

EXPORT DEVELOPMENT PLAN

II. A. PURPOSE

The introduction of greater focus and co-ordination to Canada's marketing efforts is the major theme of a "Canadian Export Strategy for the 1980s" approved by the Cabinet Committee on Economic Development. The elaboration of two-to-three-year marketing plans for Canada's priority markets is a central element of the strategy. This paper sets out an export development plan for Australia through:

- i) creating a strategy framework to guide the actions and resources of the federal government in providing an effective program of assistance to, and an environment for, Canadian export development in Australia;
- ii) elaborating a marketing plan to take advantage of the opportunities and to overcome the constraints facing Canadian exports to Australia;
- iii) providing a working document to use as the basis for discussions aimed at co-ordinating the marketing efforts of the federal government in co-operation with provincial governments and the private sector.

The following plan for Australia includes:

- i) an identification of the opportunities and constraints for Canadian export market development in Australia;
- ii) a review of past efforts of the federal government to promote Canadian exports to Australia and the bilateral framework within which these exports occur;
- iii) an identification of the marketing segments where the Canadian share of Australian imports may be improved or expanded;
- iv) marketing plans for key priority sectors of the Australian market, based on an analysis of the specific opportunities and constraints in these sectors;
- v) an overall market development plan for Australia outlining methods of capitalizing on opportunities and overcoming constraints found to affect Canadian exports to that market, and recommending both appropriate changes to current promotional techniques and possible new techniques to facilitate export growth.