

AUSTRADE STRATEGY 2018–2022

OUR ROLE

Austrade leverages the deep commercial knowledge and relationships of our international and domestic networks, and the badge of government, to deliver value for our clients and investors. We:

- › connect export-ready Australian businesses to overseas opportunities and work with them to achieve commercial outcomes
- › win productive foreign direct investment
- › promote Australian capability internationally
- › work with priority industry sectors to drive sustained long-term growth of Australian exports
- › reduce the time, cost and risk for our clients
- › provide authoritative commercial insights and information to help clients to make informed business decisions
- › inform and influence policy to support positive trade and investment outcomes
- › provide financial assistance for exporters through programs like the Export Market Development Grants scheme
- › support Australia's regional exporters through the TradeStart network
- › contribute to economic diplomacy and protect the welfare of Australians abroad through timely, responsive consular and passport services in specific locations.

OUR CLIENTS

Austrade works with a range of clients, including:

- › Australian businesses that export or seek to export goods and services
- › Foreign businesses that buy or seek to buy goods and services from Australia
- › Foreign businesses that invest in or seek to invest in productive areas of the Australian economy

OUR VALUES

At Austrade, we exemplify APS values – we are impartial, accountable, committed to service, ethical and respectful. We foster a workplace culture based on:

- › **Generosity of spirit** – we put trust in each other, encourage each other to flourish, grow and thrive, even when we make mistakes
- › **Innovation** – we are creative and adaptable, and we welcome and develop new ideas
- › **Collaboration** – we partner and collaborate, working together across and beyond Austrade to meet the needs of our clients
- › **Transparency** – we are open and honest in the way we work with each other, our clients.

OUR STRATEGIC PRIORITIES 2018–2022

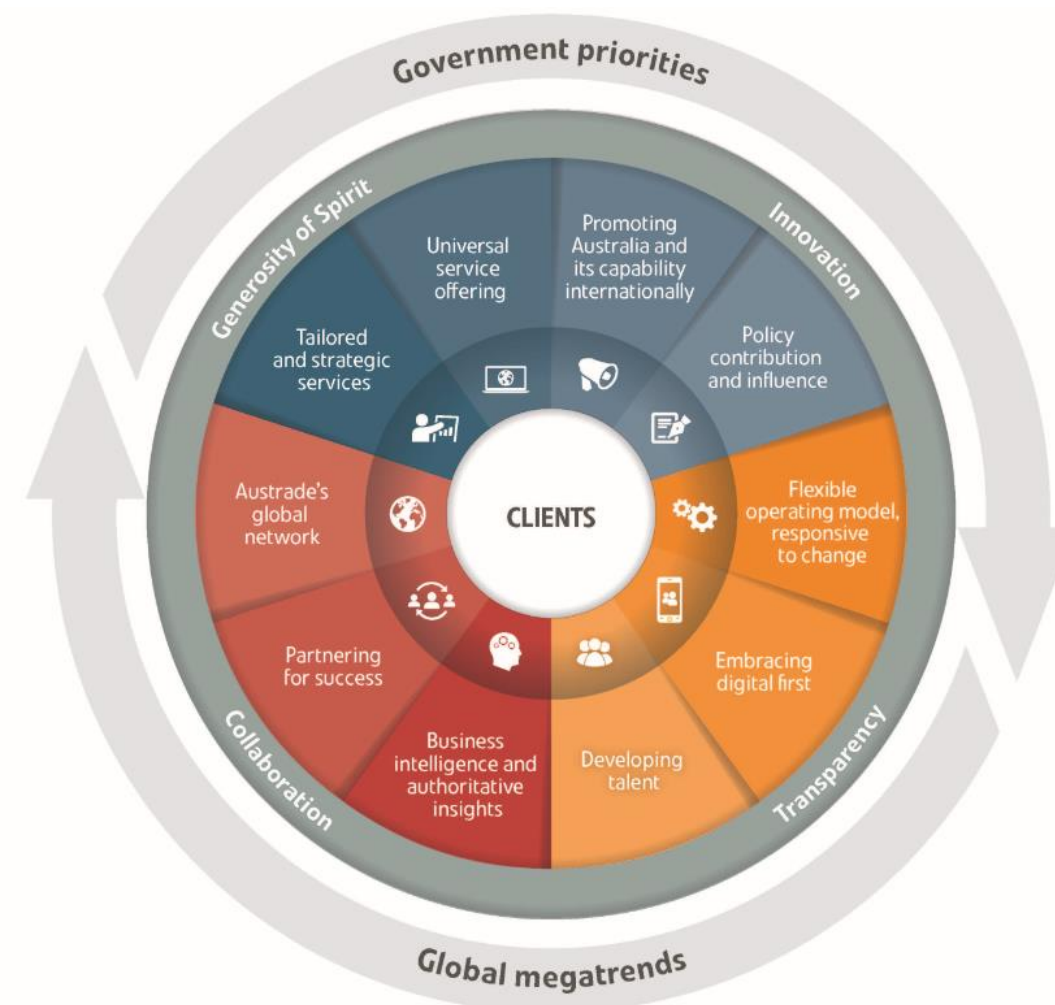
Austrade's strategic priorities focus on transforming our business and include:

- › **Strengthening client service delivery** – we will broaden our reach and value-add by developing an enhanced suite of **tailored and strategic services**, and a **universal service offering**. These will be informed by global opportunities, client needs and supported by new technology, platforms and data analytics.
- › **Partnering for success** – with our partners we will collaborate, co-design and deliver seamless export and investment services which make the most of our collective strengths and resources.
- › **Promoting Australia and its capability internationally** – we will work with partners across government and business, and the broader community to strengthen Australian positioning and promote Australian innovation and capability internationally.
- › **Expanding our policy influence** – harnessing our unique understanding of international markets and the commercial interests of our clients, we will proactively inform and influence policy.
- › **Developing talent** – we will continue to invest in the capability of our people, developing their talent and maximising their contribution to our business.
- › **Embracing digital first** – we will optimise our service delivery and operations through intuitive, client-focused, and integrated digital platforms which optimise efficiencies, information dissemination and collaboration.
- › **Enhancing our commercial intelligence capability** – we will continue to leverage the extensive knowledge and experience of our people, and further build our commercial intelligence capability to provide authoritative insight to business.
- › **Operating with agility** – we will redesign our business model to be stable at the core but flexible around the edge with strategic resource allocation, to respond to rapidly changing global dynamics and new priorities.

OUR STRATEGIC DRIVERS

The following principles guide how we set our strategic priorities:

- › **Placing clients at the centre** of everything we do.
- › Deploying Austrade **resources where they deliver the greatest value.**
- › **Implementing government priorities**
- › **Addressing market failure**
- › Focusing on **sectors and markets:**
 - where **Australia has export capability and capacity**, and **demand exists overseas**
 - where **investment will contribute most to economic productivity**
 - which will help to **reduce risk to the Australian economy through encouraging diversification.**



WHAT DOES SUCCESS LOOK LIKE

By 2022, Austrade will further increase its contribution to Australia's economic prosperity by:

- › **delivering valued services to a broad group of clients operating internationally**, including those in high-growth, high value-add sectors, connecting them to opportunities and helping them achieve commercial outcomes
- › **increasing investment into the most productive or potentially productive sectors of the economy**, helping to grow jobs and export opportunities, facilitate skills and knowledge transfer, and foster innovation
- › providing authoritative commercial insight as a **sought-after thought leader on international business, export and investment**, helping exporters and investors make informed business decisions, encouraging more Australian businesses to consider exporting, and contributing to supportive economic policy settings
- › **promoting Australian capability** and acting as a **centralised networking hub** for all involved in international trade and investment, helping deliver seamless services and making the most of collective knowledge and resources
- › operating as a **digital organisation with cutting-edge technology**, wide-ranging data sources, and powerful information tools
- › employing a **highly engaged, motivated and expert workforce**, with Austrade seen as an employer of choice.