About Australia

Whether it’s sport or business, the trans-Tasman relationship is full of opportunities. A stable, diverse, and democratic society, Australia is home to one of the strongest performing economies in the world.

This, its huge size, and the relative ease of travel between our two countries makes Australia the first market of choice for many Kiwi businesses. Top it off with some of the world’s most open trade and investment policies, and it’s also an ideal springboard to the rest of the world. With a population of 25.0 million (2018), Australia is the sixth-largest country in the world in land area; about the size of mainland United States and one and a half times the size of Europe.

It has massive amounts of natural resources and is the world’s largest exporter of coal, accounting for 36.6 percent of the global trade. It is also a major producer of copper, iron ore, manganese, nickel, lead, limestone and gemstones.

New Zealand and Australia have one of the closest and broadest economic and trading relationships of any two countries in the world. These links are supported by the Australia New Zealand Closer Economic Relations Trade Agreement (CER), signed in 1983. The CER agreement has been built on and modernised over the years, and now comprises more than 80 treaties, protocols and arrangements. It goes well beyond achieving free trade in goods and services, and includes measures to unify policy, laws and regulatory regimes in both countries.

Australia was one of the few industrialised countries to escape a recession during the post-Global Financial Crisis (GFC) downturn. Economic growth in Australia has slowed in recent years due to the fall in demand and prices for commodities, particularly iron ore and coal; however, the economy grew by 3.1 percent in 2018, meaning 25 years of consecutive growth – a record for Organisation for Economic Cooperation and Development (OECD) countries. Inflation in 2018 was 2.1 percent.

Australia’s population, like that of most developed countries, is aging because of sustained low fertility and increasing life expectancy. Natural increase of the population is projected to fall below zero sometime in the mid-2030s.

Many New Zealand companies start their export programme with Australia. It is our closest export market of scale and we share many similarities, as well as some important differences in outlook, lifestyle and business practices.

There are opportunities for New Zealand companies in food and beverage, resources and infrastructure, defence, technology, and digital, specialised manufacturing, agritech, and consumer products.

We advise potential exporters to take professional advice before and during the exporting process. This is because decisions that may seem simple can have complex consequences. For example, the terms of trade and business structure used for exporting can determine who is responsible for insurance, customs charges, and goods and services tax (GST) in Australia. If the exporter is responsible for these costs, it can have a big impact on resourcing, pricing and profitability.
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Quick facts

Australia is:
- home to some of the world’s most open trade and investment policies
- a stable, culturally diverse, self-governing society
- where many New Zealand companies begin their export activities
- an attractive and dynamic investment destination
- rich in natural resources and the world’s largest exporter of coal.

GDP:
NZ$1.91 trillion (2018)

GDP per capita (PPP):
NZ$86,817 (2018)

Currency:
Australian dollar (AUD)

Official languages:
English

World Bank Ease of Doing Business ranking (2017):
14 of 190 (NZ ranked 1 of 190)

Corruption Perceptions Index ranking (2017):
13 of 180 (NZ ranked 1 of 180)

Value of NZ exports:
NZ$13.9 billion

Australia is New Zealand’s 2nd largest trading partner overall for both goods and services. (2018)

Land area:
7,682,300 sq km

Population:
25,096,639 (2018)

Sydney is the largest city, followed by Melbourne, Brisbane, Perth and Adelaide.

Density:
3.22 people/km²

Trade Agreements
Trade between New Zealand and Australia is supported by the CER agreement.
If you are a goods exporter, use the Ministry of Foreign Affairs and Trade tariff finder to find out the appropriate tariff rates for Australia, plus harmonised system (HS) codes, documentation and shipping requirements.

Useful information
The Ministry of Foreign Affairs and Trade (MFAT) has resources online on the CER and free trade agreements.
**Australian levels of Government**

In Australia there are three levels of government: Federal, State and local. Each holds elections, never together, and can make laws. Generally speaking, the Federal Government is responsible for national issues, such as defence, foreign policy, immigration, trade and commerce, but it also looks after airports and air safety, social services such as pensions and family, and tertiary education, among a range of other responsibilities. State governments (there are six plus two territories, the ACT and Northern Territory) are responsible for primary and secondary schools, public hospitals, public transport and major roads, and law and order. Importantly, they handle fair trading and consumer affairs. Local councils typically account for roads, garbage collection, town planning and building regulations, and libraries. But they look after infant welfare centres and child care centres.
Opportunities for New Zealand businesses

Food and beverage
The Australian food and beverage market is valued at approximately NZ$188 billion (NZ$126 billion retail and NZ$62 billion foodservice), with staples making up about 25 percent share, and fresh meat, alcohols and fruit products about 15 percent each.

Infrastructure and construction
Australia’s infrastructure and construction industries are set to excel. The Australian Government has made commitments of more than NZ$55 billion for current and future infrastructure investments.

This investment is part of the Government’s Economic Action Strategy to boost Australia’s economic growth, and increase productivity and employment.

New Zealand companies can be part of this infrastructure expansion by providing infrastructural solutions, and cost effective operational efficiency solutions.

Specialised manufacturing
New Zealand specialised manufacturing firms have a strong track record in adding value to the Australian mining, oil and gas, food manufacturing, maritime, construction, utilities and defence sectors.

Technology
Australia is forecast to have considerable growth in this area in the medium term. While it is ranked 54th globally by population, Australia is the 14th largest ICT market in the world.

New Zealand firms are well positioned to help deliver greater efficiency in federal and state-level public sector services through software and ICT services.
**Agribusiness**

Australia’s agricultural industry is facing changes and needs to innovate to maintain and extend its competitive position internationally.

The Australian government recently announced a NZ$3.83 billion investment in the Roads of Strategic Importance Initiative aimed at upgrading key freight routes and a combined NZ$205 million investment in trade and export measures in an effort to secure Australia’s position as a leading agriculture exporter.

This means plenty of opportunities for New Zealand companies to provide innovative products and services to Australia’s agricultural sector.

**Energy and resources**

With plenty of rich natural resources, Australia’s economic activity has been boosted by demand for commodity exports and investments made in the energy and resource industry.

Australia’s resources and energy export volumes are expected to show firm growth over the outlook period. Australia’s resource and energy exports are expected to hit a new record high of NZ$276 billion in 2018–19 (reference: Department of Industry, Innovation and Science 2018).

Australia’s iron ore exports are set to reach a record 878 million tonnes in 2019–20, as production ramps up. The value of Australia’s iron ore exports is forecast to decline from NZ$67 billion in 2017–18 to NZ$61 billion in 2019–20.

While there is some decline in Australia’s energy and resource industry, and uncertainty about its future, New Zealand companies still have great opportunities in this area by providing innovative operational efficiency solutions.

**Retail**

Australia is an important market for some of New Zealand’s most successful retailers. Current low consumer confidence is slowing down mainstream retail, but the growth in online business in Australia is an exciting opportunity for retailers and companies offering e-commerce business support services.

Online shopping accounted for 8 percent of total retail sales. Aussies spent NZ$23.3 billion on physical goods online. Online spending growth outstripped traditional retail by 16 percentage points (reference: Australia Post, Inside Australian Online Shopping, 2018 eCommerce Industry Paper).

Trends in Australia’s retail environment show a move towards smaller, boutique shops, offering personalised experiences and products.

**Defence**

Australia is undertaking the largest modernisation of its defence force since World War 2. The programme is estimated to cost NZ$220 billion of capital expenditure in new defence capability.

Opportunities for New Zealand companies in the defence include technology, cyber security and specialised manufacturing. Australian defence policy settings allow for New Zealand firms to be included as “local” suppliers.
There are subtle, but important business and cultural differences between New Zealand and Australia. Some of the factors to consider include the multicultural nature of Australian society, the large distances between main centres, the size of its middle class, and the relatively high average income.

Examples of Australia’s business culture and etiquette include:

- Business dress style varies by industry and location. For example; Sydney, Melbourne and Canberra are notably more formal in dress than in other locations and in New Zealand.
- Business people value good manners (e.g. RSVPs, thank you notes) and punctuality.
- Having federal, state and local governments mean that regulations and work practices vary across Australia. In some sectors, the regulatory impact can be greater than in New Zealand.
- Labour relations in Australia are generally more rigid than New Zealand. In various industries unions are a significant party.
- Australian business behaviour tends to be more litigious than New Zealand. Contracts are competitively negotiated and tightly followed.
- Allow plenty of time to travel to your appointments. You will save money by using public transport, but buses can be slow if the traffic is heavy.
- Most offices and businesses open from 8.30am to 5.30pm Monday to Friday, although some government departments close at 4.30pm or 5pm.
- Normal banking hours are from 9.30am to 4pm Monday to Thursday, 9.30am to 5pm Friday.
- Standard shop trading hours are 9am to 5.30pm Monday to Friday. Shops are open until 9pm on Thursday for late night shopping. Saturday trading hours are 9am to 5pm and Sunday 10am to 4pm.
Sport can provide an excellent way for New Zealand exporters to build relationships with their Australian business partners. There is a strong sporting rivalry between the two countries. Most Australians show this rivalry in a humorous and friendly manner.

The predominant sporting codes vary by state (e.g. Australian Football League is the predominant code in Victoria, South Australia and Western Australia, while in New South Wales and Queensland it is rugby league). Rugby Union is widely supported, but a minority sport in all states.

Some helpful links if you are considering business across the ditch:

- [50 rules for doing business in Australia](#)
  (The Age newspaper)
- [Country comparison tool](#)
Accommodation

Australia has a wide range of accommodation options. We suggest you talk to your travel agent or you can book direct or using the large number of discount online accommodation websites such as www.lastminute.com.au

You can also search accommodation on state tourism websites:

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<tr>
<td>Tourism NSW</td>
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<td><a href="http://www.visithnsw.com/accommodation">http://www.visithnsw.com/accommodation</a></td>
</tr>
<tr>
<td>Tourism Victoria</td>
<td>Melbourne</td>
<td><a href="www.visitmelbourne.com/Regions/Melbourne/Accommodation.aspx">www.visitmelbourne.com/Regions/Melbourne/Accommodation.aspx</a></td>
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<tr>
<td>Tourism Western Australia</td>
<td>Perth</td>
<td><a href="www.westernaustralia.com/en/search/Pages/Accommodation_Search.aspx">www.westernaustralia.com/en/search/Pages/Accommodation_Search.aspx</a></td>
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Transport
There are plenty of ways to get around in Australia:

Sydney
_Sydney Airport_ is located about nine kilometres from the city. A taxi fare to the city centre is around NZ$45. There is also a very good airport train service from both the domestic and international terminals. Trains run approximately every 10 minutes and the journey into the city takes around 13 minutes.

_City of Sydney_ is packed with more information on how to get around the city.

Melbourne
_Melbourne Airport_ is located about 24 kilometres from the city centre. A taxi fare to the city is around NZ$65. There is also an airport bus service - SkyBus - which runs from the airport to Southern Cross Railway station every 10 minutes throughout the day.

Brisbane
_Brisbane Airport_ is 13 kilometres from the city centre. A taxi fare is around NZ$50. There is a train that runs from the airport to the city and takes around 20 minutes.

Public holidays
On public holidays, government departments, banks, offices, large stores and post offices are closed.

The main public holidays are:

- New Year’s Day - 1 January
- Australia Day - 26 January
- Easter - March / April, Good Friday and Easter Monday
- Anzac Day - 25 April
- Queen’s Birthday - second Monday in June
- Christmas Day - 25 December
- Boxing Day - 26 December
- Labour Day - holidays vary in different states

Safety and security
Visit the _Safe Travel_ website for the latest travel advisory updates. New Zealanders in Australia are strongly encouraged to register their details on Safe Travel.

Medical services and hospitals
_My Hospitals_ has a searchable list of public and private hospitals in Australia.
Trade shows and industry exhibitions

Visit the events calendars on these websites to find out more about trade events coming up in Australia:

- Reed Exhibitions
- Diversified
- Australian Exhibitions and Conferences
- Exhibition and Events Association of Australia

Product registration
Looking to register products? These websites have information for different sectors:

- Therapeutic Goods Administration
- Chemicals, cosmetics, sunscreens
Setting up operations and establishing a business

Australia’s Federal government business portal is a great place to start if you’re looking for information and services for business in Australia. This website also has links to the important details in this section.

Setting up or buying a company
- Business name availability and registration as a foreign company: Australian (Australian Securities & Investment Commission
- Search for trademarks, business and product names that have already been registered: IP Australia
- Apply for an Australian Business Number (ABN): Australian Business Register
- Business license and permit requirements: Business License Information Service
- Register a website domain name: .au Domain Administration
- Business insurance: Insurance Council of Australia

State-based business information
It’s worthwhile checking out details for each state as there may be some differences depending on the industry:
- New South Wales
- Victoria
- Queensland
- ACT
- South Australia
- Western Australia

Taxation
For information on tax obligations and to apply for a Tax File Number, these websites can help:
- Australian Tax Office
- GST registration – see applying for an ABN: Australian Business Register

Opening a bank account
You may find it easiest to discuss your Australian banking needs with your New Zealand bank before entering the market.
Identifying Australian companies, partners, distributors, competitors, etc
There are a range of websites with details for specific industries, including sector information, distributors, channels and more:

General
• Australian Suppliers Directory

Fashion
• Ragtrader Fashion Directory

Food
• Fine Food Wholesalers
• Australian Food Broker Directory
• The Grocery Guide
• Health food and natural health products directory

Online retail
• Online Retailer

Agriculture, Fisheries and Forestry
• Department of Agriculture and Water Resources

Manufacturing
• www.ferret.com.au

Logistics
• Customs Brokers & Forwarders Council of Australia

Tenders
If you’d like information on the tender process in Australia, these national, state and commercial websites are great starting points.
Australian federal and state government:
• Federal government
• Australia Aid programme
• New South Wales
• Queensland
• South Australia
• Victoria
• Tasmania
• Western Australia: www.tenders.wa.gov.au
  www.contractswa.finance.wa.gov.au
• Northern Territories

Commercial
• Australia New Zealand Infrastructure Pipeline
• Industry Capability Network
• TenderLink
• Australian Tenders

Capital
Looking for Australian investment? Here are some organisations that operate in the capital raising space:
• Australian Private Equity and Venture Capital Association Limited
• Australian Small Scale Offerings Board
There are also a number of angel investor organisations:
• Australia Angel Investors
• Angel Investment Network:
  • Business Angels
  • BioAngels
  • Business Strategies International
Resources and contacts

Local news and online media
Popular Australian news media include:

The Australian Financial Review:
www.afr.com

Online news:
www.news.com.au

ABC:
www.abc.com.au

The Australian (national):
www.theaustralian.com.au

The Age (Melbourne):
www.theage.com.au

The Sydney Morning Herald:
www.smh.com.au

The West Australian:
www.thewest.com.au

The Courier Mail (Brisbane):
www.couriermail.com.au

The Advertiser (South Australia):
www.adelaidenow.com.au

The Mercury (Tasmania):
www.them mercury.com.au

NT News (Northern Territory):
www.ntnews.com.au

Smart Company:
www.smartcompany.com.au
NZTE/Embassy contact details

The New Zealand High Commission and New Zealand Trade and Enterprise have offices around Australia.

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<tr>
<th>Organisation</th>
<th>Address</th>
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<th>Website / Email</th>
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<tbody>
<tr>
<td>New Zealand Trade and Enterprise – Sydney (8:30AM – 5:00PM)</td>
<td>Level 22, 20 Bond Street, Sydney, New South Wales 2000 Australia</td>
<td>+61 2 9234 2700</td>
<td><a href="http://www.nzte.govt.nz">www.nzte.govt.nz</a> <a href="mailto:exporthelp@nzte.govt.nz">exporthelp@nzte.govt.nz</a></td>
</tr>
<tr>
<td>New Zealand Trade and Enterprise – Melbourne (8:30AM – 5:00PM)</td>
<td>Level 4, 45 William Street, Melbourne, Victoria 3000 Australia</td>
<td>+61 3 9678 0200</td>
<td><a href="http://www.nzte.govt.nz">www.nzte.govt.nz</a> <a href="mailto:exporthelp@nzte.govt.nz">exporthelp@nzte.govt.nz</a></td>
</tr>
<tr>
<td>New Zealand Trade and Enterprise – Brisbane (8:30AM – 5:00PM)</td>
<td>Regus Riverside, Level 18, 123 Eagle Street, Brisbane, QLD 4000 Australia</td>
<td>+61 2 9234 2700</td>
<td><a href="http://www.nzte.govt.nz">www.nzte.govt.nz</a> <a href="mailto:exporthelp@nzte.govt.nz">exporthelp@nzte.govt.nz</a></td>
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<tr>
<td>New Zealand High Commission (8:45AM – 5:00PM)</td>
<td>Level 2, 65 Canberra Avenue, Griffith, Canberra, ACT 2603 Australia</td>
<td>+61 2 627 04211</td>
<td><a href="mailto:nzhcba@bigpond.net.au">nzhcba@bigpond.net.au</a> <a href="mailto:exporthelp@nzte.govt.nz">exporthelp@nzte.govt.nz</a></td>
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</table>
New Zealand Trade and Enterprise (NZTE) is the Government agency charged with a single purpose: growing companies internationally, bigger, better and faster, for the good of New Zealand.

We employ 600 people, have over 200 private sector partners and draw on a global network of thousands more. We have people based in 50 offices, working across 24 time zones and 40 languages to support New Zealand businesses in over 100 countries. Our global presence lets us deliver value to the businesses we support, through our unique know-how (knowledge and experience) and know-who (networks and connections).

Our know-how and know-who is expressed in our Māori name: Te Taurapa Tūhono. Te Taurapa is the stern post of a traditional Māori waka, which records valuable knowledge, and stabilises and guides the craft forward. Tūhono represents connections to people and an ability to build relationships.

We provide customised services and support to ambitious businesses looking to go global. We help them build their capability, boost their global reach, connect to other businesses and invest in their growth. We also connect international investors with opportunities in New Zealand through a global network of investment advisors.

We call on our Government network and work closely with our NZ Inc partners and the business community, to grow our national brand and help businesses to open doors in global markets.

nzte.govt.nz