

AUSTRALIA IN BRIEF

TABLE OF CONTENTS

Australia is almost as large as the United States in size, making it the sixth largest country in the world. It has a relatively modest population of 17 million. Seventy five percent of Australians reside along the eastern seaboard; the major cities of Sydney and Melbourne account for 40 percent of the total population. There are six states, one territory and a national capital region. The populations and surface area are as follows:

1. Australia in Brief

TABLE 1

1.1 Scope of Report

State & Major City	Population (millions)	Surface Area (km square) (thousand km <sup>2</sup> )
New South Wales (Sydney)	5.3 (3.62)	802
Victoria (Melbourne)	4.4 (3.03)	228
Queensland (Brisbane)	2.9 (1.27)	1727
Western Australia (Perth)	1.6 (1.15)	2536
South Australia (Adelaide)	1.4 (1.03)	984
Tasmania (Hobart)	0.4 (1.18)	68
Northern Territory (Darwin)	0.1 (0.7)	1346
Australian Capital Territory (Canberra)	0.3 (0.2)	2
Total	16.97 (16.38)	7683

2. Market Structure

2.1 The Australian Market

3. Summary

4. Remote Sensing Organisations

5. Publications Available

6. Industry Conferences

7. Canadian Trade Offices in Australia

Australia's economy has traditionally been based on natural resources, including wool, iron ore and coal, thereby prompting observations that the economy is resource-intensive. In recent times, wool prices have dropped and the agricultural sector, traditionally a crucial export earner, is generally experiencing a slump in export earnings. These factors, together with heavy overseas borrowings have contributed to a sizable current account deficit. Economists and analysts believe indicators point to a slow economic recovery in 1991 after reaching a low point in early 1991, on the heels of two consecutive quarters of negative economic growth.

While Australia's economy is largely based on primary products there has been a push in recent years to improve productivity in the manufacturing sector as a result of a policy of phasing in lower import tariffs in many product areas. However, in many sectors Australia's high technology capabilities are dominated by multinationals, as the indigenous high technology firms suffer from lack of venture capital and a small domestic market. The total market for high technology products in Australia is estimated at \$14 billion, or 1.5 percent of exports. Every \$100 of exports, Australia imports 100 of advanced technology products. There are obviously exceptions to this trend and a number of excellent niche products have been developed and exported successfully.