

What you need to know when coming to Australia

The Australian British Chamber of Commerce
Guide to Doing Business in Australia

First things first

Australia and the UK share many common systems

- Language
- Rule of Law
- Westminster Parliamentary System and Head of State
- Similar structures for financial regulation ASIC, FCA; APRA, PRA; Bank of England, Reserve Bank of Australia
- Similar tax and company structures
- Educated workforce to name but a few
- But we are not the same....

Why Australia?

If the previous points weren't enough:

- Australia is geographically the other end of the world
- Timezone compatibility with the growing Asian Region
- Australia's Free Trade Agreements with China, South Korea, Japan, CTTTP, US, Peru, Chile, New Zealand, Singapore etc. – soon to be with UK

Our Demographics

Like the UK Australia has:

- An aging population, due to the Baby Boomer era immediately post WWII
- A wealthy society, including having the 4th largest pool of Pension (we call it Superannuation) funds in the world
- There are about 1.2 million Brits out of 25 Million Australians
- Australia has many similar challenges in relation to the structural changes that we are seeing from technology and working environments to the UK

What is the relationship

Investment

Australia and the UK share a strong investment relationship-

- The UK's stock of investment in Australia in 2018 was A\$574.888bn*
- Investment covers almost every sector with the biggest investments in financial and insurance services, wholesale trade and manufacturing
- Sales of goods and services from the UK-owned business in Australia was just over \$23bn in 2014-15**

*Data from the Australian Department of Foreign Affairs and Trade

**new data expected in 2020

What is the relationship?

Trade

Australia and the UK have increased two way trade over the last decade

Two way trade between Australia and the UK was worth over £18bn in 2019

What is the relationship

People

UK to Australia

- In 2018 there were **718,600** UK visitors to Australia
- **95,000** people employed by UK companies in Australia
- Over **1,200** UK majority-owned affiliates in Australia

Australia to the UK

- In 2018 there were **667,800** AU visitors to the UK
- There are over **500** Australian majority-owned affiliates in UK

So how do I start?

Get yourself familiar with our market and do some market research

- There are a number of avenues to explore and the internet can quite simply be your friend in this process- especially if your product is something you can sell online
 - Examples of online sellers in Australia without a presence here include M&S and the Book Depository. Indeed Books and printed materials are one of the key exports
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Initial Assistance-

This may take 6 months to 3 years

- Attend events with DIT in the UK
- Attend events in London where many Australian businesses come to meet the market, especially meet the team at the Australian UK Chamber of Commerce based in London at the Australia Centre on the Strand
- Meet the teams from the various Australian States who are based in London- we can connect you.

Initial Assistance-

This may take 6 months to 3 years

- Utilise the knowledge within your network, are businesses in your area already doing business with Australia?
- Utilise the DIT network- they have representatives in Australia that can potentially help you by facilitating introductions, as can we at the ABCC
- Build your initial hypothesis (view) of your go to market strategy for Australia

Visit Australia

- Look for opportunities to join a trade delegation to visit Australia through DIT, the Chamber and similar organisations
- Come on your own and leverage the local connections through DIT, the Australian British Chamber of Commerce
- Come armed with the questions you need answered and don't be afraid to be direct, particularly with agencies there to help you, and if you are visiting distributors

Visit Australia

- Continue to build your network and market intelligence
- Repeat visits are important as it shows that you are serious about being in the market

Launch in Australia

- Take legal advice on the best method of setting up your organisation- branch, subsidiary etc.
- Hold an event to kick start yourself and build awareness in your network that you have arrived- we can potentially help you
- Look for speaking spots at industry conferences

Launch in Australia

- Know what your USP is for the market- recognise that this may not be the same as the UK and that this needs to be nuanced in the Australia Market
- Look for PR and media opportunities (you can utilise PR agencies here like you would in the UK)
- Find your key partners and build to your first client- this may vary if you have already started by selling online
- Find your first employee, set up an office

Grow in Australia

- Build your profile by using networks like the Australian British Chamber of Commerce
- Reach out to the network to support you through initial hurdles
- Participate in the community in which you want to win business, through industry associations
- If needed look to the ABCC to provide support to assist in advocacy for policy issues that may arise
- Get out and network- we may be a continent but there are relatively small circles in many industries- so be aware of the close knit nature of industry sectors

Why Export or Invest Overseas at all?

It is a well documented and research proves that businesses that export have:

- higher revenue
- higher profits
- pay higher wages
- and are more stable and less susceptible to economic shocks

What could the Australia UK FTA mean for me?

The Australia UK FTA began negotiation in June 2020

Outcomes for the FTA are obviously far from clear at this early stage

The opportunity to improve market access is real, and we want to hear what barriers you see in bringing your products and services to Australia and how we can support your investment in Australia

Thank you for being part of today's session

Check out our website-

www.britishchamber.com

- Contact us for support through abcc@britishchamber.com
- Share your barriers with us and help us get a great deal for UK Business in the Australia UK FTA- policy@britishchamber.com