

- i) to guide the action and resource allocation of the federal government in providing an effective program of assistance to exporters and in fostering an environment that will favor Canadian export development in Australia;
 - ii) to set out a marketing plan designed to take advantage of the market potential and overcome the constraints facing Canadian exports to Australia;
 - iii) to identify opportunities for export concentration and stimulate and assist the private sector in pursuing them; and,
 - iv) to provide a focal point for co-ordinating the marketing efforts of the federal and provincial governments and the private sector.
3. Characteristics of the Australian Market and Canadian Trade Opportunities

As a leading world producer of minerals and one of few developed countries with a positive energy balance, Australia is entering a resource boom that will spur development of major energy and energy intensive mineral processing projects. The bulk of import demand will be in those sectors that are suppliers to resource projects and to infrastructure development. Local production is unlikely to satisfy the industrial and consumer needs projected for the Australian economy over the next 10 years. Therefore, the outlook for further growth and diversification of Canadian exports to Australia is particularly bright.

Australia is Canada's 12th largest market. Canadian exports to Australia represent about 2.7 per cent of the total Australian market, while there are few markets for which Canada supplies more than one per cent of the total import requirement. With a 19 per cent increase in exports to Australia in 1980, Canada can look to increasing that growth even further during the next few years.

Following are the priority sectors that appear to offer significant trade prospects and high payoff for Canadian efforts:

- Oil and Gas Equipment, Including Pipeline
- Heavy Electrical Equipment
- Telecommunications
- Forest Industries Equipment
- Auto Parts
- Instrumentation and Industrial Process Controls
- Agricultural Equipment