

**QUESTION 1**

**Match Australia Programme**  
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**SENATOR WONG asked:**

**Senator WONG:** When are we likely to see an implementation plan for that [revised Match Australia] program?

**Ms Dawson:** It is in a draft at this stage and we are just finalising it.

**Senator WONG:** On notice, can I get a copy of that?

**ANSWER**

Match Australia's Project Plan was recently completed. It proposes a five point strategy to:

1. **Leverage Global Major Sporting Events** held offshore and often involving multiple participating nations, such as the Olympics and Football World Cup, where Austrade will run business programs in the margins to leverage associated VIP attendance.
2. **Leverage Iconic Annual Events in Australia**, such as the Australian Open Tennis, to host international customers and investors, where appropriate in collaboration with State Governments.
3. **Utilise high profile sporting talent** as ambassadors and spokespeople to provide impact to business missions, delegations and social media activities.
4. **Develop Australia's Track Record** promotions and activities, to highlight our national capabilities in delivering world leading international sporting events.
5. **Collaborate on sports diplomacy events** in international markets to showcase Australia, with Sports Diplomacy Working Group Members.

In line with Austrade's roles and responsibilities, the objectives of Match Australia are to support Austrade's activities to:

- Build awareness of Australia as a trade, investment, education and tourism partner including the promotion of Australian capability in major sporting event delivery;
- Create opportunities for Australian businesses through connecting businesses and identifying opportunities;
- Increase Foreign Direct Investment (FDI) into Australia through investor engagement;
- Increase exports to international markets through customer engagement; and
- Create opportunities to facilitate targeted meetings.

Consideration will be given to releasing the document.

**QUESTION 2**

**Match Australia Programme**  
**Pages 116-121 of the proof Hansard**

**SENATOR WONG** asked:

**Senator WONG:** I want to go to Match Australia ... I asked you about the success of the program. You said metrics had not been finalised. Have you finalised any metrics? ...

**Ms Dawson:** With the Match Australia program, we are working on a detailed implementation plan, of which the key metrics are the performance measures indicated by Mr Barty ... The number of business events that we will run around the events and particularly the number of investors, customers and clients that participate in the program, and then aligning those to some of the outcomes that Mr Barty was about to refer to ...

**Senator WONG:** If 'metrics' is not the right word—I used that phrase because you use that phrase in your answer. I am interested in what your KPIs are for the program ...

**Mr Gosper:** We will look at the number of events, the number of investors and companies that participated in the events and record key outcomes that we think may be associated— ...

**Senator WONG:** I asked this last time and, frankly, I got a number of answers. You have given a different set of answers in the question on notice. With respect, you are now giving me a different set of propositions. I just want to understand. If a taxpayer wants to know the outcomes that are being sought, what the KPIs of this program are, what the metrics are—whatever the phrase is—what do they look at? Do they look at the *Hansard* over three estimates or is there something that is clear about what we are trying to achieve with this program and how we will assess this from a value for money perspective?

**Mr Gosper:** Of course, we have an outcomes and performance statement. This is an important program so we will indicate against that the sorts of outcomes that I have suggested—the events that we conduct, the number of investors and companies that we engage and the particular outcomes that can be associated with the event.

**Senator WONG:** On notice, could you report against those metrics on the Match Australia events that you provided to me?

**ANSWER**

**Match Australia Objectives**

Match Australia is a one of a number of the programmes and activities run by Austrade to identify potential investment sources and international commercial opportunities and help Australian businesses and institutions convert those into commercial outcomes.

Match Australia forms part of a broader engagement strategy with high-potential investors and customers. The programme uses sporting events as a platform to engage and encourage high-level government and business delegations to visit Australia, promoting Australian investment opportunities and commercial capabilities. Through those visits, Australian companies get the opportunity to meet and discuss opportunities with visiting business delegations. Engagement with investors and customers commences 3-6 months prior to the event and continues with post-event follow-up.

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The extended program leverages agreed sporting events (both in Australia and offshore) to deliver the following objectives:

- Build awareness of Australia as a trade, investment, education and tourism partner and destination, including the promotion of Australian capability in major sporting event delivery
- Create business opportunities for Australian businesses through networking opportunities
- Increase Foreign Direct Investment (FDI) into Australia through investor engagement
- Increase exports to international markets through customer engagement
- Promote Australian education opportunities to international students
- Promote inbound tourism
- Create an opportunity to facilitate targeted meetings

### Performance Measures

With Match Australia supporting the delivery of Austrade's broader organisational objectives, programme measures are:

1. the number of business events run, and
2. the number of overseas investors and customers and Australian businesses which participate in Match Australia programmes.

During the first quarter of 2015:

1. 15 Match Australia events linked to the Asian Football Cup, the Cricket World Cup and the Australian Open were run, and
2. 174 investors, customers and Australian businesses attended those events.

Commercial outcomes are usually achieved through ongoing engagement rather than one event. Austrade therefore measures commercial outcomes through its general client surveys. Last year, 78 per cent of Austrade's clients reported achieving a commercial outcome through working with Austrade, up from 73 per cent the previous financial year.

Through Match Australia events and subsequent engagement, high-potential investors and customers have been introduced to investment and commercial opportunities in Australia.

Outcomes have included:

- Korea Investment Corporation (KIC), Korea's Sovereign Wealth Fund, with USD\$85bn under management, visited Australia and participated in an investment roundtable with Minister Robb linked to the Australian Open Tennis. The Fund signed an MOU to collaborate with the Future Fund around joint investment following its participation in the program.
- Tata Consultancy Services is investing in UWS's agri informatics research with \$2 million over four years.
- Reliance Technology Group, the R&D division of India's Reliance Industries, has signed an agreement with CSIRO to explore investment in research programs.
- HCL Technologies has had preliminary meetings with Invest SA to partner in a project with the South Australian Government's Department of Human. South Australian-based universities and SAP will be other stakeholders in this project.
- Bharat Forge is exploring PHD opportunities with Deakin University.
- L&T, a major technology, engineering, construction, manufacturing and financial services conglomerate, has set up an office in WA.

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- Reliance Group, one of India's largest companies, has opened an office in Sydney and is exploring opportunities in Australia.
- Sunpower from Sri Lanka is preparing for a follow up visit to Australia in November 2015 to pursue relationships in the rail sector with Australian companies.

Some other deals arising from these events and subsequent engagement are currently being negotiated.

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**QUESTION 3**

**Peter Aitken – Environmental Organic Nutrients**

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**SENATOR WONG asked:**

**Senator WONG:** ... Previously I raised the issue of a Mr Peter Aitken with you.

**Mr Gosper:** Yes, I do recall that—from South Australia. I think I wrote to you about that.

**Senator WONG:** Yes, you did. He sought and obtained some advice from Austrade in relation to an export of his products to China. He is still unable to ship his products. I think the company is Environmental Organic Nutrients.

**Mr Gosper:** Yes, I do recall that now.

**Senator WONG:** You did send me a letter.

**Mr Gosper:** Yes, I did and I am just retrieving a copy of it now.

**Senator WONG:** Yes, I am too. You refer to a paid service agreement in the last paragraph on the first page.

**Mr Gosper:** This presumably would be an agreement that Austrade makes with someone to deliver a service.

**Senator WONG:** Is this a regular thing? Do you enter into many of these agreements?

**Mr Gosper:** Yes, we do fee for service of a number of million dollars a year. I cannot tell you off the top of my head precisely how many.

**Senator WONG:** Are you able to provide me with a copy of a template of such an agreement?

**Mr Gosper:** Yes, we can give you that on notice.

**Senator WONG:** Is it on a website?

**Mr Gosper:** Yes, I think so. We can give you that.

**Senator WONG:** Just give me the link on that—the fee schedule and warranties provided.

**Mr Gosper:** Yes, we can give you that.

**Senator WONG:** So is there a fee schedule and there is a warranty?

**Mr Gosper:** There is a fee schedule, yes.

**ANSWER**

For the services Austrade provides individual companies, tailored to their specific business needs, A\$275 per hour is charged. If a company is seeking tailored services, a service proposal outlining the anticipated services to be provided and the costs is negotiated between Austrade and the company. After the service agreement is signed, Austrade commences its work.

The service proposal template including the standard terms and conditions is attached.

Details of Austrade's services to individual companies that are provided for a fee can be found at <http://www.austrade.gov.au/Australian/How-Austrade-can-help/trade-services>.

# Service Proposal

*Company Name*

## Client details

**Company:** *Company Name*

**ABN:**

**Product or Service:**

**Contact:**

**Phone:**

**Email:**

**Title:**

**Address:**

**Proposal Date:**

**Austrade Reference:**

## Introduction

Austrade, the Australian Trade Commission, is the Australian government's export, international education and foreign investment promotion agency. Austrade helps Australian organisations export and do business internationally, as well as attracts foreign investment to Australia. For more information on Austrade, visit [www.austrade.gov.au](http://www.austrade.gov.au).

It is our pleasure to provide the following proposal to assist your organisation with its international business plans.

## Our understanding of your requirements

Our proposal is based on our understanding of your requirements. You have asked Austrade to assist you with Introductions to potential customers in XXX, XXX and XXX for your XXX capabilities.

To assist you with your requirements, we propose to undertake the following:

Details of timings and costs are provided in the Service Agreement section below.

For us to commence the services outlined within this service proposal, we will need your approval to proceed by [date]. Please indicate your agreement to proceed by completing the Service Agreement found at the end of the proposal.

## Markets

This proposal relates to assistance provided by Austrade offices in the following cities and markets:

## Austrade assistance

To assist you with your requirements, we will undertake the following:

**Timing:** To complete this work will take approximately [xx] weeks

## Phase 1 – XXX

**Timing:** To complete this work will take approximately [xx] weeks

### Notes:

- a. The nature of each market varies widely and in some cases, the required information may not be freely available through databases or may only be available in local language. In these cases, additional time must be allowed for Austrade to gather information through primary interviews or undertake translations of information for you.
- b. Please note, we do not offer due diligence on any person or company.

## Phase 2 – XXX

**Timing:** To complete this work will take approximately [xx] weeks

### Notes:

- a. Austrade works on a best endeavours basis. The number of identified potential business partners may be less than indicated depending on market conditions, competition and level of market interest in your capabilities. While it is highly likely that a few suitable partners will be identified, we will discuss next steps with you if no potential partners are identified. Austrade cannot guarantee any number or level of contacts given the subjective nature of individual markets for your business.
- b. It is important to present a professional face when first contacting new prospective partners. Therefore, we require you to provide your own professional marketing materials, preferably in PDF format and local language; so that we can help you make a good first impression. It is important that you update your website before travelling overseas as potential business partners will use this as a first step to better understand your experience and capabilities.
- c. If you need to send product samples to us, please note that we take no responsibility for shipment of goods or clearance through relevant customs. Any import duties or shipping fees are entirely your responsibility.

## Phase 3 – XXX

**Timing:** Please allow at least [xx] weeks before your visit to ensure we have sufficient time to arrange these appointments

### Notes:

- a. Austrade works on a best endeavours basis. The number of appointments may be less than initial plans depending on the availability of the people you wish to meet at the time of your visit.
- b. To be successful, be aware of business protocols and etiquette in the country you are visiting and do not visit countries during periods of national holidays or local festivals as key contacts may not be available and accommodation may be limited. Visit <http://www.austrade.gov.au/country> for further information.
- c. Austrade recommends that you consult [www.smarttraveller.gov.au](http://www.smarttraveller.gov.au) - the Australian Government's travel advisory service – before travelling overseas.

**Timing:** Will depend on the length and timing of your visit

**Notes:**

- a. To ensure that the relevant Austrade staff are available to accompany you to appointments, please confirm your need for this service at the time you authorise us to set up your appointment(s).
- b. Austrade staff are not qualified as professional interpreters. If you need interpreting services, we will provide you with a referral to professional service providers that you can contract directly for your visit.
- c. Austrade cannot provide travel services to visitors and recommends you work through a travel agent in Australia to make your travel arrangements including travel insurance. We are happy to provide you with local advice on time required to complete the appointments, especially when the organisations you want to meet are outside major cities and local transport is required.
- d. Austrade staff time, including transit time, is included in our fee for this service. We will also seek reimbursement from you for travel costs to attend meetings with you during your visit. You can engage Austrade to accompany you to meetings in locations outside the metropolitan cities of our offices, but you will need to cover related airfares, transport costs, accommodation and meals for our staff.

**Austrade Contact**

The following Austrade advisers will assist with your project:

Tel:  
Email:

**Further information – Providing professional services**

Austrade services are delivered according to our Service Charter, which you can find on our website at [www.austrade.gov.au/About-Austrade/Programs-and-Services/Service-Charter](http://www.austrade.gov.au/About-Austrade/Programs-and-Services/Service-Charter).

We welcome your feedback at all times. If you have a problem that needs resolution, please raise it directly with an Austrade adviser or write to [ServicesManager@austrade.gov.au](mailto:ServicesManager@austrade.gov.au).

The best measure of Austrade's effectiveness is our capacity to assist Australian companies to expand their business internationally. As a recipient of Austrade services, you may be invited to provide feedback through an online survey of the assistance we provide and our ability to tailor our services according to your needs. We encourage you to contribute feedback through these surveys as this will help us improve our services in the future. The surveys are conducted independently for Austrade and any information you provide through the survey is confidential.

**Office use only**

Delegate for and on behalf of Austrade according to Section 9B of the Australian Trade Commission Act 1985

Approver's Name:

Date:

Approver's Title:

Approver's Location:



# Service Agreement

For return to Austrade

This Service Agreement details our service fees and other costs that will be incurred in the delivery of services outlined in the Service Proposal and documents your agreement with Austrade should you wish to proceed with these services.

To authorise Austrade to commence these services, select the relevant services, confirm the authorised officer in your organisation to approve these services, accept the terms and conditions outlined below, and advise your payment details. Please then print off the relevant pages, sign below and then fax or scan the pages back to Robert Siy who will then be in contact with you to confirm the services we will provide.

## Client Details

**Company:** *Company Name*

**ABN:**

**Product or Service:**

**Contact:**

**Phone:**

**Email:**

**Title:**

**Address:**

**Proposal Date:**

**Austrade Reference:**

## Austrade service fees

Market	Service	Delivery dates	Service fee (A\$)	Select to proceed
	[Enter Phase]	to	A\$	<input type="checkbox"/>
<b>Out of pocket expenses</b>	[Enter Phase]	[Enter Description]	A\$	
Total fees and expenses			A\$[xx]	

## Authorisation and consent

I confirm that I am authorised to approve the commencement of the above selected services on behalf of XXX .

I accept the [terms and conditions](#) for Austrade services outlined below.

I understand that Austrade only works with organisations that maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. XXX agrees to comply with legal obligations including anti-bribery laws, both in Australia and overseas.

<b>Signed</b>			
<b>Print Name</b>		<b>Date:</b>	

### About Austrade Service Agreements

- a. Austrade services are calculated based on a fee of A\$275 per hour. As market demand and conditions can vary significantly, the length of time required in each market to provide similar services may vary.
- b. Any out-of-pocket expenses necessarily incurred by Austrade in the delivery of the above services must be reimbursed by you. Prior approval will be sought from you for any expenses in excess of a cumulative total of A\$100.
- c. Payments made on your behalf in local currencies shall be invoiced in Australian dollars with a 15 per cent handling fee.
- d. Austrade service proposals remain valid for a period of 20 working days from the date of the proposal.
- e. GST is not payable for services provided wholly overseas. If GST is payable on services provided under this agreement, the amount of GST is payable by the client to Austrade, in addition to the agreed service fees.
- f. Austrade prefers payment by credit card for services completed under A\$5,000. Payment by electronic bank transfer or cheque can be made by prior arrangement
- g. Austrade fees may be eligible expenses that can be claimed under the Export Market Development Grant (EMDG). For further information on this grant, please visit <http://www.austrade.gov.au/exportgrants>
- h. For other financial assistance available to exporters, please visit [www.austrade.gov.au/export-assistance](http://www.austrade.gov.au/export-assistance)

## Payment Authority

Austrade prefers credit card payment for service fees valued under A\$5,000. If credit card payment is not possible, please indicate this below and we will discuss alternative payment methods with you.

- I authorise the following credit card to be debited for the agreed service fees and expenses at the completion of each phase of service delivery.

MASTERCARD

VISA

AMERICAN EXPRESS

DINERS CARD

Card number:	
Cardholder's name:	
Cardholder's signature:	
Card expiry date:	

- Please contact me to arrange alternative payment method.

## Terms and conditions for Austrade services

By signing, the parties, the Commonwealth of Australia represented by the Australian Trade Commission (Austrade) and the company referred to above (the Client) agree to be bound by the following terms:

- a. Services which may be required by the Client under this Agreement cannot be provided on an exclusive basis.
- b. Austrade agrees that in the performance of the services under this agreement, Austrade will inform the Client should a perceived or actual conflict of interest situation arise and the steps Austrade intends to take to reduce or eliminate the perceived or actual conflict of interest.
- c. Any material created by Austrade or received by Austrade from the Client (whether in writing or verbally) concerning the affairs of the Client shall not be made available to third parties without the prior approval of the Client save for credible evidence of bribery or other corrupt actions that will be referred to the Australian Federal Police.
- d. The property and copyright in all material created by Austrade in connection with the provision of services will vest in Austrade; the Client shall have an unrestricted license to use any such material for its export purposes.
- e. Austrade will not be liable for delay or failure in performing the services if the delay or failure resulting from force majeure, Act of God, or any government act, fire, earthquake, tsunami, explosion, accident, industrial dispute, civil commotion, disease, terrorist or security act or threat, impossibility of obtaining materials or anything beyond Austrade's control, and whether happening in Australia or elsewhere.
- f. The parties acknowledge that the Services provided by Austrade under this Agreement, including market research and assessment, includes information and advice on matters that are incapable of precise determination, subject to subjective interpretation, rapidly changing conditions in the market and other factors beyond the control of Austrade. Accordingly, to the extent permitted by law, Austrade is not liable to any person who relies on that information or advice for any inaccuracies, omissions or other deficiencies contained in it.
- g. The Client acknowledges that this agreement constitutes the entire Agreement between the Parties and supersedes all other Agreements and in entering this Agreement it has not relied on any statement, representation, warranty or condition made or given by Austrade or by any person or agent of Austrade other than those contained in this Agreement.
- h. Austrade's liability to the client for any loss, cost, charge or expense incurred or arising directly or indirectly under or in connection with this Agreement, whether for breach of this Agreement, at common law, under statute or otherwise is limited to the fees paid by the client to Austrade under this Agreement.
- i. Sending samples in support of promotion of the Client's goods or services is done so entirely at the Client's risk. Austrade makes no undertaking as to acceptance, storage, use or disposal of any sample and specifically denies liability for any loss arising as a result of using or displaying the sample, its safekeeping, storage, return or disposal and any such cost shall be borne by the sender.
- j. Austrade specifically denies liability for any loss howsoever arising from dealings between Clients and third parties following introductions or provision of contact lists by Austrade. Austrade makes no warranty or representation as to the suitability, accuracy or usefulness of any information provided under this service proposal nor commercial dealings between third parties introduced by Austrade. Any person relying on information provided under this agreement or by introduced third parties should seek independent professional advice and conduct their own due diligence before acting on the information they receive. Where Austrade makes a recommendation in connection with this agreement, it is the responsibility of the Client to assess and make all final decisions. To the extent permitted by law, Austrade specifically denies any liability that may arise from such decisions.
- k. The Client acknowledges that when services require the Client to travel, the Client accepts that this travel may expose the Client and its representatives to the risk of damage, loss or harm. The Client acknowledges and agrees that it will not hold Austrade responsible for any damage, loss or harm as a consequence of this travel. Austrade strongly recommends that the Client consider the travel advice issued by the Department of Foreign Affairs and Trade (DFAT) for the country in which travel will be undertaken and for any countries which the Client's representatives will enter in transit. DFAT's travel advice can be viewed at [www.smarttraveller.gov.au](http://www.smarttraveller.gov.au). The Client acknowledges that it is solely responsible for making itself aware of all relevant information and travel advice available in relation to the country where travel is taking place and any countries through which the Client or its representatives will transit.
- l. In the event that a Client terminates a Service Agreement, the Client acknowledges that they are liable for the fees for services performed up to the date of termination and any unavoidable losses.
- m. Austrade's role includes facilitation of Australian financial services exporters in markets outside Australia. Austrade is not a promoter of any financial services products or investments and does not provide investment advice. Austrade assumes no responsibility for any company, product or service mentioned in this document, for any materials provided in relation to such products, nor for any act or omission of any business connected with such products.
- n. In the event of any dispute arising between Austrade and the Client in connection with this Service Agreement and the dispute is not mutually resolved within two calendar months, the dispute shall, upon request of either party, be referred to arbitration, in accordance with the laws relating to arbitration in force at the time in the Australian Capital Territory.
- o. Austrade reserves the right to immediately suspend or terminate services under this Service Agreement at its sole discretion and without liability if it considers ongoing services may bring the parties or the Commonwealth into disrepute. This may include but is not limited to, potential breach of Australian or local law, including anti-bribery laws, issues of solvency, commercial dispute, unethical or immoral acts or any matter where ongoing provision of services is considered not in the best interests of Australian trade. Austrade will report credible evidence of bribery or other corrupt actions to the Australian Federal Police.

**QUESTION 4**

**Peter Aitken – Environmental Organic Nutrients**

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**SENATOR WONG asked:**

**Senator WONG:** Mr Gosper, you asserted, I think, that the lack of a defined service agreement may have resulted in incomplete advice to my constituent about the extent of Austrade services and an incomplete understanding on his part, et cetera. Can I ask: why did you never seek to enter an agreement with EON over the three-year period between 2012 and 2015?

**Mr Gosper:** I do not think I have got a copy of the letter, Senator. I think it was probably a mistake on our part not to be more definitive about expectations under such an arrangement—if I can recall the letter.

**Senator WONG:** I think the proposition is that you did not make that offer, or you did not indicate that this service was available on a paid basis—a paid service agreement. If that is the case, do you know why that would be?

**Mr Gosper:** I would have to refresh my memory, Senator, but I do not know why it would have been. I think it was probably, as I said, something where we were not clear about relative expectations that should have been had in that circumstance.

**ANSWER**

Mr Aitken approached Austrade for assistance with his product registration. Austrade does not provide services (paid or otherwise) to assist exporters with product registration, and as a result did not offer to enter into a paid service agreement with him at the time. Austrade provided Mr Aitken with a referral to three service providers.

Subsequent interactions with Mr Aitken were ad hoc and evolved over time and accordingly Austrade did not offer paid services tailored for his business.

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**QUESTION 5**

**Peter Aitken – Environmental Organic Nutrients**

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**SENATOR WONG asked:**

**Senator WONG:** Were you aware that the third company that was recommended failed to lodge any registration application on behalf of EON?

**Mr Gosper:** I was, on looking into the matter, yes.

**Senator WONG:** Is this consulting company still a recommended referral on your list?

**Mr Gosper:** I would have to check on that. I would assume not.

**Senator WONG:** On what basis?

**Mr Gosper:** The basis that you have just indicated, Senator.

**Senator WONG:** Did you know that before this constituent matter was raised?

**Mr Gosper:** I believe not.

**Senator WONG:** Why would that be?

**Mr Gosper:** I do not know whether the people in China were aware of that, but I was not. I can find that on notice.

**ANSWER**

Austrade was not aware of Mr Aitken's dissatisfaction with the service provider his company had engaged until 15 months after the referral list was provided to him. In discussions with Mr Aitken, Austrade had understood Mr Aitken's company and the service provider were in a commercial dispute. Austrade therefore did not consider it appropriate to become involved.

In accordance with standard practice, Austrade suggested three service providers so Mr Aitken could chose the one best suited to his needs. Austrade communications make it clear that the selection of service provider is the sole responsibility of the exporter.

As detailed in a letter earlier this year from Austrade's CEO to Senator Wong, the service provider had received notification from the Chinese authorities that field trials could proceed (the next step in the registration process). However, Mr Aitken had decided to conduct those trials independently of the service provider. While this may have complicated the registration process, Austrade respects Mr Aitken's commercial decision to proceed in that way.

As also advised in the letter from Austrade's CEO to Senator Wong, Austrade's Senior Trade Commissioner in China was asked to review the qualifications of all three service providers. He confirmed all companies, including the one selected by Mr Aitken, are capable of providing services to exporters for product testing, documentation and registration lodgement.

**QUESTION 6**

**Peter Aitken – Environmental Organic Nutrients**

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**SENATOR WONG asked:**

**Senator WONG:** Obviously this is a matter that the constituent continues to be very concerned about. There has been no success rate or conversion rate—there is no practical result for this exporter.

**Mr Gosper:** I understand that.

**Senator WONG:** Is there anything further that you can provide me with, perhaps outside of this forum—on notice?

**Mr Gosper:** I will give some thought to that, Senator, whether I can.

**ANSWER**

As outlined in previous correspondence with Mr Aitken, Austrade is able to provide him with referrals to other service providers in the China market who may be able to assist him with his product registration.

Mr Aitken may also find it beneficial to attend the [7th China International Fertilizer Show](#) (9-11 March 2016, Shanghai). This event might provide Mr Aitken with the opportunity to meet with large industry players seeking to find potential suppliers.

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**QUESTION 7**

**Budget Measure – Free Trade Agreements Promotion**  
**Pages 122-124 of the proof Hansard**

**SENATOR WONG asked about:**

In relation to the Free Trade Agreements Promotion Budget Measure: Can you provide a complete breakdown of the \$20 million budgeted for promotional activities in 2015-16. This should include: expenditure to date; planned expenditure for the current financial year; and provide a breakdown for all activities and related components.

**ANSWER**

\$21.6 million was provided to Austrade in the Budget over two financial years (2015-16 and 2016-17) for Free Trade Agreement promotion.

A breakdown of the budget and expenditure for the various elements of the FTA programme in 2015-16 is provided below. The budget for financial year 2015-16 for the advertising campaign is \$14 million, which includes funding brought forward from 2016-17.

<b>Activity</b>	<b>Expenditure to 31 October 2015</b>	<b>Planned expenditure</b>	<b>Total Budget 2015-16</b>
<b>ADVERTISING CAMPAIGN</b>			
Advertising materials production <sup>1</sup>	\$407,657	\$1,592,343	\$2,000,000
Public relations	\$86,405	\$413,595	\$500,000
Media <sup>2</sup>	\$2,338,908	\$8,161,092	\$10,500,000
Research <sup>3</sup>	\$711,819	\$288,181	\$1,000,000
<b>Total</b>	<b>\$3,544,789</b>	<b>\$10,455,211</b>	<b>\$14,000,000</b>
<b>OTHER COMPONENTS</b>			
Seminars	\$230,553	\$776,094	\$1,006,647
Third party outreach <sup>4</sup>	\$291,976	\$1,976,407	\$2,268,383
- Administered funds (FTA-Training Grants)	\$0	\$1,372,000	\$1,372,000
Marketing	\$222,352	\$527,648	\$750,000
<b>TOTAL</b>	<b>\$4,289,640</b>	<b>\$15,107,360</b>	<b>\$19,397,000</b>

<sup>1</sup> Advertising materials production includes TV, radio, digital, out-of-home, social media and print promotional assets and campaign web page production

<sup>2</sup> Television, radio, out-of-home, digital, paid social and print media

<sup>3</sup> Research includes formative, concept testing, benchmarking and tracking research

<sup>4</sup> Third party outreach includes grants administration, toolkit development and associated activities with third-parties to amplify FTA awareness.



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**QUESTION 8**

**Budget Measure – Free Trade Agreements Promotion**  
**Pages 124-127 of the proof Hansard**

**SENATOR WONG asked about:**

In relation to the Free Trade Agreements Promotion Budget Measure and the decision to bring forward funds of \$6m from 2016-17: Can you outline the sequence of events in relation to the decision to bring forward funding. This should include: date of the SDCC request to bring forward funds; date/timing of Austrade’s assessment that the program would achieve its objectives more readily if the advertising were done over a shorter period of time; date of the media company recommendation to bring forward spend; and date on which the final decision was made.

**ANSWER**

- 16 June 2015: Master media agency was briefed to produce media strategy and indicative media plan.
- 10 July 2015: Media agency presented draft media strategy and plan, and indicated budget may be insufficient to deliver campaign objective.
- 16 September 2015: Master media agency asked to produce a draft media strategy and plan based on budget of \$10.5 million.
- 29 September 2015: Finance Minister approved funding arrangements.

**QUESTION 9**

**Tourism Research Australia – Forward Work Programme**  
**Page 128 of the proof Hansard**

**SENATOR MCEWEN asked:**

**Senator McEWEN:** In the interim period [while the review of the Tourism Research Advisory Board is being completed], who or what is managing the functions of the board?

**Mr Boyer:** The board's function is largely to look at the forward research agenda for Tourism Research Australia. We have a range of other mechanisms that we have been employing to ensure that industry and the state and territory tourism organisations have an opportunity to contribute towards that forward work plan.

**Senator McEWEN:** Is there a written agenda that you could provide?

**Mr Boyer:** We have a written forward work program. Would that be useful? I will probably provide it on notice if that is okay.

**ANSWER**

The Tourism Research Australia forward work program for 2015-16 is outlined in the table below.

<b>Upcoming Releases</b>	<b>Scheduled Release Date</b>
National Tourism Forecasts	2 November 2015 (released)
Deloitte's Access Economic commissioned research report on The Australian Tourism Labour Market: 2015-2020	4 November 2015 (released)
State of the Industry 2015	18 November 2015 (released)
Cycle Tourism in Victoria (VIC Destination Visitor Survey Project)	Late November 2015
International Visitors in Australia September 2015	2 December 2015
State and Territory Tourism Forecasts	4 December 2015
Economic Dependence of Regions on Tourism	9 December 2015
Travel by Australians September 2015	16 December 2015
Use of Visitor Information Centres in New South Wales (NSW Destination Visitor Survey Project)	Mid December 2015

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<b>Upcoming Releases</b>	<b>Scheduled Release Date</b>
Local Government Area Profiles	February 2016
International Visitors in Australia December 2015	2 March 2016
Travel by Australians December 2015	16 March 2016
Tourism Region Profiles	March 2016
Tourism Update: Updated results to 2015 State of the Industry for December 2015	April 2016
Australian Tourism Satellite Account (released by ABS, funded by Austrade)	April 2016
Tourism Investment Monitor 2016	May 2016
National Tourism Forecasts 2016	May 2016
International Visitors in Australia March 2016	1 June 2016
Travel by Australians March 2016	15 June 2016
State and Territory Tourism Forecasts 2016	June 2016

**QUESTION 10**

**Tourism Research Advisory Board**

**Page 129 of the proof Hansard**

**SENATOR MCEWEN asked:**

**Senator McEWEN:** So there are no fixed terms for [Tourism Research Advisory] board positions?

**Mr Boyer:** No, not as far as I am aware.

**Senator McEWEN:** If there is a different answer to that—

**Mr Boyer:** I will take it on notice.

**ANSWER**

Tourism Research Advisory Board (TRAB) members are appointed and reviewed periodically by the Minister responsible for tourism, on advice from the Chair of the TRAB (Executive Director Tourism, Investment, Education and Programmes Group, Austrade). Appointments for non-standing members are made on a two year rotational basis.

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**QUESTION 11**

**Funding Programs**

Can the following updates be provided for each discretionary grant program in the portfolio:

- a) name of the discretionary grant program;
- b) total funding on a year-by-year basis over the current forward estimates;
- c) committed funding on a year-by-year basis over the current forward estimates;
- d) contracted funding on a year-by-year basis over the current forward estimates;
- e) uncommitted funding on a year-by-year basis over the current forward estimates;
- f) when the current round of funding is scheduled to cease; and
- g) how many rounds of funding are scheduled after the end of the current round

**ANSWER**

Austrade administers three discretionary grant programmes.

**Asian Business Engagement (ABE) Plan**

- a) Grant rounds under the Asian Business Engagement (ABE) Plan have ceased but Austrade is still managing grants which were contracted before the cessation of the programme. The last grant will conclude in 2017.
- b) Funding of \$0.6 million is committed for the ABE Plan for 2015–16 and \$0.2 million for 2016–17 to account for projects funded prior to the cessation of the programme.
- c-g) See responses to (a-b).

**FTA grant programme**

- a) The new Free Trade Agreement Training Provider (FTA-TP) Grant forms part of the package of Free Trade Agreement (FTA) promotion initiatives announced in the Budget. Guidelines for the programme were released on 26 October 2015 and applications are open.
- b) Total administered funding for the FTA grant programme is \$2.14 million, made up of \$1.372 million in 2015–16 and \$773,000 in 2016–17.
- c) No funding has currently been committed for the FTA grant programme.
- d-f) See responses to (a-c).
- g) The 2015-16 round of funding has now opened for applications. There will be one further round of funding in 2016-17.

**Australian Tropical Medicine Commercialisation Grants Programme (ATMC)**

- b) The objective of the Australian Tropical Medicine Commercialisation (ATMC) grants programme is to lift Australia's position in global supply chains through partnership with global philanthropies like the Gates Foundation and multinational pharmaceutical companies, providing an opportunity for Australian researchers to gain greater access to foreign direct investment. This scheme is being administered by Austrade in partnership with the Department of Industry, Innovation and Science.

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- c) Total funding for the ATMC is \$8.5 million over four years from 2015-16 to 2018-19 as outlined in Budget Paper No. 2. This includes \$1.3 million which has been allocated to the administration of ATMC over the four years of the programme.
- c) The ATMC was launched by Minister Robb at the recent Northern Australia Investment Forum in November 2015. No funds are currently committed.
- d-f) See responses to (a-c).
- g) The first grants will be issued in 2015-16. There will be one further round of funding in 2016-17.

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**QUESTION 12**

**Tourism Demand Driver Infrastructure**

- a) How is the success of this program measured?
- b) How many applications were received for this program?
- c) What was the application process for proponents? Did they apply to the state government?
- d) If yes, who decided which projects would then be proposed to the Federal Government? Please name the relevant Minister or Department.
- e) How many projects have been approved under this program to date?
- f) Please list each project with project name, proponent, address, state, federal electorate, project description, commonwealth contribution, details of any other funding including source, total project cost, number of jobs expected to be created during and post construction, date of approval, date of public announcement, expected project start date, whether commenced, and expected completion date or completion date, details of any openings or events attended by the minister with date, title of event, location of event, attendee list and copies or links to all media coverage including newspaper articles. Please also provide a link to relevant ministerial media release eg joint release with state minister, local MP.
- g) What is the total expenditure to date for this program.
- h) How much funding remains unallocated. Please provide a breakdown by state.
- i) Have any public transport projects been funded under this program?
- j) Have any accommodation operators been funded under this program? If so, please list by state, proponent, name of project, value of grant, nature of grant (ie what will funding be spent on within the project)

**ANSWER**

- a) Key performance indicators are:
  - 1. Budgeted Tourism Demand Driver Infrastructure (TDDI) funding distributed to state and territory governments; and
  - 2. TDDI funding distributed to projects identified by state and territory governments in National partnership Agreements, consistent with funding principles agreed by Tourism Ministers.
- b) Applications for individual projects are a matter for the respective state and territory governments.
- c) Application processes and selection of projects for funding are at the discretion of the state and territory governments. Projects are then submitted by the state and territory governments to the Commonwealth Government to ensure that they are compliant with the agreed TDDI programme principles. Projects are then submitted to the Federal Minister for Tourism and the relevant state or territory minister for approval.
- d) See (c).

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Department/agencies and Ministers with primary responsibility for TDDI in each of the states and territories are:

Australian Capital Territory	Visit Canberra Mr Andrew Barr MLA, Chief Minister and Minister for Tourism
New South Wales	Department of Premier and Cabinet The Hon Stuart Ayres MP, Minister for Trade, Tourism and Major Events
Northern Territory	Tourism NT The Hon Adam Giles MLA, Chief Minister and Minister for Tourism
Queensland	Department of Tourism, Major Events, Small Business and the Commonwealth Games The Hon Kate Jones MP, Minister for Tourism Major Events, Small Business and the Commonwealth Games
South Australia	South Australian Tourism Commission The Hon Leon Bignell MP, Minister for Tourism
Tasmania	Department of State Growth The Hon Will Hodgman MP, Premier and Minister for Tourism, Hospitality and Events
Victoria	Visit Victoria The Hon John Eren MP, Minister for Tourism and Major Events
Western Australia	Tourism Western Australia The Hon Dr Kim Hames MLC, Deputy Premier and Minister for Health and Tourism

- e) As at 10 November 2015, 49 projects have been approved.
- f) Austrade has been advised project details will be publicly available on the Treasury website [www.federalfinancialrelations.gov.au](http://www.federalfinancialrelations.gov.au) later in 2015, following a restructure of the website.

Joint ministerial media releases have been issued for the following states:

South Australia	<a href="http://www.premier.sa.gov.au/images/news_releases/2015/15_04Apr/tourismfunding.pdf">http://www.premier.sa.gov.au/images/news_releases/2015/15_04Apr/tourismfunding.pdf</a>
Queensland	<a href="http://trademinister.gov.au/releases/Pages/2015/ar_mr_150430.aspx">http://trademinister.gov.au/releases/Pages/2015/ar_mr_150430.aspx</a> <a href="http://statements.qld.gov.au/Statement/2015/10/9/cash-injection-for-new-queensland-tourism-projects">http://statements.qld.gov.au/Statement/2015/10/9/cash-injection-for-new-queensland-tourism-projects</a>
Tasmania	<a href="http://trademinister.gov.au/releases/Pages/2015/ar_mr_150508b.aspx">http://trademinister.gov.au/releases/Pages/2015/ar_mr_150508b.aspx</a>
Western Australia	<a href="http://trademinister.gov.au/releases/Pages/2015/ar_mr_150520.aspx">http://trademinister.gov.au/releases/Pages/2015/ar_mr_150520.aspx</a>
Northern Territory	<a href="http://www.chiefminister.nt.gov.au/media-releases/federal-funding-build-new-tourism-infrastructure-nt">http://www.chiefminister.nt.gov.au/media-releases/federal-funding-build-new-tourism-infrastructure-nt</a>

- g) \$4.7 million in 2014-15. The first tranche of payments for 2015-16 is scheduled for November 2015.



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h) \$35.5 million. The breakdown by state/territory is:

(\$ million)	Total TDDI Funding	Unallocated
New South Wales	9.6	9.6
Victoria	7.2	7.2
Queensland	7.9	5.4
Western Australia	5.1	4.2
South Australia	4.0	3.0
Tasmania	3.1	2.3
Australian Capital Territory	3.1	2.3
Northern Territory	3.1	1.5
<b>Total</b>	<b>43.1</b>	<b>35.5</b>

i) No.

j) Yes. Project details are:

State	Proponent	Name of project	Value of grant	Nature of grant
Northern Territory	Lorella Springs Wilderness Park	Lorella Springs Wilderness Park Expansion of Visitor Accommodation	\$46,273	Develop new, and upgrade existing accommodation to meet the requirements for accommodation from current tour groups and Chinese tour companies interested in staying at the park.
Northern Territory	Seven Spirit Bay Eco-wilderness Resort	Upgrade of rooms at Seven Spirit Bay to facilitate development of a west Arnhem touring route	\$200,000	Refurbish existing accommodation to better integrate with the new accommodation facilities developed as part of a \$1.7 million upgrade.
Northern Territory	Wauchope NT Pty Ltd Angkerle Atwatye Aboriginal Corporation	Strategic improvements within Central Australia	\$132,990	Two parts – installation of accommodation cabins at Wauchope Hotel; and upgrade of vehicle access to Standley Chasm entrance.

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Northern Territory	World Expeditions Travel Group Pty Ltd	Larapinta Trail campsite	\$45,404.55	Construction of new semi-permanent campsite along Larapinta Trail to increase capacity.
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**QUESTION 13**

**Cadbury**

- a) Where is the \$16 million originally allocated to Cadbury now located? Is it still with Austrade?
- b) p.40 of answers to Questions on Notice from last estimates states that the new arrangements ‘could attract up to \$72 million in public and private funding’. How much public and private funding has been ‘attracted’ to date?
- c) What is the source of this funding? Please detail.
- d) If none, what processes are underway to secure such funding? Please provide a detailed explanation.
- e) How much time has now passed since the day of the original announcement by Tony Abbott for \$16 million for the Cadbury factory?
- f) Have any projects been announced from this potential \$72 million fund? If so, please detail project name, proponent, address, state, federal electorate, project description, commonwealth contribution, details of any other funding including source, total project cost, date of approval, date of public announcement, expected project start date, whether commenced, and expected completion date or completion date, details of any openings or events attended by the minister with date, title of event, location of event, attendee list and copies or links to all media coverage including newspaper articles. Please also provide a link to relevant ministerial media release eg joint release with state minister, local MP.
- g) If no projects have been announced, when will they be?

**ANSWER**

- a) Responsibility for the allocation of the \$16 million funding is now with the Department of Industry, Innovation and Science.
- b-d) These questions should be referred to the Department of Industry, Innovation and Science.
- e) The \$16 million commitment to Cadbury was originally announced on 28 August 2013.
- f-g) These questions should be referred to the Department of Industry, Innovation and Science.

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**QUESTION 14**

**Australia Week Events**

- a) How is the success of Australia Week events measured?
- b) What are some of the ‘lessons learnt’ from 2014-15 events?
- c) What will be done differently for future Australia Week events?
- d) Can Austrade provide an update on the forward events schedule for all planned Australia Week events across the forward estimates?
- e) Who makes the final decision as to which international events Austrade and Tourism Australia is represented at? How much involvement will Minister Robb and Minister Colbeck have in these decisions?
- f) Will Australia be represented at 2017 Astana in Kazakhstan? If yes, how much funding has been set aside? If not, why not.

**ANSWER**

- a) By delegate feedback collected through a post-event survey with both qualitative and quantitative measures including the number, value and strategic importance of commercial outcomes achieved as a result of the events.
- b) Lessons learnt from past Australia Week events include recognition of the importance of minimising complexity in programmes to reduce risk by:
  - i. Breaking the mission into discrete streams, and
  - ii. Providing an A-based staff member to lead each stream.
- c) See (b).
- d) An Australia-United States Business Week is scheduled for 16-26 February 2016. An Australia China Business Week 2016 is scheduled for 11-15 April 2016.
- e) Austrade manages its own involvement in various international events. In relation to Australia Week events, their location was identified in Budget papers. They are held in major markets which provide opportunity for Australian companies and for investment attraction.
- f) At this stage, Austrade will not be involved in the 2017 Astana in Kazakhstan. DFAT’s Public Diplomacy area co-ordinates Australia’s involvement in expos.

**QUESTION 15**

**Tourism Refund Scheme**

- a) Have discussions regarding the TRS progressed since last estimates? Please provide a full update.
- b) Has Austrade met with any further stakeholders or third parties in relation to the TRS since last estimates? If so please list meetings with names, dates, time, location, agenda and minutes.

**ANSWER**

Austrade has regular engagement with Government and industry stakeholders on Tourist Refund Scheme reform opportunities. Austrade continues to work with these stakeholders to achieve a favourable passenger facilitation outcome that will also benefit multiple industries and the Australian economy more broadly.

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**QUESTION 16**

**ABS Survey of Tourist Accommodation**

- a) Has funding been secured for the 2015-16 Survey of Tourist Accommodation?
- b) If so, please provide a full breakdown of funding.
- c) If not, please advise if Minister Robb or Minister Colbeck has made any representations to the ABS or the relevant minister in relation for the need to continue the Survey in 2015-16?
- d) Page 63 of the previous estimates answers refers to ‘underspends and cost reductions’ being used to fund the 2014-15 Survey. What were these?

**ANSWER**

- a) No. Austrade is funding the Australian Bureau of Statistics (ABS) to undertake a Proof of Concept to investigate a fiscally sustainable alternative to the Survey of Tourist Accommodation (STA). The future of the STA will be considered by Tourism Ministers at the completion of the Proof of Concept. The ABS was selected as the preferred supplier of the Proof of Concept after extensive consultation with industry, government and investor stakeholders.
- b) N/A
- c) The Minister for Trade and Investment, the Hon Andrew Robb MP, wrote to the Parliamentary Secretary to the Treasurer, the Hon Steven Ciobo, MP in June 2014 requesting a reconsideration of the decision by the ABS to discontinue the STA.
- d) The cost reductions and underspends used to fund Austrade’s contribution to the 2014-15 STA ranged across a number of areas of Austrade’s expenditure, including staffing, discretionary expenses (including travel), property costs and some revenue gains.

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**QUESTION 17**

**Stakeholder Meetings**

Which tourism stakeholders has Austrade met with since last estimates? Please list meeting date, company/organisation, nature of meeting and topics discussed.

**ANSWER**

Information on official, multilateral meetings with tourism stakeholders is at **Attachment A**. Austrade officials across the organisation meet continually with tourism stakeholders on an individual basis, at conferences and other forums as part of their day-to-day operational activities. This includes meetings and forums more broadly focused on trade and investment matters (such as infrastructure investment). Sourcing details for each such meeting would entail a significant diversion of resources which, in the circumstances, cannot be justified.

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**Attachment A**

**Major tourism stakeholder meetings**

Date	Company/Organisation	Nature of meeting	Topics discussed
21/7/2015	<b>ADS Tour Guide – Information Session</b> presented by Austrade to over 30 tour guides operating within the Approved Destination Status Scheme (ADS). Location: Melbourne, VIC	Austrade delivered a presentation to tour guides operating in the ADS Scheme, outlining the requirements for tour guides under the ADS Code of Business Standards and Ethics (the Code).	The responsibilities of approved ADS tour guides.
23/7/2015	<b>National Passenger Facilitation Committee</b> meeting attended by key tourism industry representatives as well as Commonwealth representatives from portfolios which impact on passenger facilitation. Location: Canberra, ACT	Government forum to discuss matters that impact on passenger facilitation.	Processing technology in airports such as SmartGate, health updates impacting on airports, safety and security, biosecurity and quarantine issues.
27/7/2015	<b>Investment Attraction Partnership Group (IAPG)</b> Meeting attendees included State and Territory representatives as well as Commonwealth representatives from portfolios Location: Sydney, NSW	Government forum to discuss tourism investment attraction in Australia	Revised tourism investment strategy, regulatory reform, communications and an update on China.
3/8/2015	<b>Centre for Asia Pacific Aviation (CAPA) Australia Pacific Aviation Summit 2015</b> attended by key industry stakeholders including airlines, airports, industry associations and government representatives (local, state and territory, and Commonwealth). Location: Sydney, NSW	Annual Aviation Summit organised by CAPA. Officials from Austrade attended the summit.	Issues impacting on the international aviation market going forward and their likely on the Asia Pacific aviation market.
31/8/2015	<b>ADS Tour Guide – Information Session</b> presented by Austrade to over 75 tour guides operating within the Approved Destination Status Scheme (ADS). Location: Cairns, QLD	A presentation given by Austrade to tour guides operating in the ADS Scheme, the presentation outlined the requirements for tour guides under the ADS Code of Business Standards and Ethics (the Code).	The responsibilities of approved ADS tour guides.



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Date	Company/Organisation	Nature of meeting	Topics discussed
02/9/2015	<b>ADS Tour Guide – Information Session</b> presented by Austrade to over 75 tour guides operating within the Approved Destination Status Scheme (ADS). Location: Gold Coast, QLD	A presentation given by Austrade to tour guides operating in the ADS Scheme, the presentation outlined the requirements for tour guides under the ADS Code of Business Standards and Ethics (the Code).	The responsibilities of approved ADS tour guides.
11/9/2015	<b>Tourism Visa Advisory Group</b> is led by the Department of Immigration and Border Protection. Members include industry associations, airlines, state tourism organisations, Austrade, Department of Foreign Affairs and Trade and Tourism Australia representatives. Location: Canberra, ACT	Government - industry forum to discuss issues impacting on Australia’s visa regime from a tourism perspective.	Visitor Visas, Work and Holiday visas, SmartGate advancements.
16/9/2015	<b>Tourism and Transport Forum Leadership Summit</b> attended by key industry stakeholders including airlines, accommodation providers, attractions, industry associations, government officials. Ministers and members of Parliament. Location: Canberra, ACT	Annual leadership summit organised by the Tourism and Transport Forum. Officials from Austrade attended the forum.	Strategic issues affecting tourism including visa reform, investment in regional Australia and marketing.
3/09/2015	<b>Cruise Down Under’s 2015 Conference</b> attended by cruise line representatives, state and regional tourism organisations, ports representatives, and land-based tourism businesses. Location: Darwin, NT	Annual conference with the 2015 theme “Uniting Australia’s Cruise Future”. Attended by officials from Austrade.	The conference explored a range of topics including: <ul style="list-style-type: none"> <li>• State of the Industry</li> <li>• Emerging markets (including China) and Australia’s passenger mix</li> <li>• Destination, itinerary and land programs issues</li> <li>• Ports and the environmental footprint of cruises</li> <li>• Logistics, supplies and provisions issues</li> </ul>

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Date	Company/Organisation	Nature of meeting	Topics discussed
6/10/2015	<b>Tourism Forecasting Reference Panel</b> attended by representatives from Tourism research Australia (Austrade), Tourism Australia, National Australia Bank, Tourism and Transport Forum, Queensland Tourism Industry Council, Australian Regional Tourism Network, Australian Tourism Export Council and Webber Quantitative Consulting Pty Ltd.	Annual meeting of experts from industry and government.	The key purpose is to review and provide feedback on Tourism Research Australia's draft tourism forecasts before they are finalised.
20/10/2015 - 23/10/2015	<b>Australian Regional Tourism Network Convention</b> attended by around 100 representatives from industry, state and territory, regional and local tourism organisations, federal, state and local government tourism officials and tourism consultants. Location: Victor Harbour, SA.	Annual convention with key speakers, panel discussions and workshops. Officials from Austrade spoke about policy initiatives and tourism research	Issues and challenges faced by tourism in regional Australia including: branding, use of social media, future of visitor information centres, funding for regional tourism organisations and research.
29/10/2015- 30/10/2015	<b>Tourism Research Committee (TRC)</b> attended by representatives from Tourism Research Australia (Austrade), Tourism Australia, Destination NSW, Tourism Victoria, Tourism Events Queensland, Tourism Western Australia, South Australian Tourism Commission, Tourism Northern Territory, Tourism Tasmania, Australian Bureau of Statistics (ABS), NZ Ministry of Business, Innovations and Employment	Bi annual meeting of Commonwealth and State Tourism Organisations on tourism research related issues.	Discussions were held on tourism research topics including the national visitor surveys, Tourism Satellite Account and Survey of Tourist Accommodation.

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**QUESTION 18**

**Aquis Project**

- a) What is the current status of the Aquis project in Cairns?
- b) What is the expected construction start date for this project?
- c) What is the estimated completion date?
- d) If project is awaiting relevant approvals, please detail those approvals.
- e) Has the Minister or Austrade met with Wanda Group or any of its representatives since last estimates? If so please detail date, attendees, location and nature of the meeting.

**ANSWER**

a)– d) Austrade is not involved in the Aquis project in Cairns. Questions on its current status should be directed to the Queensland State Government.

e) Representatives of Austrade have met with Wanda Group as follows:

- On 7 July 2015, Austrade’s Assistant General Manager for Investment and Senior Investment Specialist for Tourism Infrastructure met with Wanda’s General Manager of Sydney One, Wanda’s Circular Quay project
- On 22 July Austrade’s Senior Investment Specialist for Tourism Infrastructure met with Wanda during an Australia China Business Council (ACBC) lunch
- On 29 July 2015 Austrade’s Manager of Tourism Infrastructure, Investment Division, attended the official launch of the display centre for Jewel, Wanda’s Gold Coast project.
- On 17 August 2015 Austrade’s Assistant General Manager for Investment attended a lunch hosted by Wanda

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**QUESTION 19**

**Tourism Research Australia**

- a) How many FTE staff are employed at TRA? Please provide a list by role, level, function, section.
- b) Please provide an organisational chart
- c) Who is the current Chair of TRA?

**ANSWER**

- a) As at 30 September 2015, 16 FTE staff were employed within Tourism Research Australia (TRA). This number includes staff on long term leave but excludes contractors and board members. (Note: TRA is a branch within the Tourism Division of Austrade.)

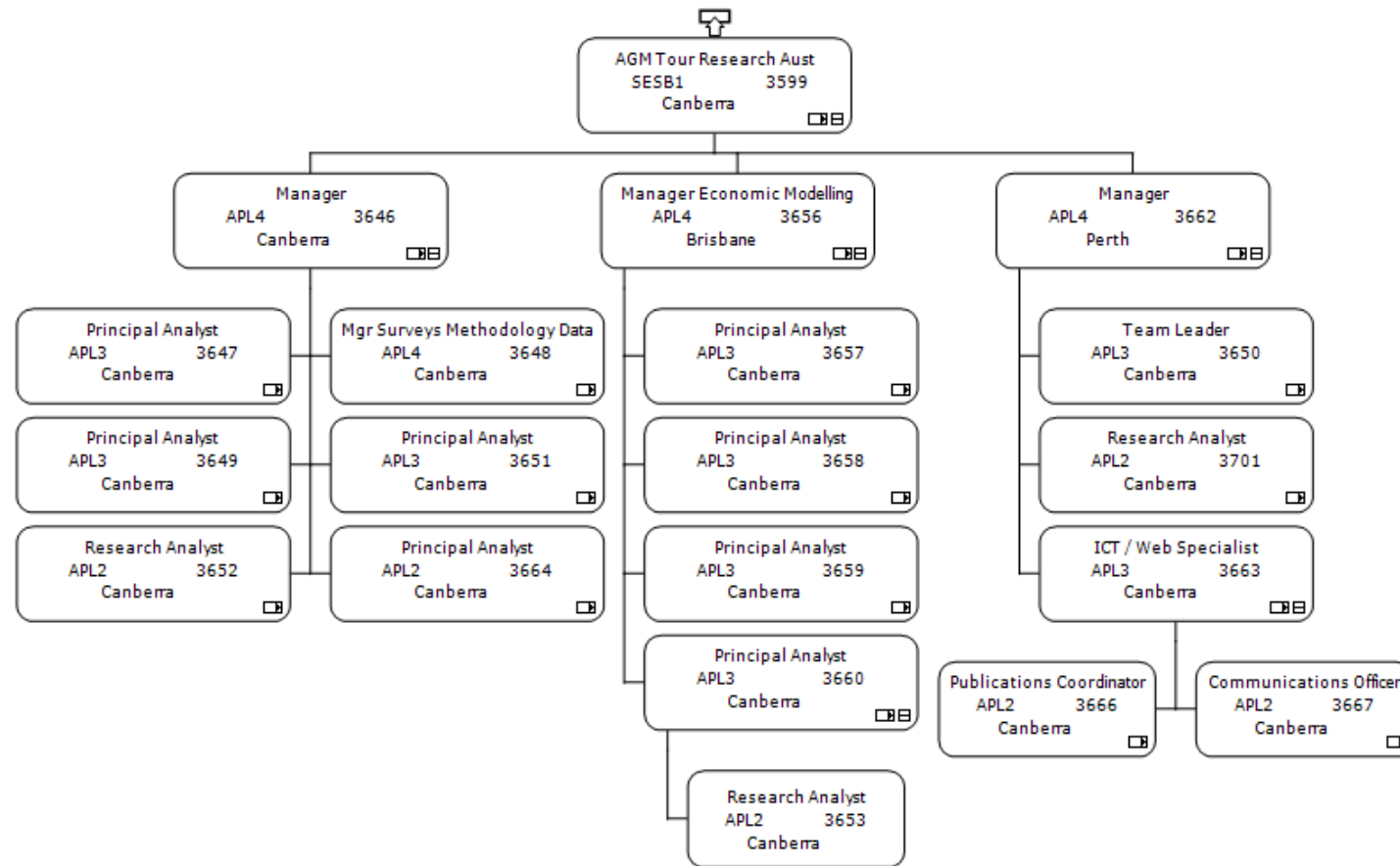
<b>Job Title</b>	<b>APL2</b>	<b>APL3</b>	<b>APL4</b>	<b>SESB1</b>	<b>Total FTE</b>
AGM Tour Research Aust				1	<b>1</b>
Manager			2		<b>2</b>
Manager Economic Modelling			1		<b>1</b>
Mgr Surveys Methodology Data			1		<b>1</b>
ICT / Web Specialist		1			<b>1</b>
Principal Analyst		5			<b>5</b>
Team Leader		2			<b>2</b>
Publications Coordinator	1				<b>1</b>
Research Analyst	2				<b>2</b>
<b>Total FTE</b>	<b>3</b>	<b>8</b>	<b>4</b>	<b>1</b>	<b>16</b>

- b) An organisational chart for Tourism Research Australia (as at 3 November 2015) is attached.
- c) Ms Janice Wykes commenced as the new Assistant General Manager of TRA on 21 September 2015.

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**ATTACHMENT**

Tourism Research Australia



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**QUESTION 20**

**Staffing**

- a) How many FTE staff are employed in the Tourism Division of Austrade? Please provide a list by role, level, function, section.
- b) Please provide a list of all staffing changes including overall numbers, date, reason since 7 September 2013.
- c) Please provide an organisational chart

**ANSWER**

- a) As at 30 September 2015, 53.63 FTE staff were employed within the Tourism Division of Austrade. This number includes staff on long term leave but excludes contractors and board members.

<b>Branch/Job Title</b>	<b>APL1</b>	<b>APL2</b>	<b>APL3</b>	<b>APL4</b>	<b>SESB1</b>	<b>SESB2</b>	<b>Total FTE</b>
<b>Tourism Executive</b>	<b>1</b>	<b>1</b>	<b>1</b>			<b>1</b>	<b>4</b>
General Manager Tourism						1	1
Team Leader			1				1
Executive Assistant		1					1
Support Officer	1						1
<b>Policy &amp; Operations</b>		<b>8.7</b>	<b>9.93</b>	<b>6</b>	<b>1</b>		<b>25.63</b>
AGM Tourism Policy					1		1
Manager				6			6
Team Leader			9.93				9.93
Policy Officer		6.8					6.8
Senior Grants Officer		1					1
Senior Policy Officer		0.9					0.9
<b>Tourism Research Aust</b>		<b>3</b>	<b>8</b>	<b>4</b>	<b>1</b>		<b>16</b>
AGM Tour Research Aust					1		1
Manager				2			2
Manager Economic Modelling				1			1
Mgr Surveys Methodology Data				1			1
ICT / Web Specialist			1				1
Principal Analyst			5				5
Team Leader			2				2
Publications Coordinator		1					1
Research Analyst		2					2
<b>Inoperative Tourism Staff</b>		<b>7</b>				<b>1</b>	<b>8</b>
<b>Total FTE</b>	<b>1</b>	<b>19.7</b>	<b>18.93</b>	<b>10</b>	<b>2</b>	<b>2</b>	<b>53.63</b>

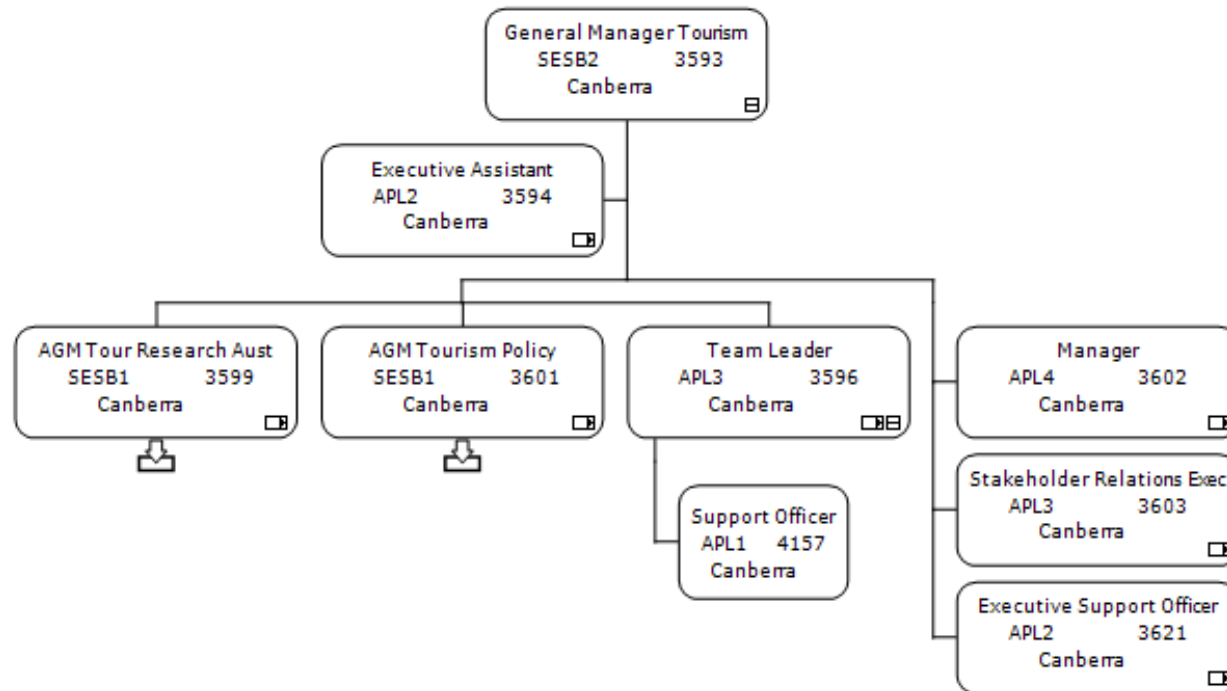
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- b) Staffing changes in Tourism Division between 7 September 2013 and 30 September 2015 are listed below. Note: the movements below do not include the initial Machinery of Government changes in December 2013, where 77.36 FTE Tourism staff were transferred into Austrade.

<b>Month/Year</b>	<b>Movement</b>	<b>Number of Staff</b>
January 2014	Ceased	1
February 2014	MOG out to DFAT	3
March 2014	Ceased	2
March 2014	Commenced	1
April 2014	Ceased	4
May 2014	Ceased	2
June 2014	Ceased	3
June 2014	Commenced	1
June 2014	Transfer within Austrade	1
July 2014	Ceased	2
July 2014	Transfer within Austrade	2
August 2014	Transfer within Tourism	1
October 2014	Ceased	3
November 2014	Transfer within Austrade	1
December 2014	Commenced	2
January 2015	Ceased	1
January 2015	Transfer within Austrade	1
April 2015	Ceased	1
April 2015	Commenced	1
May 2015	Transfer within Austrade	1
July 2015	Ceased	1
August 2015	Ceased	1
August 2015	Transfer within Austrade	3
September 2015	Commenced	4

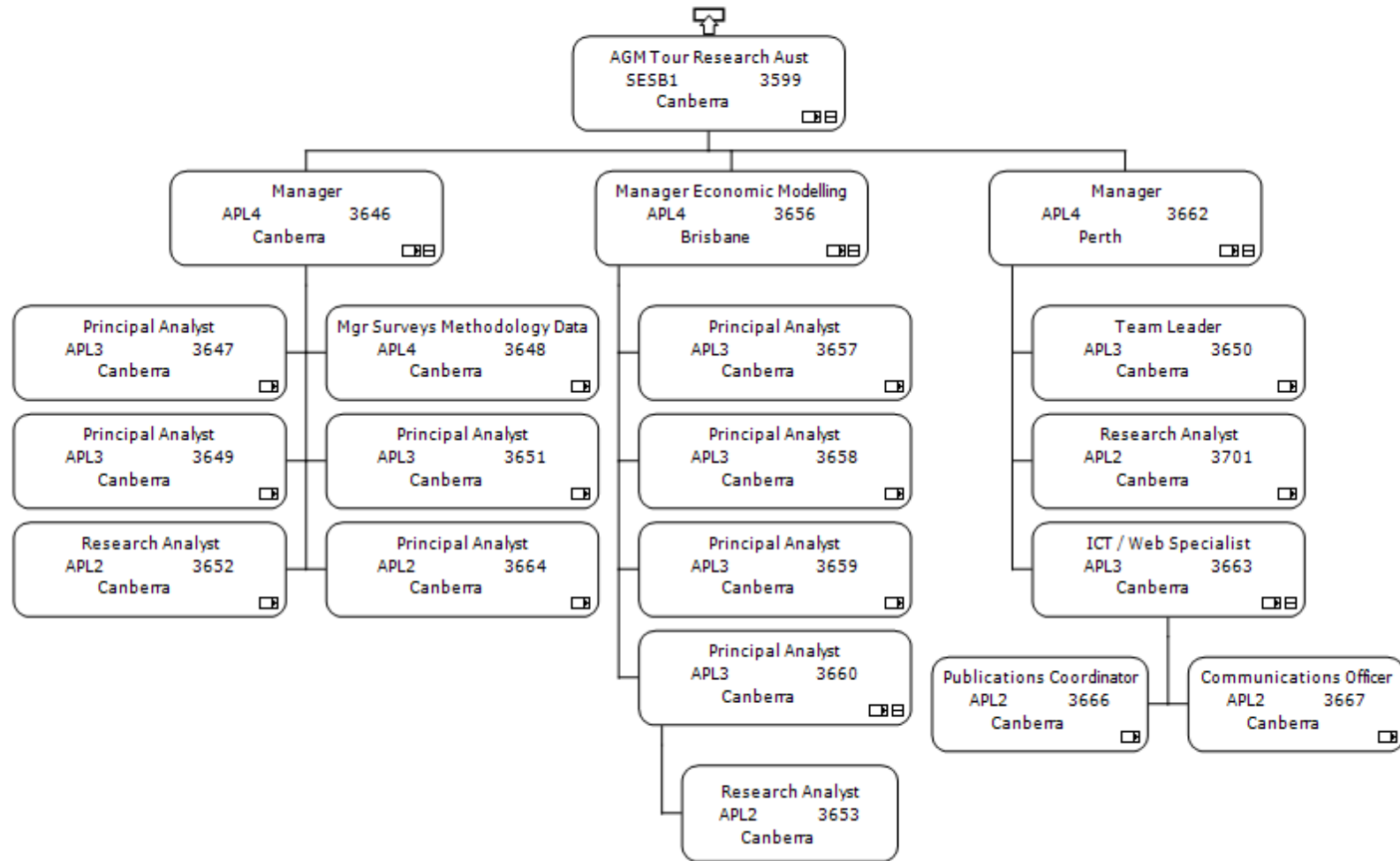
- c) Organisation charts for Tourism Division (as at 3 November 2015) are attached.

Tourism Division

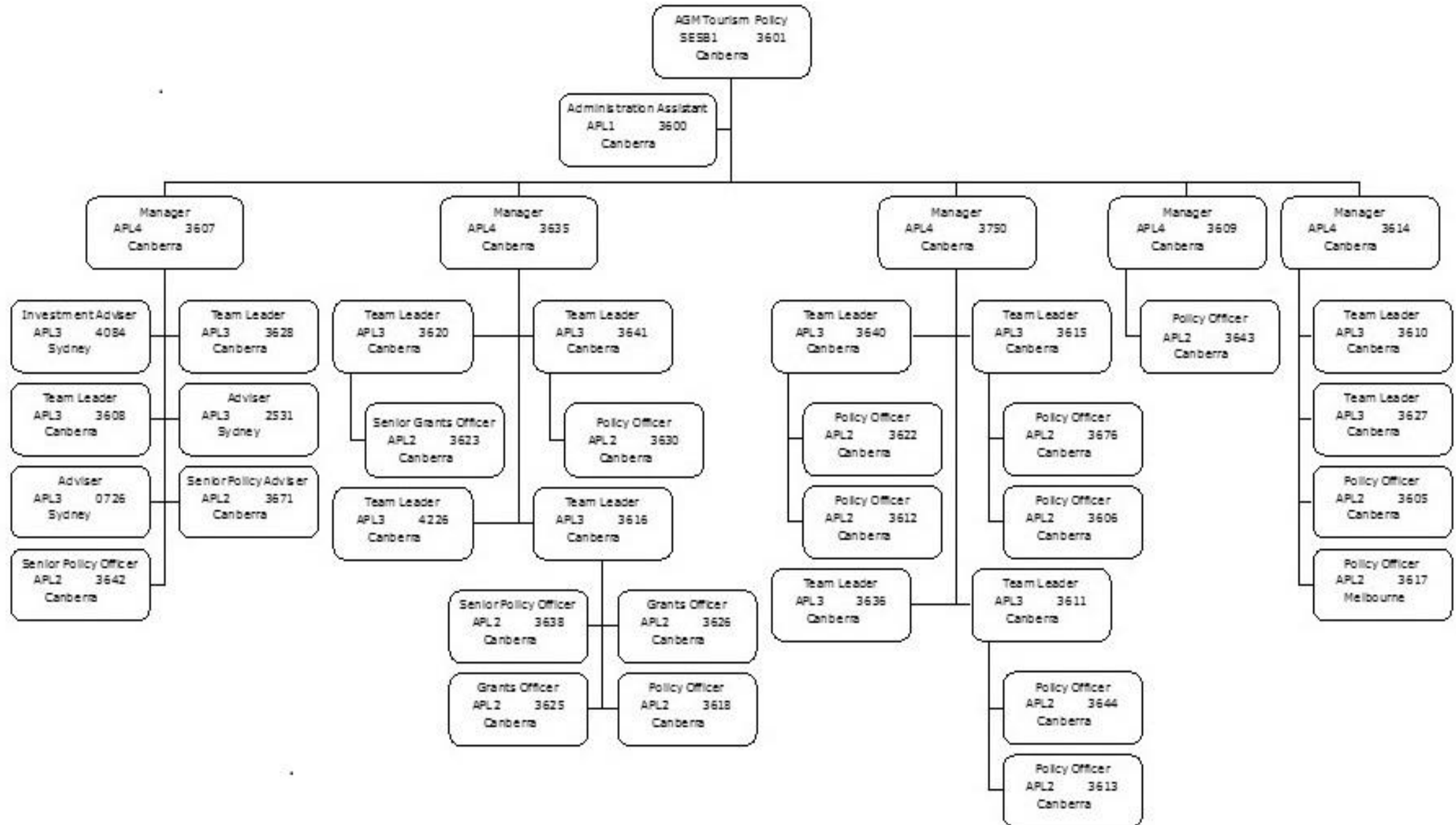




Tourism Research Australia



# Tourism Policy and Operations



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**QUESTION 21**

**Research**

- a) Please detail the forward publishing schedule for all research and survey publications in 2015-16 including Tourism Research Australia.
- b) Have there been any changes to the expected publication schedules since last estimates?
- c) If yes, please detail with original expected publication date and actual publication date.
- d) Does Austrade or Tourism Australia anticipate any additional delays to publications over the next year aside from those detailed in last estimates answers? If so, please detail publication, reason, and expected length of delay.

**ANSWER**

- a) The forward publishing schedule as of 2 November 2015 is outlined below.

<b>Publication</b>	<b>Date</b>	<b>Published by</b>
National Tourism Forecasts	2 November 2015	Tourism Research Australia
Tourism Labour Market research	4 November 2015	Tourism Research Australia
State of the Industry	18 November 2015	Tourism Research Australia
State and Territory Tourism Forecasts	23 November 2015	Tourism Research Australia
Cycle Tourism in Victoria (VIC Destination Visitor Survey project)	End November	Tourism Research Australia
International Visitors in Australia (International Visitor Survey - September Quarter 2015)	2 December 2015	Tourism Research Australia
Economic Dependence of Regions on Tourism	9 December 2015	Tourism Research Australia
Travel by Australians (National Visitor Survey - September Quarter 2015)	16 December 2015	Tourism Research Australia
Use of Visitor Information Centres in New South Wales (NSW – Destination Visitor Survey project)	Mid December 2015	Tourism Research Australia
<i>Why Australia</i> . Benchmark Report 2016	2016	Chief Economist
Local Government Area Profiles	2016	Tourism Research Australia

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<b>Publication</b>	<b>Date</b>	<b>Published by</b>
International Visitors in Australia (International Visitor Survey - December Quarter 2015)	2016	Tourism Research Australia
Travel by Australians (National Visitor Survey - December Quarter 2015)	2016	Tourism Research Australia
Tourism Regions Profile	2016	Tourism Research Australia
Tourism Update: Updated results to the 2015 State of the industry for December 2015	2016	Tourism Research Australia
Australian Tourism Satellite Account (released by ABS funded by Austrade)	2016	Tourism Research Australia
Tourism Investment Monitor 2016	2016	Tourism Research Australia
National Tourism Forecasts	2016	Tourism Research Australia
International Visitors in Australia (International Visitor Survey - March Quarter 2016)	2016	Tourism Research Australia
Travel by Australians (National Visitor Survey - March Quarter 2016)	2016	Tourism Research Australia
State and Territory Tourism Forecasts 2016	2016	Tourism Research Australia
Australia's International Business Survey 2016 (AIBS 2016): A collaborative project with Export Council of Australia, Efic and University of Sydney)	2016	Chief Economist
Chief Economist's Speeches and Presentations	Ad-hoc basis	Chief Economist
Trade and Investment Notes	Ad-hoc basis	Chief Economist
Data Alerts	Ad-hoc basis	Chief Economist
Blog posts on Economics at Austrade webpage	Ad-hoc basis	Chief Economist
Trade Winds on Economics at Austrade webpage	Regular updates	Chief Economist

b) Yes.

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c) Details of changes to the publication schedule are outlined below.

<b>Publication</b>	<b>Original expected publication date</b>	<b>Actual publication date</b>
International Visitor Survey - December Quarter 2014	10 March 2015	21 June 2015
International Visitor Survey - March Quarter 2015	14 July 2015	29 July 2015
International Visitor Survey - June Quarter 2015	21 August 2015	2 September 2015
State of the Industry	October 2015	18 November 2015
National Tourism Forecasts	April 2015	2 November 2015
State and Territory Tourism Forecasts	May 2015	23 November 2015
Tourism Update for December	March 2015	Cancelled
Tourism Update for March	July 2015	Cancelled

Overseas Arrivals and Departure (OAD) data for October 2014 onwards (published by the Australian Bureau of Statistics) was delayed due to an issue with passenger card processing which is undertaken by the Department of Immigration and Border Protection.

Since the International Visitor Survey (IVS) results are benchmarked to OAD data, calendar year 2014 IVS results and publications dependent on IVS and OAD results, such as the forecasts and tourism update, were also delayed.

d) None identified at this time.

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**QUESTION 22**

**Tourism Research Advisory Board**

- a) Have there been any changes to membership since last estimates?
- b) Please provide current membership list.
- c) When was the last meeting and what was discussed?
- d) What are the current research priorities? When will these next be reviewed?

**ANSWER**

- a. Yes, Membership for Queensland Tourism Industry Council and Victorian Tourism Industry Council has expired.
- b. The following organisations make up the current membership of the Tourism Research Advisory Board:
  - Austrade – Executive Director, Tourism, Investment, Education and Programs
  - Austrade, Tourism Research Australia – Assistant General Manager
  - Tourism Australia – Executive General Manager Strategy and Research
  - Australian Bureau of Statistics – Deputy Australian Statistician
- c. The Tourism Research Advisory Board last met on 26 May 2014. Key issues discussed included an update on TRA research activities, a Tourism Australia research update and funding models for tourism research.
- d. Current research priorities are consistent with broad TRA research priorities and include visitor trends, tourism performance, facilitation, tourism products, risks and dissemination. Topics are under constant review to ensure the research remains relevant to changing priorities.

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**QUESTION 23**

**Public Transport**

Last estimates Austrade provided an Answer to a Question on Notice stating 937,000 international visitors used public transport during the year ending September 2014. Please provide further details including state by state figures and transport type.

**Answer**

The answer to this question was provided on notice following the Budget Estimates hearing in June 2015. See response to QoN No. 33, Budget Estimates, 4 June 2015.

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**QUESTION 24**

**Tourism Ministers' Meeting**

- a) What dates have Tourism Ministers' Meetings been held since last estimates? Please provide location, time, place, attendees and agenda as well as minutes.
- b) Please provide forward schedule for meetings for 2016.
- c) How many Tourism Ministers' Meetings has Minister Colbeck attended since his appointment?
- d) What was the outcome of the presentation at the Tourism Ministers meeting in August 2015 as detailed at Answer 21(j) in previous answers?

**ANSWER**

- a) In the period since June 2015, one Tourism Ministers' Meeting has been held.
  - 14 August 2015 (9.00am-12.10pm), Investment Centre, Melbourne.The communique from the meeting is available at:  
<http://www.austrade.gov.au/Australian/Tourism/Policies/National-long-term-strategy/Tourism-Ministers>.
- b) A 2016 forward schedule for Tourism Ministers' Meetings has not yet been confirmed. Tourism Ministers are expected to meet twice a year.
- c) No Tourism Ministers' Meetings have been held since Minister Colbeck's appointment.
- d) Tourism Ministers noted options presented in the paper on Long Term Accommodation Data Collection. Those options were:
  - that Austrade will fund the Australian Bureau of Statistics (ABS) to undertake a six month proof of concept project at a cost of \$145,000 to test the development of a long-term accommodation data collection.
  - that Austrade, working with state/territory governments, will assess the outcomes of the ABS' proof of concept in March 2016, and will update Tourism Ministers with a recommendation for a long-term accommodation data collection.
  - that Austrade will investigate future funding models for an accommodation data collection during the proof of concept, and will discuss with state and territory governments, to present to Tourism Ministers in 2016.



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**QUESTION 25**

**National Tourism Incident Response Plan (NTIRP)**

- a) Has the plan been activated since last estimates? If so please detail date, nature of event, duration, action taken.
- b) How often is the plan reviewed?
- c) Who are the reviews conducted by?
- d) When was the NTIRP last updated?
- e) What amendments were made?
- f) Who is responsible for updating the plan?

**ANSWER**

- a) No.
- b) The plan, now called the National Tourism Incident Communication Plan (NTICP), is reviewed as required.
- c) Reviews of the plan are undertaken by Austrade officers.
- d) The last NTICP review was in October 2014.
- e) Documentation was streamlined and updated to reflect machinery of government changes.
- f) Austrade, as the secretariat for the Australian Standing Committee on Tourism.

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**QUESTION 26**

**Australian Standing Committee on Tourism (ASCOT)**

- a) Who attended the last meeting of ASCOT? What date was this held? If this changed from 13 November 2015, why?
- b) What was discussed?
- c) What were the outcomes?
- d) Have there been any changes to membership since the last estimates?
- e) When will the next meeting be? Please provide forward schedule of meetings.
- f) Has the *Tourism 2020* plan been finalised and endorsed at the Tourism Ministers Meeting?

**ANSWER**

- a) Since Additional Senate Estimates in February, ASCOT meetings have been held on 10 April 2015 and 16 November 2015.

Attendees at the April 2015 meeting were state and territory government tourism representatives, Tourism Australia, Austrade and the following industry associations: National Tourism Alliance; Tourism Transport Forum; Australian Tourism Export Council and Australian Regional Tourism Network.

Attendees at the November 2016 meeting were state and territory government tourism representatives, Tourism Australia and Austrade.

The date for the November meeting was changed due to the availability of the Chair.

- b) ASCOT discussed:
  - a. At the April 2015 meeting, key items included: *Tourism 2020* supply and demand issues, the development of the next Tourism Ministers Meeting agenda and development of the *Tourism 2020* Implementation Plan 2015–2020.
  - b. At the November 2015 meeting, key items included: *Tourism 2020* supply and demand issues, the development of the next Tourism Ministers Meeting agenda and a progress report on the *Tourism 2020* Implementation Plan 2015–2020
- c) Key outcomes:
  - a. From the April 2015 meeting, outcomes included: Austrade to meet with the Australian Local Government Association to discuss how best to engage on *Tourism 2020* Implementation Plan; industry associations to provide ASCOT with industry recommendations for inclusion in the *Tourism 2020* Implementation Plan; and ASCOT to co-fund the 2014–15 Survey of Accommodation.
  - b. From the November 2015 meeting, outcomes included: Tourism Ministers to be recommended to renew their commitment to progressing *Tourism 2020* targets; Tourism Ministers to discuss progressing labour and skills issues, responses to the sharing economy, and Indigenous tourism.
- d) No.

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- e) ASCOT is expected to next meet on 20 May 2016. Dates for further meetings have not been set.
- f) Yes.

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**QUESTION 27**

**Tourism Major Project Facilitation service**

- a) How many projects are currently being facilitated? What progress has been made since last estimates?
- b) How many of these projects are under now construction?
- c) Please provide detailed updates on the status of all projects utilising the service including project name, proponent name, value of project, expected start and completion date and funding partners.

**ANSWER**

- a. Five. Since the last estimates, the Cairns Aquarium project has progressed from the planning stage to the site preparation stage. The Pacificus project has obtained environmental approval from the Australian Government.
- b. The Cairns Aquarium is now under construction.
- c. Project name: Cairns Aquarium  
Proponent name: Cairns Aquarium and Reef Research Centre  
Value of project: \$50 million  
Expected start and completion date: late 2015 to early 2017

Project name: Pacificus  
Proponent name: Eaton Place Pty Ltd  
Value of project: \$950 million  
Expected start and completion date: dependent on the achievement of requisite approvals.

Project name: Ella Bay Resort  
Proponent name: Ella Bay Pty Ltd  
Value of project: \$1 billion  
Expected start and completion date: dependent on the achievement of requisite approvals.

Project name: Turtle Street Resort  
Proponent name: QRE Pty Ltd  
Value of project: \$130 million  
Expected start and completion date: dependent on the achievement of requisite approvals.

Project name: Brampton Island Resort  
Proponent name: Brampton Enterprises Pty Ltd  
Value of project: \$50 million  
Expected start and completion date: dependent on the achievement of requisite approvals.

Disclosure of funding arrangements is a matter for project proponents. Most projects are either not yet investment-ready or are seeking investors.

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**QUESTION 28**

**Entrepreneurs' Infrastructure Programme**

- a) Has further funding been made available per last estimates answers for inclusion of tourism in the EIP?
- b) How many northern tourism operators have expressed interest in the EIP per last estimates answers?
- c) When will northern tourism operators be able to apply for the EIP? What are the criteria?
- d) Please detail the application process.

**ANSWER**

The Entrepreneurs' Programme (previously known as the Entrepreneurs' Infrastructure Programme) is administered by the Department of Industry, Innovation and Science. Questions pertaining to the operation of the programme should be directed to that department.

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**QUESTION 29**

**Tourism Research Committee**

- a) How is success of the committee measured?
- b) What were the outcomes of the meeting on 7 & 8 May 2015? What actions have been taken as a result?
- c) Please detail any changes to membership since the last estimates?
- d) Please provide the forward schedule of meetings for 2016.

**ANSWER**

- a) Success is measured by the continuing recognition and implementation of research to cover areas where gaps are identified. The Committee has a technical role in implementing this research. The Committee also reduces duplication between members and increases collaboration on research topics.
- b) Outcomes of the Committee meeting on 7-8 May 2015 and actions taken to date are provided in the table below.

<b>Outcomes</b>	<b>Actions taken</b>
A new review process for including additional questions/topics in national surveys agreed	New review process implemented
A new timetable for the frequency of forecasting outputs was agreed	Annual process implemented compared to previous quarterly process
The need for Local Government area and regional profiling was agreed and the frequency of releases agreed	Smaller area profiling has been implemented with an annual release confirmed
TRC to investigate the development of a tool to measure the economic benefit of local events	Working group formed to take forward the investigation into an event measurement tool for testing and discussion at the next TRC meeting
Options to further improve the accuracy of TRA's domestic survey were discussed	TRA to produce paper on possible improvements for the next TRC meeting
Discussions on approaches to the Survey of Tourist Accommodation	ABS updated members on progress
The need for an updated Terms of reference for the TRC was discussed	Members to put forward any suggested changes to terms of reference for consideration at the next TRC meeting

- c) There has been no change to the Committee membership since the last estimates.
- d) The Committee holds meetings twice a year. Tourism Western Australia will be hosting the meetings in 2016. Dates and location are yet to be confirmed.

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**QUESTION 30**

**Tourism Careers Promotion Roundtable**

- a) What were the outcomes of the 16 February 2015 meeting?
- b) What actions have been taken as a result of that meeting to date?
- c) What actions are yet to be implemented and when will these take effect? Please detail.
- d) What is the function of the committee?
- e) When will the committee cease?
- f) Who made the decision for the committee to cease?
- g) What is the total expenditure related to this committee? Please provide a full breakdown including travel costs, hospitality etc

**ANSWER**

- a) The Tourism Careers Roundtable heard from members on some of the key issues that need to be addressed to attract young people into the industry.
- b) In part as a result of the Roundtable, Austrade is currently developing advice for Minister Colbeck on issues relating to skills and careers in the tourism and hospitality industry.
- c) See response to (b).
- d) The function of the Roundtable was to discuss key issues affecting skills and careers in the tourism and hospitality industry, and what can be done to improve perceptions to fill labour and skills shortages.
- e) The Roundtable was not established as an ongoing committee.
- f) See response to (e).
- g) Austrade did not incur any costs for the Roundtable.

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**QUESTION 31**

**Approved Destination Status (ADS)**

- a) How many inbound tour operators (ITOs) and tour guides are currently registered with ADS?
- b) As a percentage of registered ITOs and tour guide, what is the breach rate in the last year?
- c) How many tours did ITOs and tour guide conduct under ADS in:
  - o 2013
  - o 2014
  - o 2015
  - o 2016 (to date)
- d) How many passengers undertook an ADS tour in:
  - o 2013
  - o 2014
  - o 2015
  - o 2016 (to date)
- e) How many random checks of ADS did Austrade or the relevant authority conduct in:
  - o 2013
  - o 2014
  - o 2015
  - o 2016 to date
- f) Of these, how many were found to be in breach of the relevant codes of conduct? What was the nature of the breaches? Please detail separately for each breach.
- g) Please provide a breakdown of breaches by type, state and year.
- h) How many ‘mystery shoppers’ were engaged as part of the monitoring process in each of these years and were any breaches detected as a result?
- i) Where a tour guide is not registered with ADS and a breach is found to have occurred, what action can the Australian Government take?
- j) Have any tour guides have their ADS approval suspended or revoked since 7 September 2013? In what circumstances did each occur?

**ANSWER**

- a) There are currently 76 inbound tour operators (ITOs) and 2,696 tour guides registered with ADS (as of 4 November 2015).
- b) From January to November 2015, 30 per cent of ITOs and two per cent of tour guides were breached, mostly for minor breaches such as issues with following the approved itinerary or not having a sign displayed on the bus. Only 4 ITOs (out of 76) and 14 tour guides (out of 2969) had breaches serious enough to result in a loss of points under the ADS Code of Business Standards and Ethics and none of these resulted in suspension or removal from the scheme.
- c) This question should be referred to the Department of Immigration and Border Protection.



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- d) This question should be referred to the Department of Immigration and Border Protection.
- e) In 2013, Austrade’s compliance monitoring agency (CMA) conducted 249 random checks. In 2014, the CMA conducted 371 random checks and from January to October 2015, the CMA conducted 661 random checks.
- f-g) In 2013, there were 58 compliance breaches and 15 fundamental breaches detected. In 2014, there were 76 compliance breaches and 28 fundamental breaches detected. A fundamental breach is a breach that is likely to result in suspension or revocation of ADS approval. A compliance breach is any other breach.
- The new ADS Code of Business Standards and Ethics was implemented in January 2015 and introduced a new points system for dealing with breaches by inbound tour operators and tour guides operating within the ADS Scheme. From January to November 2015, 88 breaches of the Code were detected against inbound tour operators and 79 breaches were detected against tour guides.
- Individual tours typically cover multiple states. A full break-down of each breach cannot be provided as the resourcing required to answer the question is too onerous and would not be an effective use of public resources.
- h) In 2013, five mystery shoppers were engaged and 25 breaches were detected. In 2014, two mystery shoppers were engaged and eight breaches were detected. In 2015, six mystery shoppers have been engaged and nine breaches have been detected.
- i) The Code of Business Standards and Ethics for the Approved Destination Status Scheme states that “An ADS ITO must employ or contract an ADS Tour Guide to supervise an ADS Tour Group at all times while the group is in Australia.” Failure to comply with this requirement attracts the maximum penalty to the ITO, the loss of five points from a total of ten.
- j) Note that tour guides were required to be registered to operate in the ADS Scheme from 19 January 2015. Prior to this, only inbound tour operators needed to be registered. Since 19 January 2015, a total of 58 out of 2,696 ADS approvals for tour guides have been revoked, on the basis of the individual tour guide not having the appropriate working rights.

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**QUESTION 32**

**State of the Industry Report**

- a) Was the State of the Industry report published in October 2015 per answers to last estimates?
- b) What date will the 2016 State of the Industry Report be published?

**ANSWER**

- a) The report was published on 18 November 2015.
- b) The publication date for the report will be determined by the release dates of other data that is used to underpin the report.

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**QUESTION 33**

**Incoming Ministerial briefing**

- a) Has Minister Colbeck been provided with an incoming ministerial briefing? What date did this occur?
- b) Please provide a copy of the written incoming ministerial briefing.
- c) Has Tourism Australia, Austrade or Tourism Australia met with Minister Colbeck since his appointment as Minister for Tourism? If so, please detail dates.
- d) Has Minister Colbeck visited the offices of Austrade, Tourism Australia or Tourism Research Australia since being appointed Minister for Tourism? If yes, what dates and what was the nature of the visits?

**ANSWER**

- a) Yes, during the week commencing 21 September 2015.
- b) The incoming ministerial briefing constitutes policy advice to government and was provided to the Minister on a confidential basis.
- c) In relation to Austrade, Minister Colbeck meets regularly with Austrade. Minister Colbeck met with Austrade on the following dates: 1 October, 12 October, 22 October, 3 November, 4 November, 23 November, 27 November and 30 November.
- d) Minister Colbeck has not visited the Austrade offices to date.

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**QUESTION 34**

**Charter Letter**

- a) Has Minister Colbeck received a charter letter from the Prime Minister or is it expected that a charter letter will be received by the Minister.
- b) Can you detail the division of responsibilities between Minister Robb and Minister Colbeck on tourism matters.
- c) Are those arrangements finalised or could they change on receipt of a charter letter from the Prime Minister.
- d) Where are these arrangements recorded? Are they publicly available? If so please provide a link to locate them.

**ANSWER**

The Prime Minister has provided charter letters to Cabinet Ministers which set out the responsibilities of portfolio ministers and the priorities to be met in this term of Government. The nature and content of those letters is not disclosed to maintain Cabinet confidentiality.

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**QUESTION 35**

**Ministerial office budgets**

- a) What are the funding arrangements for Minister Colbeck's office?
- b) Is there a specific budget for the office? Or has a specific funding allocation been set aside within the department to meet the costs of operating the ministerial offices in the portfolio.
- c) Are there administrative arrangements that apply to these budgets? Please provide details.
- d) Can you advise the Committee of the arrangement for expenditure by Minister Colbeck or his office on hospitality.
- e) Has Minister Colbeck or his office used the office budget or directly drew on departmental funds for hospitality purposes? If so what are the details.

**ANSWER**

- a-d) The administrative budget of the office is still being finalised between the various contributing portfolio agencies. All other budget questions should be directed to the Department of Finance.
- e) No.

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**QUESTION 36**

**Departmental Rebranding**

Has the department/Agency undergone a name change or any other form of rebranding since the leadership change in September, 2015? If so:

- a. Please detail why this name change / rebrand were considered necessary and a justified use of departmental funds?
- b. Please provide a copy of any reports that were commissioned to study the benefits and costs associated with the rebranding.
- c. Please provide the total cost associated with this rebrand and then break down by amount spent replacing:
  - o Signage
  - o Stationery (please include details of existing stationery and how it was disposed of)
  - o Logos
  - o Consultancy
  - o Any relevant IT changes
  - o Office reconfiguration
- d. How was the decision reached to rename and/or rebrand the department?
- e. Who was involved in reaching this decision? ii. Please provide a copy of any communication (including but not limited to emails, letters, memos, notes etc) from within the department, or between the department and the government regarding the rename/rebranding.
- f. Following the changes does the department share any goods/services/accommodation with other departments?
- g. What resources/services does the department share with other departments; are there plans to cease sharing the sharing of these resources/services?
- h. What were the costs to the department prior to the Machinery of Government changes for these shared resources? What are the estimated costs after the ceasing of shared resource arrangements?

**ANSWER**

No.

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**QUESTION 37**

**Staffing – employment of non-Australian citizens**

I refer you to section 22 (8) of the Public Service Act 1999 which says:

"An Agency Head must not engage, as an APS employee, a person who is not an Australian citizen, unless the Agency Head considers it appropriate to do so."

- a) Does the department have guidelines or similar to assist Agency Heads to assess when it is appropriate to hire non-Australian citizens? If no, do individual agencies have their own guidelines? If yes to either:
  - i. Please provide a copy.
  - ii. When did they come into effect?
  - iii. Can Agency Heads decide to go against the advice? If yes, under what circumstances?
- b) Are Agency Heads required to provide a reason to anyone for hiring non-Australian citizens? If yes:
  - i. Who are they required to report the reason to?
  - ii. Does this reporting happen before or after the hire has been made?
  - iii. Is this reason provided in writing? If no, how is it provided?
  - iv. Can you please provide a list of reasons that have been used since the Federal election in September, 2013.
- c) Are there any provisions to over-rule a Head of Agency's decision to hire a non-Australian citizen? If yes:
  - i. Who can over-rule this decision?
  - ii. Under what circumstances can it be over-ruled?
  - iii. How many times has this occurred since the Federal election in September, 2013.

**ANSWER**

- a) The CEO of Austrade may, under section 74 of the Public Service Act, hire locally engaged staff to perform duties overseas as employees. Austrade hires non-Australian citizens as locally engaged staff at various overseas locations where their market knowledge and contacts, and their knowledge of local business culture and language provide invaluable assistance to Australian exporters and assistance with investment attraction.  
  
Austrade does not have guidelines on this matter.
- b) No.
- c) No.

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**QUESTION 38**

**Ministerial staffing**

Since the leadership change in September, 2015:

- a) Has there been any change to the staffing profile of the Minister's office?
- b) Provide a list of changes to staffing numbers, broken down by classification level, and role.
- c) Please provide a break down of any redundancies that have been paid to staff who left the Minister's office since the change in leadership.
- d) Please provide the total cost of Ministerial staff salaries in the office from before the change.
- e) Please provide the total cost of Ministerial staff salaries in the office as of now.
- f) Were any staff hired for the office since the change, but have subsequently left in the time between then and now? If yes, how many? How long did each stay? What was their role?

**ANSWER**

Questions in relation to Ministerial staffing should be directed to the Department of Finance.



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**QUESTION 39**

**Ministerial staffing**

Since the leadership change in September, 2015, how much has been spent by the Ministerial office on personalised stationery for the Minister and the Minister's staff? Please provide a cost breakdown by type of stationery purchased and the quantity of each and whether it was for the Minister or for staff.

**ANSWER**

Austrade has incurred expenditure of \$1,716 for the purchase of business cards for Minister Colbeck and his staff.

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**QUESTION 40**

**Free Trade Advertising**

It has been reported that \$25 million has been budgeted for an "education campaign" to explain the free trade agreements to the public. One such report is available here:

<http://www.smh.com.au/federal-politics/political-news/government-spends-10m-spruiking-china-fta-to-australians-20150930-gjyaw6.html>

- a) Apart from paid advertising, what other measures are being taken as part of this education campaign? Please provide a cost breakdown.
- b) In some of the advertisements, some of the people who appear claim that their businesses will be better off under the free trade agreements. Are any of these people paid actors or are they business owners?
  - i. How were these people identified and approached to be part of the campaign?
  - ii. How much were people appearing in these advertisements paid?
- c) Is there a set of objectives or criteria which it is hoped that the education campaign will achieve? If yes:
  - i. What are they?
  - ii. Who was involved in producing it?
- d) How is the success of the education campaign measured?
  - i. Will further research be conducted to determine the effectiveness of the campaign? If yes, please detail.
  - ii. Has money been put aside to study the success of the campaign? If yes, how much and how will it be spent?

**ANSWER**

- a) The campaign is supported by a number of other elements of the FTA programme, delivered over two financial years (2015-16 and 2016-17). These include:
  - Seminars: Austrade and the Department of Foreign Affairs and Trade have jointly delivered more than 30 North Asia Free Trade Agreement (FTA) Information Seminars around the country since the program officially commenced. By end-November, seminars will have taken place in all states and territories. More than 1,200 small and medium enterprises and other interested parties have attended these events.
  - Marketing: Covers various activities including development of an online 'FTA Toolkit' with video case studies, presentations and fact sheets for industry, regional business development groups and bilateral business chambers, to inform their members about the FTAs. Marketing material is also distributed at seminars and third party events, including the video case studies of real Australian businesses taking advantage of the FTAs.

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- Grants: The FTA-TP Grant was established to assist Australian member-based business organisations, registered training providers and education institutions to deliver targeted training solutions to help small and medium-sized enterprises and stakeholders understand how to use and access Australia’s FTAs with China, Japan and Korea.
- Third party outreach: This activity includes working with third parties like industry associations, bi-lateral chambers and professional services firms to amplify the information necessary for businesses to take advantage of the FTAs, targeting SMEs in particular. These third parties can use materials developed (like case studies and collateral material described above) and housed on the FTA Toolkit (described above). This activity also includes activities occurring in market to inform the customers of Australian products about the benefits of the FTAs, to stimulate demand by those customers.

Funding of \$21.6 million was provided to Austrade in the Budget over two financial years for the total FTA programme. A breakdown of funding allocations for the different elements of the FTA programme is provided in the table below.

<b>Activity</b>	<b>FY 15/16 (\$m)</b>	<b>FY 16/17 (\$m)</b>	<b>Total (\$m)</b>
Seminars	1.0	0.4	1.4
Promotional activities (Campaign)	14.0	0.5	14.5
- Administered funds (FTA-Training Grants)	1.37	0.77	2.1
Third party outreach	2.27	0.53	2.80
Marketing	0.75	0.0	0.75
<b>Total</b>	<b>19.4</b>	<b>2.2</b>	<b>21.6</b>

- b) The seven business owners featured in the FTA campaign are real Australian business owners who are involved in exporting to North Asia.
- (i) Austrade identified six of the seven from existing case studies. The seventh was identified by the advertising agency. Austrade approached each person.
- (ii) None of the business owners were paid to participate.
- c) Yes.
- (i) The FTA campaign objectives are to:
- Educate Australians on the opportunities the three FTAs present and the benefits that will flow to their communities

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- Increase the number of businesses – including small to medium-sized enterprises (SMEs) – exporting
- (ii) The campaign materials were produced by 303 Lowe.
- d) The principal measure of performance will be the ongoing monthly quantitative (survey) tracking research data, which will monitor audience levels of awareness and understanding.
- (i) The campaign is the subject of ongoing tracking research which measures performance against benchmark research which was conducted shortly before the launch of the campaign.
- (ii) \$300,000 has been allocated to monthly tracking research which measures the ongoing performance of the campaign and informs media optimisation.

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**QUESTION 41**

**Ministerial led business missions**

In relation to Questions on Notice No.9 and No.56 from Budget Estimates relating to Ministerial led business missions:

- a) The answer was incomplete.
  - Will Austrade now provide a full attendee list, eg, names of corporate attendees, name of ministerial and department staff?
  - Can you also provide an itinerary for each ministerial business mission provided to date?
- b) There were also discrepancies in the number of attendees. For example, the number of attendees to the Canada and US trip is stated as 18 in Answer to QoN9, but 17 in Answer to QoN56. Similarly the number of attendees on the Middle East trip is stated as 16 and 17 respectively between the two answers.
  - Please explain? What are the correct numbers?
- c) Of the listed ministerial led missions the answer only provides initial outcome results for the Australia Business Week in China and the Australia Business Week in India.
  - What are the outcomes of the other missions?
  - Were any missions not considered successful? If so, why?

**ANSWER**

- a) Relevant details are provided at Attachments A and B.
  - Attachment A- Corporate representative lists on Ministerial-led business missions (in relation to Questions on Notice No.9 and No.56 from Budget Estimates).
  - Attachment B- Itinerary for each ministerial-led business mission provided to date.
- b) For the Canada/US trip, 17 companies confirmed attendance. However, one company had two attendees, therefore 18 delegates participated.  
  
For the Middle East trip, 17 companies confirmed attendance. However, one delegate did not attend the mission, reducing the number of participants to 16.
- c) The outcomes of ministerial-led business missions listed in Questions on Notice No.9 and No.56 from Budget Estimates June 2015 include:

Philippines February 2014

The Philippines accepted Australia's offer to share Australian expertise to support the development of a responsible mining and acreage release model for offshore energy exploration, and a regular officials' dialogue is being explored. Australia will also continue support for development of the Philippines' Technical Vocational Education and Training (TVET) framework to help ensure the supply of qualified skilled workers meets industry needs.

Japan and Republic of Korea April 2014

Securing the Economic Partnership Agreement with Japan and formally signing the FTA with South Korea.

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Canada, USA June 2014

There were 13 outcomes attributed in part or whole to the business mission, including the financial close of two significant business deals for Australian organisations.

Singapore, August 2014

MOU between CSIRO and Singapore's A\*Star, formalising collaboration on additive manufacturing in titanium powder, which will have commercial applications in the aerospace sector as well as the oil and gas sector. Singapore-Australia Joint Ministerial Committee achieved an agreement on aviation cooperation 'Project 2025'.

Brazil, Colombia December 2014

Signing an MOU on Cooperation in Mining and consideration of a similar MOU on cooperation in the hydrocarbon sector, proposed by the National Hydrocarbons Agency (ANH), with a focus on offshore regulation and coal seam gas. Encouraging ongoing research and academic partnerships with several Australian Universities and the CSIRO.

New Zealand, February 2015

Several Australian infrastructure sector bodies progressed relationships with the New Zealand sector to jointly market infrastructure projects of scale to international investors. Two major Australian companies negotiated a preferred listed position as suppliers for major New Zealand infrastructure projects.

Canada, 2-5 March 2015

Australian and Canadian organisations negotiated successful investment and in-market business representation including expansion to capitalise on major growth opportunities.

Middle East, April 2015

Australian companies signed agreements to undertake substantial sales activities in the UAE. A number of Middle Eastern organisations agreed to undertake investor site visits in Australia and/or secured investment in Australian property development projects.

Japan and Korea, April 2015

Parliamentary Secretary Ciobo led 39 delegates to Tokyo and 10 delegates to Seoul to showcase Australian premium food and beverage products to key stakeholders and Australian expertise in the VET sector and major sporting events. In both countries, a key objective was to highlight opportunities to expand bilateral trade and investment links under JAEPA and KAFTA.

Papua New Guinea, May 2015

Minister Robb led a mining, resources and infrastructure-focused mission of 18 delegates to Lae and Port Moresby. A key objective of the mission was to showcase Australia's competitive advantage in mining, minerals and petroleum, agriculture, infrastructure, vocational education and skills training and to leverage off the PNG Government plans for new resource projects to improve national infrastructure. Commercial results included signing of a MOU by an Australian business and another Australian company reaching an agreement to pioneer the development of environmentally sustainable power generation via a 'Enviro Energy Park' concept.

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Philippines, May 2015

Minister Robb led a delegation of 12 infrastructure businesses to Manila to explore opportunities in the infrastructure sector through a series of briefings, meetings, networking engagements and roundtable discussions relating to the Philippine Government's infrastructure agenda. Agreement was reached during the mission to explore potential for collaboration in relation to infrastructure opportunities.

India, June 2015

Parliamentary Secretary Ciobo visited Hyderabad, India accompanied by 17 delegates from sectors closely aligned with the region's development priorities across health care, tropical medicine and infrastructure. During the visit, two MOUs were signed in the health services and mining sectors by Australian companies.

Singapore, June 2015

The then Prime Minister Abbott accompanied by Minister Robb, the Premiers of WA and Queensland, the NT Chief Minister and a high-level Australian business delegation of 13 delegates visited Singapore for the signing of the Comprehensive Strategic Partnership (CSP) and events recognising the 50th anniversary of diplomatic relations with Singapore. A key element of the programme was a roundtable discussion with Singapore's top investors on opportunities in Northern Australia.

**Overall Outcomes**

All missions were successful because they provided an opportunity for potential exporters to explore new markets and meet potential customers in those markets. Many of the meetings and outcomes may not have been achieved by individual businesses travelled on their own without the profile created by being on a Minister-led mission. Missions are often only one part of an ongoing series of engagements which may lead to commercial outcomes. For the last financial year, 78 per cent of Austrade's clients reported achieving a commercial outcome from working with Austrade, up from 73 per cent the previous year.

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**ATTACHMENT A**

**CORPORATE REPRESENTATIVES ON MINISTERIAL-LED BUSINESS MISSIONS**

Month	Location	# of Attendees	Company names
<b>Feb-14</b>	<b>Philippines</b>	<b>20</b>	Austal Limited
			Export Finance And Insurance Corp Efic
			Populous (Australia)
			Qbe Insurance Group Ltd (Australia)
			Australia Philippines Business Council
			Wellard Rural Exports Pty Ltd
			Worleyparsons - Melbourne
			Coffey International Development Pty Ltd
			Crone Partners Pty Ltd
			Chisholm Institute Of Tafe
			Oceanagold Corporation
			Survey Graphics
			Nido Petroleum
			Indophil Resources NI
			Australian Export Grains Innovation Centre Limited (Aegic)
			Otto Energy
			Telstra Corporation
			Baiada Poultry Pty Limited
			Red 5 Limited
			Site Skills Training
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Bruce Gosper



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Month	Location	# of Attendees	Company names
<b>Apr-14</b>	<b>Japan</b>	<b>28</b>	AJBCC
			AJBCC/Lion Nathan
			ANZ
			BHP Billiton
			Carnegie Global Advisory
			Citrus Australia
			Cox Architecture
			Crown Limited
			CSL Limited
			Dairy Australia
			Fortescue Metal Group
			Hancock Prospecting Pty Ltd
			Macquarie Group
			Mesoblast
			MLA
			PM's Business Advisory Council
			Rio Tinto
			Rio Tinto
			Santos Limited
			Seek Limited
			Servcorp
			Seven Group Holding
			Telstra
			Universities Australia
			University of Melbourne
			WestConnex Delivery Authority
			Wine Australia
			Woodside Petroleum
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Bruce Gosper

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<b>Month</b>	<b>Location</b>	<b># of Attendees</b>	<b>Company names</b>
<b>Apr-14</b>	<b>Korea</b>	<b>23</b>	ANZ
			Australia Korea Business Council
			Blackmores
			Carnegie Global Advisory
			Citrus Australia
			Cochlear
			Coopers Brewery
			CSL Limited
			Dairy Australia
			Fortescue Metal Group
			Group of Eight
			Hancock Prospecting Pty Ltd
			Macquarie Group
			MLA
			Nufarm Limited
			Rio Tinto
			Santos Limited
			Seek Limited
			Telstra
			Westpac Group
			Wine Australia
			Woodside Petroleum
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			David Howard

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Month	Location	# of Attendees	Company names
<b>Apr-14</b>	<b>China</b>	<b>CEO mission</b>	Animal Logic
			ANZ
			Australia China Business Council
			Australian Capital Equity
			BG Australia
			Business Council of Australia
			Business Council of Australia
			Citrus Australia
			Commonwealth Bank
			Crown Limited
			CSL Limited
			Dairy Australia
			Fortescue Metal Group
			Glencore International AG
			Hancock Prospecting Pty Ltd
			MLA
			Murray Goulburn
			Museum of Contemporary Arts
			National Gallery of Australia
			Orica
			PM's Business Advisory Council
			Port of Melbourne
			Queensland Ballet
			Rio Tinto
			Seek Limited
			Servcorp
			Seven Group Holding
			Sino APAC Join Venture
			Telstra
			Universities Australia
			Westpac Group
			Wine Australia
			Woodside Petroleum
		<b>726 companies</b>	AAP Financial Solutions Group
			Abalone Council Australia Ltd
			Aca Capital Investments Pty.Ltd.
			Aca Capital Investments Pty.Ltd.
			Aca Capital Investments Pty.Ltd.

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			Academies Australasia
			Acknowledge Education Pty Ltd
			Aconex
			ADC Forum
			Advent Energy Ltd
			Agri-Invest (Australasia) Pty Limited
			AIMS Financial Group
			AIMS Financial Group
			All Food Systems Pty Ltd
			AMP Capital Investors
			AMP Ltd
			AMPCO Films
			Ampcontrol Group
			Ans International Design&Consulting Pty.Ltd
			Ans International Design&Consulting Pty.Ltd
			ANZ Banking Group
			ANZ Banking Group
			ANZ Banking Group
			ANZ Banking Group
			ANZ Banking Group (China)
			APIR Systems Limited
			Apple and Pear Australia Limited
			Arcube Pty Ltd
			Argyle Hotel Management Group (Australia) PTY LTD
			Asia Australia Sports Education
			Asia Australia Sports Education
			Asia Invest Partners
			Asia Pacific Stock Exchange
			ASPECT Studios Pty Ltd
			ASPECT Studios Pty Ltd
			atlas advisors australia
			atlas advisors australia
			AusAsia Agriculture Pty Ltd
			Austmine
			Australia and New Zealand Banking Group Limited
			Australia Chamber of Commerce Hong Kong and Macau
			Australia China Alumni Association

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			Australia China Business Connection
			Australia China Business Council
			Australia China Youth Exchange Association
			Australia UB P/L
			Australia-China Chamber of Commerce Shenzhen Branch
			Australian Bauxite Limited
			Australian Business Forum
			Australian Business Forum
			Australian Catholic University
			Australian Chamber of Commerce and Industry
			Australian Council for Educational Research
			Australian Council for Private Education and Training
			Australian Dairy Industry Council
			Australian Farms Fund Management Pty Ltd
			Australian Food and Grocery Council
			Australian Food and Grocery Council
			Australian International Child Care
			Australian Made Campaign Ltd
			Australian National University
			Australian Paper Recovery NSW Pty Ltd
			Australian Pork Limited
			Australian Pork Limited
			Australian Rural Exports Pty Ltd
			Australian Securities Exchange
			Australian Technology Network of Universities
			Australian Wool Innovation
			AUSVEG
			AVEO CHINA PTY LTD
			AXCEN
			AXCEN
			B&R Enclosures Pty Ltd
			Baker & McKenzie
			Baker and McKenzie
			Baldwin Care Group

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			BAU Brearley Architects and Urbanists
			Baxter Laboratories Pty Ltd
			Baxter Laboratories Pty Ltd
			Bellingham Marine Australia Pty Ltd
			Beyond Borders Express Pty Ltd
			Beyond Borders Express Pty Ltd
			BGP International Pty Ltd
			Bindaree Beef Pty Ltd
			Bio-Organics Group Pty Ltd
			Bio-Organics Group Pty Ltd
			Blackmores Ltd.
			Blackmores Ltd.
			Blerick Tree Farm
			Blerick Tree Farm
			BlueScope
			BlueScope
			BlueScope
			BlueScope
			BlueScope
			BlueScope
			Bogdan Investments T/A Ulupna Winery
			Bogdan Investments T/A Ulupna Winery
			Boral Gypsum China
			Boral Gypsum China
			Box Hill Institute
			Brambles Limited
			Brien Holden Vision Institute
			Brierty Limited
			Brisbane Marketing
			Brisbane Marketing Pty Ltd
			Brookfarm
			Brunton Engineering & Construction Pty Ltd
			Burnet Institute
			Burra Foods Australia
			Canvaloc Corporation Pty Ltd
			Capital Investments (Australia) Pty Ltd
			Cargill Australia Limited

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			Cbh Group
			Centennial Coal Company Limited
			Charles Sturt University
			Charlton Brown
			Charlton Brown
			CHEP/Brambles Limited
			China BlueSky Ventures Limited
			China BlueSky Ventures Limited
			China Mining Limited
			China Westbridge Advisory Services
			Citrus Australia Ltd
			Cittus Australia Ltd
			Clayton Utz
			Clayton Utz
			CME Partners
			CNL Pty Ltd
			Coast 2 Coast Sports Pty Ltd
			Coast2Coast Sports Pty Ltd
			Cockles Pty Ltd
			Cockram
			Cockram
			Colonial Farm (Aust) Pty Ltd
			Commonwealth Bank of Australia
			Commonwealth Bank of Australia
			Commonwealth Bank of Australia
			Consolidated Minerals
			Consolidated Pastoral Company
			Corrs Chambers Westgarth
			Costellos Opal Discovery Centre
			Country Wellness Pharmacy Pty Ltd
			Coursemaster Autoplots Pty Ltd
			CPA Australia
			Craig Emerson Economics
			Craig Emerson Economics
			Craig Mostyn Group
			Craig Mostyn Group
			Craneford Winery
			Crown Export International
			CSIRO
			CSL Ltd

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			Cundall Engineering Design Consulting (Shanghai)
			Cundall Engineering Design Consulting (Shanghai)
			Curtin University
			Dairy Australia
			Dairy Australia
			Deakin University
			Deakin University
			Department for Manufacturing Innovation Trade Resources and Energy
			Department of Health Victoria
			Desart Inc
			Dmagroup Architects Pty Ltd
			DNA Personnel
			Dynek Pty Ltd
			EA Pacific Group
			EA Pacific Group
			Earth Systems
			Earth Systems China
			East West Line Parks Limited
			East West Line Parks Limited
			ECG Financial
			Ecofuels Australia Pty Ltd
			Effan International (Aust) Pty Ltd
			EFIC
			Emerge Capital Partners
			Envirolab Services
			Farmer's Leap Pty Ltd
			Financial Services Council
			Financial Services Council
			Flinders University
			Flinders University
			Freedom Foods Group Limited
			Frosty Boy Australia
			Gallo Dairyland
			Gao Fu Australia Pty Ltd
			Gao Fu Australia Pty Ltd
			Gelatissimo
			George Clinical Pty Limited
			Geraldton Fishermen's Cooperative





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			Hong Tu Enterprise Pty Ltd
			Hong Tu Enterprise Pty Ltd
			HopgoodGanim
			HSBC Bank Australia Limited
			Hua Min International Group Pty Ltd
			Hua Min International Group Pty Ltd
			Hua Min International Group Pty Ltd
			HunterNet Co-operative
			HunterNet Co-operative
			HunterNet Co-operative
			HWL Ebsworth Lawyers
			HWL Ebsworth Lawyers
			HyDrive Engineering Pty Ltd
			HySSIL Pty Ltd
			IAPA PTY LTD
			Independence Australia
			Industry Super Australia
			Inspire Vintage (Asutralia) Pty Ltd
			International Bridge Connection Group
			International Bridge Connection Group
			International Consultant Trade and Resources
			Internetrix
			Internetrix
			Interport Cargo
			Interport Cargo
			Iron Road Limited
			James Cook University
			Jaquillard Minns
			JBS Australia Pty Limited
			JCurve Solutions Limited
			Jeta Gardens ( Qld) Pty Ltd
			JMI Australia Pty. Ltd.
			Kangan Institute
			Kangan Institute
			Kaplan Business School Australia
			Kentmaster Equipment (Aust) Pty Ltd.
			KPMG
			KPMG

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			KPMG
			KPMG
			KPMG
			KPMG
			La Trobe Financial Services Group
			LAB Architecture Studio
			LAB Architecture Studio
			LAB Architecture Studio
			LAB Architecture Studio Pty Ltd
			LADAKH PTY LTD
			LADAKH PTY LTD
			Lancare Pty Ltd.
			Lancare Pty Ltd.
			Landscape Technologies Pty Ltd
			Largos Services Pty Ltd
			Lemon Tree Dairy Pty Ltd
			Lemon Tree Dairy Pty Ltd
			Lemon Tree Dairy Pty Ltd
			Lend Lease
			Lend Lease
			Lend Lease
			Lend Lease
			Lend Lease
			Lend Lease
			Lennon Training
			Lennon Training
			Long Feng International Australia PTY Limited
			Lynch Group
			Lynch Group
			Macquarie Graduate School of Management
			Macquarie Investment Advisory (Beijing) Co. Ltd. Shanghai branch
			Macquarie Investment Advisory (Beijing) Co. Ltd. Shanghai branch
			Macquarie Investment Group Co. Ltd.
			Macquarie University
			Macro Meats Gourmet Game P/L
			Magic Dynasty Pty Ltd
			Magnetica Limited
			Maptek Pty Ltd
			Marshall Day Acoustics Pty Ltd

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			Marshall Day Acoustics Pty Ltd
			MASU Financial Management Pty Ltd
			Maton Guitars
			Maton Pty Ltd
			Maton Pty Ltd
			Maydena Sands Pty. Ltd.
			McKelvey & Hu Lawyers
			Meat & Livestock Australia
			Meat & Livestock Australia
			Meat & Livestock Australia
			Microbiogen
			Mine Site Technologies
			Mine Site Technologies
			Mine Site Technologies
			Miraculous jewellery (australia) Pty Ltd
			Mitsui & Co. (Australia) Ltd.
			Mizuho Bank
			Moisson Group
			Moisson Group
			Moisson Group
			Monash University
			Moorabbin Flight Training Academy P/L
			Moshav Financial
			Moultrie Group Pty Ltd
			Moultrie Group Pty Ltd
			Mount William
			MOX Australia Pty Ltd
			MOX Australia Pty Ltd
			Murray Goulburn Dairy (Qingdao) Co. Ltd
			Myne Hire Pty Ltd
			Myne Hire Pty Ltd
			NAFTA ENTERPRISES P/L
			Nalco Australia Pty Ltd
			National Aboriginal Solutions (Aboriginal Corporation)
			National Australia Bank
			National Australia Bank
			National Australia Bank
			National Australia Bank
			National Australia Bank

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		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank
		National Australia Bank Group
		National Australia Bank Group
		National Corporate Training
		Navitas Limited
		Navitas Limited
		Neo Building Design
		Neo Building Design
		Neuplex
		New England Livestock Group
		New World Vineyard Pty Ltd
		New World Vineyard Pty Ltd
		New World Vineyard Pty Ltd
		Newgate Communications
		Newgate Communications
		Noble Road Wine Company Pty Ltd
		Norco Co-operative
		Northern Co-operative Meat Company
		Norton Rose Fulbright
		Nova Business Finance
		NRW Holdings
		NSW Business Chamber
		NSW Department of Education and Communities / TAFE NSW
		NSW Department of Education and Communities / TAFE NSW
		Omniblend Pty Ltd
		Omniblend Pty Ltd
		Oncard International Limited
		One Water Naturally
		Optiver (Shanghai) Trading Company Limited
		Oxford College of Business

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			OzStar Therapeutics Pty Ltd
			Pacific Brands
			Pacific Millennium International Investment Pty Ltd
			Pacific Millennium International Investment Pty Ltd
			Pacific Millennium International Investment Pty Ltd
			Pactum Australia
			Perpetual Growth
			Peter F. Austin and Associates
			Pettavel Australia Pty Ltd
			Pioneer Computers
			Pitcher Partners
			Pitcher Partners
			Plenty Training
			PMDL Architecture + Design
			PMDL Architecture + Design
			PMS Project Management Services Pty Ltd
			Polysoft Pty Ltd
			Polysoft Pty Ltd
			Populous
			Populous
			Pottinger
			Premium Australia Foods
			PriceWaterhouseCoopers
			PricewaterhouseCoopers
			Primo Smallgoods
			PTronik
			PTronik
			PTW (Architects)
			Pyrotek Noise Control
			Qenos Pty Ltd
			QIC
			Queensland Academy of Technology
			Rare Earth Oils
			Rare Earth Oils
			Ray White Group
			RayGen Resources Pty Ltd
			Reanda Business Intellect Pty Ltd
			Red Lion Australia
			Red Lion Australia

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			Reed Exhibitions Australia
			Restaurant and Catering Australia
			RICS
			RICS - Royal institution of Chartered Surveyors
			Rivalea Australia Pty Limited
			RMIT Training
			Romax Tiles Australia P/L
			Romax Tiles Australia P/L
			Romax Tiles Australia P/L
			Rongxin (Australia) Pty Ltd
			Rongxin (Australia) Pty Ltd
			Ronstan International
			Ronstan International
			Roobuck Pty Ltd
			Rosewood station Pty Ltd
			Royal Wolf Trading Pty Ltd
			SAS Group
			Sea Box International
			Seafood CRC Company Ltd
			Seafood CRC Company Ltd
			Seafood Delicacies Ltd
			SEEK Limited
			Sheldon Harris
			ShineWing Hall Chadwick Corporate Advisors & Certified Practising Accountants
			ShineWing Hall Chadwick Corporate Advisors & Certified Practising Accountants
			ShineWing Hall Chadwick Corporate Advisors & Certified Practising Accountants
			Shingleback Wine Pty Ltd
			Simone Hlavka- Healthcare Consultant
			Six States Investments Pty Ltd T/A Jewel Citizen
			SLTEC Fertilizers
			SMSF Professionals' Association of Australia
			Soareast Australia Pty LTD
			Solitaire (Australasia) Pty Ltd
			Southern Cross Electrical Engineering Ltd

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			Southern Cross Electrical Engineering Ltd
			Southern Cross Venture Partners
			Southern Cross Venture Partners
			SP Solutions
			Spaceframe Construction & Engineering Co Ltd
			Spqr Gourmet Groceries P& L
			Sro Technology Pty Ltd
			Sro Technology Pty Ltd
			St Augustine's College Sydney
			Stable Group
			Stanbroke Beef
			Stanbroke Beef
			Standard Chartered Bank
			Stehr Group
			Storer Asia
			Strategic Alliances
			Streaky Bay Marine Products Pty Ltd
			Student Focus Pty Ltd
			Summerfruit
			Sun Valley Australia Pty Ltd
			Sun Valley Australia Pty Ltd
			Sunrice Group
			Sunrice Group
			Superbee Honey Factory
			Superbee Honey Factory
			Superior
			Superior
			Sustainable Liquid Technology Pty Ltd
			Swinburne University of Technology
			Swinburne University of Technology
			Swinburne University of Technology
			Symtech International Pty Ltd
			TAFE Directors Australia
			TAFE Directors of Aus & TasTAFE



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			TAFE Western
			TAFE Western
			Tailor Made Fish Farms
			Tas Live Abalone Pty/Ltd
			Tas Prime Oysters Pty Ltd
			Tasmanian Department of Economic Development, Tourism and the Arts
			Tasmanian Seafoods Pty Ltd
			Taylor Collison Limited
			Telstra
			Telstra
			Telstra
			Terrel Group Pty Limited
			Terry J Newman Pty Ltd
			Tetra Pak Marketing Pty Ltd
			The Association of Superannuation Funds of Australia Limited
			The Australian Organic Olive Oil Company
			The Australian Industry Group
			The Australian National University
			The Buchan Group
			The Four Season Company
			The Global Foundation
			The Institute of Certified Management Accountants Australia
			The University of Melbourne
			The University of Queensland
			Tireweb Marketing Pty Ltd
			TNG Ltd
			Toowoomba and Surat Basin Enterprise Pty Ltd
			Tourism Training Australia
			TR7 Pty Ltd
			Trade Development Resources Pty. Ltd
			Trimble Planning Solutions Pty Ltd
			Tritium
			University of Canberra
			University of Newcastle Department of Rural Health
			University of South Australia

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			University of South Australia
			University of Sydney
			University of Tasmania
			University of Tasmania
			University of Tasmania
			University of Tasmania
			University of Technology Sydney
			University of Technology Sydney
			University of Wollongong
			University of Wollongong
			UNSW Australia
			Urban Ecological Systems Ltd (trading as Blue Farms)
			Urban Ecological Systems Ltd (trading as Blue Farms)
			VC Group
			Vicstock Grain
			Victoria University College of Law & Justice
			Victoria University College of Law & Justice
			Victoria University College of Law & Justice
			W & B Design International Pty Ltd
			W & B Design International Pty Ltd
			W & B Design International Pty Ltd
			W & B Design International Pty Ltd
			W&J Global Pty Ltd
			W&J Global Pty Ltd
			W&J Global Pty Ltd
			Waratah Australia International Pty Ltd
			Wealthcare custodians limited
			Weii International Trading Pty. Ltd.
			Westpac Banking Corporation
			Westpac Banking Corporation
			Westpac Banking Corporation
			Westpac Banking Corporation
			Wine Power Pty Ltd
			Wine Power Pty Ltd

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			Winemakers' Federation fo Australia
			Wise.NET
			Woods Bagot
			Woods Bagot
			Woods Bagot
			Woods Bagot
			World College Australia
			WorleyParons
			Yellow Edge Pty Ltd
			Yes RTO
			Yes RTO
			Zhi Hong (Aust) Group pty ltd
			Zoyu Digital Pty Ltd
			Zoyu Digital Pty Ltd
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Bruce Gosper, CEO,
			Laurie Smith
			David Landers
			Luhua Tang
			Frances Leadbeter
			Paul Sanda
			Christina Goodman
			Tim Sinclair
			Denis Cairney

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<b>Month</b>	<b>Location</b>	<b># of Attendees</b>	<b>Company names</b>
<b>Jun-14</b>	<b>North America</b>	<b>19</b>	
			Ausfilm
			Austmine
			Garvan Institute of Medical Research
			IFM Investors
			Infrastructure Partnership Australia
			Peter MacCallum Cancer Centre
			QIC
			Transurban
			Boeing Australia and South Pacific
			APPEA
			BHP Billiton Limited
			Association of Australian Medical Research Institute
			Museum of Contemporary Art Australia
			AMCHAM
			Aurizon Holdings Limited
			Lend Lease
			National Gallery of Australia
			Macquarie Group
			Origin Energy
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			David Howard
			Prerana Metha

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<b>Aug-14</b>	<b>Singapore</b>	<b>15</b>	Advanced Composite Structures Australia Pty Ltd
			Aviation/Aerospace Australia
			BAE Systems Australia
			Broens Industries Pty Ltd
			Cablex Pty Ltd
			CSIRO
			Ferra Engineering
			Forgacs
			Furnace Engineering
			Hofmann Engineering
			Levett Engineering
			Marand
			Micreo Ltd
			Nova Systems
			Thales Australia
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Chris Rees
			Bruce Wallner
			Esther Sun

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Month	Location	# of Attendees	Company names
<b>Sep-14</b>	<b>India (Mumbai, New Delhi)</b>	<b>30</b>	Adani Mining
			Australia and New Zealand Banking Group Ltd
			Australia India Business Council
			Australian Council for Private Education and Training
			Australia India Film Fund
			BHP Billiton
			Deakin University
			Ellerston Capital
			Ernst and Young
			Films & Casting Temple
			Hancock Prospecting
			Insurance Australia Group
			Linfox
			Macquarie University
			Marylebone Capital Corporation
			Multiconnexions
			Oilex
			Queensland University of Technology
			Rio Tinto
			Sarina Russo Group of Companies
			TAFE Directors Australia
			The University of Queensland
			Thiess
			Toro Energy
			Universities Australia
			University of Sydney
University of Western Sydney			
University of Wollongong			
Visy			
Woodside Energy			
			<b>Ministerial</b>
			Minister Andrew Robb
			Zoe McKenzie
			ACT Chief Minister Katy Gallagher
			<b>Departmental</b>
			Nicola Watkinson
			Patrick Kearins
			Grame Barty
			Prerana Mehta
			Sean Kelly

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Month	Location	# of Attendees	Company names
<b>Dec-14</b>	<b>Latin America (Brazil, Colombia)</b>	<b>10</b>	Amog Consulting Inc
			Austin Engineering
			Harris Gomez Group
			Karoon Petroleo E Gas Ltda
			Pacific Road Capital
			Rred
			Trade and Investment Policy Advisory Council
			University of Western Australia
			Westfield
			Worley Parsons
			<b>Ministerial</b>
			Minister Andrew Robb MP
			Cameron Hill, Senior Media Advisor
			<b>Departmental</b>
			Prerana Metha
			Kym Fullgrabe
			Grame Barty
			Crispin Conroy

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Month	Location	# of Attendees	Company names
<b>Jan-15</b>	<b>India for Australia Business Week in India (Ahmedabad, New Delhi, Mumbai, Pune, Jaipur, Chandigarh)</b>	<b>437 Companies</b>	4TEL PTY LTD
			AAMC Training Group
			ABG Energy Ltd
			Absolute Soul Secrets
			Access Petrotec & Mining Solutions
			Access Petrotec & Mining Solutions
			ACK Pty Ltd
			ACONEX (HQ)
			acQUIRE Technology Solutions Pty Ltd
			Adani Mining Pty Ltd
			Ador Green Energy Pvt Ltd
			Agritechnology Pty Ltd
			AICA Engineering Pty Ltd
			Allens (Melbourne)
			ALTIOS International (HO)
			Altios International Pty Ltd - Sydney
			Analytical Reference Laboratory (WA)
			Analytical Reference Laboratory (WA)
			Analytical Reference Laboratory (WA)
			Andatech Corporation Pty Ltd
			Andatech Corporation Pty Ltd
			Anthemion Consultancies
			Anthemion Consultancies
			ANZ Bank - Sydney
			ANZ Bank- India
			ANZ Bank- India
			ANZ Bank- India
			Anz Banking Group Limited (Ho)
			Anz Banking Group Limited (Ho)
			Anz Banking Group Limited (Ho)
			Anz Banking Group Limited (Ho)
			Anz Banking Group Limited (Ho)



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			Apjay Pty Ltd
			Applied Professional Services Pty Ltd
			Arrb Group Ltd (Ho)
			Arrb Group Ltd (Ho)
			Asian Australian Lawyers Association
			Atlas Iron Limited
			Atlas Iron Limited
			Aurizon (Ho)
			Aurizon (Ho)
			Aurizon (Ho)
			AusHeritage
			Ausland Export Pty Ltd
			Australasian Centre for Health and Human Rights
			Australasian Railway Association (ARA)
			Australia India Business Council - National Secretariat (Ho) - Sa
			Australia India Business Council - National Secretariat (Ho) - Sa
			Australia India Business Council - Nsw
			Australia India Business Council - NSW
			Australia India Business Council - Qld
			Australia India Institute
			Australia India Institute
			Australian Chamber of Commerce and Industry (ACCI) (HO)
			Australian College of Trade (ACOT)
			Australian Council for Educational Research Ltd
			Australian Council For Private Education And Training (Acpet) (Ho)
			Australian Football League
			Australian Government - Geoscience Australia
			Australian Government - Geoscience Australia

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			Australian National Maritime Museum
			AUSTRALIAN NATIONAL UNIVERSITY (HO)
			Australian Rural Exports Pty Ltd (Austrex)
			Australian Rural Exports Pty Ltd (Austrex)
			Australian Sports Academy
			AUSTRALIAN VINTAGE (DOMESTIC) PTY LTD (HO)
			Australian Water Association
			Axessindia.com
			Baker & McKenzie (Sydney, Aust HQ)
			BDO (Brisbane, Aust HQ)
			Bemco (Australia) Pty Ltd
			Bharat Petro Resources Limited
			BHP Billiton (India) Pvt. Ltd.
			BHP BILLITON LIMITED (Joint HO)
			Bhp Billiton Marketing Services India Pvt Ltd
			Biotech Trading Pty Ltd
			Blackmores Limited (Ho)
			Bombay Chamber of Commerce & Industry
			Bradken (HO)
			Brindco Sales Limited
			Brindco Sales Limited
			Bundaberg Walkers Engineering
			Bundaberg Walkers Engineering
			Bureau of Meteorology BOM
			Calix Limited
			Canterbury College
			Catriona Fraser Marketing
			Centre for Accident Research and Road Safety - Queensland (CARRS)
			Centre for Water Management & Research
			Cerule Consulting
			Cerule Consulting
			Chamber of Commerce and Industry of WA

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			Chamberlain Veterinary Services
			Charles Darwin University - Research Centre for the Environment and Livelihoods (RIEL)
			Charles Darwin University (Ho)
			Charles Sturt University (Ho)
			Charlton Brown
			Clifford Chance (Perth)
			Cochlear (Ho)
			Cochlear - New Delhi
			Cogitate Consulting Pty Ltd
			Cogitate Consulting Pty Ltd
			Commonwealth Bank - Mumbai
			Commonwealth Bank of Australia
			Commonwealth Bank of Australia
			Commonwealth Bank of Australia
			Concepts Coach
			Conrad Gargett Riddell
			Cooee Asia Pty Ltd
			Cooee Asia Pty Ltd
			Cook Building and Development Pty Ltd
			Cook Medical
			Cook Medical
			Cook Medical
			CQUNIVERSITY AUSTRALIA - ROCKHAMPTON (HO)
			CRC Care Pty Ltd
			CRISIL Risk & Infrastructure Solutions Limited
			Crowe Horwath (aust) Pty Ltd
			CSIRO - Environment
			CSIRO - Environment
			CSIRO - Environment
			CSIRO - Land and Water
			CSIRO (HO)
			Curtin University (Ho)
			Curtin University Of Technology - Faculty Of Science And Engineering
			Dairy Innovation Australia Limited

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			Darren Lehmann Cricket Academy
			Dassault Systemes Geovia Australia Pty Ltd
			Dci Electrical Services (Wa) Pty Ltd
			Deakin University - Arts & Entertainment Management Program)
			Deakin University (Ho)
			Deakin University (Ho)
			Deakin University (Ho)
			Dec International
			DECA
			Deloitte-Gurgaon
			Dover Fisheries Pty Ltd
			Downer EDI Consulting Pty Ltd
			Downer EDI Rail Pty Ltd
			DTI
			Dynamic Shells India Pvt Ltd
			EastWest Academy Pty Ltd
			Education Research Solutions
			Elanra
			EMA Group
			Enduro Tags Pty ltd
			Envirostream Solutions (Enviss)
			Envirostream Solutions (Enviss)
			Ernst & Young
			Ernst & Young
			Ernst & Young
			Ernst & Young (Perth)
			Ernst & Young (Perth)
			Essar Energy
			Essar Energy
			Essar Group
			eWater Ltd
			eWater Ltd
			Exemplar Performance Advantage Pty Ltd
			Export Finance And Insurance Corp Efic (Aust Ho)
			Export Finance And Insurance Corp Efic (Aust Ho)
			Fbe Pty Ltd

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			FBE Pty Ltd
			Federation University Australia (Formerly University Of Ballarat) (Ho)
			Flavourtech Pty Ltd
			Fletcher International Exports Pty Ltd
			Flex Health Group
			Flex Health Group
			Flinders Ranges Premium Grain Pty Ltd
			Flovac Vacuum Sewerage Systems Pty Ltd
			Fomento Resources Pvt Ltd
			Fonterra Australia Pty Ltd
			Food Innovation Australia Limited (FIAL)
			Frontier Merchants Pty Ltd
			Geological Survey of Queensland Government
			Geosun Pty Ltd
			GHD Pty Ltd (Beijing)
			GHD Pty Ltd (HEAD OFFICE)
			Global Community Sports
			Global Road Technology (GRT)
			Goodman Fielder (Ho)
			Goulburn Ovens Institute Of Tafe
			Grange Resources Limited
			Gravity Consulting Services Pty Ltd
			Griffith University (Ho)
			Hancock Prospecting Pty Ltd
			Hancock Prospecting Pty Ltd
			Harry and Larry's
			Harry and Larry's
			HDR Salva Resources - Brisbane
			Health and Patient Services Pty Ltd
			Health and Patient Services Pty Ltd
			Health Careers International
			Health Integra
			Hero Future Energies Pvt. Ltd.

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			Hetronic Australia
			Hindustan Construction Company (HCC)
			Hindustan Electricity Generation Company Pvt. Ltd.
			Hindustan Global Resources Pty Ltd.
			Hockey Australia
			Hofmann Engineering Pty Ltd
			Horizon Science Pty Ltd
			Horticulture Innovation Australia Limited
			HSBC Bank Australia (Sydney, Aust HQ)
			Hydro Tasmania
			Hydro Tasmania
			Hydronumerics Pty Ltd
			Hydronumerics Pty Ltd
			ICE WaRM - International Centre of Excellence in Water Resources Management
			IL&FS Maritime Infrastructure Co. Ltd.
			IL&FS Maritime Infrastructure Co. Ltd.
			India Australia Strategic Alliance
			India Australia Strategic Alliance
			India Resources Limited
			Induspect Pty Ltd
			Infraex Pty. Ltd.
			Infrastructure Development Finance Co Ltd
			Innovative Farm Services
			Institute of Health and Nursing Australia
			Institute of Health and Nursing Australia
			Integrated Accountants Pty Ltd
			International Centre of Excellence in Water Resources Management
			International Education Association of Australia (IEAA)
			Inventia Genetic Technologies Pty Ltd
			Iron Road Ltd
			Jacobs - Australia

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			James Cook University - Cairns
			James Cook University - Townsville - Australian Institute of Tropical Health and Medicine (AITHM)
			James Cook University - Townsville - Australian Institute of Tropical Health and Medicine (AITHM)
			Kagome (was Cedenco JV Australia Limited & SK Foods Australia Pty Ltd)
			Kolkata Knight Riders
			Kourispower Pty Ltd
			Kourispower Pty Ltd
			Kourispower Pty Ltd
			Kourispower Pty Ltd
			KPMG - Mumbai
			KPMG - Mumbai
			KSI Global Australia Pty Ltd
			LASA Ltd - head office
			Lunchbox Uprising
			Mack Valves Pty Ltd
			Macquarie Capital (Hong Kong) Limited
			Macquarie Capital (Hong Kong) Limited
			Macquarie Capital (India) Private Limited
			Macquarie University - Macquarie International
			Macquarie University (Ho)
			Macquarie University (Ho)
			Macquarie University (Ho)
			Macquarie University (Ho)
			Macquarie University (Ho)
			MAK Water
			Manning Mining
			Marand Precision Engineering Pty Ltd
			Martin Small Consulting Pty Ltd
			MBD Energy Limited
			McWilliams Wines
			Meat Tender Pty Ltd
			Melbourne Machine Tools Pty Ltd
			MetroCount

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			MetroCount
			Metromatics Pty Ltd
			Mineral Technologies Pty Ltd
			Mintech
			Mobius Medical Pty Ltd
			Monash College Pty Ltd
			Moorabbin Flight Training Academy
			Mulwarra Export Pty Ltd
			Murray-Darling Basin Authority
			My Travel Research
			NAB - National Australia Bank - India
			NAB - National Australia Bank - Singapore
			NAB - NATIONAL AUSTRALIA BANK (HO)
			NAB - NATIONAL AUSTRALIA BANK (HO)
			NAB - NATIONAL AUSTRALIA BANK (HO)
			Narrowcasters Pty Ltd
			National Australia Bank
			National Australia Bank (Brisbane)
			New South Wales Government - Department of Industry
			New South Wales Government Trade & Investment Office
			Newcastle Innovation
			NICTA Corporate HQ
			Northern Territory Government - Department of Education
			Northern Territory Government Department of Business
			Nova Vita Wines
			Nsl Consolidated Limited
			Ntouch Agency Pty Ltd
			Office of Horticultural Market Access
			OGM Technical Institute Pty Ltd
			Oilex Ltd
			Optimum Aged Care Systems
			ORICA LIMITED - (HO)
			Orica Mining Services (India)
			Ormsby Design Group
			Osho Ventures



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			OzGroup Co-op Limited
			P. B. Parulekar Minerals
			Parekh Integrated Services Pvt Ltd
			PCA Directions
			Pernod Ricard Winemakers Pty Ltd
			Peter MacCallum Cancer Centre
			Phoenix Eagle Company Ptd Ltd
			Physiotherapist Aged Care
			Pirramimma Wines
			Pitcher Partners (Melbourne)
			Populous
			Populous (Australia)
			QIMR Berghofer Medical Research Institute
			Queensland Government - Trade & Investment (India)
			Queensland Government - Trade and Investment Queensland
			Queensland University of Technology - Centre for Accident Research and Road Safety - Queensland (CARRS-Q)
			Queensland University Of Technology (Ho)
			Queensland University Of Technology (Ho)
			Queensland University Of Technology (Ho)
			Rail Personnel Pty Ltd
			Rail Skills Australasia
			RayGen Resources Pty Ltd
			RayGen Resources Pty Ltd
			RBA Archetects & Conservation Consultants Pty Ltd
			READ Cased Hole
			Reliance Industries Limited (HO)
			RFC Group Limited
			Rinstrum Pty Ltd
			Rio Tinto - India New Delhi
			RMIT UNIVERSITY (HO)
			Rubicon Systems Australia
			Rum Jungle Resources Ltd
			Rum Jungle Resources Ltd
			SAE Institute Pty Ltd
			Salaam Namaste

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			Salt Water Strategies Pty Ltd
			Sanitarium Health & Wellbeing Company
			Sanjuku International
			Selected Seeds Pty Ltd
			SenSen Networks
			Shapoorji Pallonji - Oil and Gas
			Shapoorji Pallonji & Co. Ltd.
			Shapoorji Pallonji & Co. Ltd.
			Shapoorji Pallonji & Co. Ltd.
			Shapoorji Pallonji & Co. Ltd.
			Shawsett Training Pty Ltd
			Shawsett Training Pty Ltd
			SHP
			SIMTARS - Safety in Mines Testing and Research Station
			Sivam Krish Pty Ltd
			SLTEC
			SMEC (North Sydney)
			SMEC INTERNATIONAL (HO)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			SMEC International Pty Ltd (North Sydney)
			Solaft
			Solitaire Resources Pvt. Ltd.
			Solitaire Resources Pvt. Ltd.
			South Australian Government - Department of State Development
			Sporting Edge Communities
			Sports Education and Development Australia (SEDA)
			Sportstec Ltd

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			Sri Kumar Kappadath
			Standard Chartered Bank (Sydney, Aust HQ)
			Standards Australia Ltd
			Sterling and Wilson Co-Gen Solutions Pvt Ltd
			Strategic Safety Solutions Pty Ltd
			StumpJump Foundation
			Suda Ltd
			Supreme Group
			SWA Water Australia Pty Ltd
			Sydac Pty Ltd
			Sydac Pty Ltd
			TAFE NSW - Sydney Institute
			TAFE NSW - Western Institute
			TAFE NSW - Western Institute
			Tata Capital Ltd.
			Tata Motors Limited
			Tata Petrodyne Ltd.
			Telstra Corporation Limited
			Telstra Corporation Limited
			Telstra Corporation Limited
			Telstra Corporation Limited
			Telstra International (Australia)
			The Chamber of Minerals & Energy of Western Australia
			The Goyder Institute for Water Research
			The Sentient Group
			The Vet Group
			The Yoghurt Shop
			Thermowrap Australia Pty Ltd
			Thiess Pty Ltd
			Thiess Pty Ltd
			Thiess Pty Ltd
			Toppers Mountain Wines
			Topworth Group of Companies
			Toro Energy
			Toro Energy
			Track IQ
			Track IQ
			Trakblaze Pty Ltd
			Treasury Wine Estates Limited

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			Treasury Wine Estates Limited
			Trimble Planning Solutions Pty Ltd (Ho)
			Ttg Transportation Technology Pty Ltd
			Ugl Rail Services Limited
			Ulupna Winery
			University Of Adelaide (Ho)
			University Of Melbourne (Ho)
			University of New South Wales - School of Public Health and Community Medicine
			University of New South Wales (HO)
			University Of New South Wales (Ho)
			University Of Queensland (Ho)
			University Of Queensland (Ho)
			University Of Queensland (Ho)
			University Of Sydney (Ho)
			University Of Sydney (Ho)
			University Of Tasmania (Ho)
			University of Western Sydney - Hawkesbury Campus
			University of Western Sydney - Hawkesbury Campus
			University Of Western Sydney (Ho)
			University Of Western Sydney (Ho)
			University Of Western Sydney (Ho)
			University Of Western Sydney (Ho)
			University Of Wollongong (Ho)
			Urban Research and Planning Pty Ltd
			Urban Research and Planning Pty Ltd
			Urban Research and Planning Pty Ltd
			Urban Research and Planning Pty Ltd

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			VicRoads
			Victoria Employers Chamber of Commerce and Industry
			Victoria University - Institute of Sport, Exercise and Active Living
			Victoria University (Ho)
			Victoria University (Ho)
			Victorian Government - Department of Economic Development, Jobs, Transport and Resources
			Victorian Institute of Technology
			Vodafone India Limited
			Water Industry Alliance
			Wellard Rural Exports Pty Ltd
			Western Australia Government - Department of State Development
			Western Australia Government - Department of State Development
			Westpac Banking Corporation - Mumbai
			Westpac Banking Corporation - Mumbai
			Westpac Banking Corporation (Sydney)(Ho)
			Westpac Banking Corporation (Sydney)(Ho)
			Wine Australia HQ
			Wise Water Solutions
			Wise Water Solutions
			Wollongong Coal Ltd
			Woodside Energy Ltd
			Woodside Energy Ltd
			Woodside Energy Ltd
			Woodside Energy Ltd
			Woodside Energy Ltd
			Yes Bank Limited (HO)
			Yes Bank Limited (HO)
			Ziqitza Health Care Limited
			Zoyu Digital
			Michael Kasprovicz
			David Das
			Harsha Bhogle

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			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Bruce GOSPER,
			Grame BARTY,
			Linda MARCHESAN,
			Leigh WILMOTT,
			Peter IRONMONGER,
			Munish SHARMA,
			Sally DEANE,
			Prerana MEHTA,
			Paul SANDA,
			Sarkis KHOURY,
			Jane MADDEN,
			John ANGLEY,
			Grace Chen
			Colin Tang
			Yuling Zhang
			Mostafizur Rahman
			Stephanie Zhou

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Month	Location	# of Attendees	Company names
<b>Feb-15</b>	<b>New Zealand (Christchurch and Auckland)</b>	<b>16</b>	ANZ
			Coffey International
			Cox Architecture
			Downer EDI
			Everything Infrastructure
			EY
			GHD
			Infrastructure Partnerships Australia
			Infrastructure Sustainability Council of Australia
			McConnell Dowell
			Permaform Australia
			Plenary Group Australia
			Point Project Management
			Probuild Constructions
			SMEC Australia
USG Boral Building Product			
			<b>Ministerial</b>
			Minister Andrew Robb
			Gareth Simpson, Adviser
			Luke Achterstraat, Assistant Adviser
			<b>Departmental</b>
			John Brand
			Conan Christmas
			Fiona Hart
			Gerard Vandermeij
			David Howard
			Rod Commerford
			Tracy Pratt

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Month	Location	# of Attendees	Company names
<b>Mar-15</b>	<b>Canada (Vancouver and Toronto) and USA (New York)</b>	<b>17 - companies 18 attendees</b>	Association of Mining and Exploration Companies
			Austmine
			CEM International
			CQG Consulting
			Fortescue Metals Group
			Indigenous Construction Resource Group
			iVolve
			Jolimont Global Mining
			Metallic Waste Solutions (Metsol)
			Murray Engineering
			Northern Minerals
			Outback Global
			Safescape
			Top Iron
			Toro Energy
			Whittle Consulting
Worleyparsons			
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Portia Maier
			Minila Mathews
			Niamh Conlan
			Amanda Hodges



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Month	Location	# of Attendees	Company names
<b>Apr-15</b>	<b>Middle East (Saudi Arabia, Riyadh)</b>	<b>17 companies registered only 16 delegates attended</b>	Aconex
			ANZ
			Austal
			Australia Arab Chamber of Commerce and Industry (AACCI)
			Australian Rural Exports
			CT Group
			Diary Australia
			Dearin & Associates
			Macquarie Group
			Macquarie University
			Meat & Livestock Australia
			National Australia Bank
			Qantas Airways
			Raine & Horne
			Sundrop Farms
University of Wollongong			
Worleyparsons			
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			John High Funder
			Mark Wood
			Priety Padam
			Preeti Rekhari
			Gerard Seeber
			Quinta Braggs
			Mark Morely

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Month	Location	# of Attendees	Company names
<b>Apr-15</b>	<b>Japan</b>	<b>39</b>	Accolade Wines
			Almond Board of Australia/Food South Australia Inc
			Andrew Peace Wines
			Ausab Pty Ltd
			Australian Council for Private Education and Training
			Australian Olive Association
			Australian Seafood Cooperative Research Centre
			Australian Table Grape Association
			Australian Wild Abalone
			Ausveg
			Baxter Institute
			Camilo Olives
			Charlton Brown
			Citrus Australia
			Cobram Estate
			Cox Architecture
			Dairy Australia
			David Atkins Enterprises
			Fruitmaster Pty Ltd
			Gotzinger Smallgoods
			Holmesglen Institute
			Horticulture Innovation Australia
			Imagine Education Australia
			Lend Lease Japan
			Longridge Olives
			Meat and Livestock Australia
			MI Associates
			Oysters Tasmania
			Plus Impact
			San Remo Macaroni Company
			Southern Wild Abalone
			Sumich
			TAFE NSW
			TAFE NSW - Norther Sydney Institute
			TAFE Queensland Brisbane
			Tas Prime Oysters
			Think Education Group
			Treasury Wine Estates
			Wine Australia

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			<b>Ministerial</b>
			Parliamentary Secretary Ciobo
			<b>Departmental</b>
			Leonie Muldoon
			Alexandra O'Conner

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Month	Location	# of Attendees	Company names
<b>Apr-15</b>	<b>Korea</b>	<b>10</b>	Anchor Foods
			Andrew Peace Wines
			Artisan Wines
			Boundary Bend
			CAPI
			Flavour Makers
			Morambro Creek Wines
			Nudie Pty Ltd
			San Remo Macaroni Company
			Vesco Foods
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Bruce Gosper
			Alexandra O'Conner

Month	Location	# of Attendees	Company names
<b>May-15</b>	<b>Papua New Guinea (Lae and Port Moresby)</b>	<b>18</b>	ANZ Banking Group
			APA Group
			Asciano Ltd
			Australian Business Volunteers
			Clough Ltd
			Coffey
			Global Road Technology
			International SOS
			John Staff Projects Pty Ltd
			Leighton (PNG) Ltd
			Mayur Resources
			NewCrest Mining
			PanAust
			Rubicor
			Santos
			Shamrock Civil
			SMEC International
Sunrice			
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Dugald Anthony
			Prerana Mehta

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Month	Location	# of Attendees	Company names
<b>May-15</b>	<b>Philippines (Manila)</b>	<b>12</b>	Coffey
			Crone Partners Pty Ltd
			DLA Piper
			Downer EDI Ltd
			GHD Pty Ltd
			Global Road Technology
			Indra Australia
			McConnell Dowell Philippines
			Point Project Management
			SMEC International
			The Ambidji Group
			Transfield Worley Power Services
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Cindy Slaven

Month	Location	# of Attendees	Company names
<b>Jun-15</b>	<b>India</b>	<b>15</b>	AAM Group
			AEG Ogden
			Australian Institute of Tropical Health
			Brookfield Multiplex
			Downer EDI
			eWater
			Financial Services Institute of Australasia
			Flinders University - Department of Health Care Management
			Macquarie Capital India
			Mobius Medical
			Neurosciences Victoria
			NSL Consolidated
			QIMR Berghoffer Medical Research Institute
			The George Institute for Global Health
Victorian Institute of Technology (VIT)			
			<b>Ministerial</b>
			Parliamentary Secretary Ciobo
			<b>Departmental</b>
			Peter Coleman

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Month	Location	# of Attendees	Company names
<b>Jun-15</b>	<b>Singapore</b>	<b>13</b>	ANZ
			ASX
			Australian Institute of Company Directors
			Cablex
			Ernst and Young
			Hancock Prospecting
			Healthscope
			James Cook University
			Lendlease
			National Gallery of Australia
			Singapore Business Circle
			Thales Australia
			Woodside
			<b>Ministerial</b>
			Minister Andrew Robb
			<b>Departmental</b>
			Cindy Slaven

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**ATTACHMENT B**

**SUMMARY OF ITINERARIES FOR MINISTERIAL BUSINESS MISSIONS**

<b>Philippines-Australia Ministerial Meeting - February 2014</b>	
19 February 2014	<i>Key activities included:</i> Austrade briefing for the business delegation; business dialogues; business to government dialogue; informal networking function; and informal dinner function with official business delegation.
20 February 2014	<i>Key activities included:</i> Business Breakfast Forum with NSW Premier; trade and investment briefing by the Department of Trade and Industry; and reception with key business leaders and government officials.
21 February 2014	<i>Key activities included:</i> Infrastructure Breakfast Forum with Ministers Bishop and Robb; and the Makati Business Club Luncheon ( <i>Theme: Australia and the Philippines in an Emerging Asia</i> ).

<b>CEO Business Delegation and Premiers accompanying Prime Minister's overseas visit to Japan - April 2014</b>	
5 April 2014	<i>Key activities included:</i> informal function with with Parliamentary Secretary to the Prime Minister and CEO business delegation.
6 April 2014	<i>Key activities included:</i> "Friends of Australia" lunch; and Embassy briefing for the CEO business delegation by Australian Ambassador to Japan.
7 April 2014	<i>Key activities included:</i> Event to launch the New Colombo Plan in Japan; business lunch given by the Japan Chamber of Commerce and Industry; Trade Industry round-table (Education); Trade Industry round-table (Food and beverage); and official dinner with Prime Minister Abe.

<b>CEO Business Delegation and Premiers accompanying Prime Minister's overseas visit to the Republic of Korea - April 2014</b>	
8 April 2014	<i>Key activities included:</i> briefing from Korean Deputy Prime Minister's senior advisor, and the Director-General for International Financial Cooperation Bureau of the Ministry of Strategy and Finance; lunch hosted by the Prime Minister for Australian and ROK business leaders; Energy and Resources Roundtable with Australian CEOs and ROK counterparts/regulators; Financial Service Roundtable with Australian CEOs and ROK counterparts/regulators; Agriculture sector meeting with Australian CEOs and ROK counterparts/regulators; and dinner given by Her Excellency Park Geun-hye, President of the Republic of Korea.

<b>CEO Business Delegation and Premiers/Chief Minister accompanying the Prime Minister's overseas visit to the People's Republic of China – April 2014</b>	
10 April 2014	<i>Key activities included:</i> informal function hosted by the Australian Ambassador to China with Premiers and Chief Minister; and informal function hosted by Parliamentary Secretary to the Prime Minister with CEO business delegation.
11 April 2014	<i>Key activities included:</i> high level business breakfast hosted by the Prime Minister with Premiers, Chief Minister, CEO business delegation and Shanghai based Australian business representatives; meeting with Shanghai leadership; press conference with Premiers and Chief Minister, including announcement on Financial Services Cooperation; Australia Week in China Gala Lunch; dinner for CEO delegation with guest speaker from China,

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	International Monetary Fund; and opportunity for Prime Minister to introduce accompanying Premiers to His Excellency Xi Jinping, President of the People’s Republic of China.
12 April 2014	<i>Key activities included:</i> business luncheon hosted by the Prime Minister.

<b>Australia Week in China – April 2014</b> <b>(Agribusiness)</b>	
7 April 2014	(Guangzhou) <i>Key activities included:</i> informal welcome function.
8 April 2014	(Guangzhou) <i>Key activities included:</i> Mission briefing and mission technology update; and workshops/seminars (China Inspection and Quarantine presentation, China’s New Digital Economy, Working with China’s distribution network).
9 April 2014	(Shanghai) <i>Key activities included:</i> Site visit - Shanghai Bright Dairy; and China-Australia “Partnerships for Production” Forum.
10 April 2014	(Shanghai) <i>Key activities included:</i> mission briefing; E-commerce JD.com Online Retail Promotion Launch; E-commerce Workshop (Working with E-Commerce in the Chinese Market); site visit - Shanghai Free Trade Zone (briefing and visit to Yangshan Deep Sea Port); and Seminar (Marketing in China – Social Media and Consumer Trends).
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

<b>Australia Week in China – April 2014</b> <b>(Food and Beverage / Consumer)</b>	
7 April 2014	(Guangzhou) <i>Key activities included:</i> informal welcome function.
8 April 2014	(Guangzhou) <i>Key activities included:</i> mission briefing and mission technology update; workshops/seminars (China Inspection and Quarantine presentation, China’s New Digital Economy, Case Study – Working with China’s distribution network); and Industry Networking lunch.
9 April 2014	(Chengdu) <i>Key activities included:</i> West China trends and opportunities panel session; Tier II cities - Future Consumer Powerhouse seminar; Dairy, Meat and Wine Industry Demonstration; networking session with Chinese companies; business networking lunch with customers and officials; and optional site visits (High-end CBD retail complex, Seafood/wet market, New Hope Dairy Processing Plant, Kuanzhai Lane- Chengdu Urban Plan Centre-Global Centre).
10 April 2014	(Shanghai) <i>Key activities included:</i> mission briefing; E-commerce JD On-line Retail Promotion Launch Ceremony; E-commerce Workshop: Working with E-Commerce in the Chinese Market; site visit - Shanghai Free Trade Zone (briefing and visit to Yangshan Deep Sea Port); Shanghai Bright Dairy new UHT plant visit; Seminar (Marketing in China – Social Media and Consumer Trends); and Seafood CRC Event: Australian Wild Abalone Launch.
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

<b>Australia Week in China – April 2014</b> <b>(Education)</b>	
7 April 2014	
8 April 2014	(Chengdu) <i>Key activities included:</i> Briefing: Australia-China Education market; Workshop - Market Opportunities for Higher Education and VET service providers; and informal welcome function.



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9 April 2014	(Chengdu) <i>Key activities included:</i> mission briefing and mission technology update; Education Forum (International Collaborations - Vocational Education and Training, International Collaborations - Higher Education); networking session with Chinese guests; business networking lunch with customers and officials; and optional site visits (Sichuan University and Global Centre, Kuanzhai Lane- Chengdu Urban Planning Centre- Global Centre).
10 April 2014	(Shanghai) <i>Key activities included:</i> mission briefing; Education Forum - International Education in China; optional site visit to Shanghai Free Trade Zone Waigaoqiao headquarters and administrative authority briefing; Seminar - Marketing in China – Social Media and Consumer Trends; and Australian Alumni Reception.
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

**Australia Week in China – April 2014**  
**(Financial Services)**

7 April 2014	
8 April 2014	(Hong Kong) <i>Key activities included:</i> round table discussion - Internationalisation of RMB; funds management dialogue; financial services networking lunch with AustCham Hong Kong; and optional site visit - Hong Kong Exchanges and Clearing Ltd.
9 April 2014	(Beijing) <i>Key activities included:</i> mission briefing and mission technology update; Australia-China Financial Services Dialogue; networking lunch; optional site visits (National Equities and Exchange NEEQ or Zhongguancun Science Park); and networking function with CPA Members.
10 April 2014	(Shanghai) <i>Key activities included:</i> Roundtable Forum on Unlocking Opportunities in China's Financial Services Sector (cross border investment, access and internationalisation); and site visit: Shanghai Free Trade Zone Waigaoqiao headquarters and administrative authority briefing.
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

**Australia Week in China – April 2014**  
**(Healthcare and Senior Living)**

7 April 2014	(Beijing) <i>Key activities included:</i> informal welcome function.
8 April 2014	(Beijing) <i>Key activities included:</i> mission briefing and mission technology update; Market Briefing - China Healthcare and Senior Living; Site visit - Beijing Suncity (senior living project); and networking reception with AustCham Beijing.
9 April 2014	(Beijing) <i>Key activities included:</i> seminars (Healthcare market in China. Senior Living market in China); and networking lunch.
10 April 2014	(Shanghai) <i>Key activities included:</i> mission briefing; Seminar - China Innovation & Technology – Pathways to Collaboration and Finance; networking lunch; and site visit: Shanghai Institute for Food and Drug Control.
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); Australia Week in China gala lunch; and site visit to Shanghai hospitals.

**Australia Week in China – April 2014**  
**(Minerals, Energy and Mining Equipment, Technology and Services)**

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7 April 2014	(Beijing) <i>Key activities included:</i> informal welcome function.
8 April 2014	(Beijing) <i>Key activities included:</i> mission briefing and mission technology update; Seminar: Opportunities in China's Minerals, Energy and METS Sectors; and China - Australia Resources VIP lunch.
9 April 2014	(Qufu) <i>Key activities included:</i> Roundtable meeting with Yancoal; networking lunch with Yancoal; and site visit – Yancoal.
10 April 2014	(Shanghai) <i>Key activities included:</i> Minerals, Energy and METS delegation breakfast; mission briefing; Seminar: China Innovation & Technology – Pathways to Collaboration and Finance; and site visit - BaoSteel Shanghai.
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

**Australia Week in China – April 2014**  
**(Built Environment)**

7 April 2014	
8 April 2014	(Shanghai) <i>Key activities included:</i> informal welcome function.
9 April 2014	(Shanghai) <i>Key activities included:</i> Australia – China Tongji University Forum (Greening Australia and Chinese Cities – A Showcase of Sustainable Design, Materials & Technology, with Australian and Chinese industry leaders). All day forum including networking lunch.
10 April 2014	(Shanghai) <i>Key activities included:</i> mission briefing; Seminar: China Innovation & Technology – Pathways to Collaboration and Finance; Opening of Australian Waterfront Developments Exhibition; Symposium (Australia-China Tourism and Waterfront Developments: Regenerating Precincts and Cities); and networking dinner.
11 April 2014	(Shanghai) <i>Key activities included:</i> Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

**Australia Week in China – April 2014**  
**(Tourism)**

9 April 2014	(Shanghai) <i>Key activities included:</i> Tourism Business Events Showcase opening; and Tourism Australia media briefing.
10 April 2014	(Shanghai) <i>Key activities included:</i> Tourism Business Events Showcase.
11 April 2014	(Shanghai) <i>Key activities included:</i> Tourism Business Events Showcase; Seminar Program (RMB Trading, Attracting Chinese Capital); and Australia Week in China gala lunch.

**Australia Week in China – April 2014**  
**(Wine Australia)**

10 April 2014	<i>Key activities included:</i> Wine Australia seminar; Wine Australia Tasting session – Trade event; and Wine Australia Consumer Tasting session.
11 April 2014	<i>Key activities included:</i> Australia Week in China gala lunch; and Wine Dinner.

**Australia Week in China – April 2014**  
**(Seafood CRC)**

10 April 2014	<i>Key activities included:</i> Australian Wild Abalone Launch and Exhibition.
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**Australia Week in China – April 2014**  
**Investment**

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8 April 2014	(Beijing) <i>Key activities included:</i> Australia-China Investment Forum.
9 April 2014	(Shanghai) <i>Key activities included:</i> Australia-China Investment Forum.
10 April 2014	(Shanghai) <i>Key activities included:</i> Tourism Infrastructure Investment Roundtable; and Australia-China CEO Investment Roundtable.

**Prime Minister's CEO Business Delegation and Minister Robb' overseas visit to Canada and the United States of America – June 2014**

8 June 2014	(Ottawa) <i>Key activities included:</i> Informal dinner hosted by the High Commissioner.
9 June 2014	(Ottawa) <i>Key activities included:</i> breakfast meeting with the Hon Edward Fast, PC MP, Minister for International Trade; lunch with Deputy Governor, Bank of Canada; business roundtable discussions on investment; and dinner given by the Prime Minister of Canada, Mr Stephen Harper.
10 June 2014	(New York) <i>Key activities included:</i> NYC programme briefing by Senior Trade Commissioner; Investment Roundtable with infrastructure focus; business lunch given by the American Australian Association in partnership with Citi Group; East Side Access Project Visit - Parsons Brinckerhoff and MTA Capital Construction; meeting with Kohlberg Kravis Roberts and Company; and Reception given by Australian Ambassador and Permanent Representative to the United Nations.
11 June 2014	(Toronto) <i>Key activities included:</i> briefing and welcome by High Commissioner and Senior Trade Commissioner and Consul General; and dinner focused on resources and energy natural resources co-hosted by Baker & McKenzie LLP and the Canada Australia Chamber of Commerce.
12 June 2014	(Toronto) <i>Key activities included:</i> Infrastructure focused breakfast with major Canadian pension funds, unlisted fund managers, constructors; r Resources and Energy roundtable with Canadian resources companies; and lunch with infrastructure focus hosted by Canadian Council of Public Private Partnerships (CCPPP).
13 June 2014	(Houston) <i>Key activities included:</i> CEO business delegation briefing and welcome by Senior Trade Commissioner and Minister-Counsellor (Trade); site visit to Rice University hosted by the Baker Institute, Centre for Energy Studies; site visit Schlumberger and tour of leading edge technology centre; private tour of The Menil Collection; and Address and Dinner with the Asia Society.
14 June 2014	(Houston) <i>Key activities included:</i> breakfast with Prime Minister's business delegation hosted by BHP Billiton; site visit to Texas Medical Center (TMC); roundtable TMC discussion with business on Australian areas of medical research focus; lunch hosted by the Australia American Chamber of Commerce; and business networking opportunities with Houston Business leaders.

**Business Delegation accompanying Minister Robb's overseas visit to Singapore – August 2014**

20 August 2014	<i>Key activities included:</i> breakfast briefing for Minister Robb and business delegation by High Commissioner, Senior Trade Commissioner and Senior Business Development Manager; Aerospace Roundtable and lunch; site visit - Rolls-Royce Singapore; site visit - Hawker Pacific; and networking reception for the aerospace sector given by the High Commissioner to Singapore.
21 August 2014	<i>Key activities included:</i> site visit - Civil Aviation Authority of Singapore; site visit - SIA Engineering; site visit - Pratt & Whitney; Austcham Business

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	Dinner with Minister for Trade and Investment, Minister for Foreign Affairs, Minister for Defence.
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<b>Prime Minister's CEO Business Delegation Visit to India – September 2014</b>	
3 September 2014	(Mumbai) <i>Key activities included:</i> business delegation briefing and welcome.
4 September 2014	(Mumbai) <i>Key activities included:</i> CEO Economic Briefing: Where is India Heading; launch of New Colombo Plan to India and inaugurate the Australian India Student Mobility Workshop; business roundtable; lunch with business delegation and Indian CEOs and EDU; and individual meetings scheduled where requested for CEOs.
5 September 2014	(New Delhi) <i>Key activities included:</i> business breakfast with speaker on India's foreign policy outlook and regional engagement; CEO Mining Roundtable; CEO Energy Roundtable; briefing covering Government's education agenda and competitor analysis; business lunch hosted by the Confederation of Indian Industry, Federation of Indian Chambers of Commerce and Industry and The Associated Chambers of Commerce and Industry in India; workshop on opportunities for increasing research collaborations; and possible ministerial meetings with Minister for Power, Coal, New and Renewable Energy and Minister for Petroleum and Natural Gas.

<b>Minister Robb's Business Delegation to South America – December 2014</b>	
7 December 2014	(Rio de Janeiro, Brazil) <i>Key activities included:</i> business delegation functions with Minister and Brazil-based Australian business people.
8 December 2014	(Rio de Janeiro, Brazil) <i>Key activities included:</i> COALAR Energy-Water Nexus Seminar; Investment Promotion Roundtable with existing and potential Brazilian investors in Australia; lunch with senior members of the Industry Federation of Rio de Janeiro (FIRJAN), Rio Olympics Organising Committee and Rio Negocios (Rio de Janeiro's investment promotion body) and Mayor's office officials; and informal reception for alumni and Australian businesses.
9 December 2014	(Bogota, Colombia) <i>Key activities included:</i> briefing session; informal meet and greet with business delegates joining the Minister in Bogota; delegates individual Austrade programme; informal meeting with Alumni; and networking reception with Alumni, education, government and industry.
10 December 2014	(Bogota, Colombia) <i>Key activities included:</i> official breakfast hosted by Colombian Government; signing of Mining/Resources Cooperation MOU; and COALAR Resources (mining and energy) roundtable.
11 December 2014	(Santiago, Chile) <i>Key activities included:</i> Australia-Chile Economic Leadership Forum (ACELF); bilateral meetings; opening of CSIRO offices; and Austrade Chilean market briefing.
12 December 2014	(Santiago, Chile) <i>Key activities included:</i> Australia Chile Economic Leadership Forum Day 2, including Investor Breakfast Roundtable.

<b>Australian Business Week in India – January 2015 (Resources and Energy)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; and Welcome Reception and Gala Dinner.

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13 January 2015	(New Delhi) <i>Key activities included:</i> business briefing (Opportunities and Challenges in mining, oil and gas); and briefings with key Indian mining corporates.
14 January 2015	(Kolkata) <i>Key activities included:</i> business briefing (Challenges and Opportunities in Mining); Roundtable on navigating the Directorate General of Mining Safety process and Geological Survey of India; and business briefings.
15 January 2015	(Kolkata) <i>Key activities included:</i> briefings with key Indian mining corporates.

**Australian Business Week in India – January 2015**  
**(Investment and Financial Services)**

12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; business briefing (Opportunities and challenges in India’s mining, oil and gas industries); business briefing (Indian Government’s Innovation Agenda); and welcome reception and gala dinner.
13 January 2015	(New Delhi) <i>Key activities included:</i> Seminar and Roundtable – Invest in Australia Energy and Resources with Delhi based industry, finance and advisory firms; interactive session to profile Australian innovation and research investment opportunities to key Indian industry influencers; and focussed investment presentations covering major opportunities including resources, LNG and technology.
14 January 2015	(Mumbai) <i>Key activities included:</i> focussed investment presentations covering major opportunities including coal, LNG, uranium and iron ore; focussed innovation boardroom briefing session with leading Indian corporates; and interactive session to profile Australian innovation and research investment opportunities to key Indian industry influencers.
15 January 2015	(Mumbai) <i>Key activities included:</i> Invest in Australia Resources, Energy and Infrastructure Seminar & Roundtable with Mumbai based industry, finance and advisory firms; presentation on technology solutions for India’s Corporate Social Responsibility programs; Match Australia Business Lunch – networking with corporates; and B2B meetings.
16 January 2015	<i>Key activities included:</i> optional visit to other major Indian cities to meet with potential investors.

**Australian Business Week in India – January 2015**  
**(Education and Research)**

12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; and interactive session with relevant Government ministries and regulators.
13 January 2015	(New Delhi) <i>Key activities included:</i> site visit to TERI-Deakin Nanobio Centre; and networking with key contacts in academia, government and industry.
14 January 2015	(Mumbai) <i>Key activities included:</i> Workshop: Indian social media landscape; briefing on “India: new regions, new opportunities”; Innovation round table – Working with Corporates and how to develop viable research projects; and Alumni networking reception.
15 January 2015	(Mumbai) <i>Key activities included:</i> Employer Round table: Building the attractiveness of Australian graduates; briefing session on how to use “Rankings in India”; Match Australia Lunch; Forum (Foreign partnerships and Collaborations: Sharing Practice, Growing Opportunities); and Workshop (Ambassador advantage: harnessing the power of your alumni).

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16 January 2015	<i>Key activities included:</i> Optional visit to Ahmedabad to participate in industry programmes.
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<b>Australian Business Week in India – January 2015 (Agricultural Equipment and Technology)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; and Australia-India Dairy Conference – Partnership for productivity and sustainability in Indian dairy.
13 January 2015	(New Delhi) <i>Key activities included:</i> Landmark Dairy field visit.
14 January 2015	(Chandigarh) <i>Key activities included:</i> networking function with members of Punjab Progressive Dairy Farmers Federation; and dairy farm visits – large (500 animals) and medium (100 animals) size farms.
15 January 2015	(Chandigarh) <i>Key activities included:</i> Roundtable with Dairy, Animal Husbandry and Agriculture Department officials from the State Governments of Punjab and Haryana.
16 January 2015	(Ahmedabad) <i>Key activities included:</i> Interactive sessions with the National Dairy Development Board, AMUL and Mehsana Dairy; visit corporate dairy farms – Flourish Foods, Paras Dairy; and networking function with dairy representatives from Gujarat.

<b>Australian Business Week in India – January 2015 (Premium and Food Beverages)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; and Food and Wine Roundtable.
13 January 2015	(New Delhi) <i>Key activities included:</i> Food Safety Standards Authority of India briefing.
14 January 2015	(Mumbai) <i>Key activities included:</i> Food and Wine Roundtable; and market visit.
15 January 2015	(Mumbai) <i>Key activities included:</i> Australia Business Week in India Closing Reception.

<b>Australian Business Week in India – January 2015 (Life Sciences, Health and Aged Care)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; B2B meetings; and industry roundtable sessions.
13 January 2015	(New Delhi) <i>Key activities included:</i> Interactive session with Government stakeholders; lunch with Government ministries and regulators; and site visit and Boardroom briefings (lifesciences and R&D companies, hospitals, aged care centres).
14 January 2015	(Mumbai) <i>Key activities included:</i> Ernst and Young breakfast briefing (Indian Life sciences and Healthcare Sector and Doing Business); industry roundtables; site visit and Boardroom briefings (lifesciences and R&D companies, hospitals, aged care centres).
15 January 2015	(Mumbai – Pune) <i>Key activities included:</i> Site visit and Boardroom briefings with life sciences and R&D companies; networking lunch with hospitals and aged care centres; industry B2B meetings; and site visit to hospitals and aged care centres.
16 January 2015	(Ahmedabad) <i>Key activities included:</i> Site visits to Zydus Cadilla and Cadila Pharmaceuticals.

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<b>Australian Business Week in India – January 2015 Transport and Smart Cities (Road Safety)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit.
13 January 2015	(New Dehi) <i>Key activities included:</i> Roundtable with multilateral donor agencies (World Bank, ADB, JICA); site visit to Institute of Road Traffic Education and College of Road Safety; and networking reception with leading road EPC firms and project developers.
14 January 2015	(Chandigarh) <i>Key activities included:</i> Business to Government Roundtable with State Transport and Police; and Business to Government Roundtable with State Highways and Public Works Department.
15 January 2015	(New Delhi) <i>Key activities included:</i> Business to Government presentation by Intercontinental Consultants and Technocrats; and Ministry of Road Transport and Highways Business to Government meetings and presentations.
16 January 2015	(New Delhi) <i>Key activities included:</i> 9th International Road Federation Conference (Road Infrastructure for Safe Mobility).
17 January 2015	(New Delhi) <i>Key activities included:</i> 9th International Road Federation Conference (Road Infrastructure for Safe Mobility).

<b>Australian Business Week in India – January 2015 Transport and Smart Cities (Rail)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit.
13 January 2015	(New Delhi) <i>Key activities included:</i> Roundtable/Meeting program with transport sector multilateral donor agencies (World Bank, ADB, JICA); business networking lunch with Indian rail sector executives; and Dedicated Freight Corridor (DFC) Roundtable/Briefing.
14 January 2015	(New Delhi) <i>Key activities included:</i> Indian Railways Briefing/Roundtable.
15 January 2015	(Mumbai) <i>Key activities included:</i> Roundtable with Mumbai Rail / Mumbai Metropolitan Rail Development Authority (MMRDA) (Inc. tender process briefing); and site visit to Mumbai Metro and project overview by MMRDA.
16 January 2015	(Kolkata) <i>Key activities included:</i> visit to rail manufacturing facility; and Roundtable with IIT Kharagpur and Centre for Railway Research.

<b>Australian Business Week in India – January 2015 (Sporting and Cultural Services)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit – including sessions on Corporate Social Responsibility in India and the role of the National Culture Fund and Multilateral funding agencies and projects in heritage conservation.
13 January 2015	(New Delhi) <i>Key activities included:</i> Sports Authority of India Australian Capability Roundtable; briefing on Indian Sports Landscape; School of Planning and Architecture – workshop on cultural landscape management; INTACH – workshop on national conservation plan and destination management; and ASI – briefing on heritage projects across India, workshop on access and interpretation.
14 January 2015	(New Delhi and Mumbai) <i>Key activities included:</i> Sports Management briefing; and National Museum – site visit and workshop on museum management, curatorial and interpretation services.
15 January 2015	(Mumbai) <i>Key activities included:</i> IPL Roundtable with Rajasthan Royals; Match Australian networking lunch; discussion on Corporate Social Responsibility with corporates; and Chhatrapati Shivaji Museum – site visit

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	and workshop on museum management, curatorial and interpretation services.
16 January 2015	(Jaipur) <i>Key activities included:</i> Rajasthan Hills Fort Project UNESCO pre-audit with AusHeritage.

<b>Australian Business Week in India – January 2015 (Tourism)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia-India Business Summit; and briefing on how the Indian market is structured, regulation, competition and growth opportunities.
13 January 2015	(New Delhi) <i>Key activities included:</i> meeting with Ministry of Tourism; interactive session with tourism operators to promote Australian offering and discuss market opportunities; and industry networking lunch with Chamber of Commerce.
14 January 2015	(Mumbai) <i>Key activities included:</i> briefing on the expectations of Indians when travelling – and how to tailor offerings; site visit to see how international tourism is promoted in India; and interactive session with Tourism operators to promote Australian offering and discuss market opportunities.

<b>Australian Business Week in India – January 2015 (Water and Environmental Sustainability)</b>	
12 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Business Summit; Briefing (Clean Ganga Project); Briefing (Water treatment opportunities in South India); and business matching program.
13 January 2015	(New Delhi) <i>Key activities included:</i> Australia India Water Forum with CII Water Institute (pathway to Zero Liquid Discharge for industry and briefing on Hydrology Project Phase III); and India Water Week Conference Inauguration ceremony with Prime Minister Modi and Minister Robb.
14 January 2015	(New Delhi) <i>Key activities included:</i> India Water Week Conference and Exhibition; and business matching at the Australian pavilion and the exhibition.
15 January 2015	(New Delhi) <i>Key activities included:</i> India Water Week Conference and Exhibition; and business matching at the Australian pavilion and the exhibition.
16 January 2015	(Mumbai) <i>Key activities included:</i> Water management roundtable – with water end users; and Roundtable with water EPC’s – projects across India and opportunities to collaborate.

<b>Minister Robb’s Business Mission to New Zealand – February 2015</b>	
25 February 2015	(Christchurch) <i>Key activities included:</i> Informal reception with delegates.
26 February 2015	(Christchurch) <i>Key activities included:</i> meeting with the Mayor of Christchurch; group meeting and briefing with Minister for Canterbury Earthquake Recovery; bus tour of Christchurch earthquake damage and rebuild projects; lunch with the Canterbury Employers’ Chamber of Commerce, key stakeholders and selected Christchurch businesses; and Infrastructure Roundtable discussion on opportunities and market entry strategies with select Christchurch companies.



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27 February 2015	(Auckland) <i>Key activities included:</i> Australia New Zealand Leadership Forum (ANZLF) - Australia and New Zealand: The Next Ten Years: New Thinking for a New Agenda.
28 February 2015	(Auckland) <i>Key activities included:</i> tour of Waterfront Auckland; and debrief with delegates by Minister.

**Minister Robb’s Overseas Visit to Canada – March 2015**

2 March 2015	(Toronto) <i>Key activities included:</i> delegation briefing with Minister; official opening of Australian Pavilion at PDAC; PDAC conference; Australian Investment Luncheon and Networking - Baker and McKenzie, Canadian Australian Chamber of Commerce and Austrade; Australian Reception hosted by Australian exhibitors at PDAC, State and Territory Governments and sponsors.
3 March 2015	(Toronto) <i>Key activities included:</i> Panel Session - Engagement with the Indigenous communities in the resources sector; Mining Equipment, Technology and Services (METS) luncheon (METS opportunities for Australian companies); Australia - Canada METS Business Matching Session; and delegates attend PDAC conference sessions.
4 March 2015	(Toronto) <i>Key activities included:</i> debrief with delegation.

**Minister Robb’s Business Mission to the Middle East – April 2015**

11 April 2015	(Dubai, UAE) <i>Key activities included:</i> Briefing and informal reception by HOM and STC for delegates.
12 April 2015	(Dubai / Abu Dhabi, UAE) <i>Key activities included:</i> AU MENA Official Opening; attend the official launch of Choithrams Supermarkets “Australia Goodness Festival”; informal lunch with senior UAE and Australian business representatives and to discuss implications of an FTA; briefing for delegates on UAE Macro trends and legal advice by National Bank of Abu Dhabi (TBC) and Clyde & Co.; and Australia Unlimited MENA Gala Dinner and Business Awards.
13 April 2015	(Kuwait City, Kuwait) <i>Key activities included:</i> Roundtable discussion on opportunities in Kuwait with members from Australian business group and key Kuwait businesses; and informal lunch with selected Australian businesses and high-level Kuwait business contacts.
14 April 2015	(Riyadh, Saudi Arabia) <i>Key activities included:</i> AU MENA 2015 Business Seminar in conjunction with Council of Saudi Chambers of Commerce and Industry and Saudi Australia Business Council; networking lunch with the Council of Saudi Chambers of Commerce and Industry; AU MENA programmes; and Australia Unlimited networking dinner with Australian and Saudi businesses.
15 April 2015	(Riyadh, Saudi Arabia) <i>Key activities included:</i> attend the Inauguration of the International Exhibition and Conference for Higher Education (IECHE) and visit the Australian Stand; and Agriculture Investment Roundtable and Q&A with Saudi Arabian government officials and private businesses.

**Parliamentary Secretary Ciobo’s Visit to Japan and Korea - April 2015**

20 April 2015	(Japan) <i>Key activities included:</i> Embassy Briefing for delegates with Australian Ambassador to Japan; Austrade briefing for food and beverage
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	delegates; Major Sporting Events (MSE) seminar/presentations; and networking reception.
21 April 2015	(Japan) <i>Key activities included:</i> Premium Australian Food and Beverage Capability and Japan-Australia Economic Partnership Agreement (JAEPA) Seminar; Australian Premium Food and Beverage Tasting Showcase; vocational education and training briefing sessions; TOCOG briefings and presentations; presentation by Japan Rugby 2019 Tournament Organiser; and presentation for Dentsu.
22 April 2015	(Japan) <i>Key activities included:</i> Roundtable discussion with (food and beverage) wholesaler/importer/purchasing managers; Taste of Australia' international hotel/restaurant visit; VET Showcase Seminar and presentations; and business networking.
22 April 2015	(Korea) <i>Key activities included:</i> KAFTA Investment Dinner with Korean institutional investors.
23 April 2015	(Korea) <i>Key activities included:</i> Services Access Korea - Financial Services Breakfast with Australian CEOs; meeting with Second Vice Minister for Foreign Affairs; signing of the Korea-Australia Engineering Mutual Recognition Agreement; Resources Roundtable; and Premium Food and Beverage Access Korea Australian Product Showcase.

**Minister Robb's Business Mission to Papua New Guinea – May 2015**

17 May 2015	(Lae, PNG) <i>Key activities included:</i> Introductory briefing with Minister; Austrade / Investment Promotion Authority Trade Expo opening; and Westpac Pacific Pre-Conference Dinner.
18 May 2015	(Lae, PNG) <i>Key activities included:</i> 31st Australia Papua New Guinea Business Forum; tour Lae Port and adjacent Lae tidal basin; and ANZ Banking Group Conference Dinner.
19 May 2015	(Lae and Port Moresby) <i>Key activities included:</i> Lunch at Australia-Pacific Technical College, including a tour of facilities; ExxonMobil PNG LNG Plant site visit and project overview; Motukea Island International Wharf site visit, including project briefing; and business reception for Minister and delegation with broader Australian and PNG business community and industry.
20 May 2015	(Port Moresby) <i>Key activities included:</i> Infrastructure Roundtable with business.

**Minister Robb's visit to the Philippines – May 2015**

20 May 2015	<i>Key activities included:</i> Business delegation networking.
21 May 2015	<i>Key activities included:</i> KPMG briefing on Philippines infrastructure outlook; Infrastructure Roundtable with Philippine Government officials; Business to Business Lunch – Engaging Opportunities in the Infrastructure Sector; Asian Development Bank Community Practice briefing; and business reception co-hosted with Australia New Zealand Chamber of Commerce (ANZCHAM) Philippines.

**Minister Robb's visit to India – June 2015**

**(Parliamentary Secretary Ciobo replaced Minister Robb on this mission)**

23 June 2015	(Hyderabad) <i>Key activities included:</i> informal welcome function.
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24 June 2015	<i>Key activities included:</i> Brookfield-TATA Roundtable; Industry Infrastructure Roundtable; Tropical Medicine and Life Sciences Collaboration Roundtable; Australian Food Week Launch; Visit to Apollo Hospitals campus; meeting with Chief Minister of Andhra Pradesh; and networking reception and dinner with Confederation of Indian Industry (CII) Andhra Pradesh and Telangana Branches.
25 June 2015	<i>Key activities included:</i> visit to LV Prasad Eye Institute; meeting with Chief Minister of Telangana; and individual business matching programme.

<b>Prime Minister's Business Mission to Singapore – June 2015</b>	
28 June 2015	<i>Key activities included:</i> Attend the opening of the James Cook University Campus; reception with the Prime Minister, Minister Robb, First Ministers and delegates; and dinner hosted by Minister Robb with First Ministers and delegates.
29 June 2015	<i>Key activities included:</i> AustCham business breakfast; Singapore economic and business briefing covering Comprehensive Strategic Partnership and ASEAN Economic Community; official lunch given by Prime Minister Lee; and 35th Singapore Lecture 'Our Common Challenges: Strengthening Security in the Region' delivered by Prime Minister Abbott.

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**QUESTION 42**

**Ministerial led business missions**

- a) In relation to assessing the performance and success of a ministerial led mission, it appears that only loose qualitative measures are used.
- Has Austrade considered more robust and quantitative measures of performance outcomes for the time and public money spend on these missions?
- b) How many business missions are scheduled for the 2015-16 financial year? What are the locations and themes of each?
- c) Are the ministerial business led missions funded out of the Budget Measure for Australia Weeks Events or elsewhere?

**ANSWER**

- a) Austrade actively pursues qualitative and quantitative feedback from delegates on the programme, logistics, commercial outcomes achieved, and the value of participation collected through a systematic electronic survey form for all business missions.

Where relevant, additional follow-up takes place after 6 to 8 months to identify any further commercial outcomes achieved in the period since the conclusion of the mission.

Commercial outcomes are often achieved through ongoing engagement rather than one event. Business missions are one of a number of the programmes and activities run by Austrade to identify international commercial opportunities and help Australian businesses and institutions convert those into commercial outcomes.

Last year, 78 per cent of Austrade's clients reported achieving a commercial outcome through working with Austrade, up from 73 per cent the previous financial year.

- b) Business missions for the 2015-16 financial year include:

<b>Date</b>	<b>Location</b>	<b>Minister and mission theme</b>
July 2015	Germany	Minister Cormann Theme: Infrastructure investment, Medical technology, Advanced materials, Skills and innovation
August 2015	China	Minister Robb Theme: ChAFTA including Agriculture and Food
September 2015	Italy	Minister Colbeck representing Minister Robb Theme: Agribusiness
November 2015	Indonesia	Minister Robb Theme: Trade, Investment, Education, and Tourism Indonesia Australia Business Week (IABW).
December 2015	Japan	Proposed- to be confirmed
February 2016	USA	Minister Robb Theme: Trade, Investment, Education, and Tourism , Australia US Business Week (AUSBW)
April 2016	China	Minister Robb Theme: Trade, Investment, Education, and Tourism Australia Week in China (AWIC)

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- c) Smaller ministerial-led business missions, such as Minister Cormann’s Business Mission to Germany and Minister Robb’s Business Mission to China in August, are funded by Austrade from its existing resources, separately from Australia Week events.

Australia Week events such as Indonesia Australia Business Week, Australia-US Business Week and Australia Week in China have significantly larger participating delegations, cover multiple business sector streams, and are funded through the budget measure for Australia Weeks.

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**QUESTION 43**

**Australia Week Events**

In response to question on notice no. 51, Austrade advised that there would be “two Australia Week events ... every year for the next four years” and the events “will be held in China, India, the United States and in ASEAN.”

- a) On what basis were these four locations selected?
- b) Do the selected locations (China, India, US and ASEAN) complement the Government’s expenditure on promoting FTAs in Korea, Japan and China? If not, why not?
- c) What is the allocated cost of these eight events?

**ANSWER**

- a) The locations for Australia Week events are selected because they offer commercial opportunity in sectors where Australia has a comparative advantage. This sees Australia Week events being held in Australia’s top export markets, for this year, being:
  - India (Australia’s seventh largest export destination and a potential future source of significant direct investment).
  - United States of America (Australia’s largest investor and our fourth largest export market);
  - China (Australia’s number one trading partner and fifth largest investor. The conclusion of ChAFTA is expected to drive continued growth in bilateral economic relationship.); and
  - Indonesia (ASEAN countries account for 12 per cent of total exports and are currently ranked as Australia’s 11th export market).
- b) Many of the Australia Week markets coincide with those where FTAs have recently been concluded or are under active negotiation (ie China, Indonesia, India, US and some ASEAN countries through the TPP).
- c) As outlined in Budget Paper No.2, the Government is providing \$18 million over four years from 2015-16 to expand the program of Australia Week events, comprising \$9.2 million in new funding and \$8.8 million of existing funding which will be redirected within the Foreign Affairs and Trade portfolio. Breakdown of allocated costs over forward years for individual Australia Weeks will be dependent on the size and scale of the Australian delegations that register and participate.

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**QUESTION 44**

**Free Trade Agreement Promotion**

- a) In relation to the Budget Measure regarding Free Trade Agreement Promotion, there is \$24.6 million in spending over the next 2 years on trade promotion of Australia's free trade agreements with Korea, Japan and China.
- Does Austrade now have a program of spending of its allocated \$13.4 million in 2015-2016, and \$8.2 million in 2016-2017? If so, please describe. If not, why not?
- b) Please provide details relating to the Government's TV, radio and print advertising campaign to promote the North Asian FTAs, including the amount spent on the media buy for each medium, the timeframe for the advertising, the number of Target Audience Rating Points to be achieved in the media buy for each medium and the definition of the target audience.

**ANSWER**

- a) See answer to Question 40.
- b) The budget for Television, Radio and Print advertising is:
- \$4,503,626 for TV (Sunday 18<sup>th</sup> October to Saturday 19<sup>th</sup> December 2015)
  - \$1,936,534 for Radio (Monday 14<sup>th</sup> September to Sunday 22<sup>nd</sup> November 2015)
  - \$699,485 for Press (Friday 9<sup>th</sup> October to Thursday 22<sup>nd</sup> October 2015)

For TV, the master media agency aim for 695 to 895 Target Audience Rating Points (TARPs) across each of the different TV Markets with the aim of a 1+ reach goal of 70-75% (the percentage of People 18+ seeing the TVC at least once).

TARPs are not used for Radio and Print but Austrade has reach goals of 65% 1+ reach for Radio and 51% 1+ reach for Press.

**Target Audiences**

**Primary Target Audiences**

- Australian workforce participants who will have increased opportunities from the FTAs.
- Australian small to medium business owners that may already be exporting, or considering exporting.
- Australian businesses across various industry sectors that could benefit from the three FTAs - covering all adult demographics, multicultural and Indigenous communities.
- Consumers – as this is a public information campaign and targets all consumers to ensure widespread understanding of the benefits of this government initiative.

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### Secondary Audiences

- *Media*

The media is seeking further information to support its reporting and analysis of FTAs and the campaign will provide this information.

- *Business Industry Groups*

Industry groups are key influencers - not only because they deal directly with business owners - but because they often provide media comment on industry issues, influencing consumer and business audience opinion. This segment will therefore also be important to the success of the campaign to reinforce the broader campaign messages and (as identified in research) will be a key channel for dissemination of targeted information for the business audience.

### Special Audiences

Special audiences have been identified within the two primary audience segments, through the market research and analysis of segmentation data.

- *Culturally and Linguistically Diverse (CALD)*

Data from the Australian Bureau of Statistics indicate CALD audiences make up 8% of small business owners, and Roy Morgan data indicates that 15% of small to medium business owners speak a language other than English at home so the needs of this audience have been considered.

- *ATSI*

Whilst only 0.3% of those who identify as Aboriginal or Torres Strait Islander are classified as small business owners, translating to roughly 3000 people; given the campaign is targeting a mass audience, the information needs of Indigenous Australians have been considered as a matter of best practice in the development of government advertising.

- *Vision and Hearing Impaired*

Accessibility has been addressed with a comprehensive media channel strategy that exploits both visual and audio channels.



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**QUESTION 45**

**Free Trade Agreement Promotion**

- a) Who has Austrade engaged to oversee the campaign production process?
  - Please provide details on the selection of this entity;
  - What remuneration and other fees/costs will be paid to this entity and any related entities or sub-contractors?
- b) Where have the print advertisements been placed, for how long and at what cost?
- c) On what channels will the TV advertising campaign be aired? Will they be national and/or regional? Please provide details of the ad campaign, including channels, targeted audience, air time audience, length and costs.
- d) These TV ads will be the first time Austrade has advertised on free-to-air TV channels. Were the Government guidelines for TV advertising complied with? If so, please provide. Who approved the TV advertising?
- e) Please provide the scripting for all advertising.

**ANSWER**

- a) Following conduct of a procurement process, 303 Lowe was appointed as the creative advertising agency. The procurement process was conducted in accordance with both Austrade procurement processes and Department of Finance guidelines related to the procurement of government advertising.

303 Lowe's contract is \$2 million and includes production of all campaign assets for press, out-of-home, television, radio, paid social and online advertising as well as production of the campaign website and the housed content.

- b) Press advertising includes metropolitan (two weeks), primary regional (one week), regional (one insertion across two weeks) and rural press (two weeks). The budget for press is \$699,485.
- c) The TV activity includes national, metropolitan, regional and community television channels.

Ads are appearing on:

- Seven, 7Two, 7Mate
- Nine, Go!, Gem
- Ten, Eleven, One
- SBS1, SBS 2
- Channel 31, Channel 44, West TV (Metro Community Stations)
- Foxtel stations – Sky News, Sky News Business, Sky Weather, BBC World News, FOX Sport News, History Channel, 111Great, A&E, Discovery Channel, Discovery Turbo Max, Discovery Science, Discovery Animal Planet, Arena, BBC First, BCC World Knowledge, ESPN, ESPN2, EuroSport, FOX8, FOX Classics, FOX Footy, FOX Sports 1, FOX Sports 2, FOX Sports 3, FOX Sports 4, FX, Universal, MAX, Foxtel Movies, National Geographic, National Geographic People, National Geographic Wild, Showcase, Smooth, SyFy, TV Hits & UK TV.

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30 second spots were booked for the campaign with 70% of the TARPs bought during peak (Sunday to Saturday 6pm to 10:30PM) and the remaining 30% bought for off-peak (Sunday to Saturday 6am to 6pm and 10:30pm to midnight).

The target audience for the TV buy is People 18+.

The budget for the TV activity is \$4,503,626 running from Sunday 18th October to Saturday 19th December 2015.

TARPS range from 695 to 895 noting the buy is based on achieving a 70-75% 1+ reach.

- d) Austrade complied with the Department of Finance's *Guidelines on Information and Advertising Campaigns by non-corporate Commonwealth entities*. As required by the Guidelines, the CEO certified the advertising campaign. (Copies of the CEO certification statements are published on the Austrade website.)
  
- e) The scripts for all advertising are attached.

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**ATTACHMENT**

**ADVERTISING SCRIPTS**

Script – Shop Front Master TVC	Audio / SFX
<p>What seems like a normal high street scene is not what it seems. It’s a metaphor of Australian business trading with Asia – in this case, their activities are conducted behind the façade of high street shop fronts.</p> <p>As we look through the small shop windows we see scenes that represent key industries that will benefit from the free trade agreements. A female presenter talks to camera as she walks past a wide range of shop fronts.</p>	<p>Bustling high street.</p>
<p>We open on the bustling high street. We see our presenter walk towards camera and we see a multitude of people behind her. We see signs behind her over her shoulder, which read:</p> <p>FINANCIAL SERVICES              TOURISM              HEALTH SERVICES</p> <p>We cut to a side shot of the presenter as she walks along the high street past shop fronts with the following titles:</p> <p>FRUIT              Tania Chapman, Colignan Producers</p> <p>We see an orange grove in the window, as Tania carries a box of oranges from the back of a ute to the shop.</p> <p>ARCHITECTURAL SERVICES              Stephen Evans, Leffler Simes Architects</p> <p>We see a city skyline at a busy intersection with cars driving in different directions. On the pavement, Stephen is showing a large printed blueprint to Angie, a female colleague.</p>	<p>PRESENTER:              Trade has always been our shop front to the world.</p> <p>Now we’ve signed free trade export agreements . . .</p> <p>. . . with China, South Korea and Japan . . .</p>
<p>MANUFACTURING              David Mumford, RBK Nutraceuticals</p> <p>The presenter walks in front of the next store window— MANUFACTURING. David stands in front of his hi-tech, modern pharmaceutical factory.</p>	<p>DAVID:              . . . we can grow our business into these markets . . .</p>
<p>DAIRY              Ross Woodhouse, Dairy Farmer</p> <p>The presenter walks past the next store window—DAIRY. She nods to Ross who stands in the door and tips his cap back. We see a lush green dairy paddock full of</p>	<p>PRESENTER:              . . .as we’re more competitive.</p>

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cows. The presenter continues the VO:	
<b>WINE</b> Jeff and Amy Burch, Burch Family Wines  The presenter walks past at another store—WINE. Inside, it’s a vineyard surrounded by beautiful rolling hills. The door is open. Jeff stands in the door, as Amy talks to a couple sampling some wine.	<b>PRESENTER:</b> It also means more Aussie jobs, safeguarded to protect local workers.  <b>JEFF:</b> So we can hire more locals.
<b>LOGISTICS</b> Kim Mauch, Cargo Hound  The presenter walks past another store—LOGISTICS. It’s a logistics scene, with freight is being loaded.  The presenter walks past Kim, who walks into the store and then places an Open for Business sign on the door.	<b>PRESENTER:</b> When we open up markets, it opens up new opportunities.  And that’s everyone’s business.
<b>GRAPHIC:</b> Australia. Open for Business Search Open For Business	Authorised by the Australian Government, Canberra. Spoken by Michelle Gutierrez, David Mumford and Jeff Burch.

Script – Ross Woodhouse TVC

We open on Ross Woodhouse, standing in the door of his ‘Dairy’ shop. He tips his hat.

We then cut to our ‘Logistics’ shop front. Kim Mauch stands in the doorway and takes her hard hat off.

We then cut to our ‘Architectural Services’ shop front with Stephen Evans rolling up his plans, as we hear our VO begin:

**MICHELLE VO:**

Trade has always been our shop front to the world. Now free trade export agreements are opening up new opportunities for all sorts of businesses.

As we hear the VO we cut to our ‘Premium Seafood’ shop front, with Josh Poke shaking an oyster basket, and then finally to our ‘Maufacturing’ shop front.

We see David Mumford straightening his tie in the door way.

We then cut to a close-up of David, who is standing in front of trees, being interviewed. A SUPER sits next to him:

**SUPER:**

David Mumford  
RBK Nutraceuticals

David begins:

**DAVID:**

. . . so as an industry and as a company, it is extremely important. It will help our whole company grow, which will in turn result in us employing more people, in terms of production and in terms of marketing and support staff as well.

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Script – Ross Woodhouse TVC

We then cut to our end sequence of the shop sign as we hear our VO:

MICHELLE VO:

To hear more real stories, search Open For Business.

GRAPHIC SHOP SIGN:

Australia. Open for Business

Search Open For Business

VO:

Authorised by the Australian Government, Canberra.

SUPER:

Authorised by the Australian Government, Canberra. Spoken by Michelle Gutierrez and David Mumford.

Script – Stephen Evans TVC

We open on our 'Premium Seafood' shop front, with Josh Poke shaking an oyster basket.

We cut to our 'Manufacturing' shop front, and see David Mumford straightening his tie in the door way.

We cut to Jeff and Amy Burch, standing in the door of their 'Wine' shop. They cheers each other with a glass of red, as we hear our VO begin:

MICHELLE VO:

Trade has always been our shop front to the world. Now free trade export agreements are opening up new opportunities for all sorts of businesses.

As we hear the VO we cut to our 'Logistics' shop front. Kim Mauch stands in the doorway and takes her hard hat off, then to our 'Architectural Services' shop front with Stephen Evans rolling up his plans.

We then cut to a close-up of Stephen, who is standing in front of trees, being interviewed. A SUPER sits next to him:

SUPER:

Stephen Evans  
Leffler Simes Architects

Stephen begins:

STEPHEN:

. . . The Free Trade Export Agreements are incredibly important for us as a business, for Architectural Services. That allows us to employ more people here in Australia and overseas, and also just makes us more competitive as a business.

We then cut to our end sequence of the shop sign as we hear our VO:

MICHELLE VO:

To hear more real stories, search Open For Business.

GRAPHIC SHOP SIGN:

Australia. Open for Business

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Script – Stephen Evans TVC

Search Open For Business

VO:

Authorised by the Australian Government, Canberra.

SUPER:

Authorised by the Australian Government, Canberra. Spoken by Michelle Gutierrez and Stephen Evans

Script – Tania Chapman TVC

We open on our 'Logistics' shop front with Kim Mauch in the door way, taking her hard hat off.

We cut to our shop front 'Dairy' with Ross Woodhouse tipping his hat.

We then cut to our 'Architectural Services' shop front, with Stephen Evans rolling up his plans, as we hear our VO begin:

MICHELLE VO:

Trade has always been our shop front to the world. Now free trade export agreements are opening up new opportunities for all sorts of businesses.

As we hear the VO we cut to our 'Premium Seafood' shop front. As Josh Poke shakes an oyster basket, then to David Mumford, adjusting his tie, in the door way of his 'Manufacturing' shop, and finally to our 'Fruit' shop front with Tania Chapman catching an orange.

We then cut to a close-up of Tania, who is sitting in front of trees, being interviewed. A SUPER sits next to him:

SUPER:

Tania Chapman  
Colignam Producers

We cut to Taina as he says:

TANIA:

Free Trade Export Agreements are vital to the ongoing success, not only of the Australian citrus industry, but our supply chain, including all of our staff along the way.

We then cut to our end sequence of the shop sign as we hear our VO:

MICHELLE VO:

To hear more real stories, search Open For Business.

GRAPHIC SHOP SIGN:

Australia. Open for Business  
Search Open For Business

VO:

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Script – Tania Chapman TVC

Authorised by the Australian Government, Canberra.

SUPER:

Authorised by the Australian Government, Canberra. Spoken by Michelle Gutierrez and Tania Chapman.

Radio Script 1	<b>BERNARD (30 secs)</b>
VO 1: (VOX POP ATMOS):	“So what do the Free Trade Export Agreements with Asia mean to you?”
BERNARD GOOCH:	“Well, my name’s Bernard Gooch and I’ve worked at Fletchers for 23 years.  We export sheep and lamb products to the Asian market.  Signing of these FTAs - really gives us the chance to employ more people, to do more business into the China market - that helps us to create jobs in the Dubbo community.”
VO 1:	Find out more about the opportunities for Australian jobs and businesses in your local community. Search open for business
TAB:	Authorised by the Australian Government, Canberra. Spoken by Rupert Degas and Bernard Gooch.

Radio Script 2	<b>DAVID (30 secs)</b>
Bloke in street (vox pop atmos):	“What do the Export Agreements with Asia mean for us?”
DAVID MUMFORD:	“My name’s David Mumford of RBK Nutraceuticals. We’re a manufacturer of natural health supplements.  The export agreements in Asia are very important to us. Our export sales have increased 161%.  We’ve already employed more people and we’ve already looked at putting on a second shift. These are all local jobs, all local people.”
VO	Find out more about the opportunities for Australian jobs and businesses. Search open for business

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TAB	Authorised by the Australian Government, Canberra. Spoken by David Mumford and Rupert Degas.

Radio Script 3	<b>LARRY (30 second edit)</b>
Bloke in street (vox pop atmos):	“What do the Free Trade Export Agreements with Asia mean for us?”
LARRY CHERUBINO:	<p>“Well. My name is Larry from Larry Cherubino wines.</p> <p>These export agreements mean we’re talking about tariffs on wine going into China, being zero, in four years time.</p> <p>The onward flow affects the rest of the industry. More grapes, glass, trucking, logistics...</p> <p>More jobs for Australians.</p>
VO	Find out more about the opportunities for Australian jobs and businesses. Search open for business
TAB	<p>Authorised by the Australian Government, Canberra. Spoken by Rupert Degas and Larry Cherubino.</p> <p>ALT: Authorised by the Australian Government, Canberra. Spoken by Rick Herbert, Rupert Degas and Larry Cherubino.</p>



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**QUESTION 46**

**Free Trade Agreement Promotion**

In relation to internet and social media channels advertising utilised in the FTA Promotional activities:

- a) What are the social media channels being used?
- b) Who is the target audience for each social media channel?
- c) What is the cost of Government sponsored push advertising on personal Facebook pages?
- d) What are the google analytic statistics, or other relevant statistics, relating to the FTA Promotional social media and internet advertising?
- e) What are the performance criteria? How is the campaign tracking against those criteria?
- f) In relation to Facebook advertising, how many views and comments to date? Are the comments predominately positive or negative? If negative, will the Government continue with this channel of advertising?
- g) What is the link between individual Facebook pages and promoting Australian businesses to export to North Asian markets? Is this really the target market? Is there a different advertising agenda?

**ANSWER**

- a) Facebook, Twitter and LinkedIn.
- b) The target audience for Facebook and Twitter is consumers and small to medium enterprise owners. The target audience for LinkedIn is small to medium enterprise owners.
- c) The media spend on promoted posts on Facebook is \$400,000. The Twitter promoted tweets and trends media spend is \$198,000. The LinkedIn promoted posts media spend is \$40,000.
- d) In the first two weeks of the campaign, social media ads generated 1,709,178 views of testimonial video content, and the campaign materials have reached 4,065,124 people on Facebook.

On Twitter, the campaign has delivered 27,400 engagements and 98,208 video views.

YouTube has generated 90,536 views and generated a view rate of 19.20% (14% over the Federal Government benchmark).

Paid digital display has generated 60 million impressions, which generated 114,000 clicks for a click thru rate of 0.19%, which is above the Federal Government benchmark of 0.09%.

Paid search has reach over 1,115,485 impressions and 13,211 clicks.

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- e) The aim of the campaign is to create mass awareness among the small to medium enterprise audience and consumers. This element of the campaign is performing strongly per the performance results above in (d).
- f) The campaign has curated 40 page posts since mid-September and has generated 4,728 comments, which are predominantly positive or neutral.
- g) Media consumption research identified social media as a key channel for both the consumer and small to medium enterprise audiences.

Formative research indicated that the small to medium business audience wanted to hear real stories from real small to medium business owners already benefitting from the FTAs.

Both the media consumption research and the formative research informed the channel strategy.

Facebook advertising allows communication with people based on their interests, behaviors and current affiliations with various interest groups associated with the campaign.

This approach is not only extremely efficient but also ensures relevancy of messaging, which in turn drives greater awareness and engagement.

**QUESTION 47**

**Free Trade Agreement Promotion**

What are the results of the media optimisation and effectiveness tracking research to date?

- a) Will changes be made to the advertising campaign? If so, please describe.

**ANSWER**

Media optimisation is informed by the monthly tracking data. Independent research agency AMR has been tracking the performance of the FTA campaign among consumers and SME businesses.

Benchmark results were collected in mid-September, prior to launch on Monday 18 September, and tracking through to late October shows high levels of awareness of the FTAs among both groups.

Preliminary results indicate only digital media requires optimisation, with minor tweaks to ensure higher performing sites are being used.

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**QUESTION 48**

**FTA grant programme**

- a) Please provide a status update on the newly funded FTA grant programme being administered by Austrade.
- In answer to question on notice no.16, Austrade advised that it was currently working on details of the new grant and Guidelines. Are these details and guidelines finalised? If so, when and please provide a copy. If not, why not?
- b) Funding under this grants program is capped at \$1.372 million in 2015-16 with an additional \$178,000 for administration costs to manage the program.
- Over a quarter of the 2015-16 year has passed without one grant being awarded. When will the first grant be awarded?
  - How much of been spent/used of the administration costs for 2015-16?

**ANSWER**

- a) The Free Trade Agreement Training Provider grant programme opened for applications on 28 October 2015. Guidelines were released on 26 October and a series of information sessions targeted at eligible member-based business organisations, registered training providers and education institutions were held across Australia from 21-28 October. The Guidelines are available on the Austrade website (<http://www.austrade.gov.au/Australian/Export/Free-Trade-Agreements/training-provider-grant>).
- b) Grant applications do not close until 11 January 2016 and it is anticipated that successful grant recipients will be advised by March 2016.

While the FTA-TP Grant has only recently opened for applications, the administrative aspects of developing and implementing grants documentation and processes, including compliance requirements, have been ongoing since funding was provided to establish the programme. Expenditure on administration to date is \$77,400.

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**QUESTION 49**

**Match Australia programme**

- a) Does Austrade or the Government anticipate that the new Match Australia program will deliver at least similar if not better outcomes for Australian exporters than the ABEP program? Please explain.
- b) Austrade’s updated webpage (update Aug 2015), explains:  
“Match Australia – International Sports Business program is the Australian Government’s business networking program which connects Australian businesses with global partners through major sporting events.”
  - Please describe how the Match Australia program makes such connections.
  - In relation to all Match Australia events to date, please detail what connections were made and the outcome of each.
- c) What Match Australia programs have been held since the World Cricket event at the end of February?
  - Please provide program, attendees and costs; as well as strategic implementation plan and goals.
- d) What Match Australia programs are scheduled?
  - Please provide program, invitee list and estimated costs, as well as strategic implementation plan and goals.

**ANSWER**

- a) The extended Match Australia is a very different program to ABEP.

The extended program proposes a five point strategy to:

- 1) Leverage Global Major Sporting Events held offshore which often involving multiple participating nations, such as the Olympics and Football World Cup, where Austrade will run business programs in the margins to leverage associated VIP attendance;
- 2) Leverage Iconic Annual Events in Australia, where appropriate in collaboration with State Governments, to host international customers and investors.
- 3) Use high profile sporting talent as ambassadors and spokespeople to provide impact to business missions, delegations and social media activities.
- 4) Develop Australia’s Track Record promotions and activities, to highlight our national capabilities in delivering world leading international sporting events.
- 5) Collaborate on Sports diplomacy events in international markets to showcase Australia, with Sports Diplomacy Working Group Members.

The extended program leverages agreed sporting events (both in Australia and offshore) to deliver the following objectives:

- Build awareness of Australia as a trade, investment, education and tourism partner and destination, including the promotion of Australian capability in major sporting event delivery
- Create business opportunities for Australian businesses through networking opportunities

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- Increase Foreign Direct Investment (FDI) into Australia through investor engagement
- Increase exports to international markets through customer engagement
- Promote Australian education opportunities to international students
- Promote inbound tourism
- Create an opportunity to facilitate targeted meetings

As a result, the Match Australia program has the potential to deliver broader trade, investment, education and tourism outcomes. It will:

- provide opportunities for a wide range of individual firms to engage with targeted international businesses;
- have a global reach, rather than be limited to a geographic region;
- extend beyond trade outcomes, advancing Australia's investment, tourism, education and highlight our national capability around the delivery of Major Sporting Events.

The ABE programme, on the other hand, was a grant programme set up to provide seed funding to enable industry to establish new relationships and pathways into Asia, with an objective that the private sector would continue to develop those relationship and projects. The ABE Plan was targeted differently to Match Australia, and was only open to member-based business organisations.

In relation to the ABE Plan, two full grant rounds were run and 45 member-based organisations were allocated ABE grants. Beyond the initial grant recipients, the pool of eligible member-based organisations in Australia is limited.

- b) This platform provides an opportunity to leverage major sporting events, both in Australia and overseas under the Match Australia brand, to achieve Austrade's objectives of promoting international trade, investment, education and tourism. Austrade works with key Australian Government agencies and states and territories to identify sectors of strategic importance that may benefit from the Match Australia Programme.

Austrade works through its international network to identify organisations in those sectors to identify trade and investment opportunities and introduce them to Australian businesses. Major Sporting Events, with their common connection between countries and cultures, provide an excellent opportunity to engage potential international business partners. Sport, and sporting events, provide a catalyst to build business relationships, both offshore and in Australia, that that otherwise may have been difficult to achieve.

Match Australia is a one of a number of the programmes and activities run by Austrade to identify potential investment sources and international commercial opportunities and help Australian businesses and institutions convert those into commercial outcomes.

Match Australia forms part of a broader engagement strategy with high-potential investors and customers. Engagement with investors and customers commences 3 to 6 months prior to the event and continues with post-event follow-up.

During the first quarter of 2015, 174 investors, customers and clients attended a total of 15 Match Australia events linked to the Asian Football Cup, the Cricket World Cup and the Australian Open.

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The events attracted a range of high-potential investors and customers to Australia including:

- major investors and customers from North East Asia and the Gulf Cooperation Countries
- 20 delegates from the Qatar Supreme Committee for Delivery and Legacy (FIFA 2022 World Cup Organising Committee)
- A Japanese delegation of advisers associated with the delivery of the Tokyo 2020 Olympics.

(Austrade has previously provided participant lists from completed Match Australia related sporting events; refer response to Question 6, Budget Estimates, June 2015).

Examples of business outcomes from Austrade successfully connecting investors with Australian companies through Match Australia include:

- Korea Investment Corporation (KIC), Korea's Sovereign Wealth Fund, with USD\$85bn under management, visited Australia and participated in an investment roundtable with Minister Robb linked to the Australian Open Tennis. The Fund signed an MOU to collaborate with the Future Fund around joint investment following its participation in the program.
- Tata Consultancy Services is investing in UWS's agri informatics research with \$2 million over four years.
- Reliance Technology Group, the R&D division of India's Reliance Industries, has signed an agreement with CSIRO to explore investment in research programs.
- HCL Technologies has had preliminary meetings with Invest SA to partner in a project with the South Australian Government's Department of Human Services. South Australian-based universities and SAP will be other stakeholders in this project.
- Bharat Forge is exploring PHD opportunities with Deakin University.
- L&T, a major technology, engineering, construction, manufacturing and financial services conglomerate, has set up an office in WA.
- Reliance Group, one of India's largest companies, has opened an office in Sydney and is exploring opportunities in Australia.
- Sunpower from Sri Lanka is preparing for a follow up visit to Australia in November 2015 to pursue relationships in the rail sector with Australian companies.

Match Australia played a role in facilitating other significant business outcomes which are commercial-in-confidence.

### c) Global Australian Open Launch – Shanghai, China – 13 October 2015.

Austrade hosted an Investor Table at the Australian Open International Launch in Shanghai on 13 October 2015.

The Australian Open provided a table at no cost to Match Australia / Austrade to host investors at their Global Launch in Shanghai. Austrade Shanghai used the provided table to invite and build relationships with key potential investors.

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This aligns with one of Match Australia’s objectives to Leverage Iconic Annual Sporting Events to seek a strategic engagement with global investors and customers to the long term economic benefit of the Australian economy.

<b>Austrade Invitees - Australian Open International Launch Shanghai</b>	
Representative	Austrade representative (SBDM)
Representative	Austrade representative (BDM)
Representative	Suning Holdings Group Co., Ltd
Representative	CTS Shanghai
Representative	Australia and New Zealand, China Development Bank
Representative	NoahHoldings Group Co., Ltd.
Representative	Hainan Airline Group
Representative	Lixin Asset Appraisal
Representative	Shanghai Jiushi / Bashi Group
Representative	China Telecom
Representative	Tennis Australia representative

- d) The strategic implementation plan and goals, estimated costs as well as the event identification framework are set out in the Match Australia Project Plan (copy has been provided to the Committee, see response Question 1).

Match Australia is currently evaluating the following events:

- ***Australian Open Tennis – Melbourne – Victorian Government***  
Tennis Australia would host Minister Robb and a limited number of CEOs of key international investors during the Australian Open finals phase (27 – 31 Jan 2016). Invitees would be invited to a Ministerial Roundtable meeting and participate in tailored business programs prior to attending the Australian Open Tennis for a dinner function and then watch a quarter final tennis fixture. Offshore events are being scoped in China, Japan and India.
- ***2016 Rio Olympic Games – Brazil***  
Match Australia and Austrade Brazil are proposing a series of events as part of the Rio Olympic Games Business Development Program. The program will target Brazilian CEOs through a comprehensive series of events and activities in the lead up to, during and after 2016 Rio Olympic Games period. This will build on the past success of post leveraging the 2014 Brazil World Cup. In addition to targeting Brazilian CEO Investors and customers, Austrade proposes to use the Rio Olympic Games to showcase Australia’s capability around delivering Major Sporting Events to future events hosts from around the world. This will be coupled with promotional activities for Australian companies that are pursuing the final phase procurement contracts to help deliver the Rio 2016 Olympic Games.
- ***Australia Unlimited – MENA***  
Building on the win and successful hosting by Australia of the 2015 Asian Football Cup and in anticipation of the 2019 AFC Cup in the UAE and the 2022 FIFA Cup in Qatar, Match Australia is proposing a number of activities to be coordinated during the time of AU MENA 2016 under the Match Australia program. Some of the proposed activities include: a Best practice Roundtable between Australia and UAE Football Federations to discuss learnings from 2015 AFC Cup; display / handover of the AFC Cup at the Gala dinner in Dubai on 24th January, and related opportunities



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for public diplomacy and media interviews. In addition, a Major Sporting Events trade mission in occasion of AU MENA was proposed.

- ***Bledisloe Cup – and Auckland. AU-NZ Infrastructure Symposium***  
Match Australia, in close collaboration with Infrastructure Partnerships (IPA) Australia and New Zealand Council for Infrastructure Development (NZCID) will run a half day symposium between key Australian and NZ Infrastructure companies. This event will build on the mission Mr Robb led in March 2015 to NZ and the successful proposal to develop a joint Australia – New Zealand Infrastructure pipeline. The focus of the Auckland event will be to highlight key NZ Infrastructure projects and highlight how Australian capability can contribute to the projects identified, as well as outward investment opportunities.
- ***Promoting Australia’s Track Record – 2018 PyeongChang Winter Olympic Business Mission***  
Match Australia and Austrade Seoul are proposing a series of events as part of the PyeongChang Winter Olympic Development program. The program targets key decision makers at the PyeongChang Olympic Committee as well as strategic engagement with Gangwon Province during their planning stage. Initial market intelligence indicates that there is potential interest in Australian capability across Performance, Lighting (Fireworks), Art work, Venue design and media-related services. Promotional activities will take place to highlight Australia’s track record in delivering world class product and services across the mentioned game components.
- ***2018 Gold Coast Commonwealth Games – Australia***  
Australia will host the 2018 Gold Coast Commonwealth Games. Match Australia is in preliminary discussions with Federal, State and Local Government around trade and investment activity which will form part of the games legacy strategy and provide an opportunity to showcase Australia’s expertise in the delivery of Major Sporting Events.  
***Future Global Major Sporting Events***
  - 2018 PyeongChang Winter Olympic Games – Korea
  - 2018 FIFA World Cup – Russia
  - 2018 Asian Games – Jakarta & Palembang, Indonesia
  - 2019 AFC Asian Cup – Dubai, UAE
  - 2019 Rugby World Cup – Japan
  - 2020 Tokyo Olympic Games

**QUESTION 50**

**Appointment of new offshore Senior Investment Specialists**

- a) In relation to the appointment of five new offshore senior investment specialists:
- i. what was the advertising, recruiting and appointment process?
  - ii. how many applicants were received for each position?
  - iii. who has been appointed, when, where and remuneration package?
  - iv. did the Government or Austrade make any direct recommendation for potential applicants? If so, who made the recommendation and who was recommended.
  - v. Please provide completed conflict of interest declarations for each of the appointed specialists.
- b) In answer to question on notice no. 53, Austrade has advised that the breakdown of the \$5.9 million budgeted amount relating to “strengthening Australia’s ability to attract foreign investment”, is as follows: Staff onshore – 14 - \$0.7m; Staff offshore – 14 - \$2.6m.
- i. Why are the offshore staff costs over three times the onshore staff costs?
  - ii. There is also a research item for \$1.5 million. What research activities are planned, and who will undertake the research?

**ANSWER**

- a)
- i. Budget measures to strengthen Australia’s ability to attract foreign investment provided funding for 14 new offshore positions, including five A-Based senior investment specialist positions (known as Trade Commissioners Investment) and nine locally-engaged positions.  
  
These five new Trade Commissioner Investment positions are separate to, but will complement, the work of the existing onshore Senior Investment Specialists (SIS), who were appointed in 2014.  
  
The five new Trade Commissioner Investment positions were advertised through APSJobs, the Public Service Gazette, the Austrade website and LinkedIn. A competitive APS merit-based selection process is currently being conducted.
  - ii. A total of 111 application were received for the five positions, with some applicants applying for multiple positions.
  - iii. The selection process has not been finalised, and no appointments have been made at this time. The positions are at Austrade Performance Level (APL) 4 with a base salary of \$107,414 per annum. The overseas allowances for these roles comprise an Expatriate Adjustment (ranging from \$0 to \$38,249 per annum (taxable)), a Location Adjustment (\$52,827 per annum (taxable)) and Cost of Living (ranging from \$4,432 to \$28,141 per annum (not taxable)).
  - iv. No.
  - v. No appointments have been made at this time.
- b)

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- i) Costs associated with A-based officers posted offshore include residential accommodation, posting costs such as airfares, overseas allowances, family education costs, and annual family reunion airfares. Onshore APS staff do not incur those costs.
- ii) The research will strengthen knowledge base of Austrade’s global investment network. In particular, that knowledge base will be used to guide the development of a structured re-investment and aftercare programme.

The research will focus on deepening Austrade’s understanding of:

- investor profiles and the perceptions and the relevance of Australia to their international investment strategies;
- current capabilities and gaps in the Australian market which will strengthen tailored value propositions and identify opportunities for foreign investment in Australia; and
- the investment gaps in the economy that FDI could fill and the contribution to economic productivity that FDI can make.

The research will also enhance Austrade’s ability to undertake background research and screen potential investors, including applicants for Investor Visas, and to support scouting and promotion for start-up and commercialisation opportunities.

Proposed expenditure includes a mix of research consultancies along with commercial database subscriptions and ABS statistics to allow Austrade to undertake its own research.

As at November 2015, one research consultancy has been undertaken, focused on understanding the opportunity for foreign investment to expand the availability of student accommodation in support of the continued growth of Australia’s international education sector. This research has been undertaken by Knight Frank.

Other research consultancies are currently being scoped and will use standard government procurement methods.

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**QUESTION 51**

**Senior Personnel Changes at Austrade**

- a) Have there been any board or senior personnel changes at Austrade? If so, please describe.
- b) Have there been any other recent organisational changes? If so, please describe.

**ANSWER**

- a) Mr Grame Barty was appointed as Executive Director, International Operations, SES Band 3, with effect from 24 September 2015.
- b) No, there have been no other senior personnel changes at Austrade.

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**QUESTION 52**

**Environmental Organic Nutrients**

- a) Please describe the “paid service agreements” that Austrade enters with clients.
- i. How many of these agreements are put in place, on average, each year?
  - ii. On what basis does Austrade determine to provide advice and service with or without an agreement?
  - iii. What is the fee schedule?
  - iv. What warranties are provided?
  - v. Please provide a template copy of this agreement.
  - vi. Why did Austrade not seek to enter such an agreement with EON at any time over the three years Austrade sought to provide export assistance to EON?
- b) In relation to Austrade referrals made to EON, Mr Gosper explained in his letter of July 2015 that Austrade first goes “*through a process designed to ensure [the referral entity] can provide specialised services to Australian exporters.*”
- i. What is involved in this “process”?
  - ii. What companies were referred to EON?
  - iii. Was this process followed for the three companies that were referred to EON?
  - iv. Are these companies still on Austrade’s referral list? If not, when were they removed and why?
- c) Did Austrade’s years of efforts have any practical results for this South Australian exporter? If not, can Austrade now facilitate export for this Australian SME exporter? Is so, how? If not, why not?

**ANSWER**

- a)
- i. On average, Austrade enters into around 1,800 paid services agreements per year.
  - ii. Austrade does not charge for providing readily-available information including general advice that can be delivered in a short amount of time. It charges for services which are tailored to the needs of individual companies which can include market or country research, potential partner and customer identification, seeking appointments during a market visit, follow-up to initial introductions, and market promotions.
  - iii. Austrade’s standard fee is \$AUD275 per hour for services under a paid services agreement.
  - iv. A copy of Austrade’s terms and conditions can be found in the attached template service proposal.
  - v. Please see the attached document.
  - vi. Mr Aitken approached Austrade for assistance with his product registration. Austrade does not provide services (paid or otherwise) to assist exporters with

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product registration, and as a result did not offer to enter into a paid service agreement with him at the time. Subsequent interactions with Mr Aitken were ad hoc and evolved over time and accordingly Austrade did not offer paid services tailored for his business.

- b) i. Potential service providers apply through the Austrade website. Using information in the application and other desk research, Austrade assesses the provider's eligibility to be listed as a referral service provider. Service providers must meet the following eligibility criteria:
- be experienced in providing professional services to international businesses,
  - be a registered business in their home jurisdiction and ideally be a member of an appropriate regulatory or industry body.
  - maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas.
  - have strong English-language communication skills and maintain an English-language website that highlights their capabilities and experience.
  - be reputable or credible in the market.
- ii.
- APCO Worldwide Inc.
  - KateChanResearch (Beijing) Co. Ltd.
  - Asian Agribusiness Consulting
- iii. Austrade's standard process was followed for all three companies referred to EON.
- iv. These companies are still on Austrade's referral list. As advised in the letter from Austrade's CEO to Senator Wong, Austrade's Senior Trade Commissioner in China was asked to review the qualifications of all three service providers. He confirmed all companies, including the one selected by Mr Aitken, are capable of providing services to exporters for product testing, documentation and registration lodgement.
- c) Over several years, considerable time and effort has been put into this matter by Austrade staff. Genuine efforts were made at every level, including by Austrade's Senior Trade Commissioner in China (country head), to assist Mr Aitken.
- Mr Aitken is welcome to request further assistance from Austrade's service offering. He may also find it beneficial to attend the [7th China International Fertilizer Show](#) (9-11 March 2016, Shanghai). This event might provide Mr Aitken with the opportunity to meet with large industry players seeking to find potential suppliers.