

EXPORT DEVELOPMENT PLAN

I. EXECUTIVE SUMMARY

1. Purpose

The major theme of a Canadian Export Strategy for the 1980s is selectivity of market concentration coupled with a greater focus and co-ordination of Canada's export marketing efforts. This paper, one of several to be produced, sets out an export development plan for Australia and includes a detailed plan of federal government action. In so doing the government recognizes the key role of the provinces and private sector and invites their participation in pursuing those activities that will contribute to the objective of expanding Canada's share of the Australian import market.

2. Introduction

Canada and Australia show a growing and significant commonality, sharing interests that will result in closer ties in the future and will contribute greatly to trade flows between the two countries. Australia is emerging as a major factor in the Pacific as a result of its mineral, energy and agricultural wealth. Following the mining boom of the 1960s and 1970s, the country is now entering a decade of energy and mining development. New capital investment already committed or in final feasibility stages in major projects as of December 1980 will total at least \$46 billion, according to official Australian government projections, and could reach \$70 billion by 1985. The sharp growth in demand for equipment and services will place a significant burden on domestic sources and create numerous opportunities, particularly with regard to Canadian expertise in equipment and services for energy, agriculture, forestry and mining. Significant scope also exists for increasing Canada's normal exports as a result of the boost to the Australian economy which can be expected from its expanding resource sector. The high percentage of fully finished exports makes this market a particularly attractive one for Canadian suppliers.

To be successful, Canadian marketing activities will need to be concentrated, focused and co-ordinated. To that end, this paper reviews and analyses past Canadian export market development performance, identifies the opportunities and constraints that future export effort must address, and sets out an export development plan taking those factors into account. This document and the action program that flows from it are intended: