

markets  
for canadian  
exporters

**AUSTRALIA**





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## I. GENERAL

### Area and Geography

Australia is located in the Southern Hemisphere between the Pacific and Indian Oceans. It has an area of 7,685,000 km<sup>2</sup> and an average elevation of less than 300 metres, making Australia the flattest of continents. The country's interior is arid or semiarid, while coastal areas are fertile. One-third of the country is uninhabited. It is the only continent occupied by a single nation.

### Climate

About 40 per cent of Australia's total area lies within the tropics. The remainder is located in the temperate zone where most of the population is concentrated. Throughout the country summer temperatures frequently exceed 37.8°C (100°F), although humidity is relatively low in many places.

From November to March, the coastal cities of Perth, Adelaide, Melbourne, Hobart and Canberra usually have dry summer heat, while Sydney and Brisbane have subtropical climates with damp heat from mid-December to mid-March. These cities have mild winters with no snow, while in the interior the climate is more extreme.

### Local Time

There is a 15-hour time difference between Ottawa and the east coast of Australia. For example, when it is 9:00 p.m. (eastern standard time) in Ottawa, it is 12:00 noon (standard time) the following day in Sydney, and 10:00 a.m. (western standard time) in Perth on Australia's west coast. Except for Western Australia and Northern Territory, the country is on daylight saving time from late October to late February.

### Population

Approximately 14 million people live in Australia, about 27 per cent of whom are younger than 15 and 71 per cent are under 45. (About one per cent of the total population is aboriginal.) The population growth is estimated at less than two per cent per annum.

For historical, climatic and economic reasons the population is concentrated to the extent of 70 per cent in capital cities and major towns, mainly on Australia's south and east coasts. By state, the population breakdown is as follows: (1977 estimates).

State	Population (Million)	Percentage of Total Population
New South Wales	5.0	35.2
Victoria	3.8	26.9
Queensland	2.1	15.2
South Australia	1.3	9.1
Western Australia	1.2	8.5
Tasmania	0.4	2.9
Northern Territory	0.1	0.7
Australian Capital Territory	0.2	1.5
TOTAL	14.1	100

## Principal Cities and Towns

Australia is one of the world's most highly urbanized countries. The major cities are:

City	Population (1976) ( '000)
Sydney (N.S.W.)	3,094
Melbourne (Victoria)	2,672
Brisbane (Queensland)	986
Adelaide (S.A.)	912
Perth (W.A.)	820
Newcastle (N.S.W.)	371
Hobart (Tasmania)	165
Canberra (the Capital)	202

Most of these centres are separated by great distances.

The cities of Sydney and Melbourne are comparable to Toronto and Montreal, inasmuch as they are the main centres of financial and industrial activity.

## Transportation

Regular shipping services connect Australian ports with Europe, Asia, Africa, the Americas, New Zealand and the Pacific Islands. Container and other specialized shipping services have been introduced. The major shipping company is the government-owned Australia National Line.

There are approximately 70 ports along Australia's coastline. In addition, all state capitals are situated on the coast and are readily accessible to ocean liners.

Domestic air travel is provided by two airlines: Trans-Australia Airlines (TAA), which is government owned, and Ansett Airlines of Australia. Air service between Australia and other countries is provided by government-owned Qantas Airways Limited and several other world air carriers. From Canada, CP Air flies to Australia via Fiji.

Ground transportation is relatively well developed with more than 845,000 km of roads and 40,750 km of railway lines. An east-west mainline standard gauge railway spans the continent and privately-owned railway lines carry ore from major mining development to coastal ports.

Principal Australian cities are linked by government-owned railways and highways. One of the most highly motorized countries in the world, Australia has more than 380 vehicles per 1,000 people.

## Weights and Measures

Conversion to the metric (SI) system of weights and measures is well advanced in Australia. A ten-year period, which began in 1970, has been envisaged as the optimum time for conversion in the significant areas of public and private enterprise.

Amendments to weights and measures legislation in some states have already been made to permit only metric marking of packaged goods and packing of certain staple commodities in prescribed metric quantities. The federal government has revised the Customs tariff to provide



for the description of all goods in metric terms for Customs purposes. Since July 1, 1973, port authorities throughout Australia require all weights and measurements on shipping documents to be shown in metric terms.

## **Electricity**

The standard electricity supply is 240 volts, single-phase, 50 cycles AC and 415 volts, three-phase, 50 cycles AC.

## **Public Holidays**

Public holidays observed throughout Australia (not including those recognized by individual states or territories) include:

New Year's Day	January 1
Australia Day	January 28
Good Friday	
Easter Saturday	
Easter Monday	
Anzac Day	April 25
Christmas Day	December 25
Boxing Day	
(excluding South Australia)	December 26

## **Principal Religions**

All principal religions are represented, but the Church of England (Anglican) has the largest following. Other leading denominations include Roman Catholic, Methodist and Presbyterian.

## **Government System**

The Commonwealth of Australia is a federation of six states; New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania. It also has a Northern Territory and an Australian Capital Territory (A.C.T.).

The Commonwealth Constitution is largely based on the forms of government of Britain and the United States and provides for a House of Representatives, a Senate and a completely independent judiciary. The Commonwealth Government at Canberra has power to legislate on such national matters as defence, immigration, social services and overseas trade. In addition, each state has its own government whose legislative powers are confined principally to matters affecting that state.

The Federal Parliament is composed of a 60-member Senate and 125-member House of Representatives. Generally, the leader of the majority party in the House of Representatives holds the office of prime minister and heads a cabinet of ministers selected from parliamentary representatives of his party. The three main Australian political parties are: the Liberal Party, the Country Party and the Australian Labor Party. The current government, lead by Mr. Malcolm Fraser, is a coalition of the Liberal and Country Parties.

## **II. ECONOMY AND FOREIGN TRADE**

### **General**

Australia retains its position as one of the world's most affluent countries with per capita income equal to that of Northwestern Europe. Traditionally, agriculture has been the base of the country's economy. However, after World War II, the industrial sector expanded rapidly; sophisticated and diverse manufacturing industries developed, particularly the heavier industries such as steel, metals and machinery, chemicals and consumer durables. Massive mineral discoveries have further broadened the economic base.

### **Agriculture**

While the agricultural sector no longer dominates Australia's economy it still accounts for significant (though declining) shares of the gross national product and total export earnings. Approximately 65 per cent of the total land area is composed of rural holdings, but only a small proportion is suitable for cropping. Consequently, the majority of these holdings is used for rough grazing only.

Principal crops are wheat and sugarcane. Other crops produced in abundant quantities include oats, barley, maize, sorghum, rice, tobacco and cotton. A wide variety of fruit and vegetables is also grown, and a large proportion of Australia's peaches, pears, apricots and pineapples is canned for domestic and overseas consumption. Grapes are used in the production of raisins and wine.

Australia has one of the world's largest livestock industries and is the world's leading supplier of wool, accounting for about half of world wool exports. The sheep industry also produces large quantities of mutton and lamb.

Beef cattle farming is also an important industry. Production of beef and veal has increased substantially in recent years and meat has surpassed wool as Australia's most valuable agricultural commodity.

Another leading agricultural industry is dairy farming. Significant stocks of milk products, including whole milk, butter, cheese, milk powder and edible casein are produced both for domestic consumption and export.

Major agricultural products are marketed by Australia's Wool Corporation, Wheat Board, Meat Board, Dairy Produce Board, Canned Fruits Board, Apple and Pear Board, Dried Fruits Control Board, Egg Board, Honey Board and Wine Board.

### **Forestry**

Australia has about 43 million hectares (more than 100 million acres) of forest, most of which includes various species of eucalyptus. About half the total forest area is being worked to produce lumber, plywood, pulpwood and other forest products including newsprint, fine writing paper, printing and wrapping paper.

Almost all of the country's forest resources are hardwood. The domestic supply of coniferous timber is deficient, resulting in large imports of softwoods. Australia's forest product exports are relatively modest; however, a product with promising export potential is eucalyptus wood chips for pulp and paper manufacturing.

## **Mining**

Mining plays a key role in the economy. The country has rich deposits of coal, iron ore, lead, zinc, copper, uranium, bauxite, silver, nickel, manganese, mineral sands, crude oil and natural gas. In addition, while Australia is no longer regarded as a primary source of gold (at one time it was responsible for 40 per cent of world production), it continues to rank among the leading gold producers. The main mineral deficiencies are limited to natural sulphur, asbestos (amosite) and industrial diamonds.

Large-scale investment in mineral projects since the mid-sixties has added an important new dimension to the economy. The two most important Australian minerals are iron ore and coal. Most iron ore is from the Pilbara region of Western Australia and is the largest single export mineral. Coal, which is used as fuel for power stations and in the production of coke for the steel industry, has played a significant role in the country's industrial development. Currently, metal and mineral exports account for more than 30 per cent of export earnings.

Australia is estimated to have more than one-third of the world's bauxite reserves. Discoveries of large deposits have resulted in the establishment of an integrated aluminum industry with facilities for the mining of bauxite ore, production of alumina and aluminum smelting and fabricating.

Recent discoveries of commercial quantities of nickel in Western Australia have led to the establishment of a nickel mining and refining industry and substantial amounts of nickel are exported. Australia is also a leading world supplier of lead, zinc and silver.

With recent discoveries of substantial reserves of petroleum, Australia is moving toward oil self-sufficiency. The most significant oil and gas reserves have been discovered in Bass Strait, off the coast of Victoria and along the Northwest Shelf, offshore from Western Australia. Important new discoveries of uranium were announced in 1976.

## **Manufacturing**

Australia's secondary industry has expanded rapidly during the past few decades. Growth in the manufacturing sector has been encouraged to a considerable degree by government tariff and industry support policies to the point where manufacturing now accounts for more than 28 per cent of Gross Domestic Product.

The steel industry is an important base for Australian manufacturing and has given rise to a large motor vehicle industry. Subsidiaries of major American and British automakers have developed assembly and manufacturing plants to supply the Australian market with automobiles, automotive parts and components.

Australia has a heavy engineering industry that manufactures much of the machinery required in such industries as mining (including smelting, converting, refining and rolling equipment), petroleum, chemicals and transportation (road, rail, air and sea).

The chemicals industry experienced considerable growth in the past decade. From primary materials such as coal, sugar, limestone, petroleum, sulphur and salt, the industry produces basic chemicals such as ammonia, chlorine, ethyl alcohol, ethylene, methanol, phenol, soda ash and sulphuric acid. From these and other chemicals a wide range of products are manufactured including dyestuffs, explosives, fertilizers, pharmaceuticals, cosmetics, plastics, insecticides and soaps.

The electrical and electronics industry produces many industrial and consumer items including transformers, electric motors, wires, cables, electrical control apparatus, refrigerators, radios, TVs and miscellaneous household appliances.

Food processing and textile and clothing industries employ about one-quarter of the manufacturing work force and account for about 25 per cent of the value of secondary production. The food processing industry is generally capable of meeting domestic demand as well as providing foodstuffs for export. The textile and clothing industries produce a wide assortment of woollen, cotton and man-made fibre items.

Although Australia will likely continue to manufacture a diverse range of products, it is becoming apparent that greater emphasis must be given to those industries which are capital intensive, are based on natural resources, require high technology and a skilled labour force.

Australia's building industry is highly active, responding to demands for new housing, public works and commercial and industrial construction. Much of the construction is concentrated in housing. The government has a number of programs to aid individuals in building or purchasing homes, and home ownership is an important priority with Australians.

## Trade and Economic Policy

Over a long period of time the Australian government promoted import-substitution industries to conserve foreign exchange and provide employment. Development of domestic industry was supported by import licensing (abolished in 1960) and high tariff protection, which insulated the Australian industries from foreign competition. These policies fostered the growth of manufacturing industries but also encouraged inefficient and uneconomical businesses. Recent policies reflect a desire to remove tariff protection — in the interest of reducing costs — from inefficient, high-cost industries, while concentrating support in lower-cost industries. At the same time, efforts are being made to encourage Australian industry to compete in international markets.

## Foreign Trade

International trade accounts for about one-quarter of Australia's Gross National Product. Traditionally, Britain was the main trading partner but Japan is now by far Australia's most important market (34 per cent of total exports) and supplies more than 20 per cent of Australia's imports. The composition of Australia's trade has also changed dramatically. Exports, almost totally dependent on the agricultural sector in the 1950s, are now based on 40 per cent agriculture, 30 per cent metals and minerals and 20 per cent manufactures. Imports are still concentrated on manufactured goods and machinery.

Overseas Merchandise Trade	1973/74	1974/75	1975/76	1976/77
	\$M	\$M	\$M	\$M
Total Australian exports	6,914	8,726	9,640	11,646
Total Australian imports	6,085	8,080	8,241	10,410
Trade balance	+ 829	+ 646	+ 1,399	+ 1,236

### Australian Exports by Principal Countries of Destination, 1976-77\*

	\$A Million	Per Cent
Japan	3,956	34.0
U.S.	1,009	8.7

**Australian Exports by Principal Countries of Destination, 1976-77\* (cont'd.)**

	<b>\$A Million</b>	<b>Per Cent</b>
New Zealand	580	5.0
Britain	540	4.6
Federal Republic of Germany	396	3.4
U.S.S.R.	348	3.0
Italy	342	2.9
France	282	2.4
Canada	280	2.4

\* Basis is fiscal year: July 1-June 30

**Australian Imports by Principal Countries of Origin, 1976-77**

	<b>\$A Million</b>	<b>Per Cent</b>
U.S.	2,162	20.8
Japan	2,150	20.7
Britain	1,136	10.9
Federal Republic of Germany	715	6.9
New Zealand	320	3.1
Canada	292	2.8
Saudi Arabia	282	2.7
Italy	264	2.5
Hong Kong	254	2.4

Australia's agricultural and mineral resources yield substantial export surpluses, while imports are confined to certain necessary raw materials and a wide range of manufactured goods that are not available from local sources.

Meat, dairy products, cereal, fruit, sugar, honey and wool are the staple agricultural commodities exported, while the mineral product sector supplies ferrous and non-ferrous metals and ores, coal and chemicals.

Manufactured goods such as machinery and transportation equipment are increasingly important to Australia's economic performance. In 1976-77, this sector represented approximately 20 per cent of total exports, thus erasing the widespread impression that Australia is still merely a rural economy.

Petroleum products, chemicals, paper, textiles, non-ferrous metals, electrical machinery and transportation equipment are vital import items absorbed by the Australian economy.

**Value of Australian Exports by Main Commodity Groups 1976-77**

	<b>\$A Million</b>	<b>Per Cent</b>
Manufactures	2,364	20.5
Processed primary products	1,994	17.1
Unprocessed primary products	6,673	57.3
Other	595	5.1
<b>TOTAL</b>	<b>11,646</b>	<b>100.0</b>

## Value of Australian Imports by Selected Commodities

Commodity	Value			Proportion of Total Imports		
	1974-75	1975-76	1976-77p	1974-75	1975-76	1976-77p
	\$ A M	\$ A M	\$ A M	%	%	%
Fish and fish preparations	62.8	69.9	110.0	0.8	0.8	1.1
Fruit and vegetables	76.9	54.8	73.6	1.0	0.7	0.7
Coffee, tea and cocoa, spices, etc.	93.3	81.4	184.7	1.2	1.0	1.8
Tobacco and manufactures	41.5	49.3	47.0	0.5	0.6	0.5
Crude rubber, including synthetic and reclaimed	31.0	38.5	44.4	0.4	0.5	0.4
Wood, shaped or simply worked	82.9	99.7	141.5	1.0	1.2	1.4
Pulp and waste paper	71.0	55.0	66.9	0.9	0.7	0.6
Textile fibres and waste	43.6	61.7	65.1	0.5	0.7	0.6
Natural phosphates	74.1	53.2	42.2	0.9	0.6	0.4
Petroleum and petroleum products	722.4	806.0	997.7	8.9	9.8	9.6
Organic chemicals	202.4	181.2	244.5	2.5	2.2	2.3
Inorganic chemicals	98.2	90.9	109.3	1.2	1.1	1.0
Medicinal and pharmaceutical products	105.8	91.7	101.7	1.3	1.1	1.0
Plastic materials, artificial resins, etc.	188.1	166.5	225.3	2.3	2.0	2.2
Chemical materials and products n.e.s.	98.4	89.6	114.6	1.2	1.1	1.1
Tires and tubes	85.6	77.7	93.1	1.1	0.9	0.9
Newsprint	64.8	52.1	87.8	0.8	0.6	0.8
Other paper, paperboard and manufactures	159.8	133.7	194.2	2.0	1.6	1.9
Textile yarn and thread	67.0	105.2	119.1	0.8	1.3	1.1
Woven cotton fabrics	119.6	156.8	178.2	1.5	1.9	1.7
Floor coverings, tapestries, etc.	49.7	62.0	74.4	0.6	0.8	0.7
Other fabrics and related products	199.4	222.5	268.2	2.5	2.7	2.6
Non-metallic mineral manufactures	152.3	166.1	223.0	1.9	2.0	2.1
Iron and steel	251.7	154.7	216.3	3.1	1.9	2.1
Manufactures of metal, n.e.s.	202.7	197.7	266.0	2.5	2.4	2.6
Internal combustion piston engines (except for aircraft)	119.8	140.1	188.8	1.5	1.7	1.8
Tractors	85.2	117.0	151.2	1.1	1.4	1.5
Calculating and statistical punch card machines	179.1	177.0	194.0	2.2	2.1	1.9
Textile and leather machinery	72.1	63.9	69.6	0.9	0.8	0.7
Excavating, levelling, boring machinery, etc.	145.9	129.1	161.0	1.8	1.6	1.5
Other non-electric machinery	755.7	711.4	941.6	9.3	8.6	9.0
Electric power machinery and switchgear	152.8	160.6	186.7	1.9	1.9	1.8
Telecommunications apparatus	238.6	331.4	370.0	3.0	4.0	3.6
Other electrical machinery, apparatus and appliances	327.8	337.5	442.6	4.0	4.1	4.2
Automobiles	370.8	367.5	446.0	4.6	4.5	4.5
Lorries and trucks	131.6	232.8	265.4	1.6	2.8	2.5



### Value of Australian Imports by Selected Commodities (cont'd.)

Commodity	Value			Proportion of Total Imports		
	1974-75	1975-76	1976-77p	1974-75	1975-76	1976-77p
	\$ A M	\$ A M	\$ A M	%	%	%
Parts and accessories for motor vehicles	163.6	187.4	278.0	2.0	2.3	2.7
Aircraft and parts (excluding engines)	109.6	85.9	136.5	1.4	1.0	1.3
Clothing and accessories and footwear	239.2	246.8	316.5	3.0	3.0	3.0
Photographic equipment and supplies	106.6	129.0	116.9	1.3	1.6	1.1
Medical, scientific and optical apparatus, etc.	139.2	145.2	231.5	1.7	1.8	2.2
Printed matter	126.1	125.9	158.7	1.6	1.5	1.5
Musical instruments, sound recorders, etc.	87.7	99.2	124.5	1.1	1.2	1.2
Non-merchandise imports	119.2	82.5	81.1	1.5	1.0	0.8
Other items	1,067.5	1,052.1	1,264.8	13.1	12.8	12.0
<b>TOTAL MERCHANDISE IMPORTS</b>	<b>8,079.9</b>	<b>8,240.6</b>	<b>10,410.2</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

## III. CANADA-AUSTRALIA TRADE

### The Framework

Trade between Canada and Australia is governed by mutual membership in the GATT and by the Canada - Australia Trade Agreement of 1960. The Trade Agreement provides for the exchange of preferences on a number of goods. These preferences played an important role in the development of Canadian exports to Australia and have enhanced the competitiveness of Canadian manufactured goods in Australia.

#### Trade Between Canada and Australia (Cdn. \$'000 f.o.b.)

	1976*	1977*	1978
Canadian exports to Australia	364.2	407.6	412.4
Canadian imports from Australia	339.2	353.5	356.0
Canadian surplus (+) or deficit (-)	+ 25.0	+ 54.1	+ 56.4

\* Including Papua New Guinea

### Canadian Exports to Australia

The striking feature in the composition of Canada's exports to Australia is the high proportion of fabricated materials and end products. In fact, these two groups account for approximately 85 per cent of this trade while crude materials represent only ten per cent. A commodity listing of Canadian exports to Australia for 1976 to 1978 follows.

**Canadian Exports to Australia by Stage of Fabrication**  
(Cdn. \$'000 f.o.b.)

	1976	1977	1978
Crude materials	42,764	63,070	40,300
Fabricated materials	148,183	156,195	167,000
End Products	161,309	167,685	165,800
<b>TOTAL*</b>	<b>364,216</b>	<b>407,577</b>	<b>412,400</b>

\* Including "other" commodity categories

**Canadian Domestic Exports to Australia - Major Commodities**  
(Cdn. \$'000 f.o.b.)

	1976	1977	1978
Fish, canned	3,521	12,721	8,758
Asbestos, unmanufactured	21,705	32,396	16,562
Sulphur	9,066	12,839	17,067
Textile and related fibres	2,212	3,037	4,145
Nickel: ores, concentrates and scrap	8,167	12,165	5,796
Newsprint	33,559	36,214	37,552
Lumber, softwood	38,379	37,751	47,186
Wood pulp and similar pulp	21,612	18,951	23,814
Plastic basic shapes and forms	6,045	7,748	6,138
Nickel and alloys	6,164	5,930	14,389
Plate, sheet and strip steel	377	414	1,310
Metal fabricated basic products	3,635	3,073	3,190
Fertilizers and fertilizer material	4,387	4,555	7,958
Yarn, thread, cordage, twine and rope	1,895	2,720	4,856
Chemical elements	936	1,572	2,065
General purpose industrial machinery	4,594	2,792	4,088
Drilling, excavating and mining machinery	2,550	2,536	2,176
Woodworking machinery and equipment	1,291	1,467	1,207
Motor vehicle parts, except engines	48,472	51,275	54,921
Trucks, truck tractors and chassis	14,908	13,137	7,102
Office machines and equipment	16,809	14,799	13,588
Personal and household goods	11,032	11,043	21,970
Electric lighting and distributing equipment	2,652	3,183	5,044
Toys, games, sporting and recreational equipment	3,172	2,863	3,986
<b>Subtotal</b>	<b>267,140</b>	<b>295,181</b>	<b>314,868</b>
<b>Others</b>	<b>97,076</b>	<b>112,396</b>	<b>97,532</b>
<b>TOTAL</b>	<b>364,216</b>	<b>407,577</b>	<b>412,400</b>

**Canadian Imports from Australia**

Although the bulk of Canadian imports from Australia is composed of food (mainly beef) and crude materials (57 per cent and 36 per cent respectively in 1978), the share of fabricated mate-

rials and end products has been increasing steadily, giving further evidence of the increased sophistication of the Australian economy. A commodity listing of Canadian imports from Australia for 1976 to 1978 follows.

**Canadian Imports from Australia by Stage of Fabrication**  
(Cdn. \$'000 f.o.b.)

	1976	1977	1978
Food	9,843	20,580	197,975
Crude materials	97,046	133,254	125,056
Fabricated materials	16,281	18,349	12,007
End products	11,068	14,095	11,319
<b>TOTAL*</b>	<b>339,207</b>	<b>353,473</b>	<b>356,000</b>

\* Including "other" commodity categories

**Canadian Imports from Australia - Major Commodities**  
(Cdn. \$'000 f.o.b.)

	1976	1977	1978
Raw sugar	110,444	103,946	86,518
Meat: fresh, chilled or frozen	64,281	40,710	69,840
Fruits and products, canned	8,072	8,356	12,048
Fruits, dried or dehydrated	11,316	13,222	12,788
Metals: ores, concentrates and scrap	39,775	55,636	31,665
Wool and fine animal hair	3,719	6,220	14,669
Plate, sheet and strip steel	956	1,790	1,100
Bars and rods, steel	3,693	1,922	1,403
Petroleum and coal products	1,928	2,463	5,649
Wire and wire rope	438	360	885
Metalworking machinery	848	1,012	1,134
Conveyors and conveying systems	304	302	223
Aircraft, with engines	322	2,240	50
Medicinal and pharmaceutical products	2,812	2,218	22
Hand tools and cutlery	878	670	512
<b>Subtotal</b>	<b>249,786</b>	<b>241,067</b>	<b>238,506</b>
<b>Others</b>	<b>89,421</b>	<b>112,406</b>	<b>117,494</b>
<b>TOTAL</b>	<b>339,207</b>	<b>353,449</b>	<b>356,000</b>

#### IV. MARKET OPPORTUNITIES IN AUSTRALIA

##### Capital Projects

Following is a listing of sectors and product categories offering excellent opportunities for sales from Canada.

The Australian market is relatively open to competitive Canadian suppliers. Apart from restrictions applying mainly to some fabrics and clothing items, agricultural products and specific

manufactured goods, companies which have been successful in North America could develop worthwhile sales to Australia.

Major opportunities centre around capital investment projects under way or planned that are estimated at more than \$6.0 billion. Specific projects have been identified in the following sectors:

	Australian \$ Millions (estimates)
Coal	1,000
Iron ore	550
Other mining	400
Oil and gas	400
Petrochemical	380
Forestry	150
Basic metal products	900
Transportation equipment	400
Other manufacturing	200

Good prospects exist for the following products:

**Machinery:** Metal fasteners; specialized pipe fittings; drilling machinery; tube and pipe; drill bits; materials handling and minerals processing equipment. Tree harvesters, skidders. Cable systems, broadacre agricultural machinery. OEM and aftermarket automotive parts and accessories.

**Electrical and Electronic:** Generating equipment, cables, switchgear, motors, telecommunications, process control equipment, future prospects for satellite communications equipment.

**Food:** Canned and frozen fish, high quality specialty food lines.

**Consumer Goods:** Home renovation and decorative items, e.g. shakes, shingles, spindles, cedar furniture, carpeting, quality soft furnishings, camping equipment, toys.

The Commercial Divisions of the Canadian Consulates in Sydney and Melbourne are able to make an assessment of the Australian market for any product or service on behalf of Canadian companies.

## V. DOING BUSINESS IN AUSTRALIA

### Merchandising and Distribution

As a rule, it is better to have your company operating in the market, but this is often not feasible. When marketing their products in Australia, experienced exporters rely extensively on local agents operating on a consignment commission or purchase-resell basis. Other distribution channels include:

- imports by merchant houses for resale
- direct imports by retailers (including department and chain stores)

- direct imports by manufacturers (these are generally raw materials, machinery and equipment to be used in industrial operations, or goods requiring further manufacturing)
- direct imports by governments, public utilities and similar bodies.

Canadian firms have at least 1,500 agencies (representatives) in Australia. Representatives and agents may be appointed without difficulty and, normally, agencies are subject to few requirements. A letter of agreement drawn by the Australian agency and the Canadian company and properly signed and witnessed is generally the only document required. It is normal practice for agents to request exclusive national representation and a large number of agents with headquarters in Sydney or Melbourne have offices in each state, but care should be taken to verify the quality of representation by the offices in other states, as well as the main office. No special legislation exists concerning the termination of agencies.

Although the agent network is firmly established in Australia, the practice of department and chain stores of bypassing the wholesaler and even importing directly, is widely recognized. Several of Australia's larger retailers maintain their own buying offices in Canada.

If a Canadian company decides to operate through an agent, the intermediary role of the agent must be fully respected and a conscientious effort should be made to keep the agent well informed and enthusiastic. The number of semi-dormant agencies and lack of trust situations between principal and agent is sad testimony to poor marketing practices.

Licensing arrangements, whereby Australian firms pay royalties for using Canadian designs and systems or joint ventures with Australian companies have not played a major role in Canadian-Australian trade. More serious attention might be given to these forms of co-operation as a means of consolidating market position.

## **Advertising and Promotion**

Although there are strong similarities between Canadians and Australians, advertising methods successful in Canada do not necessarily work in Australia. Consideration should be given to local tastes and customs. Potential advertisers should seek the advice and expertise of the resident Canadian trade commissioners and local advertising agencies. There are approximately 200 advertising agencies in Australia, and about half are members of the Australian Association of Advertising Agencies (national). These agencies offer a wide range of services including public relations and market research facilities.

## **Newspapers**

Australia's national daily newspaper is "The Australian", and several major dailies are published in the capital city of each state. In economic and business circles, the "Australian Financial Review" is widely circulated. There is also an assortment of professional trade publications and magazines.

## **Radio and Television**

Australia has a wide network of national and commercial radio and television stations. National network programs have no advertising, but commercial stations derive their revenue mainly from this source.

Promotional methods such as illuminated signs, poster panels, trade exhibitions and fairs are also available. The Canadian Consulate General in Sydney and the Consulate in Melbourne can provide detailed information on the above-mentioned media.

### **Shipping Service**

Australia is well served with shipping services from Canada's east and west coasts. Air freight service is available from Vancouver.

#### **FROM EASTERN CANADIAN PORTS**

##### **Pacific America Container Express (PACE)**

Agents: Associated Container Transportation (Canada) Montreal,  
McLean Kennedy (Ontario) Ltd., Toronto  
From: Saint John  
To: Melbourne, Sydney, Brisbane  
Sailings: Approximately every two weeks  
Accommodation: General cargo, refrigerated containers, full containers

##### **Columbus Line**

Agents: Columbus Canada Limited, Montreal, Mississauga  
From: Halifax  
To: Melbourne, Sydney, Brisbane  
Sailings: Approximately every two weeks  
Accommodation: General cargo, refrigerated containers, full containers

##### **Atlanttrafik Express Service**

Agents: March Shipping Limited, Montreal, Toronto, Hamilton, Halifax  
Saint John  
From: Hamilton, Toronto, Montreal (summer)  
Montreal, Halifax, Saint John (winter)  
To: Brisbane, Sydney, Melbourne, Adelaide, Launceston  
Sailings: Monthly  
Accommodation: Bulk oils; liquids or solvents; cargo containers on conventional vessels; dehumidified cargo space; general cargo; refrigerated cargo space; ventilated cargo space.

#### **FROM CANADIAN PACIFIC COAST PORTS**

##### **Pacific Australia Direct Line**

Agents: Empire Shipping Company Ltd., Vancouver  
From: New Westminster  
To: Adelaide, Brisbane, Melbourne, Newcastle, Sydney  
Sailings: Every three weeks  
Accommodation: Bulk oils; liquids or solvents; cargo containers on conventional vessels; general cargo; refrigerated containers; ventilated cargo; less-than-full container loads; roll on-roll off.



### **Pacific Far East Line**

Agents: Anglo Canadian Shipping (Westship) Ltd., Vancouver  
 From: Vancouver  
 To: Sydney, Melbourne, Burnie  
 Sailings: Monthly  
 Accommodation: Bulk liquids; oils or solvents; dehumidified cargo space; general cargo; refrigerated cargo containers; ventilated cargo space; less-than-full container loads; lighters aboard ship.

### **Columbus Line**

Agents: Bakke Steamship Corporation, Vancouver  
 From: Vancouver  
 To: Melbourne, Sydney, Brisbane  
 Sailings: Every three weeks  
 Accommodation: General cargo; ventilated cargo space; refrigerated cargo space; cargo containers on conventional vessels

### **Knutsen Line**

Agents: Bakke Steamship Corporation, Vancouver  
 From: Furness Withy & Co. Ltd., Toronto, Montreal, Winnipeg  
 To: Vancouver  
 To: Fremantle  
 Sailings: Every two weeks  
 Accommodation: Up to 12 passengers; general cargo; cargo containers on conventional vessels; ventilated cargo space; refrigerated cargo space; bulk oils; liquids or solvents

## **AIR SERVICE FROM CANADA TO AUSTRALIA**

### **CP Air**

From: Vancouver  
 To: Sydney

### **Qantas Airways**

From: Vancouver  
 To: Sydney

Note: From points in Canada flight connections may be made with direct flights from Vancouver or with direct flights from United States gateways, such as Los Angeles and San Francisco.

## **Banking**

The Australian banking system is composed of the Reserve Bank of Australia (the Central Bank), trading banks and savings banks.

In general, the Reserve Bank's power and duties include management of note issue; regulation of bank lending and bank interest rates; operations in Australian government securities; acting

as banker and financial agent of federal government securities, acting as banker and financial agent of the federal government; mobilization of foreign currency and administration of exchange control.

Major trading banks with a network of branches in almost all cities and towns throughout Australia, provide the usual banking facilities. Addresses of the Australian head offices are:

#### **Principal Australian Trading Banks**

Australia and New Zealand Banking  
Group Limited  
351 Collins Street  
Melbourne, Victoria, 3000  
P.O. Box 537E, Melbourne, 3001  
Tel: 62-0391  
Telex: 30112  
Cable: ANZBANK MELBOURNE

Bank of New South Wales  
60 Martin Place  
Sydney, New South Wales, 2000, P.O. Box No. 1  
Tel: 233-0500  
Telex: 20122  
Cable: WALES SYDNEY

The Commercial Banking Company of  
Sydney Limited  
343 George Street  
Sydney, New South Wales, 2000,  
P.O. Box 2720  
Tel: 2-0260  
Cable: THERMOSTAT SYDNEY  
Telex: 20350

The Commercial Bank of Australia Limited  
335-339 Collins Street  
Melbourne, Victoria, 3000, P.O. Box 97A  
Tel: 30184  
Cable: CUBIFORM, MELBOURNE

The National Bank of Australasia Limited  
271 Collins Street, P.O. Box 84-A  
Melbourne, Victoria, 3000  
Tel: 63-0471  
Telex: 30241  
Cable: NATBANK, MELBOURNE

#### **Canadian Chartered Bank Representative Officer in Australia**

Royal Bank of Canada, 151 Macquarie Street, Sydney, N.S.W. 2000  
Bank of Montreal, 167 Macquarie Street, Sydney, N.S.W. 2000  
Canadian Imperial Bank of Commerce, A.M.P. Centre, 50 Bridge Street, Sydney, N.S.W. 2000  
Bank of Nova Scotia, A.M.P. Centre, 50 Bridge Street, Sydney N.S.W. 2000

#### **Patents and Trademarks**

Manufacturers and traders are advised to patent their inventions and register their trademarks in Australia. It is desirable that applications should be made through a patent or trademark agent in Canada or Australia. Australia subscribes to the International Convention for the Protection of Industrial Property.

Application for a patent is made to the Commissioner of Patents in accordance with recognized international practice. If granted, the patent has a term of 16 years. However, if the patent has not been "worked" after four years, it would become open to compulsory licence. Trademarks are registered for seven years from the date of application and the registration may be renewed for subsequent periods of 14 years.

## **Direct Investment**

High freight rates, tariff walls and mounting Asian competition make it difficult for some Canadian export products to compete in Australia. In response to this situation a number of Canadian firms have established manufacturing facilities in Australia that not only supply the local market, but also export. Other firms have found it more efficient to set up a branch or subsidiary operation rather than export, particularly in fields where it seemed certain that someone in Australia would be capable of domestic production in the near future. In such cases, the favoured Canadian method of entering the market to manufacture locally has been through joint ventures with considerable Australian equity.

The Australian government encourages foreign investment to stimulate economic development but at the same time there is a policy of selectivity. A Foreign Investment Review Board operates under criteria similar to Canada's Foreign Investment Review Agency. Businessmen should seek expert advice when considering an investment. The Canadian Consulates General in Australia can suggest appropriate contacts.

## **VI. CUSTOMS AND EXCHANGE REGULATIONS**

### **Currency and Exchange Rates**

Australia has a decimal currency divided as follows:

Notes: 1, 2, 5, 10, 20 and 50 dollars

Coins: 1, 2, 5, 10, 20 and 50 cents

Businessmen should consult their bank for the current rate of exchange.

### **General Considerations**

#### **Tariff:**

The Customs Tariff of Australia is based on the Customs Co-operation Council Nomenclature (CCCN), formerly known as the Brussels Tariff Nomenclature (BTN).

It is a two-column tariff with provisions for general rates and preferential rates. Preferential rates exist for qualifying products of Britain, Ireland, Canada, New Zealand and Papua New Guinea.

Provisions are also made for reduced rates on a number of products of the Developing Countries. Goods of other origin are subject to general duty rates.

Duty rates are for the most part of the ad valorem variety, although a few specific rates still exist based on a unit of quantity.

In addition to the regular import duties, a Primage (revenue) duty also is applied to a number of items. Primage is levied on the same basis as the import duty.

Canadian exports, to be granted preferential tariff rates must satisfy certain conditions as well as qualifying as Category A or B or C goods, described below.

Each of the following conditions must be satisfied —

- 1) The goods must be shipped direct from Canada to Australia which must be their intended destination when they leave Canada.
- 2) The goods must be produced or manufactured in Canada.
- 3) If the goods are manufactured, the process last performed in their manufacture must have been performed in Canada.

Provided all of the above conditions are met and the goods qualify under Category A or B or C, they are accorded the preferential tariff rate.

**Category A** goods are those which are either unmanufactured raw products of Canada, or goods wholly manufactured in Canada from materials of one or more of the following classes —

- (i) unmanufactured raw products or produce, regardless of origin;
- (ii) materials wholly manufactured in Canada and/or Australia;
- (iii) imported (i.e. neither Canadian nor Australian) materials that have been determined by the Australian minister as being “manufactured raw materials”. Appendix K in the booklet “Facts about Preference for Exports to Australia from Canada” issued by the Australian Department of Business and Consumer Affairs, lists materials which have been so determined. The determination is granted once the Australian minister is satisfied that the material is unavailable from Canadian or Australian production or manufacture.

An exporter wishing to use an imported manufactured material which has not been determined but which is not available from Canada or Australia, should submit an application for ministerial determination to Revenue Canada, Customs and Excise, Ottawa. Further details on the procedure to be used in making this application are shown below under “Ministerial Determination”.

Two additional points regarding ministerial determination: First, there is no limit on the number of determined manufactured raw materials that may be included in the finished product exported to Australia. Second, this ministerial determination applies only to Category A goods, i.e. the determination may be used only if its application results in the product exported qualifying as “wholly manufactured in Canada”. Australian Customs’ interpretation of “wholly manufactured in Canada” means that at least 97 per cent of the factory cost of the goods must be in Canadian labour and factory overheads plus goods which meet the requirements of one or more of sub-paragraphs (i), (ii) or (iii) of Category A shown above.

**Category B** goods are those which have at least 75 per cent of their factory cost represented by the value of labour and/or materials of Canada or of Canada and Australia. It should be noted in this context that the entire value of all imported materials (i.e. materials which are not Canadian or Australian) is excluded from Canadian/Australian content. For example: a Canadian raw product may be shipped to a third country where it is processed into an intermediate product which is then shipped back to Canada, where it is incorporated in the final product for export to Australia; the raw product in this example loses its Canadian identity and thus the full value of the intermediate product is considered as imported by Australian Customs authorities.

**Category C** goods are of a class or kind not commercially manufactured in Australia (as listed in Appendix II of the “Facts” booklet referred to above) and which have at least 25 per cent of their factory cost represented by the value of labour and/or materials of Canada, or of Canada and Australia.

If the goods are of a class or kind not commercially manufactured in Australia (as listed in Appendix I of the "Facts" booklet) and have at least 50 per cent of their factory cost represented by the value of labour and/or materials of Canada, or of Canada and Australia, they also qualify for Category C.

## **Unmanufactured Raw Products**

Unmanufactured raw products are natural and primary products that have not been subjected to industrial processes, other than an ordinary process of primary production.

## **Ministerial Determination**

To apply for a ministerial determination on a manufactured raw material you should first obtain a statement for Customs and Excise, Revenue Canada, to the effect that the material is of a class or kind not made in Canada. You would then provide details of the factory cost breakdown of the end product showing each component's cost and origin. These details are required for demonstrating that the final product is wholly manufactured in Canada. All of this information is to be provided to Australian Customs authorities, either at their New York office or directly to Customs in Canberra, Australia.

## **By-Law**

To supplement the normal tariff, Australia operates a "By-Law Entry System" by which provision is made for the duty-free entry of goods for which a "suitable equivalent" is not reasonably available from domestic production. Application for entry under this by-law should be made by an Australian resident.

## **Value for Duty**

Effective July 1, 1976, Australia adopted the Brussels Definition of Value for customs purposes, on an f.o.b. basis.

Australian legislation provides that the costs of virtually all outside packages and labour in packing are to be included in the dutiable value of the goods they contain. Containers, as defined in the Customs Convention on Containers, are not treated as outside packages.

Briefly described, the Brussels Definition of Value for duty is the price the goods would command on an open market transaction between an independent buyer and seller at the time duty becomes payable.

Special pricing arrangements, such as may arise between an overseas supplier and its agents, broker, distributor in Australia, or between a foreign parent company and its subsidiary in Australia, may lead to an adjustment of the invoice price to bring it into conformity with the normal price.

## **Sales Tax**

Sales tax at rates varying from 2 1/2 per cent to 27 1/2 per cent applies to imported as well as domestic products. Most taxable goods are taxed at 15 per cent. A wide range of commodities, such as foodstuffs, clothing, building materials, drugs, medicines, agricultural machines, and

other essential goods, are exempted from the sales tax. Sales tax on imported products is applied on the duty-paid value increased by 20 per cent.

## **Exchange Control**

Importers may purchase foreign exchange for normal payments for imports.

## **Import Licensing**

Most goods may be imported into Australia without an import licence. However there are some goods for which licences are needed.

## **Other Import Regulations**

There are many regulations controlling the quality, safety and purity of a wide variety of goods including foodstuffs, drugs and garments. It should be noted that frequently there are differences between federal and state legislation and also between the states themselves in these matters.

Imports of firearms, narcotics, undesirable publications and articles considered harmful to public health are either prohibited or subject to stringent controls. Other types of goods such as motor vehicles, electrical equipment, boilers and pressure vessels are required to conform to Australian safety regulations.

When goods are shipped in wooden containers a special certificate must accompany the invoice certifying that the lumber has been heat-treated or fumigated immediately before shipment to meet Australian quarantine requirements.

When exporting plants, plant products, animals or animal products to foreign markets, it is often necessary to have a health certificate issued by Agriculture Canada accompany the goods. If you are planning to ship such products to Australia, it is mandatory that you contact the health of Animals Branch (animal and animal products), or the Plant Protection Division (plants and plant products) of Agriculture Canada in Ottawa or the department's office in your vicinity, to determine the conditions that must be met.

## **Marking of Goods**

Australian Customs regulations require many goods, including foodstuffs, textile products, jewellery, china, porcelain and earthenware, toys, floor tiles and footwear to be marked with, among other things, the country of origin.

Under the Metric Conversion legislation packaged goods, with a few minor exceptions, may be marked in either the:

- (a) metric system, or
- (b) metric and Imperial systems, (i.e. dual marking)
- (c) Imperial system.

From January 1, 1976 the sole use of the Imperial system has been prohibited and it is unlawful to pack goods in Imperial quantities.



## **Samples**

Australia is a signatory to the Customs Convention on the ATA Carnet for the Temporary Admission of goods. The Carnet system greatly facilitates the movement of commercial samples, professional equipment and related material.

For information regarding the use of the Carnet, you should contact the issuing authority, the Canadian Chamber of Commerce, 1080 Beaver Hall Hill, Montreal, Quebec.

## **Documentation**

### **Invoice**

While no special form is now prescribed, the Australian Customs authorities will continue to accept the old Commonwealth form of invoice.

Completion of the "Current Domestic Value" column is no longer required. If so desired you may use your company's commercial invoice provided that all required information is included.

The actual number of copies of the invoice is determined by agreement between the exporter and the importer. Only the signed original is required for Customs clearance. The importer may, however, require additional copies for his own use.

Chamber of Commerce certification is not required.

The invoice should contain the basic information required by Australian Customs for valuation purposes, i.e.:

- names and addresses of the buyer and seller;
- full description of the goods in ordinary commercial terms;
- country of origin of the goods;
- number of packages, together with marks and numbers of each package;
- name of the ship (or airline) in which the goods are to arrive in Australia;
- quantity and unit of quantity;
- gross and net weights;
- order number and date of order;
- selling price to the buyer;
- cost of labour incurred in packing the goods;
- costs involved in the carriage of the goods from the point of sale to the nearest possible point of export from Canada (not necessarily the actual point of export);
- value of the outside packages;
- amount of royalties (if any) paid or payable in respect of the goods; and
- a certificate of value.

### **Certificate of Origin**

The Australian Customs officials require a certificate of origin of the imported goods if a preferential rate of duty is claimed. In addition, against each of the goods for which entry is claimed at preferential tariff rates the category letters A, B, or C under which the goods are deemed to qualify for tariff preference are inserted.

## **Bills of Lading**

- Required on all freight shipments. There are no regulations specifying the form or number of bills of lading required.
- “To Order” — bills of lading are accorded full protection under Australian law.
- Customarily shows name of shipper, name and address of consignee, port of destination, description of goods, listing of freight and other charges.
- Information on bills of lading should correspond with that shown on invoices and packages.

## **Packing List**

While not obligatory, a packing list facilitates Customs clearance.

Note: It is essential that bills of lading, invoices and other shipping documents be dispatched promptly to ensure receipt in Australia in advance of the merchandise.

## **Price Quotations**

Price quotations should preferably be given on a c.i.f. (cost, insurance and freight) basis in Australian currency, but f.o.b. (free on board) prices must also be stated for import duty purposes. Quotations in United States or Canadian dollars are usually acceptable.

## **Methods of Payment**

Payment performance of the majority of established Australian importers is good. The financial status of Australian firms can be checked through your bank or the Canadian High Commission in Canberra and Canadian Consulates General in Sydney and Melbourne. Terms of payment vary but are usually sight draft against documents. A variety of credit terms is used by experienced exporters depending on arrangements with their agents.

## **Debt Collection**

As protection against a bad debt, export shipments should be preceded by a credit investigation of the foreign buyer. There are several well-established debt collecting and credit enquiry agencies in each state's capital city in Australia. Before turning to a collection agency, however, the Canadian exporter should seek advice from his agent, his bank and the appropriate Canadian Consulate General.

## **Insurance**

Serious consideration should be given to using the services of the Export Development Corporation (EDC) for trade with Australia. The Export Development Corporation is a federally-owned commercial enterprise that offers financial guarantees and other services.

## VII. CANADIAN GOVERNMENT SERVICES AVAILABLE TO EXPORTERS

### Export Development Corporation

Of vital importance to Canadian businessmen is the Export Development Corporation (EDC), a Crown Corporation that reports to Parliament through the minister of Industry, Trade and Commerce. Its purpose is to encourage, facilitate and develop Canadian export trade by providing export and credit insurance and guarantees, export financing and other assistance to enable exporters to meet international competition.

The main functions of EDC are:

1. to insure the Canadian exporter against non-payment due to credit or political risks beyond the control of either the exporter or the buyer when export sales are made on normal credit terms. Almost all export transactions are insurable, not only those involving goods or technical services but also those involving invisible exports such as managerial services, advertising programs and the licensing or sale of patents, trademarks or copyrights;
2. to issue appropriate guarantees to chartered banks or to any person providing non-recourse supplier financing in respect of an export sale. Guarantees may also be issued in connection with a loan made to a foreign buyer for the purchase of Canadian goods and services;
3. to finance foreign buyers of Canadian capital goods and related services when extended credit terms are necessary and are not available from commercial lenders. Major engineering and other technical services (but not feasibility studies) may be financed, even when such sales are not related to the export of goods;
4. to insure Canadian investments abroad against non-commercial risks such as loss through confiscation, expropriation, war or revolution or the inability to repatriate capital or earnings.

EDC has its head office in Ottawa (mailing address: P.O. Box 655, Ottawa, Ontario K1P 5T9). Regional offices are maintained in Montreal, Toronto and Vancouver, and a representative in Halifax. EDC is also represented by regional offices of the Department of Industry, Trade and Commerce in St. John's, Charlottetown, Fredericton, Winnipeg, Regina and Edmonton.

### Program for Export Market Development

The Program for Export Market Development (PEMD) is designed to assist individual firms in their particular marketing endeavours. Briefly, financial assistance is provided to cover:

- precontractual and bidding costs for specific capital projects
- travel and related costs in market identification and market adjustment
- costs of individual participation in foreign trade fairs
- specified costs of bringing foreign buyers to Canada.

Applications should be submitted to regional offices of the Department of Industry, Trade and Commerce in the province in which applicant firm is registered.

## **Trade Fairs and Missions**

In order to further stimulate Canadian exporters in developing business in foreign markets, the Promotional Projects Branch of the Office of International Marketing, Department of Industry, Trade and Commerce, Ottawa, administers the following trade promotion programs:

- participation in trade fairs abroad,
- trade missions to and from Canada,
- in-store promotions and point-of-sale displays,
- export-oriented technical training for buyers' representatives.

For further information, write to:

Director  
Promotional Projects Branch  
Office of International Marketing  
Department of Industry, Trade and Commerce  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## **Publicity**

Canada Commerce, published quarterly in English, and Commerce Canada, the French edition, contain articles and reports on export opportunities: ITC services to industry; international market conditions and terms of access; industrial developments; and joint industry-government efficiency studies. Both are available without charge to Canadian manufacturers by writing to The Public Information Branch, Department of Industry, Trade and Commerce, Ottawa K1A 0H5.

Canada Courier, a full-colour, tabloid-size newspaper gives international exposure to products and services that Canadian firms have for export. Published in English, French, German, Spanish and Japanese, its 28 issues a year are read by some 200,000 potential customers around the world.

## **Provincial Governments**

Each provincial government has a department able to give guidance on business development, including trade.

# **VIII. YOUR BUSINESS VISIT TO AUSTRALIA**

## **Advise and Consult the Trade Commissioner**

When planning a trip to Australia advise the Canadian Consulates General in Sydney and Melbourne well in advance of your departure. Inform them of the purpose of your visit, arrival time and include several copies of product brochures. List also any contacts you may have already established with Australian businessmen.

Your itinerary should definitely include Sydney and Melbourne, the two largest cities and the principal financial and industrial centres. Depending on your product, visits to the other capital cities, Brisbane, Adelaide and Perth, could be worthwhile. The trade commissioners in Sydney and Melbourne can advise you on export opportunities in these cities. Canberra, unlike state

capitals, is not a commercial centre and has no manufacturing industry. Its activities are centred principally on federal government administration.

## **Hotels**

Leading modern hotels in the capital cities offer high standards of comfort. In addition, there are numerous modern motels, in the cities and throughout the states, that provide comfortable accommodation with private bath or shower facilities. Reservations, which should be made well in advance, can be arranged easily by your travel agent in Canada.

## **Tipping**

Tipping varies in the different states. It is not expected but modest amounts are sometimes given to porters, taxi drivers and attendants. In restaurants tips amounting to ten per cent of the bill are customary when service charges are not added to the total.

## **Documents**

A visa is required by all Canadian passport holders visiting Australia. Visitors should have a valid International Certificate of Vaccination against smallpox and yellow fever only if they pass through an area where these diseases are known to exist.

## **Currency Regulations**

There is no limit to the amount of travellers' cheques or currency, either Australian or foreign, which may be taken into Australia.

Visitors staying longer than six months must have special authority from the Reserve Bank of Australia to take out more than \$A100 in Australian bank notes including \$A4 in coins, or more than \$A250 in foreign currency notes.

## **Customs Formalities**

Personal effects and articles for personal use such as radio, camera or typewriter, are admitted free of duty. In addition a visitor may import duty free 200 cigarettes or 250 grams of cigars or tobacco and 1 litre of spiritous liquor.

## **When to Go**

Apart from some consumer lines there is no particular buying season in Australia, however it is recommended that the summer months of December and January be avoided since this is the holiday season and many Australian businessmen are vacationing. Many Canadian businessmen visit Australia during the Northern Hemisphere's winter, but those who travel during the Canadian summer find they receive better attention from their agents and customers.

## **How to Get There**

CP Air and Qantas operate flights from Vancouver. A number of other airlines offer frequent service from the west coast of the United States and from Honolulu.

Visitors should not overlook the fact that air travel time from Eastern Canada to Sydney is approximately 33 hours. To avoid travel fatigue, travellers should try to break their trip with stop-overs in, for example, Honolulu or Fiji, or alternatively, allow 24 hours after arrival before commencing any serious business negotiations.

## **Internal Travel**

Domestic airlines in Australia provide excellent service and frequent flight connections between the major cities and to Papua New Guinea.

Because of the great distances involved, business visitors generally prefer to travel interstate by air although train service between capital cities is comfortable and frequent.

Taxi service is good and inexpensive by Canadian standards. Private cars, hire and “drive-yourself” services are also available but the latter may prove somewhat hazardous to Canadians unaccustomed to driving on the left side of the road.

## **Clothing**

Lightweight clothes may be worn year round in the tropical regions and from October through April in the southern regions. During the Australian winter in the south, sweaters and lightweight topcoats are usually needed.

Dress in Australia is generally informal, although jackets and ties may be required in the dining rooms and lounge bars of first-class hotels and some restaurants.

## **Dining and Entertainment**

Australian cities are essentially cosmopolitan. This is evident in their restaurants, which offer all the favoured cuisines of Europe, Asia and the Americas. In many hotels meals are served only at specific times. Imported wines are expensive, but Australian wines are excellent and comparatively inexpensive.

Ample facilities are available for those who are sports minded. Golf can be played year round and public courses are open to all. Tennis can also be played on public and private courts that can be rented at low cost by the hour, or half or full day. Other sports that are economical and easily accessible include fishing, skiing, skin diving, surfing and sailing.

Cultural performances such as concerts, ballet, operas and plays are available in the large eastern cities.

## **Doing Business**

The success, (or lack of it) of the trip “down under” often rests on the not-so-obvious preparations that one makes before leaving. The most important are:

- a good supply of business cards, clearly printed, giving your full address
- enough business stationery to write letters of thanks or appointment confirmations
- small notebooks for jotting down addresses, directions for reaching places, notes of interviews and requests for further information
- pictures of your plant and copies of some of the descriptive literature that you publish in Canada



- a portable dictating machine if you do not have too much other luggage and if you wish to keep the reports and send the tapes back to your secretary to be transcribed
- when possible, a stock of small giveaways, preferably something connected with your product or Canada.

## IX. USEFUL ADDRESSES

### Canadian Offices in Australia

For purposes of trade promotion, Australia is divided among the three Canadian trade commissioner offices:

CANBERRA	Commercial Counsellor Canadian High Commission Commonwealth Avenue Canberra, Australian Capital Territory, 2600	Tel: 73-3844 Telex: 089-62017 (COMCAN AA 62017)
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- for sales promotion of defence-related goods to the Australian government
- for trade inquiries that require liaison with federal government departments and agencies in Canberra.

SYDNEY:	Canadian Consulate General A.M.P. Centre, 8th Floor 50 Bridge Street Sydney, New South Wales, 2000 Tel: 231-6522 Telex: 089-20600 (CDN GOVT AA 206000)
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Territory:	New South Wales, Queensland, Australian Capital Territory, Northern Territory, Papua New Guinea, Solomon Islands, Nauru
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MELBOURNE:	Canadian Consulate General Princes Gate, East Tower, 17th Floor 151 Flinders Street Melbourne, Victoria, 3000 Tel: 63-8431 Telex: 089-30501 (CDN GOVT AA 30501)
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Territory:	Victoria, South Australia, Western Australia and Tasmania
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IN CANADA:	Pacific Division Bureau of Asian and Pacific Affairs Department of Industry, Trade and Commerce 11th Floor 235 Queen Street East Ottawa, Ontario K1A 0H5 Tel: (613) 996-5381 Telex: 053-4124
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## AUSTRALIAN HIGH COMMISSION AND CONSULATES IN CANADA

Commercial Counsellor  
Australian High Commission Tel: (613) 236-0841  
13th Floor  
130 Slater Street  
Ottawa, Ontario  
K1P 5H6

Trade Commissioner  
Australian Consulate  
2324 Commerce Court West  
P.O. Box 69  
Toronto, Ontario  
M5L 1B9  
Tel: (416) 357-0783

Trade Commissioner  
Australian Consulate  
Suite 500  
1055 West Hastings Street  
Vancouver 1, British Columbia  
V6E 2E9  
Tel: (604) 684-1177

## X. READING LIST

Books and periodicals of possible interest to businessmen visiting Australia are listed below.

### General

Australian Handbook (Annual), and Australia in Brief, published by the Australian Information Service, P.O. Box 12, Canberra, Australia 2600.

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IF YOU HAVE NOT PREVIOUSLY MARKETING ABROAD, CONTACT ANY REGIONAL OFFICER OF THE DEPARTMENT OF INDUSTRY, TRADE AND COMMERCE AT THE ADDRESSES LISTED BELOW

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