



Australia – Right place, right time

With its competitive economy and strong trade links, Australia continues to strengthen its ties with neighbouring Asia Pacific countries while recognising that the US remains its most important economic partner.

The Australian economy remains healthy; 'Decisive action taken during the Global financial crisis meant we emerged from the global recession with strong growth, low unemployment, and solid public finances', says Treasurer and Deputy Prime Minister Wayne Swan. 'We had the foresight to put in place strict fiscal rules, to ensure we had a clear and credible plan to return the Budget to surplus in recovery'.

While the resources sector is crucial to Australia, the 'patch-work' or 'two-speed' economy is cause for concern amongst other key sectors such as services and retail.

Minister for Resources and Energy and Minister for Tourism, Martin Ferguson is confident that

Australia can face future challenges; 'Australia's resource sector is undergoing rapid growth. Record pipelines of investments and projects are creating new jobs, providing a boost to supporting sectors, enhancing state and federal revenues, and increasing export earnings. Growth also creates challenges, in terms of wage pressure, labour supply and the need for investment in infrastructure. The Australian Government is putting in place appropriate policies, including reform of our system of resource taxation, investment in training and promoting investment'.

The 'Gateway to Australia' - Sydney attracts significant foreign investment into New South Wales. Mark Paterson, Director General at The Department of Trade and Investment, Regional Infrastructure and Services, in the State's new government says; 'Sydney is one of the world's

most recognizable cities and is an aspirational destination. No sensible expansion in the region should overlook Sydney and New South Wales. We are open for business and are enthusiastic about engaging with opportunities that the stable, long term, productive relationship between Sydney, New South Wales and the United States can deliver'.

'The US has been and continues to be a major source of inward investment into New South Wales and the new Government fully understands the importance of not taking this history for granted. The new Department of Trade and Investment is charged with the responsibility of developing trade and investment relationships in all key markets including that with the US. We will be boosting our presence in the US in the New Year, to underpin our commitment to this relationship and ensure we support existing and facilitate new investment. We recognize that trading and investment relationships are two

way and all parties need to share in the benefits'. The 'Trans-Pacific Partnership' currently being negotiated will further benefit US - Australia trade and enable both countries to build on their economic ties.

Kim Beazley, Australian Ambassador to the US; 'Australia and the United States share the closest of bonds forged by common values and beliefs in the principles of democracy, freedom and open markets, the foundations on which both our great nations were built. The cultural, economic, and military ties between Australia and the US have always been strong. However, the alliance grew closer and stronger with the commencement of the ANZUS Treaty 60 years ago. Our alliance will continue to adapt, evolve and intensify as we work together to meet the challenges and opportunities of the 21st century'.



Australian Ambassador to the US, Kim Beazley

Celebrating Sydney

Sydney is alive with culture and entertainment in the holiday month of January.

Celebrating its 36th year as Australia's largest arts festival, Sydney Festival is a bold celebration of the city's energy, confidence and diverse culture.

A feast of music, dance and visual spectacles, over 300 per-

formances and 80 events attract an audience of up to one million people over three weeks.

Festivities include the free annual Symphony in The Domain, international musicians, DJ sets, international theatre and dance and contemporary Indigenous arts.

Warm summer nights in the harbour city's atmospheric Hyde Park and Botanic Gardens make Sydney Festival one of the most wonderful summer festivals in the world.

www.sydneyfestival.org.au

The Australian Brand



Australia, one of the strongest nation brands in the world, is building on its international reputation for producing high quality products and goods.

Australian Made Campaign Ltd, a not-for-profit public company, promotes and administers the Australian Made, Australian Grown (AMAG) logo, today found on more than 10,000 products.

'The AMAG logo is the most recognised and trusted country of origin product symbol of Australia', says Chief Executive Ian Harrison.

'We have a strong economy in Australia and a fantastic international reputation. It is well documented that our economy is currently being driven by the resources sector but manufacturing and agriculture remain fundamental aspects of Australia's economy and society.

The AMAG campaign plays an important role in promoting the certification trademark which ultimately is the symbol to inform consumers that they are purchasing genuine, quality Australian goods' - it's been doing this for 25 years.

The AMAG logo has been used widely and successfully in North America through the campaign's trade and retail promotion activities.

Harrison; 'We have received a positive response in the North American market where the logo has been well received and fundamentally associated with Australia. We intend to build on this reputation and continue promoting it as an effective tool for both consumers and business to use to identify genuine, great Aussie products, in the US and other international markets'.

www.australianmade.com.au

Australia's biotechnology Gateway

The state capital of Victoria, Melbourne, received the Most Admired Knowledge City Award (MAKCI) in 2010 in recognition of its knowledge-based development.

Innovation industries are at the forefront of Melbourne's knowledge based economy and the acceleration of activity in its biotechnology sector is leading to international recognition. As an increasing number of products and technologies gain international market entry and

uptake, Melbourne is gaining a reputation as one of the world's great science cities.

Michelle Gallaher heads the peak industry forum for the leaders of the Victorian biotechnology industry; BioMelbourne Network;

'Biotechnology is a maturing sector in Melbourne with companies reaching specific value points through sustainable investments,' says Gallaher. 'Melbourne's biotechnology sector is the largest in Australia and we can offer significant op-

portunities. With US companies already investing here and forging partnerships, Melbourne is recognised as a discovery engine with leading institutions undertaking quality research'.

Drug development, food technology, nutraceuticals, plant genomics, decay fighting chewing gum and skin care products are just some examples of biotechnology at work. Information and communication technology is also changing the face of biology with data storage, phone diagnostics and



BioMelbourne Network, CEO, Michelle Gallaher

e-health becoming a reality and creating huge economic opportunities.

Gallaher; 'The biotechnology sector in Victoria is estimated to be worth AUD\$28 billion dol-

lars with exports and licencing valued at AUD\$810 million. Agricultural biotechnology and research is particularly advanced in Victoria and is leading to pasture grasses for cattle and algae for next generation biofuels'.

Melbourne's biotechnology sector will continue playing an increasingly important role within the city's knowledge based economy. In the future, the task of addressing the global food crisis and developments in alternative fuel sources and disease identification may well originate in Melbourne.

www.biomelbourne.org
www.vicbioportal.org

'New Sydney' shines as a business events destination

Considered to be Australia's leading tourism and events city – a city with beauty and brains – Sydney offers business and leisure travellers a unique experience.

Sydney's destination appeal is certainly multifaceted: beauty, brains, soul, culture, diversity, creativity, ground-breaking science and research, and a global reputation for business events excellence and innovation.

Sydney has a passion for work, life and play. It is ranked the world's #10 global business events destination, and holds the #2 position in the Asia Pacific region in the International Congress and Convention Association (ICCA) 2010 city rankings. Sydney is also classified as the #10 global city in the AT Kearney global cities index 2010. Adding to this raft of recognition, it was voted World's Best Festivals and Events City for the second year running by the International Festival and Events Association, and in 2011 was yet again voted the World's Best City by readers of Conde Nast Traveller.

New plans are on the drawing board and major projects are underway, such as the new 12-hectare Sydney International Convention, Exhibition and Entertainment Precinct, the Baran-

garoo redevelopment project, the refurbishment of The Star (formerly Star City Casino) – more than A\$10 billion in new infrastructure for the city – just to name a few.

The new NSW Government also hopes to spearhead fur-

ture by 2020. One of the key platforms for us in delivering that outcome is to assist Business Events Sydney in securing more business events (conventions, corporate meetings, incentive travel programs) for the State and of course to extend length

In cities around the world participants, organisers, hosts, exhibitors and sponsors come together to build new relationships, create opportunities to collaborate and innovate, and drive trade and investment'.

Australia is leading in the

events' research confirms that practicing professionals in the industry, exhibitors and sponsors, the host destination, the industry's education sector and the wider community all benefit from these legacies and highlights the far-reaching impact of



Destination NSW, Chief Executive Officer, Sandra Chipchase

ther prosperity through its new agency Destination NSW; an amalgam of tourism and major events agencies, with a close alignment to Business Events Sydney. According to its new Chief Executive Officer (CEO), Sandra Chipchase this new momentum for Sydney is delivering unprecedented opportunity.

'Destination NSW is charged with achieving the Government's goal of doubling visitor expen-

diture by 2020. One of the key platforms for us in delivering that outcome is to assist Business Events Sydney in securing more business events (conventions, corporate meetings, incentive travel programs) for the State and of course to extend length

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of stay of delegates to explore more of what Sydney and NSW can offer visitors'. Acting CEO of Business Events Sydney, Ms Lyn Lewis-Smith concurs, 'In Sydney and NSW we work hard to understand what's important for business event owners. We know that strategy and relationships are key to successful international events that deliver long-lasting legacies for all involved.

world in many areas of technology and innovation and New South Wales (NSW) is home to highly respected international thinkers, innovators, thought leaders, researchers and creators.

'We've always known that the flow-on from business events is significant', says Ms Lewis-Smith. 'Our 'Benefits Beyond Tourism – measuring the social legacy of business

events. Business events help to drive innovation and productivity and in turn contribute to knowledge economies'.

Destination NSW says an example of leveraging existing events to drive additional business outcomes is the renowned Vivid Sydney event.

Ms. Chipchase comments, 'Vivid Sydney provides a platform for creative industry events, to sell technology and

"Australia's harbour city is growing from strength to strength. There are significant infrastructure developments taking place that will ensure Sydney maintains its place as a leading global city."



Vivid Sydney 2011: Daniel Boud



products, exchange information and research at business seminars and at the same time provide entertainment for the public through a vibrant program of light, music and ideas. The

festival brings visitors to Sydney from around Australia and the world. Events such as this show how a collaborative approach provides great opportunities for the city."

Partnering with creative industries conferences and forums was a natural evolution for Vivid Sydney.

"Vivid is a forum for creative collaboration and recognises Sydney as a city where technology, commerce and art intersects. The Digital Economy is a key growth sector being targeted by the Government, so the synergies are multiple," says Ms. Chipchase.

Creative business events



Business Events Sydney, Acting Chief Executive Officer, Lyn Lewis-Smith

being staged to coincide with activities, like Vivid Sydney, and other major events on the NSW Events Calendar. A strong natural fit in terms of alignment of content and commercial opportunity is invaluable'.

Business developments in Sydney are leading to increased trade programs, knowledge-based economic clusters and the city has become a key player in the Asian marketplace. Destination NSW and Business

"Sydney is a stunning city, and we need to look for ways to maximise the valuable intellectual capital that our city, state and country can offer professional events"

held during the festival in 2011 included AMPLify, CeBIT Australia, Encore Live, Mumbrella360, SPARC International Lighting Event, and X Media Lab. The International Symposium of Electronic Arts will join the raft of Vivid Sydney activity in 2013.

Businesses are encouraged to adopt this approach,

according to Ms. Lewis-Smith, 'Events gain credibility and profile from these sorts of strategic alliances. Cooperative marketing helps to maximise budgets, reach a broad audience base, and improve not only event awareness, but also attendance. Increasingly we're finding business events are

Events Sydney intend to build on the city's major sporting and events calendar and impressive array of international conventions to ensure a solid economic future for this truly international city.

www.destinationnsw.com.au
www.businesseventssydney.com.au



Demographic Destinies – sparking the debate in Australia



Peter Verwer, Chief Executive, Property Council of Australia

As the leading advocate for Australia's \$670 billion property industry, the Property Council of Australia represents the interests of the nation's major property investors, owners and developers.

"Australia is building a more competitive economy while also growing sustainability dividends", says Chief Executive, Peter Verwer.

"Our cities are the nation's most valuable assets and provide a focus for leveraging greater community prosperity on the back of world class liveability and competitiveness".

The Property Council's five-year strategy, *Powerhouse 3D: New Dimensions*, recognises

the need to operate in a more politically charged and contested public policy environment.

The strategy aims to foster a more attractive property investment asset class by delivering member programs that secure greater political influence, forge a more connected, informed and professional property industry, while enhancing the industry's image.

By fostering a more competitive business environment and delivering high value member services such as world-class management and benchmarking tools, the Property Council is taking a proactive stance in the development of the industry.

The Property Council is in the ideas space and is actively

engaged in the political process. We welcome debate on controversial issues such as the relationship between economic growth, prosperity and sustainability.

Demographic dynamics are transforming Australia. With the country's population growing by one person every 87 seconds (net), pressure on economic and community infrastructure is mounting.

"It is crucial that Australia takes a more strategic, longer-term view of evolving community needs and prosperity drivers", says Verwer.

To gain a better understanding of Australia's community hardware and software demand indicators, the Property Council has launched a demographic compass to the future, called *Our Nation: Australia on the Move*. (see breakout box).

Working with the Allen Consulting Group, the *Our Nation* app offers a vivid, more human picture, of Australia's demographic challenges and opportunities. It reveals the multi-track nature of Australia's cities and regions, potential infrastructure deficits and growth opportunities.

"We aim to foment a discus-

"Our cities are the nation's most valuable assets and provide a focus for leveraging greater community prosperity on the back of world class liveability and competitiveness..."

sion about the future of the nation and the role played by the built environment that property investors help design, fund, develop and manage."

"The French philosopher, Auguste Comte (1798-1857), coined the phrase "demography is destiny" - in truth there are multiple destinies or pathways we can choose as citizens."

"One thing is certain - the destiny of the property indus-

try is inextricably linked to the prosperity of the nation's communities'.

"By fashioning a more powerful rationale for long-term planning and infrastructure investment, we are making the case for a nation-building strategy that can deliver greater prosperity dividends to future generations as well as today's property investors."

www.propertyoz.com.au



Our Nation App – In a Nutshell

The Property Council's *Our Nation: Australia on the Move* app is a tool for examining demographic scenarios between 2011 and 2050.

It projects trends in natural population growth, as well as external and internal migration, to provide scenarios of future population size and settlement patterns across 43 major cities as well as Australia as a whole.

The *Our Nation* tool analyses demand for:

- community software – such as health, education, housing, energy, transport, water, retirement living, aged care and child care;

- community hardware – the infrastructure needed to deliver these services and connect communities.

The app allows users to input their own assumptions about net immigration levels.

As well as producing demand scenarios for all indicators, *Our Nation* lets users compare and rank cities.

The app also analyses the long-term cost of providing health and aged care services along with their potential impact on taxes per capita.

The app can be accessed at www.ournation.org.au



Researched and produced by Philip J. Demack and Franz J. Fricke for Synergy Media Specialists.
info@synergymediaspecialists.com

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sydneyaustralia.com

SAN FRANCISCO— GATEWAY TO SYDNEY

BUSINESS COMES TO LIFE HERE

The New South Wales Government Business Office in San Francisco is opening this month.

The office is your source of information on trade, investment and business opportunities in Sydney and New South Wales.

Sydney, Australia's only global city and financial services hub, is the gateway to one of the world's most economically resilient nations.

Known for innovation, research and development and world-class products and services, New South Wales offers many great business opportunities. So make your smartest business move yet. Contact our business specialists in San Francisco.

For details visit www.sydneyaustralia.com

City of Sydney - A City like No Other

The 2000 Sydney Olympic and Paralympic Games were recognised as the “best ever” – setting new benchmarks in the areas of environment, infrastructure, transport and social and cultural cohesion.

While Sydney's grip on the title will be challenged by the London Games, an equally ambitious program mounted by the City is underway to take Sydney to new heights of prosperity and sustainability.

Sustainable Sydney 2030 is a call to arms in the face of challenges facing cities around the world – globalisation, uncertain economic times and climate change.

The premise and inspiration for Sustainable Sydney 2030 are that with will and imagination these challenges can provide cities and their communities with a springboard to a greener, healthier and more harmonious future.

With the focus of the global economy shifting to Asia, for



**Lord Mayor of Sydney,
Clover Moore**

the first time in its settled history, Australia finds itself in the region and time-zone that will be the centre of global economics.

As Australia's global city, Sydney matters – to the whole of New South Wales and to the nation. Sydney central business district (CBD) represents almost

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10 per cent of the Australian economy, and one-quarter that of NSW. It contributes at least AUD\$7.5 billion in revenue to the state and federal governments.

Sydney is home to about 60 per cent of all Asia-Pacific regional headquarters in Aus-



Pharos park, Sydney

tralia; 70 per cent of property and business services and 75 per cent of all information and communications technologies headquarters.

Australia's resources and mining boom created a total of 60,000 jobs in the five years to 2009. In the same period, in

just five square kilometres of the city centre and neighbouring precincts, employment rose by 40,000.

Sydney city attracts more than half of Australia's international visitors.

The Sustainable Sydney 2030 program has in motion 10



Sydney Central Business District



strategic directions to achieve goals covering economy and innovation, environmental performance, public transport, walking and bike riding, sustain-

able urban renewal, housing, culture and creativity, and effective governance and partnerships with the private sector.

Projects include:

- Revitalisation of the city's western edge to connect the city centre to the waterfront;
- Introduction of 'green transformer' trigeneration systems to generate electricity locally across the city, providing hot water and cooling with lower greenhouse emissions;
- A 200km bike network, including 55km of separated cycleways to create an alternative, healthy transport option.

Another project – the AUD8 billion Green Square development – involves the renewal of a massive site strategically placed between the CBD and Sydney Airport.

Green Square will deliver 22,000 new jobs, 20,000 new homes (including hundreds of affordable housing units for key workers) and 40,000 new residents. It will transform the area into a new commercial, retail, residential and cultural hub – and one of Australia's first carbon-neutral communities.

To combat the risks of ever-growing and costly congestion, the Sustainable Sydney 2030 program is also pursuing a simple and stunningly effective solution to remake George Street, Sydney's main north-south spine, into a pedestrian boulevard, with a proposed light rail link from the City south to the harbour foreshore at Circular Quay.

KEY INDICATORS

- The estimated value of economic activity in the City Centre is \$90 billion
- Foreign Policy magazine in conjunction with A.T. Kearney and the Chicago Council on Global Affairs ranked Sydney in the top ten global cities in its 2010 Global Cities Index
- Sydney has been ranked 9th as a global finance centre, 12th in the MasterCard Index of Commerce Cities and 10th in the Mercer Quality of Living Index
- The City is spending \$574 million on capital works over the next four years
- Among the 200,000 business that call Sydney home are 60 per cent of all Asia-Pacific regional headquarters in Australia; 70 per cent of property and business services; and 75 per cent of all information and communications technologies headquarters
- The City covers 26sq kms, has 183,000 residents and attracts one million visitors a day
- It is the first government body in Australia to achieve carbon-neutral status as a result of benchmark greenhouse gas reduction programs – 210,000 tonnes since 2008, equivalent to taking 70,000 cars off the road for a year
- The City, working with 14 neighbouring councils, has identified a 284km cycling network – spanning 164 suburbs and a population of 1.2 million people – that by 2016 will generate a forecasted 66 per cent increase in bike trips
- The City has forged a partnership with the owners of 60 per cent of Sydney's CBD office space to help make Sydney an environmental leader through innovative new programs to cut energy, water and carbon pollution costs
- The City is already a world centre for international students, particularly from Asia. Nearly 30,000 international students attend a university within a few kilometres of the city centre
- The Loughborough University "global and world Cities" group endorsed Sydney as one of only nine 'alpha+' world cities based on connection to the global economy
- Over the next two decades, the share of world economic activity within 10,000 kilometres of Sydney will increase from 30% to almost 50%
- Already a number of Chinese banks have established offices in the City, as business to business trade increases. It is not just China, however – more than half of the East Asian business visitors to Australia come to Sydney
- The City is home to more than 15 per cent of Australia's exporting Advanced Business Services, including banking, investment and IT; 11 per cent of national employment in creative and performing arts activity; and 44 per cent in more specific industries such as internet publishing and broadcasting
- Sydney CBD is in the top 15 in global CBD size
- The City comprises a diverse ethnic mix with half of its residents born overseas. More than 30% of the resident population speaks a language other than English. Apart from English, the most common languages spoken at home are Chinese, Indonesian, Korean and Greek
- Almost half of city residents are aged between 18 and 34. Most significantly, two-thirds of the population increase in the last five years has occurred in this age group
- The population is forecast to increase to 243,000 by 2030



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