

Export Opportunities in Australia

In 2017, Australia ranked 16th among U.S. export destinations and 16th among Virginia export destinations. Some of the top opportunities for U.S. exporters in Australia include:

- Information Technology Services
- Medical Equipment
- Pleasure Craft
- Agricultural Machinery
- Aircraft and Parts
- Tourism
- Smart Grid
- Agriculture

Map of Australia



(U.S. Central Intelligence Agency)

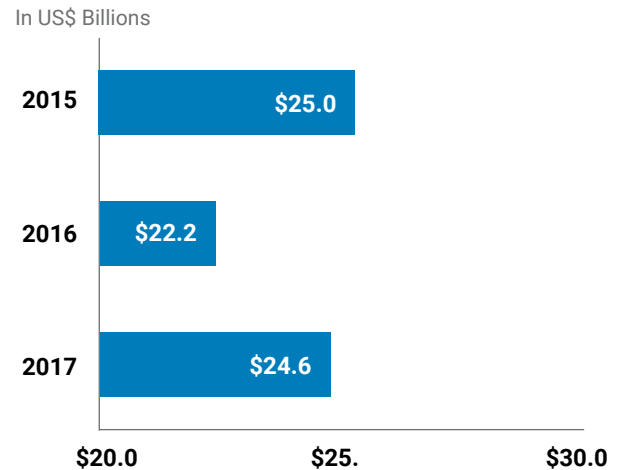
Top Virginia Exports to Australia

Export Category	2017 Value	Change 2017/2016
All Commodity Chapters	\$244.5	10%
Vehicles, Not Railway	\$66.5	-6%
Plastics	\$31.4	69%
Industrial Machinery	\$28.4	14%
Medical Instruments	\$24.0	-3%
Essential Oils	\$19.2	22%
Electrical Machinery	\$18.9	16%
Aircraft, Spacecraft	\$14.9	280%
Meats	\$5.2	247%
Printed Books	\$4.8	-4%
Toys, Games	\$4.8	65%

(World Trade Atlas)

In US\$ Millions

U.S. Exports to Australia



(World Trade Atlas)

Opportunities in Australia for Exporters

Pleasure Craft

Australia is the third largest export market for U.S.-manufactured pleasure boats outside North America. There is a strong focus on water sports and recreation in Australia. The Sydney-to-Horbart yacht race is one of the iconic events of the Australian summer. Sydney Harbor is one of the most celebrated harbors in the world and home to the largest concentration of pleasure craft in Australia.

Top prospects include:

- Motorboats
- Yachts
- Outboard engines
- Marina supplies

Medical Equipment

Australia is the 8th largest export market for U.S. manufacturers of medical technology products. Australia is a mature market for medical technology and there is demand for the full range of sophisticated medical equipment. The Australian population generally expects a high standard of medical treatment and there is a continuing need for state-of-the-art, high quality medical products.

The best prospects for U.S. exporters include:

- Healthcare
- Diagnostic and imaging equipment
- Medical devices
- Orthopedic and Prosthetic equipment

Aircraft and Parts

The Australian aerospace and aviation industry is a significant market for U.S. exporters, and is the 17th largest export market for U.S. aircraft and parts. It is closely connected with U.S. standards, suppliers, parts, and finished aircraft. U.S.-manufactured aircraft represents a sizeable proportion of the registered aircraft in Australia, ensuring a steady market for spares, accessories, and service.

The best prospects for U.S. exporters include:

- Defense Contracts
- Aerial agriculture
- Unmanned Aerial Vehicles (UAVs)
- Parts, repairs, and maintenance

Information Technology Services

The Australian Information and Communications Technology (ICT) market is valued at approximately US\$100 billion. In terms of ICT services, the Australian Federal Government is the largest public sector user of IT services and solutions. The Australian IT services market is tipped to record steady growth over the next 18 months.

Top prospects for U.S. exporters include:

- Database and business intelligence solutions
- Cloud market
- Security solutions and technologies
- Infrastructure-as-a-Service

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

Economic Overview

Following two decades of continuous growth, low unemployment, contained inflation, very low public debt, and a strong and stable financial system, Australia enters 2018 facing a range of growth constraints, principally driven by a sharp fall in global prices of key export commodities.

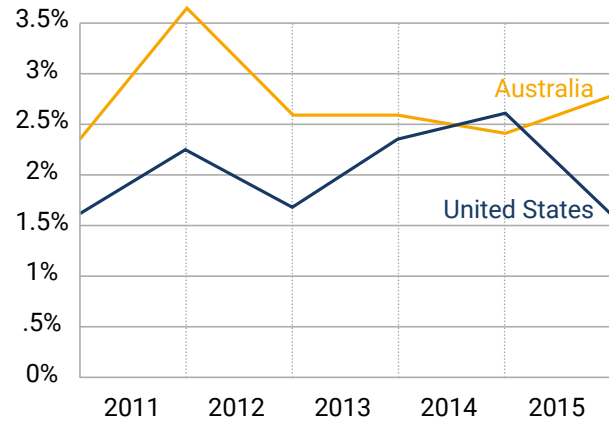
The services sector is the largest part of the Australian economy, accounting for about 70% of GDP and 75% of jobs. Australia was comparatively unaffected by the global financial crisis as the banking system remained strong and inflation is under control.

Australia is a significant exporter of natural resources, energy, and food. Australia's abundant and diverse natural resources attract high levels of foreign investment and include extensive reserves of coal, iron, copper, gold, natural gas, uranium, and renewable energy sources. A series of major investments, such as the US\$40 billion Gorgon Liquid Natural Gas Project, will significantly expand the resources sector.

Australia is an open market with minimal restrictions on imports of goods and services. The process of opening up has increased productivity, stimulated growth, and made the economy more flexible and dynamic.

(U.S. Central Intelligence Agency)

GDP Growth Rate



Cultural Guide

- While an Australian may say, 'G'day' or 'G'day, mate', this may sound patronizing from a foreigner. Visitors should simply say, 'Hello, how are you?'
- If you make a presentation, avoid hype, making exaggerated claims, or bells and whistles. Present your business case with facts and figures. Emotions and feelings are not important in the Australian business climate.
- Australians get down to business quickly with a minimum amount of small talk. They are quite direct and expect the same in return. They appreciate brevity and are not impressed by too much detail.
- Negotiations proceed quickly. Bargaining is not customary. They will expect your initial proposal to have only a small margin for negotiation. They do not like high-pressure techniques.

(Kwintessential)

Aussies prefer to use first names, even at the initial meeting.

- Decision-making is concentrated at the top of the company, although decisions are made after consultation with subordinates, which can make decision making slow and protracted.
- Australians prefer people who are modest, humble, self-deprecating and with a sense of humor. They do not draw attention to their academic or other achievements and tend to distrust people who do.

Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: ExportVirginia.org

Additional Resources

[Australia Overview](#)

Global Edge - Michigan State University

[Australian Taxation](#)

Australian Taxation Office

[The Sydney Morning Herald](#)

[Australia Commercial Guide](#)

U.S. Commercial Service

[Trade in Australia](#)

Australian Trade Commission

[Ease of Doing Business Report](#)

World Bank

[Business in Australia](#)

Export.gov

[Exporting to Australia](#)

United Kingdom Trade & Investment

Last Revised: June 13, 2018

Information provided by VEDP Fast Facts is intended as advice and guidance only. The information is in no way exhaustive and the VEDP is not a licensed broker, banker, shipper or customs agency. VEDP shall not be liable for any damages or costs of any type arising out of, or in any way connected with the use of, these Fast Facts.