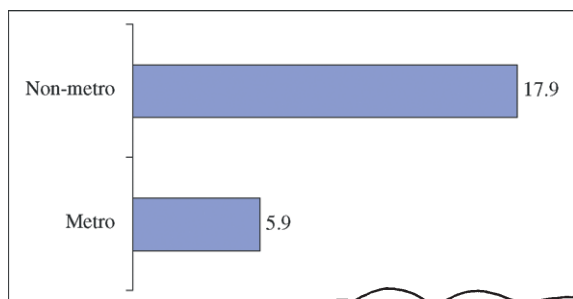


## Australia's exporters

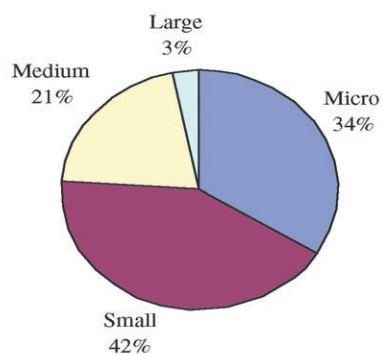
The Australian economy has opened up over the past 20 years. Trade barriers have been reduced, investment liberalised and microeconomic reform has occurred. As a result of these economic reforms, an export culture has emerged where firms think globally. New technologies, such as the Internet, allow smaller businesses based anywhere in Australia to reach their overseas clients day and night. — Tim Harcourt, Chief Economist, Austrade.

### Regional opportunities

Average annual growth in number of exporters, 1994/95-1997/98. Percentage per annum.



Percentages of Australian export businesses by size, 1997/98



Business size is measured by the number of employees:

- Micro: 1-4
- Small: 5-19
- Medium: 20-199
- Large: over 200 employees

Data source: Austrade, *Knowing and Growing the Exporter Community*, 2002.

**Austrade** helps Australian businesses to become export capable and establish overseas markets.

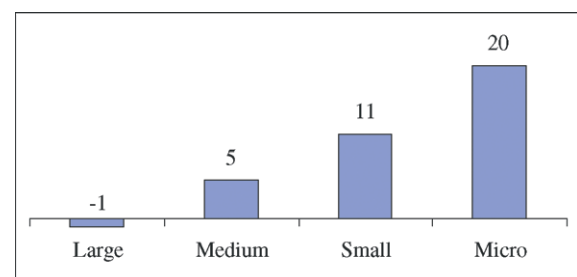
For export promotion financial assistance see [www.austrade.gov.au/exportgrants](http://www.austrade.gov.au/exportgrants)

For new exporter information call 132 878 or visit the Austrade Internet site at [www.austrade.gov.au/newexporter](http://www.austrade.gov.au/newexporter)

For education resources see [www.austrade.gov.au/studentcentre](http://www.austrade.gov.au/studentcentre).

### Smaller businesses 'going global'

Growth in export revenue by size, 1994/95-1997/98. Average annual rate of change, percent per annum.



**Student activity:** Discuss a range of ways Australia can increase the number of businesses that export their goods and services and become globally competitive, just as we did for our top sports people.



### Knowledge-based exporters

Australia's knowledge-based businesses are growing quickly.

Average annual export revenue growth by industry, 1992-99. Percentage per annum.

