

Notwithstanding the priority emphasis being proposed for those sectors, the government will continue to give support through its regular programs to activities in any sector that will contribute to the prescribed objectives.

While Australia offers promising long-term market potential, the competition is increasing rapidly. The EEC and the U.S., Japan, the ASEAN countries and New Zealand are all actively pursuing market shares and will continue to compete vigorously with Canadian exporters. Marketing plans flowing from an analysis of the opportunities, impediments and competition in each of the sectors above are to be found in Section H.

4. Canadian-Australian Trade
and the Canadian Trade Development Effort

A threefold increase of ITC-sponsored promotional activities since 1978-79 reflects the expansion of Canadian trade interests in Australia. The Program for Export Market Development (PEMD) has played an important role in facilitating private sector contacts. The Minister of State for Trade led a businessmen's delegation in May 1980 to emphasize the importance Canada attaches to trade relations with Australia. The Pacific Rim Opportunities Conference held in November, 1980, and chaired by Minister Lumley heightened Canadian awareness of opportunities in the Pacific region generally and in Australia in particular. Many Canadian companies and banks have opened offices or appointed representatives in Australia and several business associations are also represented there. The Canadian government has commercial offices in Canberra, Melbourne and Sydney. Consideration is now being given to opening a Canadian Consulate in Perth to capitalize on the rapid development of Western Australia.

5. The Overall Strategy

The overall strategy for the Australian market has been developed to strengthen the Canadian presence in Australia, to improve the market share for goods and services and to actively pursue opportunities for investment and joint ventures.

The market development plan for Australia consists of an inventory of new and existing instruments that will be used by the federal government to assist Canadian exporters increase their penetration of the Australian import market. The framework that emerges from the assessment of needs in export development is intended to capitalize on opportunities and overcome constraints deemed to exist in that market from the Canadian perspective, and is set out as an action plan following this executive summary.