

# business envoy



## FIFA Women's World Cup 2023™: Showcasing Australia's Nation Brand

Closer Economic Relations Trade  
Agreement with NZ turns 40

Promoting First Nations  
entrepreneurship

A call to WA business: showcase your  
wares for export



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Minister's foreword

Delivering new trade and investment opportunities

The September 2023 issue of *Business Envoy* contains a host of topics reflecting the Australian Government's focus on delivering new trade and investment opportunities for the Australian community and business sector.

We are reaching out into the region with great intent with the launch of *Invested: Australia's Southeast Economic Strategy to 2040* to deepen Australia's economic engagement and provide a practical pathway to increase Australia's two-way trade and investment with one of the fastest-growing regions in the world.

This engagement received a boost with the announcement in August of the Indonesia-Australia Skills Development Pilot, illustrating how we are deepening both economic links with our near neighbour through greater mobility of professionals while also increasing the cultural understanding between our two countries.

The Australia-United Kingdom Free Trade Agreement is delivering new commercial opportunities for Australian exporters, with tariff-free raw sugar exports to the UK resuming for the first time in 50 years. Applications open this month for a streamlined two-way visa

pathway so that eligible UK citizens with requisite skills can live and work in Australia, enhancing innovation among Australian companies and developing new commercial opportunities.

In July, Australian and New Zealand Prime Ministers recognised the 40th year of the Closer Economic Relations (CER) trade agreement as a special milestone in the bilateral relationship. We have continued to strengthen our economic partnership with New Zealand to meet regional and global challenges and I was pleased to host my New Zealand counterpart in August where we agreed to work more closely on sustainable and inclusive trade. You can read more on this and the history of the CER in our "then and now" feature.

Our cover story on the Australian sports team that shattered match attendance records, our mighty Matildas, explains how Australia's Nation Brand was showcased around the world



Above: Senator the Hon Don Farrell, Minister for Trade and Tourism, at the Closer Economic Relations Ministerial Meeting in Adelaide, August 11, 2023.

during the 2023 FIFA Women's World Cup. We were proud to co-host this significant event with New Zealand. The spotlight brought thousands of visitors to our shores and a much larger audience around the world captured by the unique stories of Australian excellence and innovation, our long history, vibrant diversity, and rich indigenous culture. We encourage Australian businesses to take up Nation Brand assets and help promote Australia to the world.

The Australian Government continues to work hard on negotiations with the EU and India to secure trade agreements that meet our national interests. Efforts continue to stabilise relations with China. We believe it is in both Australia's and China's interests for all trade impediments to be removed.

In the last year, there have been a number of positive developments in the Australia-China trade relationship, including China's removal of duties applying to Australian barley exports, effective 5 August, which paves the way for all Australian exporters to re-enter the Chinese market. But trade impediments continue to negatively impact some Australian exports. I will continue to advocate strongly for the timely and full resumption of normal trade for all sectors so that mutually beneficial trade can resume.

I trust you will enjoy this issue of *Business Envoy*.

**Senator The Hon Don Farrell**  
Minister for Trade and Tourism

Engage

We are committed to ensuring *Business Envoy* is a useful resource and we value your input.

Please complete this short survey:  
[surveymonkey.com/r/DFATBusinessEnvoy](https://surveymonkey.com/r/DFATBusinessEnvoy)



On the cover:

The Matildas in a huddle. Read how Australia's Nation Brand was showcased globally during the FIFA Women's World Cup 2023™ on page 6.





# Promoting First Nations entrepreneurship and fostering collaborations in the global market



Supporting the excellence, ideas and unique offerings of First Nations businesses when seeking to expand into international markets is a key priority for the Australian Government.

Austrade’s Landing Pad in Singapore supports Australian technology scale-ups to land and expand in key global tech markets. It typically provides support in sector focused cohorts such as medical, finance, agricultural and clean technologies.

Austrade recently partnered with the Department of Foreign Affairs and Trade to host nine remarkable First Nations businesses as part of a Singapore Landing Pad immersion week. It was the first time the Landing Pad has run a program dedicated to supporting First Nations businesses to enter Singapore.

*“This program is a wonderful opportunity, and I would highly recommend it to other Indigenous businesses.”*

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Melissa Cole from Yaye

The participating businesses represented a diversity of First Nations talent across various industries such as fashion, agritech, cosmetics and food and beverages. The businesses brought unique cultural identity, creativity, and innovation, showcasing the rich tapestry of Australian First Nations entrepreneurship.

The program sought to provide participants with the essential tools and insights needed for exporting success in the Singapore market. This included receiving insights into the market from experienced Australian exporters, masterclasses on branding and sector-specific deep dive workshops. The program also offered curated site visits to renowned Singaporean retailers such as NTUC FairPrice Group, Cold Storage Singapore, Design Orchard, Little Farms and Singapore’s largest traditional mushroom farm.

*“It has shown us that export is achievable and within reach, even for small businesses.”*

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Dale Vocale from Jarrah Boy

A highlight of the program was the showcase event held at Australian restaurant Kaarla, where potential partners, distributors and influencers gathered to meet the First Nations entrepreneurs and try their product samples. This provided the opportunity for participants to generate substantial interest from potential foreign investors and build the people to people links that drive business collaborations.

Events like this underscore the importance of practical outcomes in a First Nations approach to foreign policy, where entrepreneurship and diplomacy intersect to create

*“When we support First Nations businesses, we not only create economic opportunities, but we also preserve and celebrate the rich cultural heritage. These businesses share our ancient stories; showcase resilience, creativity, and entrepreneurial spirit of First Nations people.”*

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Mr Justin Mohamed, Australia’s Ambassador for First Nations People

opportunities for economic growth, cultural exchange, and mutual understanding.

The pilot visit was supported by Justin Mohamed, Australia’s Ambassador for First Nations People, Australian High Commissioner to Singapore Allaster Cox, and Amelia Walsh, Austrade’s Trade and Investment Commissioner to Singapore. They were accompanied by proud First Nations woman Melanie Harris, Austrade’s Trade and Investment Commissioner to Kuala Lumpur.

The Landing Pad highlights the importance of Australia’s Southeast Asia Economic Strategy to 2040, that sets out a practical pathway for Australia to respond to emerging trade trends and investment opportunities across key sectors in Southeast Asia and matching those with Australian capabilities.

With thanks to those participating businesses: Liandra Swim, Ihraa Swim, Rainstick, Jarrah Boy, Figjam & Co, Kakadu Organics, Yaye, Kitikiti and Balu.



Left; Trade Delegation with Allaster Cox, Australian High Commissioner to Singapore  
Top; Kylie Bradford, CEO Kakadu Organics at the showcase event held at Australian restaurant Kaarla



## Are you a First Nations Business exporting or interested in exporting?

Austrade is equipped to assist exporters or aspiring exporters. Learn more about opportunities, visit: [austrade.gov.au/australian/how-austrade-can-help/first-nations](https://austrade.gov.au/australian/how-austrade-can-help/first-nations).



# Australia's Nation Brand showcased globally during the FIFA Women's World Cup 2023™



The FIFA Women's World Cup Australia & New Zealand 2023™ shattered match attendance and television viewership records, largely due to the Matildas' history-making performance. The tournament also showcased our close partnership with New Zealand, including a shared commitment to gender equity in sport and our close economic relationship.



It delivered a win for Australia's Nation Brand on the world stage. This began with an event during the FIFA Women's World Cup Trophy Tour stop in Adelaide, and then over the course of the FIFA Women's World Cup 2023 tournament.

Australia's now iconic branding appeared on electronic rotating boards positioned on the halfway line at all 32 matches held in Sydney, Brisbane, Melbourne, Adelaide and Perth.

Jessica Hamilton, Austrade General Manager Communication and Marketing, said Australia's Nation Brand is used to promote and tell the stories of Australia's people, places and their products across trade, investment, international education and the visitor economy, providing free digital marketing assets to Australian businesses.

"The Nation Brand helps to show international audiences that we are as famous for our smarts as we are for being friendly and down to earth. We are a country that drives breakthroughs in science, technology, medical technology and energy, and we offer world-class products in education, culture," said Ms Hamilton.

"Austrade acts as the custodian of Australia's Nation Brand, and we are privileged to manage the unifying brand that provides more than 440 free marketing assets to help Australian businesses and government organisations promote Australia.

"More than 36,000 assets have been downloaded by businesses from the asset library so far, which includes the Australia logo, graphic devices, fonts, and colours; templates to support digital marketing, events and exhibitions, reports, brochures; a storytelling



guide; and a suite of photography reflecting Australia by people, place and product," said Ms Hamilton.

Co-created with Indigenous designers, Balarinji, it is an 'umbrella' brand to create a more unified presence for Australia and Australian business on the world stage, that any Australian business can access and use in their marketing collateral.

"During the FIFA Women's World Cup 2023™, the largest women's sporting event in the world, Australia's Nation Brand was seen by over 1.2 million fans across the 32 matches held at Australian venues.

"The Nation Brand was also seen by tens of millions of record-breaking television audiences domestically and internationally, across markets such as Canada, China, England, France, Germany, South Korea, and Spain, all important trade and investment partners," added Ms Hamilton.

According to data from FIFA, the China PR v England match had the highest reach for a single match anywhere in the world with 53.9 million Chinese viewers watching some part of their team take on England.

Across England – an important commercial partner with new opportunities under the recent Australia-UK Free Trade Agreement – the BBC attracted a peak audience of 12 million viewers on BBC One. While ITV, which also aired the final, hit a reported peak of 14.4 million, according to figures from ratings compiler Barb.

In Spain, 5.6 million watched the final, and peaked at 7.4 million viewers, with data published by Barlovento Comunicacion noting it was the highest ever TV audience for a women's football game.

Across Australia, driven by the Matildas' history making performance, almost 18.6 million Australians watched the tournament across the screens of Seven, including 14.76 million reached on broadcast and 3.82 million on 7plus.

Australia's Matildas' semi-final against England's Lionesses became the most-watched TV program in more than two decades. It reached 11.15 million and had an average audience of 7.2 million, attracting the highest viewers of the Matildas' seven matches.

The final reached 5.54 million Australians and drew an average national total audience of 3.08 million on channel Seven and 7Plus.

The *Economic Return of Nation Brand* study notes the value of a country's branding correlates to factors that contribute to economic prosperity.

Australia's brand was ranked 10th overall and in the top 10 across all key areas according to the 2022 Anholt-Ipsos Nation Brands Index (NBI) index. Rankings were informed by feedback collected from 60,000 interviewees in 20 panel countries.

The Nation Brand has also been showcased at other significant international events. In 2022, it was featured at the United Nations Climate Change Conference (COP27) in Egypt, Asia Fruit Logistica in Bangkok, GamesCom in Germany, and during the Prime Minister's visit to Indonesia.

To learn more about Australia's Nation Brand, and download your free marketing assets, visit [www.brandaustralia.com](http://www.brandaustralia.com)

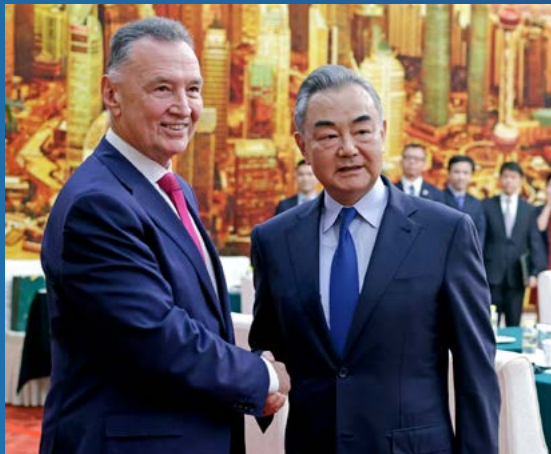


# The 7th Australia-China High Level Dialogue

took place in Beijing on 7 September 2023



The Dialogue brought together leaders from diverse stakeholder groups in both countries to discuss trade and investment, people-to-people links, bilateral relations, and regional and international security.



It was co-hosted by DFAT's National Foundation for Australia-China Relations and the Chinese People's Institute for Foreign Affairs. Established in 2014, the Dialogue has contributed to Australia's Comprehensive Strategic Partnership with China. This year's Dialogue was the first since 2020.

Australia's delegation was led by the Hon Dr Craig Emerson, former Minister for Trade, and comprised senior industry representatives from industry, government, academia, media and the arts. DFAT Secretary Jan Adams, Ambassador Graham Fletcher, Foundation CEO Peter Cai and Ambassador for Climate Change Kristin Tilley participated, as did former Minister for Foreign Affairs and ANU Chancellor, the Hon Julie Bishop.

After the Dialogue, Australia's delegation met Chinese Foreign Minister Wang Yi in the Great Hall of the People.

The Dialogue was a valuable opportunity to exchange perspectives across the breath of our bilateral ties, and represented another important step towards stabilising the Australia-China relationship.

Above: The Hon Dr Craig Emerson, former Minister for Trade and Chinese Foreign Minister Wang Yi.

# Australia and Indonesia collaborate on skills development



Indonesia is one of Australia's closest neighbours. Deepening people-to-people links between our two countries is central to our economic relationship.

Deepening our economic ties with Indonesia is a priority for Australia. Indonesia's young and growing labour force, together with government policy and the endowment of natural resources, underpins the country's strong economic performance.

Australia and Indonesia will have greater opportunities to collaborate on skills development with the signing of an expanded Memorandum of Understanding (MoU) on the Indonesia-Australia Skills Development Exchange Pilot by Australian Ambassador to Indonesia, Ms Penny Williams, and the Secretary General of the Indonesian Ministry of Manpower, Mr Khairul Anwar.

The pilot, a mobility program under the Indonesia-Australia Comprehensive Economic Partnership Agreement, gives eligible businesses and employees the opportunity to develop their workplace skills, and will strengthen economic links between our two countries. Under the expanded MoU, 1,500 placements are available in each direction to 2028, allowing Australians and Indonesians to develop their professional and intercultural skills through exchanges of up to 12 months in the other country.

The sectors eligible under the pilot have been expanded to include agri-businesses, creative sectors, tourism and travel, and the green economy. Placements in the finance, insurance, mining engineering, information media, and telecommunications sectors will remain available.

Through the pilot's expansion, more Australian professionals and businesses will be able to build their cultural understanding of Indonesia and increase their commercial advantage in an increasingly important market. Including the green economy will enable deeper partnerships in the critical minerals and clean energy sectors, supporting both countries through the transition to net zero.

More information about the program, including eligibility and how to apply, can be found at [dfat.gov.au/IACEPA](https://dfat.gov.au/IACEPA)

# Guidelines help Australian businesses comply on responsible business conduct



In June 2023 the OECD released updated Guidelines for Multinational Enterprises on Responsible Business Conduct.

The OECD Guidelines are internationally agreed responsible business conduct standards and a valuable resource for businesses to use to enhance their contributions to sustainable development and address adverse impacts associated with business activities on people, planet, and society. They cover all key areas of business responsibility, including human rights, labour rights, environment, bribery, consumer interests, disclosure, science and technology, competition, and taxation.

The 2023 edition of the guidelines provides updated recommendations for responsible business conduct across key areas such as climate change, biodiversity, technology, business integrity and supply chain due diligence.

The guidelines, which are fully aligned with the UN Guiding Principles for Business and Human Rights, were first introduced in 1976 and last updated in 2011. The update of the guidelines was agreed by the 51 adherent countries, including both OECD members and non-members, accounting for two-thirds of global trade and investment.

The Australian Government expects multinational enterprises to comply with the guidelines. The Australian National Contact Point for Responsible Business Conduct (AusNCP) has a range of resources on its website to assist companies to understand and meet these responsible business conduct standards. Instances of alleged non-compliance with the guidelines can be subject to a complaint to the AusNCP.

See [ausncp.gov.au](https://ausncp.gov.au) for further information

# Applications open for the Innovation and Early Careers Skills Exchange Pilot



The Australia-UK Free Trade Agreement is creating a range of new opportunities for professionals from the UK to live and work in Australia.

The Innovation and Early Careers Skills Exchange Pilot (IECSEP) is a key mobility initiative that will strengthen business ties through the movement of UK professionals to Australia. IECSEP provides two new streamlined visa pathways for eligible UK citizens to build international skills and networks while living and working in Australia.

Under the Early Careers stream, tertiary-qualified applicants aged 21 to 45 can work for an Australian employer for up to one year. This is a great opportunity for Australian businesses to access UK professionals, through graduate rotations, intra-corporate transfers, and secondment opportunities. Under the Innovation stream, highly experienced and skilled UK citizens with demonstrated contributions to innovation can live and work in Australia for up to three years. This pathway has no age limitation and provides a longer timeframe for skilled innovators to deliver projects and develop commercial opportunities for their Australian employers.

There are no requirements for businesses to apply for sponsorship under IECSEP, and labour market testing is not required. Applicants need to provide evidence of a job opportunity in Australia and satisfy other eligibility criteria.



## Applications are open.

Want to know more? Register your interest with the Australian Department of Foreign Affairs and Trade at [dfat.gov.au/aukfta](https://dfat.gov.au/aukfta)



# Australia set to shine at Expo 2025 Osaka, Kansai

Australia is participating in the next World Expo in Osaka, Japan. This unmissable mega event will bring together more than 150 nations for six months from April to October 2025. We are offering Australian organisations an unparalleled chance to leverage this unique global platform and partner with us.

The Australian Government will showcase the best of Australian business, innovation, exports, sport and culture to a highly influential global audience. Expo organisers expect over 28 million visitors, including 3.5 million from overseas.

Leading Australia’s participation is Nancy Gordon, Commissioner General for Australia at Expo 2025 Osaka.

“Our purpose-built pavilion will host an extensive program of events and a unique visitor experience designed to provide an unforgettable Australian experience and advance our national interests with one of Australia’s closest partners,” says Ms Gordon.

## Australia Pavilion Partnership Opportunities

“We are looking for extraordinary organisations to help us shine on the world stage and we invite you to join us as an Australian Pavilion sponsoring partner.”

Australian Pavilion sponsoring partnerships offer a unique commercial and promotional opportunity for Australian businesses to harness this exceptional global platform and lead the conversation in their sector, engage with investors, build relationships with government, non-government organisations and corporations, and achieve high growth ambitions.

As a valued partner, you will participate in networking opportunities across your sector, in collaboration with corporate leaders, government officials, decision makers, investors and entrepreneurs from Japan and other major trading partners.

An international event of this scale, with its influential visitor profile, offers an invaluable platform for Australian businesses to stand out from the crowd and extend their position as a global leader in this important market.

**Partnerships Expressions of Interest are open now.**

For more information on this extraordinary opportunity, visit [dfat.gov.au/trade/expo-2025-osaka](https://dfat.gov.au/trade/expo-2025-osaka)

# Engaging trade professionals with the International Trade Network



The International Trade Network (ITN) is a new platform for trade professionals to connect in Australia. Established by DFAT, ITN membership is open to current and aspiring trade professionals in Australia from government, the private sector, thinktanks, academia and the diplomatic corps.

By providing opportunities to engage and learn, the ITN will enhance dialogue and collaboration on international trade and investment policy issues, with linkages to foreign and domestic policy.

The ITN was officially launched in July 2023 with a panel discussion between US Ambassador Caroline Kennedy and DFAT Secretary Jan Adams, moderated by Emeritus Professor Peter Drysdale (ANU). The discussion focused on economic engagement in the Indo-Pacific, covering policy issues like climate change and geopolitical shifts, the role of the global trading system and effective bilateral engagement to build resilience and promote regional economic security.

Momentum has been building following the launch, with growing membership and a line-up of trade and investment policy discussions. A recent First Nations trade panel event showcased how the Australian Government is working in partnership with Australia’s First Nations business sector to deliver trade and investment outcomes.

More topical events are planned before the end of the year, with upcoming panel sessions on climate change and trade and digital trade.

ITN membership is open to trade professionals in Australia at all stages of their career – sign up to DFAT’s International Trade Network to receive invitations to ITN events and other information relating to Australia’s trade and investment policies: [dfat.gov.au/trade-and-investment/international-trade-network](https://dfat.gov.au/trade-and-investment/international-trade-network)



Jan Adams, Secretary of the Department of Foreign Affairs and Trade with Caroline Kennedy, United States Ambassador to Australia and moderator Professor Peter Drysdale, Emeritus Professor of Economics and the Head of the East Asian Bureau of Economic Research and East Asia Forum at the Crawford School of Public Policy at the Australian National University at DFAT, RG Casey Building, Canberra, Australia on 13 July 2023.





# Australia and New Zealand CER Then and Now



1983



2023

As Australia and New Zealand celebrate 40 years of the Closer Economic Relations trade agreement, we take a dive into the archive, to see where it started and how the relationship across the Tasman has evolved.

The first trade agreement between Australia and New Zealand dates back to 1922 – it essentially stated that each party would trade with the other. In 1933, the Australia New Zealand Trade Agreement followed, under which the two countries gave each other preferences and some special rates of duty. A partial free trade

treaty entered into force in 1966, leading to the removal of tariffs and quantitative restrictions on 80 per cent of trans-Tasman trade by the late 1970s. A more open bilateral trading system was needed and, in 1983, the Australia-New Zealand Closer Economic Relations Trade Agreement (ANZCERTA) was signed – and has now become the cornerstone of the trade and economic relationship.

It was one of the first agreements of its kind in the world – recognised by the WTO as among the world's most comprehensive and effective FTAs. It has underpinned strong growth in trade across the Tasman with total two-way trade valued at A\$31.3 billion in 2022. The CER has continued to grow and adapt, to capture new opportunities and address changing priorities for businesses and individuals in both countries.

Over the last 40 years, the success of CER has fostered our shared ambitions, going far beyond its origins in trade and acting as the foundation for new gains.

CER is now supplemented by more than 80 protocols, arrangements and declarations, that drive trans-Tasman collaboration in areas as diverse as scientific research collaboration, mutual recognition of goods and professions, and fostering greater linkages between Māori, Aboriginal and Torres Strait Islander peoples.

In this milestone year:

Australia and New Zealand have made history as the first co-hosts of a FIFA World Cup – a testament to the closeness and weight of our relationship. While providing enormous economic benefit, it has also been a joint opportunity to start global conversations around

women's sport, gender equality and raise the profile of the trans-Tasman brand.

Prime Ministers have endorsed a Roadmap to 2035 showcasing a shared ambition to not just improve trade and economic flows, but also do so in a way that helps confront the challenges of climate change and brings economic inclusion into focus. The new Australia-New Zealand Sustainable and Inclusive Trade Declaration enhances our commitments under CER, to ensure businesses, individuals and our broader societies reap the benefits of more modern, resilient and sustainable economies.

Australia and New Zealand continue to work in the region and on the global stage, to build on the benefits of CER and open new opportunities for trans-Tasman businesses.

The signing of the upgraded ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) in August will modernise our economic engagement with the most dynamic region in the world, with new or enhanced provisions in areas such as e-commerce, sustainable development and investment.

For further information about the roadmap and declaration see:

[dfat.gov.au/geo/new-zealand/trans-tasman-roadmap-2035](https://dfat.gov.au/geo/new-zealand/trans-tasman-roadmap-2035)

[dfat.gov.au/geo/new-zealand/sustainable-and-inclusive-trade-declaration](https://dfat.gov.au/geo/new-zealand/sustainable-and-inclusive-trade-declaration)

Images, from left:

New Zealand Prime Minister Mr Muldoon and Australia's Deputy Prime Minister Mr Doug Anthony before beginning talks in Wellington on closer economic relations, ca 28 October 1982  
*Credit: NZ Evening Post*

New Zealand High Commissioner to Australia, Sir Laurie Francis (l), and Trade Minister Lionel Bowen (r) sign the Australia-New Zealand Closer Economic Relations (CER) Trade Agreement in Canberra on 28th March 1983

Australian Prime Minister Anthony Albanese and New Zealand Prime Minister Chris Hipkins in Wellington, New Zealand, 26 July 2023

Senator the Hon Don Farrell, Minister for Trade and Tourism, and the Hon Damien O'Connor, New Zealand Minister for Trade and Export Growth, sign the Sustainable and Inclusive Trade Declaration at the conclusion of the Closer Economic Relations Ministerial Meeting in Adelaide, August 2023





## Trade diversification in the Western Australian economy

**A call to WA business:** showcase your investment opportunities online

Forty cutting-edge projects driving the diversification of Western Australia's economy have been awarded \$148.4 million in grants under WA's Investment Attraction Fund.

The progress includes support for development of Infinite Green Energy's MEG HP1 Green Hydrogen project, which aims to produce up to 4.4 tonnes of hydrogen per day for the domestic transport market; and development of the YURI Renewable Hydrogen to Ammonia Plant.

Some of the successful projects will drive the development of local battery capabilities, including innovative advanced manufacturing battery eco-system hubs for the Pilbara and Rockingham regions; and development of precursor Cathode Active Material (pCAM). The Ord Cotton Ginney will enable substantial expansion of cotton production and flow-on supply chain opportunities; Franmarine Underwater Services' Global Operations Centre will deliver new ship sustainment and husbandry capabilities to defence organisations; and Pacific Energy Renewables WA will deliver advanced manufacturing capabilities for stand-alone power systems.

WA's med and biotech sectors continue to deliver world-leading capabilities, with projects to expand local pharmaceutical manufacturing; formulate new vaccines; deliver medical biosensor manufacturing processing; and commercialise a diagnostic imaging system. And the space sector continues to grow, including the development of an EONET project, accessing satellites and delivering Earth Observation Data for vital insights. To learn more about these projects, visit [investandtrade.wa.gov.au/opportunities/investment-attraction-fund](https://investandtrade.wa.gov.au/opportunities/investment-attraction-fund)

The Chamber of Commerce and Industry WA (CCIWA) has partnered with Invest and Trade Western Australia to launch a website dedicated to showcasing investment opportunities in the state.

The website promotes investment-ready projects in WA across a range of industry sectors. The aim is to drive investment attraction to the WA, grow the economy, and create jobs.

A recent survey conducted by CCIWA Business found that a significant number of WA businesses are actively seeking foreign investment. Investment in WA is approximately \$46 billion; there is a tremendous opportunity to increase investment across WA's core industry sectors, along with emerging and innovative diversified greenfield and brownfield investment.

The initiative complements existing trade promotion and investment attraction activity by the WA Government's Invest and Trade Western Australia.

Under the partnership, CCIWA's International Trade and Investment Centre (ITIC) will develop, implement and maintain the digital platform.

The website features curated commercial investments from a minimum of \$10 million with a particular focus on investments in primary industries, mining, energy, mining and technology services (METS), tourism, creative industries, health medical life sciences, defence industries and space industries. The platform will be an important tool in the state's investment attraction efforts and will assist to showcase the types of investment projects and the investment potential in Western Australia.

Learn more at [wainvestments.com.au](https://wainvestments.com.au)





## Addressing gender barriers with rugby in Samoa



Team Up is the Australian Government's sport for development program in the Asia-Pacific, with more than 30 partnerships working toward attracting women, girls and people with a disability to sport.

The League for Life program uses rugby league as a vehicle to provide a safe, welcoming and inclusive community space for Pacific island women and girls, and people with a disability, and reduce incidents of gender-based violence through community engagement and education programs.

Lepaileyai Faaiuasoo, known as Lepa to her friends and colleagues, is a development officer for the League for Life program in Samoa, supported by Team Up. Lepa is also the vice-captain of a local women's rugby league team, the Savai'i Blues, who made history in September 2022 by winning the inaugural Rugby League Samoa [RLS] Women's Island of Origin series.

"Being a part of the League for Life program is important to me because I get to share my knowledge with the next generation," says Lepa.

"E au le inailau a tamaitai is a Samoan saying that means 'women can, and women will'.

"As a female sports leader, I have witnessed how the program inspires children and especially young girls, developing their love for the game while building their confidence and self-esteem."

Sport is a powerful force for women's economic empowerment. It sets the foundation for healthy child development, builds self-esteem and leadership skills, and helps to break down barriers across gender, ethnicity and socio-economic status.

Lepa credits her success in sports to her father, Manuopuava Faaiuasoo.

"I am following in my father's footsteps. He was a sprinter and rugby player who represented Samoa. I am also lucky to be surrounded by many friends who are athletes, one of whom was our former manager. She's the one that motivated me and is the reason I got involved in this sport for development program.

"What I love most about my role is going out to schools and delivering the program. The excitement on the children's faces when they see our van pulling up, calling out our names, and enjoying the activities, that is the best part!"

## Regional Spotlight

Showcasing Australian enterprise successes in global marketplaces



### Foodtech exporter Flavourtech expands to the Netherlands

Award-winning food technology company Flavourtech, from Griffith in regional New South Wales, ships its aroma recovery, extraction and evaporation technology all over the world.

In October 2022, Flavourtech set up an office at Wageningen University and Research Centre in the Netherlands' Foodvalley. The centre is a global hub for food-related businesses. Flavourtech looks forward to undertaking food and bio-based research with the university and their partners, now that its pilot plant facilities are up and running.

"Being just down the road is increasing opportunities with our European customers. It's so much simpler now for them to bring their product and conduct trials at our demonstration facility," says Flavourtech General Manager Leon Skaliotis.

Flavourtech's Spinning Cone Column (SCC) was originally developed to remove sulphites during the winemaking process. However, it proved successful at solving another issue, removing alcohol from wine. Those initial tests also showed its potential for capturing natural aromas.



"Flavour companies around the world now consider the SCC to be the gold standard for natural aroma recovery," explains Skaliotis. "Other technologies can capture flavours and aromas, but none can capture them at the very light, volatile end the way our system does."

Other innovations may come in response to a customer request for help, or when Flavourtech sees a way to improve a customer's processing operations. For example, in the late 90s Flavourtech developed a fully integrated processing line to help a client reduce health and safety risks from boiling products and moving forklifts. More than 25 years later, that client is efficiently producing high quality RTD beverages, leads its market and says Flavourtech has been integral to its success.

Flavourtech is benefitting from Foodvalley's centralised location, with customers from Japan and India having offices in the same building. A chance meeting with US contacts, who were also setting up offices at the university, has led to talks about conducting trials on Flavourtech's equipment in the Netherlands, says Skaliotis.

Flavourtech's SCC technology could be used in plant-based food production to remove undesirable flavours and aromas or to capture natural flavours making food products more natural and palatable. The SCC can also extract the desirable natural aromas from over-ripe or non-marketable fruit that is otherwise sent to waste, thus creating new revenue streams.

"Australian exporters sometimes think they need to be everywhere in Europe," notes Wim Verstraaten, Austrade's Senior Business Development Manager, Agribusiness and Food.

"However, it may be more strategic to find a single-entry point, such as the Netherlands. As well as a densely populated domestic market, it has four deep seaports, international air access and road and rail links to much of Europe within a couple of hours."

"We found the Netherlands very transparent in how they do business," adds Skaliotis. "Austrade has been extremely helpful, pointing us in the right direction on things like setting up a virtual office until we had finalised our physical location."



## Mitsubishi Group internship offers insights into Japan's history of corporate social responsibility



Since 2017 nearly 70 New Colombo Plan (NCP) scholars and alumni have been given an inside look into 21st century Japanese business thinking and innovation, thanks to the NCP's collaboration with the Mitsubishi Group in Japan.

New Colombo Plan scholar Fraser Robb, a Curtin University graduate in electrical engineering, and computer science student, says his internship with Mitsubishi was a highlight of his time in Japan.

"Learning about the Mitsubishi Group's history and its businesses, I have a real appreciation of the shared corporate principles that they stand by – it's a uniquely Japanese approach to business," Fraser says.

"It was fantastic to be introduced to companies which firmly commit to a shared set of values and with such success. It's clear to see both the commercial advantages and societal benefits, which come from their collective commitment to corporate social responsibility, integrity and fairness and developing global understanding through business.

The New Colombo Plan is a signature initiative of the Australian Government. It aims to lift knowledge of the Indo-Pacific in Australia by supporting Australian undergraduates to study and undertake internships in the region.

The New Colombo Plan involves a scholarship program for study of up to one year and internships or mentorships, and a flexible mobility grants program for both short and longer-term study, internships, mentorships, practicums and research.

For further information see [dfat.gov.au/people-to-people/new-colombo-plan](https://dfat.gov.au/people-to-people/new-colombo-plan)

"Seeing Mitsubishi Group's collective intent to move towards a carbon neutral society and learning how many Mitsubishi Group companies are putting a priority focus on sustainability gives me confidence that they will have a significant and ongoing positive impact on this important issue."

Above: New Colombo Plan scholars visiting a brewing site at Kirin Brewery, Kobe. Mitsubishi Group companies host NCP scholars across a range of businesses, including visits and workshops with Kirin Holdings Company, Limited, Mitsubishi Corporation, Mitsubishi Electric Corporation and Mitsubishi Heavy Industries Ltd.

## Aldridge Railway Signals named Indigenous Exporter of the Year



First Nations business Aldridge Railway Signals was named Indigenous Exporter of the Year at Supply Nation's Supplier Diversity Awards in Sydney in August this year.

The Indigenous-owned and Indigenous-run business manufactures signals and provides infrastructure to clients throughout Asia. It was just one of the success stories recognised in the annual awards celebrating a prosperous, vibrant and sustainable Indigenous business sector.

Managing Director David Aldridge accepted the award, which is sponsored by the Australian Trade and Investment Commission (Austrade). The 1,200-strong audience at Supply Nation's Connect 2023 Gala Awards Dinner comprised First Nations business owners and corporate and government representatives.

Aldridge says the award is a great recognition of his company's growing export success.

"We've had a cracker of a year. Last year export markets made up 43 per cent of our turnover and we're still growing.

"We've been in Indonesia for 15 years but all of a sudden the top's blown off. We're also doing projects in Malaysia and just completed the first stage of a project in Taiwan," he says.

Above: Managing Director David Aldridge accepting the Indigenous Exporter of the Year award

Top: There was an audience of over 1,000 at the Connect 2023 Gala Awards Dinner



### Tap into government resources to start exporting

Aldridge encourages other Indigenous businesses to get out and use their networks and tap into government resources to explore exporting pathways.

"You can't export from behind a computer. You've got to get out, get up and running and see people and prospective clients," he explains.

"We've been supported along the way by Austrade. There are a lot of people out there who help Indigenous exporters and they are just there for the asking. You've got Supply Nation, Austrade, Export Nation. There are other Indigenous exporters that are always happy to help too."

Austrade and the NSW Government through the TradeStart initiative have helped Aldridge Railway Signals to develop export markets, including Malaysia, Singapore, Hong Kong and Thailand.

The New South Wales-based company has also used Austrade's Export Market Development Grants (EMDG) program to successfully market and promote products and services to customers throughout Asia.

Austrade Trade and Investment Commissioner to Malaysia and Brunei and proud Aboriginal woman Melanie Harris says Austrade has been a longtime supporter of the non-profit Supply Nation. It is one of the many organisations the agency partners with to champion First Nations exporters.

"Austrade is committed to assisting First Nations businesses to find international markets, grow exports and successfully go global. This involves promoting the success of First Nations exporters through initiatives like Supply Nation's Supplier Diversity Awards," she says.

The shortlisted contenders in the 2023 Exporter of the Year category were Jala Jala Treats, whose chocolate features Native Australian ingredients, and Young Guns Container Crew, a shipping and logistics business servicing Australia, New Zealand and Canada, whose strong employment pathway supports professional development for Indigenous young people.

For information on services, toolkits and grants Austrade offers to exporters, see [austrade.gov.au/en/how-we-can-help-you/australian-exporters.html](https://austrade.gov.au/en/how-we-can-help-you/australian-exporters.html)



# From the DFAT Chief Economist

David Woods

Chief Economist David Woods says last year's trade numbers will be hard to beat, but there's an upside to the outlook, with services exports likely to grow strongly.

2022 was an extraordinary year for Australian trade. Our total trade reached over a trillion dollars across the calendar year for the first time ever. The value of Australian goods and services exported rose by almost a third to AUD671 billion.

These outcomes came mostly from prices. Conditions on both the demand and supply sides combined to drive up prices for our larger resource and agricultural exports. Governments collectively spent USD14 trillion over the last few years on mitigating COVID-19 pressures. Russia's invasion of Ukraine disrupted and redirected global supply of energy and agricultural commodities. Weather events also put a dent in production volumes of several commodities both at home and from other countries abroad.

In volume terms our exports held up well overall, but our exports of several resource and energy commodities actually declined from historical peaks.

Looking forward, we are not likely to repeat this year's record numbers. Rather, the risk for the value of our exports and trade is weighted to the downside. The conditions leading to high prices are in the process of unwinding.

While disruptive at the time, markets have largely adjusted to Russia's invasion of Ukraine and prices in agricultural and resource markets have eased from last year's peaks. Central banks globally have (with a few exceptions) raised interest rates to fight inflation. While the messaging from central banks suggests this process may be reaching its peak, the effects of increases to date will continue to flow through economies in coming months, reducing consumer activity and new business investment across developed economies. On top of all this, mounting geopolitical uncertainty and a rise in protectionist measures are weighing on trade and the global economy.



The International Monetary Fund (IMF) is predicting a slowdown in global GDP growth in 2023 to 3 per cent, down from 3.5 per cent in 2022. Both are

below the long-term average growth before the pandemic of 3.8 per cent. Alongside economic activity slowing, growth in merchandise trade is also expected to have slowed to 1.7 per cent in 2023. The latest economic activity numbers out of the world's second largest economy China are reinforcing these expectations.

A decline in prices for Australia's key exports is unlikely to be offset by significantly higher volumes. Agricultural goods export volumes are likely to fall from record highs in the face of drier El Niño growing conditions. The value of agricultural exports is forecast to fall 17 per cent in 2023-24 (Department of Agriculture, Fisheries and Forestry). Meanwhile, export volume of resources like iron ore, lithium, copper, aluminium, and nickel are likely to grow slightly in 2023-24 in response to demand from new infrastructure and energy transition projects (Department of Industry, Science, Energy and Resources). More benign weather conditions may support mining production and freight at the margin.

On the plus side, services exports should grow strongly. Volumes are forecast to increase particularly substantially over the next 12 months (Tourism Research Australia), with inbound traveller, student and tourist numbers benefiting from China's continued reopening.

Australia's economic growth and trade diversification continues to be supported by new export opportunities, including those flowing from Australia's eighteen free trade agreements with thirty countries. This includes the newly entered-into-force UK-Australia FTA, and the Australia-India Economic Cooperation and Trade Agreement. While we may not reach last year's highs in 2023, trade will remain a key driver of national prosperity and a pillar underpinning Australian wellbeing.

## Global Insights

Dispatches from the diplomatic network and state and territory offices



AUSTRALIA HOUSE

### Comprehensive and Progressive Agreement for Trans-Pacific Partnership

AUCKLAND, NEW ZEALAND  
JULY 2023



#### Perth: Unlocking First Nations business opportunities in SE Asia

In July 2023 Australia's Special Envoy for Southeast Asia, Nicholas Moore, was hosted by Western Australia's ASEAN Business Alliance and the Noongar Chamber of Commerce and Industry, to discuss the burgeoning opportunities for First Nations businesses in Southeast Asia's growing market.



The Special Envoy welcomed the opportunity to learn more from these two leading business chambers, who have joined forces to explore areas of mutual economic benefit and tap into the region's youthful and dynamic population of 670 million people and \$150 billion two-way trading relationship.

On 6 September, *Invested: Australia's Southeast Asia Economic Strategy to 2040* was launched. Nicholas Moore was invited to develop the strategy and make recommendations that will see our economic ties into the region deepen. There was extensive stakeholder consultation during the preparation of the strategy, which will be reviewed regularly. It is published at [dfat.gov.au/southeastasiaeconomicstrategy](https://dfat.gov.au/southeastasiaeconomicstrategy)

More opportunities in Southeast Asia will be featured in the next edition of *Business Envoy*.

Above: Assistant Minister for Trade Senator the Hon Tim Ayres with New Zealand Prime Minister, Rt Hon Chris Hipkins  
Image courtesy of Smoke Photography Ltd

#### Auckland: Agreement to admit the UK to the CPTPP

On 16 July 2023 the 11 Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) members gathered in New Zealand where they agreed to admit the United Kingdom into this landmark trade agreement. Australia warmly welcomes the UK as a new member, particularly as this development builds on the foundations of the Australia-UK Free Trade Agreement and supports all of our interests in working with partners to realise an open, inclusive and prosperous region.

The CPTPP is one of the most comprehensive trade deals ever concluded, eliminating 98 per cent of tariffs in a trade zone representing a combined GDP of \$11.8 trillion and a population of over 500 million people. The agreement's original member economies include Australia, Brunei Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam.





**London:** Showcasing Australian Indigenous fashion during fashion week

The Australian High Commission in London held a catwalk fashion show during London Fashion Week (15-19 September) featuring traditional and contemporary looks by First Nations designers such as Kirrikin, Liandra, MAARA Collective, Ngali, Kamara and Mimi & Jiinda. The show builds on online forays into the UK market by the designers, and coincides with an art exhibition at Australia House. The new Australia-United Kingdom Free Trade Agreement is assisting Australian artists and creators by providing royalties to Australian artists when their original works of art are resold in the UK.



**Taipei:** 36th Joint Conference of the Australia-Taiwan Business Councils

The Australian Office in Taipei recently joined our business councils, business representatives and officials for the 36th Joint Conference of the Australia-Taiwan Business Councils held in Taipei on 14-16 August.

The joint conference has been a long-running event to promote trade and economic links between Australia and Taiwan and attendees were delighted to have the meeting

back in Taipei in person for the first time since the pandemic. Australian and Taiwanese business representatives, alongside colleagues from the Australian Office, joined discussions around this year's theme 'Resilient Energy', which included sessions on Energy transition, Smart Agriculture, Health & Wellbeing, and Cyber Security.

The conference also included a day of industry site visits to the Taipei Computer Association, Taiwan Tech Arena and the Taiwan Power company to further explore

opportunities in Taiwan's ICT industry, start-ups and renewable energy.

Taiwan is Australia's seventh largest two-way goods and services trading partner, with trade worth \$42.8 billion in 2022. Congratulations to the Australia-Taiwan Business Councils on a successful joint conference! ▶





# business envoy

The Department of Foreign Affairs and Trade acknowledges the traditional owners of Country throughout Australia and their continuing connection to land, water and community.

We pay our respects to them and their cultures, and to Elders past, present and emerging.

## Acknowledgements

*Business Envoy*, published quarterly, provides the latest insights into Australia's open trade and investment agenda. It has updates on Australian Government policy, industry news, and expert analysis of the latest global market trends and events.

The magazine features news from the Australian Government's global diplomatic network, DFAT's state and territory offices, government agencies working with DFAT on trade and investment, as well as industry, non-profit and academic bodies.

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