



Australian Government

Austrade



Australian Trade Commission

Annual Report 2009-10

Australia's Trade and Investment
Development Agency

Statement

The Australian Trade Commission —Austrade — is the Government's trade and investment development agency. Our job is to advance Australia's international trade and investment interests by providing information, advice and services.

Changes in ministerial responsibility

The Hon Simon Crean MP held the position of Minister for Trade until 28 June 2010. For the remaining period of the 2009–10 reporting year, the position was held by the Hon Stephen Smith MP.

The Hon Kevin Rudd MP held the position of Prime Minister until 28 June 2010. The Hon Julia Gillard MP became Prime Minister on 28 June 2010.

Financial performance 2007–08 to 2009–10

	2007–08 Actuals	2008–09 Actuals	2009–10 Actuals	2010–11 Budget
Departmental				
Appropriations	170.1	189.6	189.8	198.0
Non-appropriation revenue	34.5	27.6	26.8	26.0
Total revenue	204.6	217.2	216.6	224.0
Total expenses	206.4	218.5	212.0	226.3
Operating surplus / (deficit)	(1.8)	(1.3)	4.6	(2.3)
Administered Expenses				
EMDG scheme	160.9	200.2	211.2	150.4

For further information see page 106.

Staffing

At 30 June 2010, Austrade employed 1,075 staff, 77 per cent of whom were employed in Austrade's overseas regions and client-focused operations in Australia. Detailed employee statistics are at Appendix A.

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Highlights

- Austrade worked with 15,560 Australian businesses in 2009–10, assisting clients to achieve more than \$16 billion in trade outcomes (see page 64).
- Austrade facilitated 57 inward investment projects valued at \$2.4 billion, estimated to create up to 2,629 new jobs, safeguard 763 jobs and generate future export potential of \$1.2 billion (see page 23).
- Austrade worked closely with the Department of Education, Employment and Workplace Relations and key international education stakeholders to facilitate the transfer of the international education marketing and promotion role to Austrade (see page 38).
- Austrade's 13 28 78 call centre fielded 20,446 calls, made 10,743 outbound calls to potential new clients and handled 6,477 web and email enquiries (see page 64).
- A total of 4,675 grants worth \$198.1 million were paid to recipients of the Austrade-administered Export Market Development Grants (EMDG) scheme. A number of legislative amendments to the scheme were enacted in June 2010; the amendments extend the duration of the EMDG scheme to grant year 2015–16 (see page 72).
- Austrade staff delivered consular advice, assistance and information to 111,506 people in 19 overseas locations in 2009–10. More than 99.4 per cent of passport applications processed by Austrade were delivered within ten working days (see page 84).
- Austrade launched the Australia Unlimited national brand in May 2010. The brand will provide a unified approach to promoting Australia's capabilities in business, science, global governance, the arts and community building (see page iv).
- Austrade contributed to whole-of-government policy processes and forums through a number of initiatives, including submissions and input to various studies and draft papers, engagement and collaboration with other government agencies on key industry, trade and investment policy issues and continued support to the Ministerial Council on International Trade (see page 11).
- Austrade supported Ministerial visits to 15 countries to enhance Australia's economic profile and facilitate introductions for accompanying business delegates (see page 14).
- Austrade delivered Business Club Australia events at the 2010 Winter Olympics in Vancouver, Canada and the 2010 FIFA World Cup in South Africa, attracting business leaders from around the world (see page 17).
- Austrade's industry focus was enhanced through the formation of ten global industry networks covering key sectors for Australian industry (see page 28).
- Austrade progressed market development initiatives offshore and increased its presence in India, Latin America and Sub-Saharan Africa (see page 39).
- Over 470 events and seminars were delivered in Australia and offshore reaching a business audience of more than 10,000 people (see page 66).
- Austrade delivered programs and services such as TradeStart and the Australian Export Awards, in partnership with state and territory governments, and developed cooperative approaches to enhancing Australia's trade performance (see pages 19 and 65).
- Austrade's web presence was enhanced with the site receiving 1.4 million visitors (see page 67).



Australian Government
Austrade

Chief Executive Officer

18 September 2010

The Hon Dr Craig Emerson MP
Minister for Trade
Parliament House
Canberra ACT 2600

Dear Minister

I am pleased to present to you the Annual Report of the Australian Trade Commission for the financial year 2009–10.

The report has been prepared in accordance with section 92 of the *Australian Trade Commission Act 1985*. Subsection 92(1) of the *Australian Trade Commission Act 1985* requires that the CEO must, as soon as practicable after 30 June in each financial year, prepare and give to the Minister a report on the Commission's operations during that financial year.

In presenting the annual report, I take the opportunity to acknowledge the contribution made by my colleagues in Austrade in advancing the interests of Australian industries and businesses in trade and investment around the world.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter Grey', with a stylized flourish at the end.

Peter Grey
Chief Executive Officer

Australian Trade Commission (Austrade)

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Brand Australia

Following a recommendation by the Review of Export Policies and Programs that Australia should adopt a national brand, the Ministerial Council on International Trade asked Austrade to investigate ways to more effectively promote Australia as a trade and investment destination.

On 26 August 2009, the Minister for Trade, the Hon Simon Crean MP, announced Building Brand Australia—a \$20 million, four-year program led by Austrade to position Australia as a unique, strong and fair nation focused on the future.

The program aims to leverage Australia's good international reputation by:

- increasing visibility of Australia's contributions and strengths as a global citizen and global business partner
- improving global understanding and respect for Australia's strengths, values and way of life.

In September 2009, a public tender process began to select a creative supplier to develop a range of options for key messages, brand identity and a strategic response for international markets. The tender evaluation panel was supported by an advisory board of business people, chaired by leading Australian business figure, David Mortimer, and an interdepartmental committee of relevant Australian Government agencies.

M&C Saatchi were the successful agency and have been awarded a \$4 million contract over a four-year period.

Taylor Nelson Sofres was commissioned to research Australia's brand positioning in 14 countries. Across the 14 markets, interviews were conducted

with 14,000 consumers and 130 stakeholders; this research continues to inform the development of the creative concept.¹

In May 2010, Mr Crean launched Australia's new national brand—*Australia Unlimited*—first in Sydney and then internationally at the Shanghai World Expo.

The Brand Australia program will provide a unified approach to promoting Australia's many capabilities in business, science, global governance, the arts and community building.

Austrade will continue to consult with other Australian Government agencies about the use of Brand Australia in their activities. During the year, consultations commenced with state and territory governments, and are also planned with the private sector and the NGO sector.

In the first months of 2010–11, Brand Australia will be presented at a range of major Austrade events and then steadily rolled out across the full portfolio of Austrade activities.



Mr Crean launching the new *Australia Unlimited* brand in Sydney, May 2010.

¹ Research was conducted in Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Korea, Malaysia, Russia, the United Kingdom, the United States and Vietnam.