



WESTERN AUSTRALIA'S ASIAN ENGAGEMENT STRATEGY 2019-2030

OUR FUTURE WITH ASIA





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MINISTER'S FOREWORD



The rise of Asia is the biggest economic, social and cultural opportunity for current and future generations of Western Australians.

In 2018, Asia had a population of around four billion people and accounted for 42 per cent of the world's economy¹. Within two to three decades, Asia's population will have increased by approximately one billion and Asian economies will represent over half of the world's economy.

Western Australia and Asia have benefited greatly from the shift in global economic power. Our State's merchandise exports to Asia increased from \$24 billion to \$129 billion between 2004 and 2018 and we export more to Asia than any Australian State or Territory².

Investment is also an essential economic driver. From 2010 to 2018, total international and national business investment into Western Australia was over \$500 billion³. The State's established mining, energy and agriculture industries, productive infrastructure and highly-skilled workforce are all enormously favourable to attracting investment from Asia and worldwide.

Western Australia's relationship with Asia is a success story of exponential growth and mutually beneficial trade, investment and cultural exchange. Asia's economic acceleration and population growth are driving high levels of urbanisation and transforming regional, geo-political, technological and financial connectivity. This presents an incredible opportunity to link Western Australia's economic priorities with Asia's long-term prosperity.

Western Australia is a highly-valued, recognised and trusted partner in our region and the State Government is fully committed to deepening our relationships. It is clear that the dynamic Indian and Pacific Ocean markets will require more than a transactional approach to trade and investment, and we will all benefit from greater engagement and alignment with the momentum of the region.

The Asian Engagement Strategy identifies the steps we will take to deepen our connections and demonstrates our commitment to economic integration, driven by a willingness to learn, venture, collaborate and understand Asia's rich and complex civilisations.

The State Government will provide strategic leadership to encourage collaboration and establish the essential frameworks, structures and incentives to deliver the vision of this Strategy. We will maintain our focus on jobs growth and report progress on expanding our key industries and innovation culture.

I encourage all Western Australians to participate in the world's most exciting region.

A stylized, handwritten signature in black ink, appearing to read 'P. Tinley'.

Hon. Peter Tinley AM MLA
Minister for Asian Engagement

OUR EXTRAORDINARY REGION

Developed and developing Asian countries are expanding economically, socially and culturally, and this will continue.

Western Australia has a long and successful history of making the most of its opportunities, many of which have come from the development of trade, investment and cultural relationships with Asia. These relationships began with the State's Indigenous communities and continue to thrive today through our Asian diaspora networks.

Currently, international merchandise and service exports represent 54 per cent of Western Australia's gross state product, by far the highest of any State or Territory in Australia⁴.

However, around 70 per cent of the State's increase in exports to Asia between 2004 and 2018 was based on the export of iron ore and petroleum to Japan and China⁵. While this is an affirmation of Western Australia's capacity to trade with large scale and globally-competitive export markets, our economy is exposed to external factors beyond our control such as commodity price cycles, supply diversification and product substitution.

Today, the major economic challenge for the State is maintaining the development of our important resource industries, while increasing the competitiveness and productivity of other industries to ensure that the economy is diverse, future-focussed and resilient to external cycles.

Asia's powerful middle class, soaring consumption and growing intra-regional trade present Western Australia with an opportunity to address this challenge through creating synergies with the State's natural resources, economic diversification and skilled workforce.

A FUTURE WE CAN SEE

Already underway, the Asian century will continue to transform the economic, geo-political, social and cultural drivers of the globe. The combined GDP of the 11 largest economies in Asia is projected to grow from US\$22 trillion in 2016 to US\$109 trillion in 2050, at which point Asia will represent over half of the world's economy⁶. Today, the majority of the world's megacities, with populations of over 10 million, are located in the region⁷.

Globalisation, industrialisation and urbanisation have led to advances in Asia's long-term economic planning, multiple free trade agreements and the streamlining of supply and value chains. Asia's economic leap is generating a super-aspirational consumer class with room for discretionary expenditure on products and services including education, tourism, cultural and sporting activities, and premium food and beverages.

The critical relationship between trade, investment, jobs growth and living standards in Western Australia means that we have a once in a lifetime opportunity to rise with Asia, diversify our industry platforms and secure a higher level of economic and social prosperity for generations to come. These opportunities will be of our own making, the result of a vision and dedicated commitment to succeed in our region.

Western Australia has many strengths that will support our competitive advantage in Asian markets: natural resources and world-class industries, highly-rated research and education institutions, a shared timezone, geographic proximity and Perth being one of the world's most liveable cities⁸. However, these advantages are not enough to ensure success. They must be leveraged and presented in Asia as part of a strategic and clearly defined narrative about Western Australia – who we are and what we do best.

WHOLE-OF-GOVERNMENT COLLABORATION

Western Australia's Asian Engagement Strategy is essential to the State Government's economic planning and our clear intention to succeed with Asia. This Strategy was developed through consultation with stakeholders who advised the State on how to maximise mutually-beneficial economic, sporting, social and cultural relationships across Asia.

The Asian Engagement Strategy identifies actions to ensure that Western Australia has a coordinated, long-term plan for growing our role and partnerships with Asia.

The Strategy's whole-of-government approach aligns with the following key State Government directions: Our Priorities: Sharing Prosperity and Diversify WA.

OUR PRIORITIES: SHARING PROSPERITY

The State Government has provided clear direction for State development through the formation of six whole-of-government priorities that will deliver better outcomes for all Western Australians.

- | | | |
|---------------------------|-------------------------|------------------------|
| 1. A strong economy | 2. A bright future | 3. A safer community |
| 4. A liveable environment | 5. Aboriginal wellbeing | 6. Regional prosperity |

DIVERSIFY WA

Diversify WA is the State's economic development framework. It matches global economic trends with the State's unique strengths and identifies six priority sectors for development: Energy; Tourism, Events and Creative Industries; International Education; Mining and Mining Equipment, Technology and Services (METS); Technology and Advanced Manufacturing and Primary Industries.

OUR EXTRAORDINARY REGION

DEFINING ASIA

While Western Australia values all relationships across the greater Asian region, for the purposes of the Asian Engagement Strategy, Western Australia will focus on the following markets.

SOUTH ASIA

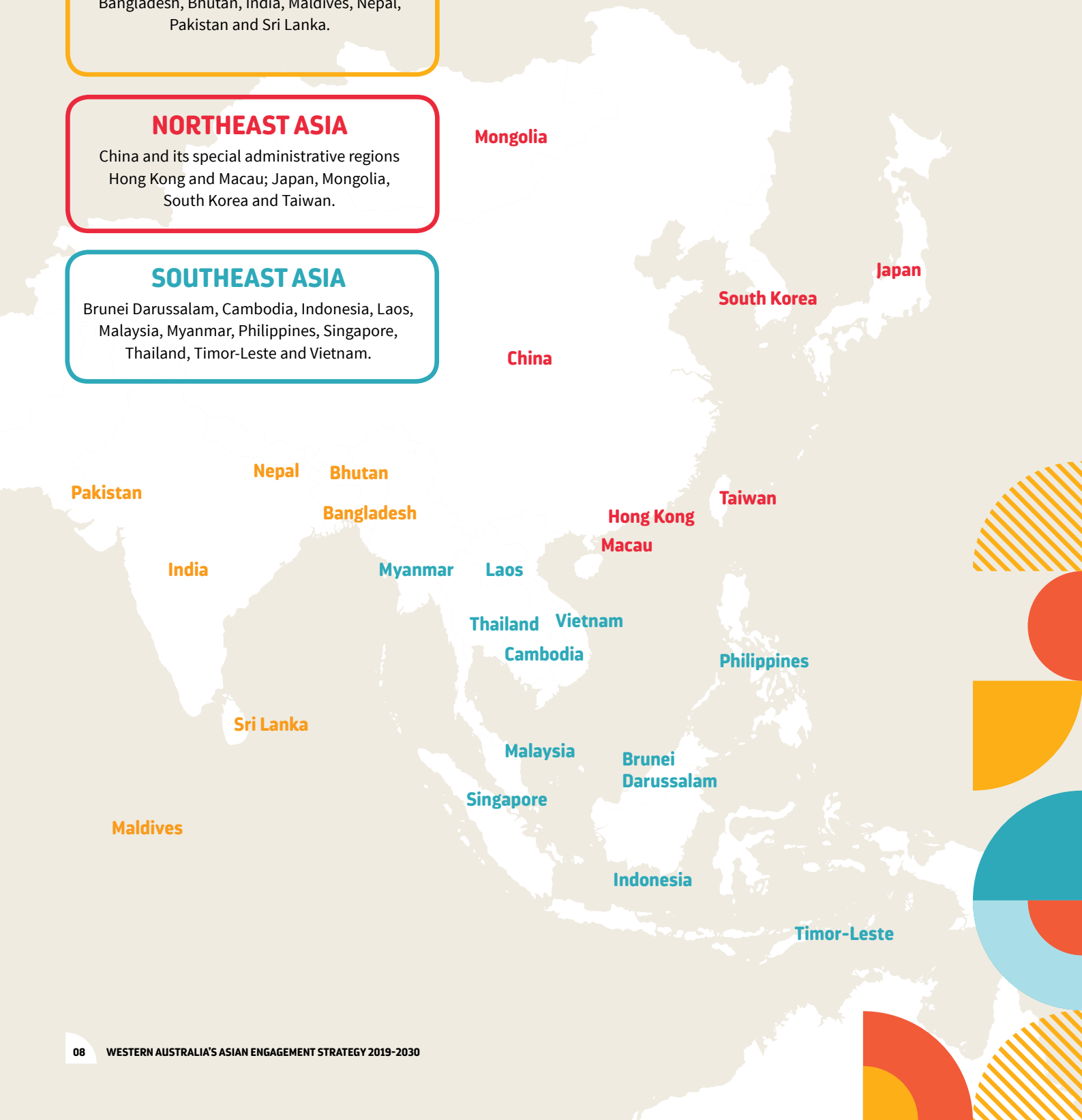
Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka.

NORTHEAST ASIA

China and its special administrative regions Hong Kong and Macau; Japan, Mongolia, South Korea and Taiwan.

SOUTHEAST ASIA

Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Timor-Leste and Vietnam.



UNDERSTANDING THE CONNECTION

WESTERN AUSTRALIA & ASIA

WESTERN AUSTRALIA'S
MERCHANDISE EXPORTS
TO ASIA INCREASED FROM

**\$24
BILLION** (2004)

TO

**\$129
BILLION** (2018)

ASIA PROVIDES

9/10

OF WA'S TOP
TRADING PARTNERS

10%

OF WA'S POPULATION
IS ASIAN-BORN
(2016)

WESTERN AUSTRALIA HAS THE
HIGHEST SHARE OF MERCHANDISE
EXPORTS TO CHINA, JAPAN AND
THE ASEAN COUNTRIES OF ANY
AUSTRALIAN STATE OR TERRITORY



ASIA'S ECONOMIC POWER

MOST OF THE WORLD'S
POPULATION LIVES IN ASIA

THAT EQUATES TO

4 BILLION

OUT OF A TOTAL

7.5 BILLION

INDIA WILL HAVE

850M

INTERNET USERS

BY 2030

ASIA TODAY

42%

OF THE WORLD'S
ECONOMY AND
GROWING

ASIA WILL BE

60%

OF THE WORLD'S
MIDDLE CLASS
BY 2030

IN 2050...

**4 OF THE WORLD'S
TOP 10 ECONOMIES
WILL BE IN ASIA:
CHINA, INDIA,
INDONESIA & JAPAN**



Data sources: Australian Bureau of Statistics, Trade in Goods and Services, Migration, Australia and State Accounts; International Monetary Fund, World Economic Outlook Database; PWC, The long view: how will the global economic order change by 2050?; and An Indian Economic Strategy to 2035.

WESTERN AUSTRALIA FOR ASIAN ENGAGEMENT

THE ASIAN ENGAGEMENT STRATEGY WILL SHAPE AND STRENGTHEN OUR RELATIONSHIPS WITH ASIA.

By 2030, Western Australia will have:

1. INCREASED TRADE AND INVESTMENT, DELIVERING JOB CREATION AND ECONOMIC GROWTH.

Western Australia will build on its strong history of making the most of opportunities for economic development and engagement with Asia. Through collaboration, the State Government will continue to drive export growth and focus on attracting and expanding Asian investment to create jobs and economic diversification. We will move swiftly to establish new business models and mindsets to succeed in the world's most competitive economic region.

2. DIVERSIFIED THE ECONOMY THROUGH DEVELOPMENT OF THE PRIORITY SECTORS.

Asia is home to the majority of the world's middle class. As the levels of education, income, employment and connectivity rise, and infrastructure expenditure booms, there will be huge demand for a wider range of goods and services. Western Australia will focus on targeting Asia's needs through the following priority sectors: Energy; Tourism, Events and Creative Industries; International Education; Mining and METS; Technology and Advanced Manufacturing; and Primary Industries.

3. DEVELOPED AN ASIA-ENGAGED WORKFORCE THROUGH CAPACITY BUILDING AND RELATIONSHIPS.

Asia is transforming and Western Australia requires new thinking on our engagement with the region. We will develop and support the knowledge and skills to engage with the diversity of Asian cultures and markets, advance understanding of the political, policy and legal settings across the region, and increase cultural exchange and professional programs to empower relationships. A commitment to language capabilities will deliver competitive advantages and position business strongly for long-term growth.

ALIA'S VISION GEMENT

KEY THEMES:

1. MAXIMISING INVESTMENT AND TRADE OPPORTUNITIES
2. SUPPORTING ASIA LITERACY AND CAPABILITY
3. ENHANCING PEOPLE-TO-PEOPLE LINKS
4. SUPPORTING BUSINESS NETWORKS AND COMMUNITIES

KEY THEMES FOR ASIAN ENGAGEMENT

1. MAXIMISING INVESTMENT AND TRADE OPPORTUNITIES

The extraordinary size, diversity and growth of Asian markets offers a vast range of mutually beneficial investment and trade opportunities. Western Australia is proud to be a partner in this economic transformation.

While Asia as a region provides broad trade opportunities, each economy varies significantly in size, composition and stage of development. This Strategy ensures that intelligence on key markets and new opportunities in Asia's economies are well researched, evaluated and prioritised by the State Government.

Partnerships across State Government agencies and organisations such as industry groups will be coordinated by providing the business sector and other stakeholders with the strategic intelligence and and practical advice needed to facilitate trade and investment.

The pace of Asia's urbanisation offers massive opportunities for companies with experience in energy, construction, transport, environment, health, education and technology to leverage their infrastructure knowledge and contribute to the development of major projects across Asia.

Our visible leadership, informed dialogue and relationships will be critical. Delegations to and from Asia will be encouraged and supported, along with stronger advocacy of Western Australia's priority sectors to the Asian business community and key influencers.

DIVERSIFY WA

- Diversify WA, our economic development framework, matches global trends with our State's unique strengths and identifies six priority sectors for development.
- As part of Diversify WA, Invest and Trade WA will be established at the Department of Jobs, Tourism, Science and Innovation. Invest and Trade WA will be responsible for attracting and facilitating investment into, and promoting trade with, Western Australia. It will promote our State as a premium trade partner and a top destination for investment, education and tourism.

- Invest and Trade WA will be Western Australia’s “front door” for investment and trade prospects and will:
 - develop whole-of-government WA trade and investment business plans to focus the public sector’s activities in support of the State Government’s economic agenda
 - establish the Business Advisory Forum, consisting of senior stakeholders from industry and the public sector, to guide the development and implementation of WA’s investment and trade strategies
 - develop an online portal to capture and manage trade and investment enquiries.
- Infrastructure WA (IWA) will be established as part of Diversify WA. IWA will develop the 20-year State Infrastructure Strategy and provide expert advice on infrastructure needs and priorities. IWA will support State Government and industry investment in infrastructure to support and deliver economic growth and jobs for Western Australians.
- The initiatives within Diversify WA, including transport infrastructure, market-led proposals and jobs and skills centres, will strengthen the capacity for small business to expand their markets, attract investment and compete internationally.

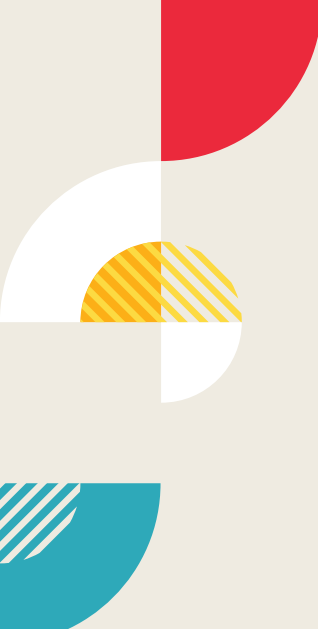
STATE GOVERNMENT ACTIONS

- Develop Market Plans for all key Asian markets based on the priority trade and investment sectors, new industries and e-commerce opportunities for Western Australian businesses.
- Develop a 10-year economic outlook to assess priority Asian markets and identify trade and investment opportunities, key infrastructure developments, supply and value chain creation, and trade and investment barriers.
- Promote Western Australia’s investment and trade opportunities through our government-to-government relationships, diplomatic sector initiatives and business networks in Asia.
- Support and increase Ministerial and business delegations between Asia and Western Australia to develop new export markets and attract investment.
- Increase engagement, communications and advice from the Government of Western Australia International Offices to Western Australian businesses on investment and trade opportunities.
- Support Western Australian business, particularly start-ups and innovative enterprises, to access Asia-based forums that facilitate business matching, offer opportunities for scale and open new markets.

KEY THEMES FOR ASIAN ENGAGEMENT

2. SUPPORTING ASIA LITERACY AND CAPABILITY





As Western Australia looks to diversify trade relationships with Asia and focus on new opportunities in the service industries such as tourism and healthcare, Asia literacy will be critical to our competitiveness.

Today, there is intense global competition for Asia's business and the economic networks between Asian countries and other markets are strengthening. In this environment, while economic conditions will continue to drive business development, our levels of Asia literacy and capability will be a major influence on the State's competitiveness and trade relationships.

Asia literacy is a practical business development strategy that can deliver productivity improvements, a more culturally diverse workforce, sharper thinking and decision making, and greater innovation. Asia literacy includes a sophisticated knowledge of Asian markets, experience operating in Asia, the existence of trusted relationships in the region, the ability to adapt behaviour to Asian cultural contexts, language proficiency and the capacity to work with government⁹.

Asia capability is a set of leadership skills. It is evident that commercial decisions in Asia are strongly reliant on respectful, knowledgeable and nuanced relationships between government, corporate and institutional leaders, and their workforces. Therefore, building Western Australians' Asia literacy and capability will require a long-term focus and is essential for preparing people for the jobs of the future and employment mobility. The process of creating an Asia-literate workforce will require us to focus on:



- **Asian languages** - Increasing the number of people who can proficiently speak an Asian language and undertake strategic and influential roles will be vital for trade, strengthening relationships and building a global reputation.
- **Socio-cultural literacy** - Increasing our understanding of Asian cultures and their social dynamics will improve our capacity to navigate skillfully across business, cultural and social contexts in Asia and Western Australia.
- **Institutional literacy** - Increasing our understanding of legal, regulatory, business and political settings and the ability to operate effectively in these complex environments, will increase the efficiency of our trade and investment negotiations, and reduce risk.

STATE GOVERNMENT ACTIONS

- Support leadership programs that build Asia capability in the business sector, industry bodies and wider stakeholder groups.
- Partner initiatives that develop Western Australia's Asian professional and business networks, and support long-term collaboration with the wider business community.
- Promote the value of Asian language skills and a multilingual workforce within State Government services, business and education sectors, service industries and industry groups.
- Partner with Asian diaspora communities on economic initiatives including greater engagement with visiting Asian delegations, entrepreneurs and investors, and identification of market opportunities.
- Promote the economic, cultural and social value of trade and investment with Asia and the positive impact on the income and living standards of all Western Australians.

3. ENHANCING PEOPLE-TO-PEOPLE LINKS





The establishment and growth of long-term relationships that allow Western Australia and Asia to develop a deeper understanding of each other are essential for trade and investment success. Our engagement needs to be more than a series of transactions driven by the demand cycles of commodities and services, and other economic factors.

Fortunately, Western Australia already has many high-quality relationships in Asia through trade and investment, Ministerial visits, tourism, international education, Sister-States and Cities, sport and cultural exchange programs and diaspora networks. These initiatives can be more strategically aligned and coordinated to deliver better results. Leadership at every level will be critical to activate the strategy and articulate the value we place on Asia.

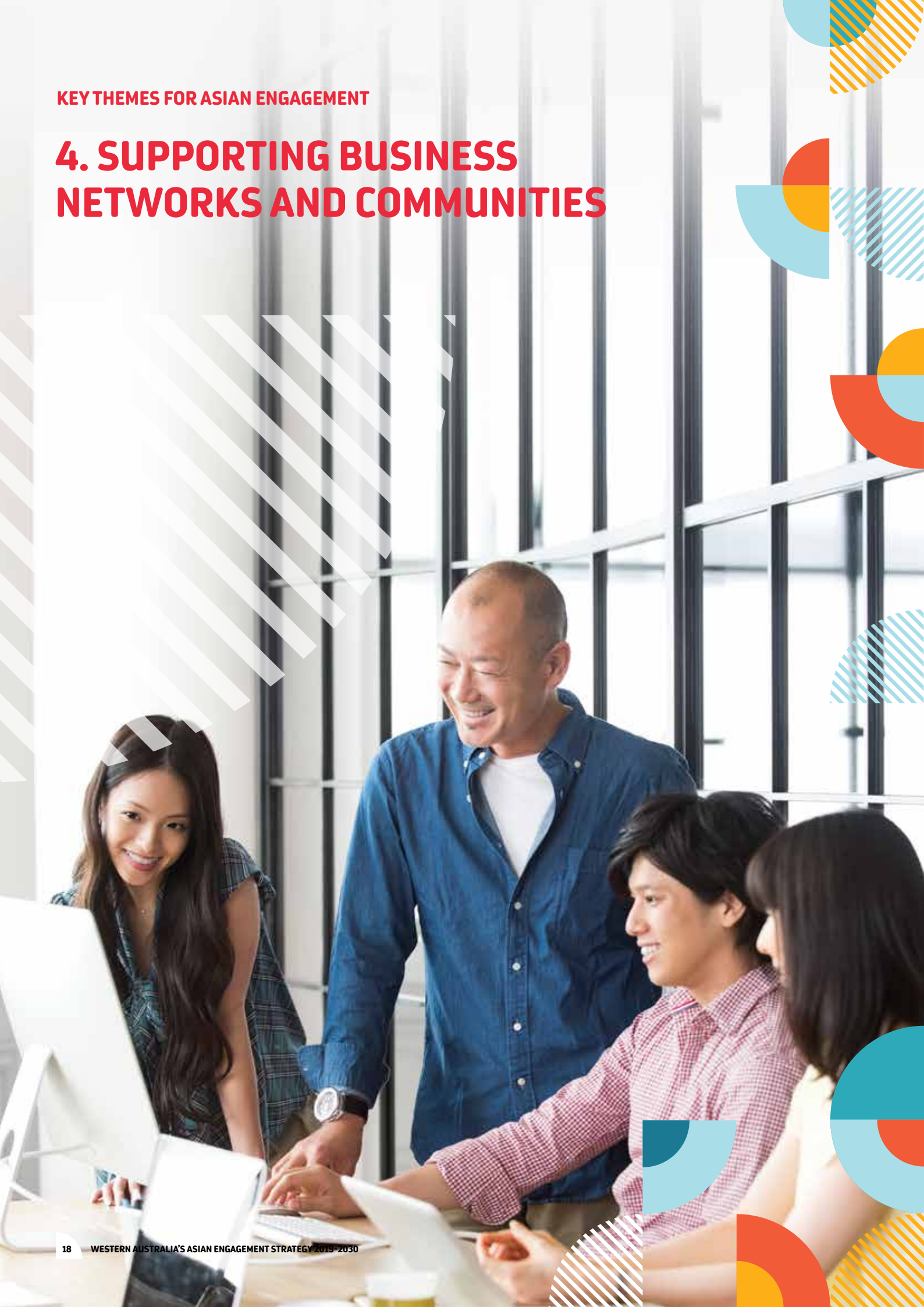
The Commonwealth and local governments, diplomatic sector, industry, business, entrepreneur and leadership-based networks, institutional and advocacy organisations, university-based research collaborations, creative industries and educational and sporting exchanges, all support people-to-people links.



In the last 20 years, the proportion of Western Australia's population born in Asia more than doubled from around four per cent to over ten per cent, with Chinese, Filipino, Indian and South Korean being the fastest growing diaspora communities¹⁰. Asia-born communities are powerful partners in deepening the State's connectivity and influence across Asia, as well as attracting business investment, tourism and international students.

STATE GOVERNMENT ACTIONS

- Support Asia-based business-to-business engagement, industry-to-industry partnerships and innovation based on the State's priority sectors.
- Partner with Asia champions and transformational leaders who can provide thought leadership, share their skills and advocate effectively on the value of Asian engagement.
- Leverage cultural exchange and engagement programs supported by the Commonwealth, State and local governments, diplomatic sector and business groups.
- Increase joint academic research, Asia-based professional development opportunities, reciprocal student exchanges and long-term relationships with alumni networks.
- Support business participation in Asian market-based events and activities that promote connectivity and align with the State's priority sectors.
- Develop new initiatives to activate the full economic, creative industry and social impact potential of Western Australia's Sister-State and Sister-City agreements.

4. SUPPORTING BUSINESS NETWORKS AND COMMUNITIES





Western Australian businesses have opportunities to flourish in the Asian economic powerhouse of over four billion people. However, a ‘business as usual’ or a ‘one-size-fits-all’ approach will not succeed because consumers will be from areas as diverse as Shanghai, Mumbai and Jakarta, each with their own local cultures, languages, influences and faiths.

The level and pattern of consumption is changing rapidly because of the expanding middle class, income growth, younger demographics and rapid access to the latest technology. Western Australian businesses can grow by working in collaboration with international business partners, the Commonwealth and the State Government to develop effective trade supports, such as free trade and bilateral agreements.

There is also a critical need for strategic partnerships between industry bodies and business networks across Asia to collectively advocate for high quality and connected infrastructure, consistent governance standards, transparent legal institutions, investment and investor matching, and workforce standards.

Cultural diplomacy is an effective way to advance our reputation in Asia and bring a deeper understanding to Western Australians about the benefit of trade and investment to our economy. Soft power initiatives including educational and sporting exchanges, professional and community development opportunities, higher education opportunities, young entrepreneur platforms and institutional exchange programs demonstrate our goodwill and deliver high-value business and community outcomes.

STATE GOVERNMENT ACTIONS

- Provide information and advice to Western Australia’s small business sector on the latest trade and investment opportunities and incentives in Asia.
- Partner with Asian Business Councils on programs that support Western Australian businesses to gain market-specific intelligence, cultural awareness and networks in Asia.
- Support platforms for companies trading with Asia to share their knowledge, insights and experiences to empower business growth.
- Provide opportunities to recognise the contribution of Asian entrepreneurs, Asia-engaged businesses and social enterprises, with a focus on women and youth.
- Support creative, sports, youth and regional programs that provide lived experience in the Asian region.
- Promote the value of cultural diplomacy and reciprocal benefits of economic, cultural and social engagement with Asia.

SUCCESS STORIES

THE CHUNG WAH ASSOCIATION IN WESTERN AUSTRALIA

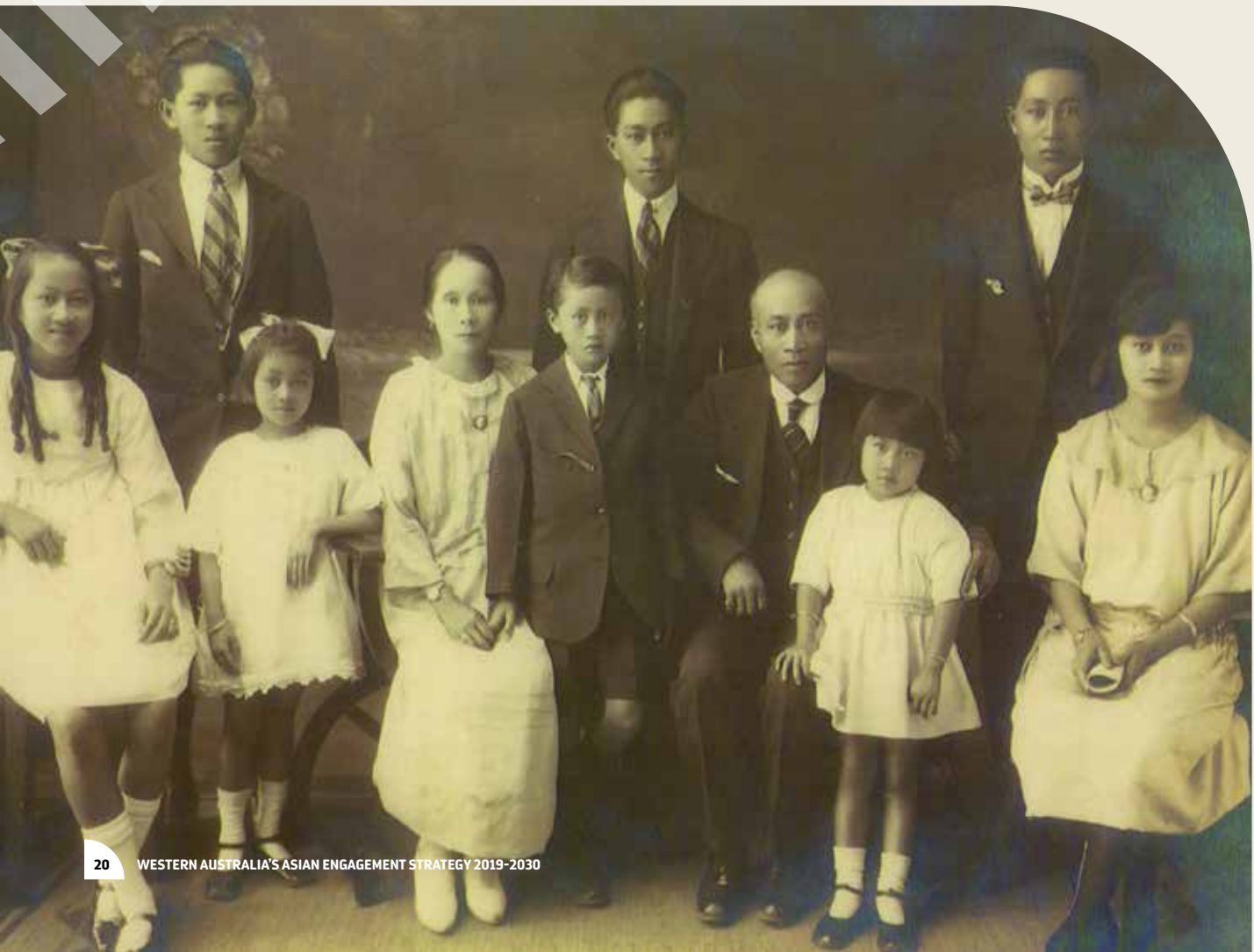
Chinese settlers to Perth registered The Chung Wah Association Inc. on 12 July 1910. The Association was formed to support the social welfare of its members, promote Chinese culture and foster goodwill between the Chinese and local community. Since 1910, Chung Wah's membership has grown from the few founding members to about 3000 today, with membership open to all Australians.

Over its history, Chung Wah's leaders have lived up to their founding members' values, by serving as a connection between the Chinese community, government and business. Chung Wah members represent the worldwide Chinese diaspora, are highly active in professional and cultural networks, and promote Western Australia throughout Asia and worldwide.

The achievements of the Association in Western Australia include the establishment of:

- Chung Wah Community and Aged Care Services
- Chung Wah Chinese Schools promoting Chinese education and cultural awareness
- Chung Wah Cultural and Youth groups incorporating Lion and Dragon dances, Chinese Orchestra, Beijing and Cantonese Operas, Dragon Boats and Choirs
- The annual Chung Wah Chinese New Year Fair, one of Western Australia's biggest multicultural festivals.

The Chung Wah Association Inc. acknowledges the ongoing support of State and Federal Governments and is proud to be commemorating its 110th anniversary year, from its original building on James Street, City of Perth, Western Australia.



SUCCESS STORIES

WESTERN AUSTRALIA EAST JAVA UNIVERSITY CONSORTIUM

In 2016, a Western Australia University Vice Chancellor delegation travelled to East Java in Indonesia and identified the opportunity for support and collaboration in education, research skills and training. At the time, the five universities of Western Australia were each exporting education services to South East Asia in their own capacity.

In 2017, all five Western Australian universities: The University of Western Australia, Curtin University, Edith Cowan University, The University of Notre Dame Australia and Murdoch University combined their unique skills and expertise to have a greater impact in East Java, Indonesia.

The result is the Western Australia East Java University Consortium (WAEJUC), which extends the links between Western Australia and East Java under the Sister-State agreement, established in 1990. WAEJUC leverages off the combined strengths and resources of the five Western Australian universities to increase high-quality research, student mobility, education and training across East Java and Western Australia.

WAEJUC is the first consortium model of its kind in the international education export market with the capacity to harness researchers, academics and professionals from across Western Australia to collaborate with the East Java universities, 'Vocational Education and Training (VET)' providers, East Java government and Western Australian government.

Through working as a Consortium, the universities have led initiatives designed to understand the educational needs of the East Java economy and developed opportunities for Western Australian providers and students.

WAEJUC initiatives include a VET Project to identify economic opportunities for Western Australian VET providers to address the skills and training needs in East Java and the establishment of the Integrated Health Network bringing together experts from across the universities in aged care, audiology, autism, creative arts therapy and speech pathology.



PRIORITY SECTORS FOR DEVELOPMENT

Trade and investment opportunities exist throughout Asia. This section considers the Asian markets that offer growth potential for each of Diversify WA's six priority sectors.

1. ENERGY

2. TOURISM, EVENTS AND CREATIVE INDUSTRIES

3. INTERNATIONAL EDUCATION

4. MINING AND MINING EQUIPMENT, TECHNOLOGY AND SERVICES (METS)

5. TECHNOLOGY AND ADVANCED MANUFACTURING

6. PRIMARY INDUSTRIES

PRIORITY SECTORS FOR DEVELOPMENT

1. ENERGY

Western Australia has an established and reliable Liquefied Natural Gas (LNG) export industry. The current capacity of the State's LNG projects is 50 million tonnes a year, currently the second largest in the world - with most of this capacity committed to supplying Asian customers¹¹. Western Australia also has significant potential in the global battery supply chain, currently providing over half of the world's lithium, with substantial reserves of all the minerals necessary to produce lithium batteries. Using the State's unique solar and wind generation capacity, the hydrogen export industry also has significant potential.

KEY DATA

- Western Australia's exports of energy products (including LNG, other petroleum and battery minerals) were around \$35 billion in 2018¹².
- Western Australia's LNG exports have historically been concentrated in Japan, which accounted for over half of the State's LNG exports in 2018¹³.
- China currently accounts for the majority of Western Australia's lithium exports as it increases its manufacture of batteries for energy storage and electric vehicles.
- Japan is currently the global leader in inserting hydrogen into the domestic energy mix.

DEVELOPMENT OPPORTUNITIES

- The State is developing its capacity for renewable energy exports and is becoming a key player in the global battery supply chain. Tianqi Lithium and Albemarle are currently developing lithium hydroxide processing plants in Kwinana and Kemerton, Western Australia, respectively. The hydrogen export industry also has growth potential with the opportunity to use the State's large renewable energy and natural gas resources. Hydrogen could potentially be shipped to Asian markets in a similar way to LNG.
- Japan, South Korea and Taiwan are mature markets and will remain important for Western Australia. Two of the fastest growing LNG markets in Asia are China and India. Both of these countries have a relatively high share of coal in their energy mix and over time are likely to substitute coal for gas to reduce carbon emissions. Pakistan, Thailand and Bangladesh are also emerging LNG importers in Asia and there may be opportunities in Indonesia and Malaysia, if their production is insufficient to meet the rise in domestic demand. Singapore is an important market for Western Australia's crude oil and condensate exports.
- Japanese companies were involved in investing in LNG projects to secure long-term supply and now Chinese companies are increasingly involved in the development of the State's battery mineral industry, most notably through Tianqi Lithium in Kwinana. For hydrogen, the CSIRO's National Hydrogen Roadmap¹⁴ and the Western Australian Renewable Hydrogen Strategy¹⁵ identified China, Japan, South Korea and Singapore as the main sources of future demand as they plan to use hydrogen in their transport, heating and power sectors.

2. TOURISM, EVENTS AND CREATIVE INDUSTRIES

Western Australia's tourism industry offers a diverse and unique range of experiences to international visitors. While Perth is the point of arrival for most tourists, other regions of the State such as the Kimberley and South-West also have major tourist attractions. The development of infrastructure in Perth such as RAC Arena, Optus and NIB Stadiums has enabled the State to attract visitors through major sporting and creative events.

The tourism industry is supported by creative industries and cultural activities including Aboriginal art and attractions, the Perth International Arts Festival and Fringe World Festival. Western Australia also has vibrant music, gaming and film industries and a huge variety of cinematic locations for international production and events. The State Government also works with State Sporting Associations to progress Asian engagement initiatives, and the Commonwealth as a part of the National Sports Diplomacy Strategy.

To maximise the tourism, event and creative industry potential of the State, Tourism WA's market-specific approaches are taking into account the income levels, geographic proximity and cultural nuances of Asian populations. Policy settings, such as visa requirements, can also influence the frequency of visitation to the State and is a factor impacting some Asian markets.

KEY DATA

- In 2018, there were around 963,800 international visitors to Western Australia, of which 459,300 (48%) were from Asia¹⁶.
- The total spend by international visitors to Western Australia in 2018 was around \$2.2 billion, of which around \$1.2 billion (56%) was from Asian visitors¹⁷.
- Western Australia's largest Asian markets in terms of visitor numbers are Singapore and Malaysia. International visitation to Australia from Singapore and Malaysia is expected to increase at an average annual rate of 3.3% and 5.2% respectively to 2026-27¹⁸. These markets will continue to be important to Western Australia due to their close geographical proximity.
- In 2018, almost half of all international visitors to Western Australia participated in cultural and heritage activities during their visit and interest in these activities is growing in key Asian markets.
- The proportion of visitors to Western Australia who participated in cultural and heritage activities over the five years to 2018 increased for the following markets: China (56% to 66%), South Korea (55% to 63%), Japan (43% to 50%), Singapore (35% to 40%), Malaysia (50% to 57%) and Taiwan (50% to 57%)¹⁹.
- At March 2019, six of Western Australia's top ten visitor markets were from Asia: Malaysia, Singapore, China, Indonesia, India and Japan, with China (\$273 million) and Singapore (\$265 million) ranked one and two respectively for visitor spend²⁰.
- The Chinese virtual reality content market has an estimated value of \$35 million in 2016, with potential to grow to \$2.5 billion by 2021. South Korea and Japan also have predicted high growth rates²¹. Competitive video gaming will be a medal event in the 2022 Asian Games.



DEVELOPMENT OPPORTUNITIES

- Maximising the number of direct flights will capture the potential of our proximity and shared timezone with Asia and increase opportunities for tourism boosting initiatives such as conventions, conferences and trade shows.
- Strengthening the connections between international education and tourism, as international students generate visitation by overseas friends and relatives.
- The demand for international travel from Asian markets is projected to grow significantly as the number of people in the Asian middle class expands, generating new opportunities for tourism and the wider economy in Western Australia.
- Collaboration between film and gaming industries is accelerating, with growth and investment potential from China, Indonesia, Malaysia, Singapore and India.
- The speed of technological change has driven new opportunities for innovation in the start-up sector and creative industries, with interactive content and e-sports outperforming traditional media platforms.
- Collaborate with Austrade to develop WA creative industry and start-up capacity to attend missions to Asian conferences and bootcamps.
- Expand the XR:WA Virtual Reality Festival as a platform for the WA immersive media sector to showcase their work.

3. INTERNATIONAL EDUCATION

International education forms a key part of the State Government's plan to grow and diversify the economy and is Western Australia's third largest export services sector.

In October 2018, the State Government launched the international education strategy 'Western Australia – Where bright futures begin: International Education in Perth, Western Australia 2018-2025'. The strategy is guiding future government and industry action to grow the number of international students and support the State's networks and relationships with Asia.

The State Government funds StudyPerth to provide a leadership role in building the profile of international education in Western Australia and overseas. In February 2019, StudyPerth launched its 'Action Plan 2019-2025' in response to the State Government's strategy.

The international education industry in Western Australia includes the five universities, vocational and education training institutions, and English language colleges. A number of private and public schools in the State also have long-standing international education programs. Most Western Australian universities have a global focus with campuses in multiple locations around the world and can deliver both offshore and onshore units.

The availability of high quality, safe and affordable student accommodation in the Perth CBD has significantly increased. Since 2015, two major student residential developments have opened with a combined capacity of 1271 beds and value of \$190 million. Three further developments in the pipeline will add another 1696 beds for student residential accommodation in the City of Perth²².

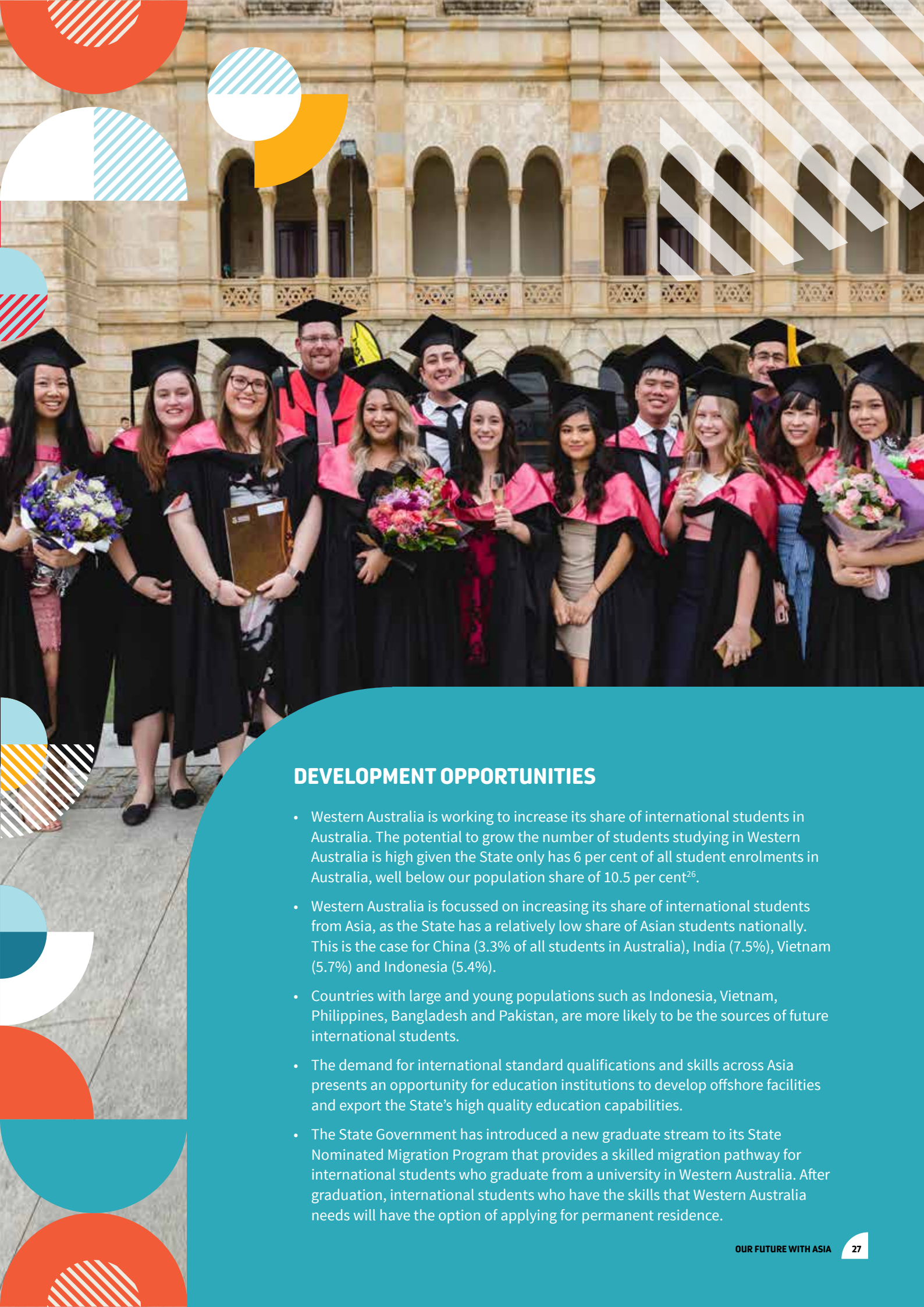
While most international students are based in Perth, regional areas are also valued as important locations for providing industry specific education and training opportunities.

KEY DATA

Western Australia currently has around 52,000 students from 146 countries living and learning in Perth and they are key contributors to the economy. In 2018, the international education sector generated over \$1.9 billion in export income for the State²³.

It is estimated that currently:

- The sector supports approximately 14,600 full-time jobs.
- A full-time job is created for every four international students.
- Each international student attracts 1.5 visiting friends and relatives from overseas²⁴.
- Asia accounts for 72 per cent of international students in Western Australia, up from 65 per cent in 2008²⁵.
- The largest number of students are from China and India although Western Australia has a relatively low share of students from these markets for Australia.
- Western Australia has a relatively high share of students from Malaysia and Singapore – as it does for international visitors – illustrating the link between tourism and international education.



DEVELOPMENT OPPORTUNITIES

- Western Australia is working to increase its share of international students in Australia. The potential to grow the number of students studying in Western Australia is high given the State only has 6 per cent of all student enrolments in Australia, well below our population share of 10.5 per cent²⁶.
- Western Australia is focussed on increasing its share of international students from Asia, as the State has a relatively low share of Asian students nationally. This is the case for China (3.3% of all students in Australia), India (7.5%), Vietnam (5.7%) and Indonesia (5.4%).
- Countries with large and young populations such as Indonesia, Vietnam, Philippines, Bangladesh and Pakistan, are more likely to be the sources of future international students.
- The demand for international standard qualifications and skills across Asia presents an opportunity for education institutions to develop offshore facilities and export the State's high quality education capabilities.
- The State Government has introduced a new graduate stream to its State Nominated Migration Program that provides a skilled migration pathway for international students who graduate from a university in Western Australia. After graduation, international students who have the skills that Western Australia needs will have the option of applying for permanent residence.

4. MINING AND MINING EQUIPMENT, TECHNOLOGY AND SERVICES (METS)

Western Australia has a well-established, diverse and internationally-competitive mining industry. Western Australia has a five per cent or greater global market share for over a dozen commodities and produces over fifty different types of minerals for export, including over 30 per cent of the world's iron ore and over 10 per cent of the world's rare earths, alumina and ilmenite²⁷.

Western Australia's mining industry has a long and successful history of Asian engagement, with large-scale mining developments in the State beginning on the back of partnerships with Japanese companies from the 1960s. The mining industry developed similar partnerships with South Korea and China as the economies of these countries industrialised. Western Australia's mining industry is internationally recognised as having the right policy settings to pursue further growth opportunities, with The Fraser Institute annual survey of mining companies ranking the State in the world's top five most attractive jurisdictions for mining investment each year since 2013²⁸.

Western Australia also has strong capabilities in METS, based on our history of supporting the world's largest mining companies. The challenge of ensuring that Western Australia's mines remain productive while meeting high safety and environmental standards has led to a range of productivity enhancing innovations, such as remote control technologies and 3D mine design software. Attracted by the strength of Western Australia's mining sector, many international METS companies have chosen to expand operations to include Perth. The services provided include: advanced engineering design and project management; information technology equipment and related services; advanced mining and processing equipment; and specialised technology.

KEY DATA

- Western Australia is the largest iron ore producer and exporter in the world. In 2018, the value of Western Australia's iron ore exports was \$62.3 billion, with nearly all exports going to Asia²⁹.
- From 2003 to 2018, Western Australia's iron ore exports increased from 186 million tonnes to 828 million tonnes, due largely to the expansion works of Rio Tinto, BHP and Fortescue Metals Group and the start-up of Hancock Prospecting's Roy Hill project³⁰.
- Western Australia has long been one of the world's leading gold provinces. In 2018, the value of the State's gold exports was \$17.5 billion.



DEVELOPMENT OPPORTUNITIES

- The demand for Western Australia's mineral commodities is generally linked to urbanisation and industrialisation in Asian economies. While demand from current trade partners is likely to remain consistent, we recognise India as a market where demand is most likely to grow.
- Steel demand is growing in many other Asian economies, including Vietnam, Indonesia and Pakistan, although direct exports to these markets will be influenced by intra-regional steel trade in Asia, particularly as China seeks to implement its Belt and Road Initiative.
- For Western Australia's other mineral exports, long-term opportunities are projected in the Philippines, Indonesia, Vietnam and Malaysia based on the growth of mineral ore imports in these markets over the past decade.
- Western Australia's highly efficient and innovative mining industry creates opportunities for the export of METS to markets aiming to activate their domestic resources, such as China, India, Vietnam, Indonesia, Philippines and Malaysia. Prime Minister of India, Narendra Modi specifically identified METS as one of two sectors where Australia was an acknowledged global leader.
- The fourth industrial revolution (Industry 4.0) relates to the use of transformative technologies to connect the physical world with the digital world. Many of the categories, such as automation, artificial intelligence, robotics, data analytics, remote sensing and digitisation, have already been applied successfully in Western Australia's mining and METS sectors.

5. TECHNOLOGY AND ADVANCED MANUFACTURING

Western Australia's capabilities in technology and advanced manufacturing are diverse and expanding. Our advanced manufacturing capabilities are growing in the areas of autonomous vehicles and remote operations, leveraging the work of the iron ore companies in these fields. The State also has a strong reputation in shipbuilding as well as the repair and maintenance of commercial and navy vessels, environmental monitoring, health technology and world-first medical treatments.



DEVELOPMENT OPPORTUNITIES

- The Western Australian Defence and Defence Industries Strategic Plan supports growing the State's defence industry, capability and contribution; developing strategic infrastructure; building research and innovation partnerships; and advancing education and training. Areas of focus within the industry include advanced manufacturing, fabrication and construction, systems engineering, cybersecurity, trusted autonomous systems and sustainment capabilities.
- Western Australia's strategic and geographical advantages for space activities provide multiple opportunities for international collaboration. The State hosts significant space infrastructure for civil and defence applications. Our State has a range of facilities and institutions as well as strong research programs in our universities and a skilled workforce. Western Australia also has more than 70 international and Australian companies operating in space and space-related services.
- The State is active in areas such as ground-based satellite and deep space communications, earth observations from space, the application of geospatial data and space situational awareness. The State has strong collaborations with NASA and the European Space Agency, and has secured funding from the Australian Space Agency for a robotic and artificial intelligence mission control facility and a space data analysis initiative.
- Western Australia's opportunities for trade and research collaboration in technology and advanced manufactured products are more likely to develop with Asian markets that have large expenditures on research and development and which export high-technology products. For example, almost half of South Korea's manufactured exports are high-technology products and it spends a relatively high proportion of its GDP on research and development³¹. Opportunities in the defence sector are most likely to occur with India, Singapore, South Korea and Japan given the defence budgets of these countries and existing strategic relationships.
- The State Government, under the \$16.7million New Industries Fund, has delivered the following Innovation Hubs to accelerate new business, attract investment and diversify and strengthen the economy:
 - The Western Australian Data Science Innovation Hub – a collaboration between the State Government and Curtin University that ensures Western Australia remains at the forefront of digital and internet technologies. The facility brings together start-ups, industries, universities and the Government to drive digital innovation across all sectors including oil and gas, mining and agriculture.
 - The MTPConnect Western Australian Life Science Innovation Hub, which focuses on:
 - digitally-enabled MTP solutions
 - medical devices
 - precision medicine and regenerative medicine products and services
 - delivering world-class clinical trials
 - product translation and commercialisation.
 - The Western Australian AustCyber Innovation Hub – a collaboration with Edith Cowan University which leverages Western Australia's internationally recognised expertise to deliver solutions to cybersecurity imperatives such as:
 - safeguarding critical infrastructure
 - protecting the State's digital borders
 - utilising big data.
- In the health sector, there are opportunities for collaboration with countries that face the challenge of an ageing population such as Japan, South Korea and Thailand, and markets with large populations that require significant advancements in healthcare, such as Indonesia, India, Pakistan and Bangladesh.

6. PRIMARY INDUSTRIES

Western Australia's agriculture and food industries are globally recognised for their premium quality, clean, safe and 'green' products. Our expansive land area, climate and soils are suited to a broad variety of agricultural and forestry production, from broadacre cropping to irrigated pastures, livestock industries, horticulture and sandalwood.

The majority of Western Australian agriculture, food, fibre, fisheries and forestry products are produced for global consumption. Although Western Australia's fishery and aquaculture industry is a relatively minor global player, we are the largest exporting State in Australia with almost \$600 million of products exported in 2017-18.

Today, 70 per cent of Western Australia's agricultural exports go to the Asia-Pacific region. This represents an opportunity for Western Australian food production in terms of future market share volume and premium price, and highlights the importance of engaging successfully with Asia to drive growth opportunities.

Premium processed food and beverage products from Western Australia include chilled meats, fresh dairy products, noodles, wine and craft beer. Western Australia's waters also produce high-value pearls and premium quality seafoods such as lobster and abalone.

KEY DATA

- About 70 per cent of Western Australia's agrifood production is exported³².
- Export demand is substantially driven by Asia, which accounted for about 70 per cent of the State's \$8.5 billion agrifood exports in 2017-18³³.
- The success of our primary industries will require the State Government to support future challenges for the sector, including:
 - Maintaining consumer confidence and trust by working with industry on how the State can best meet changing consumer needs for safe, healthy and sustainably produced food.
 - Technology and connectivity, which will see the State Government partner with key stakeholders to deliver consistent, high capacity broadband services to farm businesses. This will provide access to the digital infrastructure needed to remain competitive internationally.
 - Industry partnerships whereby all participants in a value chain can be brought together to focus on enablers to growth including digital connectivity, food technology and processing, logistics and material handling. Industry partnerships are emerging for wine, oats, sheep meats, Western Rock Lobster and agricultural research and development in the north of Western Australia.



DEVELOPMENT OPPORTUNITIES

- Population increases and reduced land availability internationally for agriculture is likely to increase demand for some agrifood products in markets that are already highly competitive.
- Western Australia is well-placed to provide technical and research support to increase the productivity of the agrifood industry.
- Increasing the range of agribusinesses that are internationally competitive, of scale and connected across the Asian region to leverage growth opportunities.

To drive future growth, the State Government will work with industry and export partners to:

- Maintain the State's reputation for strong bio-security, animal welfare, food safety, and efficient and sustainable use of natural resources.
- Increase market access by working with industry partners to address domestic and global market requirements.
- Collaborate with industry partners and research, development and innovation bodies to increase productivity and competitiveness.
- Ensure access to critical infrastructure to boost efficiency throughout agriculture and fisheries supply chains.

SUCCESS STORIES

NAKAMURA CHOCOLATE

Nakamura Chocolate began in Western Australia as a result of two people's passions: Yuki Nakamura's passion for chocolate and Marlon Schoep's passion for design.

It began by producing boutique products but as the business became increasingly recognised and successful some questions had to be answered about its future direction. Yuki wanted to remain a chocolate artisan rather than a manufacturer but, in this case, how would the business grow?

The search for alternative models of growth led to Hon Takasagoya, a Japanese company that shared Nakamura Chocolate's core values. The 140-year-old Japanese gourmet food producer was looking to revitalise its place in the Japanese market. Good faith negotiations followed and a licencing agreement in 2017 resulted in the creation of Nakamura Chocolate. Yuki Nakamura is the face of Nakamura Chocolate in Japan, providing the expertise, flavours and product innovation. Hon Takasagoya builds the local business relationships and manufactures the products.

With a flagship store in Kobe, another in the making and over twelve major distributors, Nakamura Chocolate is a growth success. When Yuki is not at photoshoots in Japan or meeting potential clients, she still spends most days in Perth following her passion, hand-making chocolates.



SUCCESS STORIES

ATLAS PEARLS

Atlas Pearls is a Western Australian pearling business with core operations in Indonesia. It all started with a pilot pearling venture in Kupang in 1993. In 1998, a small team of committed pioneers decided to literally load the farm on a boat and relocate infrastructure and oysters to a bigger site in the pristine waters of Raja Ampat, West Papua.

The company completed its first harvest of 50,000 pearls in 2000. Today, Atlas Pearls employs over 900 people and operates six sites across the Indonesian archipelago from East Java to West Papua, and plans to harvest over 500,000 pearls in 2019.

Passionate people from all corners of the world collaborated to grow the business with the same objective – to produce the best South Sea Pearls. The original intent was to apply modern pearling techniques on a commercial scale, meet the demand for white South Sea Pearls and be globally competitive.

Cultural intelligence has been at the forefront of the growth of Atlas Pearls. Aligning a labour-intensive four-year production cycle is not a simple undertaking however, Atlas Pearls is a twenty-five year love story between Western Australia and Indonesia.



BRINGING THE STRATEGY TO L

1. WESTERN AUSTRALIA SNAPSHOT

2. CURRENT INITIATIVES

3. GOVERNMENT OF WESTERN AUSTRALIA INTERNATIONAL OFFICES

4. WESTERN AUSTRALIA'S SISTER-STATE AGREEMENTS

5. IMPLEMENTATION AND REPORTING

6. MARKET SNAPSHOTS

7. AUSTRALIA'S FREE TRADE AGREEMENTS

LIFE



1. WESTERN AUSTRALIA SNAPSHOT

Western Australia is well positioned to meet the needs of the Asian region.

Western Australia has a highly-skilled workforce, diverse regions and a strong resources sector. We share a business timezone with the world's most dynamic markets and it is quicker to fly to Asia from Perth than from most other Australian capitals.

Perth is consistently ranked as one of the world's top liveable cities, receiving high scores for education, infrastructure and health care by the Economist Intelligence Unit's annual liveability survey.

ECONOMY

- Western Australia's gross state product (GSP) of \$259.4 billion in 2017-18 was 14% of Australia's gross domestic product (GDP).
- GSP per capita of \$100,367 in 2017-18 was 35% above Australia's GDP per capita of \$74,605.
- Real GSP rose 1.9% in 2017-18, with average annual growth of 3.8% over the past ten years.
- The Western Australian Government forecasts real GSP growth of 3.5% in 2019-20.
- The Australian Government forecasts GDP growth of 2.75% in 2019-20.

INDUSTRY

- In March 2019, Western Australia had \$24.5 billion of major projects under construction or committed and \$88.3 billion under consideration.
- Goods producing industries accounted for 48% (\$125 billion) of GSP in 2017-18. This includes mining (30% of GSP in 2017-18), construction (9%) manufacturing (5%) and agriculture, forestry and fishing (2%).
- Services industries accounted for 42% (\$109 billion) of GSP in 2017-18. This includes business and property services (9% of GSP in 2017-18), retail and wholesale trade (6%) and healthcare and social assistance (6%).
- Dwelling ownership and other items accounted for the remaining 10% (25.5 billion) of GSP in 2017-18.

BUSINESS

- One-third of ASX-listed businesses are registered in WA.
- Nearly 80 of The Financial Times Global 500 companies have operating bases in Perth.
- Leading international medical research facilities.
- Between 2008 and 2020, over \$73 billion will be spent by the State Government in its Asset Investment Program, to transform the city, regions and boost the State's productive capacity.
- Western Australia accounted for 17% of Australia's business investment in 2017-18.
- Business investment accounted for 15% of GSP in 2017-18.

INFORMATION TECHNOLOGY IN WESTERN AUSTRALIA

Western Australia has a depth of talent, burgeoning tech and start-up sectors with strong, internationally proven skills and achievements. Examples of initiatives and activities involving the State's digital technology sector are:

- Woodside's Artificial Intelligence and Robotics Lab – Woodside has collaborated with IBM and NASA for data analytics and robotics, testing safety and efficiency in maintenance, with IBM's Watson AI system cutting down research times while improving corporate knowledge retention.
- DownUnder Geosolutions' supercomputer – the most powerful supercomputer in the Southern Hemisphere – 23 precision petaflops of capacity.
- Pawsey Supercomputing Centre
- Centre for Entrepreneurial Research and Innovation
- Rio Tinto's Mine of the Future program
- Australian Resources Research Centre
- Innovation Central Perth
- WA Data Science Innovation Hub
- MTPConnect Western Australian Life Science Innovation Hub
- Joondalup Innovation Hub
- WA AustCyber Innovation Hub
- Cyber Security Cooperative Research Centre
- International Centre for Radio Astronomy Research
- Murchison Widefield Array radio telescope.



BRINGING THE STRATEGY TO LIFE

INDUSTRY INNOVATION

Global petroleum producers and service providers recognise the potential and research capability of Western Australia, choosing to establish the following technology divisions in the State:

- Chevron – Global Technology Centre
- IBM – Natural Resources Solutions for Petroleum
- KPMG – Global Oil and Gas Centre of Excellence
- GE – Oil and gas service, maintenance and training facility
- Shell – Centre for Floating Liquefied Natural Gas (FLNG) Learning and Research.

INTERNATIONAL EDUCATION - LIVE, LEARN, LAUNCH

There are five Western Australian universities: University of Western Australia, Curtin University, Murdoch University, Edith Cowan University (ECU) and the University of Notre Dame.

- The University of Western Australia is ranked in the Top 100 universities in the world.
- In 2019, and for the fourth year in a row, ECU received the top undergraduate teaching quality ranking of all public universities in Australia.
- The University of Notre Dame finished in first place for overall student experience in The Good Universities Guide Australian ratings and rankings for 2018-19, determined by student feedback.
- Murdoch University was ranked number one in Australia for graduate employability in 2018.
- Curtin University has campuses in Malaysia, Singapore, Mauritius and Dubai.
- Perth is ranked by students as one of the safest cities in which to study³⁴.





2. CURRENT INITIATIVES

The State Government is supporting the Asian Engagement Strategy with a range of initiatives.

MINISTER FOR ASIAN ENGAGEMENT

Western Australia's first Minister for Asian Engagement is responsible for overseeing the Asian Engagement Strategy, its implementation and promoting opportunities for Western Australians. The Minister for Asian Engagement supports the Premier in his role as the Minister for State Development, Jobs and Trade as well as Ministers in other portfolios seeking to advance opportunities and relationships between Western Australia and Asia.

INVEST AND TRADE WESTERN AUSTRALIA

Invest and Trade Western Australia aims to attract and facilitate investment into, and promote trade with, Western Australia. It promotes the State as a premium trade partner and a top destination for investment, education and tourism. It is Western Australia's front door for investment and trade prospects.

Invest and Trade Western Australia will adopt a highly collaborative operating style, working closely with a broad range of stakeholders to ensure a streamlined experience for business.

Invest and Trade Western Australia will also prioritise the State's Asian engagement activities by identifying and marketing Western Australia's value proposition, export capabilities and investment opportunities and how they align with international demand, including from Asia.

BRAND WA

Brand WA will speak to the rest of the world about our State, its people and values, its economic attributes and Western Australian industry. *Brand WA* will enable a consistent but flexible approach to marketing Western Australia as a brand across all industries to secure a greater share of growing markets. Building a successful brand identity for Western Australia is part of the broader State Government strategy to diversify the economy and create jobs for Western Australians through increased investment, exports and visitation to the State. The brand will benefit local industries including manufacturing, agriculture, new technology and service industries like education, tourism and hospitality as well as small business. *Brand WA* will have a key focus on Asia given Western Australia's existing and future trade and investment relationships.

DIRECT FLIGHTS BETWEEN WESTERN AUSTRALIA AND ASIA

The State Government has successfully secured more direct flights between Western Australia and Asia, with All Nippon Airways (ANA) commencing the Tokyo-Perth route from September 2019. The daily service will bolster visitor numbers, grow the tourism industry and create more jobs for Western Australians. The Government is also pursuing a second direct route from China and progressing opportunities for direct routes from India, Vietnam and other Asian markets.



WESTERN AUSTRALIA ASEAN TRADE AND INVESTMENT DIALOGUE

The State Government led the inaugural Western Australia – Association of Southeast Asian Nations (ASEAN) Trade and Investment Dialogue in November 2018. The event was attended by government and business leaders from Western Australia and the ASEAN region with discussion focussed on how Western Australia and the ASEAN countries can continue building our economic partnership. The WA ASEAN Dialogue explores opportunities for enhancing trade and investment relationships between Western Australia and ASEAN economies.

AGRIBUSINESS FOOD AND TRADE

The State Government has provided capacity building initiatives and grants to a diverse range of agribusinesses through the Grants for Asian Market Export program, to increase their competitiveness and opportunities in Asian markets. These initiatives and grants are part of the Department of Primary Industries and Regional Development's focus on growing agrifood trade and investment with Asia.

There are significant opportunities for Western Australian agricultural businesses to support Asia's food productivity, through applying their expertise in agribusiness, food technologies and harvest and post-harvest modelling.

ASIAN SPORT STRATEGY

Western Australia's sport and recreation sectors stimulate jobs, tourism and innovation, and advance the State's economic and diplomatic relationships globally. In January 2019, the Ministers for Asian Engagement and Sport and Recreation launched the Asian Sport Strategy to promote Western Australia as a sports event and training hub for Asia. The Asian Sport Strategy includes a \$500,000 fund for State Sporting Associations to engage with Asian sporting teams and promote Western Australia as an offshore base for training and competitions.

SOUTH EAST ASIAN ARTISTS EXCHANGE PROGRAM

In May 2019, the Minister for Culture and the Arts launched the South East Asian Artist Exchange Program. The reciprocal program will commence in 2019-20 in partnership with arts and cultural organisations in Singapore, Malaysia and Indonesia, and across Asia. Through residencies, arts practitioners will be able to generate collaborative projects in a range of art forms including theatre, contemporary music, visual arts, writing and contemporary dance.

SUCCESS STORIES

HYOGO PREFECTURE — WESTERN AUSTRALIA'S FIRST SISTER-STATE

Hyogo Prefecture is Western Australia's first and oldest Sister-State partner with the two regions sharing a history of diverse and rewarding exchange activity since 1981. With a shared view towards mutual support, cooperation and the exchange of information, the Sister-State Agreement originally grew out of the iron ore trade and strong connections within the steel industry.

The establishment of representative government offices in each region to support current exchange programs and assist in the development and promotion of activities has allowed the Sister-State relationship to expand and strengthen over the years.

Some of the highlights include: more than 20,000 students have been involved in exchange programs; the Hyogo-Western Australia Exchange Teacher Program and establishment of more than thirty Sister-School relationships; construction of the Hyogo Friendship Garden and the Perth Zoo Japanese Garden; the Marathon Exchange; the Banshu Fashion and Textile Scholarship; establishment of the Rockingham-Ako Sister-City Relationship and the Western Australian Youth Orchestra visiting Hyogo Prefecture.

The Sister-State Agreement is revised and renewed every five years. The current agreement was signed in 2017 and focuses on increasing reciprocal exchange in education, promoting tourism, expanding trade and investment, and cooperation on global environmental and health issues.



SUCCESS STORIES

PILBARA MINERALS

Pilbara Minerals operates the Pilgangoora Lithium-Tantalum Project in Western Australia's Pilbara region. The Project has been a remarkable development, with Pilbara Minerals having constructed, commissioned and exported final product in under four years.

Pilbara Minerals' lithium customer base consists of leading and experienced battery material and electric vehicle supply companies in China with General Lithium, Ganfeng Lithium and Great Wall Motors, and South Korea with POSCO. These customer relationships diversify Pilbara Minerals' sales of spodumene concentrate across the established Chinese battery market and the rapidly growing South Korean market.

The relationship with POSCO is a joint venture established between the companies to develop the first downstream lithium chemical conversion plant in the south-west Asian region. This joint venture supports both POSCO's and Pilbara Minerals' entrance into the emerging lithium chemical market and strengthens South Korea's participation at the forefront of the high-quality lithium battery market.

Pilbara Minerals is pursuing a growth strategy to become a fully integrated global lithium raw materials and chemical supplier.



3. GOVERNMENT OF WESTERN AUSTRALIA INTERNATIONAL OFFICES

Dubai

Market Coverage: Middle East, Africa
Suite 106, Emarat Atrium, Al Safa
Sheikh Zayed Road
PO Box 58007
Dubai, United Arab Emirates
Tel: +971 4 343 3226
www.wato.ae

Jakarta

Market Coverage: Indonesia
World Trade Centre 2
18th Floor, Jalan Jenderal
Sudirman Kavling 29-31
Jakarta 12920, Indonesia
Tel: +62 21 295 22659
www.jtsi.wa.gov.au/indonesia

London

Market Coverage: Europe and UK
5th Floor, Australia Centre
Corner of Strand & Melbourne Place
London, United Kingdom WC2B 4LG
Tel: +44 20 7240 2881
www.wago.co.uk

Mumbai

Market Coverage: India, South Asia
Number 2, 93 Jolly Maker Chambers
9th Floor, Nariman Point
Mumbai, India 400 021
Tel: +91 22 6630 3973
www.watoindia.in

Seoul

Market Coverage: South Korea
Unit 702 7th Floor
Kwanghwamoon Building
149 Sejong-daero, Jongno-gu
Seoul, Republic of Korea 03172
Tel: +82 2 722 1217
www.westernaustralia.or.kr

Shanghai

Market Coverage: Greater China
Room 2204, CITIC Square, 1168
Nanjing Road West, Shanghai
People's Republic of China 200041
Tel: +86 21 5292 5899
www.westernaustralia.cn

Singapore

Market Coverage:
Singapore and Malaysia
Thailand, Vietnam
Suntec Tower 4, #20-02
6 Temasek Boulevard
Singapore 038986
Tel: +65 6836 5626
www.jtsi.wa.gov.au/singapore

Tokyo

Market Coverage: Japan
14th Floor, Imperial Tower
1-1-1 Uchisaiwai-cho, Chiyoda-Ku
Tokyo, Japan 100-0011
Tel: +81 3 5157 8281
www.wajapan.net

• LOS ANGELES

For further information, please visit www.jtsi.wa.gov.au

- WESTERN AUSTRALIAN GOVERNMENT AND TOURISM OFFICE
- WESTERN AUSTRALIAN TOURISM OFFICE
- WESTERN AUSTRALIAN GOVERNMENT OFFICE
- WESTERN AUSTRALIAN BRANCH OFFICE

LONDON •

• MUNICH

SEOUL •

• TOKYO

SHANGHAI •

• HYOGO

DUBAI •

• MUMBAI

• SINGAPORE

JAKARTA •

PERTH •

WELLINGTON •

4. WESTERN AUSTRALIA'S SISTER-STATE AGREEMENTS

Western Australia's Sister-State agreements are integral to the State Government's development of relationships beyond trade and investment with Asian countries. Western Australia currently has four active Sister-State relationships, all of which are with countries in Asia:

- Hyogo Prefecture in Japan, established in 1981
- Zhejiang Province in China, established in 1987
- East Java in Indonesia, established in 1990
- Andhra Pradesh in India, established in 2016.

The relationships are guided by memoranda of understanding that outline cooperation for pursuing mutually beneficial social, educational, scientific and cultural outcomes

The Asia Business Series— India Business Forum was held in Perth on 3 May 2019 and featured Mr Peter N Varghese AO, author of 'An India Economic Strategy to 2035' (left), former Indian Ambassador Anil Wadhwa, who is writing the 'Australia Economic Strategy' for the Government of India (middle) and the Hon. Peter Tinley AM MLA, Minister for Asian Engagement, Government of Western Australia (right).



5. IMPLEMENTATION AND REPORTING

ANNUAL ASIAN ENGAGEMENT REPORT

The Department of Jobs, Tourism, Science and Innovation will develop an Implementation Plan and report annually on the State Government's Asian Engagement achievements.

The report will contain information on progress towards the Strategy's vision and actions within the four key themes, including:

- Western Australia's trade and investment with Asia
- the development of Western Australia's priority sectors in Asia
- the progress of Asia literacy and capability
- people-to-people links
- business networks and communities
- the activities of Western Australia's International Offices in Asia
- future economic opportunities for Western Australia and Asia.

The report will inform future State Government actions and suggestions can be provided to asianengagement@jtsi.wa.gov.au

6. MARKET SNAPSHOTS

TOP 10 EXPORT MARKETS

WESTERN AUSTRALIA'S EXPORTS 2018		
Ranking	Market	Value (A\$billion)
1	China	68.42
2	Japan	23.14
3	South Korea	8.61
4	Hong Kong	6.98
5	Singapore	6.22
6	India	3.41
7	Thailand	2.89
8	Taiwan	2.87
9	United Arab Emirates	2.46
10	Indonesia	2.26

TOP 10 INTERNATIONAL VISITORS

WESTERN AUSTRALIA'S ASIAN VISITORS 2018		
Ranking	Market	Visitors
1	Malaysia	102,300
2	Singapore	99,000
3	China	61,000
4	Indonesia	31,500
5	Japan	30,900
6	India	30,900
7	Hong Kong	25,300
8	Korea	15,500
9	Taiwan	12,400
10	Thailand	12,400

TOP 15 INTERNATIONAL EDUCATION

ASIAN STUDENTS ENROLLED IN WESTERN AUSTRALIA 2018		
Ranking	Market	Number
1	China	8,452
2	India	8,077
3	Malaysia	3,425
4	Bhutan	1,781
5	Taiwan	1,778
6	Vietnam	1,708
7	Hong Kong	1,661
8	South Korea	1,572
9	Pakistan	1,443
10	Singapore	1,415
11	Nepal	1,360
12	Japan	1,144
13	Indonesia	1,121
14	Thailand	784
15	Philippines	589

TOP 10 ASIAN MIGRANT SOURCE COUNTRIES

ASIAN MIGRANTS IN WESTERN AUSTRALIA 2016		
Ranking	Birthplace	Population
1	India	53,370
2	Philippines	33,430
3	Malaysia	32,250
4	China	29,960
5	Vietnam	17,620
6	Singapore	16,270
7	Indonesia	12,490
8	Myanmar	9,110
9	Sri Lanka	8,870
10	Thailand	8,360

Data sources: Australian Bureau of Statistics, Trade in Goods and Services and Migration, Australia; Department of Education, International Student Data; International Monetary Fund, World Economic Outlook Database; and Tourism Research Australia, International Visitor Survey.

ECONOMIC DATA – 2018

VARIABLE

Population
GDP Growth
GDP Per Capita

UNIT OF MEASUREMENT

Millions of people
Real GDP growth
Purchasing power parity,
current international dollars

WA Exports

A\$billion

WA Imports

A\$billion

WA Total Trade

A\$billion

CHINA

Population	1,395.4
GDP growth	6.6%
GDP per capita	18,110
WA exports	68.4
WA imports	4.7
WA total trade	73.1

INDONESIA

Population	264.2
GDP growth	5.2%
GDP per capita	13,230
WA exports	2.3
WA imports	0.7
WA total trade	3.0

INDIA

Population	1,334.2
GDP growth	7.1%
GDP per capita	7,874
WA exports	3.4
WA imports	0.4
WA total trade	3.8

JAPAN

Population	126.5
GDP growth	0.8%
GDP per capita	44,227
WA exports	23.1
WA imports	3.9
WA total trade	27.1

MALAYSIA

Population	32.4
GDP growth	4.7%
GDP per capita	30,860
WA exports	1.9
WA imports	3.2
WA total trade	5.1

PHILIPPINES

Population	106.6
GDP growth	6.2%
GDP per capita	8,936
WA exports	1.0
WA imports	0.1
WA total trade	1.1

SOUTH KOREA

Population	51.7
GDP growth	2.7%
GDP per capita	41,351
WA exports	8.6
WA imports	0.6
WA total trade	9.3

SINGAPORE

Population	5.6
GDP growth	3.2%
GDP per capita	100,345
WA exports	6.2
WA imports	2.4
WA total trade	8.6

THAILAND

Population	67.8
GDP growth	4.1%
GDP per capita	19,476
WA exports	2.9
WA imports	1.4
WA total trade	4.3

VIETNAM

Population	94.6
GDP growth	7.1%
GDP per capita	7,511
WA exports	0.9
WA imports	0.3
WA total trade	1.3

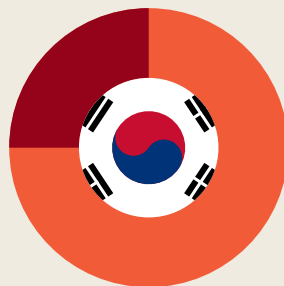
7. AUSTRALIA'S FREE TRADE AGREEMENTS



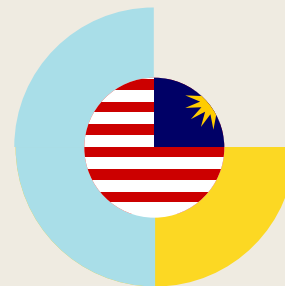
CHINA-AUSTRALIA
Free Trade Agreement
(In force)



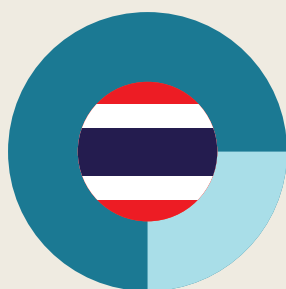
JAPAN-AUSTRALIA
Economic Partnership Agreement
(In force)



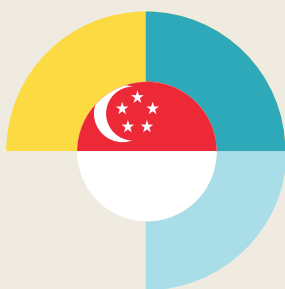
KOREA-AUSTRALIA
Free Trade Agreement
(In force)



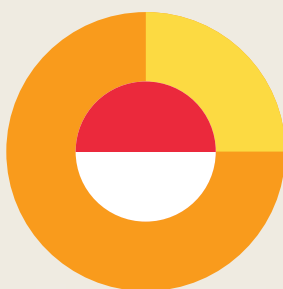
MALAYSIA-AUSTRALIA
Free Trade Agreement
(In force)



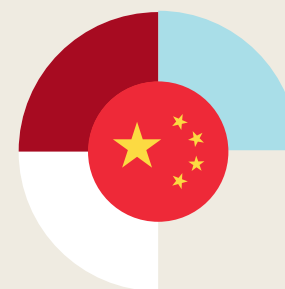
THAILAND-AUSTRALIA
Free Trade Agreement
(In force)



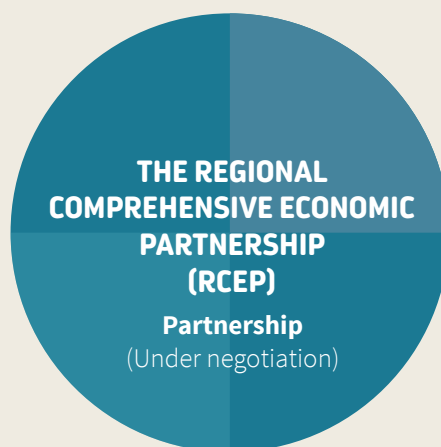
SINGAPORE-AUSTRALIA
Free Trade Agreement
(In force)



INDONESIA-AUSTRALIA
Comprehensive Economic Partnership Agreement
(Signed but not yet in force)



HONG KONG-AUSTRALIA
Free Trade Agreement
(Signed but not yet in force)



For further information, please visit the Australian Government's Free Trade Agreement Portal link
<https://ftaportal.dfat.gov.au>



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