

WHY AUSTRALIA



**Robust
economy**

Since 1992, Australia has benefitted from uninterrupted annual economic growth. Its AAA sovereign risk profile, security and location at the nexus of East and West make it an ideal partner for trade, investment and collaboration.



**Dynamic
industries**

Australia offers a powerful combination of plentiful natural resources and a sophisticated services sector backed by a highly educated labour force. Its ability to adapt to change and instability in the global economy has enabled Australia to achieve success across a range of industries.



**Innovation
and skills**

Australia is renowned for its resources sector, upon which Asia continues to rely to help fuel its industrialisation. The nation's agricultural commodities and premium food are in high demand by global consumers, as are its tourism, education, wealth management, healthcare and professional services.



Global ties

As a leading education provider, Australia is attracting students and talent from around the world to its globally ranked universities and research and development institutions, which focus on creating and commercialising new ideas.

Multinational companies can benefit from Australia's network of free trade agreements, strong business and cultural ties with Asia, and longstanding trade, investment and research links with Europe and North America.



**Strong
foundations**

In an uncertain world, Australia remains a safe and secure place to invest and do business.

GLOBALLY SUCCESSFUL IN FIVE KEY INDUSTRIES

Australia is a major producer of in-demand agricultural commodities, premium food and natural resources. The nation is a leading destination for international tourists and students in tertiary education. It also has large, expanding, sophisticated financial markets, including the world's sixth largest pool of managed fund assets.

AUSTRALIA'S GLOBALLY SIGNIFICANT INDUSTRIES



MERCHANDISE EXPORT – AGRICULTURAL PRODUCTS (US\$39.6 billion, 2017)
TOP 12 IN THE WORLD¹

Source: UN Comtrade Database



AUSTRALIA'S INVESTMENT FUND ASSETS (US\$2.1 trillion, June 2018)
SIXTH LARGEST IN THE WORLD

Source: Investment Company Institute, Quarterly Worldwide Mutual Fund Market



FOREIGN STUDENTS IN TERTIARY EDUCATION (6.9% of the world's total, 2016)
THIRD LARGEST IN THE WORLD

Source: UNESCO, Institute for Statistics



INTERNATIONAL TOURISM RECEIPTS (US\$41.7 billion, 2017)
7TH LARGEST IN THE WORLD

Source: UNWTO World Tourism Highlights 2018 Edition



MERCHANDISE EXPORT – MINING AND FUELS (US\$142.0 billion, 2017)
TOP 3 IN THE WORLD²

Source: UN Comtrade Database

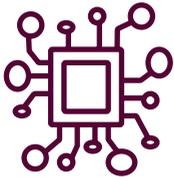
1. Ranking not including Thailand, due to unavailable data in 2017.

2. Ranking not including Saudi Arabia, due to unavailable data in 2017.

A LEADER IN NEW TECHNOLOGIES

Australia's transition to a services-based economy is driving the development of new technologies in agriculture, education, financial services and health, among other sectors. This includes the use of blockchain in finance, immersive simulation technologies in education, robotics in medical procedures and the Internet of Things in agriculture.

AUSTRALIA'S TECH CREDENTIALS



700 FINTECH STARTUPS¹

A\$988 million raised in FY2018²

Seven fintech companies in the world's top 100³



500 MEDTECH COMPANIES

A\$11 billion industry⁷

World top 15 for medtech patents⁸

A\$20bn Medical Research Future Fund



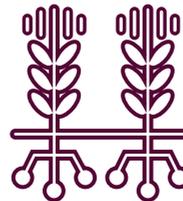
350 EDTECH COMPANIES

1,100 online education providers⁴

Australian edtech market:
A\$1.7 billion by 2022

Fastest-growing startup vertical⁵

Second largest startup vertical after fintech⁶



300 AGTECH & FOODTECH COMPANIES⁹

11 agtech incubators/accelerators¹⁰

51 agtech investments funded in 2017¹¹

A\$600 million invested annually through 15 Rural R&D Corporations¹²

A\$20 billion lift in industry value¹³

Sources: 1. AustralianFinTech.com.au, <https://australianfintech.com.au/directory-all>, accessed 29 October 2018. 2. Techboard, *Australian Startup and Young Technology Company Funding Report 2017/18*, September 2018. 3. KPMG and H2 Ventures, *Fintech100*, October 2018. 4. Austrade, *Australian Education Technology*, 2016. 5. Edugrowth and Deloitte, *The Australian EdTech Market Census 2017*, August 2017. 6. As before. 7. Medical Technology Association of Australia, *Medical Technologies and Pharmaceuticals, A roadmap for unlocking future growth opportunities for Australia*, February 2017. 8. WIPO Patent Statistics, total count by applicant's origin (equivalent count), database accessed 31 August 2018. 9. KPMG, *Talking 2030: Growing agriculture into a \$100 billion industry*, 23 March 2018. 10. As before. 11. University of Sydney/United States Study Centre, *Australian Agtech: Opportunities and Challenges as seen from a US Venture Capital Perspective*, October 2018; 12. Minister for Agriculture and Water Resources, <http://minister.agriculture.gov.au/littleproud/Pages/Media-Releases/Driving-digital-transformation-across-agriculture.aspx>, March 2018; 13. *The Accelerating Precision Agriculture to Decision Agriculture Project, Enabling digital agriculture in Australia*, March 2018

RECORD OF INNOVATION

Australia is a nation of inventors and entrepreneurship is on the rise. The nation's rollcall of inventions, which includes high-speed wi-fi and Google Maps, speaks for itself. Australia welcomes investment in its intellectual capital to help lay the groundwork for future discoveries.

AUSTRALIA'S INNOVATION CREDENTIALS



RANKED 1ST

FOR **TECHNOLOGICAL**
READINESS¹



CSIRO RANKS IN THE
TOP 1%

OF THE WORLD'S
SCIENTIFIC INSTITUTIONS
IN 14 OF 22 RESEARCH FIELDS⁴



3RD HIGHEST

NUMBER OF UNIVERSITIES
IN THE **WORLD'S TOP 100**²



ALMOST 49%

OF AUSTRALIAN FIRMS ARE
INNOVATION-ACTIVE⁵



RANKED 5TH

FOR GLOBAL
ENTREPRENEURSHIP³



AROUND 43%

OF AUSTRALIA'S WORKFORCE
HAS A **TERTIARY QUALIFICATION**⁶

Sources: 1. Economist Intelligence Unit, 2018 Technological Readiness Ranking, forecast for 2018–2022; 2. Shanghai Ranking Consultancy, Academic Ranking of World Universities 2018; 3. Global Entrepreneurship and Development Institute, Global Entrepreneurship Index 2018, 29 November 2017; 4. CSIRO Annual Report 2017–18; 5. Department of Innovation, Industry and Science, Australian Innovation System Report, November 2017; 6. Australian Bureau of Statistics, Cat. No. 62270DO001_201805 Education and Work, Australia, May 2018 Table 10 (released 8 November 2018)