

3. SUMMARY

The remote sensing market worldwide has generally grown much more slowly than first anticipated; this has also been the case in Australia. While Canadian remote sensing capabilities have strengthened in several areas, including hardware, software and applications, Australian capabilities are at an earlier stage of development, except in the area of image processing and analysis. The ASO, charged with fostering the growth of an Australian remote sensing industry as part of a National Space Policy, has recognised the need for continued international collaboration.

Canada's commitment to the commercial development of remote sensing through forward planning and co-operation between government and industry is highly regarded by the Australian remote sensing community. In light of the many commercial, economic and political similarities between Canada and Australia, it is not surprising that Canadian remote sensing firms have achieved some successes to date in the Australian market. Obviously, both government and industry in Australia are supportive of joint ventures rather than direct sales, and regulations and offsets policies are geared to encourage the former.

Future opportunities for Canadian firms appear to be significant relative to the size of the market. Along with France and the U.S., Canadian technology and expertise are highly regarded both in academic and commercial circles; also to our advantage is the off-heard preference of Australians "to do business" with Canadians rather than other prospective international partners.

For more specific information on any particular segment of the industry please contact the Canadian Consulate in Melbourne, or the Consulate General or High Commission in Sydney and Canberra, respectively.