our region

Key priorities

1. Develop out climate leadership: Promote Australia's credibility and influence as a climate leader
2. Transition to a net zero & renewable energy powerhouse: Deliver foreign direct investment and new trade pathways that lower emissions and support Australia's ambition to become a renewable energy powerhouse
3. Support regional partners: Support regional partners by delivering the expertise and supply chain certainty they require for an orderly transition
4. Contribute to the APS net zero journey: Austrade will reach net zero by 2030 through building internal capacity, training, reporting on emissions, travel offsets, and waste management



Austrade's impact

Austrade is facilitating high-quality foreign investment that grows our net zero export industries.

Austrade supported France's Engie and Japan's Mitsui & Co. Ltd who are building the Yuri green hydrogen facility to supply Norwegian Yara's ammonia export production plant in the Pilbara, Western Australia.

On completion in 2024, the first phase of the facility will produce up to 640 tonnes of renewable hydrogen for conversion into clean ammonia. Austrade identified new investment opportunities, supported introductions to government, and connected Yara Australia with offtake partners in Japan.

This first-of-its-kind investment will help demonstrate the potential of Australia as a location for net zero export industries.

Our focus areas: delivering strategic priorities

3. Economic Security: Deepening our strategic relationships and economic resilience	
<p>Austrade's role</p> <p>Austrade supports strategic equilibrium in the Indo-Pacific and builds economic resilience through strengthening existing and forging new strategic partnerships, supporting trade and developing Australia's sovereign capability</p>	
<p>Key priorities</p> <ol style="list-style-type: none"> 1. Strengthen strategic relationships: Support whole-of-government efforts to build strategic relationships via participation in the Southeast Asia Economic Strategy to 2040, Pacific strategies, and QUAD and AUKUS initiatives, and promote outward investment and infrastructure 2. Build sovereign capability: Leverage the National Reconstruction Fund and encourage investment in Australia's sovereign capability, including critical minerals, critical technology and defence innovation 	<p>Austrade's impact</p> <p>Austrade is supporting Australian businesses to deliver critical technologies across our region.</p> <p>In June 2023, ASX100-listed and carbon-neutral Australian data centre operator NEXTDC announced the construction of a Tier IV certified facility in Kuala Lumpur, Malaysia. With twelve operating facilities in Australia and ten more under development globally in cities such as Tokyo and Auckland, this announcement signals a significant commitment from NEXTDC to expand their operations in Southeast Asia. The facility will increase connectivity across cloud-based infrastructure and create new digital economy, skills development, job creation and education opportunities in both Australia and Malaysia.</p> <p>Austrade's Kuala Lumpur office provided integral support to NEXTDC, including valuable advice on government engagement and business, cultural and regulatory considerations. With Austrade's continued support, further expansion in the Southeast Asian region is now on the horizon.</p>

4. First Nations: Supporting equitable economic ownership and growth for First Nations businesses and communities	
<p>Austrade's role</p> <p>Austrade is committed to the equitable, economic growth of First Nations businesses, peoples and communities by supporting their success through our trade, investment, promotion, and policy activities aligned to National Closing the Gap Targets and the First Nations Foreign Policy Agenda</p>	
<p>Key priorities</p> <ol style="list-style-type: none"> 1. Shape Policy: Contribute to First Nations Foreign Policy development and provide ongoing policy support. Support the interests of First Nations visitor economy businesses in broader or domestic policy development 2. Help more businesses: Enable pathways and services for First Nations businesses and clients suitable for targeted exporting. 3. Increase businesses and opportunities in export and investment supply chains Build capability: Partner with governments, industry partners and stakeholders to grow the capability of First Nations businesses, and upskill Austrade staff 4. Promote First Nations businesses: Uplift awareness of and preference of First Nations services globally through core promotions in key markets leveraging Australia's Nation Brand, market access initiatives and missions 	<p>Austrade's impact</p> <p>Austrade is supporting Australian First Nations businesses to grow their exports.</p> <p>Indigiearth was supported by Austrade's team in Singapore with the organisation of a series of events in 2022 introducing them to potential customers and retailers.</p> <p>Indigiearth founder Sharon Winsor travelled to Singapore where she led an in-depth educational program, sharing her story and expertise on Australia's Indigenous produce. This was followed by a tasting event for Singaporean chefs and selected retailers. The following evening, Sharon partnered with another Australian chef to create a native ingredient-inspired dinner menu for representatives from Singaporean food and beverage companies and the media.</p> <p>Singapore Trade and Investment Commissioner, Amelia Walsh, noted "Her visit was inspirational and proved the benefits of connecting people with Aboriginal culture and heritage through native foods."</p>

Our focus areas: delivering strategic priorities

5. Visitor Economy:

Returning the visitor economy to long-term sustainable growth

Austrade's role

Austrade drives tourism policy, measures the core characteristics of the visitor economy and delivers tourism grant and capability programs to support growth. We collaborate with state and territory governments and industry stakeholders to achieve maximum outcomes in the visitor economy including via the [THRIVE 2030 strategy](#).

Key priorities

1. Implement THRIVE 2030 Strategy's Phase 1 action plan & consult for Phase 2: Build the visitor economy to achieve sustainable and ongoing success through policy and programs; and commence engagement on Phase 2 Action Plan development. More information on the [THRIVE 2030 Strategy](#) can be found here
2. Support sustainable, green, net zero practices in the visitor economy: Lead the development of a framework and practical toolkit to embed sustainable, green economy and net zero practices
3. Produce impactful visitor economy statistics: Deliver research and insights into the visitor economy
4. Support diversification: Drive policy and strategy to focus on new markets, products and experiences, including a First Nations partnership



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Austrade's impact

Austrade is driving growth across the visitor economy.

On 30 August 2022, the Minister for Trade and Tourism hosted the Tourism Jobs Summit (the Summit) organised by Austrade. The Summit brought together over 70 representatives from industry and government to collaborate on innovative ways to address workforce challenges in the visitor economy.

Ideas generated included removing disincentives from welfare and tax systems to encourage cohorts, such as people with a disability and people on an Aged Pension, into the workforce.

The government has now announced a one-year pilot program to reduce barriers for tourism small businesses to employ people with a disability.

Following the Government increasing the work rights of people on a pension, Austrade also ran a social media campaign to highlight opportunities for people on a pension to take up part time or seasonal roles in tourism.

6. Trade Modernisation:

Improving cross-border trade and digital services

Austrade's role

As part of the Government's Simplified Trade System reforms, Austrade delivers the Go Global Toolkit to make exporting simpler. Austrade also provides support to the STS Implementation Taskforce which is delivering a more efficient, effective and sustainable cross-border trade environment

Key priorities

1. Improve cross-border trade through supporting the STS implementation taskforce: Austrade is supporting the STS Implementation Taskforce to drive whole-of-government benefits for Australian importers and exporters. More information on the STS reforms and the work of the Taskforce can be found here: www.simplifiedtrade.gov.au
2. Assist exporters through the go global toolkit: Drive traffic to the [Go Global Toolkit](#) and continue to improve the user experience for exporters



Austrade's impact

Austrade is making cross-border trade easier by using digital services which leverage its commercial insights.

The STS reform agenda is to create a simpler, more effective, and sustainable cross-border trade environment, ensuring Australia remains a globally competitive trading nation. Within the STS agenda, Austrade is supporting Australian exporters through the delivery of the Go Global Toolkit, also known as the Trade Information Service.

The Go Global Toolkit streamlines data and regulatory information and supplements it with intelligence and commercial insights from Austrade's international network. The toolkit supports Australian businesses seeking to export by making it easier for them to digest information and build confidence in making decisions about exporting. Austrade's commercial insights underpin key tools in the toolkit, including the Market Search Tool, Tariff Finder Tool and Laws and Regulations Tool.

Ambitious for Australia

A global team with sectoral expertise

Our principals

Operating

• Commercial and practical • Client Centric • Agile

Leadership

• Simplify • Empower • Take Ownership

Our presence



108
locations
worldwide



44
countries



1,400
staff
members

How we work

1. Whole-of-nation partnerships:

We work closely with our portfolio agencies, State and Territory colleagues and industry networks to grow Australia's prosperity, through collaboration, sharing information and driving a consistent Nation Brand

2. A digitally-enabled organisation:

We leverage technology to enable our people to provide simple and insightful support to clients across locations and sectors

3. A high-performing team:

We are diverse and inclusive, with a focus on supporting wellbeing, safety and continuous growth

4. A leader in ESG:

Our corporate activities are supporting Australia to become more innovative, efficient and socially inclusive, for example, through supporting Australia's transition to net zero and supporting the economic empowerment of First Nations peoples through delivering our [Reconciliation Action Plan](#) (a key pillar of Austrade's First Nations Strategy)

Meet our Global team



Hanifan Tarmizi
Jakarta, Indonesia

Hanifan is an Investment Manager focused on attracting productive investment into Australia and assisting Australian healthcare exporters enter Indonesia's booming health infrastructure, services and digital health markets.



Junko Akiho
Tokyo, Japan

Junko supports major Japanese industry clients to establish renewable power businesses, sustainable aviation fuel supply chains and hydrogen export bases across Australia in her role as an Investment Manager specialising in decarbonisation and energy transition.



John Brosnan
London, United Kingdom

John was appointed Austrade's UK Defence & Security Director in May 2021. He is focused on growing Australian defence exports to the UK and collaborating across government and industry players in the sector.



Sangeetha Krishnamoorthy
Hyderabad, India

Sangeetha leads industry strategy for the lifesciences, healthcare and medtech sectors in South Asia, connecting Australian companies to the growing number of opportunities across the region.



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