

The bulk of the terminals will be procured by private individuals or firms rather than by the Australian government.

g) The Action Plan

To be successful, Canadian marketing efforts will depend on the availability of accurate and timely information concerning developments in Australia. As well, a greater awareness on the part of Australian authorities regarding Canada's communications capabilities will need to be promoted. In addition to the normal intelligence gathering and assistance activities of Canadian consular posts in Australia the following points are specifically proposed:

- 1) Potential Australian customers will continue to be informed of the quality of available Canadian equipment. For Canadian promotional efforts to succeed, however, Canadian companies should be prepared to seek joint-venture or licensing arrangements with Australian firms so as to allow for some production in Australia.
- ii) Although the equipment bids on DOMSAT are now in, Canadian satellite promotional activities should not come to a halt. Indeed, continued follow-up is essential. Accordingly, action will be taken to provide Australian authorities with up-to-date information on satellite communications developments in Canada, the Canadian aerospace industry, regulatory questions and the important subject of government-industry co-operation.
- iii) The Telidon mission in February 1981, following on that in August 1979, was successful in creating interest. Appropriate follow-up should be maintained and consideration given to activities in support of those firms that have not yet been represented in Australia. Such activities would focus on product representation and spare parts and service back-up, over the short term with the intention of encouraging co-manufacturing over the longer term.
- iv) Australians have shown lively interest in Canadian communications organizational structures, products and services over the last few years. In order to maintain the momentum, it is desirable that a steady flow of up-to-date information on telecommunications, satellite technology and Telidon be supplied to the appropriate Australia officials.