

E. CANADIAN TRADE DEVELOPMENT ACTIVITIES AND TOOLS

1. General

Since there are no formal bilateral consultative mechanisms between Canada and Australia, issues are discussed informally and directly through contacts with ministers and other officials. Whether that approach will remain effective depends largely on how the Canada-Australia relationship evolves in the years ahead. Certainly, in the past year there has been a remarkable increase in high level visits at both the federal and provincial levels between Canadian ministers and provincial premiers and their Australian counterparts. Indications are that such exchanges will become more frequent. During 1981, a minimum of eight senior Australian officials, including Prime Minister Fraser, will have visited Canada. A similar number of senior Canadian federal and provincial representatives will visit Australia. Prime Minister Trudeau will attend the Commonwealth Heads of Government Meeting in September 1981. The number of repeated high-level visits reflects the importance of this market.

Contact between Canadian and Australian businessmen is growing but remains largely unstructured. Both Canada and Australia are represented on the Pacific Basin Economic Council. Also, several Canadian business associations (such as the B.C. Council of Forest Industries) are represented in Australia, and a rapidly growing number of Canadian companies and financial institutions have offices in Australia. In recent years, there has been a significant increase in the number of ITC-sponsored promotional activities related to Australia. (The 1981-82 missions and trade fair participation are outlined in Table 13). Also, the provinces have recently increased their market development activities and, collectively, are sponsoring approximately six horizontal and vertical missions this year. British Columbia, Alberta, Ontario and Québec are particularly active in Australia. PEMD (Program for Export Market Development) has played a role in facilitating private-level contacts. (PEMD approvals, by section and by sector, are outlined in Tables 14 and 15. A list of selected Canadian companies successful in the Australian market under PEMD follows Table 15.)

2. Ministerial Trade Visit to Australia

The Minister of State for Trade led a businessmen's delegation to Australia in May, 1980 -- the first ministerial-led trade development mission in eleven years. The primary objective was to confirm at the political level the importance Canada