

attend the Commonwealth Heads of Government meeting in Melbourne in September. The number of repeated high-level visits between the two countries illustrates the importance each places on the relationship.

In private sector relations, distance has proved a serious impediment to full appreciation of the market. Many Canadian exporters have found it difficult to think of Australia as the profitable and sophisticated market that it is. Australian importers have found it hard to accept Canada as being in the same category as the United States as a supplier of manufactured goods. While there is significant Canadian investment in Australia's resource development, exploration of other market areas has thus far tended to be limited to the larger, more sophisticated or more adventurous Canadian companies. Canadian businessmen looking for export opportunities are beginning to realize, however, that Australia is a market worth considering.