

G. AN OVERALL STRATEGY FOR AUSTRALIA

The major Canadian trade objectives in Australia are:

- i) to ensure an environment that will encourage the strengthening of the Canadian presence in Australia's growing economy;
- ii) to increase the sale of Canadian goods and services at a rate sufficient to improve the market share; and,
- iii) to pursue opportunities for investment and joint ventures.

From the federal government's perspective, a strategy vis-à-vis Australia requires efforts on three fronts:

- i) supporting marketing efforts of Canadian firms in pursuing opportunities, particularly in the sectors identified;
- ii) overcoming obstacles to expanded Canadian exports and investment in Australia;
- iii) helping exporters to take advantage of the bilateral relationship that has developed during the past few years between Australia and Canada.

The overall strategy or framework to guide the actions and resource allocation of the federal government and to form the basis for coordinating marketing efforts in Australia, in co-operation with provincial governments and the private sector, is set out as an action plan to the Executive Summary of this paper. The three-year framework for Australia is intended to capitalize on opportunities and to overcome constraints on Canadian exports. As such, it incorporates recommendations arising from the priority sector action plans, particularly where common instruments are proposed. Sector-specific initiatives are dealt with in the individual priority sector strategies that follow (Section H). The strategy applies specifically to four areas: trade relations, market identification, market awareness, and market development.

Each activity or event is proposed as a response to an identified need and will be evaluated during the two-to-three-year period. Undoubtedly additions and deletions will be made as needed, arising from ongoing interdepartmental discussions as well as consultations with the provinces and the private sector.