

MEASURING AUSTRADE'S TAILORED SERVICES

HOW WE DID IT?



Austrade worked with Swinburne University to measure the impacts of Austrade's tailored services (2012–13 to 2015–16).



Tailored services include introductions to buyers, advice on market strategies, assistance with pitching goods and services etc.



The study used the most comprehensive business-level database in Australia: the Business Longitudinal Analytical Data Environment (BLADE).

The study compared businesses receiving tailored services against very similar businesses that did not receive Austrade's services. The same comparison was also made to those businesses that only received Austrade's general service offering.

2012–13

2015–16

MORE THAN 2,500

MORE THAN 7,300

Businesses receiving Austrade's tailored services

Business that only received Austrade's general service offer

RESULTS

- From 2012–13 to 2015–16, those who received these tailored services grew their export sales by

26% MORE THAN THOSE THAT OPTED FOR GENERAL AUSTRADE ADVICE,

and much faster than those who didn't use Austrade's services at all.

- This equates to a total annual increase in exports of more than

\$20BN FOR THE AUSTRALIAN ECONOMY.

- How much each business increased their exports varied across industries.

AN AVERAGE OF AROUND \$8 MILLION PER BUSINESS

extra export sales is driven by businesses that are mainly in the resources, manufacturing, health and education-related services sectors. These are industries with some of Australia's largest businesses.

- SMALL TO MEDIUM ENTERPRISES (SMEs)** saw their export sales increase more than

\$2M



PER BUSINESS
on average.



Businesses receiving tailored services increased their employment by around **3%** more than those who received general services.



SMEs receiving tailored services increased their employment by around **8%** more than those who received general services.

NOTE: WITHIN 4 YEARS OF RECEIVING TAILORED SERVICES.

WHAT ARE THE NEXT STEPS?

This research is the first step in better evaluating the impact of our services. We are continuing to improve our data and evidence to ensure we use best practice techniques.