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Introduction

Historically, the Gold Coast’s economic prosperity has been driven by population growth and a strong tourism sector. Consistent with Australian trends, the Gold Coast is experiencing a relatively slow growth rate and a challenging tourism market thus reinforcing the need for economic diversification.

A City of Gold Coast (City) led, collaborative approach with businesses and other levels of government is critical in achieving the City’s international objectives. Contemporary planning and long-term commitment are essential as global foundations are established and strengthened, particularly between Asia and Australia.

The International Plan for the City of Gold Coast is a 10 year guide to develop a globally connected regional economy by raising the city’s profile, leveraging partnerships, creating depth in priority markets, and increasing inward investment. Globalisation of the Gold Coast economy will require leveraging of significant City projects and legacy prospects created by the Gold Coast 2018 Commonwealth GamesTM (GC2018) and beyond.

The world economy is increasingly Asian driven; therefore, Gold Coast must be an active and strategic participant to prosper. The Federal and State Government’s Trade and Investment Strategies recognise that exports are predominantly driven by a combination of resources and agribusiness sectors; however, a declining manufacturing sector is also noted. The Gold Coast’s economic ecosystem must cater for a shift in international trade patterns from the manufacturing sector to an increase in service exports focusing on education, tourism and other knowledge based industries.

Stimulating direct foreign investment and business attraction will be dependant on successfully showcasing our region’s competitive advantages. Investment around key infrastructure such as the light rail development, Gold Coast Health and Knowledge Precinct, tourism infrastructure and GC2018 are all key themes incorporated in the City’s International Plan and align with the City’s Economic Development Strategy.

Vision: To be Australasia’s emerging hub for trade and investment

“A cosmopolitan city, the Gold Coast is inspired by lifestyle, driven by opportunity and home of that ‘have a go spirit’. The time is right to share in the Gold Coast’s future success - the city is ‘open for business’.”

TOM TATE
MAYOR

The City of Gold Coast’s 10 year International Plan is based on developing a globally connected economy through five objectives:

1. raise the city’s global profile as an emerging world class business destination
2. strengthen the city’s international network underpinned by effective non-government and government relationships including sister cities
3. double the Gold Coast’s export base across key industry sectors
4. rank within the top 10 Australian cities for inward investment
5. maximise legacy opportunities for business, sport and events from hosting the Gold Coast 2018 Commonwealth Games™
In an increasingly competitive and crowded global marketplace, effective city marketing and promotion is essential for the Gold Coast’s economic success. Lifestyle alone is not enough to attract and retain the best companies and talent. Improvements in technology and transportation (connectivity) are giving people greater options over where to live, do business and invest.

To remain competitive, the Gold Coast must build on its strong tourism image and diversity the economy to establish a whole of city reputation that will translate into increased business, trade and investment and support a diversified economy.

City marketing and promotion will be maximised through an integrated city marketing and partnership approach through government, education, tourism organisations, events, high performance sporting entities, the local business community and other stakeholders who have a role to play in promoting the city.

Objective one: Raise the City’s global profile as an emerging world-class business destination

Strategic actions:

- leverage the Mayor’s status in key markets to promote the Gold Coast’s emergence as a world class city
- using the More Gold Coast platform, enhance the city’s online presence - moregoldcoast.com.au communicates that the city is open for business by publishing relevant articles and case studies. The website will continue to publish creative content including articles, videos and case studies that further support reputational change and strengthen the city’s attractiveness as an emerging world class business destination
- implement domestic and international city marketing activities to support reputational change, positioning the Gold Coast as an emerging destination for trade and investment
- empower Gold Coast organisations and businesses that have a role in marketing the city to share reputation ownership by communicating city branding values and key messages
- deliver destination marketing initiatives to support the attraction of domestic and international students, high performance sport teams and film and television production to the city
- promote the city as a world class destination through continued support of the regional tourism marketing entity (Gold Coast Tourism).
City of Gold Coast’s role is to facilitate and support global partnerships on behalf of stakeholders. This includes a collaborative approach between all City resources and external government organisations. From an international business perspective, the Gold Coast is poised to capitalise on local government leadership with practical commercial experience, history of success and a mandate to grow the regional economy.

In addition to government initiatives and resources, international connections across higher education institutions, exporters, the tourism industry and financial institutions will be leveraged.

**Objective two:  Strengthen the City’s international network**

City of Gold Coast’s role is to facilitate and support global partnerships on behalf of stakeholders. This includes a collaborative approach between all City resources and external government organisations. From an international business perspective, the Gold Coast is poised to capitalise on local government leadership with practical commercial experience, history of success and a mandate to grow the regional economy.

In addition to government initiatives and resources, international connections across higher education institutions, exporters, the tourism industry and financial institutions will be leveraged.

**Strategic actions:**

- strengthen existing and identify new city to city relationships including Sister / Friendship Cities, Memorandum of Understandings (MoU), Statements of Intent, and Twinning Agreements to drive improved economic outcomes across key overseas markets
- leverage the networks of non-government stakeholders including financial institutions, legal firms, migration agents, educational institutions, and other members of the Gold Coast international business community who are actively establishing a presence in key overseas markets
- work with State and Federal Government to leverage activities and events that support Gold Coast’s international objectives
- establish a global Gold Coast alumni network, expats abroad and ambassador program
- local international community engagement to identify and activate cultural and economic linkages in priority markets

**Sister City Program and international partnerships**

The Gold Coast has a long established international profile that began with the growth of international tourism from the 1960s. This profile has been reinforced by major local and international investment in the tourism industry as well as the steady arrival of overseas migrants.

While Sister City relationships have traditionally focused on cultural and education exchanges, the role of these relationships acting as a catalyst to developing business linkages is increasing.

The City maintains 13 Sister City relationships, nine of which are currently active plus one “friendship agreement”. These city-to-city relationships aim to achieve city-wide outcomes that benefit residents and the business community by:

- promoting the city on the international stage
- attracting international visitors and students to visit the city
- encouraging inward international investment into the city
- assisting Gold Coast businesses and entrepreneurs to meet potential overseas business partners, grow export revenue and develop cultural and education exchanges
- exchanging knowledge and skills with international cities that face similar challenges, including but not limited to urban infrastructure planning, economic development, community services, beach protection major events, and environmental sustainability.

Australian cities have more than 500 Sister City Agreements throughout the world and this number increases every year. The City of Gold Coast through the leadership of the Mayor and Council will continue to take a fresh and practical approach to developing new international partnerships. Future civic relationships will focus on particular areas of expertise or reciprocal relevance to the local and overseas stakeholders, creating a more dynamic network of international partners to work with in the future.

**Active Sister Cities**

<table>
<thead>
<tr>
<th>Active Sister Cities</th>
<th>Officially established</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beihai, People’s Republic of China</td>
<td>1997</td>
</tr>
<tr>
<td>Dubai, United Arab Emirates</td>
<td>2001</td>
</tr>
<tr>
<td>Fort Lauderdale, United States of America</td>
<td>1980</td>
</tr>
<tr>
<td>Kanagawa Prefecture, Japan</td>
<td>1990</td>
</tr>
<tr>
<td>Noumea, New Caledonia</td>
<td>1992</td>
</tr>
</tbody>
</table>

**Active Sister Cities**

<table>
<thead>
<tr>
<th>Active Sister Cities</th>
<th>Officially established</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taipei, Taiwan</td>
<td>1982</td>
</tr>
<tr>
<td>Tainan, Taiwan</td>
<td>1982</td>
</tr>
<tr>
<td>Takasu, Japan</td>
<td>1995</td>
</tr>
<tr>
<td>Zhuhai, People’s Republic of China</td>
<td>2012</td>
</tr>
</tbody>
</table>
Objective three: Double the Gold Coast’s export base across key industry sectors

The City’s Economic Development Strategy 2013-23 encourages economic diversification to build a robust and balanced local economy. This focus is driving the city’s economy to a more mature level, as realised by Australia’s capital cities. The traditional reliance on construction and tourism industries has previously exposed the city’s economic stability particularly during times of national and international upheaval. The future prosperity of the Gold Coast will be built on the development of knowledge based activity and the export of expertise and goods and services supported by key industry sectors of film, tourism and education. Film production, international validation and foreign students are important elements to attract inward investment to the city.

In 2015, the export base of the Gold Coast represents an estimated seven per cent of the Gross Regional Product (GRP). The target for the city over the next decade is to approach the target of doubling the export base of the city.

Asia’s rapid urbanisation will continue to create opportunities for Gold Coast exporters, however new and emerging exporters require support and access to networks to be successful in new markets.

The International Plan will deliver tailored support programs, offering a range of global activities to help companies develop their global presence. The Gold Coast’s traditional strengths will be leveraged to stimulate growth across multiple sectors beyond tourism and education.

As competition intensifies globally, resources must be strategically deployed to deepen and expand relationships with priority markets. While a reactive approach will be taken to field and explore opportunities across a wide range of global markets, a tiered market approach will prioritise resources in key markets.

Tier one - China (Incl. Hong Kong) and Middle East
Tier two - India
Tier three - including mature markets such as the United States of America, United Kingdom, Japan, Singapore and Malaysia and in response to detailed assessment of supply and demand opportunities

Gold Coast 2018 Commonwealth Games™ linked - where opportunities and city outcomes may be related to GC2018 particularly with emerging Commonwealth nations and the opportunity to export local business expertise with other countries holding significant sporting events

Table 1 - Gold Coast international markets and industry sector opportunities

<table>
<thead>
<tr>
<th>Market</th>
<th>Export opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>China (incl. Hong Kong, Taiwan)</td>
<td>Investment attraction and related service industries, education and training, tourism, health, food and beverage, mining services, green building and construction (including engineering and architectural services).</td>
</tr>
<tr>
<td>Middle East: UAE, Qatar, Saudi Arabia</td>
<td>Education, green building, tourism, sport and recreation, health and medical and food and beverage.</td>
</tr>
<tr>
<td>India</td>
<td>Education, integrated planning and green building solutions, food and beverage plus Gold Coast 2018 Commonwealth Games™ opportunities.</td>
</tr>
<tr>
<td>Japan</td>
<td>Education, tourism, food and beverage, sporting events, information, communication and technology plus niche opportunities.</td>
</tr>
<tr>
<td>South Korea</td>
<td>Food and beverage, education plus niche opportunities.</td>
</tr>
<tr>
<td>Commonwealth Nations:</td>
<td>Gold Coast 2018 Commonwealth Games™ plus niche opportunities with developing countries and the opportunity to build on local business expertise that may be utilised by other countries holding major sporting events.</td>
</tr>
<tr>
<td>United Kingdom, Singapore, Malaysia, Papua New Guinea and New Zealand</td>
<td>Gold Coast 2018 Commonwealth Games™ plus niche opportunities with developing countries and the opportunity to build on local business expertise that may be utilised by other countries holding major sporting events.</td>
</tr>
<tr>
<td>USA / Americas</td>
<td>Film plus niche opportunities.</td>
</tr>
</tbody>
</table>

Strategic actions:

- enhance online serviceability for accessing markets including a digital trade hub, virtual trade mission platform, training and market information and multi-lingual websites
- develop a cross sector, whole of city China strategy
- deploy resources, including in-market support, as required, in tier one markets; resourcing will be based on a case-by-case basis, with assistance from the appropriate State and Federal Government departments and agencies
- develop the capacity of new and emerging exporters through the delivery of a suite of export development services
- leverage subsidies including the Export Assistance Scheme, Export Market Development Grant and other incentives to encourage new and emerging exporters to engage new markets
- delivery of an annual program of activities to support local export ready businesses to access international markets including trade missions and inbound delegations
- through the Investment Attraction Program, target globally focused companies to relocate to the city
Objective four: Rank within the top ten Australian cities for inward investment

In a globally competitive environment where there are more communities seeking to stimulate investment than there are worthy candidates, the City will take a targeted approach to attracting foreign direct investment, business attraction and increased film industry activity to the region.

Commitment to an ‘open for business’ policy and articulating the region’s competitive advantages are key to attracting new investment and business to the city.

New investment will emerge by leveraging opportunities around key city themes and aligning the investment attraction program with priority development areas and city building projects.

Access to the region continues to improve though aviation development driven by destination marketing activities by the region’s two international airports and tourism bodies. Underpinned by the Transport Strategy, continued improvements to ground transport services will be vital to sustainable growth.

China has been identified as a key market for investment into tourism infrastructure, with North America and the United Kingdom as principle sources of foreign direct investment.

Strategic actions:

- Leverage the Mayor’s personal commitment and ability to promote the city to potential investors
- Deliver targeted investment strategies to support key city building priorities including Gold Coast CBD, Chinatown, light rail, Gold Coast Health and Knowledge Precinct and other priority development areas and significant city projects
- Deliver a targeted domestic and international recruitment program for high quality business attraction candidate companies considering Asia Pacific expansion or seeking a South East Queensland presence
- Deliver a targeted investment attraction strategy to encourage the relocation of research and development, ICT and digital economy focused activity to the city
- Collaborate with developers and agents to actively pursue investment into tourism infrastructure and significant redevelopments
- Through a city-wide marketing approach, attract international students and their families to invest in the Gold Coast as a second home
- Promote pathways for potential migrant investors through the Federal Government’s Significant Investor Visa Scheme
- Collaborate with global financial institutions, government and non-government networks to promote Gold Coast investment opportunities, generate and convert leads
- Promote incentives and a suite of services for business relocation available through the City of Gold Coast’s Investment Attraction Program
- Conduct an annual program of domestic road shows and international missions to identify film attraction leads

Film investment attraction:

The role of the City and its stakeholders in the film industry is increasing as global factors continue to influence where productions are located. While the exchange rate has dropped significantly against the US Dollar since mid-2014, the Reserve Bank still believes it is trading above its fundamental value and has not provided the same supportive conditions which in the past assisted in balancing economic growth.

The Gold Coast has the facilities to support the industry; however, the cost savings to film overseas generally outweigh other benefits. Despite having an image as a safe, high quality, sophisticated location for the film industry, a strategic approach to Film Investment Attraction is vital to the ongoing sustainability of the sector.

The priority market for Gold Coast film investment attraction is the United States of America. Further investigations into opportunities in China and England are being undertaken.

Strategies:

- In collaboration with government-unded film attraction initiatives, promote incentive program to actively position the Gold Coast as a location for film investment
- Conduct an annual program of domestic road shows and international missions to identify film attraction leads

“Why USA”

The US remains the epicentre of film and television production globally, with an ever increasing number of films and television production being produced each year. Due to the Gold Coast’s long standing link to the US film market, the city has a very good reputation with US film makers, with the key factors to attracting productions from the US being the Australian Dollar exchange rate and financial incentives.
Objective five: Maximise legacy opportunities for business, sport and events from hosting the 2018 Commonwealth Games™

The Gold Coast 2018 Commonwealth Games™ (GC2018) will be the biggest sporting event ever hosted by the Gold Coast and give the city international exposure before, during and after the event. With strong planning and successful execution, GC2018 will further validate the Gold Coast as a truly global city.

Games driven infrastructure improvements and the global profile associated with hosting the games will lay a solid foundation for positioning the city as a world class sporting destination capable of hosting world class events, high performance training and sport business.

A focus will be on attracting elite athletes and high performance training camps, along with active recruitment of sporting peak bodies and head offices to the region.

Through a GC2018 business program, a series of initiatives will endeavour to assist local businesses to maximise opportunities and develop international partnerships

### Strategic actions:

- deliver a targeted business attraction strategy to support expansion and/or relocation of high performance sport related business and supply chain requirements created by the Gold Coast 2018 Commonwealth Games™
- recruit sporting peak bodies to the city highlighting infrastructure enhancements as a result of Gold Coast 2018 Commonwealth Games™ and incentives offered through City programs
- recruit high performance sporting teams for Gold Coast based training camps and acclimatisation programs
- intensify event attraction by enhancing Gold Coast demonstrated capabilities that merit global profiling through the City’s Business and Investment Attraction Programs
- align annual International Trade and Investment Program (ITIP) activities, where appropriate, to include active participation at sports related events leading up to, during and following the Gold Coast 2018 Commonwealth Games™ showcasing the city’s capability
- collaborate and support State and Federal Government: State and Federal entities (for example Match Australia / Trade and Investment) and initiatives such as Investment Showcase/ Business Summit will be leveraged to provide Gold Coast businesses the opportunity to market themselves to a global audience
- develop a Commonwealth Games Sports Strategy to identify global target markets, including developing nations such as Papua New Guinea, to develop grass roots and elite sporting programs and opportunities
- identify and work with local businesses to build capacity to support the supply of expertise and goods and services to those countries hosting significant global sporting events
- position the Gold Coast Health and Knowledge Precinct as an international hub for business, research and development
- showcase local, innovative businesses involved with GC2018
- maximise business opportunities available including investment attraction, supply chain engagement, procurement capability, export and trade and partnership collaboration before, during and after GC2018
- deliver a comprehensive Global Business Conference program in partnership with GC2018 partners to leverage global VIP guests of GC2018
China

China is a high growth market that presents significant inward investment and export opportunities for Gold Coast businesses. It is however, a complex and challenging place to conduct business in which the competition is intense. For cities such as the Gold Coast it is easy to become “lost” in China so to make the most of opportunities, the following markets have been prioritised: Guangzhou, Chengdu, Wuhan and Zhuhai.

Resource and agricultural commodities have played an integral role in Australia’s trade relationship with China but as the country continues to diversify and mature this will change. Perhaps the most apparent of these changes, in particular on the Gold Coast, has been the flow of tourists and students. The opportunities in the tourism industry go beyond increasing visitation numbers. On the Gold Coast, there is a need to upgrade investment in tourism infrastructure (in particular hotels). Raising awareness for this type of investment is a priority for City of Gold Coast.

City of Gold Coast has strong competitive advantages and offers much of what Chinese visitors and potential investors seek, such as political stability, a favourable business environment and government support, good quality of life, excellent education and a clean and safe environment. In recent years, the Gold Coast has become an attractive destination for Chinese investors and they now represent our largest foreign source market for land investment. We are well positioned to capitalise on growing export sectors including investment attraction and related service industries, education and training, tourism, health, food and beverage, mining services, green building and construction (including engineering and architectural services).

Gold Coast CBD’s Chinatown development is creating interest among Chinese investors. This commitment by the City to culturally enrich the region is a key component to stimulating significant commercial activity with the Chinese economy and beyond. Making the effort to better understand Chinese culture and acknowledging the fundamental cultural differences can directly influence the level of success in international trade and investment.

In addition to the industry opportunities identified above, there are significant civic and cultural exchange opportunities with the China market. City of Gold Coast has established Sister City relationships with Beihai (1997) and Zhuhai (2012), whilst a statement of intent to establish a Sister City has recently been signed with Chengdu (2014) and a memorandum of understanding was signed with Rizhao (2014).

Source: Department of Foreign Affairs and Trade, Australian Trade Commission; Savills, Queensland Government, Tourism Research Australia.

Middle East

The Gold Coast has a long standing affinity with the Middle East through a Sister City agreement with the Municipality of Dubai established in March 2001. Based on economic principles the civic relationship has strengthened with several years of engagement though the tourism industry and significant Council driven international trade relations initiatives. From a trade perspective, Council has led several highly successful trade missions to events such as Arab Health and Gulfood.

Opportunities exist in education, green building, tourism, sport and recreation, health and medical, food and beverage and food safety and environmental health training.

The partnership between Emirates Airlines and Qantas will also have a profound effect on the point to point frequency of services between Australia and Dubai as well as the enhanced passenger and freight connectivity between Europe, Asia, Africa, and Australasia.

Source: Department of Foreign Affairs and Trade, Australian Trade Commission, Tourism Research Australia.

China profile

- Population: 1,360.8 million (2013)
- Export of Australian Services to China: $7,487 million (2013-14)
- Education related travel exports: $4,142 million (2013-14)
- Leisure Travel to Australia (excl education): $1,969 million (2013-14)
- Australian investment into China: $29,276 million (2013)
- Australian foreign direct investment into China: $6,350 million (2013-14)
- Chinese investment into Australia: $31,999 million (2013)
- Chinese foreign direct investment into Australia: $20,662 million (2013)
- Australia’s global ranking/percentage as an import source: 6 / 4.7%

Source: Department of Foreign Affairs and Trade

The Middle East

The Gold Coast 2018 Commonwealth Games™ and beyond.

Efforts in the Middle East will be intensified to attract high performance sports training camps to the city, leveraging the improved facilities built for the Gold Coast 2018 Commonwealth Games™ and beyond. The partnership between Emirates Airlines and Qantas will also have a profound effect on the point to point frequency of services between Australia and Dubai as well as the enhanced passenger and freight connectivity between Europe, Asia, Africa, and Australasia.

Source: Department of Foreign Affairs and Trade, Australian Trade Commission, Tourism Research Australia.
### International market profiles: Tier two

#### India

India has been identified as an emerging commercial powerhouse and is set to become the world’s third largest economy by 2024. Gold Coast City has well established connections through government and non-government affiliations. A foundation for international relations has been established via diplomatic and tourism related activities including Councillor led initiatives in Mumbai and Chennai based Gold Coast expertise.

The Australia India Comprehensive Economic Cooperation Agreement is expected to facilitate increased trade in goods, services and investment between Australia and India. In January 2015 both parties re emphasised their desire to finalise the agreement by the end of the year.

Key export sectors identified by Austrade of relevance to the Gold Coast in India include: food and beverage, sport, education, food and beverage and integrated planning and green building solutions.

India is currently Australia’s second largest international education source market and 2014 has seen a reversal of the recent downward trend in international student enrolments (in particular across the higher education sector). It is important for the Gold Coast to position itself as an international student friendly city of choice by highlighting lifestyle and other points of difference of studying in a regional environment.

* Also a Commonwealth Nation market.

Sources: Department of Foreign Affairs and Trade, Australian Trade Commission, Tourism Research Australia, Australian Education International.

#### Japan

Japan and the Gold Coast have a long standing relationship primarily based on the foundations of a thriving tourism industry and real estate investment. The Gold Coast has strong civic and cultural links with Japan and established Sister City Agreements with Kanagawa and Takasu from the 1990s

Despite a significant decline in visitation for more than a decade now, Japan is still our fourth largest international source market. It represents a long stay market for the Gold Coast and their average length of stay is above other important markets such as China and New Zealand.

Japan is currently Queensland’s fifth largest education market (after China, India, Korea, Republic (South) and Brazil). It is a major ELICOS market for Queensland, with the sector accounting for approximately half of all Japanese enrolments in 2014. This represents an opportunity for the Gold Coast’s English language schools.

Other key export sectors identified by Austrade of relevance to the Gold Coast in Japan include food and beverage (including health and functional foods), sporting events and information, communication and technology.

The Japan-Australia Free Trade Agreement will provide further trade and investment opportunities between the two countries. Direct flights to Japan’s major cities of Tokyo and Osaka exist from Gold Coast International Airport creating access advantages over other Australian regions.

Sources: Department of Foreign Affairs and Trade, Australian Trade Commission, Tourism Research Australia, Australian Education International.

#### Korea

Korea is Queensland’s third largest merchandise trading partner and third largest source of international students behind China and India. Trade and Investment Queensland have identified it as an important market for the higher education, vocational educational and ELICOS sectors.

Key export sectors identified by Austrade of relevance to the Gold Coast in South Korea include food and beverage and education. The Korea- Australia Free Trade Agreement is also said to open up opportunities for Australian businesses in infrastructure (in particular the 2018 Winter Olympics), professional and financial services and information, communication and technology and creative sectors.

Aviation access remains solid with Brisbane Airport’s direct flights and Gold Coast Airport’s low cost carriers providing connections via Singapore and Malaysia.

Sources: Australian Trade Commission, Australian Education International, Trade and Investment Queensland, Department of Foreign Affairs, Brisbane Airport, Gold Coast Airport.

### International market profiles: Tier three

#### India

- **Population:** 1,243.3 million (2013)
- **Export of Australian Services to India:** $2,098 million (2013-14)
- **Education related travel exports:** $1,464 million (2013-14)
- **Leisure Travel to Australia (excl education):** $208 million (2013-14)
- **Australians living in India:** 5,012 (2013)
- **Indian foreign direct investment into Australia:** $1,464 million (2013-14)
- **Australian investment into India:** $6,579 million (2013)
- **Australian foreign direct investment into India:** $1,168 million (2013)
- **Indian foreign direct investment to Australia:** $1,086 million (2013)
- **Australians & Indians living in Australia:** 3,811 (2013)
- **Australia’s global ranking/ percentage as an import source:** 16 / 2.4%

Sources: Department of Foreign Affairs.

#### Japan

- **Population:** 127.3 million (2013)
- **Export of Australian Goods and Services to Japan:** $37,029 million (2013-14)
- **Japanese inbound Travel to Australia (ex. Education):** $144 million (2013-14)
- **Australian investment into Japan:** $50,225 million (2013)
- **Japanese investment into Australia:** $130,982 million (2013)
- **Australia’s global ranking/ percentage as an import source:** 3 / 6.1%

Sources: Department of Foreign Affairs and Trade.

#### Korea

- **Population:** 50.2 million (2013)
- **Export of Australian Goods and Services to Korea:** $22,524 million (2013-14)
- **Education related travel exports:** $225 million (2013-14)
- **Australians living in Korea:** 3,058 (2013)
- **Australian investment into Korea:** $12,477 million (2013)
- **Korean investment into Australia:** $15,059 million (2013)
- **Australia’s global ranking/ percentage as an import source:** 6 / 4%

Sources: Department of Foreign Affairs and Trade.
International market profiles: Tier three - Commonwealth nations

The Gold Coast 2018 Commonwealth Games™ will be the City’s largest sporting event. Games driven infrastructure improvements will contribute to the diversification of the regional economy. Investment attraction opportunities associated with high performance sports and events will increase as facilities are upgraded and active promotion of the destination is undertaken.

A 2018 Games Business Program will be implemented encompassing investment, business and events attraction, showcasing of the city’s trade and export capabilities and business continuity planning.

Key actions include:

1. Targeted investment strategies
2. Targeted recruitment strategies
3. Event attraction
4. Collaborate with State and Federal Government
5. International Trade and Investment Program (ITIP)

Malaysia

Malaysia is now considered an upper middle income country. Since the 1970s, the country has transformed itself from a primary producer to an emerging multi-sector economy. Malaysia hopes to attract investment in Islamic finance, high technology, biotechnology and services in its aim to achieve high-income country status and move up the value chain by 2020.

The Malaysia-Australia Free Trade Agreement (MAFTA) came into force on 1 January 2013. By 2017, 99 per cent of Australian goods exported to Malaysia will be tariff free. Industries that have benefited from increased ownership rights include: education, finance, telecommunications, tourism, research and development, mining related services and professional services sectors.

In 2013, two-way trade totalled $18.2 billion and Malaysia was Australia’s ninth largest trading partner. According to Austrade, Malaysia is and will continue to remain a priority market for Australian exporters.

Following a high level review of the City of Gold Coast’s industry strengths in alignment with Austrade and Trade and Investment Queensland focus areas, opportunities for further investigation have been identified in the following sectors: business services, food and beverage, education, information, communications and technology, health and medical infrastructure, building and construction services.

Source: Department of Foreign Affairs and Trade, Australian Trade Commission, Economist Intelligence Unit, Tourism Research Australia.

New Zealand

Australia and New Zealand have a strong long standing bilateral relationship and regularly cooperate on foreign, trade and defence issues. New Zealand is Australia’s sixth largest trading partner, with two trade totalling $22.7 billion in 2013-14.

According to the Australia’s International Business Survey 2014, Australian businesses choose to export to New Zealand because it is a familiar market, they have personal networks and it is considered to have strong growth prospects.

The Gold Coast has strong ties with New Zealand with more than 42,000 New Zealanders living in the city and approximately 187,000 visitors annually.


Papua New Guinea and South Pacific Islands

The Papua New Guinea (PNG) Government has been actively pursuing closer relationships with the city leading up to and post the Gold Coast 2018 Commonwealth Games™. Over the years, a significant number of elite athletes from PNG have utilised the Gold Coast as a training base, with a more formal relationship currently being investigated.

In July 2015, PNG hosted the 2015 Pacific Games, the largest sporting event ever hosted by the country. To host this event, a range of new sporting facilities were constructed. To support closer ties between the City and PNG, opportunities were offered for knowledge transfer to assist PNG to undertake the 2015 Pacific Games.

This model of city support to PNG will then be assessed and potentially made more widely accessible to other emerging Commonwealth nations.

Source: Department of Foreign Affairs and Trade, Australian Trade Commission, Economist Intelligence Unit, Tourism Research Australia.

Singapore

Singapore is considered to have one of the most open economies in the world. Its small size and population has meant that the country has a strong dependence on international trade. Within the region it is considered an important trading hub and acts as a conduit for access to other markets within Asia. For Gold Coast companies, Singapore can be used as a good launching pad into Asia.

Following a high level review of the City of Gold Coast’s industry strengths in alignment with Austrade and Trade and Investment Queensland focus areas, opportunities for further investigation have been identified in the following sectors: services, food and beverage, education, information, communications and technology and health and medical.

Australia is signatory to two free trade agreements with Singapore: the Singapore-Australia Free Trade Agreement (SAFTA) and the ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA). The Singapore-Australia Free Trade Agreement (SAFTA) eliminated all import tariffs on Australian exports. Singapore is currently the Gold Coast’s fifth largest international tourist market.

United Kingdom

The United Kingdom is Australia’s seventh largest trading partner, with services accounting for an integral part of this relationship. Australia is viewed as an attractive destination for regional operations and is an important source market for foreign investment. Austrade’s activities in this market are focused on attracting foreign direct investment and education opportunities. A range of knowledge exchange activities have taken place since Glasgow hosted the 2014 Commonwealth Games and further opportunities in infrastructure development and high performance sports will arise in the coming years.

The United Kingdom is an important source of international visitors for the Gold Coast and after New Zealand, accounts for the second largest proportion of overseas born residents in the city.

Source: Department of Foreign Affairs and Trade,
As the United States is a very competitive market, the City of Gold Coast has historically focused on attracting film and television related investment and supporting specific niche opportunities. Gold Coast companies have shown interest in the following areas: consumer goods and food, marine, niche manufacturing (aviation parts and simulators, and sports equipment including surfboard makers, accessories) and information, communication and technology.

Since the establishment of the Village Roadshow Studios (VRS) in 1986, the Gold Coast has been recognised as a world-class location to undertake film and television productions. With world class studios, a great range of accessible locations and experienced local crew, the Gold Coast has attracted a large number of film and television productions from the United States. Due to the Gold Coast’s long standing link to the US film market, the city has a very good reputation with US film makers, with the key factors to attracting productions from the US being the Australian Dollar exchange rate and financial incentives.

The Gold Coast has enjoyed a Sister City agreement with Ft Lauderdale since 1980 and has maintained cultural and economic ties since. The two cities share similar climates and core industries including tourism and marine.

Source: Department of Foreign Affairs and Trade, Australian Trade Commission, Economist Intelligence Unit, Tourism Research Australia, AusFilm, Department of Education, SGS Economics and Planning.

United States of America

Population: 316.4 million (2013)
Export of Australian Goods and Services to the USA: $17,301 million (2013-14)
Import of USA goods and services to Australia: $41,171 million (2013-14)
Leisure Travel to Australia (excl. education): $1 billion (2013-14)
Australian investment into the USA: $471,672 million (2013)
USA’s investment into Australia: $657,888 million (2013)
Australia’s global ranking/ percentage as an import source: 37 / 0.4%

Source: Department of Foreign Affairs and Trade