



Western Australian Investment and Trade Plan 2021-22 Review

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1. Executive summary

The Western Australian Investment and Trade Plan 2021-22 (the Plan) outlined the Western Australian (WA) Government's main initiatives to strengthen WA's investment and trade performance throughout 2021-22. This document, the Western Australia Investment and Trade Plan 2021-22 Review (the Review), tracks the State's progress against each priority activity outlined in the Plan up to 30 June 2022.

Despite the ongoing impacts of COVID-19, the State successfully delivered the vast majority of planned activities during 2021-22. Many of the priority activities were delivered in innovative new ways, where traditional modes of delivery weren't available due to restrictions on travel or gatherings.

1.1. Purpose of the Review

The Review maps the delivery of the activities outlined in the Plan and demonstrates the WA Government's commitment to strong governance and accountability.

The Plan provided a clear overview of the State's priority investment and trade initiatives, along with a summary of priority activities in relevant markets. The Plan was an important tool for communicating the WA Government's strategic and collaborative approach to investment and trade and its role in unlocking opportunities to generate sustained economic activity and create local jobs.

1.2. Impacts of the COVID-19 pandemic on the Plan and Reconnect WA

Over the past year, COVID-19 has continued to disrupt communities and businesses all around the world, including the global investment and trade landscape. To remain close to the State's important partners during this time, the WA Government continued to deploy flexible and innovative approaches to foster new market opportunities and expand activity in the State's priority sectors, such as:

- **Showcasing WA capability at Expo 2020 in Dubai.** The State Government participated at the Expo 2020 in Dubai, which was postponed to March 2022 due to the pandemic. A suite of virtual content was created to showcase WA capability and the State's unique fresh produce was the star feature at the prestigious dinner event. The State's Investment and Trade office in Dubai was supported through collaboration between industry, Invest and Trade WA Perth Hub, other State Government agencies, the Department of Foreign Affairs and Trade (DFAT) and Austrade.
- **Celebrating and extending the WA Zhejiang Sister-State Relationship Agreement.** In early 2022, WA and China's Zhejiang Province celebrated 35 years of their sister-state relationship by reaffirming and expanding the relationship. The two regions committed to

pursue further opportunities for collaboration to achieve economic outcomes in primary industries, technology, new energy and health and life sciences and to continue supporting people-to-people exchanges between schools, business councils and government agencies.

- **Successfully delivering a hybrid ‘India Connect’ event and enriching relationships with partners in India.** As economic activity has shifted from the physical to the virtual world, Invest and Trade WA brought together partners from across the investment and trade ecosystem and delivered a hybrid India Connect event in October 2021 aimed at deepening WA-India relationships and supporting economic development and job creation in both jurisdictions.

While the investment and trade operating context may have curtailed traditional approaches, WA’s economy has remained strong. With the lifting of border restrictions in March 2022, the WA Government has committed significant effort and resources into reinvigorating and strengthening investment and trade activity. This includes:

- **\$195 million dedicated to a comprehensive Reconnect WA package:** aimed at ensuring businesses and industries had the competitive edge as WA reopened.
- **The launch of the Investment Attraction Fund (the Fund) in February 2022:** the Fund signals to industry a more proactive approach to investment attraction, allowing the WA Government to build on the State’s existing strengths and leverage industry’s knowledge and expertise to bring further investment and jobs to Western Australia. With a total of \$180 million to support industry-led diversification proposals that will create local jobs in new and emerging industries, the Fund facilitates a targeted approach to the WA Government’s economic diversification agenda and complements the strategic reforms the State has already made to its investment attraction approach.

2. Review methodology and approach

The Review uses a straightforward ‘traffic light’ rating system to track progress against the delivery of priority activities outlined in the Plan within the period up to 30 June 2022. Each activity has been assigned a coloured bullet depending on the progress of that activity. As outlined in Figure 1 below:

- a **green** bullet indicates that an activity has been delivered or is being delivered as part of ongoing core business
- an **orange** bullet indicates that an activity has been partially delivered
- a **red** bullet indicates that an activity has not yet been delivered.

Comments on the delivery status of an activity are made by exception; only when an activity has either been partially delivered or not yet delivered (i.e. the delivery status bullet is coloured in **orange** or **red**). Some comments have also been included for **green** activities to provide examples of completed investment and trade attraction and facilitation work.

Figure 1 | Delivery status traffic light rating system



Progress against priority activities was informed by input from activity owners and internal reporting.

Updates on the progress of market-specific priority activities were sought from the Investment and Trade Commissioners across the international network.

The methodology outlined above represents a structured and efficient governance and accountability mechanism and forms the basis for the review of the Plan.

3. The foundations of a strategic approach to investment and trade

Four elements underpinned WA’s approach to investment and trade in 2021-22, across sectors and markets:

- **Strengthening WA’s investment and trade approach:** Ensuring a contemporary and strategic approach to promoting WA as a preferred supplier of goods and services and destination for investment.
- **Insight-driven targeting of opportunities:** Generating and using data, market networks and intelligence to target activity between and within sectors and markets.
- **Fostering partnerships:** Working in partnership across government and industry to support investment and trade outcomes.
- **Investment and trade policy settings.** Advancing clear positions on priority issues for the State and proactively advocating for WA’s interests in national investment and trade policy processes.

The following section outlines the progress of priority activities documented in the Plan. For each initiative, the accountable WA Government agency is also included.

3.1. Strengthening WA’s investment and trade approach

The WA Government uses a contemporary approach to investment and trade activities and ensures that agencies are guided by the strategic principles for WA investment attraction. Invest and Trade WA promotes WA as a destination for investment, provides a ‘one-stop-shop’ for incoming trade and investment enquiries and assists WA businesses to develop and expand their exports.

Initiative and accountable agency	Priority activities	Delivery status
Responsive onshore exporter servicing <i>(JTSI and DPIRD)</i>	<ul style="list-style-type: none"> • Deliver exporter services to qualified, export ready clients wanting to expand into new markets. 	<ul style="list-style-type: none"> ● Ongoing activity. Invest and Trade WA provided services to WA exporters in the Diversify WA sectors, including meetings with exporters, qualification, providing information and introductions to the WA International Investment and Trade Office Network and referrals to other agencies where appropriate
Investment attraction and facilitation <i>(JTSI and DPIRD)</i>	<ul style="list-style-type: none"> • Engage with investors on specific investment opportunities in WA. Assist investors in identifying suitable investment partners in WA. 	<ul style="list-style-type: none"> ● Ongoing activity

Initiative and accountable agency	Priority activities	Delivery status
<p>Develop services and supports for exporters and inbound customers and investors (JTSI)</p>	<ul style="list-style-type: none"> • Work collaboratively with Austmine's METS Digital Mining Export Hub and Subsea Energy Australia's Export Hub to grow WA exports internationally. 	<ul style="list-style-type: none"> ● Project progressing against revised milestones
	<ul style="list-style-type: none"> • Develop services to enhance trade facilitation (e.g. referral services provider list). 	<ul style="list-style-type: none"> ● An Electronic Direct Mail campaign calling for Expressions of Interest to participate in an Invest and Trade WA Business Services Directory was distributed in June 2022. The directory will be hosted on the Invest and Trade WA website during the 2022-2023 financial year
	<ul style="list-style-type: none"> • Facilitate briefings to industry on market access issues, insights and opportunities. 	<ul style="list-style-type: none"> ● Ongoing activity, e.g Invest and Trade WA facilitated a briefing to Japanese companies on infrastructure opportunities in WA
	<ul style="list-style-type: none"> • One-to-one client servicing and market advisory linking clients to opportunities. 	<ul style="list-style-type: none"> ● Ongoing activity
	<ul style="list-style-type: none"> • Collaborate with Australian Government agencies and business groups to develop opportunities and support trade facilitation. 	<ul style="list-style-type: none"> ● Ongoing activity, e.g. provided information on reskilling initiatives for Austrade; worked with the Australian Government Department of Industry, Science, Energy and Resources (DISER) on a virtual mission to Japan; supported JTSI's Renewable Hydrogen Unit and Future Battery Industries team to connect with potential offtake partners and investors in Japan and Korea
	<ul style="list-style-type: none"> • Develop communications tools to complement the Invest and Trade WA website to promote WA's capability and international opportunities to WA businesses. 	<ul style="list-style-type: none"> ● Used social media and the Invest and Trade WA website when for example promoting JTSI's India mission to WA industry
	<ul style="list-style-type: none"> • Develop a pipeline of investor-ready projects to be promoted internationally. 	<ul style="list-style-type: none"> ● Invest and Trade WA continues to work with the Chamber of Commerce and Industry WA to develop an online deal book that includes a number of WA investment opportunities. Invest and Trade WA also worked with sectoral leads on prospectus collateral
	<ul style="list-style-type: none"> • Develop virtual and/or physical programs for inbound government and trade and investor delegations 	<ul style="list-style-type: none"> ● Ongoing activity. Hosted 12 inbound client programs by the end of the reporting period and following WA's border re-opening in March 2022, including a

Initiative and accountable agency	Priority activities	Delivery status
		German Hydrogen HySupply delegation
<p>Strengthen Invest and Trade WA's operating model with accompanying systems and support (JTSI)</p>	<ul style="list-style-type: none"> Continue to progress implementation of a client management system to track and record investment and trade enquiries, workflow, services delivered and outcomes 	<ul style="list-style-type: none"> Funding has been received under Reconnect WA. A business case for a client relationship management system is in progress
<p>Support investment in major projects in WA (JTSI)</p>	<ul style="list-style-type: none"> Continue to implement WA's Lead Agency Framework to facilitate major projects and proposals in WA 	<ul style="list-style-type: none"> WA's Lead Agency Framework is an ongoing program
<p>Hub and spoke model development and implementation (JTSI)</p>	<ul style="list-style-type: none"> Continue to implement the hub and spoke model to align with regional investment and trade activities and opportunities Finalise the hub reporting structure and undertake recruitment to fill vacant roles Define key performance indicators in alignment with the Investment and Trade Plan and implement reporting processes 	<ul style="list-style-type: none"> As part of the Reconnect WA package, JTSI received funding for new staff members in the overseas offices, including Education Business Development Managers (EBDMs) in three new markets: Malaysia, the Philippines and the United Kingdom/Europe In 2021-22, the Agent General and Trade Commissioners have recruited staff to increase WA's competitiveness. As part of Reconnect WA, JTSI received funding for 11 new investment and trade positions and three education positions across the five regions Key investment and trade activities are tracked by a monthly report
<p>Implement the Investment Attraction Fund (JTSI)</p>	<ul style="list-style-type: none"> Deliver industry roundtables to inform the development and priorities of the Investment Attraction Fund (the Fund) Develop a risk-appropriate funding framework that addresses current gaps in WA's investment attraction approach 	<ul style="list-style-type: none"> In October and November 2021, two industry roundtables were held to discuss the State's investment attraction approach with input provided from key stakeholders in both established and emerging industries The Fund's funding framework established a clear objective and principles to the provision of financial assistance. The funding framework was approved on 17 January 2022

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> • Launch the Fund and related guidelines for applications 	<ul style="list-style-type: none"> ● The Fund and related Guidelines were launched on 9 March 2022
	<ul style="list-style-type: none"> • Support businesses through aftercare services to ensure investors remain satisfied, creating opportunities for further investment and relocation/expansion 	<ul style="list-style-type: none"> ● This will occur from 2022-23 and throughout the lifecycle of the Investment Attraction Fund
	<ul style="list-style-type: none"> • Ongoing evaluation of Fund criteria to align with the State's economic diversification priorities 	<ul style="list-style-type: none"> ● This will occur in 2022-23 and will feed into future rounds
	<ul style="list-style-type: none"> • Timely reporting of outcomes for the Fund 	<ul style="list-style-type: none"> ● This will begin in 2022-23 and be ongoing
Implement the New Industries Fund (JTSI)	<ul style="list-style-type: none"> • Showcase and promote WA innovation through a comprehensive communications plan which supports all NIF initiatives and attracts investment 	<ul style="list-style-type: none"> ● JTSI has engaged and signed an agreement with Curtin University to deliver the West Tech Fest in 2022 and 2023; \$500,000 in additional sponsorship has been provided by WA Government to showcase innovation and innovators across WA
	<ul style="list-style-type: none"> • Support the three WA Innovation Hubs, who provide assistance to startups and SMEs to develop, commercialise, market and export their technologies 	<ul style="list-style-type: none"> ● Ongoing activity. The three Innovation Hubs continue to have WA Government support
	<ul style="list-style-type: none"> • Deliver the WA Innovator of the Year (WAIOTY) program to showcase local innovators and technologies and attract investment 	<ul style="list-style-type: none"> ● WAIOTY was launched in early May 2022 and the awards are scheduled for December 2022
	<ul style="list-style-type: none"> • Through the X-TEND WA Program, deliver innovator and/or investor educational programs that support the development of entrepreneurs and stimulate private investment in innovative projects in WA 	<ul style="list-style-type: none"> ● Eight educational programs were supported including those that educate indigenous entrepreneurs and female founders. Programs that promote investment into the early stage innovation sector were also supported
	<ul style="list-style-type: none"> • Provide targeted sponsorship for key activities that build innovation and entrepreneurship capabilities across WA and for events and initiatives that connect innovators, researchers, entrepreneurs, investors and customers 	<ul style="list-style-type: none"> ● Delivered. Various programs were sponsored in 2022, including the PropTech WA female founder workshop program, the INSEAD summer startup program and the HARVEST agtech program
Attract investment into the Collie region (JTSI)	<ul style="list-style-type: none"> • Establish and manage \$20 million Collie Industry Attraction and Development Fund 	<ul style="list-style-type: none"> ● The Fund was established and applications were received with evaluation and funding decisions/agreements progressed as part of an ongoing work program

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> Continue to manage the Collie Futures Fund 	<ul style="list-style-type: none"> Ongoing work program
	<ul style="list-style-type: none"> Promote WA investment opportunities in manufacturing, mineral processing, battery industry development and primary industries 	<ul style="list-style-type: none"> Ongoing work program
<p>Continue to implement Diversify WA, the State's economic development framework (JTSI)</p>	<ul style="list-style-type: none"> Implement the revised Diversify WA framework, including reporting progress and activities across eight key external facing industry sectors Undertake activities to support the continued development of cross-sector activities supporting diversification of the economy Identify, assess and prioritise diversification opportunities, informing the WA Government's economic development activities and investment attraction approach 	<ul style="list-style-type: none"> The Prospectus was developed, launched and promoted. This is now a part of an ongoing work program Implementation is ongoing. A revised Diversify WA framework was released in 2021. An annual report on the progress of Diversify WA was produced Ongoing activity. This includes the development of an environmental, social and governance (ESG) Industry Information Pack, which is expected to be completed for public release in the second half of 2022. Support is provided on a review and update of the Supply Chain Development Plan. The development of an Innovation Strategy was also developed, which is anticipated to be finalised by the end of 2022 Ongoing activity. The WA Government is developing a new, more targeted approach to economic diversification under the Diversify WA framework that articulates the targeted and strategic investment opportunities of competitive advantage for WA

3.2. Insight-driven targeting of opportunities

WA's trade and investment activities target the key sectors and markets that offer the greatest diversity of opportunity for WA business. Decisions are informed by quantitative and qualitative information gathered from a range of sources. This information is tested and used to provide advice to exporters and investors on the size, scope and timing of opportunities across different sectors and markets.

Initiative and accountable agency	Priority activities	Delivery status
Provide information on WA's key markets <i>(JTSI)</i>	<ul style="list-style-type: none"> Provide market-specific political and economic overviews to ministers for international engagements, including virtual activities 	<ul style="list-style-type: none"> Ongoing activity. Economic overviews are developed regularly
	<ul style="list-style-type: none"> Develop investment attraction briefings for specific opportunities 	<ul style="list-style-type: none"> Ongoing activity. Investment attraction briefings have been developed for future battery and critical minerals in a number of key markets, including the US, China, India, Japan and Europe, which were finalised in late 2021
	<ul style="list-style-type: none"> Publish market outlooks to provide WA business and other stakeholders with information on key markets 	<ul style="list-style-type: none"> Eight market outlooks were published for the 2021-22 financial year. These included Market Outlooks for India, Indonesia, ASEAN, Gulf, Japan, Korea, China, the United Kingdom and Europe
Provide information and analysis on WA's key sectors <i>(JTSI)</i>	<ul style="list-style-type: none"> Develop commodity and sector profiles that provide information on WA's capabilities and an overview of the global market for that commodity/sector, including iron ore, liquefied natural gas (LNG) and battery minerals 	<ul style="list-style-type: none"> Ongoing activity. Monthly profiles are delivered and commodity/sector profiles, such as the Battery Minerals Profile, have been expanded to provide more detailed information on individual battery minerals
	<ul style="list-style-type: none"> Undertake analysis on workforce demand in the resources sector to support delivery of initiatives in the WA Recovery Plan and Diversify WA 	<ul style="list-style-type: none"> An analysis on workforce demand in the resources sector continues to be updated
	<ul style="list-style-type: none"> Promote WA capability through a range of international events to attract investment and highlight WA export capability internationally 	<ul style="list-style-type: none"> Delivered. International events that have been supported in 2022 include BIO2022, the World Hydrogen Summit and Dubai Expo
	<ul style="list-style-type: none"> Work with WA's International Trade and Investment Office Network to develop opportunities for WA business, promote investable projects and engage in international missions and events 	<ul style="list-style-type: none"> Ongoing activity
Provide information and analysis for the WA Government's	<ul style="list-style-type: none"> Undertake analysis of the size and composition of economic growth in Asian markets to support implementation of the Asian Engagement Strategy 	<ul style="list-style-type: none"> Ongoing activity. Analysis has been done on Asian economies for example, through Market Outlooks

Initiative and accountable agency	Priority activities	Delivery status
<p>long-term strategies <i>(JTSI)</i></p>	<ul style="list-style-type: none"> Undertake analysis to determine how WA's investment and trade activities contribute to the WA Government's strategic goals 	<ul style="list-style-type: none"> Ongoing activity, monthly reporting has been conducted on trade and investor servicing to determine active sectors and markets of interest relative to the Diversify WA Framework
<p>Implement the Supply Chain Development Plan 2021-22 <i>(JTSI)</i></p>	<ul style="list-style-type: none"> Develop and implement the actions outlined in the Plan Monitor and report annually on the implementation of the Plan, ensuring a continued review and refresh of actions as new priorities emerge 	<ul style="list-style-type: none"> The Supply Chain Development Plan has been developed and is being implemented across the WA Government A review and update of the Supply Chain Development Plan is being conducted

3.3. Fostering partnerships

As the State’s lead agency for investment and trade, JTSI works in partnership with a range of stakeholders across industry and government to increase investment and trade in WA. This includes federal, state and local government departments, consulates, business councils, chambers of commerce, various industry consortia and industry associations.

Initiative and accountable agency	Priority activities	Delivery status
Actively seek government to government engagement which promotes economic outcomes (JTSI)	<ul style="list-style-type: none"> Support foreign dignitary visits with economic briefings 	<ul style="list-style-type: none"> Ongoing activity. JTSI has hosted a number of visits in the 2021-22 period from foreign dignitaries
	<ul style="list-style-type: none"> Deliver a series of Ministerial-led missions, either in-person or virtual, which align with the Minister for State Development, Jobs and Trade’s 2021-22 Engagement Plan 	<ul style="list-style-type: none"> JTSI delivered six outbound Ministerial-led missions by the end of the reporting period
	<ul style="list-style-type: none"> Support the creation, development and delivery of Sister State Relationships, including celebration of key milestones with Hyogo, East Java and Zhejiang 	<ul style="list-style-type: none"> Zhejiang’s 35th anniversary event was held on 31 May 2022. Work programs for Hyogo, East Java and Zhejiang are being progressed
Promote and maintain a WA narrative for international markets (JTSI)	<ul style="list-style-type: none"> Develop a suite of WA assets to highlight WA’s unique selling points and Diversify WA industries 	<ul style="list-style-type: none"> Ongoing activity, including the <i>Like No Other</i> campaign and the international education campaigns. Key Diversify WA messaging has been developed for marketing collateral and prospectus material across sectors including hydrogen and batteries. Development of an ESG Industry Information Pack highlighting WA industry’s ESG credentials is underway. Support has also been given to the development of investment and trade prospectus documents, including a whole-of-economy prospectus being led by the Western Australian Treasury Corporation to support 2022 Ministerial missions
	<ul style="list-style-type: none"> Leverage existing international events to connect with audiences to showcase Diversify WA priorities 	<ul style="list-style-type: none"> Invest and Trade WA has identified a range of international events to showcase WA and the State’s Diversify WA priorities. Events supported and leveraged by Invest and Trade WA include World Expo, London Tech Week and Foodex Japan
	<ul style="list-style-type: none"> Deliver a targeted program of in-market and virtual trade and investment activities 	<ul style="list-style-type: none"> The Deputy Premier’s Missions to Singapore and East Java were delivered. The Malaysia Hydrogen Sector Connect and India Connect were delivered to promote a range of sectors

Initiative and accountable agency	Priority activities	Delivery status
<p>Strengthen WA's sister-state relationships (JTSI)</p>	<ul style="list-style-type: none"> • Deliver WA-Zhejiang 35th Anniversary activities in 2022, focusing on Vocational Education and Training, New Energy, Cross Border eCommerce and Sports • Support the re-signing of the East Java sister-state agreement in 2022 and building the program of work over the period 2022–2025 • Establish a WA Government Working Group to implement the East Java Sister-State Agreement • Provide analysis of market opportunities outside of Jakarta which support the WA-East Java sister-state relationship • Develop projects under the Hyogo sister-state agreement that would benefit the development of both regions' economies • Seek to renew the Andhra Pradesh sister-state agreement 	<ul style="list-style-type: none"> • Zhejiang's 35th anniversary opening ceremony, a Health and Medical Life Sciences Sector Connect and a Primary Industries Sector Connect event were delivered in 2022 • The signing of the East Java sister-state agreement is planned for the end of 2022 • In October 2021, interagency consultations provided a progress report on the East Java sister-state activities. The Joint Working Group was re-established in April 2022 • Ongoing activity • Ongoing activity. Invest and Trade WA is working with the WA Investment and Trade Office in Tokyo on several projects • Ongoing activity. The Deputy Premier's Mission to India in July 2022 included a visit to Andhra Pradesh to engage with the government and to discuss the renewal of the sister-state relationship
<p>Build Asian market engagement capability (JTSI)</p>	<ul style="list-style-type: none"> • Deliver Asia capability workshops • Develop an Asian leadership program for the public sector • Review the Asian Engagement Strategy and Implementation plan including undertaking analysis of the size and composition of economic growth in Asian markets, to support ongoing implementation of the Asian Engagement Strategy • Undertake activities focused on building leadership and Asia capability within the WA public sector, such as business forums and workshops, capacity building and leadership programs 	<ul style="list-style-type: none"> • Delivered. Three Asia Business Capability Workshops, focused on Japan, Malaysia and South Korea, were delivered. The three workshops were attended by 26 companies from industries including defence, agriculture and agribusiness, technology services and manufacturing • The program's delivery was delayed by disruptions associated with COVID-19 • Progressing under revised scope • The program's delivery was delayed by disruptions associated with COVID-19

Initiative and accountable agency	Priority activities	Delivery status
<p>Deliver Access Asia Business Grants Program (JTSI)</p>	<ul style="list-style-type: none"> Continue to deliver and acquit Access Asia Business Grants rounds Support grant recipients and promote their business success and experiences in Asia 	<ul style="list-style-type: none"> In 2021-22, Invest and Trade WA completed Round 3 and implemented Round 4 of the Access Asia Business Grants. Of the 52 projects funded in Rounds 1-3, 27 have been acquitted, six were unable to implement their projects and returned their funding and the remainder are in progress Invest and Trade WA worked closely with grant recipients on the implementation of their projects and promoted the grants via online platforms
<p>Support WA's Asian business councils (JTSI)</p>	<ul style="list-style-type: none"> Support Asian business councils to develop strategic plans and facilitate business access to Asian markets Deliver events such as the ASEAN Dialogue to broaden and enhance economic partnerships between WA and the ASEAN region 	<ul style="list-style-type: none"> In 2021-22, Invest and Trade WA supported the Australia Japan Business Council (WA) with the development of its inaugural Strategic Plan Invest and Trade WA supported a number of events, including: an event celebrating 75 years of Australia-Philippines diplomatic relations; a Malaysia Connect webinar on Renewable Energy and an Australia-Indonesia Business Council WA event on the Indonesia-Australia Comprehensive Economic Partnership Agreement
<p>Support investment and trade events through a sponsorship framework (JTSI)</p>	<ul style="list-style-type: none"> Develop and implement sponsorship guidelines to promote investment and trade events and initiatives in key markets and onshore 	<ul style="list-style-type: none"> Invest and Trade WA's 'Event Support' Guidelines are being developed
<p>Deliver Dubai Expo 2020 partnership (JTSI)</p>	<ul style="list-style-type: none"> Promote WA capability and investment in the mining and Mining Equipment Technology and Services (METS), agricultural and international education sectors and engage WA industry to be involved in the Australian Government's suite of events Deliver WA-focused event at Dubai Expo in February 2022, focused on investment attraction 	<ul style="list-style-type: none"> Delivered Delivered
<p>Deliver India Connect 2021 Event (JTSI)</p>	<ul style="list-style-type: none"> Deliver the India Connect 2021 event and successfully execute the thought-leadership connect sessions on mining and METS, international education, tourism, primary industries and advanced manufacturing Identify and develop further market connect sessions and events 	<ul style="list-style-type: none"> Delivered A suite of 'Market Connect' events have been completed including Japan (March 2022) and Malaysia (April 2022). Future 'Connect' events include UK Connect (August 2022) and Indonesia Connect (October 2022)

Initiative and accountable agency	Priority activities	Delivery status
<p>Promote the services of Invest and Trade WA, including the International Offices Network, to the local market (JTSI)</p>	<ul style="list-style-type: none"> Engage regional stakeholders via 'Invest and Trade WA Regional Roadshow' visits Support local industry bodies and business councils via partnership or sponsorship of activity that furthers the objectives of Invest and Trade WA Manage commercial partnerships with local stakeholders to deliver promotional services for Invest and Trade WA 	<ul style="list-style-type: none"> This activity has been impacted by COVID-19 Ongoing activity. A number of industry bodies and business councils have been sponsored Ongoing activity. Sponsorship has been provided to a variety of events to ensure promotion of Invest and Trade WA services
<p>Support and chair the WA International Education Advisory Group (JTSI)</p>	<ul style="list-style-type: none"> Support the advisory group to implement the International Education Recovery and Renewal Plan to build the resilience of the sector so that it emerges from the pandemic in a position of strength 	<ul style="list-style-type: none"> Ongoing activity. Continued support has been provided to the education sector, including local providers and international students, as well as to support offshore delivery to build the pipeline of future onshore enrolments
<p>Collaboration with Australian Government agencies (JTSI)</p>	<ul style="list-style-type: none"> Work closely with Austrade on a range of issues, such as investor inquiries Work closely with the Department of Foreign Affairs and Trade (DFAT) on a range of issues, such as investment and trade policy and development of free trade agreements (FTAs) Regularly meet with Australian Government agency counterparts in all sectors 	<ul style="list-style-type: none"> Ongoing activity. Invest and Trade WA has serviced a range of investment leads introduced via Austrade or the Australian Government's Global Business and Talent Attraction Taskforce across the Diversify WA sectors Worked closely with DFAT on a range of issues, including to advocate for WA's interests in FTAs with the United Kingdom, the European Union and India Ongoing activity

3.4. Investment and trade policy settings

The WA Government’s investment and trade policy initiatives seek to ensure that the decisions made in the state, national and international arenas help to boost exports and increase inward investment to WA. This requires JTSI to develop and clearly articulate positions on priority issues for the State and to participate in a range of national investment and trade policy processes to advocate for WA’s interests.

Initiative and accountable agency	Priority activities	Delivery status
Convey clear investment and trade priorities for WA to business, government and community stakeholders (JTSI)	<ul style="list-style-type: none"> Report on the implementation and outcomes of the WA Investment and Trade Plan 2020-21 	<ul style="list-style-type: none"> Conducted the Review of the Investment and Trade Plan 2021-22
	<ul style="list-style-type: none"> Publish documents that articulate WA Government priorities and activities, including the WA Investment and Trade Plan 2021-22 and market outlooks 	<ul style="list-style-type: none"> Published the Investment and Trade Plan 2021-22 and eight market outlooks
Facilitate WA Government input into Free Trade Agreement negotiations (JTSI)	<ul style="list-style-type: none"> Provide input into the Australia-European Union Free Trade Agreement (FTA) negotiations 	<ul style="list-style-type: none"> Ongoing activity. There is regular contact with DFAT to advocate for WA interests in the negotiations
	<ul style="list-style-type: none"> Provide input into the Australia-United Kingdom Free Trade Agreement negotiations 	<ul style="list-style-type: none"> Worked closely with DFAT on advocating WA’s interests in the negotiations. Work is continuing on some technical aspects
	<ul style="list-style-type: none"> Provide input into other Free Trade Agreement negotiations such as the Australia-India Comprehensive Economic Cooperation Agreement 	<ul style="list-style-type: none"> Ongoing activity. Continuing to work closely with DFAT to advocate for WA’s interests in the negotiations
	<ul style="list-style-type: none"> Provide input into the reviews of existing Free Trade Agreements 	<ul style="list-style-type: none"> Delivered. During the 2021-22 reporting year, submissions were made to the general review of the Malaysia-Australia Free Trade Agreement and the general review of the Japan-Australia Economic Partnership Agreement
	<ul style="list-style-type: none"> Engage with WA business and government agencies on the implementation of the Australia-European Union and United Kingdom Free Trade Agreement (AU-UKFTA and A-EUFTA) 	<ul style="list-style-type: none"> Ongoing activity. This work is being undertaken against revised timelines due to delays with the ratification of the A-UKFTA. The A-EUFTA is still being negotiated
	<ul style="list-style-type: none"> Assist WA businesses to unlock the benefits of all Free Trade Agreements 	<ul style="list-style-type: none"> Ongoing activity. Initial activity has included updating the 2022-23 market outlooks to include more information on all Free Trade Agreements that have been finalised
	<ul style="list-style-type: none"> Provide strategic advice to WA Government agencies on the development of new policies 	<ul style="list-style-type: none"> Ongoing activity. Work is ongoing to provide strategic advice to WA Government agencies on trade and investment policy issues
	<ul style="list-style-type: none"> Engage with WA Government agencies to fulfil the requirements in relation to the development of foreign arrangements 	<ul style="list-style-type: none"> Ongoing activity. Assisted WA Government agencies including in the training, primary industries and education sectors

Initiative and accountable agency	Priority activities	Delivery status
<p>as required in Australia's Foreign Relations (State and Territory Arrangements) Act 2020 (JTSI)</p>	<ul style="list-style-type: none"> • Prepare guidelines for the development of WA Government foreign arrangements. 	<ul style="list-style-type: none"> ● Guidelines have been developed and are on track to be launched in 2022
<p>Provide WA Government's input into Foreign Investment Review Board requests (JTSI)</p>	<ul style="list-style-type: none"> • Respond to Australian Government requests for WA Government input into Foreign Investment Review Board requests. 	<ul style="list-style-type: none"> ● Responded to all Foreign Investment Review Board requests - 168 requests responded to from 1 July 2021-30 June 2022
<p>Advocate for WA's interests in national consultations on trade, investment and international issues (JTSI)</p>	<ul style="list-style-type: none"> • Provide WA Government input into National Inquiries, World Trade Organization (WTO) actions and other such requests for information. 	<ul style="list-style-type: none"> ● Delivered. Examples include the submissions made to general review of the Malaysia-Australia Free Trade Agreement and the general review of the Japan-Australia Economic Partnership Agreement
	<ul style="list-style-type: none"> • Prepare briefings and participate in the Senior Officials Trade and Investment Group (SOTIG); National Investment Advisory Board (NIAB) and the National Trade Working Group (NTWG) 	<ul style="list-style-type: none"> ● All SOTIG meetings attended and briefings prepared. NIAB and NTWG meetings were not held
	<ul style="list-style-type: none"> • Make submissions to parliamentary inquiries on investment and trade matters of importance to WA. 	<ul style="list-style-type: none"> ● JTSI coordinated the WA Government's response to the Economics and Industry Standing Committee's 'Turning to India' report and has provided substantial support for the same committee's 'Intergenerational challenges and opportunities for the WA economy to 2041' inquiry and associated work
<p>Monitor and analyse new investment and trade policy measures in key markets (JTSI)</p>	<ul style="list-style-type: none"> • Track policy changes and regularly report on how these would impact WA investment and trade policy positions 	<ul style="list-style-type: none"> ● Ongoing activity to develop a report of key markets trade and investment policy based on the World Trade Organization Trade Policy Review Mechanism reports

4. Strategy initiatives

This section outlines progress of activities against priority initiatives in the following areas:

- Energy
- Tourism, events and creative industries
- International education
- Mining and METS
- Defence industry
- Space industries
- Health and medical life sciences
- Primary industries

For each initiative, the accountable WA Government agency is included.

4.1. Energy

WA has substantial energy resources and unparalleled opportunities to generate and safely store renewable energy. Providing the right policy and regulatory settings to facilitate investment and trade in the energy industry is a priority for the WA Government.

Initiative and accountable agency	Priority activities	Delivery status
Implement the WA Renewable Hydrogen Strategy and Fund (JTSI)	<ul style="list-style-type: none"> Identify geological structures suitable for hydrogen storage, including 3D and dynamic modelling 	<ul style="list-style-type: none"> Stage 1 is completed and a public report has been published and is available through the Department of Mines, Industry Regulation and Safety
	<ul style="list-style-type: none"> Undertake a model of the hydrogen value chain in WA 	<ul style="list-style-type: none"> Phase 1 is almost completed, which has included stakeholder engagement on the market settings and initial model development and output
	<ul style="list-style-type: none"> Work with the National Hydrogen Team to develop a hydrogen certification scheme which will measure and track carbon emissions from hydrogen production 	<ul style="list-style-type: none"> Engagement has been managed through the Department of Water and Environmental Regulation, working with the Clean Energy Regulator
	<ul style="list-style-type: none"> Undertake a legal framework review and develop a regulatory framework for the hydrogen industry in WA 	<ul style="list-style-type: none"> An initial review of the regulatory landscape has been conducted to identify priority legislation
	<ul style="list-style-type: none"> Manage a \$15 million fund to facilitate private sector investment in the renewable hydrogen industry 	<ul style="list-style-type: none"> Two funds have been developed and funding is being implemented to complete a range of feasibility and capital works projects, selected to help achieve the vision of the Renewable Hydrogen Strategy
	<ul style="list-style-type: none"> Provide a process to enable financial incentives to be provided for hydrogen transport projects to facilitate domestic demand, such as an Expression of Interest process 	<ul style="list-style-type: none"> The \$10 million Hydrogen Transport Expression of Interest was launched in November 2021 and the selection process is due to be completed in July 2022
	<ul style="list-style-type: none"> Explore land access arrangements for large scale energy projects 	<ul style="list-style-type: none"> Renewable energy projects may have significant impact on land use and land tenure reform is being considered through a collaborative process between government, industry and communities
	<ul style="list-style-type: none"> Facilitate bids to the federal funding process to unlock capital for Regional Clean Hydrogen Hubs 	<ul style="list-style-type: none"> The WA Government hosted an industry workshop and facilitate two State led bids as part of the Clean Hydrogen Industrial Hubs Program
	<ul style="list-style-type: none"> Promote WA hydrogen opportunities internationally, to expand investments into WA projects, technology exchanges and research and development collaboration 	<ul style="list-style-type: none"> As part of ongoing work, the Renewable Hydrogen Unit and Invest and Trade WA support delegations, conferences and presentations to enable technology exchange and promote collaboration
	<ul style="list-style-type: none"> Provide ongoing engagement with industry for the development of the renewable hydrogen sector in WA 	<ul style="list-style-type: none"> Through the Renewable Hydrogen Council, project level stakeholder engagement and various workshops and forums, JTSI meets with hundreds of entities each year
<ul style="list-style-type: none"> Continue to develop and support international strategic partnerships, including the Port of Rotterdam Memorandum of Understanding (MOU) 	<ul style="list-style-type: none"> As part of ongoing work, the Renewable Hydrogen Unit and Invest and Trade WA investigate and foster relationships that 	

Initiative and accountable agency	Priority activities	Delivery status
		<p>have led to joint submissions for funding an international policy alignment</p>
<p>Facilitate projects to stimulate the WA renewable energy industry (JTSI)</p>	<ul style="list-style-type: none"> Continue to manage the Oakajee Strategic Industrial Area, including working across government to facilitate the development of the area Reconvene the Local Industry Participation in Wind Supply Farm Action Group to assist the WA Government with developing an action plan in response to the findings of independent feasibility study Wind Farm Supply Opportunities in WA 	<ul style="list-style-type: none"> JTSI continues to provide strategic oversight of Oakajee Strategic Industrial Area, working across Government to facilitate hydrogen activation objectives through the development of the area JTSI is undertaking a full feasibility study based on the findings and recommendations identified in the Pre-Feasibility Study
<p>LNG Jobs Taskforce (JTSI)</p>	<ul style="list-style-type: none"> Facilitate joint Taskforce participation in delivering the annual Forward Work Plans Raising awareness on the carbon capture, use and storage (CCUS) industry and identify opportunities for development in WA Raising awareness on the decommissioning industry for the energy sector and identify opportunities for development Facilitate joint Taskforce participation at key events such as AOG Energy, SPE Offshore Europe, ONS 2022, etc Facilitate development of the downstream gas processing industry 	<ul style="list-style-type: none"> The LNG Jobs Taskforce has delivered the Forward Works Plan for three consecutive years starting at AOG Energy 2020. The Forward Works Plan will continue to be delivered to provide supply chain vendors with transparency on Woodside, Chevron, Shell and Santos' upcoming works in WA The LNG Jobs Taskforce is progressing a Study into opportunities for Carbon Capture and Storage (CCS) and Carbon Capture Use and Storage (CCUS) in WA, a growing opportunity for decarbonising the State's emissions and a future industry In May 2022, the WA Government announced its commitment of \$5 million over the forward estimates towards supporting the work of the Centre of Decommissioning Australia on projects to grow WA into a decommissioning hub for the region Due to COVID-19, the LNG Jobs Taskforce was unable to facilitate participation at events during 2021-22. However, with travel and border restrictions easing, the LNG Jobs Taskforce are looking at re-engaging with key events for 2022-23 An independent study commissioned by the WA Government investigated opportunities and barriers for establishing new downstream gas processing industries in WA. The study reported 19 findings and 7 recommendations for consideration by the WA Government across gas availability, project-ready industrial areas, government assistance and government project facilitation capacity
<p>Implement the Energy Transformation Strategy (Energy Policy WA)</p>	<ul style="list-style-type: none"> Finalise and implement wholesale electricity market redesign to maximise the opportunities for renewables and storage to provide energy services, while ensuring power system security and reliability 	<ul style="list-style-type: none"> Market design is largely complete. The new design will increase opportunities for the participation of renewables and storage and ensure power system security and reliability. Preparatory work is now underway ahead of the market start on 1 October 2023

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> Commence review of Reserve Capacity Mechanism 	<ul style="list-style-type: none"> The review of the Reserve Capacity Mechanism, which ensures that there is sufficient generation capacity available in the main grid, has commenced and is due to be completed by 1 July 2023
	<ul style="list-style-type: none"> Commence planning and scenario development for the Whole of System Plan (WOSP) 2023 	<ul style="list-style-type: none"> Detailed planning for the delivery of WOSP 2023 has been completed and endorsed by Western Power and the Australian Energy Market Operator
	<ul style="list-style-type: none"> Utilise the least cost modelling developed for the Whole of System Plan to provide electricity inputs for the CollieBunbury Region Green Aluminium Smelter Study 	<ul style="list-style-type: none"> Energy Policy WA (EPWA) has provided assistance to JTSI to consider electricity supply issues for the feasibility of a green aluminium smelter
	<ul style="list-style-type: none"> Continue to implement the Distributed Energy Resources (DER) Roadmap to assist the mitigation of system security risks from the energy transition whilst maximising consumer and benefits 	<ul style="list-style-type: none"> The DER Roadmap outlines actions for implementation through to 2025. Emergency Solar Management, which turns down new residential rooftop solar systems during low load power system emergencies, was introduced in 2022. Work to integrate electric vehicles into the grid is underway
	<ul style="list-style-type: none"> Support mining sector transition to renewables 	<ul style="list-style-type: none"> EPWA's Energy Industry Development team was established in November 2021 and they have consulted with stakeholders to inform the development of their work plan
	<ul style="list-style-type: none"> Following successful microgrid trials in Onslow and Carnarvon, Energy Policy WA will work with Horizon Power and Western Power to facilitate further innovation and microgrid deployments 	<ul style="list-style-type: none"> Following the successful completion of Horizon Power's Onslow Power Project and its Carnarvon Distributed Energy Resource trials, the WA Government is continuing to support and explore new microgrid opportunities in WA. For example, Western Power is testing the capacity and capability of the market to develop its first disconnected microgrid pilot in the South West Interconnected System in the Mid-West, Wheatbelt or Great Southern regions
	<ul style="list-style-type: none"> Implement new regulatory and policy arrangements to support the deployment of stand-alone power systems (SPS) by Western Power 	<ul style="list-style-type: none"> The policy and regulatory framework to support Western Power's deployment of SPS's was successfully introduced in late 2021. The policy and regulatory amendments include: customer protections; connection obligations; quality and reliability reporting and safety provisions

4.2. Tourism, events and creative industries

WA's vast natural beauty, rich Aboriginal cultural history, cultural and sporting events and a growing innovative creative sector are key to attracting and inspiring visitors to trade with and invest in WA.

Initiative and accountable agency	Priority activities	Delivery status
<p>Develop a long term action plan for tourism (JTSI)</p>	<ul style="list-style-type: none"> Commence work in early 2022 on a long term action plan for tourism to consider long term sector infrastructure and planning requirements, support for tourism business development, collaboration with other agencies 	<ul style="list-style-type: none"> Planning for a 10-year tourism strategy (2023-2033) commenced in July 2022. Procurement of consultancy services are expected to be appointed in early 2023, with the delivery of the long term strategy scheduled for mid 2023
<p>Implement year one of the Reset Plan 2021 and 2022 (JTSI)</p>	<ul style="list-style-type: none"> Partnering with industry to tackle current workforce shortages to address the supply and demand gaps 	<ul style="list-style-type: none"> In 2021-22, Tourism WA delivered: five Hospitality Job Connect events which each took place over a week; four, two-day Bar and Barista Job Connect events; in-school career presentations reaching over 700 students; supported the Chef Ambassador Program into 18 schools; one Student Job Connect event was held and Tourism WA participated in the SkillsWest Careers Expo <p>Tourism WA launched the dedicated tourism and hospitality industry jobs portal, training and information site, in cooperation with Australian Hotels Associations WA</p>
	<ul style="list-style-type: none"> Growing the arts and culture events program in Perth, through development of new partnerships. Attract major events to drive visitation, spend and destination awareness for metro and regional areas 	<ul style="list-style-type: none"> Tourism WA is in discussions with event holders to secure more arts and culture events for Perth. A program of major events has been developed, including the 2021 AFL Grand Final, Bledisloe Cup and the 2022 WinterLive program with the NRL State of Origin Game 2, Wallabies v England Rugby Union Test Match and ICON Perth's Festival of International Football <p>Work is underway to develop an annual regional culinary event that capitalises on WA's strengths as a food and wine destination</p>
	<ul style="list-style-type: none"> Guiding and facilitating an increase in the number, range and uniqueness of the State's tourism offering by focusing on priority experience themes 	<ul style="list-style-type: none"> In 2021-22, Tourism WA investigated niche tourism experiences and potential product diversification opportunities in the areas of: Agritourism, Dark Sky Tourism, Glamping, Hot Springs (wellness tourism) and Wildflowers <p>Tourism WA delivered, in partnership with the relevant Regional Tourism Organisations, five product development workshops aimed at informing the tourism industry of the latest niche</p>

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> Work with aviation partners to re-establish interstate aviation capacity and secure opportunities for additional air routes. Ensure we are prepared to return to pre-COVID international aviation capacity 	<p>tourism research and advising on best practice for product packaging and experience development</p> <ul style="list-style-type: none"> Nine of 22 Aviation Recovery Fund letters of offer have been accepted by airlines and in contract execution stage. Qantas launched new routes from Rome to Perth in June 2022 and will launch Johannesburg and Jakarta to Perth in November 2022. As at July 2022, interstate aviation capacity is at 92% of pre-COVID levels; international aviation capacity is at 55% of pre-COVID levels
<p>Implement year one of the Jina Plan for Aboriginal tourism <i>(JTSI and Department of Local Government, Sports and Cultural Industries (DLGSC))</i></p>	<ul style="list-style-type: none"> First year activities within the Jina: Western Australian Aboriginal Tourism Action Plan 2021-25. Funded through the Aboriginal Tourism Fund announced as part of the 2021-22 State Budget 	<ul style="list-style-type: none"> Achievements in 2021-22 include the: <ul style="list-style-type: none"> establishment of a partnership agreement with the WA Indigenous Tourism Operators Council to encompass the Jina Plan deliverables and enable the roll out of the Aboriginal Tourism Academy, the Business Administration Hub and Welcome to Country Database and online booking system delivery of free weekly Aboriginal dance performances and smoking ceremonies outside of the WA Museum Boola Bardip delivery of a workforce training program enabling Aboriginal hospitality employment outcomes in Kununurra opening of the sixth Camping with Custodians campground at the Djarindjin Aboriginal Community on the Dampier Peninsula commencement of the construction process for the seventh Camping with Custodians campground at Lombadina release of an infrastructure and capacity building support program to expand Aboriginal tourism businesses on the Dampier Peninsula
	<ul style="list-style-type: none"> Establish online marketplaces to sell Aboriginal artworks 	<ul style="list-style-type: none"> Activity in progress
	<ul style="list-style-type: none"> Commercialise performances by WA companies 	<ul style="list-style-type: none"> Funding was provided to Perth Theatre

Initiative and accountable agency	Priority activities	Delivery status
		Trust in 2020/21 to enhance broadcasting and streaming facilities for WA arts companies
<p>Plan and invest in WA's cultural infrastructure (DLGSC)</p>	<ul style="list-style-type: none"> Administer and deliver the Regional Arts and Culture Investment Program through: Building capacity of regional performing arts venue staff and programming through the Business Development and Capacity Building program Administer and deliver the Regional Arts and Culture Investment Program through: Activating regional performing arts venues through the Venue Activation Fund Administer and deliver the Regional Arts and Culture Investment Program through: Supporting Aboriginal arts and cultural organisations in business development and capacity building through the Aboriginal Business Development and Capacity Building program Administer and deliver the Regional Arts and Culture Investment Program through: Supporting regional artists and organisations through the Regional Arts Empowerment and Employment Grants program Build the Aboriginal Cultural Centre Maintain an interactive WA Cultural Infrastructure Map Implement the WA Cultural Infrastructure Investment Framework for public value appraisals of cultural infrastructure proposals and to ensure strategic alignment with whole-of-government objectives Undertake consultation to develop further metrics within the Public Value Measurement Framework to better determine the economic value of cultural infrastructure 	<ul style="list-style-type: none"> Approximately three years of this four year program have been delivered to date. Activity supports the State's regional Aboriginal arts and cultural organisations through capacity building and skill development Approximately three years of this four year program have been delivered to date. Activity supports annual funding and capacity building for regional arts organisations and their employees Approximately three years of this four year program have been delivered to date. Activity supports the State's regional Aboriginal arts and cultural organisations through capacity building and skill development Approximately three years of this four year program have been delivered to date. Activity supports annual funding and capacity building for regional arts organisations and their employees The Aboriginal Cultural Centre project is focused on Aboriginal community engagement and progression of a business case to Government. The business case is on schedule and site planning is progressing This is an ongoing process, where the general public and WA Government can update the map to keep it current. A full audit of the locations on the map will be undertaken in early 2023 to ensure the map is comprehensive and all information is current The WA Cultural Infrastructure Investment Framework has been completed. An implementation plan or governance strategy will follow The project is in progress, with the project expected to be completed in early 2023

Initiative and accountable agency	Priority activities	Delivery status
<p>Guiding the creative industries sector (DLGSC)</p>	<ul style="list-style-type: none"> • Develop a Creative Industries Strategy to grow the creative and cultural economy in WA • Build capacity of creative industries workforce through creative services and cultural production • Promotion of creative industry trade and exports 	<ul style="list-style-type: none"> • A Creative Industries Strategy and a Screen Strategy will be developed that will include Games and Immersive Technologies. This is on track with work in progress • Funding and COVID support programs will continue to be implemented to grow a thriving and sustainable arts, culture and creative industry in WA • Ongoing opportunities for demonstrating WA's creative industries through investment and trade delegations, cultural tourism initiatives and touring are being considered
<p>Supporting Screen and immersive technology (DLGSC)</p>	<ul style="list-style-type: none"> • Support XR:WA virtual reality festival • Partner with Screenwest to build the case for complementary programs to take advantage of the growth of the games sector • Development of WA's first purpose-built film studio and screen production facility 	<ul style="list-style-type: none"> • A 2017 election commitment, the XR:WA festival has been delivered from 2019-21 and is scheduled for September 2022 • The Games and Interactive Business Case has been developed and will be submitted to the WA Government for consideration • The State Government has committed to developing a Screen Production Facility in WA to cater for the State's growing screen production needs
<p>Implement the Asian Engagement Through Sport program (DLGSC)</p>	<ul style="list-style-type: none"> • Continue to support state sporting associations via the Asian Engagement Through Sport Funding Program 	<ul style="list-style-type: none"> • The Asian Engagement through Sport grant program was placed on hold in 2021/22 due to the pandemic. DLGSC worked in partnership with the JTSI to sign a five-year Memorandum of Understanding on Sports Communication and Personnel Training with the Zhejiang Sports Bureau in China
<p>Facilitate the 2023 FIFA Women's World Cup matches in Perth (DLGSC)</p>	<ul style="list-style-type: none"> • Continue to work with Football West and Football Australia to support the event and invest in facility upgrades 	<ul style="list-style-type: none"> • The new State Football Centre will be delivered in time to support the event in 2023. Upgrades to HBF Park are also on schedule to support the event

4.4. International education

Growing WA's international reputation as an education destination is a clear investment and trade priority, especially as urbanisation and the number of consumers seeking quality education increases.

Initiative and accountable agency	Priority activities	Delivery status
Development and implementation of international education offshore marketing strategy (JTSI)	<ul style="list-style-type: none"> Development of a strategic proposition and campaign platform 	<ul style="list-style-type: none"> A digital campaign has launched in 10 international target markets. It is expected that a unique International Education campaign will follow in 2022-23
	<ul style="list-style-type: none"> Offshore marketing campaign development (including creative concept, asset development and media planning) 	<ul style="list-style-type: none"> The campaign has now been developed and is in market
	<ul style="list-style-type: none"> Offshore marketing campaign live in market, targeting Malaysia, India, Vietnam, China, Philippines and Indonesia. Provision of industry toolkit to Export Business Development Managers and the sector 	<ul style="list-style-type: none"> The campaign launched on 30 May 2022. A toolkit is being developed for the use of Education Business Development Managers
	<ul style="list-style-type: none"> Review and reporting ongoing throughout the campaign, with post-campaign report to inform the second phase of the offshore campaign 	<ul style="list-style-type: none"> The campaign was launched on 30 May 2022, therefore no reporting has been completed for this reporting period
International student engagement and support programs (JTSI and Department of Training and Workforce Development (DTWD))	<ul style="list-style-type: none"> Continue to deliver programs to support international student mental health and wellbeing in collaboration with StudyPerth and DTWD. Programs to be delivered include: <ul style="list-style-type: none"> Sector and Consular Corp/Multicultural Community Groups Grants Program Community Engagement Program Under 18 International Student Events Programs Mental Health and Wellbeing Program Safety Programs Explorer Pass Program 	<ul style="list-style-type: none"> JTSI have provided a range of support in collaboration with the Department of Training and Workforce Development (DTWD) and StudyPerth
International Education Sector Incentives Fund (JTSI)	<ul style="list-style-type: none"> Work with industry to develop the Sector Incentives Fund, including identifying the types of incentives to be supported 	<ul style="list-style-type: none"> Industry was engaged in developing a list of initiatives to support the future pipeline of International Students in early 2022. While not the 'Sector Incentives Fund,' a number of these were supported by the Government and funded through the 2022-23 Budget process
	<ul style="list-style-type: none"> Work with industry to establish robust processes and governance to implement and administer the program and the Fund 	<ul style="list-style-type: none"> Although the specific Sector Incentives Fund was not delivered, several separate initiatives to support the sector have been delivered in 2021-22 or in development for launch in 2022-23

Initiative and accountable agency	Priority activities	Delivery status
International Education Consortia (JTSI)	<ul style="list-style-type: none"> Facilitate the development of international education consortia to access new offshore market opportunities and foster innovative approaches to education and training delivery 	<ul style="list-style-type: none"> Funding in the 2022-23 State Budget has been provided to expand the scope and operations of the WA technical and vocational training (WATVET) consortia
	<ul style="list-style-type: none"> Facilitate the identification of consortia opportunities, bring suitable parties together and promote consortia activities 	<ul style="list-style-type: none"> Funding in the 2022-23 State Budget has been provided to expand the scope and operations of the WATVET consortia
Partnerships and Strategic Agreements (JTSI)	<ul style="list-style-type: none"> Use intelligence gathered from the State's International Trade and Investment Offices network to identify new partnership opportunities 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Seek opportunities to formalise partnerships and strategic agreements in key markets, including Memoranda of Understanding and other agreements 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Continue to support international partnership agreements, including sister-state relationships and memorandums of understanding 	<ul style="list-style-type: none"> Ongoing activity
Safe Return of International Students (JTSI)	<ul style="list-style-type: none"> Continue to work collaboratively with the Australian Government and other states and territories, to enable the return of international students 	<ul style="list-style-type: none"> Ongoing activity. There has been ongoing engagement with the states and Australian Government
	<ul style="list-style-type: none"> Establish the WA International Student Arrivals Working Group to develop preferred options, including a Plan, for State Government consideration on the safe return of international students to WA. Collaborate with StudyPerth, the international education sector and other relevant WA agencies to develop the plan 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Leverage partnerships and resources to re-establish direct flights with key markets 	<ul style="list-style-type: none"> Tourism WA continue to work with Perth Airport to reinstate direct flights
Offshore Student Hub (JTSI)	<ul style="list-style-type: none"> Explore potential locations for the offshore student hub pilot 	<ul style="list-style-type: none"> COVID-19 has impacted the delivery of this activity. Onshore activity is being actively progressed while this project is under review
	<ul style="list-style-type: none"> Establish offshore pilot student hub(s) 	<ul style="list-style-type: none"> COVID-19 has impacted the delivery of this activity. Onshore activity is being actively progressed while this project is under review
	<ul style="list-style-type: none"> Develop marketing material to retain existing students and attract new students 	<ul style="list-style-type: none"> Ongoing activity. The recent Education Services for Overseas Students Review was scheduled for October 2022, however with a change in Australian Government this timeframe may be reviewed
Provide centralised leadership and coordination for	<ul style="list-style-type: none"> Leverage the WA International Education Advisory Group to bring stakeholders together to share information, identify opportunities and foster a coordinated, strategic and collaborative approach to international education in WA 	<ul style="list-style-type: none"> Ongoing activity

Initiative and accountable agency	Priority activities	Delivery status
international education activity (JTSI)	<ul style="list-style-type: none"> Leverage offshore networks, including WA Government education business development managers and offshore institutions, to restore business confidence, support the retention of quality providers and enhance the student learning experience 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Ensure the WA international education policy environment is conducive for recovery, including in the priority areas of quality standards and student employability 	<ul style="list-style-type: none"> Ongoing activity
Support StudyPerth (JTSI)	<ul style="list-style-type: none"> Support StudyPerth to deliver marketing activities in alignment with and complementary to, the WA Government's offshore marketing activities 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Support StudyPerth to deliver engagement, wellbeing and experience initiatives for international students 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Support StudyPerth's facilitation of industry engagement and support initiatives 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> JTSI to collaborate with StudyPerth on the establishment and ongoing operation of the WA international education consortia 	<ul style="list-style-type: none"> The WATVET consortia is in place
	<ul style="list-style-type: none"> Support StudyPerth's partnerships with WA universities and industry to connect graduates with employment opportunities and build a highly-skilled, innovative and agile workforce in WA 	<ul style="list-style-type: none"> Ongoing activity
Expand the offshore delivery of WA curriculum to build the pipeline of future onshore international students (School Curriculum and Standards Authority (SCSA))	<ul style="list-style-type: none"> Support and develop the pipeline of future overseas Western Australian Certificate of Education (WACE) graduates' onshore enrolment in WA education institutions 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Determine vocational pathways to access overseas schools seeking the WACE with a Vocational Education and Training achievement pathway 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Progress the development of a range of materials to support the implementation of WA curriculum programs in approved overseas schools 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Develop a marketing campaign and produce marketing collateral to support growth in the Authority's international education program 	<ul style="list-style-type: none"> Ongoing activity. A marketing campaign to promote WA as a preferred study destination went live on 30 May 2022. Work continues on the development of more targeted campaigns for 2022-23

4.5. Mining and mining equipment, technology and services

Mining is a significant strength of and contributor to, the WA economy. Encouraging investment and trade in mining and METS is critical to WA's economic prosperity.

Initiative and accountable agency	Priority activities	Delivery status
Implement the Mineral and Petroleum Resources Development Strategy (Department of Mines, Industry Regulation and Safety (DMIRS))	<ul style="list-style-type: none"> Progress the implementation of the strategy, in line with the strategic priorities of developing: <ul style="list-style-type: none"> WA as a leading global destination for exploration investment An environmentally and socially responsible industry An industry that is efficiently and effectively regulated An evolving industry An innovative industry Maximising benefits for all Western Australians 	<ul style="list-style-type: none"> The Strategy was officially released on 7 September 2021
Implement the Fast Tracking Mining Approvals strategy (DMIRS)	<ul style="list-style-type: none"> The strategy will focus on two pillars of activity aimed at reducing assessment and approval timeframes and modernising regulations 	<ul style="list-style-type: none"> The 'Reduction in approval timeframes' pillar predominately relates to additional resourcing within DMIRS with recruitment underway and a new organisational structure. The "Digital Transformation" pillar is progressing and is currently in its foundation stage. Recruitment of a Program Manager and formation of the Program Board have all been finalised
Continue the Exploration Incentive Scheme (DMIRS)	<ul style="list-style-type: none"> Continue a government-industry co-funded drilling program with biannual application rounds Conduct prospectivity mapping and encourage exploration through cover via 4D mapping Support strategic research conducted through initiatives such as the Mineral Exploration (MinEx) Cooperative Research Centre and the Minerals Research Institute of WA Support the acquisition of geophysical data (e.g. passive seismic, airborne electromagnetic) 	<ul style="list-style-type: none"> Ongoing activity Ongoing projects Ongoing research projects Ongoing programs
Implement the Geoscience Data Transformation Strategy (DMIRS)	<ul style="list-style-type: none"> The strategy will deliver a new data viewing and delivery portal to open up access to the State's digitally transformed geoscience data 	<ul style="list-style-type: none"> Commenced, proceeding on schedule and on track for delivery in 2025
Expansion of the Joe Lord Core Library in Kalgoorlie (DMIRS)	<ul style="list-style-type: none"> Maintain and expand the core library to triple its storage capacity. This is expected to meet forecast industry demand to around 2037 	<ul style="list-style-type: none"> The core library was officially opened on 24 November 2021
Support the New Brine Industry (DMIRS)	<ul style="list-style-type: none"> Development of the industry will be facilitated through the introduction of a concessionary rental rate for mining leases for minerals derived from brine and 	<ul style="list-style-type: none"> The Mining Regulations 1981 were amended on 24 May 2019 to introduce the concessionary rental rate for mining leases. New minerals-

Initiative and accountable agency	Priority activities	Delivery status
	<p>accommodation of the industry's unique disturbance features under for the Mining Rehabilitation Fund</p>	<p>in-brine categories under the Mining Rehabilitation Fund were introduced in September 2021 following amendments to the Mining Rehabilitation Fund Regulations 2013</p>
<p>Implement the Future Battery and Critical Minerals Industry Strategy (JTSI)</p>	<ul style="list-style-type: none"> Market WA's capabilities and comparative advantages to key overseas markets, including through the development of public investment attraction and trade promotion strategies Explore incentives to attract and facilitate global investment in precursor / cathode active materials manufacturing in WA Provide project facilitation services for the battery and critical minerals industries and provide support through access to strategic industrial land and common-user infrastructure Work with the Future Battery Industry Cooperative Research Centre to identify a preferred and suitable certification scheme for battery minerals, to differentiate WA producers as suppliers of choice in a competitive global environment 	<ul style="list-style-type: none"> JTSI developed market-specific investment attraction strategies and published an investment attraction prospectus Ongoing activity. The WA Government has committed \$13.2 million to facilitate global investment in precursor cathode materials (P-CAM) manufacturing in WA and has set aside heavy industrial land in Kwinana for the project JTSI is progressing discussions with a number of prospective P-CAM manufacturers Ongoing activity. JTSI is providing client project facilitation services for a range of battery and critical minerals projects Ongoing activity

4.6. Defence industries

Supporting WA's capabilities in defence industries – such as the State's strengths in largescale ship building and specialised manufacturing – is key to capitalising on emerging opportunities and niche markets in domestic and international defence markets.

Initiative and accountable agency	Priority activities	Delivery status
Support a strong and enduring defence industry (JTSI)	<ul style="list-style-type: none"> Develop a WA Defence Infrastructure Strategy 	<ul style="list-style-type: none"> Ongoing activity to develop the Statewide Defence Infrastructure Strategy, scheduled to be publicly available by Q1 2023
	<ul style="list-style-type: none"> Continue to undertake infrastructure feasibility studies at the Australian Marine Complex in WA 	<ul style="list-style-type: none"> Studies due to be completed by the end of Q4 2022
	<ul style="list-style-type: none"> Continue to assess commercial and delivery models for a Large Vessel Dry Berth (LVDB) at the Australian Marine Complex in WA 	<ul style="list-style-type: none"> Infrastructure options and technical considerations for the LVDB continue to be developed under the Integrated Infrastructure Program. A State LVDB Risk Assessment has been undertaken
	<ul style="list-style-type: none"> Prepare Defence Workforce Development plans for the defence capability streams 	<ul style="list-style-type: none"> The Defence Maritime Workforce Development Plan has been completed. Plans for the other Defence domains are in progress
	<ul style="list-style-type: none"> Work with local defence industry to build capability and capacity of the supply chain 	<ul style="list-style-type: none"> Continue to promote programs and provide a Business to Business (B2) platform for defence programs. Continue to work closely with the Office of Defence Industry Support (ODIS) to better enhance capability of WA organisations
	<ul style="list-style-type: none"> Develop a business case for a WA maintenance hub for future Hunter class frigates 	<ul style="list-style-type: none"> Initial discussions with the Australian Government Department of Defence have commenced relating to supply chain opportunities for WA industry
Engage with international defence prime contractors (JTSI)	<ul style="list-style-type: none"> Develop and implement industry engagement plans under the Defence and Defence Industries Strategic Plan 	<ul style="list-style-type: none"> Engagement plans are in development
	<ul style="list-style-type: none"> Provide engagement opportunities to prime contractors, local SMEs and industry bodies for upcoming domestic and international defence programs 	<ul style="list-style-type: none"> Defence West has presented at national trade shows and through speaking to international organisations
Build research and innovation partnerships (JTSI)	<ul style="list-style-type: none"> Engage with the Defence Science and Technology Group, industry and Team WA universities 	<ul style="list-style-type: none"> Delivered, including through the Indian Ocean Defence & Security conference. Defence West has presented at national trade shows and through speaking to international organisations

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> Continue to deliver the Defence and Research Teaming (DaRT) Program 	<ul style="list-style-type: none"> Ongoing activity. The DaRT Program is delivered in accordance with its governance arrangements
	<ul style="list-style-type: none"> Undertake the Maritime and Advanced Technology Collaboration Hub (MATCH) Feasibility Study and develop a subsequent business case 	<ul style="list-style-type: none"> The feasibility study is complete and preparation of the business case is underway
<p>Deliver key promotional defence events (JTSI)</p>	<ul style="list-style-type: none"> Develop a Defence West Trade Show Strategy 	<ul style="list-style-type: none"> The strategy is in development, with consideration being given to key events and the delivery of the Indian Ocean Defence & Security conference
	<ul style="list-style-type: none"> Plan for the 2022 WA Indo-Pacific Defence Conference 	<ul style="list-style-type: none"> Delivered

4.7. Space industries

WA has more than 60 years of experience in the space industry, with more than 100 international and Australian companies currently operating in space and space-related services. WA's significant space infrastructure, leading research programs and highly skilled workforce is another clear pathway for economic growth and diversification.

Initiative and accountable agency	Priority activities	Delivery status
<p>Develop and grow WA's space industry (JTSI)</p>	<ul style="list-style-type: none"> • Work with the Australian Space Association (ASA) to advance WA space capability 	<ul style="list-style-type: none"> • Ongoing activity. JTSI meets regularly with ASA and participates in several working groups on the delivery of ASA activities with a focus on advancing WA space sector opportunities
	<ul style="list-style-type: none"> • In partnership with WA space sector, promote WA capabilities and activities through conferences and events to attract investment, partnerships and supply chain opportunities 	<ul style="list-style-type: none"> • Ongoing activity. JTSI has organised, supported and participated in several industry events throughout 2021-22. This has raised the awareness nationally and internationally of WA space activities and capability. The WA space sector has executed several space partnerships with national and international companies, including establishing access into new supply chains in the US
	<ul style="list-style-type: none"> • Support international space companies establish collaborations, infrastructure and activities in WA 	<ul style="list-style-type: none"> • Ongoing activity. JTSI regularly meets with international space companies, resulting in the establishment of collaboration agreements with WA space companies. JTSI is liaising with several international companies on establishing infrastructure and a presence in WA

4.8. Health and medical life sciences

WA has a renowned health research and innovation system, with a strong reputation for skilled health professionals, cutting-edge technology and world-first treatments. Supporting this sector is key to expanding and increasing the state's health and medical technology trade and investment, diversifying the WA economy and creating local jobs.

Initiative and accountable agency	Priority activities	Delivery status
Implement the Future Health Research and Innovation (FHRI) Fund and Health and Medical Research and Innovation Strategy (Department of Health [DoH])	<ul style="list-style-type: none"> Implement programs and initiatives that enable partnerships with and/or applications by private industry and investors 	<ul style="list-style-type: none"> Ongoing activity <p>Various programs and initiatives have either been implemented or are in progress, which enable applications for funding by private industry. Examples include: the Innovation Challenge, Innovation Seed Fund and Innovation Fellowships</p>
	<ul style="list-style-type: none"> Facilitate engagement with private industry and investors through events and targeted communications 	<ul style="list-style-type: none"> An FHRI Fund event was held in November 2021 which included key stakeholders from the private sector and charitable organisations <p>Stakeholders are encouraged to subscribe for FHRI Fund communications</p>
Asset Investment Program to build GMP Laboratories and Cyclotron facility at Sir Charles Gairdner Hospital (SCGH) (DoH)	<ul style="list-style-type: none"> Provide a range of cyclotron produced PET radiopharmaceuticals State-wide to both private and public facilities for both clinical and research studies, including to the new WA New Industries Fund node PET/CT research facility 	<ul style="list-style-type: none"> There have been delays in equipment procurement due to cost increases and supply chain challenges
	<ul style="list-style-type: none"> Increase WA capacity to deliver these radiopharmaceuticals, enable research and research collaborations through the current asset investment program 	<ul style="list-style-type: none"> The GMP Laboratories and Second Cyclotron Project is due for completion in the last quarter of 2023. Despite delays due to cost increases, planned program efficiencies have been made to achieve an earlier timeframe
	<ul style="list-style-type: none"> Establish manufacturing agreements with international pharmaceutical companies to produce their novel products key to world class research 	<ul style="list-style-type: none"> A third product manufacturing agreement with an International pharmaceutical company to produce a novel tracer for research is under negotiations
Pharmaceutical sponsored clinical trials program (DoH)	<ul style="list-style-type: none"> Establish required infrastructure to support pediatric clinical trials 	<ul style="list-style-type: none"> The Telethon Trust funding continues to support this initiative
	<ul style="list-style-type: none"> Establish partnerships with leading international and national pharmaceutical companies 	<ul style="list-style-type: none"> The Child and Adolescent Health Service (CAHS) undertakes clinical trials with pharmaceutical companies, but no formal partnerships have been established
	<ul style="list-style-type: none"> Secure philanthropic and government funding to establish the Centre 	<ul style="list-style-type: none"> CAHS will be making a budget submission for the 2022-23 financial year

Initiative and accountable agency	Priority activities	Delivery status
<p>International Centre for Rare Diseases (DoH)</p>	<ul style="list-style-type: none"> Hire world class talent to the Centre Deliver world class rare care projects in WA with international and national collaborations through external investment 	<ul style="list-style-type: none"> This activity is awaiting funding. Expressions of interest continue to be received Progress has been made toward establishing national and international collaborations, including: <ul style="list-style-type: none"> Multiple new high level partnerships with associated letters of exchange and MOUs e.g. SingHealth (Covers 65% of healthcare in Singapore) Support from multi-national data companies, e.g. Microsoft Partnering on Artificial Intelligence (AI) and Digital Capability Centre (partners include ANU, Google, Accenture, NVIDIA, BrewAI and others) Extending UTOPIA knowledge management (AI and digital health platform) internationally, including through expanded private-public partnership
<p>A Centre of excellence for diabetes (DoH)</p>	<ul style="list-style-type: none"> Secure philanthropic and government funding to establish the Centre Hire world class talent to the Centre Deliver world class diabetes projects in WA with international and national collaborations through external investment 	<ul style="list-style-type: none"> Initiation of work to deliver the Centre has occurred. Support from the Juvenile Diabetes Research Foundation Australia and Rio Tinto have led to the creation of a Rio Tinto Children's Centre for Diabetes at the Telethon Kids Institute Pending allocation of funding Pending allocation of funding
<p>Research education and training initiatives (DoH)</p>	<ul style="list-style-type: none"> Run research training program of work (Research Education Program) Establish micro-credential platform for research education based at the Child and Adolescent Health Service (CAHS) for all researchers to access globally 	<ul style="list-style-type: none"> Ongoing discussions Under a newly established process, paediatric researchers with CAHS receive mandatory training to ensure safe research is undertaken Research education program lectures have been incorporated into undergraduate research modules at UWA

Initiative and accountable agency	Priority activities	Delivery status
<p>AusBiotech 2022 and Australia Biotech Invest and Partnering (JTSI)</p>	<ul style="list-style-type: none"> • Deliver national conference AusBiotech 2022 and its parallel event Australia Biotech Invest and Partnering, which will bring together local, national and international biotech leaders and stakeholders to build networks and discuss issues critical to the industry; including regenerative medicine, gene therapies, biotech investing and precision medicine and clinical trials 	<ul style="list-style-type: none"> • Ongoing activity. The events are scheduled to take place in October 2022

4.9. Primary industries

Primary producers and food processors in WA have a significant opportunity to meet rising demand from Asia’s expanding urbanised middle class for premium, safe, nutritious and traceable food and beverages.

Initiative and accountable agency	Priority activities	Delivery status
<p>Implement the Primary Industries Plan, to maintain and build competitiveness and secure and grow markets (DPIRD)</p>	<ul style="list-style-type: none"> Support WA agribusiness to showcase agrifood products to key overseas markets Facilitate WA agribusiness market entry and expansion strategies through provision of targeted market information and overseas buyer matching Continued support and funding to the Wine & Oats Industry Growth Partnership 	<ul style="list-style-type: none"> Released the WA Exporter Directory in November 2021 Together with Australian Government and State Government partners as well as industry partners, DPIRD delivered opportunities to showcase products to overseas markets via inbound buyer delegation programs and trade exhibitions including: <ul style="list-style-type: none"> the Chef’s Table Shanghai China (October 2021) the Wujiang Road Festival China (October 2021) the Japan Premium Food and Beverage Showcase featuring avocados (January 2022) Commenced a TradeStart contract with Austrade under the Agribusiness Expansion Program expanding export advisory services in WA through two new TradeStart Advisors Provided customised market information (including market access requirements), export advice and introductions to buyers DPIRD is in ongoing discussions to develop an Alibaba Workshop informing WA agribusiness of how to access the Alibaba online sales platform worldwide Published the weekly Agrifood Export eNews newsletter, to communicate market insights to the agribusiness, commercial fishing and aquaculture industries The ‘WA Wines to the World’ program has 33 market activations planned, ten of which have already been completed. Following extensive industry consultation, the Steering Committee for the Processed Oats Industry Growth Partnership has approved funding across the Breeding, Production Capacity, Supply Chain and Capturing the Market streams

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> Continue to implement capability development programs to enable agribusinesses to become export ready and to undertake market and business growth 	<ul style="list-style-type: none"> Delivered the Partnering for Customer Value program to provide WA's agrifood businesses with research and business intelligence on practices that lead to international competitiveness and improved export capacity Delivered the WA Avocado Export Forum in May 2022 in conjunction with Avocados Australia which provided market insights and information on importing country requirements to build export capability Completed Export Pathways Program Round One with 10 participating businesses Held four Agrifood Exporters Roundtables supporting peer to peer learning and networking that was attended by 90-100 businesses
	<ul style="list-style-type: none"> Provide WA industry with opportunities for capability development in cold chain management required to enable more resilient and lower cost supply chains for perishables 	<ul style="list-style-type: none"> Launched the pilot cold chain optimisation project in partnership with the Australian Government's Entrepreneurs' Programme. More than 10 Small to Medium Enterprises in the agribusiness supply chain are undergoing a structured program of assessment and capacity building
	<ul style="list-style-type: none"> Deliver International Competitiveness Co-Investment Fund (ICCF) Round 2 	<ul style="list-style-type: none"> Delivered. There were 19 grant recipients from Round 2
	<ul style="list-style-type: none"> Support industry's market access interests and continue to advocate for WA agrifood priorities at the Federal level 	<ul style="list-style-type: none"> Ongoing stakeholder communications to communicate WA priorities related to the Indonesia, India, European Union and United Kingdom Free Trade Agreements. <p>Investigated and reported on market access requirements for lupin food products in India and Japan.</p> <p>Provided technical information to the Australian Government to support future market access requests</p>
<p>Implement the Primary Industries Plan, to maintain and build competitiveness and differentiate, value add and diversify primary industries (DPIRD)</p>	<ul style="list-style-type: none"> Launch Value Add Agribusiness Attraction Fund Launch Agribusiness Food & beverage Voucher Program 	<ul style="list-style-type: none"> Round 1 of the Value Add Investment Grants provided funding of \$10.2 million to 18 agrifood businesses. Round 2 was launched in April 2022 30 WA businesses received vouchers through Round 3 of the Agrifood and Beverage Voucher Program

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> • Deliver the EvokeAG 2022 Conference 	<ul style="list-style-type: none"> • Due to COVID-19, the EvokeAg 2022 conference was cancelled
	<ul style="list-style-type: none"> • Launch AgTech entrepreneurship program 	<ul style="list-style-type: none"> • Delivered the Harvest Accelerator project, including capacity related events • Launched the Agtech Meetup network targeting agribusinesses and the agtech ecosystems • Conducted mapping of the Agtech system to better understand opportunities, to leverage outcomes and develop a sustainable Agtech ecosystem
	<ul style="list-style-type: none"> • Deliver Masterclass on investor readiness 	<ul style="list-style-type: none"> • Delivered. Five Masterclasses were held for agrifood businesses across regional WA
	<ul style="list-style-type: none"> • Develop irrigation in northern WA, including the Ord and Fitzroy Valley, to support agricultural development for cotton and other new industries 	<ul style="list-style-type: none"> • Ongoing activity. Soil and water resource mapping in the Pilbara is nearing completion with several areas of potential agricultural significance identified <p>Work is ongoing in the Ord region in relation to the supply of water</p>
	<ul style="list-style-type: none"> • Deliver diversification projects in established agricultural regions - Myalup Primary Industries Reserve, Southern Forest Project and peri-urban food production zones 	<ul style="list-style-type: none"> • Ongoing program delivery: <ul style="list-style-type: none"> • An additional 300 hectares of land has been released through the Gascoyne Food Bowl Initiative • Work is progressing on a revised Myalup-Wellington project • A CSIRO study and report has highlighted the likely impact of drying climate in the Southern Forests region and resultant reduced rainfall runoff. A revised project to incorporate reduced water availability with water policy, water use efficiencies and potential infrastructure is proposed
	<ul style="list-style-type: none"> • Support Aboriginal enterprises seeking to develop new enterprises 	<ul style="list-style-type: none"> • Ongoing program delivery: <ul style="list-style-type: none"> • Delivered Aboriginal procurement advisory services statewide, resulting in \$8million outcomes for Aboriginal business • Design and release of the Building Better Business Grant Round, to support Aboriginal business development in the Goldfields

Initiative and accountable agency	Priority activities	Delivery status
	<ul style="list-style-type: none"> Extend support to Aboriginal communities, including owners of traditional lands, to develop skills in primary production and business 	<ul style="list-style-type: none"> Supported the commencement and funding of \$5 million Business Development Unit for Yamatji Southern Regional Corporation as part of State's Settlement Agreement with the Yamatji people <p>Delivered the Aboriginal Pastoral Workforce Development Strategy and funding partnership with the Kimberly Pilbara Cattlemen's Association and Nyamba Buru Yawuru for Aboriginal Pastoral Academy. 15 participants engaged in Aboriginal Pastoral Academy activities, with 13 industry work placements</p> <p>Delivered two Aboriginal Shearing Hub camps in partnership with the wool industry, bringing total participants to over 70</p>

5. Investment and trade activities by market

This section outlines investment and trade activities for each of the markets identified in the Plan. These markets align to the 5 regional hubs within WA's International Trade and Investment Office Network:

- ASEAN (Jakarta, Singapore and Hanoi)
- China (Shanghai)
- UK-Europe (London)
- India-Gulf (Mumbai and Dubai)
- North East Asia (Tokyo, Seoul and Kobe)

Activities scheduled across the regional hubs for 2021-22 were developed with consideration to the conditions that international markets experienced in the wake of the COVID-19 pandemic and the constraints on traditional business practices. In some instances, unanticipated changes to the health and economic impact of the pandemic globally, or within a given region, may have impacted delivery of activities.

For some sectors, the State's investment and trade activities extend to markets where there is not presently a WA office.

5.1. ASEAN

Initiative	Priority activities	Delivery status
Responsive in-market exporter servicing	<ul style="list-style-type: none"> Deliver exporter servicing to qualified, export ready clients 	<ul style="list-style-type: none"> Ongoing activity. For example, developed a case study for Mount Barker Chicken into Singapore
In-market investment attraction and facilitation	<ul style="list-style-type: none"> Engage with investors on specific investment opportunities in WA. Assist investors in identifying suitable investment partners in WA 	<ul style="list-style-type: none"> Delivered. For example, ran the Malaysia Connect Renewable Energy event that highlighted investment opportunities in WA to Malaysian investors
Hub and spoke model development and implementation	<ul style="list-style-type: none"> Continue to implement the hub and spoke to align with regional investment and trade activities and opportunities 	<ul style="list-style-type: none"> In-market visits have informed decisions to open new spoke offices in-market, to increase servicing of WA exporters and trade promotion throughout the ASEAN region
	<ul style="list-style-type: none"> Finalise the hub reporting structure and undertake recruitment to fill vacant roles 	<ul style="list-style-type: none"> All roles in existing offices were filled by 30 June 2022, with new Directors having been recruited in Jakarta and Vietnam
	<ul style="list-style-type: none"> Define key performance indicators in alignment with the Investment and Trade Plan and implement reporting processes 	<ul style="list-style-type: none"> The offices contribute to monthly reporting, including the identification of new opportunities in alignment with the Investment and Trade Plan and Market Outlooks
Develop services and supports for exporters and inbound customers and investors	<ul style="list-style-type: none"> Work with WA industry bodies and organisations to market WA's capabilities offshore 	<ul style="list-style-type: none"> The offices regularly engage with industry bodies, drawing on their in-market expertise to promote WA in market
	<ul style="list-style-type: none"> Offer WA industry targeted market intelligence, in-market support, business matching and attendance at industry focused trade events and trade missions 	<ul style="list-style-type: none"> Despite COVID-19 shutdowns, the offices have attended a number of industry-focused events in market. For example, the Singapore Hub attended the Thaifex Food Exhibition in June 2022. Ongoing client servicing to WA exporters provides market intelligence and in-market support
	<ul style="list-style-type: none"> Collaborate with Australian Government agencies and business groups to develop opportunities to support trade facilitation 	<ul style="list-style-type: none"> The offices work closely with DFAT and Austrade in-country. This included the Deputy Premier's ministerial travel to Singapore and East Java, Indonesia. The Singapore Office has continued engagement with Austrade in-country to support WA agri producers exhibiting in Food and Hotel Malaysia and Specialty Fine Food Asia (Singapore).
Promote WA's technological and advanced manufacturing	<ul style="list-style-type: none"> Explore potential Business to Business (B2B) interactions between WA technology companies and ASEAN companies or organisations that are seeking technological expertise 	<ul style="list-style-type: none"> This work is ongoing, for example supporting the inbound visit of David Santoso from the Singhasari Special Economic Zone, with a focus on start ups and digital technology

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Explore potential B2B interactions between WA technology ventures and organisations in Internet of Things and Information and Communications Technology 	<ul style="list-style-type: none"> This work is ongoing. The Singapore office has been working with West Tech Fest and Plus Eight/Spacecubed regarding their portfolio companies' visit to Singapore during 2022 to learn more about possible expansion into Asia via Singapore and fund-raising activities in Singapore
	<ul style="list-style-type: none"> Work with WA tech companies to identify specific in-market partnership opportunities; support WA tech companies seeking ASEAN clients and partners 	<ul style="list-style-type: none"> The offices have been responsive to client and partner requests for service and engagement
	<ul style="list-style-type: none"> Determine virtual/hybrid events, conferences, seminars and fora that will allow relevant decision makers in ASEAN to engage with WA technology companies 	<ul style="list-style-type: none"> An ongoing program of events have been planned, including in the lead-up to AusBioTech in October 2022
<p>Support WA's sister-state relationship with East Java</p>	<ul style="list-style-type: none"> Support re-signing the sister state agreement in 2022 and building the program of work in 2022–2025 	<ul style="list-style-type: none"> Several meetings have progressed discussions around the revised agreement, including a joint working group (April 2022), the Deputy Premier's visit to East Java (May 2022) and the East Java Vice Governor's visit to Perth (June 2022). A draft text is under discussion, with signing expected in October 2022
	<ul style="list-style-type: none"> Establish a WA Government Working Group to implement the sister-state agreement 	<ul style="list-style-type: none"> In October 2021, interagency consultations provided a progress report on the East Java sister-state activities. The Joint Working Group was re-established in April 2022
	<ul style="list-style-type: none"> Provide analysis of market opportunities outside of Jakarta which support the WA-East Java sister-state relationship 	<ul style="list-style-type: none"> Ongoing consultations are taking place with multiple agencies in East Java, including during the Deputy Premier's visit, that have identified areas of mutual interest for economic development
<p>Advocate for WA's expertise in renewable energy in the ASEAN region</p>	<ul style="list-style-type: none"> B2B promotion of WA investment opportunities in renewable energy 	<ul style="list-style-type: none"> This work is ongoing, for example with the Malaysia Connect: Renewable Energy event that highlighted investment opportunities in WA to Malaysian investors
	<ul style="list-style-type: none"> B2B promotion of WA green hydrogen projects to potential investors, partners and offtake partners 	<ul style="list-style-type: none"> This work is ongoing, for example with the Malaysia Connect: Renewable Energy event that highlighted investment opportunities in green hydrogen to Malaysian investors. The Singapore Hub is working with the Hydrogen and Fuel Cell Association of Singapore to identify opportunities for a mission to WA to understand training and R&D partnerships

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Determine opportunities in the ASEAN region for WA renewable energy capabilities 	<ul style="list-style-type: none"> Energy remains a priority sector in ASEAN. The Jakarta office continues to work closely with Indonesia's Ministry of Energy and Mineral Resources on net zero emissions solutions under the MOU, including attending a G20 side event promoting WA capability
	<ul style="list-style-type: none"> Determine virtual/hybrid events, conferences, seminars and fora that will allow relevant decision makers in ASEAN to engage with WA renewable energy proponents 	<ul style="list-style-type: none"> Ongoing program of events, for example the Malaysia Connect: Renewable Energy event that highlighted investment opportunities in WA to Malaysian investors was delivered in April 2022
Advocate for WA expertise in micro-grids and renewable technologies in the ASEAN region	<ul style="list-style-type: none"> Facilitate engagement between WA businesses and Indonesia's remote and renewable power sectors 	<ul style="list-style-type: none"> This work is ongoing and an additional business development manager has been hired in Q2, 2022 to undertake this work The Jakarta office continues to work closely with Indonesia's Ministry of Energy and Mineral Resources on net zero emissions solutions under the MOU
	<ul style="list-style-type: none"> Support two-way trade and investment facilitation between Indonesia's battery industry and WA's battery industry 	<ul style="list-style-type: none"> This work is ongoing and an additional business development manager has been hired in Q2, 2022 to undertake this work. The East Java Governor toured the Future Battery Industries Cooperative Research Centre during his visit to Perth (June 2022)
Promote WA LNG export capabilities in the ASEAN region	<ul style="list-style-type: none"> Connect WA industry to investment opportunities in the Indonesian LNG sector and facilitate business meetings and seminars to promote joint ventures and partnerships 	<ul style="list-style-type: none"> Consultations with Indonesian counterparts have highlighted their interest in exploring broad energy sources, with a focus on energy transition and sustainable sources of energy (as identified in Indonesia's G20 pillars of focus)
WA tourism promotion in the ASEAN region	<ul style="list-style-type: none"> Digital content marketing 	<ul style="list-style-type: none"> Tourism WA engages with ASEAN member states on a daily basis through global social media channels, Facebook, Instagram and Twitter
	<ul style="list-style-type: none"> Aussie Specialist Program/Key Distribution Partners Webinar 	<ul style="list-style-type: none"> Tourism WA subscribes to the Aussie Specialist Program (ASP) on a tier 2 level and is afforded the opportunity to present ASP training to international staff
	<ul style="list-style-type: none"> Singapore Airlines (SQ/SIA) digital content activations 	<ul style="list-style-type: none"> SQ inflight campaigns and Aviation Recovery Fund cooperative marketing campaigns are scheduled to continue throughout 2022-23

Initiative	Priority activities	Delivery status
<p>Student recruitment and partnership development in the ASEAN region</p>	<ul style="list-style-type: none"> Collaborate with WA education providers to promote WA as a safe study destination with quality education 	<ul style="list-style-type: none"> Education Business Development Managers have delivered a number of events and seminars to promote WA as a safe study destination
	<ul style="list-style-type: none"> Work with education agents in the region to elevate the profile of WA's education sector and promote study programs offered by WA universities and vocational education institutions 	<ul style="list-style-type: none"> Education Business Development Managers have delivered a number of events and seminars to promote WA as a safe study destination
	<ul style="list-style-type: none"> Plan WA education promotion activities, agent workshops and roadshows to assist WA education providers in student recruitment 	<ul style="list-style-type: none"> Education Business Development Managers have delivered a number of events and seminars to promote WA as a safe study destination
	<ul style="list-style-type: none"> Engage with investors/partners in the education and training space and explore the possibility of the SCSA, TAFE and WA universities offering the WA curriculum/training and articulation programs to selected education institutions 	<ul style="list-style-type: none"> The ASEAN offices have supported SCSA, TAFE and WA universities activities across ASEAN markets. This has included the signing of MOUs for increased cooperation and support for those institutions planning to expand their presence in market
	<ul style="list-style-type: none"> Collaborate with Austrade to produce WA-focused episode in a Vietnam television series about studying in Australia 	<ul style="list-style-type: none"> This was delivered in 2021-22 and further television appearances are under consideration for the next financial year
	<ul style="list-style-type: none"> Promote partnerships between the relevant organisations in WA and Ba Ria-Vung Tau Province in Vietnam in the education and training sector 	<ul style="list-style-type: none"> The Education Business Development Manager in Vietnam has actively participated in the WA Government Ba Ria-Vung Tau working group to identify key projects under the MOU, including sister-school relationships to better develop the international student pipeline into WA
<p>Promote WA's education and training capabilities in the ASEAN region</p>	<ul style="list-style-type: none"> Work with WA education providers from early childhood education to higher education, vocational and registered training organisation providers, to build relationships with education agents in Indonesia. Consult with the education agent about student recruitment process, policy impact and supports in conversions activities 	<ul style="list-style-type: none"> The Education Business Development Managers have worked closely with agents in market and established a working group for WA providers to increase consultation and coordination in the Indonesia market. Results and insights have informed the 2022-23 Education Business Development Manager campaign in-market
	<ul style="list-style-type: none"> Activate the opportunity for WA education providers under the Indonesia-Australia Comprehensive Economic Partnership Agreement 	<ul style="list-style-type: none"> The Jakarta office supported WA providers in their bid to deliver the Indonesian International Vocational Student Mobility Awards
	<ul style="list-style-type: none"> Facilitate engagement between the WA education sector and Indonesia's upskilling the human resources strategy (VET Strategy) 	<ul style="list-style-type: none"> The Jakarta office continues to promote Vocational Education and Training opportunities in Indonesia, including during the visit from representatives of the Singhasari Economic Zone

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Explore visibility of market opportunities from the Western Australia-East Java University Consortium 	<ul style="list-style-type: none"> This work is ongoing. The Jakarta office continues to work with WA East Java University Consortium
	<ul style="list-style-type: none"> Supporting WA Education Recovery Plan 2020-2025 	<ul style="list-style-type: none"> The offices continue to provide support to the sector under the Strategy
Promote WA's capabilities in mining and METS	<ul style="list-style-type: none"> Promote WA as an option to fill mining industry skills shortages and provide expertise, including in offshore exploration and extraction, decommissioning old rigs and autonomous technologies 	<ul style="list-style-type: none"> The offices continue to promote WA's world-class energy, mining and METS sectors and WA's VET frameworks that support them
	<ul style="list-style-type: none"> Activate the opportunity for WA METS in Indonesia report in Perth and Jakarta 	<ul style="list-style-type: none"> Prioritised engagement with AusMinCham and other industry groups and the Indonesian Ministry of Energy and Mineral Resources, as the lead Indonesian agency
	<ul style="list-style-type: none"> Undertake activities and promote events to increase awareness of METS opportunities in Indonesia 	<ul style="list-style-type: none"> COVID-19 has made undertaking events challenging in Indonesia. The ASEAN Hub staff have promoted and attended events where possible. An additional Business Development Manager commenced in Q2, 2022 to service this industry
Collaborate with Defence West to promote WA's defence industry to the ASEAN market	<ul style="list-style-type: none"> Participate in the South-East Asian Dialogue and Indo Defence Expo & Forum 	<ul style="list-style-type: none"> The WA-ASEAN Trade and Investment Dialogue was postponed due to COVID (last held in 2020). The Indo Defence Expo was postponed and took place in September 2022
Promote agricultural exports across ASEAN	<ul style="list-style-type: none"> Identify new and emerging buyers of premium food products from the ASEAN region and link them to export-ready, highvalue agrifood producers in WA 	<ul style="list-style-type: none"> Delivered the Taste Western Australia International Mission into WA in June 2022. The offices attended Thaifex. The Singapore office conducted an F&B-focused mission to Malaysia in March 2022
	<ul style="list-style-type: none"> Continue to engage with local buyers, importers and distributors in market, emphasising that WA is a viable source of high-end niche products, clean and green food with traceable provenance and counter-seasonal produce 	<ul style="list-style-type: none"> Delivered the Taste Western Australia International Mission into WA, June 2022. The offices attended Thaifex. The Singapore office conducted a food and beverage-focused mission to Malaysia in March 2022. The Singapore office engaged with renowned chefs to use WA premium ingredients eg. 1-Group Singapore's newly launched restaurant KAARLA using WA's Black Barley
	<ul style="list-style-type: none"> Strengthen links with retailers, hotel and restaurant operators in ASEAN and educate them on WA's fresh and clean produce and premium food products 	<ul style="list-style-type: none"> Launched Plating Up WA Singapore Edition in June 2022, the first overseas activation engaging with more than 20 F&B establishments in Singapore. Introduced WA premium food products to restaurant operators e.g. Blue Lotus group substituting Abrolhos Island scallops from Japanese scallops on the menu

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Assist WA premium food producers to promote their products in ASEAN, through the Singapore Office; organise and direct business-to-business linkups; provide assistance to WA agrifood companies during events and conferences such as Food and Hotel Asia 	<ul style="list-style-type: none"> Launched Plating Up WA Singapore Edition in June 2022, the first overseas activation engaging with more than 20 food and beverage establishments in Singapore. Supported Tourism WA's roadshows in Malaysia and Singapore to source WA wines and premium products
	<ul style="list-style-type: none"> Engage WA exporters on opportunities to supply quality commodities and raw materials for the manufacture of food products by ASEAN companies 	<ul style="list-style-type: none"> The Singapore office has continued to engage at government to government level with Singapore on a regional food hub concept and at B2B level for the processing of raw products in the region, particularly Malaysia. The Jakarta office has reestablished connection with existing Indonesia horticulture importers and connected them to WA exporters
	<ul style="list-style-type: none"> Explore possible R&D, collaboration and commercialisation opportunities between WA and ASEAN organisations (e.g., agtech, farming R&D, aquaculture technology and agriculture training) 	<ul style="list-style-type: none"> Supporting engagement with R&D platforms in Singapore, including Foodplant and Asia Sustainable Foods Platform. Aquaculture was included as an area of focus in the WA-Ba Ra-Vung Tau MOU to support growth in regional partnerships with Vietnam
	<ul style="list-style-type: none"> Increase visibility of WA's agrifood commodities and premium products in Indonesia 	<ul style="list-style-type: none"> The second activation of Bravo Apples in Indonesia took place. An East Java Alumni Dinner with premium WA wines was held. There are ongoing discussions with Austrade focused on wine, fruits & vegetables. Discussions are also taking place with Meat and Livestock Australia focused on meat
	<ul style="list-style-type: none"> Assist WA's agrifood industries to gain access to new markets and improve access to existing markets 	<ul style="list-style-type: none"> Coordination with DPIRD and DFAT on implementation of Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA). Ongoing B2B engagement across ASEAN. Key activations have included Plating Up WA and preparations for a 20 person business delegation to Food Hotel Asia which will host a stand of 25 WA businesses for the first time
	<ul style="list-style-type: none"> Provide support and insights regarding priority commodities and products for WA businesses entering and operating in Indonesia 	<ul style="list-style-type: none"> Director appointed to service WA agri-business queries relating to the Indonesia market.

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Facilitate virtual business-matching sessions and trade missions to promote market diversification for the WA agrifood industry 	<ul style="list-style-type: none"> Facilitated discussions between WA business and Indonesian importers, including Brownes Dairy, Golden Boronia and Café 26 to Kastara Primabarkah Indonesia. The office also facilitated discussions between West Winds Gin and PT Jaddi International

5.2. China

Initiative	Priority activities	Delivery status
Responsive in-market exporter servicing	<ul style="list-style-type: none"> Deliver exporter servicing to qualified, export ready clients 	<ul style="list-style-type: none"> Ongoing activity
In-market investment attraction and facilitation	<ul style="list-style-type: none"> Engage with investors on specific investment opportunities in WA. Assist investors in identifying suitable investment partners in WA 	<ul style="list-style-type: none"> Ongoing activity
Hub and spoke model development and implementation	<ul style="list-style-type: none"> Continue to implement the hub and spoke to align with regional investment and trade activities and opportunities 	<ul style="list-style-type: none"> The office has been set up in alignment with the hub and spoke model. The office is located in Shanghai
	<ul style="list-style-type: none"> Finalise the hub reporting structure and undertake recruitment to fill vacant roles 	<ul style="list-style-type: none"> Recruitment of additional staff complete
	<ul style="list-style-type: none"> Define key performance indicators (KPIs) in alignment with the Investment and Trade Plan and implement reporting processes 	<ul style="list-style-type: none"> Internal KPIs have been confirmed and ongoing reporting is being undertaken
Develop services and supports for exporters and inbound customers and investors	<ul style="list-style-type: none"> Work with WA industry bodies and organisations to market WA's capabilities offshore 	<ul style="list-style-type: none"> Ongoing activity. For example, facilitated the agreement between CCIWA and a Zhejiang international e-commerce company to promote WA products in China. Regular visits to China have been impacted by COVID-19
	<ul style="list-style-type: none"> Offer WA industry targeted market intelligence, in-market support, business matching and attendance at industry focused trade events and trade missions 	<ul style="list-style-type: none"> COVID-19 has impacted physical trade missions but virtual industry-focused trade events have been delivered
	<ul style="list-style-type: none"> Collaborate with Australian Government agencies and business groups to develop opportunities to support trade facilitation 	<ul style="list-style-type: none"> The office has built positive working relationships with the Australian Mission in China, Austrade, Austcham China and others
Support WA's sisterstate relationship with Zhejiang	<ul style="list-style-type: none"> Deliver WA-Zhejiang 35th Anniversary activities in 2022, focusing on Vocational Education and Training, New Energy, Cross Border eCommerce and Sports 	<ul style="list-style-type: none"> Delivered in May 2022
Facilitate the Australia China Natural Gas Technology Partnership Fund	<ul style="list-style-type: none"> Formal negotiation of the extension of the Australia China Natural Gas Technology Partnership Fund 	<ul style="list-style-type: none"> Ongoing discussions
	<ul style="list-style-type: none"> Australia China Natural Gas Technology Partnership Fund virtual seminar 2021 	<ul style="list-style-type: none"> Delivered in February 2022
Promote WA energy capabilities in the China region	<ul style="list-style-type: none"> Identify investment and joint Research and Development opportunities in energy battery and hydrogen supply chain for Chinese companies 	<ul style="list-style-type: none"> Ongoing activity is taking place in facilitating Chinese investment into the WA energy, battery and hydrogen supply chains
WA tourism promotion in the China region	<ul style="list-style-type: none"> Increase the desirability ranking and awareness of WA destinations 	<ul style="list-style-type: none"> Completed. Social media campaigns, including videos, have been developed to promote WA as the preferred destination

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Maintain close relationships with Chinese carriers 	<ul style="list-style-type: none"> The office has maintained regular dialogue with the major airlines
	<ul style="list-style-type: none"> Engage with Key Distribution Partners by delivering training 	<ul style="list-style-type: none"> Training sessions are planned but have been postponed due to COVID-19 and subsequent lockdowns in China
Promote WA's education and training capabilities in the China region	<ul style="list-style-type: none"> Continue to support the State's education sector offshore 	<ul style="list-style-type: none"> Social media campaigns, including videos, have been developed to promote WA as the preferred destination for international students Provided in-market information sessions to prospective students highlighting opportunities connected to Reconnect WA and employment opportunities
	<ul style="list-style-type: none"> Support in-school promotion of WA education opportunities in Western Australian Certificate of Education (WACE) schools, attracting those students to choose Perth for further study. 	<ul style="list-style-type: none"> The office has delivered virtual seminars with WACE providers
	<ul style="list-style-type: none"> Continue to support off-shore WA student engagement, including by engaging with the WA Alumni in China and facilitating networking activities 	<ul style="list-style-type: none"> The office arranged a seminar in Shanghai with a previous graduate of Curtin University to share their experience and success story, encouraging prospective students and graduates to continue their journey in WA
	<ul style="list-style-type: none"> Maintain relationship with education agents, including facilitating visits and training 	<ul style="list-style-type: none"> 90 education agents attended a virtual seminar in March 2022
	<ul style="list-style-type: none"> Identify the market opportunities for WA businesses in the health and medical life sciences sector in China 	<ul style="list-style-type: none"> Hosted a health and medical life sciences sector connect virtually with Zhejiang Tech Park
Promote agricultural exports in the China region	<ul style="list-style-type: none"> Attend the Shine Australia series to promote WA agribusiness capabilities 	<ul style="list-style-type: none"> Attended all sessions in the six month series across China
	<ul style="list-style-type: none"> B2C promotion to lift market awareness of WA products 	<ul style="list-style-type: none"> The office organised a VIP dinner to showcase WA premium products to consumers, retailers and distributors in-market
	<ul style="list-style-type: none"> Facilitate new products into China market, including by providing market research and insight for producers and assisting with China market access 	<ul style="list-style-type: none"> COVID-19-has affected this activity. The office continues to support WA producers into China where possible

5.3. UK-Europe

Initiative	Priority activities	Delivery status
Responsive in-market exporter servicing	<ul style="list-style-type: none"> Deliver exporter servicing to qualified, export ready clients 	<ul style="list-style-type: none"> Ongoing activity. To further support this, recruitment is underway for additional resourcing in 2022-23
In-market investment attraction and facilitation	<ul style="list-style-type: none"> Engage with investors on specific investment opportunities in WA. Assist investors in identifying suitable investment partners in WA 	<ul style="list-style-type: none"> Ongoing activity
Hub and spoke model development and implementation	<ul style="list-style-type: none"> Continue to implement the hub and spoke to align with regional investment and trade activities and opportunities 	<ul style="list-style-type: none"> Work is ongoing on the hub and spoke model for Europe in 2022-23
	<ul style="list-style-type: none"> Finalise the hub reporting structure and undertake recruitment to fill vacant roles 	<ul style="list-style-type: none"> Work is being done on the hub and spoke model for Europe
	<ul style="list-style-type: none"> Define key performance indicators in alignment with the Investment and Trade Plan and implement reporting processes 	<ul style="list-style-type: none"> Monthly reporting is conducted by the Wa Investment and Trade Office in London
Develop services and supports for exporters and inbound customers and investors	<ul style="list-style-type: none"> Work with WA industry bodies and organisations to market WA's capabilities offshore 	<ul style="list-style-type: none"> Ongoing activity. The office collaborates with various WA stakeholders including CCIWA and the Australian British Chamber of Commerce (WA Office)
	<ul style="list-style-type: none"> Offer WA industry targeted market intelligence, in-market support, business matching and attendance at industry focused trade events and trade missions 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Collaborate with Australian Government agencies and business groups to develop opportunities to support trade facilitation 	<ul style="list-style-type: none"> Ongoing activity. The office maintains working relationships with, Austrade in the UK and across Europe, the United Kingdom-Australia Chamber of Commerce and the Australian High Commission in London
Promote WA's innovative technology companies across life sciences, clean tech and cybersecurity verticals	<ul style="list-style-type: none"> Coordinate WA Government involvement in a virtual delegation for London Tech Week (2021) 	<ul style="list-style-type: none"> Delivered
	<ul style="list-style-type: none"> Work to understand key tech subsectors and capacity to identify opportunities for WA stakeholders 	<ul style="list-style-type: none"> Ongoing activity, opportunities within health tech, cybersecurity, big data, clean tech and space tech have been identified as key tech verticals for WA
	<ul style="list-style-type: none"> Proactively identify and facilitate involvement in opportunities in the wider UK and European tech sector for WA companies and government as a platform to promote WA's emerging tech sector 	<ul style="list-style-type: none"> Ongoing activity, for example: delivered a physical trade mission to London Tech Week in June 2022. Delivered a Space Roundtable under the Australia-UK Space Bridge in June 2022
Establish and deliver COP26 Campaign	<ul style="list-style-type: none"> Identify conferences and support stand-alone events in the emerging renewable hydrogen sector as a platform to promote investment opportunities and facilitate industry and government links 	<ul style="list-style-type: none"> Successfully delivered a COP26 campaign, securing speaking opportunities for WA industry and WA Government at key conferences across Europe, including the Energy Export Conference, APAC Energy

Initiative	Priority activities	Delivery status
		Conversations and the European Hydrogen Week
	<ul style="list-style-type: none"> Promote WA's LNG sector, including its decarbonisation efforts, at key market exhibitions, conferences or stand-alone events in the UK and Europe aligned with the COP26 Campaign 	<ul style="list-style-type: none"> Planned activity delayed by COVID-19. Planning related to attendance at key conferences in late 2022 is underway
	<ul style="list-style-type: none"> Identify events and opportunities to work with partners to promote WA's critical minerals and mining sectors with a focus on green supply chains and sustainable value-add investment opportunities 	<ul style="list-style-type: none"> Ongoing activity. Established relationships with the Future Battery Industries Cooperative Research Centre, the Minerals Research Institute of WA, the Australian Steel Association, the Critical Minerals Association, the UK Battery Industrialisation Centre, the Faraday Battery Challenge, the European Raw Materials Association, the Department of International Trade and Austrade in key European markets
	<ul style="list-style-type: none"> Promote the strong Environmental, Social and Governance credentials within WA's mining sector to investors interested in long-term responsible investment 	<ul style="list-style-type: none"> Ongoing activity
Promotion of WA as a destination for export and investment in global renewable hydrogen supply chain in the UK/Europe region	<ul style="list-style-type: none"> Raise WA's profile as a strategic partner and investment destination and market the State's capabilities and comparative advantages 	<ul style="list-style-type: none"> Ongoing activity. For example, secured a prestigious speaking opportunity for WA Government at the European Hydrogen Week in November 2021. The office also supported a WA Government mission visit and program at the World Hydrogen Summit in early 2022, hosting a WA event
	<ul style="list-style-type: none"> Support the Renewable Hydrogen Unit (RHU) in Perth as they facilitate global investment in the renewable hydrogen supply chain in WA and support in seeking offtake partners in Europe 	<ul style="list-style-type: none"> Ongoing activity to support the RHU with the provision of market intelligence and in-market support where requested
	<ul style="list-style-type: none"> Explore partnership and collaboration opportunities with international stakeholders 	<ul style="list-style-type: none"> Ongoing activity. Recent successes include supporting the Memorandum of Understanding with the Port of Rotterdam
Promotion of WA as a global energy transition hub in UK/Europe	<ul style="list-style-type: none"> Raise WA's profile as a strategic partner and investment destination and market the State's capabilities and comparative advantages within LNG 	<ul style="list-style-type: none"> Planned activity delayed due to COVID19. Planning is underway for 2022-23
	<ul style="list-style-type: none"> Collaborate with the LNG Jobs Taskforce to explore decarbonisation technology exchange with other jurisdictions 	<ul style="list-style-type: none"> Ongoing activity. The office works closely with JTSI's LNG Jobs Taskforce
	<ul style="list-style-type: none"> Support the transfer of decommissioning skills and expertise from the North Sea to WA 	<ul style="list-style-type: none"> Ongoing activity
Promote WA as a destination for investment in global battery supply chains and as an exporter of critical minerals	<ul style="list-style-type: none"> Raise WA's profile as a strategic partner and investment destination and market the State's capabilities and comparative advantages 	<ul style="list-style-type: none"> Ongoing activity. Established relationships with the Future Battery Industries Cooperative Research Centre, the Minerals Research Institute of WA, the Australian Steel Association, the Critical Minerals Association, the UK Battery Industrialisation Centre, the Faraday Battery Challenge, the European Raw Materials Association, the

Initiative	Priority activities	Delivery status
as well as technology		Department of International Trade and Austrade in key European markets
	<ul style="list-style-type: none"> Support the Future Battery Industry team in Perth as they facilitate global investment in pre-cursor / cathode active materials manufacturing in WA 	● Ongoing activity. The office continues to provide support as required
Identify opportunities to increase tourism, arts and cultural awareness of WA in the UK/Europe region	<ul style="list-style-type: none"> Explore partnership and collaboration opportunities with international stakeholders 	● Ongoing activity. Key stakeholders have been identified and engaged
	<ul style="list-style-type: none"> Engage with the UK-Australia Season of Culture program 	● Delivered. Attended several events and used social media to provide support and to advertise the program
	<ul style="list-style-type: none"> Support UK based Tourism WA with their in-market activity 	● Ongoing activity which has been disrupted by COVID-19 during the 2021-22 financial year
Collaborate with Defence West to promote WA's defence industry to the UK and European markets	<ul style="list-style-type: none"> Engage with the Australia Now France 2021-22 program 	● Delivered
	<ul style="list-style-type: none"> Explore possible partnerships and entry points into UK and European markets for WA companies 	● Delayed activity
Promote WA's innovative technology companies in the space sector in the UK/Europe region	<ul style="list-style-type: none"> Participate in key defence events to represent WA and build networks 	● Attended the Defence and Security Equipment International conference in London in September 2021, hosting WA companies in market
	<ul style="list-style-type: none"> Promote WA's space sector, specifically through opportunities presented by the Australia-UK Space Bridge 	● Delivered a space roundtable under the Australia-UK Space Bridge in June 2022
Implement the Wine Industry Export Growth Partnership in the UK/Europe region	<ul style="list-style-type: none"> Promote WA consumer on-line wine tasting in conjunction with Wines of WA 	● Ongoing activity
	<ul style="list-style-type: none"> Co-host wine tastings events with Austrade and Australian Embassies in markets where WA wine is available 	● Ongoing activity. Events have been held where possible including in Rotterdam
	<ul style="list-style-type: none"> Support Wine Australia to help promote WA wines in market 	● Events were supported where possible in 2021-22
	<ul style="list-style-type: none"> Plan for the 2022 WA in-person focused wine tasting for trade (B2B), press and consumers 	● Ongoing activity. For example, a wine tasting event was held in Prague in May 2022
Deliver targeted programs in-market and virtually in the UK/Europe region	<ul style="list-style-type: none"> Work together with DPIRD and Austrade to identify key agribusiness tradeshows to support market entry of emerging premium products from WA into the European market 	● Activity impacted by COVID-19
	<ul style="list-style-type: none"> Provide support for two-way trade enquiries 	● Ongoing activity

Initiative	Priority activities	Delivery status
<p>Unlock potential opportunities arising from free trade agreements (FTAs)</p>	<ul style="list-style-type: none"> Promote awareness of the opportunities arising from FTAs among WA businesses and industry sectors Provide advice and support to exporters looking to access new opportunities arising from the FTAs 	<ul style="list-style-type: none"> Ongoing activity against revised timeframes. The Australia-United Kingdom FTA is yet to be ratified and the Australia-European Union FTA negotiations are ongoing Ongoing activity against revised timeframes. The Australia-United Kingdom FTA is yet to be ratified and the Australia-European Union FTA negotiations are ongoing

5.4. India-Gulf

Initiative	Priority activities	Delivery status
Responsive in-market exporter servicing	<ul style="list-style-type: none"> Deliver exporter servicing to qualified, export ready clients 	<ul style="list-style-type: none"> The WA Investment and Trade Offices in Mumbai and Dubai responded to export enquiries, although this was impacted by COVID-19
In-market investment attraction and facilitation	<ul style="list-style-type: none"> Engage with investors on specific investment opportunities in WA. Assist investors in identifying suitable investment partners in WA 	<ul style="list-style-type: none"> The Mumbai and Dubai offices responded to enquiries
Hub and spoke model development and implementation	<ul style="list-style-type: none"> Continue to implement the hub and spoke to align with regional investment and trade activities and opportunities 	<ul style="list-style-type: none"> Recruitment of a new Investment and Trade Commissioner complete
	<ul style="list-style-type: none"> Finalise the hub reporting structure and undertake recruitment to fill vacant roles 	<ul style="list-style-type: none"> Recruitment processes are currently underway
	<ul style="list-style-type: none"> Define key performance indicators in alignment with the Investment and Trade Plan and implement reporting processes 	<ul style="list-style-type: none"> Monthly reporting is conducted
Develop services and supports for exporters and inbound customers and investors	<ul style="list-style-type: none"> Work with WA industry bodies and organisations to market WA's capabilities offshore 	<ul style="list-style-type: none"> Ongoing activity with stakeholders
	<ul style="list-style-type: none"> Offer WA industry targeted market intelligence, in-market support, business matching and attendance at industry focused trade events and trade missions 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Collaborate with Australian Government agencies and business groups to develop opportunities to support trade facilitation 	<ul style="list-style-type: none"> Ongoing activity
Deliver the Dubai Expo 2020	<ul style="list-style-type: none"> Promote WA capability and investment in the mining and Mining Equipment Technology and Services (METS), agriculture and international education sectors and engage WA industry to be involved in the Australian Government's suite of events 	<ul style="list-style-type: none"> Delivered
	<ul style="list-style-type: none"> Deliver WA-focused event in February 2022, focused on investment attraction 	<ul style="list-style-type: none"> Delivered
Deliver the India Connect Event	<ul style="list-style-type: none"> Deliver India Connect 2021 event and successfully execute the thought-leadership connect sessions on mining and METS, international education, primary industries and advanced manufacturing 	<ul style="list-style-type: none"> India connect was a highly successful event attended by over 200 people. It has provided a strong foundation for ongoing opportunities to connect WA and India
Support WA's sisterstate relationship with Andhra Pradesh	<ul style="list-style-type: none"> Seek to renew the Andhra Pradesh sister-state agreement 	<ul style="list-style-type: none"> There has been significant progress on strengthening the relationship between the WA Government and Andhra Pradesh
Promote WA's renewable energy capabilities in the IndiaGulf region	<ul style="list-style-type: none"> Promote investment opportunities in energy sectors including waste to energy, e-waste and related areas, such as recycling and circular economy 	<ul style="list-style-type: none"> Ongoing activity. For example the India office has fostered a strong relationship with the Indian Energy Storage Alliance

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Promotion of the State's renewable hydrogen strategy to potential investors and future off-take partners 	<ul style="list-style-type: none"> Delivered a number of targeted investment enquiries
	<ul style="list-style-type: none"> Mapping opportunities in Middle East and South Asia for alternate energy production opportunities 	<ul style="list-style-type: none"> Activity delayed until 2022-23
	<ul style="list-style-type: none"> Online event delivery to enable renewable hydrogen strategy to be promoted into the region 	<ul style="list-style-type: none"> Preparation underway
Promote WA's rare earth and battery minerals in the India Gulf region	<ul style="list-style-type: none"> Promote WA as a destination for investment and offtake opportunities for critical, battery and rare earth materials in accordance with the Future Battery and Critical Minerals Industries Strategy 	<ul style="list-style-type: none"> A number of profiling opportunities, including inbound visits, were undertaken in line with the Australia-India Economic Cooperation and Trade Agreement
	<ul style="list-style-type: none"> Attend and promote WA capability and opportunities at relevant international events including World Energy Storage Day 2021 	<ul style="list-style-type: none"> Attended events including the India Energy Storage Alliance week (April 2022)
	<ul style="list-style-type: none"> Deliver critical battery materials roundtable's in conjunction with Austrade as part of its Australia India Business exchange program of events 	<ul style="list-style-type: none"> Delivered the event in partnership with Australia India Business exchange program (AIBX)
WA tourism promotion India-Gulf region	<ul style="list-style-type: none"> Support campaigns to promote WA as a premier tourism destination 	<ul style="list-style-type: none"> Activity delayed beyond the 2021-22 reporting period. Campaigns undertaken following this period, include: a partnership with Pick Your Trail (Online Travel Agent) from 1 July-31 August 2022 with a broad reach in Southern India and Mumbai; a campaign with Make My Trip (the largest online travel agent in India and part of the trip.com group) will launch in October and run until December 2022
	<ul style="list-style-type: none"> Work with India-based inbound tourism operators to support agent knowledge of WA 	<ul style="list-style-type: none"> Post COVID-19 there is a lack of Indian Specialist International Tourism Operators (ITO) based in WA. Tourism WA is working with all WA based ITOs to develop opportunities to fill this gap. In January to March 2023, it is planned to bring East Coast based Indian specialist ITOs to WA for a familiarisation tour to improve product knowledge, operator relationships and awareness. Tourism WA has an in-market manager based in Mumbai who delivers destination training programs to front line selling travel agents, along with updates to product managers of WA's key distribution partners
	<ul style="list-style-type: none"> Work towards securing direct flights between India and Perth 	<ul style="list-style-type: none"> Work is continuing with interest shown from Vistara Airlines and a possible opportunity may develop with delivery of new aircraft due in late 2022

Initiative	Priority activities	Delivery status
	<ul style="list-style-type: none"> Promote WA as a destination for conference attendance, development and delivery 	<ul style="list-style-type: none"> Tourism WA supports Business Events Perth as a funded partner to develop and deliver all conference activity for WA
Student recruitment and partnership development in the India-Gulf region	<ul style="list-style-type: none"> Collaborate with WA education providers to promote WA as a safe destination with quality education Conduct inbound agent workshops in-country and in WA to support agent knowledge of WA Support WA universities based in Dubai (Murdoch, Curtin and Edith Cowan University) to expand their Gulf and Indian student network links Develop a cohesive international education strategy encompassing the Middle East and South Asia regions and engaging all key partners including agents, sponsorship bodies, universities and Australian Government partners 	<ul style="list-style-type: none"> Activity impacted by COVID-19 An ongoing rolling calendar has been delivered Ongoing activity Activity to be progressed in 2022-23
Promote WA's mining and METS capabilities in the India-Gulf region	<ul style="list-style-type: none"> Work with partners in Saudi Arabia to promote WA's mining and METS capability 	<ul style="list-style-type: none"> Ongoing activity. An inbound delegation on mining/METS from Saudi Arabia is under consideration
Defence industry mapping in South Asia and the Middle East	<ul style="list-style-type: none"> Map potential opportunities and meet key decision makers to highlight WA opportunities, in conjunction with Defence West. 	<ul style="list-style-type: none"> Activity to be progressed in 2022-23 and will include consideration of defence opportunities, specifically through the Quad
Space industry mapping in South Asia and the Middle East	<ul style="list-style-type: none"> Map potential opportunities and meet key decision makers to highlight WA opportunity 	<ul style="list-style-type: none"> Ongoing activity. The office has initiated discussions to connect the space ecosystems between WA and India-Gulf
Health and medical technology mapping in South Asia and Middle East regions	<ul style="list-style-type: none"> Attend relevant events in region, map opportunities and promote WA capability in relevant forums 	<ul style="list-style-type: none"> Ongoing activity. Ad hoc mapping of opportunities has occurred
Primary industries and agriculture trade and investment promotion in the India-Gulf region	<ul style="list-style-type: none"> Provide in-market support to WA companies by maintaining and developing high-level networks of grains, red meat and fresh produce exporters and importers Arrange a series of virtual presentations on regional opportunities with India and Gulf buyers for WA exporters and investors into agriculture Support the export of WA fresh produce through the International Freight Assistance Mechanism program Promote WA as a source of safe and quality in-demand commodities 	<ul style="list-style-type: none"> Ongoing activity Ongoing activity Ongoing activity Ongoing activity

5.5. North East Asia

Initiative	Priority activities	Delivery status
Responsive in-market exporter servicing	<ul style="list-style-type: none"> Deliver exporter servicing to qualified, export ready clients 	<ul style="list-style-type: none"> Ongoing activity
In-market investment attraction and facilitation	<ul style="list-style-type: none"> Engage with investors on specific investment opportunities in WA. Assist investors in identifying suitable investment partners in WA 	<ul style="list-style-type: none"> Ongoing activity
Hub and spoke model development and implementation	<ul style="list-style-type: none"> Continue to implement the hub and spoke to align with regional investment and trade activities and opportunities 	<ul style="list-style-type: none"> The North-East Asia Hub and Spoke is clearly defined, with the Hub based in Tokyo and spokes in Kobe and Seoul. Alignment of investment and trade activities and opportunities across the region are ongoing
	<ul style="list-style-type: none"> Finalise the hub reporting structure and undertake recruitment to fill vacant roles 	<ul style="list-style-type: none"> Recruitment of four positions in Tokyo and two positions in Seoul have been finalised
	<ul style="list-style-type: none"> Define key performance indicators in alignment with the Investment and Trade Plan and implement reporting processes 	<ul style="list-style-type: none"> Monthly reporting is submitted
Develop services and supports for exporters and inbound customers and investors	<ul style="list-style-type: none"> Work with WA industry bodies and organisations to market WA's capabilities offshore 	<ul style="list-style-type: none"> The Tokyo office has actively engaged with industry bodies including the Australia-Korea Business Council, the Australia, Japan Business Cooperation Committee, the Australia-Japan Business Council of WA, CCIWA, Avocados Australia, the Australia Export Grains Innovation Centre and Horticulture Australia to market WA offshore
	<ul style="list-style-type: none"> Offer WA industry targeted market intelligence, in-market support, business matching and attendance at industry focused trade events and trade missions 	<ul style="list-style-type: none"> The Tokyo office has provided continuous market intelligence and business matching services on an ongoing basis to the WA industry. Attended trade shows and missions including: Bio Korea, Foodex, H2 Mobility, Interbattery, the Fuel Ammonia Conference, Seoul Food and Hotel, the Japan Energy Summit and World Smart Energy Week
	<ul style="list-style-type: none"> Collaborate with Australian Government agencies and business groups to develop opportunities to support trade facilitation 	<ul style="list-style-type: none"> The Tokyo office has built positive working relationships with the Australian Mission in Korea and Japan, Austrade, Austcham Korea, the Australia New Zealand Chamber of Commerce Japan and others
Promote opportunities in economic infrastructure	<ul style="list-style-type: none"> Facilitate port to port partnerships with key strategic ports in North East Asia to support the development of a hydrogen export industry and remove barriers to export 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Build relationships between WA and North East Asia governments to promote key WA infrastructure 	<ul style="list-style-type: none"> In Japan, the 'Western Australian Infrastructure Investment Webinar' was held on 18 January 2022 in collaboration with the Embassy of

Initiative	Priority activities	Delivery status
		<p>Japan in Australia, the Australian Consulate-General in Perth and the Japan External Trade Organisation (JETRO), Sydney. The WA Investment and Trade Office in Tokyo together with Treasury WA and the Department of Finance provided an overview of investment in WA and opportunities for public sector investment</p> <p>This is an ongoing activity for Korea. The office has worked closely with the Department of Foreign Affairs of Korea and the Department of Trade, Industries and Energy to promote WA hydrogen project investment opportunities</p>
<p>Support WA's sisterstate relationship with Hyogo</p>	<ul style="list-style-type: none"> • Leading and organising seminars to attract investment opportunities in infrastructure in general • Develop projects under the Hyogo sister-state agreement projects that would benefit the development of both regions' economies 	<ul style="list-style-type: none"> • The office hosted a webinar with the Japanese Consulate in Perth and JETRO to highlight infrastructure opportunities in WA • The new direction of the sister-state relationship will focus on economic and business development. This is going to be facilitated with substantial projects such as port linkages and SMEs promotion
<p>Hydrogen industry promotion in the North East Asia region</p>	<ul style="list-style-type: none"> • Promote WA as a destination for investment and offtake opportunities for hydrogen in accordance with the WA Renewable Hydrogen Strategy • Work closely with the JTSI hydrogen team (RHU) to provide information and briefings to North East Asian stakeholders and investors • Conduct webinars in collaboration with stakeholder incountry to support key/emerging project knowledge of WA • Attract investment into the green steel industry in WA by developing an action plan 	<ul style="list-style-type: none"> • Ongoing activity. The office has been actively meeting with energy-related companies and trading houses and promoting opportunities in Hydrogen by distributing information on projects and connecting businesses with proponents in WA • RHU and the office hold monthly update meetings • The office has provided the latest developments and investment opportunities for WA Hydrogen at the investment webinar held on 10 January 2022, where over 570 registrations were received from Japanese companies. The Seoul office attended the Australia-Korea H2 Workshop in July 2021 to represent the WA hydrogen industry • Ongoing activity. Assessments of the opportunity continue to take place amongst key stakeholders in the region. The office is in discussions with steel companies

Initiative	Priority activities	Delivery status
Rare earth and battery minerals	<ul style="list-style-type: none"> Promote WA as a destination for investment and offtake opportunities for critical, battery and rare earth materials in accordance with the Critical Battery Mineral Strategy 	<ul style="list-style-type: none"> Ongoing activity. The office has been providing assistance and support to aim at offtake and investment for the vanadium project. with outcomes of an MOU and a non-disclosure agreement (NDA)
	<ul style="list-style-type: none"> Work with partners in Japan and South Korea to attract investment into downstream battery materials processing such as Precursor-cathode active material and cathode active material manufacturing 	<ul style="list-style-type: none"> Investment opportunities in WA businesses and companies through Japan Oil, Gas and Metals National Corporation (JOGMEC), with which WA has concluded a Memorandum of Understanding and this is an ongoing activity in the Seoul office. The office has actively engaged in providing business matching services between WA and Korean potential counterparts
	<ul style="list-style-type: none"> Deliver the Association of Mining and Exploration Investment Opportunities 2021 to Japanese and Korean stakeholders highlighting WA companies 	<ul style="list-style-type: none"> In progress in Japan and Korea. The office has actively engaged in providing Korean battery manufacturers with WA battery market updates including the project list provided by the Association of Mining and Exploration Companies
WA tourism promotion in the North East Asia region	<ul style="list-style-type: none"> Support campaigns to promote WA as a premier tourism destination 	<ul style="list-style-type: none"> Tourism WA is engaging with Key Distribution Partners in Japan to promote WA to the Japanese – including partners HIS, Club Tourism and Veltra. Campaigns will involve media to increase awareness of WA and convert to bookings. Tourism WA will produce two pieces of content promoting WA for Asahi Newspaper's digital platform, Globe+
	<ul style="list-style-type: none"> Work with North East Asia based inbound tourism operators to support agent knowledge of WA 	<ul style="list-style-type: none"> Tourism WA is working with local Inbound Tour Operators based in Perth and also the eastern states to develop itineraries to be sold to the North East Asia Market
	<ul style="list-style-type: none"> Work towards securing direct flights between Korea and Perth and ensuring the reestablishment of Japan and Perth connection 	<ul style="list-style-type: none"> Tourism WA is working in Japan to secure the return of non-stop services between Tokyo and Perth from All Nippon Airways. Recent changes to Japan's border protocols are likely to open the way for the return of services from late October 2022. Discussions with carriers for a direct flight to Seoul remain ongoing
	<ul style="list-style-type: none"> Promote WA as a destination for conference attendance, development and delivery 	<ul style="list-style-type: none"> Business Events Perth (under contract to Tourism WA) is working closely with Tourism WA's in-market representative to secure business events, specifically e.g. AMWAY Asia Pacific conference (2,500 delegates in 2014-25)

Initiative	Priority activities	Delivery status
Student recruitment and partnership development in the North East Asia region	<ul style="list-style-type: none"> Collaborate with WA education providers to promote WA as a safe destination with quality education 	<ul style="list-style-type: none"> The office is working closely with StudyPerth and the JTSI international Education team to complete the preparation of up-to-date materials and share them with industry stakeholders
	<ul style="list-style-type: none"> Engage in Austrade led events, seminars and campaign in collaboration with WA education providers 	<ul style="list-style-type: none"> StudyPerth, in collaboration with the JTSI International Education Team, participated in the 2022 Study Australia Virtual Fair (Japan, Korea, Hong Kong and Mongolia) on 28 May 2022
	<ul style="list-style-type: none"> Promote offshore programs in-country leading to potential long term trading program 	<ul style="list-style-type: none"> Assisted SCSA in finalising a Japanese agency agreement. Working with an existing WACE partner school to raise awareness of WACE in the Japanese market and to further increase the number of schools introducing WACE
	<ul style="list-style-type: none"> Identify opportunities for EdTech companies in the WA and North East Asian markets 	<ul style="list-style-type: none"> The Tokyo Office identified an opportunity for WA EduTech companies that enables them to promote their service on the Ministry of Economy, Trade and Industry EdTech library, where suppliers, including foreign suppliers, can list services. Three companies, Elearning space, Groupmap and Moodle Pty Ltd, were listed on the website
Defence industry promotion in North East Asia	<ul style="list-style-type: none"> Identify WA defence companies that want to export to North East Asia 	<ul style="list-style-type: none"> Activity postponed to 2022-23
	<ul style="list-style-type: none"> Promote WA capability and opportunities at relevant international events including Defence and Security Equipment Japan 2022 and ADEX Korea 	<ul style="list-style-type: none"> Conferences have been postponed due to COVID-19. Attendance from the North East Asia Hub on the revised dates is planned
	<ul style="list-style-type: none"> Identify defence projects that require investment 	<ul style="list-style-type: none"> Activity postponed
	<ul style="list-style-type: none"> Organise defence virtual missions or webinars in North East Asia 	<ul style="list-style-type: none"> Activity postponed due to COVID-19
Space Industry Promotion in North East Asia	<ul style="list-style-type: none"> Identify WA space companies that want to export to North East Asia 	<ul style="list-style-type: none"> Activity postponed to 2022-23
	<ul style="list-style-type: none"> Identify space projects that require investment 	<ul style="list-style-type: none"> Activity postponed to 2022-23
	<ul style="list-style-type: none"> Organise virtual missions or webinars for the space sector in North East Asia 	<ul style="list-style-type: none"> Activity postponed to 2022-23
High tech industry promotion in the North East Asia region	<ul style="list-style-type: none"> Participate in industry trade shows such as Bio Korea and Bio Japan to support WA companies make connections with industry 	<ul style="list-style-type: none"> Participated in Bio Korea. Bio Japan was delayed due to COVID-19

Initiative	Priority activities	Delivery status
Primary industries and agriculture trade and investment promotion in the North East Asia region	<ul style="list-style-type: none"> Promote WA capabilities in health, medtech, remote operations and robotics industries 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Keep providing in-market support to WA companies by maintaining and developing high-level networks of various high value premium produce 	<ul style="list-style-type: none"> Ongoing activity
	<ul style="list-style-type: none"> Provide opportunities for new/existing WA exporters to attend/showcase their products at agrifood events, such as Foodex March 2022 and WA Wine Tasting March 2022 	<ul style="list-style-type: none"> Coordinated the WA booth at FOODEX Japan. The event presented an opportunity for 27 WA businesses to connect with potential buyers. At the WA wine tasting & masterclass event managed on the ground by the North Asia Hub, 10 Japan-based distributors represented 24 wine producers. The office fully supported the Australian Wine Showcase held in March 2021 in Seoul and International Seafood EXPO in Nov 2021 to promote WA new food and beverage export opportunities
	<ul style="list-style-type: none"> Support the export of WA fresh produce through the International Freight Assistance Mechanism program 	<ul style="list-style-type: none"> Avocado exporters shipped fresh avocados to Japan through the International Freight Assistance Mechanism program
	<ul style="list-style-type: none"> Promote WA wine industry in collaboration with Wines of WA and Sommelier Association 	<ul style="list-style-type: none"> The WA wine tasting & masterclass event was coordinated by WA Wines to the World, an industry-led export program coordinated by Wines of Western Australia, with the support of the North East Asia Hub and DPIRD