

~GLOBALISATION~

WHAT IS GLOBALISATION? WHAT IS AUSTRALIA'S FUTURE IN A GLOBALISED WORLD?

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Introduction

Globalisation is a complex economic, political, cultural, and geographical process. The term is widely used but not always understood. In this investigation you will develop an understanding of the term globalisation and look at how and why it has become so important. You will look at different groups in Australia which have been affected by globalisation and decide on your answer to the question **What is Australia's future in a globalised world?**

Your task

You will undertake your research with a team of three to four class mates. To commence your webquest you will use a range of websites to answer our first question: **What is globalisation?**

You will then look at Australian businesses, workers and organisations on which globalisation has had an impact. These case studies will help your group develop a presentation to share with your class. In your presentation you will answer the question: **What is Australia's future in a globalised world?** Refer to examples and case studies your group has studied.

Background Information

Globalisation is a term we hear everyday. Through the process of globalisation, barriers that have in the past separated countries and economies have been breaking down. Economies and communities around the world are becoming increasingly integrated. Here are a few facts that show why this story is important:

- World trade in goods and services is growing rapidly. Much of this trade is in parts and components, part of an ever-spreading web of global production network connecting suppliers, designers, producers, distributors and after-sales service providers.
- Through multi-lateral trade agreements many governments have agreed to lower trade barriers. This has opened markets and improved access, particularly for manufactured goods.

- The rapid expansion of the Internet has provided a marketing tool linking buyers to sellers and a business-to-business tool driving supply contacts and contracts across the globe
- Lower transport costs, improved communications and technology are making international trade easier.
- New records are being set in global people flows. 130 million people on the planet now live outside their nation of birth. Highly skilled ‘experts’ take short-term contracts overseas, exporting their knowledge-based services.
- A number of developing countries have joined the global economy and improved their populations’ living standards by reforming their policies, institutions and infrastructure.

Before looking at examples of case studies of Australian businesses, workers and organisations on which globalisation has had an impact it is important to understand the term globalisation. In your groups use the Internet sites below to find answers to the question:

- **What is globalisation?**


In this investigation you could also answer the questions:


- **Is globalisation new?**
- **What factors have led to globalisation?**

Globalisation is a complex question and you will find that different Internet sites may contain different opinions. To get a wide range of opinions, get each member of your group to visit different sites. After you have collected your individual information your group can organise the ideas you have collected using these headings – *Positive, Negative and Neutral Aspects of Globalisation*.

Following the group discussion share your ideas with your class and develop an answer to our first question: **What is globalisation?**

Helpful Hints

Because some of the web sites are not designed for students you might find the reading level challenging. More difficult sites are marked  If you need help feel free to use the on-line [Macquarie Dictionary](#) or one in your classroom.

Some sites require Adobe Acrobat Reader which can be downloaded free [here](#). Sites that require Acrobat Reader are marked 

Sites For Students

[United Nations CyberSchoolBus - Briefing Papers for Students](#)

[NSW HSC On-Line - Globalisation](#)

[World Bank for Students - Tackling the Issues](#)

[International Economics - What is globalisation?](#) (scroll down to read article on globalisation)

Australian Government Perspective

["Challenges and Benefits of Globalisation"](#) - Speech by Peter Costello

[Austrade – Paper in Student Centre “What is this thing called globalisation?”](#) 

[Exploding the Myths - Facts about Trade and International Investment](#) 

Other Sites

[Money, markets and the economy - Living with Globalisation](#) (ABC Program transcript)

[ICC brief on globalisation](#)

[Globalisation Issues - What is globalisation?](#)

[Global Policy Forum - Issues and Debates: Towards Defining Globalisation](#) 

[Globalisation Website](#) - click on Issues 

Impact of Globalisation on Australia

It is now time for your group to look at case studies of different Australian businesses, workers and organisations on which globalisation has had an impact. Remember, your task is to develop a presentation to share with the class outlining the effect of globalisation on the businesses, workers and organisations your group has studied. In your presentation you must answer the question: **What is Australia’s future in a globalised world?** Refer to examples and case studies your group has studied.

These questions will help guide your research as you explore the following websites. (Note: you may not be able to answer them all for every group you study)

- What is the organisation’s name and main activity/product?
- How is it being affected by or taking advantage of globalisation?
- Which of the aspects of globalisation described above are most important for this organisation, group or business?
- What is the impact of globalisation on employment and income for this organisation/group?
- What will be the likely future for this organisation if globalisation trends continue?

Case Studies

Your group should choose to study at least one case study from the areas given below. This will help you to gain a broad understanding of the impact of globalisation.

The Environment	Travel and Tourism
High Technology Industry	Culture and Recreation
Global Supply Chains	Niche Markets
Internet Trading	Australian Workers

The Environment

Globalisation poses challenges for the natural environment. If rapid economic growth is not accompanied by sound environmental policies, it can put the environment under strain.

Australian businesses are developing and exporting products and services, which help Australia and other countries, meet these environmental issues.

[Micromet Irrigation Systems](#) – exporter of irrigation technology that reduces water wastage

[Earthsystems](#) – provider of environmental consulting services to developing countries to assist the water, waste and mining sectors


[Sonardata](#) – design and export Echoview – software to assist with sustainable management of fish stocks in oceans and rivers

[Lochard](#) – provider of airport noise and flight track monitoring solutions.

See case study in Student Centre at [Austrade](#) 

Travel and Tourism

Improvements in transport and communications have led to increased movement of people around the world, both for work and pleasure. An example of this is the worldwide surge in tourism leading to increased cultural understanding and increased exports. Australian companies have taken advantage of this by promoting Australia's unique features to overseas visitors.

[Sovereign Hill](#) - see case study in Student Centre at [Austrade](#) 

[Australian Wild Escapes](#)


[Coates Wildlife Tours](#)

[TravelNorth](#)

[MudMaps Australia Wilderness Tours](#)

High Technology Industry


Australia's information and communications technology (ICT) industry is one of the fastest growing and innovative sectors in the Australian economy. Innovative companies are accessing markets all over the world.


[Presence On-Line](#) – export web content management products to US, Mexico and UK 

[Groundhog](#) – export Internet management software to UK, New Zealand, Singapore and Indonesia

[SMS Systems](#) – inventor and exporter of technology to detect cracks in aircraft 

[inedhits.com](#) – provide strategic plan for companies to increase hits to their websites – 98% of business is exports

[Liquid Animation](#) - see case study in Student Centre at [Austrade](#) 

[PIVoD Technologies](#) - see case study in Student Centre at [Austrade](#) 

Culture and Recreation

Rapid developments in communication media have promoted the transfer of ideas and values across countries leading to a new global culture. Movies, music and sport are experienced all over the world, promoting cultural understanding and the exchange of skill and experiences.

[Austrade](#) see Pop Music Case Study from [Student Centre](#) 

[Australia Blooms for SF Filmmakers](#)

[OzCinema](#)

[Digisports](#) – exporter of sport training software

[Mark Hoza's Kything Flutes](#) – export Irish flutes made in Australia from Australian timbers

Global supply chains

One third of all manufactures traded in the 1990s were in parts and components. There is a rapidly expanding web of global production networks connecting subsidiaries, designers, producers and distributors.

[Gibbens Industries](#) – supply springs for US cars

[Cast Alloy](#) – Harley-Davidson's sole supplier of motorcycle wheels and hubs

[McDonalds](#) - see case study in Student Centre at [Austrade](#) 

Niche Markets

Increasing specialisation is opening up lucrative niche markets in which even the smallest developer can compete. This has led developers to focus on their special areas of expertise enabling innovative companies to compete in the international arena. This is particularly evident in the provision of high technology products and services.

[Moonraker](#) – supply tailor made communications systems to professional, military and leisure users

[Oz Electronics Manufacturing](#)


[Body On-Line Pty Ltd](#) – exports 3-dimensional medical imaging software to Japan and Europe. Company employment has increased from 5 to 25 and is expected to double in 2003


[Bytecrafft](#) – export stage machinery to Asia, Europe and North America.


[Explosive Entertainment](#) – organise fireworks and special effects events world wide using products produced in their factory in Kempsey, NSW

Trading via the Internet

The emergence of the Information Superhighway has removed the geographic, time and financial barriers to a company marketing its products to a global market. E-Commerce need not be difficult or complex. It can be as simple as using the Internet as a business research tool or as complex as running an entire business online.

[Long Tall Clothing Company](#) - see case study in Student Centre at [Austrade](#) 

[HotBods Creatures](#)- see case study in Student Centre at [Austrade](#) 

[Computer Design Marine](#) – see case study in Student Centre at [Austrade](#) 
[Practising e.Construction](#) –Australian construction firms cooperating in global e.business trading

OR

Choose from one of the exporters who use e-commerce at this site:

[National Office for the Information Economy](#)

Australian Workers

Exporting is good for workers. However, just as businesses need to actively and regularly review and renew their business practices in order to prosper, workers must also be prepared to renew and retrain in order to take advantage of new job opportunities. Society needs to provide safety nets and support for workers while they undergo this. What is the real impact of globalisation on Australian workers? What strategies can be used to assist workers adjust to changing employment opportunities?

Warning: Some web sites may present only one side of the argument about employment and globalisation. We recommend you visit more than one site to get a balanced picture.

[ACTU Fact Sheet – Why does Australia need to export?](#)

[How the Cookie Crumbled: Unemployment in Australia and the Impact of Globalisation](#)

[ACTU Fact Sheet – Unemployment – Who are the Unemployed?](#)

[Oz Call Centres](#)

Conclusion

You now know a lot more about the complex issue of globalisation and what impact it has on Australia. Your research has helped you to understand how different groups in Australia have been affected by globalisation and decide what will be Australia's future in a globalised world?

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