



Australian Government

Austrade



Austrade Women In Export

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Australian Government

Austrade

What is Austrade?

The Australian Trade Commission is the Australian Government's main export and international business facilitation agency

Austrade is part of the Foreign Affairs and Trade portfolio

Austrade helps Australian companies find agents, distributors and partners overseas

We also help international buyers and investors connect with Australia

We're in the business of taking Australian business to the world and bringing international business to Australia



Track Record of Success

- Austrade provided services to over **15,000** businesses in 2006-2007, helping Australian businesses achieve **\$22.4 billion** worth of exports
- Austrade assisted **5,417** companies who made export sales
- Of these, **1,996** were new or irregular exporters

Austrade won the 'Best TPO from a Developed Country' Award at the 2004 World Trade Promotion Organisation Awards



Austrade Services To SME Exporters

- Up-to-date market information and advice
- Help with selecting a market
- Business opportunities matched to your business
- On-the-ground support overseas
- Identifying potential partners and other key contacts
- Providing market research
- Promotional events and publicity
- Advocacy and trouble shooting



Austrade's Global Network



- Austrade Office/Post
- Sub-Post
- ▽ Austrade Representative
[Trade Consultants not shown]
- TradeStart / Export Hub locations

QLD: Cairns, Central Queensland, Bundsberg, Maroochydore, Caboolture, Brisbane, Redlands, Logan, Aspley, Springwood, Ipswich, Toowoomba, Southport, Gold Coast. ACT: Canberra.
 NSW: Tweed Heads, Coffs Harbour, Tamworth, Gosford, Dubbo, Bathurst, Sydney, Mascot, Parramatta, Penrith, Sutherland, North Sydney Hills District, Blacktown, News, Wagga Wagga, Rego.
 VIC: Mildura, Bendigo, Geelong, Ballarat, North Melbourne, Melbourne, Melbourne West, Melbourne South East - Dandenong NT: Alice Springs, Darwin. TAS: Hobart, Launceston.
 SA: Mt Gambier, Port Lincoln, Port Augusta, Onkaparinga, Salisbury, Barabara, Berri, Murray Bridge, Adelaide WA: Albany, Bunbury, Geraldton, Carnarvon, Perth, Kununurra.

Austrade is changing its service offering, based on research of our client base:

Main Changes:

- Develop service offerings for three client segments
 - New to Export
 - Expanding Export
 - Export and Beyond

- Introduce 5 new core skills to deliver greatest client value
 - Relationship (Account) Management
 - Customer Management
 - “One Touch” access to Austrade network
 - Referral Management
 - Mentoring



Key Client Needs by Segments:

NEW TO EXPORT

- ✓ show me how to export
- ✓ help me navigate Austrade
- ✓ find me named customers
- ✓ help me access export finance

EXPANDING EXPORT

- ✓ help me grow my export business
- ✓ find me opportunities in new markets
- ✓ provide market entry advice
- ✓ help me access growth capital
- ✓ more strategic engagement with customers and partners

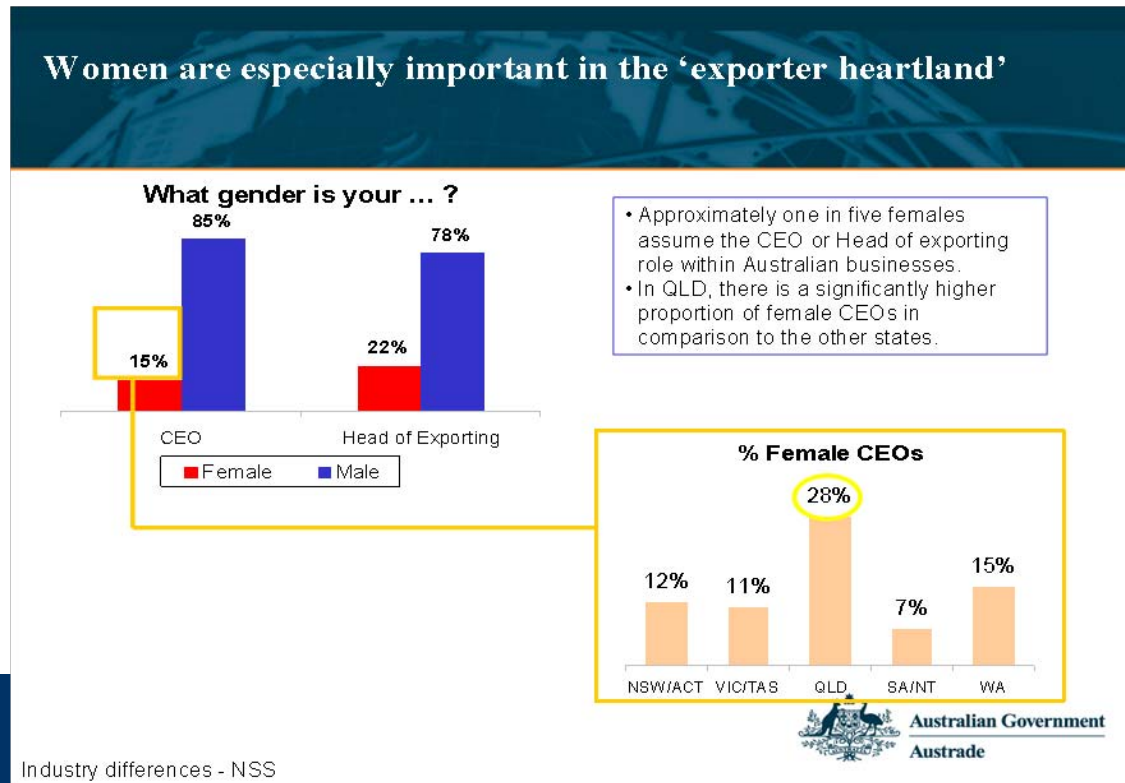
EXPORT & BEYOND

- ✓ help me optimise my offshore business activities
- ✓ help me find customers, partners and influencers
- ✓ help me manage my partner relationships
- ✓ provide high level strategic business insights
- ✓ be the voice of the exporter to Government



Why Women In Export?

- One-third of Australia's 1.6 million small-to-medium enterprise (SME) businesses are run by women. This number is expected to grow substantially over the next 5 years.
- In Australia, 15 per cent of all exporting companies have a female chief executive officer (CEO), while 22 per cent have a female leading their export division.
- Women in business represent a strong pool of potential clients for Austrade



Key Challenges

- Accessing mainstream networking/mentoring opportunities
- Critical information gaps in key areas: e-business; trade finance; legal issues
- Cross –cultural issues; dealing with male buyers in traditional male dominated societies
- Credibility issues which can affect access to finance; venture capital
- Adopting an ad hoc sporadic approach to exporting
- Juggling demands of business and family



Women In Export

- Linking women into mainstream government trade programs and opportunities
- Understanding key issues and critical information gaps relating to women and developing strategies to address these
- Providing networking and mentoring opportunities for women in export
- Identifying businesswomen who are active in export and who could become role models for other women in business
- Main elements:
 - Section on Austrade website with information and case studies
 - Publications/brochures targeting women
 - Case Study Booklets
 - 2006: National Roadshow
 - Associated media; publicity
 - Key Markets
 - Key Sectors



Women in Export: National Roadshow: 2006

Target Audience

- Existing women exporters who have an association with Austrade and wish to expand their international focus
- New/potential exporters who own or operate an organisation that has export potential
- Existing women's networks who can help members achieve a greater export and international business focus



Key sectors:

- Food and wine
- Computer Technology
- Education and Training
- Homewares
- Arts
- Health & Fitness
- Fashion
- Toys & Games
- Creative Arts
- Film & Video Production
- Professional Services



Case Study Speakers

Leanne Preston, Wild Child (Head Lice treatment)

“It is very important to build strong relationships with your overseas partners. It’s a lot of hard work and it takes a lot of money, but it is worth it.”



Marita Corra, Inland Trading Company (Wine Export)

“Have confidence to go with the highs and the lows of business. Also make sure you have a product that the client wants.”



Wendy Kennedy, E-word Technologies (Software)

“It’s really important to do the research on your market. But even more importantly, make sure you do your feasibility study and make sure you are going to get a return.”



Valentina Stolar, Aspire Advantage (Training)

Extensive overseas work creates family challenges. “From a woman’s perspective it certainly disrupts your family life – it can be very difficult sometimes”



Feedback



Brisbane – *“All excellent, panel great”. “Very informative and relevant to our business needs and propositions”*



Sydney – *“Interesting and I appreciate Austrade supporting Women In Export.” “Case study speakers very inspiring”*



Melbourne – *“All of your speakers were excellent and I’m particularly impressed with the fantastic women you have within Austrade”*



Perth – *“Fantastic - encouraging, inspirational and worthwhile !”*



Outcomes from Women in Export 2006

- Over 1000 women from a diverse range of industry sectors registered for the seminar.
- The seminars provided an important opportunity for women from diverse organisations and industries to network and exchange views and experiences about exporting and doing business internationally.
- The attendees are providing Austrade with valuable information about the export needs of women in business
- The seminars were successful in raising awareness of Austrade and the federal government's trade promotion assistance



Women in Export 2007

2007: APEC Women's Leaders Network (WLN)

25-27 June 2007, Port Douglas, Queensland, Australia

➤ Women contributing to strong and sustainable futures

Women in Export: Trade Day

24 June 2007, Port Douglas, Queensland, Australia

➤ Workshops

- Cross Cultural Issues
- E-business
- Trade Finance
- Legal/Tax Issues: Intellectual Property
- Global Trade Issues
- Growth Markets (China, India)



Women in Export 2008 – Women's Mission to India

28 January to 2 February 2008, Mumbai, Bangalore and New Delhi, India

- **Mission:** raise awareness of the seniority and significant role Australian Women have in business
- **Objectives:**
 1. Facilitate high level personal connections to develop personal networks
 2. To provide Australian women with first hand insights into the Indian market as a way of better understanding the complexity and opportunities by India's business environment
- Program incorporated visits to Mumbai, Bangalore and New Delhi
 - Business forums with Indian businesswomen in each city
 - Meetings with Chief Minister of New Delhi Bank and Deputy Governor of the Reserve Bank of India
 - Political and Economic briefings in each city
 - Industry and cultural site visits
 - A range of networking functions



2008: Australian Women Business Leaders' Mission to India

Outcomes:

- A number of delegates are pursuing opportunities in India
- 40 plus person delegation travelled to India from Australia's leading superannuation companies
- Strong level of media in Australia and India



- New Delhi networking function



Women in Export 2008

Next Steps:

'Women Going Global'

- Year long program to support female and business owner achieve international goals
- Consists of regular communication, workshops, website and culminating in a mission to Malaysia

Women in Export

- series of workshops in each of the states in Australia

Women's Mission

- preliminary plans for a women's mission to Vietnam which are currently being discussed

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