

# *appendices*

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# appendix A

## TRADESTART SERVICE PROVIDERS AND OFFICE LOCATIONS AT 30 JUNE 2005

### *National*

Australian Electrical and Electronic Manufacturers' Association  
Australian Interactive Media Industry Association

- ▶ Brisbane
- ▶ Gold Coast
- ▶ Sydney

### *Australian Capital Territory*

Australian Business Limited

- ▶ Canberra

### *New South Wales*

Australian Business Limited

Australian Industry Group  
Australian Institute of Export (NSW)  
Department of State and Regional Development

- ▶ Mascot
- ▶ North Sydney
- ▶ Parramatta
- ▶ Penrith
- ▶ Wollongong
- ▶ Sutherland
- ▶ Bathurst
- ▶ Coffs Harbour
- ▶ Gosford
- ▶ Nowra
- ▶ Tamworth
- ▶ Wagga Wagga
- ▶ Dubbo

Dubbo City Development Council

### *Northern Territory*

Chamber of Commerce Northern Territory

- ▶ Alice Springs
- ▶ Darwin

### *Queensland*

Australian Industry Group  
Central Queensland Area Consultative Committee  
Commerce Queensland  
Department of State Development and Innovation

- ▶ Brisbane
- ▶ Emerald
- ▶ Brisbane
- ▶ Bundaberg
- ▶ Cairns
- ▶ Gold Coast
- ▶ Rockhampton
- ▶ Toowoomba

### *South Australia*

Department of Trade and Economic Development  
Eyre Regional Development Board  
Limestone Coast Regional Development Board  
Riverland Development Corporation  
Upper Spencer Gulf Common Purpose Group

- ▶ Adelaide
- ▶ Port Lincoln
- ▶ Mount Gambier
- ▶ Berri
- ▶ Whyalla

*Tasmania*

Department of Economic Development

- ▶ Hobart
- ▶ Launceston
- ▶ Hobart

Tasmanian Chamber of Commerce and Industry

*Victoria*

Australian Industry Group

Australian Institute of Export (Vic)

- ▶ Melbourne
- ▶ Ballarat
- ▶ Bendigo
- ▶ Mildura
- ▶ Dandenong
- ▶ Geelong
- ▶ Melbourne North
- ▶ Melbourne

Department of Innovation, Industry and Regional Development

NIETL/North Link

Victorian Employers' Chamber of Commerce and Industry

*Western Australia*

Department of Industry and Resources

Gascoyne Development Commission

Great Southern Development Commission

Kimberley Development Commission

Mid West Development Commission

Small Business Development Corporation

South West Development Commission

- ▶ Perth
- ▶ Carnarvon
- ▶ Albany
- ▶ Kununurra
- ▶ Geraldton
- ▶ Perth
- ▶ Bunbury

# appendix B

## AUSTRADE'S CLIENT SERVICE CHARTER

This charter was developed after consultations with our clients and represents our commitment to improve our service performance. The charter sets out the service standards you can expect from Austrade and outlines how to provide feedback. Our clients rate our performance against each service standard (stated below) in our annual Client Satisfaction Improvement Study (CSIS).

### *Our service values*

- ▶ Understand your business and work with you in partnership
- ▶ Provide advice and information based on experience and networks we have established across Australia and around the world
- ▶ Be commercially focused and deliver services that are tailored to your needs
- ▶ Be professional and highly motivated to help your business
- ▶ Be flexible and responsive in meeting your particular needs

### *Our service standards*

1. We value the information you give us and will maintain confidentiality
2. We will clearly explain our service offerings and how they can add value to your export efforts
3. Austrade will explain any fees and provide you with a written quote before commencing work on your behalf
4. If you contact us we will respond within two working days of receipt of your enquiry. If your business enquiry is more complex we will inform you of our progress. Austrade will agree with you on time frames, deliverables and follow-up
5. We will keep you informed of major developments that affect your project
6. Austrade will endeavour to deliver opportunities that best match your line of business
7. We will provide appropriate referrals if Austrade can not help you
8. Austrade will provide you with clear information on eligibility, application and assessment process for our Export Market Development Grants (EMDG) and will process your application promptly and efficiently in accordance with the EMDG legislation

### *Help us to help you*

1. Brief us clearly about your products or services and business objectives
2. Allow realistic lead times and keep us informed of your time frames for taking action
3. Let us know how we might improve our services and/or when we have done a good job

### *Measuring our performance*

Austrade will review the charter and provide opportunities for you to comment on your satisfaction with our services through our annual client satisfaction survey and other research. This will allow us to measure the outcomes of our assistance and identify issues and service aspects that are important to you.

### *Consultation and feedback*

We welcome your feedback. Simply call us, write to us or send us an email. If you have a problem you need resolved please raise it with the staff member concerned or write to our Managing Director.

Austrade  
GPO Box 5301  
Sydney NSW 2001  
Australia  
Email: [managing.director@austrade.gov.au](mailto:managing.director@austrade.gov.au)

If at any stage you are dissatisfied with our handling of your complaint, you may contact an office of the Commonwealth Ombudsman and/or the Privacy Commission.

### *Contact us*

For business enquiries you can contact us on 13 28 78 between 9 am and 5.30 pm Australian Eastern Standard Time (AEST) or through our website [www.austrade.gov.au](http://www.austrade.gov.au).

# appendix C

## FREEDOM OF INFORMATION

This statement is made in accordance with the requirements of Section 8 of the *Freedom of Information Act 1982* (FOI Act) and is complete as at 30 June 2005.

### ACCESS TO RECORDS

The FOI Act grants a right to access documents in the possession of the Government, subject to a number of exceptions. These include protection of essential public interests and the private and business affairs of people about whom departments and statutory authorities collect and hold information. In the twelve months ended 30 June 2005, Austrade received four such requests and has met its obligations under the Act. A detailed breakdown of those requests is given in Table 15.

**Table 15: Freedom of information requests for the period 1 July 2004 to 30 June 2005**

Requests outstanding as at 1 July 2004	0
Requests received	4
Access granted in full	0
Access refused	0
Access refused in part	3
Transferred	0
Withdrawn or lapsed	1
Currently outstanding	0
Appeals to AAT/Ombudsman	1

### PROCEDURES AND CONTACT POINTS

Any person seeking access to documents under the FOI Act must lodge a formal request in writing together with a \$30 application fee. The request must clearly identify the document or class of documents to which access is sought, and the return address of the applicant must be provided.

Requests should be sent to:

The FOI Officer  
Legal Services, Business Effectiveness unit  
Level 2, 25 National Circuit  
Forrest ACT 2603  
Australia

Phone: +61 2 6201 7334

Fax: +61 2 6201 7671

A request for access under the FOI legislation is acknowledged and a decision is made by Austrade's FOI Officer whether to grant access and, if so, whether any fees or charges apply to such application. Such fees and charges may be reduced or not imposed in instances of financial hardship or general public interest in the release of documents.

Further information regarding access to documents may be directed to Austrade's Business Effectiveness Unit. Austrade also publishes a comprehensive range of public information at [www.austrade.gov.au](http://www.austrade.gov.au).

### FUNCTIONS AND POWERS

Austrade exercises, or participates in the exercise of, the following functions and decision making powers:

- ▶ representing, assisting and promoting the trading and commercial interests of Australia in foreign countries
- ▶ facilitating outward investment in foreign countries
- ▶ administering the Export Market Development Grants Act
- ▶ acting outside Australia as an agent for other agencies of the Commonwealth in
- ▶ assisting Australian citizens travelling and residing overseas.

## OUTSIDE PARTICIPATION

Austrade is open to the views of outside organisations and provides opportunities for community representatives to contribute to developing aspects of its delivery of services to the exporter community through:

- ▶ business representation on the Austrade Board
- ▶ business representation on Austrade's export advisory panels for the ICT, infrastructure, mining, food and automotive industries
- ▶ Austrade's formal arrangements for consultations with interested bodies on trade-related matters, including the Trade Policy Advisory Council, National Trade Consultations, and various business councils
- ▶ programs operated by Austrade's state and territory offices, which assist businesses to deliver their export plans, strengthen links with the exporter community, provide briefings, and organise seminars on trade development issues, as well as maintain regular consultations, including through the TradeStart network.

Austrade frequently provides individual companies with briefings on trade and economic developments in relevant countries. In consultation with relevant business groups, it also organises trade missions where sufficient interest and justification exists.

## LIST OF PUBLICATIONS

### Introduction to export and general information

*Austrade opens the door to a world of opportunities for your business* (March 2005)

*New Exporter Development Program* (January 2005)

*Opening up a World of Opportunity* (December 2004)

*Helping take your business to the world* (December 2003)

### Specialised publications

*The Australia–United States Free Trade Agreement— In Brief* (April 2005)

*The Thailand–Australia Free Trade Agreement— In Brief* (June 2005)

*The Singapore–Australia Free Trade Agreement— In Brief* (June 2005)

*Australia–United States Free Trade Agreement Newsletter* (January/February 2005, August 2004 and June 2004; only available online)

*Thailand–Australia Free Trade Agreement Newsletter* (August 2004 and April 2005; only available online)

*Women in Export— A collection of case studies of successful business women in export* (April 2005)

*Extend your creative reach through export* (February 2005)

*From Contacts to Contracts: A guide to successful exporting for the Australian professional services sector* (January 2005)

More than 520 business briefs and market profiles are available online.

### EMDG publications

Available in hard copy and online:

*EMDG— In Brief* (March 2005)

*EMDG— In Brief* (Chinese Language Version) (March 2005)

*EMDG— Getting Started* (September 2004)

*EMDG 2004–05 Application Package* (April 2005)

Only available online:

*EMDG— Approved Joint Venture Requirements* (2005)

*EMDG— Approved Body Requirements* (2005)

*EMDG— Approved Trading House Requirements* (2005)

*How the EMDG scheme helps the arts export* (2005)

*How the EMDG scheme helps the music industry export* (2005)

*How the EMDG scheme helps event promoters* (2005)

*How the EMDG scheme helps tourism export* (2005)

*How the EMDG scheme helps the biotechnology sector export* (2005)

*How the EMDG scheme helps the information and communications technology sector export* (2005)

*How the EMDG scheme helps exporters with e-marketing* (2005)

## Publications for sale

*How to franchise your business: a guide for Australian entrepreneurs* (February 2004)  
Contact: Franchise Council of Australia  
Tel: +61 1300 669 030

*Expanding Internationally: A guide for Australian franchise systems* (February 2004)  
Contact: Franchise Council of Australia  
Tel: +61 1300 669 030

## Miscellaneous

*Export Update* (monthly; available in hard copy and online)

*TradeMark* (monthly e-newsletter of Australian export success)

*Annual Report* (previous years)

Austrade and ministerial media releases are available online.

Austrade's Chief Economist has published a number of articles on trade and economics in the *Business Review Weekly*, the *Australian Financial Review*, the *Australian*, and various international publications. The Chief Economist also provides analysis on the *DHL Export Barometer—Australia's Export Trends*. These articles are available on Austrade's website [www.austrade.gov.au/economistcorner](http://www.austrade.gov.au/economistcorner)

## ADVERTISING AND MARKET RESEARCH

Section 20 of the *Political Broadcasting and Political Disclosure Act 1991* inserted Section 311A into the *Commonwealth Electoral Act 1918* relating disclosing details in annual reports of departments and Australian Government authorities of the electoral expenditure (see Table 16.)

**Table 16. Austrade advertising and market research expenditure, 2004–05**

Advertising agencies	\$31 177
Market research organisations	\$243 314
Polling organisations	\$21 588
Direct mail organisations	\$199 429
Media advertising organisations	\$799 997

# appendix D

## STAFFING OVERVIEW

Figures in the Staffing Overview represent the number of people that were employed by the Commission at 30 June 2005. Figures in the Financial Statements represent the number of full time equivalent staff as at 30 June 2005.

### Staffing overview at 30 June 2005

<b>Total employees</b>	1058
Australian-based	514 <sup>a</sup>
Overseas-engaged-employees (OEE)	544 <sup>b</sup>
<b>Australian-based staff by employment category<sup>a</sup></b>	
Full-time	476
Part-time	38
<b>Senior management</b>	
<i>By level</i>	
Managing Director	1 <sup>c</sup>
Directors	9
Senior Managers (APL6/APL7)	63
<i>By gender</i>	
Male	54
Female	19
<b>Gains and losses during 2004–05</b>	
Gains	14
Losses	7

a Includes temporary staff

b Includes attached agency staff but not trade consultants

c Statutory appointment

### Austrade Australia-based operative employees by nominal classification, gender and location at 30 June 2005

Classification	Australia		Australia total	Overseas		Overseas total	Total staff
	Female	Male		Female	Male		
APL1	48	9	57				57
APL2	74	50	124	1		1	125
APL3	44	68	112	4	5	9	121
APL4	27	44	71	8	17	25	96
APL5	9	24	33		7	7	40
APL6	8	22	30	7	16	23	53
APL7	3	1	4		8	8	12
APL8	2	3	5		4	4	9
MD		1	1				1
<b>Total</b>	<b>215</b>	<b>222</b>	<b>437</b>	<b>20</b>	<b>57</b>	<b>77</b>	<b>514</b>



**Austrade operative staff by region/division at 30 June 2005**

<b>Region</b>	<b>A-Based</b>	<b>OEE</b>	<b>Total</b>	<b>%</b>
Americas	13	106	<b>119</b>	11.25
Analysis and Planning	4	0	<b>4</b>	0.38
Client Services	103	0	<b>103</b>	9.74
Government and Corporate Services	135	0	<b>135</b>	12.76
Europe, Middle East and Africa	22	142	<b>164</b>	15.50
Executive and Board	5	0	<b>5</b>	0.47
Exporter Development	82	0	<b>82</b>	7.75
Finance and Information	77	1	<b>78</b>	7.37
Human Resources	26	0	<b>26</b>	2.46
North East Asia	27	162	<b>189</b>	17.86
South East Asia, South Asia and Pacific	20	133	<b>153</b>	14.46
<b>Total</b>	<b>514</b>	<b>544</b>	<b>1058</b>	<b>100.00</b>

**Austrade Australia-based employees by location and gender at 30 June 2005**

<b>Location</b>	<b>Female</b>	<b>Male</b>	<b>Total</b>
Australian Capital Territory	68	72	<b>140</b>
New South Wales	84	76	<b>160</b>
Northern Territory	2	1	<b>3</b>
Queensland	8	15	<b>23</b>
South Australia	8	9	<b>17</b>
Tasmania	2	1	<b>3</b>
Victoria	36	35	<b>71</b>
Western Australia	6	11	<b>17</b>
Overseas	21	59	<b>80</b>
<b>Total</b>	<b>235</b>	<b>279</b>	<b>514</b>

**Austrade overseas-engaged-employees by region and gender at 30 June 2005**

<b>Region</b>	<b>Female</b>	<b>Male</b>	<b>Total</b>
Americas	58	48	<b>106</b>
Europe, Middle East and Africa	91	51	<b>142</b>
Finance and Information	1		<b>1</b>
North East Asia	99	63	<b>162</b>
South East Asia, South Asia and Pacific	84	49	<b>133</b>
<b>Total</b>	<b>333</b>	<b>211</b>	<b>544</b>

# appendix Ee

## FINANCIAL AND STAFFING RESOURCES SUMMARY

	\$(‘000) and Actual Staff Years		
	Actual (2003–04)	Budget and Additional Estimates (2004–05)	Actual (2004–05)
Revenue:			
Appropriations			
— Departmental	158 548	155 136 <sup>a</sup>	155 136 <sup>a</sup>
— Administered	150 400	134 000	131 089
Total Revenue from Government	308 948	289 136	286 225
Revenue from Other Sources			
— Departmental	30 094	30 532	32 611
— Administered	564	512	669
Total Resourcing of Outputs before Adjustments	339 606	320 180	319 505
Less Adjustments	9 730	0	0 <sup>b</sup>
	329 876	320 180	319 505
Add: Equity Injection from Government	697	6 128	6 128
<b>Total Resourcing</b>	<b>330 573</b>	<b>326 308</b>	<b>325 633</b>
Average Staffing Level	939	1 052 <sup>c</sup>	989

Note: a As presented in 2004–2005 Budget documentation (May 2004 \$158.704m) and adjusted for Additional Estimates funding (–) \$0.156m

b Comprises repayment to Budget—return of appropriation arising from differences in foreign exchange rates

c Estimated total staffing level as per 2004–05 Portfolio Budget Statements

# appendix F

## RESOURCES FOR OUTCOMES

Outcome 1 — Australians succeeding in international business with widespread community support

	Budget <sup>1</sup> 2004–05 \$'000	Actual expenses 2004–05 \$'000	Variation <sup>2</sup> \$'000	Budget <sup>3</sup> 2005–06 \$'000
<b>Price of Departmental Outputs</b>				
Output Group 1.1 — Awareness raising — Community commitment to trade and investment; understanding of the Australian Government's export assistance program and a positive business image of Australia overseas	22 399	19 046	(3 353)	18 944
Output Group 1.2 Government advice and coordination — Advice to the Australian Government and coordination of Australia's export activities	12 168	8 402	(3 766)	13 259
Output Group 1.3 Services and Opportunities: Export and investment services and opportunities for Australians through a national and global network	139 383	155 059	15 676	152 961
<b>Total price of departmental outputs — Output Group 1</b>	<b>173 950</b>	<b>182 507</b>	<b>8 557</b>	<b>185 164</b>
Output Group 1.4 Austrade Administered: Grants — Administering Export Market Development Grants for small to medium sized businesses and loans (ITES, IAMP)	134 000	131 267	2 733	170 400
<b>Total price of departmental outputs and administered expense — Output Group 1</b>	<b>307 950</b>	<b>313 774</b>	<b>5 824</b>	<b>355 564</b>
Total Revenue from Government (Appropriations)	280 554	277 821	(2 733)	328 515
Revenue from other sources — administered and departmental	27 908	31 468	3 560	27 369
<b>Total Resourcing for Outcome 1</b>	<b>308 462</b>	<b>309 289</b>	<b>827</b>	<b>355 884</b>
		<b>2004–05</b>		<b>2005–06</b>
<b>Average Staffing Level</b>		<b>949</b>		<b>1 053<sup>a</sup></b>

a Estimated total staffing level

1 Full-year budget, including additional estimates

2 Variation equals budget minus actual expenses

3 Budget prior to additional estimates

Outcome 2—Australians informed about, and provided access to consular, passport and immigration services in specific locations overseas

	Budget <sup>1</sup> 2004–05 \$'000	Actual expenses 2004–05 \$'000	Variation <sup>2</sup> \$'000	Budget <sup>3</sup> 2005–06 \$'000
<b>Price of Departmental Outputs</b>				
Output 2.1—Consular, passport and immigration services	11 718	10 695	(1 023)	10 433
<b>Total price of departmental outputs— Output Group 2</b>	<b>11 718</b>	<b>10 695</b>	<b>(1 023)</b>	<b>10 433</b>
Total Revenue from Government (Appropriations)	8 582	8 582	0	7 297
Revenue from other sources	3 136	1 812	(1 324)	3 136
<b>Total resourcing for Outcome 2</b>	<b>11 718</b>	<b>10 394</b>	<b>(1 324)</b>	<b>10 433</b>

	2004–05	2005–06
<b>Average Staffing Level</b>	<b>40</b>	<b>41<sup>a</sup></b>

a Estimated total staffing level

1 Full-year budget, including additional estimates

2 Variation equals budget minus actual expenses

3 Budget prior to additional estimates

# appendix G

## PURCHASER/PROVIDER ARRANGEMENTS FOR THE YEAR ENDED 30 JUNE 2005

### PURCHASER ARRANGEMENTS

In conjunction with a number of Australian Government departments and agencies, Austrade purchases administrative services from the Department of Foreign Affairs and Trade (DFAT) under a Service Level Agreement at a number of DFAT-managed overseas posts.

The present three-year Service Level Agreement covers the period 1 September 2004 to 31 August 2007.

### PROVIDER ARRANGEMENTS

During the year in review, Austrade had provider arrangements with the following agencies:

#### DEPARTMENT OF AGRICULTURE, FISHERIES AND FORESTRY (DAFF)

##### Wine promotion

Austrade was engaged by the Australian Wine Export Council (AWEC), a part of the Australian Wine and Brandy Corporation, to develop strategies and undertake marketing and promotion activities in a number of markets to increase exports of Australian wine.

#### DEPARTMENT OF FOREIGN AFFAIRS AND TRADE (DFAT)

##### Consular services

DFAT is responsible for the provision of access to consular and passport services in Australia and overseas. In certain locations overseas, Austrade manage consulates and honorary consulates for the Australian Government, providing a range of consular assistance, including passport services, notarial acts, medical evacuations, prison visits and general advice and assistance to Australians overseas.

#### DEPARTMENT OF IMMIGRATION AND MULTICULTURAL AND INDIGENOUS AFFAIRS (DIMIA)

##### Visa services

A small number of Austrade's overseas posts delivered visa services on behalf of DIMIA.

#### DEPARTMENT OF INDUSTRY, TOURISM AND RESOURCES (ITR)

##### Investment attraction

Under a memorandum of understanding (MOU), Austrade supported Invest Australia's inward investment role through its overseas network and provided IT services.

#### DEPARTMENT OF EDUCATION, SCIENCE AND TRAINING (DEST)

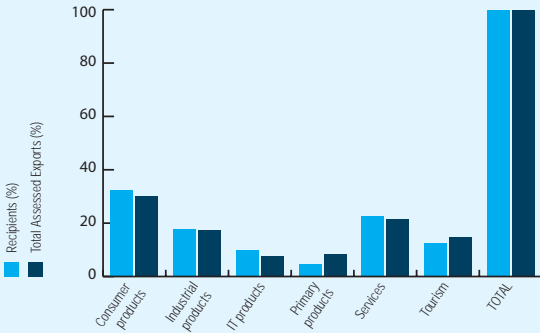
##### Education promotion

Australian Education International (AEI) is a part of the Department of Education, Science and Training. During the year, Austrade delivered generic marketing and promotion services on behalf of AEI in Europe, Brazil and Dubai.

# appendix H

## EMDG RECIPIENTS—OVERVIEW

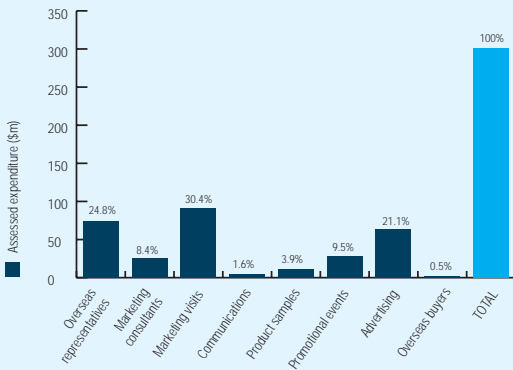
Figure 11: EMDG recipients by industry and export earnings, 2003–04 grant year



Note: There was a slight increase in the number of services recipients in the 2003–04 grant year as a percentage of total recipients.

Source: EMDG database, June 2005

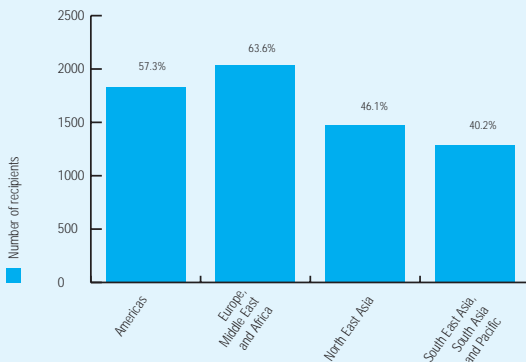
Figure 12: EMDG recipients by expenditure category, 2003–04 grant year



Note: The marketing visits expenditure category was the largest expenditure category as a proportion of total assessed expenditure.

Source: EMDG database, June 2005

Figure 13: EMDG recipients by Austrade export region, 2003–04 grant year

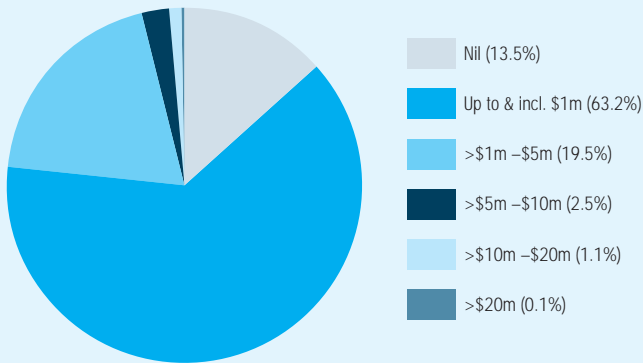


Note: Figures do not add up to 100 per cent as many recipients target more than one export region.

NB: Recipients either export or promote to the region

Source: EMDG database, June 2005

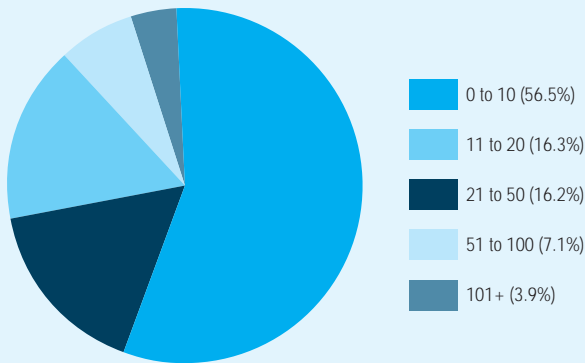
**Figure 14: EMDG recipients by annual export earnings, 2003–04 grant year**



Note: 77 per cent of EMDG recipients had export earnings of \$1 million or less compared with 69 per cent for the 2002–03 grant year.

Source: EMDG database, June 2005

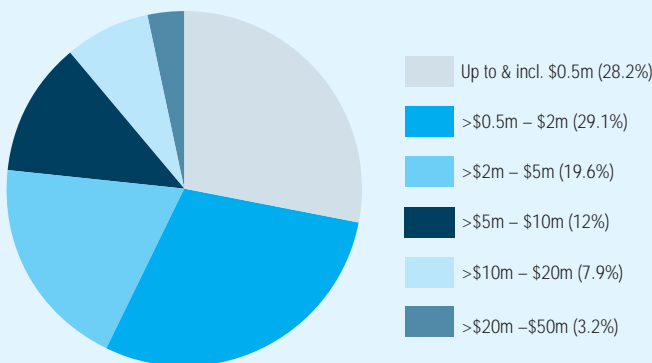
**Figure 15: EMDG recipients by number of employees, 2003–04 grant year**



Note: 73 per cent of recipients employed 20 people or fewer compared with 66 per cent in the 2002–03 grant year.

Source: EMDG database, June 2005

**Figure 16: EMDG recipients by annual income, 2003–04 grant year**



Note: 77 per cent of businesses receiving grants in the 2003–04 grant year reported annual income of \$5 million or less.

Source: EMDG database, June 2005