



Australian Government

Austrade

Australian Trade Commission

Annual Report 2010-11

Agency statement

The Australian Trade Commission (Austrade) is the Australian Government's trade and investment development agency. Austrade assists Australian companies to succeed in international business, attracts productive foreign direct investment into Australia and promotes Australia's education and training sector internationally. Austrade also has consular management responsibilities in a number of international locations and provides consular and passport services, travel advice, contingency planning and crisis response in those areas.

Changes in ministerial responsibility

The Hon Stephen Smith MP held the position of Minister for Trade until 14 September 2010. The Hon Dr Craig Emerson MP was appointed to the position for the remainder of the reporting year.

The Hon Anthony Byrne MP was the Parliamentary Secretary for Trade until 14 September 2010, at which time the Hon Justine Elliot MP was appointed to the position.

Financial performance 2008–09 to 2010–11

	2008–09 Actuals (\$m)	2009–10 Actuals (\$m)	2010–11 Actuals (\$m)	2011–12 Budget (\$m)
Departmental				
Appropriations	189.6	189.8	173.3	168.9
Non-appropriation revenue	27.6	26.8	26.8	27.2
Total revenue	217.2	216.6	200.1	196.1
Total expenses	218.5	212.0	218.9	215.5
Operating surplus / (deficit)	(1.3)	4.6	(18.8)	(19.4)
Departmental capital budget			14.2	15.3
Administered expenses				
EMDG scheme	200.2	211.2	145.4	150.4

Note: The EMDG scheme expended the \$150.4 million appropriated on grants and administration in the 2010–11 financial year. The amounts shown in the table reflect the accrual position in each year.

For further information on Austrade's financial performance, see page 104.

Staffing overview

At 30 June 2011, Austrade employed 1,087 staff, 77 per cent of whom were employed in Austrade's overseas regions and client-focused operations in Australia. Detailed staffing statistics are available at Appendix A.

Contact officer

General Manager
Government and Communications
Austrade
GPO Box 2386
Canberra ACT 2601
Phone: + 61 2 6201 7573
Fax: +61 2 6201 7308
www.austrade.gov.au
www.austrade.gov.au/annualreport

Highlights

Austrade Review...

- › A comprehensive review of Austrade's strategy, operating model and structure was undertaken during the year, drawing on the views of stakeholders from governments, industry, business and Austrade staff (see page 2 and Appendix B).

Education promotion...

- › Responsibility for the international marketing and promotion of Australian education and training transferred to Austrade from the Department of Education, Employment and Workplace Relations on 1 July 2010. In June 2011, a new brand for Australia's international education sector, *Future Unlimited*, was launched as part of the *Australia Unlimited* nation brand (see pages iv and 40).

Building Brand Australia...

- › The *Australia Unlimited* nation brand was featured at major international events, including the China International Small and Medium Enterprises Fair, business events in New Delhi during the Commonwealth Games, and the Forbes Global CEO Conference in Sydney (see page 45).

Shanghai World Expo...

- › Austrade concluded a major program of more than 30 business events at the Shanghai World Expo 2010, bringing together Australian and Chinese decision-makers and business leaders across numerous sectors (see page 52).

Expanded international presence...

- › In 2010–11, Austrade strengthened its presence in India by opening new offices in Kochi, Ahmedabad, Pune, Jaipur and Chandigarh; and expanding its existing representation in New Delhi, Mumbai, Chennai, Bangalore, Hyderabad and Kolkata (see page 12).
- › Austrade pursued market development initiatives in the emerging market of Mongolia. The Prime Minister announced plans in February 2011 to open a new trade office in Mongolia (see page 13).

Investment to Australia...

- › Austrade assisted in the attraction of 77 investment projects to Australia in 2010–11. According to investors, these projects safeguarded or created more than 8,000 jobs and will add \$5.1 billion annually to Australia's export capability over time (see page 54).

Services to business...

- › During 2010–11, around 13,000 Australian businesses utilised Austrade's export services and programs. More than 20,000 trade and investment enquiries were handled through Austrade's 13 28 78 call centre and by email (see page 65).

Export Market Development

Grants scheme...

- › More than 4,000 grants worth \$143.1 million were paid to exporters through the Export Market Development Grants scheme, which is administered by Austrade (see page 71).

Consular services...

- › Austrade staff delivered consular advice to more than 129,000 Australians, including during the civil unrest in Libya and natural disasters in Japan and New Zealand (see page 82).

TradeStart program...

- › Following an open tender during the first half of the year, the new TradeStart program commenced in 31 locations across Australia in December 2010 (see pages 66 and 179).

Governance enhancements...

- › Enhancements to Austrade's governance arrangements commenced in 2010–11, with specific focus on enhancing processes and policies in relation to the anti-bribery provisions of the Australian Criminal Code and international anti-bribery legislation (see page 86).



Australian Government
Austrade

Chief Executive Officer

13 September 2011

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

Dear Minister

I am pleased to present to you the Australian Trade Commission's Annual Report for the financial year 2010–11.

This report has been prepared in accordance with Section 92 of the *Australian Trade Commission Act 1985*. Sub-section 92(1) of the Act requires the CEO to, 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 would like to acknowledge the contribution made by my colleagues in Austrade.

Yours sincerely

A handwritten signature in black ink that reads 'Peter Grey'.

Peter Grey
Chief Executive Officer

Australian Trade Commission (Austrade)

Level 23, Aon Tower, 201 Kent Street, Sydney NSW 2000

GPO Box 5301, Sydney NSW 2001 AUSTRALIA

Telephone: 61 2 9392 2102 | Facsimile: 61 2 9392 2777 | www.austrade.gov.au

ABN 11 764 698 227

Contents

Agency statement	inside cover		
Highlights	i		
Letter of transmittal	ii		
International marketing and promotion of Australian education and training	iv		
Part 1: Agency overview	1		
Chief Executive Officer's report	2		
Organisational structure	4		
About Austrade	5		
Austrade's network	6		
Performance framework	8		
Part 2: Performance reporting	9		
Outcome 1			
Program 1.1: Trade and investment development	10		
Market development initiatives	11		
Austrade's regions	14		
Supporting the internationalisation of industries	32		
Marketing Australian education internationally	40		
Promoting Australia internationally and raising the benefits of trade and investment	45		
Attracting productive foreign direct investment to Australia	54		
Contributing to the whole-of-government policy agenda and collaboration with key stakeholders	60		
Delivering services to individual enterprises	65		
Program 1.2: Trade development schemes – Export Market Development Grants	70		
Export Market Development Grants	71		
Outcome 2			
Program 2.1: Consular and passport services	81		
Austrade-managed consulates	82		
Part 3: Management and accountability		85	
Accountability and management of resources		86	
Corporate governance		86	
External scrutiny		92	
Management of human resources		93	
Financial management and business assurance		98	
Part 4: Financial management		103	
Financial performance		104	
Independent auditor's report		105	
Certification of financial statements		109	
Financial statements		110	
Notes to and forming part of the financial statements		123	
Part 5: Appendices		165	
A: Staffing overview		166	
B: Reform of the Australian Trade Commission: Maximising Our Value—May 2011		171	
C: Austrade locations in Australia (including TradeStart)		179	
D: Client Service Charter		182	
E: Freedom of information		184	
F: Occupational health and safety		186	
G: Consultancies		188	
H: Financial and staffing resources		190	
I: Ecologically sustainable development and environmental performance		192	
J: Advertising and market research		194	
K: List of requirements		197	
Abbreviations and acronyms		201	
Index		203	

International marketing and promotion of Australian education and training

On 1 July 2010, responsibility for the international marketing and promotion of Australian education and training transferred to Austrade from the Department of Education, Employment and Workplace Relations.

Austrade's role is to promote and position Australia as a world-class supplier of high-quality education services, both in Australia and offshore. Austrade's framework for this work was developed in 2010–11, after close consultation with the education sector and government agencies.

The framework will contribute to:

- repositioning Australia as a provider of high-quality education services
- the growth of demand for Australian education
- building a sustainable Australian international education sector.

In the past, Australia's competitive strengths as a destination for study have been excellence in education, affordability and a great lifestyle. The Study in Australia brand has been used to promote the international education sector for the last 10 years.

In June 2011, the Hon Justine Elliot MP, Parliamentary Secretary for Trade, announced a new brand for Australia's international education sector called *Future Unlimited*, part of the *Australia Unlimited* nation branding. It was designed to refocus attention on the benefits of Australian educational qualifications and the doors they open for international students.

The new branding made its first international appearance in Vancouver, Canada, at the NAFSA 2011 Annual Conference and Expo—the world's biggest education industry networking event.

In the coming year, the *Future Unlimited* brand will be the focus of marketing Australian education and training internationally. There is an online campaign and a rebranding of the Study in Australia website, www.studyinaustralia.gov.au. Associated education promotion materials and activities will also be developed.

For more information on Austrade's outcomes in the international education sector, see page 40.



Australia's new education brand, *Future Unlimited*, is an application of the nation brand, *Australia Unlimited*.