



# Western Australian Investment and Trade Plan 2022-24



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# 1. Western Australia's investment and trade approach

The Western Australian (WA) Government is proud to offer a secure, stable and diverse investment environment that builds on the State's sound financial management, economic strengths and position as a trusted and reliable business partner, to markets all over the world.

WA is a high income, export-orientated economy with a gross state product (GSP) of \$362 billion in 2020-21, which was 17.5 per cent of Australia's gross domestic product. WA is home to 2.8 million people, with a per capita GSP of \$135,479, among the highest in the world.

WA has been one of the fastest growing developed economies over the past 20 years, with average real GSP growth of 4.1 per cent a year, well above the 2.7 per cent annual average growth for Australia as a whole and the 1.7 per cent annual average growth for other advanced economies.

Positioned at the gateway to the Indian Ocean, in close proximity to Asia, international investment and trade has long been the lifeblood of the WA economy. Throughout the State's history, WA has flourished by forging strong relationships with its regional neighbours, as well as other partners, built on mutual respect, shared economic priorities and a commitment to continually deepen investment and trade ties.

The Investment and Trade Plan 2022-24 (the Plan) has been designed to strengthen investment and trade outcomes over 2022-24 and is focused on reconnecting with the world following the COVID-19 pandemic and promoting the diversification of the WA economy. The WA Government's economic development framework, Diversify WA, remains central to its investment and trade efforts. Launched in 2019, the framework sets out the initiatives and strategies that will contribute to the State achieving its vision for "a strong and diversified economy delivering secure, quality jobs through increased investment across a broad range of industries".

Implementation of the Plan over the next two years will ensure the WA Government can continue to support exporters to diversify into new markets and strengthen partnerships in existing markets, as well as attract more overseas investment into WA. The WA Government is keenly focused on achieving greater investment and driving even more export success, which will generate additional jobs and greater economic benefits for the State.

To support successful delivery of the Plan, a number of financial and policy mechanisms have been established to secure investment and trade outcomes for WA, including:

- **\$195 million dedicated to a comprehensive Reconnect WA package** aimed at ensuring businesses and industries have a competitive edge as WA emerges from the

pandemic. As part of the 2022-23 State Budget, the WA Government allocated funding to establish four new offices across the International Investment and Trade Office Network. These new offices will be located in Ho Chi Minh City, Vietnam; Chennai, India; Kuala Lumpur, Malaysia; and Frankfurt, Germany.

- **The launch of the Investment Attraction Fund** designed to attract new investment to WA to support international businesses establish and grow their operations in WA, to increase WA's competitiveness in the global market and to support businesses to build the scale, connections and capabilities needed to move further along the value chain and grow their exports.
- **The appointment of new Investment and Trade Commissioners** to lead WA's investment and trade activities in each region, taking a strategic approach to the markets and opportunities of greatest value to the State.

The Plan provides a clear roadmap of the WA Government's focused efforts over a two year period and;

- builds on the success of the previous year's activities, taking into account activity underway from the commencement of the 2022 financial year and provides a cohesive, whole-of-government approach to investment and trade in key sectors and overseas markets for the 2022-24 period
- clearly outlines the WA Government's key focus areas and initiatives to attract investment, increase exports, strengthen WA's global reputation and facilitate business connections.

Four elements underpin WA's approach to investment and trade in 2022-24, across both 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 a 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.

A mid-point update on the progress of initiatives will be undertaken after 12 months, followed by a full review after two years.

Table 1 | WA's 2021-22 investment and trade in numbers

<ul style="list-style-type: none"> <li>• Manufacturing (up 8.7 per cent) made the largest contribution to WA's real GSP growth in 2020-21, followed by:             <ul style="list-style-type: none"> <li>• Mining (47 per cent or \$169.6 billion)</li> <li>• Retail trade (up 8.4 per cent)</li> <li>• Wholesale trade (up 9.9 per cent)</li> <li>• Healthcare and social assistance (up 6.9 per cent)</li> <li>• Agriculture, forestry and fishing (up 23.1 per cent)</li> </ul> </li> <li>• In 2020-21, WA's manufacturing industry increased production of minerals and chemical products and machinery and transport equipment. WA also had a large crop harvest from favourable weather conditions, which contributed to increased output in the agriculture, forestry and fishing industry</li> <li>• WA has an export-oriented economy with net exports of goods and services accounting for 53 per cent of the State's GSP in 2020-21</li> <li>• The value of annual goods exports has grown uninterrupted and more than doubled over six years to 2021-22</li> <li>• WA is the leading export state in Australia, accounting for 46 per cent of the value of Australia's goods exports in 2021-22</li> <li>• In 2021-22, 12 of WA's top 15 export markets were in Asia</li> <li>• WA's main exports are minerals, petroleum (including LNG) and agri-food. The State's main imports are manufactured goods, refined petroleum oil and gold for further refining and re-export</li> <li>• In 2021-22, WA's goods exports rose 8 per cent to \$241.8 billion and imports rose 20 per cent to \$41.2 billion</li> <li>• WA's surplus in goods trade rose 6 per cent to \$200.6 billion in 2021-22</li> <li>• WA's services exports are mainly expenditure by international visitors and students in the State, as well as transport and business services, while the main services imports are expenditure by Western Australians when travelling overseas</li> <li>• WA had a services trade deficit of \$428 million in 2021, well below the annual average services trade deficit of \$3.7 billion over the past 10 years</li> <li>• In 2021, WA's exports of services fell 23 per cent to \$3.9 billion and imports of services fell 20 per cent to \$4.3 billion</li> <li>• Business investment in WA has grown over the past three years to \$44.0 billion in 2021-22, following six years of decline from a peak of \$76.6 billion in 2012-13</li> <li>• Business investment accounted for 11 per cent (\$41.5 billion) of WA's GSP in 2020-21</li> <li>• WA accounted for 18 per cent of Australia's business investment in 2021-22</li> <li>• The mining industry accounted for 71 per cent (\$24.5 billion) of WA's private new capital expenditure in 2021-22</li> <li>• In 2021, the US accounted for 17 per cent (\$184.8 billion) of foreign direct investment in Australia, followed by Japan (13 per cent or \$133.8 billion) and the UK (12 per cent or \$127.5 billion)</li> </ul>	<p><b>WA's key export markets in 2021-22</b></p> <ul style="list-style-type: none"> <li>• China (Mainland)</li> <li>• Japan</li> <li>• South Korea</li> <li>• Singapore</li> <li>• Taiwan</li> <li>• Hong Kong (SAR of China)</li> <li>• United States of America (US)</li> <li>• Indonesia</li> <li>• India</li> <li>• Thailand</li> <li>• Malaysia</li> <li>• Germany</li> <li>• Vietnam</li> <li>• United Arab Emirates (UAE)</li> <li>• Philippines</li> <li>• Association of Southeast Asian Nations (ASEAN)</li> <li>• European Union (EU)</li> <li>• Gulf Cooperation Council</li> </ul> <p><b>Australia's key sources of foreign direct investment in 2021</b></p> <ul style="list-style-type: none"> <li>• US</li> <li>• Japan</li> <li>• United Kingdom (UK)</li> <li>• Canada</li> <li>• Netherlands</li> <li>• China (Mainland)</li> <li>• Singapore</li> <li>• Bermuda</li> <li>• British Virgin Islands</li> <li>• Germany</li> </ul>
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## As WA emerges from the pandemic, a number of new trends are shaping the global investment and trade environment

The post-pandemic investment and trade landscape is still highly uncertain, due in part to the pace and magnitude of increases in consumer prices and interest rates (both in Australia and globally), disrupted supply chains and workforce shortages. Impacts from the pandemic have also been associated, directly or indirectly, with a ripple effect of other economic, geopolitical, social and environmental challenges. This changing landscape presents new opportunities for WA to pursue.

- **Digitisation and automation of production processes:** During the pandemic, years of digital transformation occurred within a couple of months, bringing a rise in telehealth, online education, online retail, e-commerce and the growth of a digitally connected workforce, among others. There is a significant opportunity for WA businesses to ramp-up digitally enabled exports, increase participation in global e-commerce, use technologies to improve the efficiency of their operations and drive innovation and growth across all WA sectors.
- **Rising environmental and social awareness:** Many of WA's export sectors, including agriculture, forestry, fishing and tourism are sensitive to changes in climate and will continue to be impacted by increasing extreme and variable weather patterns. At the same time, the changing climate and its impact on these industries around the world could drive a greater opportunity for the export of digital and science-based agri-tech innovation solutions. The recent legislative mandate for Australian industry to lower its emissions, coupled with increasing expectations in sectors such as mining to meaningfully respond to the environmental, social and governance impacts of production, provide numerous investment and trade opportunities in WA's priority sectors.
- **Changing geopolitical dynamics:** Ongoing geopolitical tensions and conflict in some regions are expected to continue to cause disruption and negatively impact established investment and trade relationships. WA's imports and exports, as well as overall trade globally, will continue to be effected. This is particularly evident with the ongoing conflict in Ukraine and its subsequent impacts on commodity prices, supply chains and the global economy. Despite challenges, there are opportunities for WA businesses as global buyers to look for new commodity sources, in particular energy resources and for investors to look for new markets for investment. Further opportunities are presented in the defence, energy and critical minerals industries due to an increased focus on defence and energy security.
- **Changing trade relationships:** While some markets are contracting due to protectionist measures, others are revising their investment and trade relationships and are open to new opportunities. The Australia-India Economic Cooperation and Trade Agreement (AI-ECTA) and the Australia-United Kingdom Free Trade Agreement (A-UKFTA) offer opportunities to strengthen diversification, create new trade opportunities and jobs and talent exchange. In addition, the signing of the Australia, UK

and US Agreement (AUKUS) opens further opportunities for defence, nuclear science, cyber-security, artificial intelligence, engineering and other related sectors.

- **Supply chain transformations:** Following the severe disruption to critical supply chains during the pandemic, buyers are looking for new, secure and reliable options to improve resilience. WA remains a safe and stable place to invest and our supply chains are seen as high quality, trustworthy and reliable, presenting opportunities to strengthen existing and establish new investment and trade partnerships.

### **WA has a clear strategy to achieve a strong and diversified economy, delivering secure, quality jobs through increased investment across a broad range of industries**

As noted, Diversify WA, the State's economic development framework, outlines how the WA Government, industry and community can work together to grow and diversify the economy and create jobs.

The eight key sectors in the framework include: energy; tourism, events and creative industries; international education; defence industries; mining and mining equipment, technology and services (METS); space industries; health and medical life sciences and primary industries.

The framework also recognises the importance of activities that will improve value and productivity across multiple sectors of the external-facing economy. These cross-sector activities are: supply chain development; advanced manufacturing; science, innovation and technology; as well as environmental, social and governance (ESG) frameworks.

These priority sectors and cross-sector activities match the State's unique strengths and respond to major global trends, including: increased digitisation; automation and the adoption of new and disruptive technologies; changing geopolitical and trade dynamics and the rise in environmental, social and governance (ESG) commitments and investments.

To further accelerate WA's progress towards diversification, the WA Government is currently developing a targeted, holistic, whole-of-government approach to attracting investment into key sectors. This is based on a deep dive of the comparative advantages and opportunities for the State in each of the Diversify WA sectors and will support a more focused approach to the key opportunities for the diversification of industries and key markets.

Diversify WA, the priority sectors and cross-sector activities that have been identified in the framework underpin WA's approach to investment and trade.

## Diversify WA activities

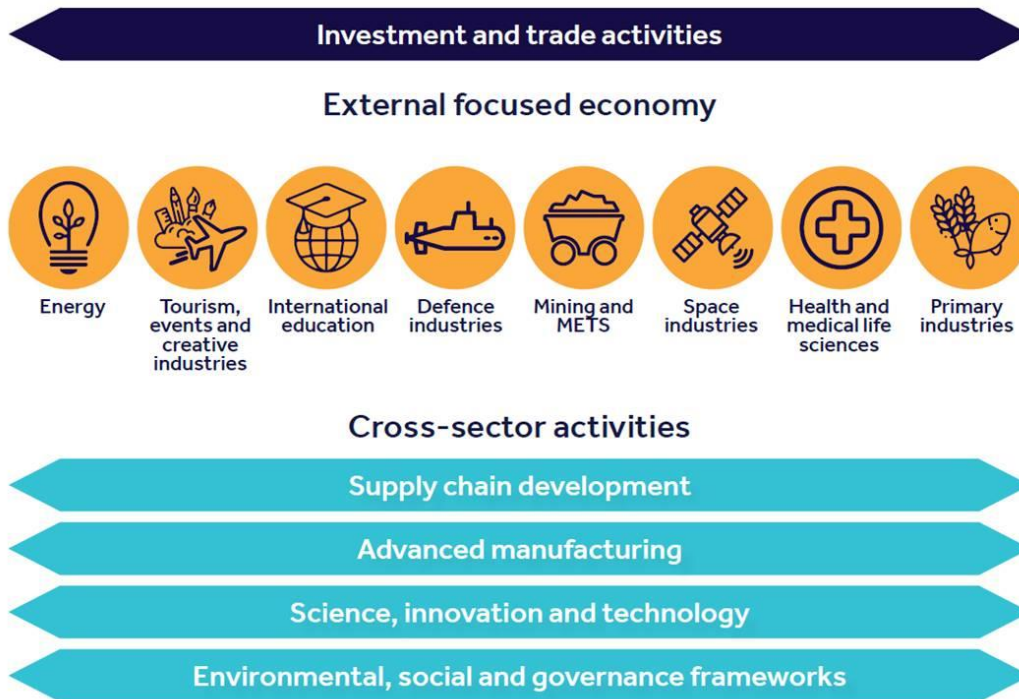


Table 2 | Alignment with broader WA Government policy and funding initiatives which continue to guide the approach to investment and trade

- WA Jobs Plan focuses on WA jobs, manufacturing, creating jobs in regional WA, providing more training and continuing to diversify the State’s economy.
- WA Asian Engagement Strategy 2019-2030 highlights investment and trade with Asia as a key part of the WA Government’s economic agenda.
- Investment Attraction Fund builds on the State’s existing strengths, leveraging industry’s knowledge and expertise through a range of financial and non-financial incentives to support investment attraction into industries in WA.
- New Industries Fund through innovation, supports the acceleration of new and emerging businesses in WA, to diversify the economy and create new jobs and industries.
- The State Infrastructure Strategy identifies the State’s infrastructure needs and priorities, while addressing a broad range of social, economic and environmental objectives to make recommendations relating to infrastructure planning, prioritisation and decision-making.
- Western Australian Climate Change Policy sets out the WA Government’s plan for a climate-resilient community and a prosperous low carbon future.





- Future jobs, future skills: Driving STEM skills in Western Australia aims to build a globally competitive and innovative workforce with the skills to drive WA's technological future and create job opportunities.
- A range of industry specific strategies, such as the Health and Medical Life Sciences Industry Strategy, the Future Battery Industry Strategy, the Renewable Hydrogen Strategy, the Primary Industries Plan, Jina - Western Australian Aboriginal Tourism Action Plan 2021-2025 and the Defence and Defence Industries Strategic Plan.

## 2. WA's investment and trade ecosystem

A whole-of-government approach is vital to enable a healthy investment and trade ecosystem

To capitalise on WA's unique strengths and capabilities, the WA Government has an important role to play in facilitating investment and trade activity across a complex ecosystem, in line with the objectives of Diversify WA. The establishment of a new dynamic hub-and-spoke model for the State's Investment and Trade Office Network (the network) (see Figure 1), sits at the centre of WA's contemporary and intentional approach to investment and trade. This network includes:

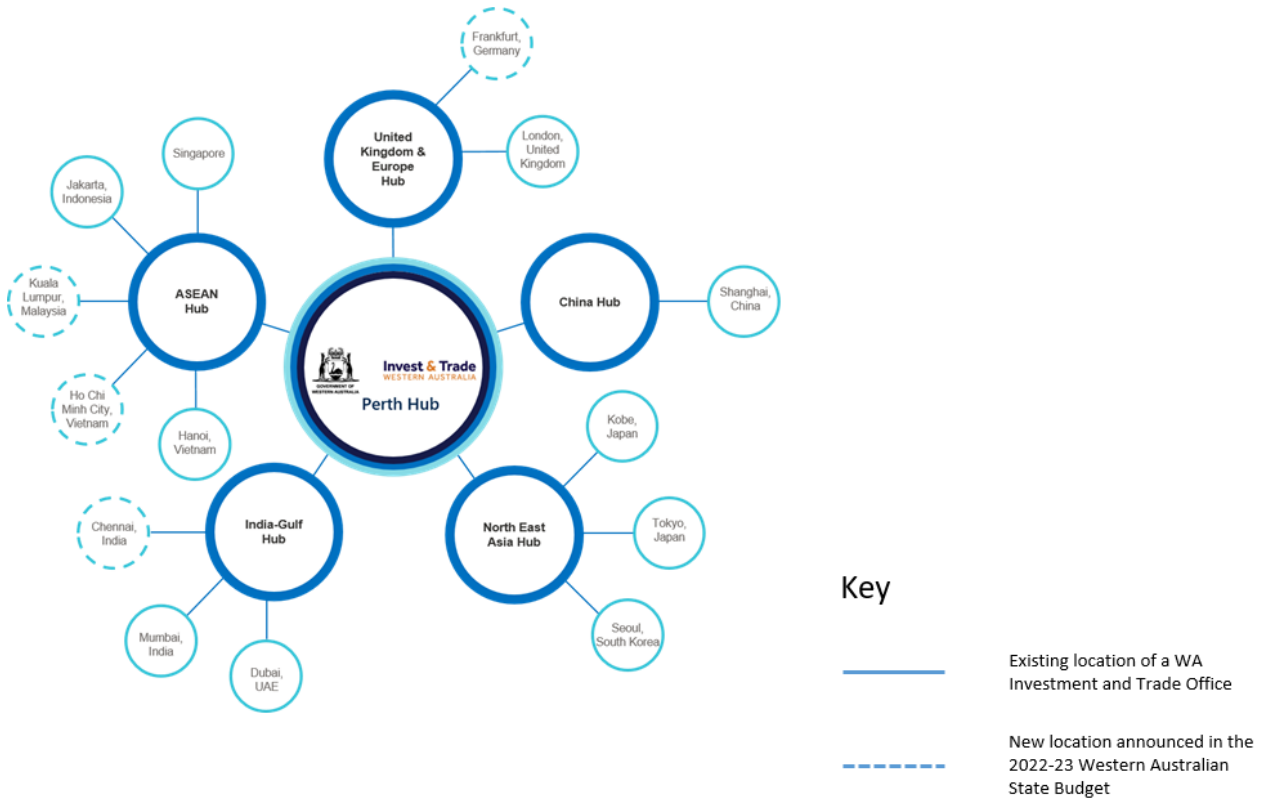
- a central hub located in Perth
- five overseas hubs in key regions with associated market spokes and
- flexibility to expand into new locations in response to emerging market and sector priorities.

JTSI's Invest and Trade WA team acts as WA's 'front door' for investors and exporters, facilitating investment into WA and assisting local industry to access new export markets. This integrated network also operates as an important enabler of cross-government and cross-organisational communication and collaboration. The Perth Hub works in partnership with the five overseas hubs to support the State's economic diversification objectives. The overseas-based Invest and Trade WA team plays an important role in the ecosystem as WA's 'feet on the ground', fostering people-to-people relationships and advocating on behalf of WA and its existing and emerging industries in key international markets. Invest and Trade WA's key roles and services across the network include:

- **Client Services** – connecting WA businesses with international opportunities
- **Asian Engagement** – supporting opportunities in Asia for WA businesses
- **Ministerial Missions** – supporting inbound and outbound missions to showcase WA's value proposition to the world, to pursue investment and trade opportunities and develop and foster partnerships capitalising on people-to-people engagement
- **Events** – broadening and deepening WA's promotion, exposure, connections and conversations with key existing and potential partners in WA and overseas
- **Strategic Partnerships** – developing and furthering partnerships built on people-to-people ties including fostering and pursuing sister-state relationships, Memoranda of Understanding (MOU) and other strategic relationships
- **Investment Attraction Fund** – attracting investment to WA and supporting initiatives and businesses aiming to establish and grow their operations in WA
- **Investment and Trade Policy** – representing WA's voice and interests in the Australian Government's investment and trade negotiations and policy initiatives.

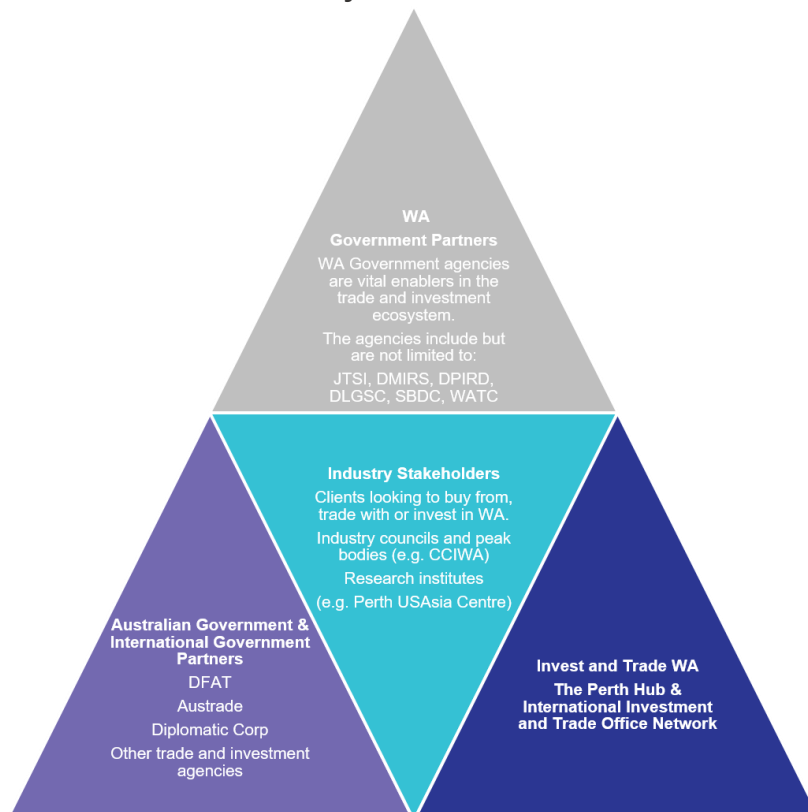
Further details on Invest and Trade WA's priorities and initiatives in the Perth Hub and overseas hubs is set out in Section 3.

**Figure 1 | Invest and Trade WA hub-and-spoke network**



In addition to Invest and Trade WA, other investment and trade functions are delivered by key partners, see Figure 2.

**Figure 2 | WA's investment and trade ecosystem**



Other key organisations servicing WA's existing and potential investment and trade clients, businesses, exporters, importers and investors include:

- **WA Government agencies** leading respective sectors provide content-specific expertise and work to attract investment and support exporters. These agencies include:
  - Areas in the Department of Jobs, Tourism, Science and Innovation (JTSI), outside of Invest and Trade WA.
  - Department of Primary Industries and Regional Development (DPIRD)
  - Department of Mines, Industry Regulation and Safety (DMIRS)
  - Department of Local Government, Sport and Cultural Industries (DLGSC)
- **Other WA Government agencies** are vital enablers in the ecosystem by leading, supporting and collaborating on specific sector, cross-sector or market initiatives. The agencies include:
  - Department of Education (DoE)
  - Department of Finance (DoF)
  - Department of Water and Environmental Regulation (DWER)
  - Department of Training and Workforce Development (DTWD)
  - Western Australian Treasury Corporation (WATC)
  - Department of Planning, Lands and Heritage (DPLH)
  - DevelopmentWA
  - Department of Health (DoH)
  - Department of Transport (DoT)
  - Infrastructure WA
  - Department of Treasury
  - Small Business Development Corporation (SBDC)
  - Department of the Premier and Cabinet (DPC)
- **Industry stakeholders** that WA Government agencies also work closely with includes a range of WA businesses, peak bodies, alumni associations, business councils, chambers of commerce and academic and research organisations. Examples include:
  - Perth USAsia Centre
  - Chamber of Commerce and Industry WA
  - Chamber of Minerals and Energy
  - Future Battery Industry Cooperative Research Centres (CRC)
- **Australian Government agencies** in the investment and trade sphere that the WA Government works with, especially in the delivery of investment and trade policy, client servicing, missions and events. Examples include:
  - Department of Foreign Affairs and Trade (DFAT)
  - Australian Trade and Investment Commission (Austrade)
  - Department of Industry, Science and Resources
  - Department of Climate Change, Energy, the Environment and Water



## 3. Fostering and growing investment and trade priorities

WA has many investment and trade opportunities for 2022-24. Building on its strengths as a powerhouse in mining and energy, WA will foster the industry advancements needed to support the global transition to net-zero emissions. WA's strong culture of innovation will drive investment, trade, employment, research and training opportunities in the State's health and medical life sciences, primary industries, defence, space, energy, mining and METS and tourism and international education sectors. WA is forging a dynamic future from a position of economic strength and is ready to grow investment and trade opportunities over the next two years.

This section outlines key priorities, objectives and initiatives across WA's investment and trade ecosystem:

- Priority sectors (Section 3.1)
- Cross-sector activities (Section 3.2)
- Invest and Trade WA (Section 3.3)
- Priority markets (Section 3.4)

## 3.1. Priority Sectors

### 3.1.1 Energy

WA's energy sector is in the midst of a transition towards a low-carbon economy powered by clean energy and is in a strong position to successfully reach the WA Government's target of net zero emissions by 2050. WA is fortunate to have an abundant mix of the natural resources needed to effectively make this transition, including:

- world best levels of solar irradiance
- strong and reliable wind resources
- an expansive coastline for wave and tidal energy
- extensive natural gas reservoirs to feed industrial processes, scale the hydrogen industry and back up renewables when the wind is not blowing, or the sun is not shining.

As well as focusing on decarbonising our own electricity systems to ensure we can support the decarbonisation goals of industries based in WA, the State is primed to play a central role in decarbonising the world's economy, as a reliable, ethical and cost-effective supplier of battery and critical minerals and clean energy products. Furthermore, technological advancements in renewable energy present a major opportunity for WA to secure new investment into its emerging clean energy industries.

With its rich endowment of battery and critical minerals, including some of the most significant mineral deposits in the world, WA has established itself as a leading supplier of lithium, nickel, cobalt, manganese and rare earths to a host of international partners. The State has also established itself as a destination of choice for investment in the renewable hydrogen industry. There is an opportunity to become a global renewable hydrogen industry leader and help international partners meet their future energy and emissions reduction goals. The supply of critical minerals and rare earths required for the manufacture of electrolyzers, wind turbines, electric vehicles and decarbonised products, such as green steel and green aluminium, places WA in a unique position to play a key role in servicing the entire renewable hydrogen supply chain.

The next two years will build on the key achievements over 2021-22, which include:

- The WA Government's announcement that all State-owned, coal fired generation assets will be retired by 2030 and a \$3.8 billion investment package in wind generation and storage for the State's main power system, the South West Interconnected System

#### Key strategic frameworks

[Energy Transformation Strategy: Brighter energy future](#)

[WA Renewable Hydrogen Strategy and Roadmap](#)

[Distributed Energy Resources \(DER\) Roadmap \(2019\)](#)

[Whole of System Plan](#)

[Future Battery Industry Strategy \(2019 and 2020 update\)](#)

[WA Climate Policy](#)

#### Priority markets

North East Asia (Japan and South Korea), India, US, China, UK, EU

- The commencement of Tianqi Lithium’s commercial production of lithium hydroxide and commencement of BHP Nickel West’s operations of the battery-grade nickel sulphate plant, both in Kwinana
- A final investment decision by Iluka Resources Ltd to build a rare earths refinery at Eneabba and the commencement of Lynas Corporation’s construction of a 10,500 tonnes per annum (tpa) rare earths processing facility in Kalgoorlie
- Assistance from JTSI to battery and critical minerals projects, including Pure Battery Technologies and Poseidon Nickel’s Precursor Cathode Active Materials (P-CAM) hub in Kalgoorlie
- WA Government’s support for the Future Battery Industries CRC’s P-CAM pilot plant, which will use locally sourced minerals to produce a P-CAM product and help de-risk investment in large-scale P-CAM manufacturing in WA
- The formation of a partnership between Curtin University and industry on a \$240 million research collaboration that aims to de-risk the uptake of new technologies and support commercialisation of critical mineral projects, which will include the construction of pilot and demonstration-scale testing facilities in WA
- The completion and public release of the WA Gas and Downstream Opportunities study which investigates opportunities and barriers for establishing new downstream gas processing industries in WA
- WA Government funding of \$117.5 million for the development of hydrogen hubs and \$140 million announced by the Australian Government for WA and the hydrogen industry
- Significant contracts and development of partnerships, including the signing of an MOU with the Port of Rotterdam to facilitate the export of hydrogen from WA
- Provision of financial support to 10 feasibility studies and five capital works projects through the Renewable Hydrogen Fund

### Objectives and key initiatives 2022-24

Over the next two years, WA’s energy sector will continue to focus on the transition towards cleaner energy sources across its electricity systems and to support the decarbonisation of industry. WA is also on track to deliver on the 2022 Renewable Hydrogen Strategy goals of having a project approved for export, construction of a refuelling station, blending in the gas network and a remote application of renewable hydrogen.

Objective 1: Develop WA’s battery and critical minerals and value-adding projects	
Lead agency   JTSI	
<b>Key initiative</b>	<b>Supporting activities</b>
Facilitate investment in value-add projects, including P-CAM manufacturing in WA	Promote the battery and critical minerals investment prospectus that markets WA’s capabilities and advantages to key overseas markets Facilitate projects and provide support through access to strategic industrial land and common-user infrastructure



Promote battery and critical minerals investment opportunities

Identify and implement key actions to develop WA's downstream battery industry

Explore opportunities for development of WA's downstream battery industries (battery cell manufacturing, battery pack assembly, battery integration, service and maintenance and recycling)

Update existing training packages or develop and implement new training packages to fill skill gaps

Develop local capabilities to support industry development

Monitor options to promote the ethical production of WA's battery minerals

**Objective 2: Establish WA as a recognised global leader in liquefied natural gas (LNG) collaboration, innovation, maintenance and support**

Lead agency | JTSI

**Key initiative**

Develop and establish WA as the decommissioning hub for the region

**Supporting activities**

Implement the WA Government and Centre of Decommissioning Australia (CODA)'s Financial Assistance Agreement that focuses on establishing the WA decommissioning industry

Explore the opportunity to develop a WA Carbon Capture and Storage (CCS) and Carbon Capture, Use and Storage (CCUS) industry

Identify and attract investment into WA to grow the decommissioning industry

Deliver the WA CCS/CCUS Study

Promote the WA energy sector capability and capacity to the world

Identify opportunities to develop CCS and/or CCUS in WA

Participate in key energy events domestically and internationally in key markets to showcase WA energy sector capabilities and capacity and to attract investment, critical skills and international students

**Objective 3: Support growth of WA's capacity to export a secure supply of renewable hydrogen and develop domestic use of hydrogen**

Lead agency | JTSI

**Key initiative**

Deliver the Renewable Hydrogen Strategy and Roadmap

**Supporting activities**

Promote the renewable hydrogen investment prospectus that market WA's capabilities and advantages to key overseas markets

Facilitate projects and provide support through access to strategic industrial land and common-user infrastructure

Support development of the industry through established funding mechanisms including the Renewable Hydrogen Fund, Transport expression of interest (EOI) and hydrogen hubs funding

Consider development and implementation options to deliver a Renewable Hydrogen Target for the State's main power system, the South West Interconnected System.



### 3.1.2 Tourism, events and creative industries

WA is a desirable and vibrant destination with unique and abundant natural attractions, rich Aboriginal culture and an exciting range of cultural and sporting events.

WA's creative industries are innovation led, knowledge intensive and highly exportable and incorporate a broad range of occupations, from information technology design, digital media production, marketing and virtual reality to galleries, museums and libraries.

#### Key achievements over 2021-22, have included:

- Sustained marketing activity in domestic and international markets to grow awareness and consideration of WA as a leisure destination
- Return of the interstate and international airlines that were flying to WA prior to the pandemic and establishment of new routes
- Securing and staging additional blockbuster events such as the 2021 AFL Grand Final, Bledisloe Cup and the 2022 WinterLive program including NRL State of Origin Game 2, Wallabies v England Rugby Union Test Match and ICON - Perth's Festival of International Football
- A number of industry support grants (totalling \$38 million) to assist tourism businesses most affected by social and health restrictions in place during the pandemic
- Introduction of 'Getting the Show Back on the Road' shared risk program, which has encouraged performing arts and live music events to continue by mitigating against box office losses
- Development of the Creative Communities COVID-19 Recovery Program to support communities across WA
- Signing of a five-year MOU on Sports Communication and Personnel Training with the Zhejiang Sports Bureau in China

#### Objectives and key initiatives 2022-24

Over the next two years, tourism, events and creative industry activity will focus on increasing the numbers of visitors and visitor spend, re-establishing previous and securing new air routes to WA and maintaining and developing appealing visitor experiences. This includes developing immersive experiences in areas such as entertainment and performance, as an addition to the promotion of WA's unique points of difference.

#### Key strategic frameworks

[Jina - Western Australian Aboriginal Tourism Action Plan 2021-2025](#)

[WA Creative industries: An economic snapshot \(2019\)](#)

#### Priority markets

UK, Germany, Switzerland, New Zealand, China, Hong Kong, Taiwan, Japan, Vietnam, India, Malaysia, Singapore, Indonesia, Eastern States (Vic, NSW, Qld)

**Objective 1: Establish WA as the most desirable destination choice for domestic and international leisure visitors**

Lead agency | JTSI (Tourism WA)

**Key initiative**

Develop a new world-class tourism brand for WA

Re-educate and promote to the world what WA has to offer

Scale up immediate interstate and international marketing conversion programs across trade and consumer channels

**Supporting activities**

Roll out brand assets to relevant markets and encourage trade partners and industry stakeholders to use the assets within their activities promoting WA and WA products

Implement a program of engagement and training with trade partners and industry stakeholders on the effective use of brand assets

Develop and implement annual market plans across key markets with a focus on increasing visitation and average visitor spend

**Objective 2: Attract visitors to WA, leveraging events as a time-specific reason for the visit**

Lead agency | JTSI (Tourism WA)

**Key initiative**

Develop an annual home-grown event to drive significant out-of-state visitation and become iconic to WA over time

Diversify the events calendar by growing the number of arts and cultural events supported

Attract blockbuster events to WA that showcase state infrastructure, including Optus Stadium and increase WA's profile as a major events destination

Secure mass participation events that deliver large competitor numbers and/or media coverage and generate a strong return on investment

**Supporting activities**

Work with a partner to roll out and grow a two-stage home-grown event at different times of the year

Identify cultural events that can raise WA's profile as a diverse destination

Develop a program of major events during winter (traditionally a quieter time of the year for tourism operators) that can be packaged and promoted as an annual blockbuster event offering

Develop an annual culinary event that capitalises on WA's strengths as a food and wine destination and becomes a 'must visit' event for out-of-state visitors

Work proactively with event holders to bid for and secure mass participation events

**Objective 3: Recover WA's aviation network and reposition Perth as the western gateway for Australia**

Lead agency | JTSI (Tourism WA)

**Key initiative**

Re-establish direct flights to WA that were in operation prior to the COVID-19 pandemic

Establish new routes from key tourism source markets

Increase leisure tourism to northern regional destinations

Stimulate regional dispersal to provide economic and social growth for the regions

**Supporting activities**

Engage with airlines that flew to WA before the pandemic and make financial offers to encourage re-establishment of direct services

Provide support for the consideration and establishment of new direct routes

Promote affordable airfares to Exmouth, Broome and Kununurra

Attend the World Routes event to continue discussions with airlines and build positive relationships with airlines with the potential to operate direct services to WA

**Objective 4: Ensure WA is developing as the premier authentic Aboriginal tourism destination in Australia**

Lead agency | JTSI (Tourism WA)

**Key initiative**

Implement years two-to-four of the Jina: Western Australian Aboriginal Tourism Action Plan with key initiatives:

- Make Aboriginal tourism experiences more accessible to visitors
- Build the capacity for Aboriginal people to participate in the tourism sector
- Facilitate the development of authentic Aboriginal cultural experiences

**Supporting activities**

Work with Aboriginal tourism operators to ensure their product offerings are market ready and bookable

**Objective 5: Support and enable new tourism infrastructure and attractions to turbo charge WA's regional visitor experience**

Lead agency | JTSI (Tourism WA)

**Key initiative**

Increase the unique tourism accommodation offering within and around the State's National Parks and Conservation Estate

Increase the density and diversity of tourism experiences in and around national parks and conservation estate

Facilitate the development of priority tourism infrastructure projects and attractions

Address tourism workforce shortages and provide a future pipeline of talent

Support the resumption of cruising in WA waters and the growth of the sector

**Supporting activities**

Work with the Department of Biodiversity, Conservation and Attractions (DBCA) to establish eight shovel-ready unique tourism accommodation sites by undertaking required needs assessment and land assembly studies

Through the placement of a network of Tourism Experience Development Managers in-region, work with industry to build, grow and develop new experiences

Tourism Destination Management Plans for each of the five tourism regions finalised identifying tourism infrastructure priorities and attraction development opportunities

Implement the Tourism Workforce Development Program aimed at addressing the short-term and long-term issues facing staff attraction and retention to the industry, including promoting tourism and hospitality as a career of choice

Work with the cruise sector to encourage and support the return of expedition and large cruise ships to WA, both into the Kimberley and traversing the whole of the coastline to support regional port destinations.

**Objective 6: Grow WA's cultural infrastructure and creative industries**

Lead agency | DLGSC

**Key initiative**

Develop WA's cultural infrastructure to increase tourism and create opportunities for trade and cross-cultural relationships with major trading partners

Develop the creative industries sector in WA

**Supporting activities**

Deliver the Regional Arts and Cultural Investment Program, creating jobs, economic development, tourism and social cohesion by supporting the creative and cultural industries in regional WA

Investment in building capacity in the regions to contribute to the liveability and vibrancy of regional communities

Grow the screen and immersive technology industries and bring WA experiences to new audiences

Support the WA Cultural Infrastructure Framework 2030+, the WA Cultural Infrastructure Investment Guidelines and the WA Cultural Infrastructure Map to advance understanding of the non-market value of WA cultural infrastructure

Deliver infrastructure projects including the new Aboriginal Cultural Centre and redevelopment of the Perth Concert Hall, rejuvenation of the Perth Cultural Centre and upgrades to His Majesty's Theatre

Develop a Creative Industries Strategy to build creative services and cultural production workforce capacity, promote industry trade and exports and grow the creative and cultural economy in WA

Develop a Screen Industry Strategy that includes games and immersive technologies to grow and develop the film and screen sector in WA

Continue with planning and development of a screen production facility, Games and Interactive Fund and deliver the immersive technologies festival

### Objective 7: Attract sport events and sport teams to use training facilities in WA

Lead agency | DLGSC

#### Key initiative

Promote WA as a sports event venue and showcase facilities to a global audience

Promote WA as a sports event and training hub for Asia and strengthen economic, tourism and trade ties between the State and Asian countries

Provide financial support to targeted State Sporting Associations strategically aligned to Asia through the Asian Engagement through Sport Grants Program

#### Supporting activities

Continue to work with Football West and Football Australia to support the Women's World Cup event and invest in facility upgrades

Deliver the new State Football Centre and upgrades to HBF Park

In partnership with JTSI, develop action plans to support an MOU on Sports Communication and Personnel Training with the Zhejiang Sports Bureau (China) and a Technical Agreement with the National Sports Committee of Indonesia (East Java)

### 3.1.3 International education

WA is a prime location for international students to further their education and international education is one of WA's largest export sectors. WA offers quality education programs and institutions, a great lifestyle and a wealth of employment opportunities, which makes it an attractive study destination.

The next two years will build on the key achievements over 2021-22, which include:

- Delivery of Safe Transition Industry Support financial packages for international students and the sector, funded through Reconnect WA
- Roll out the 'Western Australia – It's like no other' marketing campaign through trade events, expos and in the media, across ten priority markets to raise awareness of WA as a study destination for Semester 2, 2022 and beyond
- Signing of 16 education and training MOUs on JTSI's 2022 mission to India

Key strategic frameworks

[Western Australian International Education Recovery and Renewal Plan](#)

Priority markets

Malaysia, India, Vietnam, Indonesia, Philippines, Bhutan, Hong Kong, Nepal, Pakistan, Singapore, China

#### Objectives and key initiatives 2022-24

Over the next two years, the priority will be on building the international student pipeline and supporting the international education sector. To achieve this goal, the focus will be on marketing efforts to position WA as the most desirable study destination in Australia. The WA Government has announced several new initiatives, including the development of new scholarship programs and a new agent incentive package.

**Objective 1: Increase awareness of WA's international education capability by developing a unique identity and value proposition to increase the number of students choosing WA as their study destination**

Lead agency | JTSI

**Key initiative**

Develop a long-term offshore marketing campaign

Support StudyPerth to deliver marketing activities in alignment with and complementary to, the WA Government's offshore marketing activities

**Supporting activities**

Develop creative assets and market-specific marketing collateral

Undertake market research into the effectiveness of the proposed marketing campaign including developing a creative concept and media planning

Evaluate the impact of current marketing activities to determine where future campaigns will have the most impact

**Objective 2: Ensure international students are welcomed and supported through targeted engagement and support initiatives**

Lead agency | JTSI

**Key initiative**

Continue to deliver programs to support international student mental health and wellbeing

Expand the International Student Travel Portal to provide a one-stop

**Supporting activities**

Develop 2022-23 Budget funded initiatives in consultation with industry and seek WA Government endorsement of proposals

Launch 2022-23 funded initiatives, using outcomes of current programs to ensure the best practice approach where possible



shop for arriving students and visiting family

**Objective 3: Provide leadership to the sector, including through supporting the establishment of an international education consortia**

Lead agency | JTSI

**Key initiative**

Support the International Education Advisory Group to identify and develop initiatives and programs to build the resilience of the sector so it emerges from the pandemic in a position of strength

Facilitate the identification of consortia opportunities, bring suitable parties together and promote consortia activities

**Supporting activities**

Conduct International Education Advisory Group meetings on a regular basis, providing up to date arrivals and commencement data to identify gaps and develop measures to address them

Work closely with West Australian Technical and Vocational Education Training Consortium (WATVET) and StudyPerth in the identification and development of potential consortia activities

**Objective 4: Advance offshore education and training business opportunities as a student attraction strategy**

Lead agency | JTSI

**Key initiative**

Work with industry to identify areas of need to design programs

Utilise in-market Education Business Development Managers (EBDM) to identify and engage with offshore education and training opportunities

Identify opportunities to expand the delivery of the Western Australian Certificate of Education (WACE) curriculum in offshore markets and attract graduates to WA for their higher education studies

**Supporting activities**

Co-design programs and initiatives with the sector and establish robust processes and governance to implement and administer identified programs and initiatives

Regular engagement with key stakeholders and providers to identify and address areas requiring support

Develop an annual calendar of EBDM activity to ensure attendance at engagements where opportunities for WA providers may be discussed/identified

**Objective 5: Support student employability and industry engagement initiatives**

Lead agency | JTSI

**Key initiative**

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

**Supporting activities**

Work with StudyPerth to develop a three-year funding agreement from 2022-23 to 2024-25 including identifying priority outcome areas and key performance indicators

Identify and explore opportunities to match graduates with priority sector skill shortages and identify where gaps in course offerings may be apparent

### 3.1.4 Mining and mining equipment, technology and services (METS)

WA's diverse mining industry is a leading global supplier of minerals and value-added mineral products that is serviced and complemented by a world-class METS sector. The mining industry is an important part of the WA economy. WA has some of the most diverse and prospective geology in the world, including the majority of Australia's known resources of key economic minerals and critical minerals. WA's mining and METS sector is embracing the

opportunities presented by the shift in community and investor expectations on ESG performance, particularly with respect to the increased focus on sustainability and reducing carbon emissions.

#### Key strategic frameworks

[A world-leading resources sector: Western Australia's mineral and petroleum resources development strategy](#)

#### Priority markets

US, Europe, Asia

The next two years will build on the key achievements over 2021-22, which include:

- WA attracting \$24.5 billion, or 59 per cent of Australia's total investment, in mining industry new capital expenditure
- Expenditure of \$2.5 billion, or 64 per cent of national minerals exploration expenditure, demonstrating WA's attractiveness as a leading global destination for exploration investment

#### Objectives and key initiatives 2022-24

Over the next two years, mining and METS activity will focus on nurturing existing and pursuing new investment and trade opportunities with a particular focus on encouraging further downstream processing opportunities in battery and critical minerals. WA is well positioned to leverage both its existing strong trading relationships with a number of key markets and its commitment to environmentally responsible production processes. In addition to its reliable supply, WA has strong comparative advantages in advanced technical mining expertise, a world-class mining services sector, an enabling and robust legislative framework and close proximity to key Asian markets. The strong growth of the mining and METS industry in WA also provides an opportunity for complementary industries to co-locate in WA, leverage the expertise of WA's resources industry and attract investment in these new industries of strategic importance.

#### Objective 1: Maintain WA's position as the leading global destination for minerals exploration investment

Lead agency | DMIRS

##### Key initiative

Implement the Geoscience Data Transformation Strategy (GDTS) to facilitate data-driven exploration activities

Implement the WA-Array Program, a State-wide passive seismic survey to be completed over a 10-year period

##### Supporting activities

Progress implementation of the GDTS project plan which includes a comprehensive industry consultation process

Following the completion of procurement processes, establish contract and land access approval and deploy the WA-Array Program's initial array in 2022-23

Conduct two competitive application rounds for the Co-Funded Drilling Program per annum for the Exploration Incentive Scheme (EIS), as well as ongoing programs in relation to:

- prospectivity mapping

Continue to promote exploration opportunities and provide incentives for exploration investment through the State's highly successful Exploration Incentive Scheme (EIS)

- encouraging exploration through cover via 4D mapping
- supporting strategic research and
- supporting the acquisition of geophysical data

**Objective 2: Stimulate and enhance activity in WA's mining industry while also improving rehabilitation and mine closure regulation**

Lead agency | DMIRS

**Key initiative**

Implement the Fast-tracking Mining Approvals Strategy (the Strategy)

Progress new laws that will improve the application and assessment of mining activities, while supporting best practice environmental regulation

**Supporting activities**

Progress the Strategy's project implementation plan, which comprises two pillars:

- Reducing current approval timeframes and
- Digital transformation of DMIRS' systems

Following the passing of the Mining Amendment Bill 2021 through Parliament in September 2022, consultation commenced on developing the supporting regulations. The new laws are expected to be in place in mid-to-late 2023.

**Objective 3: Support the development of the emerging potash industry**

Lead agency | DMIRS

**Key initiative**

Implement a royalty rebate scheme for new potash projects that will provide a non-repayable 50 per cent rebate on royalties paid for a period of two years

**Supporting activities**

Process applications for eligible projects that make their first sales in a given timeframe for commencement

**Objective 4: Attract investment into the Collie region**

Lead agency | DMIRS

**Key initiative**

Increase investment into the Collie region to diversify the economy and create local jobs in green manufacturing, mineral processing, battery industry development, renewable energy and primary industries

**Supporting activities**

Establish and manage the new \$200 million Collie Industrial Transition Fund including attracting green manufacturing industries

Promote the region's capability and attract investment using the Collie Investment Prospectus



### 3.1.5 Defence industries

WA supports a defence presence that represents over 9 per cent of the Australian Defence Organisation and includes over 5,500 permanent Australian Defence Force (ADF) personnel. Spanning more than 250 related businesses, WA's defence industries contributed approximately \$3 billion to WA's GSP in 2020-21.

WA's defence industries are competitive, resilient and have a long history of success, with modern manufacturing capabilities and support from tertiary institutions.

WA has particular strengths in advancing investment and trade in the construction of patrol crafts, a maritime sustainment sector which is capable of manufacturing a large range of items. WA participates in the supply chain of the most advanced ships in service anywhere in the region, high end communications systems, artificial intelligence, cyber and space related technologies for defence use. WA has significant design, production and operational capability in Robotic Autonomous Systems (RAS) and their application within aerial, land and underwater domains.

The next two years will build on the key achievements over 2021-22, which include:

- Completion of production and delivery of five patrol crafts for the Royal Australian Navy and multiple Pacific Island nations
- Progression of the ANZAC Mid-life Capability Assurance Program
- Expansion of the capacity of the Australian Marine Complex (AMC) to support both build and sustainment activity
- WA Government investment of \$18 million in expanding the State's 'defence ready' workforce through sponsoring apprentices in target trades in the maritime sector

#### Objectives and key initiatives 2022-24

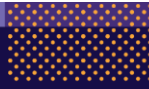
Over the next two years, the defence sector will focus on leveraging its capability and pursuing investment and trade opportunities in shipbuilding, maritime RAS, maritime sustainment, communications systems, cyber and space related technologies. Support the WA's defence sector to be prepared for opportunities arising from the AUKUS agreement, including becoming the nuclear submarine sustainment hub for our AUKUS allies.

#### Key strategic frameworks

[WA Defence and Defence Industries Strategic Plan](#)

#### Priority markets

ASEAN, Pacific Oceania, India, North East Asia, South East Asia, Middle East, Gulf, US, UK



**Objective 1: Support development of export opportunities for the WA defence industry**

Lead agency | JTSI (Defence West)

**Key initiative**

Develop and implement market specific strategies to support trade opportunities in minor shipbuilding for offshore and inshore maritime patrol, maritime surveillance and RAS

**Supporting activities**

Explore opportunities to work with Invest and Trade WA, including the WA International Investment and Trade Office Network on market opportunities

Develop specific market strategies to support WA defence industry organisations

Facilitate connections between the WA defence industry and overseas industry partners/international militaries

Develop grants and initiatives to support specific export opportunities

**Objective 2: Raise awareness of WA's defence capabilities to generate investment and trade opportunities**

Lead agency | JTSI (Defence West)

**Key initiative**

Enable and support inbound and outbound delegations

**Supporting activities**

Identify overseas tradeshows of value to WA's defence industry based on State priorities

Explore opportunities to work with Invest and Trade WA to organise and facilitate overseas ministerial delegations with a defence focus

Facilitate inbound defence delegations to showcase WA

**Objective 3: Improve the attractiveness of WA for overseas and interstate defence primes**

Lead agency | JTSI (Defence West)

**Key initiative**

Initiate dialogue between international defence primes and WA companies

Align WA initiatives/policy to support prime's expansion into WA

**Supporting activities**

Identify WA companies and international primes with interest in specific defence programs and facilitate connections

Continue to develop and implement industry engagement plans under the Defence and Defence Industries Strategic Plan

Continue to undertake infrastructure feasibility studies to maximise the potential of the AMC to become the home of our nation's nuclear submarines, and the sustainment hub for our AUKUS allies.

**Objective 4: Develop export and import defence orientated supply chain opportunities for WA**

Lead agency | JTSI (Defence West)

**Key initiative**

Develop a WA-centric strategy to support critical minerals and advanced materials, supply chain and sustainment opportunities

**Supporting activities**

Review the strategy for downstream synergies, to identify and leverage defence applications

Identify WA-based companies to assist with supply chains and facilitate connections

Enhance workforce development to support the building of local capacity

### 3.1.6 Space industries

The global and national space sector is growing rapidly and presents significant opportunities for WA. The State has significant geographical, technical, research and infrastructure advantages and capabilities to leverage investment and grow a world-leading, thriving space industry. Based on WA's strengths, opportunities to pursue include:

remote operations, robotics and automation; satellite design construction and operation; Earth Observation and positioning, navigation and timing; space communications and situational awareness; space data analytics, supercomputing and cybersecurity; launch; technology transfer and space agriculture.

Key strategic frameworks

[Space Industry Capability in Western Australia – A review \(2018\)](#)

Priority markets

Asia Pacific, US, Europe

The next two years will build on the key achievements over 2021-22, which include:

- The launch of WA's first satellite in August 2021, supported by WA Government funding
- Investing an additional \$6.5 million (2022-26) in space projects, which include: \$4 million to the Australian Remote Operations for Space and Earth (AROSE), the Perth-based industry-led consortium transferring technology between the resources and space sectors; \$2.5 million for Curtin University's Binar CubeSat Space Program and \$4.4 million conditional funding to support AROSE's Trailblazer Stage 1 project to develop a lunar rover
- Facilitation of a number of international space organisations' investments into WA including LeoLabs space radar near Bunbury and new deep space ground stations by Goonhilly and the European Space Agency

#### Objectives and key initiatives 2022-24

Over the next two years space industries will focus on initiatives that support the growth of the sector in WA including capability promotion and growth on a local, national and international level and assisting the establishment of new space companies in WA. The focus will also be on leveraging WA's space infrastructure, capability and geographic advantage for the global coverage of space assets to provide supporting and redundant space operation services to international space organisations.

<b>Objective 1: Increase awareness of WA space capabilities to attract investment and trade opportunities</b>	
Lead agency   JTSI	
<b>Key initiative</b>	<b>Supporting activities</b>
Leverage WA's world-leading space associated capabilities and technology to attract investment into WA	Develop case studies and promotional material to attract investment
	Promote, sponsor and attend space industry and Science, Technology Engineering and Mathematics (STEM) events



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Facilitate and support events and activities to build sector profile locally, nationally and internationally

**Objective 2: Attract and support space companies to establish in WA**

Lead agency | JTSI

**Key initiative**

Facilitate services for interested parties

**Supporting activities**

Provide advice, networking and collaboration opportunities for interested parties

**Objective 3: Support growth of existing WA space capabilities**

Lead agency | JTSI

**Key initiative**

Secure additional funding for and manage existing WA Government co-investment in WA space capability

**Supporting activities**

Identify key WA space capabilities that require WA Government support for growth

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### 3.1.7 Health and medical life sciences

WA's health and medical life sciences sector has experienced significant growth in recent years and continues to deliver innovations that improve health outcomes both for people in WA and globally. The sector has opportunities that further build upon WA's established expertise in areas including medical research, new gene technologies, phenomics, medical technology, long-term population health studies, data linkages and digital health solutions.

Key strategic frameworks

[Health and Medical Life Sciences Industry Strategy](#)

Priority markets

US, ASEAN, Europe

Demand for health services has grown substantially over the past 20 years, as the population has grown and aged and the incidence of chronic disease, obesity and mental health conditions has risen. In addition, the COVID-19 pandemic has further accelerated global demand for a wide range of medical products and services including digital health, medical technology, biotechnology, pharmaceuticals and health and wellness. The pandemic also highlighted the importance of reducing dependence on imports and building resilience and sovereign capability in local health and medical supply chains.

WA is focused on improving data sharing and integration across health service providers to maximise the effectiveness and efficiency of healthcare delivery. Through the WA Health Data Linkage Strategy 2022-2024, the State will aim to reform and innovate the process for the provision of linked data in a transparent way that is timely, affordable and of appropriate scope for the evolving needs of users and the community. This further provides an actionable plan to enhance and expand the WA Data Linkage System to ensure WA Government has a fast, comprehensive population linkage tool to support data integration and Big Data analytics.

WA has strong local research and development capabilities ready to penetrate the rapidly growing global market. Coupled with local expertise in delivering health services in remote areas, transferable artificial intelligence, automation and robotics technologies from the resources sector and access to biodiversity hotspots, these capabilities are key to increasing competitive health and medical supply chain activities in WA.

**The next two years will build on the key achievements over 2021-22, which include:**

- Launch of the Health and Medical Life Sciences Industry Strategy and the establishment of a Future Health Research and Innovation Fund
- Implementation of the Health in a Virtual Environment Service (HIVE) which has enabled WA to be at the national forefront of the development of an innovative and revolutionary model of care
- Expansion of the patient-centred Virtual Emergency Medicine service which streamlines emergency medicine pathways through video and telephone links between ambulances and hospitals

## Objectives and key initiatives 2022-24

Over the next two years, health and medical life sciences activity will focus on being both domestic and international facing. Effort will be directed to supporting the delivery of safe, high-quality, sustainable services that support and improve the health of all Western Australians. WA will aim to scale-up capabilities to enable the growth of research and development and the commercialisation of medical products and services. The State will build its manufacturing capability and work to attract international investment from global pharmaceutical companies.

### Objective 1: Optimise regulatory settings to support investment

Lead agency | JTSI

#### Key initiative

Create the frameworks to support investment in and the commercialisation of local innovations in the health and medical life sciences industry

Finalise the development of the Biodiscovery Bill to provide opportunities for researchers, companies and individuals to undertake biodiscovery activities on WA genetic resources consistent with the requirements of the Nagoya Protocol

#### Supporting activities

Reform intellectual property for WA Government agencies and employees

Progress bio discovery legislation to provide the opportunity for local researchers, companies and individuals to obtain certification that their research is consistent with the Nagoya Protocol

Undertake consultation and raise awareness of the legislation with Aboriginal communities, academia and cross-government

Develop solutions to key policy issues

Draft, introduce and finalise passage of the Bill

Promote the legislation and WA's ability to provide certainty about entering into partnerships requiring consideration of the principles of the Nagoya Protocol

### Objective 2: Implement the Health and Medical Life Sciences Industry Strategy

Lead agency | JTSI

#### Key initiative

Implement the Health and Medical Life Sciences Industry Strategy

#### Supporting activities

Consult industry, determine and design policies and programs to expand the pool of locally available skills and talent to support health and medical life science innovations

Identify and undertake opportunities to engage with key international markets to promote WA as a destination for investment and partnership in health and medical life sciences

Support and promote the WA Life Sciences Innovation Hub as a central point of facilitation and advice for the WA industry

Prepare a prospectus of the WA health and medical life sciences industry to promote investment and partnerships with WA based entities

Develop and maintain a directory of organisations that are part of the health and medical life sciences ecosystem in WA

### Objective 3: Position WA as a recognised leader for global health and medical research and innovation

Lead agency | DoH

#### Key initiative

Deliver funding to the research and innovation community through the Future Health Research and Innovation Fund

#### Supporting activities

Implement programs and initiatives that support health and medical research and innovation with a focus on partnerships with and/or applications by private industry and investors

Facilitate engagement with private industry and investors through events and targeted communications

Implement the WA Health and Medical Research Strategy

Innovate for sustainability across the WA health system by implementing Recommendations 28 and 29 of the Sustainable Health Review (SHR).

Launch the WA Health and Medical Research Strategy to the sector

Establish a sector-led governance framework to guide implementation of the WA Health and Medical Research Strategy

Develop and commence execution of a full implementation and evaluation plan for the WA Health and Medical Research Strategy.

Establish an Interim Innovation Hub through the East Metropolitan Health Service

Develop the infrastructure and resources to maximise opportunities for health innovation for the benefit of WA patients and the community

Provide support for the implementation of transformational ideas into our health service including advice and assistance to access seed funding, resources and partners

Encourage collaboration with entrepreneurs, investors, startups and research organisations to develop ideas, products and services that translate into patient focussed, cost effective solutions for WA patients.

#### Objective 4: Increase WA's capability in genomics-enabled health care

Lead agency | DoH

##### Key initiative

Implement the WA Genomics Strategy 2022-2032: Towards precision medicine and precision public health

##### Supporting activities

Better understand and investigate Australian and international opportunities to foster commercial, private and philanthropic partnerships in translational research and innovation projects in health genomics

Explore mechanisms for enhancing the cost-effective, equitable and sustainable delivery of genomics-enabled health care to bring benefits to Western Australians

#### Objective 5: Increase WA's capability and capacity to produce PET radiopharmaceuticals for WA health, private imaging facilities and imaging and medical research

Lead agency | DoH

##### Key initiative

Asset investment to build GMP Laboratories and a Cyclotron facility at Sir Charles Gairdner Hospital

##### Supporting activities

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 National Imaging Facility node PET/CT research facility

Increase WA capacity to deliver radiopharmaceuticals, enable research and research collaborations through the current asset investment program

Establish manufacturing agreements with international pharmaceutical companies to produce their novel products key to world-class research

### 3.1.8 Primary industries

WA's primary industries contribute more than \$10 billion to the State economy each year. WA holds a competitive advantage in its climate and capacity to produce superior products with established food quality and safety systems. The regulatory environment in WA ensures high standards in sustainable production, labour relations, animal welfare and biosecurity. The 2020-24 Primary Industries Plan has set the direction for the sector to build on the successful raw commodities exports and grow increasingly sophisticated and globally competitive primary industries. Emerging industries such as avocados, wine, aquaculture and food and beverage manufacturing will be the key to increasing the diversity of the sector. Demand for premium quality, safe, certified agricultural produce, processed food and beverages is expected to continue to grow significantly over the next decade. This trend will provide enduring opportunities for WA to grow its capacity to produce value-added produce to respond to both domestic and export-oriented demands.

#### Key strategic frameworks

[The Primary Industries Plan](#)

#### Priority markets

India, Indonesia, Gulf Corporation Council, UK, China, Thailand, Japan

The next two years will build on the key achievements over 2021-22, which include:

- WA's record grain harvest in the 2021 season of just over 24 million tonnes for all grains, which is more than 30 per cent higher than previous record years
- The success of the food and beverage manufacturing sector saw output grow to approximately \$7.9 billion in 2021 and currently employs over 17,000 people
- The formation of the Regional Industry Innovation Advisory Group (RIIAG), to inform the WA Government of the needs of innovators across regional WA
- Facilitation of existing innovation programs - WA Innovator of the Year, Innovation Booster Grants and X-TEND to support regional innovators, with recent regional primary industry winners and recipients recognised

#### Objectives and key initiatives 2022-24

Over the next two years, the sector will focus on seizing opportunities that arise from WA's ESG commitments. This comes as global financial institutions, food and beverage companies and international trade arrangements, increasingly demand governments and businesses to be transparent in demonstrating their ESG credentials. Growing the value add of WA production is also a key objective. WA is the only state where the value of food and beverage manufacturing is less than the value of agricultural production, restricting the potential growth to add value and job creation. To facilitate growth and investment into this sector, programs including the Food and Beverage (FAB) Fund, Food Industry Innovation program, 'Buy West Eat Best' and The Food Tech Facility, among others, will be further advanced.



**Objective 1: Strengthen the international competitiveness and supply chain resilience of WA's agri-food businesses**

Lead agency | DPIRD

**Key initiative**

Enable supply chain continuity and the development and support of cold chain optimisation

Support WA agri-businesses to invest in new market development projects

Advocate for and support WA agri-food market access priorities

Supply chain continuity and development

**Supporting activities**

Provide WA industry with opportunities to build capacity in cold chain management to enable a pivot from air freight into lower cost reefer sea freight, reduce food waste, improve food safety and enable end-to-end traceability

Deliver International Competitiveness Co-Investment Fund rounds to support WA businesses to develop and implement strategies to capture export market opportunities

Coordinate market access priorities and continue advocacy at Australian Government level for the WA agri-food and beverage sector

**Objective 2: Continue building and strengthening market awareness and trade relationships**

Lead agency | DPIRD

**Key initiative**

Promote WA products and enable export expansion opportunities

**Supporting activities**

Facilitate media and importer familiarisations and buyer delegations

Support WA agri-business to showcase agri-food products to key overseas markets through campaigns including 'Western Australia – It's like no other', 'Plating Up WA' and 'Buy West Eat Best'

**Objective 3: Support industry's ESG goals with a focus on alignment and demonstration of strong commitment to actions in the Western Australia Climate Policy**

Lead agency | DPIRD

**Key initiative**

Build industry's ESG capacity and provide information to investors and industry to enable transition and revitalisation of supply chains for a sustainable world

Deliver the WA Carbon Farming and Land Restoration Program (CF-LRP)

**Supporting activities**

Undertake projects under the \$15 million CF-LRP to realise agriculture's potential to sequester carbon in the landscape and contribute to growing the WA carbon market

**Objective 4: Foster innovation, industry collaboration and compatibility building**

Lead agency | DPIRD

**Key initiative**

Facilitate and support collaboration of industry with economic and business clusters

Continue delivering capability development programs

Develop New Industry Development reports

Enable transformative manufacturing using automation

Deliver the Future Food System CRC project to increase the level of value

**Supporting activities**

Facilitate economic and business clusters to encourage industry competition in growth sectors where there is an appetite to collaborate for a mutual benefit (e.g. the Craft Brewery industry)

Develop strategic reports on the food and beverage industry development opportunities to support industry growth and capture of new market opportunities

Provide targeted support to the agri-tech sector to enable growth and increased competitiveness

Develop a program to support low-cost digital strategies for business including prioritisation workshops, in-business requirement gathering and in-business solutions and demonstrations

Facilitate meetup groups, start-up events, sponsorship and investor readiness initiatives

adding to WA commodity premium produce

Deliver a food technology facility, a \$10 million, five-year feasibility Future Food System CRC project to enable operation of a manufacturing space in the Food Innovation Precinct WA

Undertake consultations with the broader community to identify emerging issues and expectations that are likely to impact or effect the enabling environment, assess for significance and develop response plans for those that are a priority

**Objective 5: Enhance capacity and capability of Aboriginal communities and entrepreneurs in primary industries sectors**

Lead agency | DPIRD

**Key initiative**

Deliver targeted initiatives to support the development, growth and competitiveness of Aboriginal businesses

**Supporting activities**

Implement the Aboriginal Governance and Leadership Development Program, supporting Aboriginal businesses to grow, develop and progress toward market readiness

Develop best practice guides for Aboriginal business development in bush foods, sandalwood, carbon projects and hydrogen

**Objective 6: Support the growth of the WA agriculture and food sector through investment attraction and facilitation**

Lead agency | DPIRD

**Key initiative**

Provide client engagement support, facilitate investment and capital raising for WA agri-business

**Supporting activities**

Launch, deliver and disburse Round 2 of the Value-Add Investment grants

Undertake feasibility studies to target investable opportunities in WA, e.g. the implementation of the Business Opportunity Outlines

Provide case management support to agri-business proponents or investors looking to invest, establish, or expand operations

Deliver the DPIRD Industry Growth Partnership Program with a focus on the implementation of Wine and Oat partnerships

Provide technical support to a range of state and local government regulators to support the development of codes and regulations to support agri-business development while protecting State interests

## 3.2. Cross-sector enablers

As an export-focused economy, deeply integrated in global supply chains, WA needs to be responsive to shifts in global industry trends. Diversify WA identifies four cross-sector enabling activities as key to supporting the diversification of the State's economy. These cross-sector activities span across:

**Science, innovation and technology:** investments in science, research and development, will enable WA industry to adapt to and take advantage of the opportunities associated with significant global changes. Through research and development, industry can use science as a basis to build new competitive advantages, increase productivity and test the boundaries of what is possible. Innovation and technology also underpin the productivity, competitiveness and resilience of businesses and ensure the economy can adapt and change to pressures and opportunities. The WA Government is investing in skills, research, development and commercialisation to support new and emerging industries.

**Advanced manufacturing:** businesses across a range of sectors can innovate and compete through offering exceptional technical solutions or services, making them less dependent on pure goods production. WA has advanced manufacturing capabilities across the majority of the State's priority sectors and work is underway to scale up these capabilities and to focus efforts on areas of strategic and comparative advantage where there is global demand. WA's precincts, test-bed environments and hubs are nurturing innovation and promoting growth in advanced manufacturing.

**Supply chain development:** the COVID-19 pandemic, geopolitical conflict and extreme weather events have all disrupted global supply chains in recent years. The WA Government has worked with businesses to develop domestic and global supply chain growth across the priority sectors, to respond to the accelerated shift in global demands since the COVID-19 pandemic. Working with key industry stakeholders, targeted opportunities were identified and set out across the priority sectors through the Diversify WA: Supply Chain Development Plan 2021-22.

**ESG frameworks:** ESG awareness has built momentum within the international market, with ESG credentials now strongly factoring into investor decision-making. This push is being seen across all of WA's key markets, driven by regions with ambitious environmental targets, such as Europe. In response to this, the WA Government released the inaugural ESG Information Pack in November 2021, with an update provided in May 2022. These documents outline the key policy commitments and actions currently in progress that are addressing the environmental and social challenges facing WA, highlighting the WA Government's commitment to improving ESG outcomes.

### Key strategic frameworks

[WA Science and Innovation Framework 2018-2022](#)

[Diversify WA: Supply Chain Development Plan 2021-22](#)

[Westport Strategy](#)



The next two years will build on the key achievements over 2021-22, which include:

- Continued support under WA's Climate Change Policy, which underscores the WA Government's commitment to adapting to climate change and working with all sectors of the economy to achieve net zero greenhouse gas emissions by 2050. This includes working closely with business and industry to develop Sectoral Emissions Reduction Strategies (SERS), which will identify cost effective and technically feasible abatement solutions and accelerate investment in low carbon technologies
- Development and release of the WA Government ESG Information Pack, which outlines the ESG policy commitments and actions of the WA Government
- Celebration of the 20th year of the Premier's Science Awards, showcasing WA's most outstanding scientific research and engagement taking place in the State
- Supporting a range of STEM initiatives, including Scitech, WA's premier hands-on science centre, the Perth Observatory Volunteers Group and the Gravity Discovery Centre
- Supporting two new research challenge projects to address key marine science challenges facing WA and to support the United Nations Decade of Ocean Science for Sustainable Development
- WA Government investment of \$5 million in COVID-19 research projects by WA universities
- Announcement of the winners of the GeneratER program, a joint WA Government and National Energy Resources Australia program aimed to provide innovative WA Small and Medium Enterprises (SMEs) with the opportunity to pilot their solutions to real challenges identified by industry
- Successful launch of LETs Pitch WA, designed to accelerate the growth of local low-emissions technology businesses by National Energy Resources Australia, in partnership with the WA Government through the LNG Jobs Taskforce
- Announcement of companies 9 Tech Solutions Holdings, KC8 Capture Technologies and Oceania Marine Energy as the inaugural LETs Pitch winners to join the WA delegation participating in the Offshore Northern Seas 2022 Conference in Norway and have an opportunity to connect with industry leaders and major innovation centres
- Commencing work to position the Western Trade Coast as a global advanced industries hub and an investment and trade destination for new and emerging industries
- Development of the Australian Automation and Robotics Precinct in Neerabup, a major hub for testing and research into the latest developments in automation, remote operation and robotic systems
- Supporting WA's Innovation Hubs, which bring together specialised expertise, talent and technology. This access to expertise and facilities helps support and accelerate new and emerging businesses and SMEs to create new jobs and new industries. The State's hubs focus on creative tech, life sciences, data science and cyber security.

## Objectives and key initiatives 2022-24

The key focus for the next two years will be on leveraging WA's science, innovation and technology capabilities to create new products and services, secure supply chains, grow and pivot industry sectors and accelerate the diversification of the economy.

Decarbonisation will offer substantial opportunities for innovation, increasing the global competitiveness of WA industries, growing the State's ESG credentials and generating new investment, trade and market opportunities. WA Government will support universities and research institutes to grow international partnerships and collaborations through participation in trade.

### Objective 1: Facilitate the development and implementation of decarbonisation pathways for industry

Lead agency | JTSI

#### Key initiative

Develop a robust and credible industry component of the SERS

#### Supporting activities

Ensure the SERS identify the economic opportunities for WA from the transition to net zero, including identification of new trade and market opportunities

### Objective 2: Promote industry's ESG credentials to global investors

Lead agency | JTSI

#### Key initiative

Develop and release the Western Australian Industry: ESG Information Pack, to inform investors of the delivery of ESG outcomes across the State's identified priority sectors and highlight case studies of specific industry-led ESG initiatives and credentials

#### Supporting activities

Promote the Western Australian Industry: ESG Information Pack in-market

### Objective 3: Attract investment into and further develop, the Global Advanced Industry Hub

Lead agency | JTSI

#### Key initiative

Deliver an economic development framework for Perth's southern industrial precinct

#### Supporting activities

Undertake a rapid current state assessment

Identify target industries with whom to pursue engagement opportunities

Promote opportunities in Perth's southern industrial precinct to industry and potential investors, both domestically and internationally

Undertake gap analyses to inform strategies for land and infrastructure, workforce and skills and industry attraction and development to support the growth of the Hub

Grow businesses' capability, competitiveness and participation in domestic and global supply chains

### Objective 4: Enhance WA's early-stage Venture Capital industry

Lead agency | JTSI

#### Key initiative

Grow WA's Venture Capital (VC) industry by encouraging and supporting early stage VC to set up and invest in WA's innovation sector

#### Supporting activities

Pilot a new program that will assist Early Stage Venture Capital Limited Partnerships (ESVCLP) and similar funds to set up and invest in WA

Conduct an EOI process with VC industry and investors, on how WA Government can best work to build VC leading to new programs as appropriate

Attract more investment from VC firms based in other states

Attract visiting VC firms from across Australia to visit WA, look at WA deals and invest in WA innovators through a new annual event

**Objective 5: Support growth of WA's STEM skills and culture**

Lead agency | JTSI

**Key initiative**

Refresh the State's STEM Skills Strategy 2022-23, to strongly embed industry in the STEM skills pipeline and support changing industry STEM skills needs, priority sectors in Diversify WA, new technologies and ESG outcomes

**Supporting activities**

Undertake consultation, identify opportunities to increase collaboration and impact across STEM skills and engagement initiatives across WA

**Objective 6: Foster and enable a strong culture of innovation to attract investment**

Lead agency | JTSI

**Key initiative**

Develop an Innovation Strategy for WA built on Diversify WA

Showcase and recognise innovators in WA

Promote and clearly articulate the potential benefits from investing in innovation

Encourage innovation in less represented areas, spreading entrepreneurial support particularly across regions of WA, to female and/or indigenous innovators and founders

**Supporting activities**

Develop the Innovation Strategy through: holding a working group comprised of cross-government members; significant stakeholder engagement via relevant taskforces (e.g. Brain Gain) and roundtables; conducting surveys; engaging with the Massachusetts Institute of Technology (MIT) Regional Accelerator program, Institute Européen d'Administration des Affaires (INSEAD) Business School student program and reports, as well as other targeted engagement

Deliver a series of industry co-labs in partnership with the Centre for Economic Development Australia

Promote and provide opportunities to show off the best innovation and innovators in WA through initiatives including WA Innovator of the Year Program, the 'Innovation Showcase' as developed by West Tech Fest and website and social media channels

Seek input from the RIIAG into the New Industries Funds' activities and programs

Place a JTSI officer focused on innovation, regionally

Establish a new innovation hub in the regions and provide a new series of regional workshops and visiting mentors

Provide additional X-TEND and Innovation Booster Grants to support female, regional and indigenous founders

**Objective 7: Support WA universities and research institutes to grow international research partnerships and collaborations through participation in trade activities**

Lead agency | JTSI

**Key initiative**

Enhance investment and trade opportunities through the inclusion of research excellence and collaboration as part of the WA brand

**Supporting activities**

Involve local research institutions in inbound and outbound missions

Develop collateral on WA research and science for use by the WA International Investment and Trade Office Network

Facilitate engagement between the WA International Investment and Trade Office Network and Vice Chancellors of Research

**Objective 8: Support and accelerate scalable start-ups and SMEs**

Lead agency | JTSI

**Key initiative**

Provide place-based support, founder grants, ecosystem and program support to early-stage innovation sector

**Supporting activities**

Administer various grant programs (Booster Grants and X-TEND WA) as well as targeted sponsorships

**Objective 9: Create enabling conditions for local manufacturing businesses to capitalise on trade opportunities and to attract investment**

Lead agency | JTSI

**Key initiative**

Conduct a feasibility study into warehousing to support freight and logistics capabilities across WA and build local supply chain resilience

**Supporting activities**

Trial new point of care testing for emerging infections in regional settings

Develop a business case for improved regional infection diagnosis

Develop an Advanced Manufacturing Plan

**Objective 10: Expand investment and trade opportunities for WA wind farm componentry manufacturing**

Lead agency | JTSI

**Key initiative**

Identify investment and trade opportunities emerging in the WA wind farm componentry manufacturing

Identify opportunities to grow the capacity, capability and competitiveness of WA manufacturers of wind farm componentry

**Supporting activities**

Coordinate and support the Local Industry Participation in Wind Farm Supply Action Group

Procure consultancy services to undertake a full feasibility study to develop a local content policy and process framework for the WA wind farm supply chain, to attract investment into training, support and Research and Development (R&D) and to identify requirements to establish and operate a manufacturing hub in WA for components available for export

Subject to the outcomes of the study, implement the recommendations

**Objective 11: Expand investment and trade opportunities for WA superyacht manufacturing and associated industries**

Lead agency | JTSI

**Key initiative**

Identify investment and trade opportunities emerging in the WA superyacht manufacturing and operations markets

Identify opportunities to grow the capacity, capability and competitiveness of WA superyacht manufacturers and associated industries

**Supporting activities**

Coordinate and support the Superyacht Industry Working Group

Procure consultancy services to develop the strategy, including promotional material for the use in promoting WA's comparative advantages in manufacturing and destination tourism

Develop, in partnership with Superyachts Australia, an industry derived strategy which identifies opportunities, market growth and investment, including supply chain nodes. This includes investment opportunities to leverage WA participation in the global superyacht manufacturing market and tourism market

**Objective 12: Expand investment in major WA projects**

Lead agency | JTSI

**Key initiative**

Facilitate inbound investment into WA

**Supporting activities**

Continue to implement WA's Lead Agency Framework and provide case management advice and support to facilitate major projects and proposals in WA

### 3.3. Invest and Trade WA – Perth Hub

WA has well-established economic, social and cultural partnerships with many regions around the world. Invest and Trade WA's key role is to enable, strengthen and celebrate these connections and promote WA as a place to invest, work, live, study and do business. To support a globally connected WA, a united approach to cross-sector collaboration and promotion is key. As the front door for investment and trade, Invest and Trade WA is integral to driving this approach through:

- alignment with the WA Government's key priorities and new initiatives and
- cross-pollination, collaboration and alignment of policy and initiatives with the Australian Government and its agencies (e.g. Austrade and DFAT)

WA is set to continue to mature and further embed its Invest and Trade WA hub-and-spoke network in the wider investment and trade ecosystem to ensure Invest and Trade WA's enabling role is widely understood and drawn upon.

#### Objectives and key initiatives 2022-24

A significant focus of Invest and Trade WA will be on continuing to implement Reconnect WA initiatives, attracting foreign investment, promoting the State's diversification agenda, expansion of global networks and assisting WA businesses to be competitive on the world stage.

Objective 1: Facilitate and nurture foreign direct investment and international trade activity	
Key initiative	Supporting activities
Provide one-to-one client and market advisory services	Assist investors in connecting with industry and WA Government opportunities
Support marketing of WA's unique investment and trade proposition to global partners	Deliver services to qualified clients wanting to expand into new markets or seek offshore funding. Support international organisations looking to buy from WA
Deepen government-to-government relationships	Support WA Government sector leads to maximise the impact of their international engagement activities
	Deliver inbound and outbound visit programs, delegations and missions to support connection and promotion of WA business and Government with global opportunities and stakeholders
	Grow sister-state relationships and relationships with MOU partners
	Develop events in WA and overseas to showcase WA as an ideal investment and trade partner, for example, building on the Connect series in local, national and international markets
	Support a unified narrative for WA offshore through the development of marketing materials and brand positioning
Objective 2: Stimulate and attract new investment, create local jobs and contribute to a more diversified economy	
Key initiative	Supporting activities
Manage the Investment Attraction Fund to support industry through the	Manage the provision of financial assistance to initiatives evaluated as having the ability to support and grow the WA economy



provision of financial assistance and investment facilitation services

Provide cross-government servicing and facilitation to initiatives which require additional support

Implement a robust evaluation framework with clear Fund outcomes

Develop case studies to showcase success and promote WA as a place to invest and do business

Collaborate across the WA Government and industry to ensure investment attraction initiatives align with current State strategic priorities

### Objective 3: Build WA's Asian market engagement capabilities

**Key initiative**

Implement and manage the Asian Engagement Strategy 2019-2030

**Supporting activities**

Review stakeholder activity to map against the Asian Engagement Strategy. Use this analysis to identify additional areas of focus

Leverage existing Asian engagement activity to promote investment and trade opportunities for WA business in Asia

Facilitate opportunities for WA SMEs and public sector to build and enhance Asian literacy and capabilities

Manage the Access Asia Business Grants funding rounds. Support grant recipients and promote their business success and experiences in Asia

Engage with Asian business councils, including through regular meetings at Ministerial and JTSI senior executive level

Provide office space for Asian business councils

### Objective 4: Advocate for WA businesses and government interests in the development of the national investment and trade policy

**Key initiative**

Improve advocacy to the Australian Government on proposed and existing Free Trade Agreements (FTA)

**Supporting activities**

Develop WA positions on all FTA negotiations and reviews

Roll out the foreign arrangement guidelines across the WA Government

Streamline WA Government processes on the Foreign Relations Act reporting and compliance

Streamline WA Government processes to respond to FIRB applications and collaborate with Australian Government on their transformation strategy

Improve the WA Government process to identify risk levels associated with Foreign Investment Review Board (FIRB) applications

### Objective 5: Convey clear investment and trade priorities for WA to business, government and community stakeholders

**Key initiative**

Increase the understanding of the WA Government's investment and trade priorities and initiatives

**Supporting activities**

Report on the implementation and outcomes of the WA Investment and Trade Plan 2021-22

Publish documents that articulate WA Government priorities and activities, including the WA Investment and Trade Plan 2022-24 and the Market Outlooks

Increase the understanding of how the WA Government works together with stakeholders to strengthen investment and trade outcomes

## 3.4. Priority markets

### 3.4.1 ASEAN

ASEAN, a cooperative intergovernmental group of ten neighbouring countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam, has some of the world's fastest growing economies that offer a broad range of opportunities for WA. Many ASEAN countries are industrialising and urbanising and have a growing demand for minerals and energy. With a rapidly growing middle class and young populations who are commercially and digitally savvy, there is also demand for higher standards of consumer goods, education and training services and new technologies.

Market Outlook

ASEAN Market Outlook

Indonesia Market outlook

Priority sectors

Energy

International Education

Primary industries

METS

Health and medical life sciences

**The next two years will build on the key achievements over 2021-22, which include:**

- Developing the international education pipeline, including the Indonesian Government recognising eight WA institutions as overseas partner institutions for the Indonesian International Student Mobility Awards edisi Vokasi (IISMAVO) for the first time in 2022
- Developing the in-market concept for, launching and implementing 'Plating Up WA' in Singapore, the first overseas delivery of the campaign which engaged the supply chains and chefs of 21 food and beverage venues, 27 primary industries producers from across WA and provided a targeted, month long, consumer-focused campaign to buy WA products
- Delivering a range of digital events, during COVID-19 border closures, including 'Malaysia Sector Connect: Renewable Energy' which engaged more than 60 participants, showcased WA energy capability and potential collaboration with Malaysia; and participating in 'Shine with Australia' television series in Vietnam to showcase WA's international education capability to the Vietnamese market
- Pursuing and supporting hydrogen investment and collaboration opportunities to support WA's hydrogen and renewable energy sector with a focus on offtake agreements and investment in scaling technology and infrastructure
- Reconnecting WA with investment and trade partners through the first official visit of the Investment and Trade Commissioner ASEAN to Malaysia (16-25 March 2022) to reconnect with Malaysian government agencies, investment bodies, educational institutions and agri-food stakeholders and an official visit to Indonesia (11 to 21 September 2022) to engage with key stakeholders across government, agri-food, mining, energy, international education and the East Java sister-state relationship
- Delivering the first official mission of the Deputy Premier to Singapore (10-14 April 2022) to reconnect with a wide range of stakeholders across priority sectors including key investment organisations

- Facilitating the Deputy Premier’s official mission to East Java (29 May to 1 June 2022) to reconnect with key provincial government stakeholders in support of WA’s longstanding sister-state relationship
- Building a strong network of key government and private sector contacts across the region, including business chambers and councils such as the Australian Chamber of Commerce, Singapore (AusCham Singapore), the Malaysia Australia Business Council, the Australian Chamber of Commerce in Vietnam (AusCham Vietnam), the Australian-Thai Chamber of Commerce (AustCham Thailand) and the Indonesia Australia Business Council; as well as strong working relationships with DFAT and Austrade across the ASEAN region

### Objectives and key initiatives 2022-24

The focus for the next two years will be on pursuing ongoing opportunities for the growth of investment and trade in energy, international education and primary industries. The ASEAN regional offices will focus on contributing to priority sector development by identifying opportunities for economically focused regional collaboration and supply chain integration, increasing connectivity by maintaining and expanding people-to-people links and promoting WA’s capability. This will include nurturing and further developing WA’s strategic partnerships with East Java and Ba Ria-Vung Tau, with a focus on economic cooperation.

#### Objective 1: Expand WA’s presence in the ASEAN region

Key initiative	Supporting activities
Launch new spoke offices by October 2023	Establish new spoke offices in Vietnam, Malaysia and the Philippines to respond to market opportunities
Launch targeted campaigns to promote WA investment and trade opportunities	Work with education providers, in-market education agents and alumni groups to deliver international education promotion campaigns in Malaysia and the Philippines
Increase exporter servicing in the new locations	Work with DPIRD, regional development rural research and development corporations and in-market agri-food stakeholders to deliver in-market promotion campaigns
	Engage with key stakeholders such as DFAT, Austrade, Auscham and other chambers of commerce and industry associations in local markets to promote WA’s capability in priority sectors
	Develop a program of events and activities across ASEAN markets to promote WA’s regional presence and capability in priority sectors
	Conduct market research to develop a stakeholder list of WA alumni and businesses operating in ASEAN

#### Objective 2: Facilitate trade opportunities and increase direct investment from the region into WA priority sectors

Key initiative	Supporting activities
Promote WA capabilities in priority sectors to facilitate trade opportunities	Provide industry-specific market intelligence, in-market support and business matching services
Enhance support for exporters and inbound customers and investors and	Collaborate with Australian Government agencies and business groups to develop trade opportunities

deliver responsive in-market services to qualified, export ready clients

Promote WA as an attractive foreign direct investment destination

Connect ASEAN investors with WA businesses through enhanced in-market investment attraction and facilitation

Collaborate with Invest and Trade WA Perth Hub to broaden exporter servicing to qualified, export ready clients and assist ASEAN-based investors in identifying suitable investment partners in WA

Continue to engage with investors on specific investment opportunities in WA with a focus on the mining and METs, renewable energy and hydrogen industries

Collaborate with the Business Migration Centre to promote WA as a preferred destination for business investors

Increase market awareness through participation in promotional events and activities and by coordinating inbound visit programs and developing missions to WA

Provide opportunities for new and existing WA exporters to attend and showcase their products at agri-food events, e.g. Vietwater (Ho Chi Minh City), Food Hotel Asia (Singapore), Food Hotel Indonesia, Asia Fruit Logistica (Bangkok), VinEXPO (Singapore), Taste of Great Southern, WA Wine Masterclasses (Indonesia), taste of WA activities (Indonesia) and Plating Up WA (Singapore)

Attend international conferences, seminars and networking events to maintain and develop a network of high-level contacts across priority sectors and stakeholders

Conduct market research to identify opportunities for WA in priority sectors including sector-based complementarity to develop regional supply chains

Identify WA startups, biotech, agri-tech, fintech and cybersecurity companies that want to export to ASEAN markets

### Objective 3: Nurture and support government-to-government initiatives

#### Key initiative

Nurture and further develop the WA East Java Sister-State Relationship Agreement

Activate opportunities under the MOU with Ba Ria-Vung Tau, Vietnam and under the MOU with the Indonesian Human Resource Development of the Ministry of Energy and Resources

#### Supporting activities

Enhance the sister-state relationship with East Java by signing the renewed agreement and building the program of work in 2022–2025

Facilitate engagement between the education sectors of WA and Indonesia, including in the area of vocational education and training

Facilitate partnerships between the relevant organisations in WA and in Ba Ria-Vung Tau Province in Vietnam to support implementation of the MOU

Explore opportunities for further government-to-government collaboration in the ASEAN region

### Objective 4: Attract and increase the number of international students choosing WA as their study destination of choice

#### Key initiative

Promote and grow WA's reputation in ASEAN as a preferred study destination and higher education provider with world-class education and training capabilities

#### Supporting activities

Collaborate with WA education providers to deliver targeted campaigns to position WA as a preferred study destination for international students

Work with stakeholders, including education agents, in the region to elevate the profile of WA's education sector and promote study programs offered by WA higher education and vocational institutions.

Work with WA education stakeholders to build an understanding of education and training opportunities in ASEAN markets

Work with WA education stakeholders to market WA's capabilities offshore, build mutually beneficial partnerships, including supporting trade missions and delegations



Participate in education consortiums and associations to develop strong networks and opportunities across the market

Identify potential schools to introduce the Western Australian Certificate of Education (WACE) in cooperation with School Curriculum and Standards Authority (SCSA) and their endorsed offshore agents

#### **Objective 5: Attract and increase the number of tourists visiting WA**

**Key initiative**

Promote and position WA as a safe, vibrant tourism destination in close proximity to the ASEAN region

**Supporting activities**

Support Tourism WA's engagement with key stakeholders

Support Tourism WA on destination marketing in the region and identify opportunities to promote major events

Support airports to engage with local airlines on the potential of opening direct flights

### 3.4.2 China

China, the second largest economy in the world, offers a broad range of opportunities for WA businesses looking for an export market or investment partnership. While mineral commodities account for a large share of the value of WA's trade with China, there are also opportunities for exports of energy, manufactured goods and services

**The next two years will build on the key achievements over 2021-22, which include:**

- Collaborating with Zhejiang Province to achieve economic outcomes in primary industries, technology, new energy and health and medical life sciences through sector connect events and biennial exchange committee meetings
- Attracting investment into WA's health and medical life sciences sector through sectoral events in China and online platforms
- Promoting WA's education and training capabilities through the Australia China Natural Gas Technology Partnership Fund's workshops and forums
- Continuing to build brand awareness of WA as a preferred destination for international students through alumni and school events
- Leveraging the WA-Zhejiang Higher Vocational Education Consortium to promote cooperation between VET colleges of both regions to deliver training courses in China

Market Outlook

China Market Outlook

Priority sectors

Energy

International Education

Primary industries

METS

Health and medical life sciences

Tourism, events and creative industries

#### Objectives and key initiatives 2022-24

The focus for the China market over the next two years will be on reconnection between the region and WA and enhancement of in-market support services for clients in priority sectors. China's 14th Five-Year Plan (2021-2025) has a strong focus on making its economic growth sustainable, including by reducing emissions through new energy technologies and increasing scientific and technical capabilities. This may lead to growing opportunities in energy, METS and health and medical technology.

##### Objective 1: Grow investment and trade opportunities through enhanced client support services

###### Key initiative

Promote WA capabilities in priority sectors to facilitate trade opportunities

Enhance delivery of responsive in-market support services for exporters and inbound customers and investors

###### Supporting activities

Offer WA industry targeted market intelligence, in-market support, business matching and attendance at industry-focused trade events and trade missions, including ministerial travel

Collaborate with Australian Government agencies and business groups to develop opportunities to support business-to-business and government-to-business engagements in key priority markets such as digital health, agri-business and international education

Work with WA industry bodies and organisations to market WA's capabilities offshore such as the Treasury Corporation, Small Business Development Commission and Chinese business councils based in Perth

Explore opportunities for WA exporters to utilise e-commerce platforms in China to sell agri-food, medical devices and services

**Objective 2: Reconnect Chinese investors with WA through enhanced in-market investment attraction and facilitation**

**Key initiative**

Promote WA as an attractive foreign investment destination

**Supporting activities**

Host alumni networking events to promote the State's capabilities and attract investors to visit WA

Explore opportunities to establish business networks and investment projects in the transport, commercial real estate and agri-business

Launch the 'Western Australia – It's like no other' campaign at events and online to reach a wider audience in the market

Participate in Australia-branded seminars and networking events to develop/maintain WA profile, including the China International Fair for Trade in Services

**Objective 3: Attract and increase investment and trade opportunities in agri-business**

**Key initiative**

Promote WA agricultural capabilities to deepen China's understanding of WA's agriculture products and increase market entry for WA producers

**Supporting activities**

Attend the Shine Australia series to promote WA agri-business capabilities

Deliver the primary industries sector connect event in Zhejiang

Improve business-to-consumer promotion to lift market awareness of WA products in selected stores and e-commerce platforms.

Launch new products into the China market by providing market research and insight for producers and assisting with market access

Participate in relevant seminars and networking events to develop/retain WA's profile, including the China International Import Expo, Food & Hospitality China and SIAL Shanghai

**Objective 4: Attract and increase the number of international students choosing WA as their study destination of choice**

**Key initiative**

Promote WA education and training capabilities to enhance WA's international education reputation in China, showcasing WA as a preferred study destination for international students

**Supporting activities**

Launch the State's education and training capabilities through social media and major events, leveraging the 'Western Australia – It's like no other' campaign

Support in-school promotion of WA education opportunities in WACE schools, attracting those students to choose Perth for further study

Deepen off-shore WA student engagement, including by engaging with the WA alumni in China and facilitating networking activities

Maintain relationships with education agents, including facilitating visits and training

Participate in relevant seminars and networking events to develop/retain WA's profile, including the International Education agent's familiarisation trip to Perth, the China International Education Exhibition Tour, the International Education Agents Exhibitions, the Western Australian Certificate of Education in-school promotion and the WA alumni event.

**Objective 5: Attract and increase the number of tourists visiting WA**

**Key initiative**

Reconnect China with WA through enhanced in-market tourism

**Supporting activities**

Increase the desirability ranking and awareness of WA destinations

Maintain close relationships with Chinese carriers

promotion and engagement with key partners

Enhance engagement with Key Distribution Partners by delivering training

Participate in relevant seminars and networking events to develop/retain WA's profile, including the China Southern VIP event

**Objective 6: Attract new investment and trade opportunities for WA health and medical technology companies**

**Key initiative**

Promote WA health and medical technology capabilities in-market and identify and develop investment and trade opportunities

**Supporting activities**

Foster relationships between WA and Chinese businesses in the health and medical life sciences sector in China and convert these into investment and trade opportunities

Deliver and support the Austrade Biotech investment seminar in December 2022

Support Austrade's annual Biotech investment roundtable and profile Western Australia's health and medical life sciences sector

Participate in relevant seminars and networking events to develop/retain WA's profile, including the China Medical Equipment Fair (CMEF) and WA Focused business-to-business event

**Objective 7: Enhance and further develop WA's sister-state relationship with Zhejiang province**

**Key initiative**

Support engagement initiatives to strengthen WA's investment and trade relationship and develop opportunities in the province

**Supporting activities**

Deliver the WA-Zhejiang 9th Exchange Committee Meeting

Support the launch of the WA-Zhejiang Higher Vocational Education Consortium

Support trade facilitation of government agencies and industry groups into Zhejiang Province, including vocational education and training, sport, primary industries and health and medical life sciences

**Objective 8: Attract and increase investment and trade opportunities in the energy sector**

**Key initiative**

Promote WA's energy sector capability in the market

**Supporting activities**

Deliver activities that will maintain and enhance the partnership, including industry-focused missions and seminars

Refresh the Australia China Natural Gas Technology Partnership Fund

Work with partners in China to attract investment into downstream battery materials processing such as precursor-cathode active materials (CAM) and CAM manufacturing

Facilitate engagement between WA businesses and China's remote and renewable power sectors

Connect WA industry to investment opportunities in the Chinese LNG sector and facilitate business meetings and seminars to promote joint ventures and partnerships

Negotiate an extension of the Australia China Natural Gas Technology Partnership Fund

Organise knowledge sharing workshops that will benefit industry stakeholders in both regions



### 3.4.3 India-Gulf

India is WA's seventh largest trading partner and WA's trade with the Gulf region is of a similar size to its trade with India. Collectively the India-Gulf region is 6 per cent of the world's economy with gross domestic product in 2021 of USD\$5.5 trillion.

**The next two years will build on the key achievements over 2021-22, which include:**

- Establishing the hub and spoke model across the India-Gulf region including the establishment of the spoke office in Chennai
- Delivery of the first ever large scale Ministerial led investment and trade mission into India with over 100 delegates, with over 30 MOUs signed, 16 of which were on education and training as well as a range of Ministerial and business led inbound and outbound missions across WA and India
- Servicing a significant number of investment and trade enquiries and increasing lead generation for joint ventures and supply chain integration in energy (hydrogen and future batteries), space and defence
- Facilitating a number of non-disclosure agreements and MOUs between India-Gulf government agencies and businesses to assist in securing trade, investment, supply chain and joint venture outcomes
- Delivery of programs and services to attract visitors, students, talent, events, business and investment into WA
- Positioning WA businesses across the India-Gulf Region. This includes delivering a number of Invest and Trade WA events, including roundtables as well as participating in key trade shows, aligning with Australian Government initiatives, and undertaking targeted media related to Diversify WA sectors

Market Outlook

India Market Outlook

Gulf Region Market Outlook

Priority sectors

METS

Primary Industries

Energy

International Education

Health and medical life sciences

Space industries

Defence industries

Tourism, events and creative industries

#### Objectives and key initiatives 2022-24

The focus for the India-Gulf market over the next two years will be enhancing economic prosperity through investment and trade facilitation and increased supply chain integration. Targeted activity will be centred on building connectivity through people-to-people links, physical connectivity (e.g. aviation and port linkages) and digital connectivity (e.g. connecting the innovation ecosystems). The key initiatives and objectives to be undertaken in the 2022-24 period aim to elevate the profile of WA in the India-Gulf region.

**Objective 1: Grow investment and trade opportunities through enhanced client support services**

**Key initiative**

Promote WA capabilities in priority sectors to facilitate trade opportunities

Enhance delivery of responsive in-market support services for exporters and inbound customers and investors

**Supporting activities**

Offer WA industry targeted quick market assessments, market intelligence, in-market support, business matching and attendance at industry-focused trade events and trade missions, including ministerial travel and travel of WA Government departments and businesses e.g. Indian Space Expo, Indian Mining Expo and Bangalore Tech Summit

Collaborate with Australian Government agencies and business groups to develop opportunities and support trade facilitation

Broaden exporter servicing to qualified, export ready clients, by developing and implementing a new market assessment process

Work with agencies such as IndoAust Chamber of Commerce, Confederation of Indian Industry, Australia Arab Business Group, Engineers Australia Qatar, Tamil Nadu Guidance and other industry bodies to increase connectivity with WA businesses aligned to Diversify WA

**Objective 2: Attract investment and business to WA**

**Key initiative**

Promote WA as an attractive Foreign Direct Investment destination

Reconnect and establish a pipeline of investors from India-Gulf with WA through enhanced in-market investment attraction and facilitation

Position WA as a key business and investment destination and increase desirability rankings

**Supporting activities**

Undertake a research and mapping exercise to identify investors from India-Gulf into WA, as well as WA companies with a presence in the region, to grow investment and trade with the region

Engage with investors on specific investment opportunities in WA and partner with Infrastructure Australia and the Federation of Indian Mining Agencies

Assist investors in identifying suitable investment partners in WA in particular around mining, energy and innovation

Launch the 'Western Australia – It's like no other' campaign at events and meetings to attract overseas investors

Deliver thought leadership events to profile the WA economy and opportunities to invest into WA

Support Small Business Development Corporation (SBDC) in business migration events and activities in-market in partnership with the Confederation of Indian Industry

Sponsor and support peak bodies to profile WA as an investment destination

**Objective 3: Increase supply chain integration opportunities with India-Gulf**

**Key initiative**

Identify a range of clusters and networks of WA businesses in priority sectors and facilitate and foster opportunities for them to take part in India-Gulf supply chains

**Supporting activities**

Continue building relationships with industry organisations e.g. India Energy Storage Alliance, South Indian Producers Guild, All India Principals Organisation, Salikon and Engineers Australia

Introduce WA businesses and their capabilities to increase connectivity with the supply chain

Undertake collaborative research to identify organisations for engagement

**Objective 4: Strengthen and increase government-to-government engagement**

**Key initiative**

Enhance WA's sister-state and strategic partnerships with the India-Gulf region

Identify key states and regions in the India-Gulf region to increase government-to-government connections

**Supporting activities**

Undertake research to identify government-to-government relationships to unlock the business-to-business potential with strategic WA partners (Andhra Pradesh, Maharashtra, Tamil Nadu and Muscat)

Facilitate the Australia-India-Bangladesh LNG Partnership currently under exploration

Develop a Letter of Intent and MOUs to secure formal government-to-government alliances

Establish working parties for the region

**Objective 5: Increase physical and people-to-people connectivity and connectivity between innovation ecosystems**

**Key initiative**

Undertake research and advocacy to increase physical connectivity with the region

Identify opportunities in WA and in-market to increase people-to-people connections between WA and the India-Gulf

Lead and support programs to connect innovation ecosystems between WA and the India-Gulf region

**Supporting activities**

Develop advocacy collateral to promote and increase physical connectivity between WA and the India-Gulf including aviation and port linkages

Deliver a range of targeted inbound and outbound missions aligned to major events in WA and the region (e.g. Gulf Food, IMME and AusBioTech) and targeted familiarisation programs

Identify scholarships offered in WA to profile into the region and scholarship programs offered by India-Gulf markets to increase opportunities to connect with WA

Promote and attract scale-ups from India-Gulf into the Perth Landing Zone program

Promote WA's innovation ecosystem funded through the New Industries Fund

Sponsor and support programs in India-Gulf that provide opportunities to showcase WA start-ups and scale-ups through boot camps

**Objective 6: Attract and increase number of tourists visiting WA**

**Key initiative**

Profile WA as a destination for visitors and increase its desirability rankings

Identify strategic opportunities and engage with key stakeholders

**Supporting activities**

Undertake research and support Tourism WA on opportunities to increase awareness of WA as a tourism destination in the India-Gulf

Establish and nurture relationships with key stakeholders around tourism infrastructure investment

Foster close relationships with key India-Gulf influencers

Support Business Events Perth on opportunities to attract major conferences into WA

Undertake relevant media campaigns

**Objective 7: Attract and increase the number of international students choosing WA as their study destination of choice**

**Key initiative**

Promote WA education and training capabilities and enhance WA's international education reputation in India and increase its desirability rankings

**Supporting activities**

Undertake research to identify key transnational education and related education opportunities aligned to WA's existing educational capabilities and Diversify WA

Launch WA's education and training capabilities through social media and major events, leveraging the 'Western Australia – It's like no other' campaign and other relevant media campaigns

Support in-school promotion of WA education opportunities in WACE schools, attracting those students to choose Perth for further study. Undertake strategic research around targeted Indian and Gulf schools

Deepen off-shore WA student engagement, including by engaging with WA alumni in the India-Gulf region and facilitating networking activities

Deliver a range of career and employability programs and seminars to outline the career outcomes related to course choices with education agents, education providers and key influencers, including facilitating visits and training

**Objective 8: Attract talent and skilled migration to WA**

**Key initiative**

Position WA as a destination for skilled migration and talent attraction and increase its desirability rankings

**Supporting activities**

Identify skill shortages and identify key policy issues impacting the market

Partner with key peak bodies to profile WA as a skilled migration destination

### 3.4.4 North East Asia

The North East Asia region of Japan and South Korea, both of which have large and developed economies, offers a broad range of investment and trade opportunities in a variety of sectors. Historically, relationships between the region and WA have been strong and are likely to become even stronger.

**The next two years will build on the key achievements over 2021-22, which include:**

- Servicing a significant amount of investment and trade enquiries and connecting potential partners and investors with WA projects, such as supporting interest from a major Korean investor into the downstream processing of critical minerals in WA
- Facilitating a number of non-disclosure agreements (NDA) and MOUs between local WA companies and offshore North East Asian companies: reactivating dormant MOUs with Japan Oil, Gas and Metals National Corporation (JOGMEC) and Japan Bank for International Cooperation (JBIC) and establishing a new MOU with Japan's largest commercial bank - MUFG Bank - to promote investment and trade opportunities between Japan and WA
- Building a strong network of contacts across industry and the governments in North East Asia as well as strong working relationships with the Australian embassies in North East Asia and with international chambers such as, Australia Japan Business Co-operation Committee (AJBCC), Australian and New Zealand Chamber of Commerce in Japan (ANZCCJ) and the Australia-Korea Business Council (AKBC)
- Delivering a number of investment and trade events such as the WA Avocado Promotion in January 2022, an Infrastructure Webinar to Japanese market in January 2022 and the Premium Wine Showcase in April 2022
- Participating in and representing WA companies at trade shows such as FOODEX, Bio Korea, Fuel Ammonia Conference, Inter-battery, Seoul Food and Hotel, Austrade Wine Promotion in Korea and the North East Asia Virtual Education Fair

Market Outlook

Japan Market Outlook

South Korea Market Outlook

Priority sectors

Energy

Mining and METS

Primary Industries

International Education

Health and medical life sciences

Space industries

Defence industries

Science, innovation and technology

#### Objectives and key initiatives 2022-24

The focus for the next two years in the North East Asia market will be on seizing investment and trade opportunities across a number of sectors including renewable energy, critical minerals, defence and space industries, agri-food as well as international education and tourism.

**Objective 1: Maintain and further develop the WA Hyogo Sister-State Relationship Agreement**

<p><b>Key initiative</b> Facilitate and develop business, investment and trade linkages between the two regions</p> <p>Establish key relationship frameworks to enable investment and trade activities</p> <p>Explore opportunities for the upcoming Expo 2025 in Osaka</p>	<p><b>Supporting activities</b> Facilitate an MOU between the Pilbara Ports Authority and Himeji Ports to develop hydrogen export opportunities</p> <p>Sign a new joint statement between the two regions to celebrate the 40th Anniversary of the WA-Hyogo Sister-State Relationship</p> <p>Activate potential exchanges in the field of investment and trade, research and development and education in collaboration with the Hyogo Government</p> <p>Begin preparations with DFAT on WA's involvement with Expo 2025 and investigate potential investment and trade opportunities for WA</p>
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**Objective 2: Develop investment and trade opportunities for WA's defence, space and technology sectors**

<p><b>Key initiative</b> Develop and deliver a market action plan for the promotion of WA's capability in defence, space and technology industries in collaboration with JTSI's Defence West and Science and Innovation teams</p>	<p><b>Supporting activities</b> Identify WA defence, space and technology companies that want to export to North East Asia</p> <p>Conduct market research to identify business development opportunities for WA in North East Asia</p> <p>Promote WA capabilities in defence, space, health, med-tech, remote operations and robotics industries through various marketing channels, e.g. through MOUs, webinars or familiarisation tours</p> <p>Promote WA's capabilities at relevant international events, e.g. Seoul ADEX, DSEI Japan, Bio Japan, Bio Korea, ISIEK, Korea International Medical &amp; Hospital Equipment Show, HOSPEX Japan, K-Safety Expo, G-star and AusBiotech</p> <p>Attend relevant seminars and networking events to develop/retain a network of contacts with stakeholders</p>
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**Objective 3: Increase investment and trade opportunities in primary industries in North East Asia**

<p><b>Key initiative</b> Target and promote WA agri-food sectors in North East Asian markets, e.g. meat, dairy, grain, wine, seafood and horticulture</p> <p>Build and foster relationships with key stakeholders such as potential importers and investors</p>	<p><b>Supporting activities</b> Continue to provide in-market support to WA companies by maintaining and developing high-level networks of various premium produce importers and exporters and by conducting market research</p> <p>Provide opportunities for new and existing WA exporters to attend and showcase their products at agri-food events, e.g. FOODEX JAPAN, Seoul Food &amp; Hotel, WA Wine Masterclass &amp; Tasting Event in Japan and World's Leading Wines Seoul</p> <p>Encourage potential buyers and investors to visit WA by coordinating inbound visit programs and developing missions to WA</p> <p>Work with DPIRD to identify investor-ready projects to be promoted in the market and provide one-to-one client servicing and market advisory to link clients to opportunities</p>
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**Objective 4: Attract and increase the number of international students choosing WA as their study destination of choice**

<p><b>Key initiative</b> Work with StudyPerth to promote WA as a study destination of choice to North East Asian educational institutions and student market</p>	<p><b>Supporting activities</b> Promote WA's education and training capabilities by working closely with education agents to develop partnerships with WA education institutions</p> <p>Improve awareness of WA and WA's education offerings to education agents through initiatives such as events, familiarisations and regular communication</p>
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Develop and foster relationships with North East Asian education agents and relevant institutions

Participate in education consortiums and associations to develop strong networks and opportunities across the market

Participate in trade and student fairs such as the Study Australia Fair

Rollout the 'Western Australia – It's like no other' campaign in the market to promote WA as a study destination

Identify potential schools to introduce the WACE in cooperation with the School Curriculum and Standards Authority (SCSA) and their endorsed associates

**Objective 5: Attract investment into and facilitate offtake partners for WA's energy sector**

**Key initiative**

Attract investment into WA's renewable energy projects

Secure offtake partners for WA renewable energy projects

Promote the WA Renewable Hydrogen Strategy

Build WA's profile as a world leading future green energy producer

**Supporting activities**

Develop a strong network with key trading houses, energy providers, producers, government bodies and industry groups to secure offtake and investment for WA projects

Participate in major investment and trade shows such as the Australian Hydrogen Conference / H2 Mobility+ Energy Show in Korea and the World Smart Energy Week in Japan

Promote WA as a leading destination for the production of green steel to North East Asian steel mills and trading houses

Identify areas for research and development collaboration opportunity in green tech e.g. CCS/CCUS, green steel and electrolysis

**Objective 6: Attract investment into and facilitate offtake partners for WA mining and downstream processing opportunities**

**Key initiative**

Promote and deliver WA's Future Battery and Critical Mineral Industry Strategy to increase visibility of WA companies' capability in the region

Promote WA mining and METS capabilities to attract investment into WA mining projects and downstream processing of battery minerals such as P-CAM and cathode active materials manufacturing

Secure offtake partners for WA mining and future battery projects

**Supporting activities**

Promote WA's capability and comparative advantages

Develop a strong network and relationships with key trading houses, battery producers, steel producers, government bodies and industry groups

Participate in major investment and trade shows e.g. Inter-battery, Battery Japan, AKBC Joint Meeting and the AJBCCC Conference

Identify areas for research and development collaboration opportunity in downstream processing of critical minerals

### 3.4.5 UK-Europe

WA has strong relationships with the UK and Europe, underpinned by common values, strong people-to-people connections and substantial investment and trade links. The relationship has been traditionally focused on investment in sectors such as natural resources, defence, energy, space, critical minerals and technology. Current circumstances in the UK-Europe market are heavily impacted by the situation in the Ukraine, including changing energy policy, supply chain disturbances, food shortages and inflation. There is potential for a significant policy change by Europe in supply chain management which would benefit Australia and WA specifically.

- Market Outlook
- UK-Europe Outlook
- Priority sectors
  - Energy
  - Mining and METS
  - Space industries
  - Health and medical life sciences
  - Defence industries
  - Primary industries
  - Tourism, events and creative industries

**The next two years will build on the key achievements over 2021-22, which include:**

- Facilitation of Ministerial and Premier visits through May to July 2022
- Participating in several high-level conferences and signing of an MOU between WA and the Port of Rotterdam focused on developing a commercially viable green hydrogen supply chain between WA and Europe
- Pursuing and supporting critical minerals opportunities to support WA's battery sector with a focus on offtake agreements and investment in downstream value-add projects
- Supporting the UK premiere of 'Mimma' the musical in London, which was produced and composed by WA-born Ron Siemiginowski, as part of the UK-Australia Season Program
- Initiating and supporting a trade mission for ten WA tech companies to attend the UK's flagship technology festival, London Tech Week, in June 2022
- Converting an investment lead to actual investment. Assistance was provided to an Austrian cosmetics company to set up a presence in WA, despite the State's closed borders at the time

#### **Objectives and key initiatives 2022-24**

The focus for the next two years will be on pursuing opportunities for growth of investment and trade as well as addressing skills and technology exchange across several sectors, in particular new energy sources, technology-based industries, mining and critical minerals, agri-markets, arts and culture. The initiatives will include multi-directional activity including a number of inbound and outbound delegations and participation across a variety of events and forums as well as fully exploring opportunities for WA presented by the FTA with the UK and potentially the EU.

**Objective 1: Position WA to be a leading jurisdiction facilitating the world’s transition to non-carbon-based energy sources and decarbonisation technology**

**Key initiative**

Develop and deliver engagement strategies to promote WA as a destination for export and investment in the European energy supply chain with an immediate focus on renewable hydrogen and CCS technologies to decarbonise other energy projects

Explore opportunities for manufacturing processes to be based in WA around hydrogen

Build relationships with decommissioning stakeholders in the North Sea to assist with insight, expertise and capabilities for WA’s decommissioning sector

**Supporting activities**

Plan and deliver strategies with the Port of Rotterdam including matchmaking between WA off takers and European hydrogen buyers

Build and strengthen relationships with European stakeholders including government and industry in the hydrogen sector

Organise a delegation of European hydrogen associated companies to the Australian Hydrogen Conference in December 2022

Organise a Team WA stand at the ONS conference in Norway in August-September 2022

Replicate the Team WA approach at the SPE Offshore Europe conference in Scotland in 2023

Broker knowledge exchange on decommissioning in the North Sea

**Objective 2: Increase WA’s recognition as a significant player in emerging technology-based industries**

**Key initiative**

In collaboration with JTSI and the Chief Scientist, promote WA’s use of technology across industry sectors to increase investment attraction

**Supporting activities**

Explore the opportunity to organise a delegation comprised of technology companies, talent and investors, to West Tech Fest in Perth in December 2023, to address the skills shortage in the technology sector and bring capital and businesses into WA

Support the development of a Perth Landing Pad for European technology companies and founders keen to set up a business in WA. Support will be provided through promotion via social media, the website and communicating the opportunity to relevant trade agencies across Europe

Develop strategies with JTSI and the Chief Scientist to enhance tech-based sectors (health tech and agri-tech) in WA

Explore commercial partnerships, investment and trade opportunities and actively engage in the UK-Australia Space Bridge initiatives and the broader European space sector, especially those that aim to connect universities, institutions and clusters

Promote participation of WA companies in DSEI and other prominent European defence events (e.g. Eurostory, UDM and the Farnborough International Airshow) in partnership with Defence West and Team Defence Australia

Monitor opportunities arising from the AUKUS initiative

**Objective 3: Enhance UK and European companies’ participation in WA’s infrastructure sector**

**Key initiative**

Promote WA infrastructure opportunities to major companies across the region using evidence of current success by other companies and plans from WA of future infrastructure objectives

**Supporting activities**

Participate in major forums and engage with UK-European companies currently undertaking infrastructure work in WA to raise awareness of construction opportunities across WA

Identify specific opportunities from Infrastructure WA, DevelopmentWA and Infrastructure Australia blueprints of infrastructure plans for the future

Where required facilitate any issues which might block UK and European engagement including through the EU-Australia FTA



**Objective 4: Attract new investment and establish strategic partnerships to develop WA’s precursors and mid-stream processing capacity for critical minerals**

**Key initiative**

Work with international partners in the UK and Europe including the Critical Minerals Association and companies requiring offtake of battery minerals and rare earth elements

Attract foreign direct investment into long-term mining projects and the processing of the critical minerals sector in WA

**Supporting activities**

Host events and meetings with key companies in the UK and Europe to increase visibility of the capacity and scale of the WA critical minerals sector. Emphasis will be placed on promoting WA companies as reliable partners for the UK and Europe

Organise a delegation of critical minerals companies to the UK (and Germany) over the Mines & Money London event in December 2022 and organise side events focusing on matching WA critical minerals offtakers and European/UK Original Equipment Manufacturer (OEM) and battery manufacturers

Assist WA mining companies to find suitable opportunities in Europe to attract investment to fund their long-term mining projects as well as negotiate favourable offtake agreements

**Objective 5: Increase skilled worker migration and international students studying in WA**

**Key initiative**

Develop and deliver events to promote WA in the UK-European markets promoting its employment and learning opportunities, diverse sectors and lifestyle attractions

**Supporting activities**

Work with universities and vocational education and training (VET) providers to increase presence at student recruitment fairs

Work with universities to increase student exchange opportunities between WA and the UK and Europe

**Objective 6: Increase trade in wine and agri-markets and develop art and culture**

**Key initiative**

Develop and deliver a support plan for WA artists looking to come to the UK and Europe

**Supporting activities**

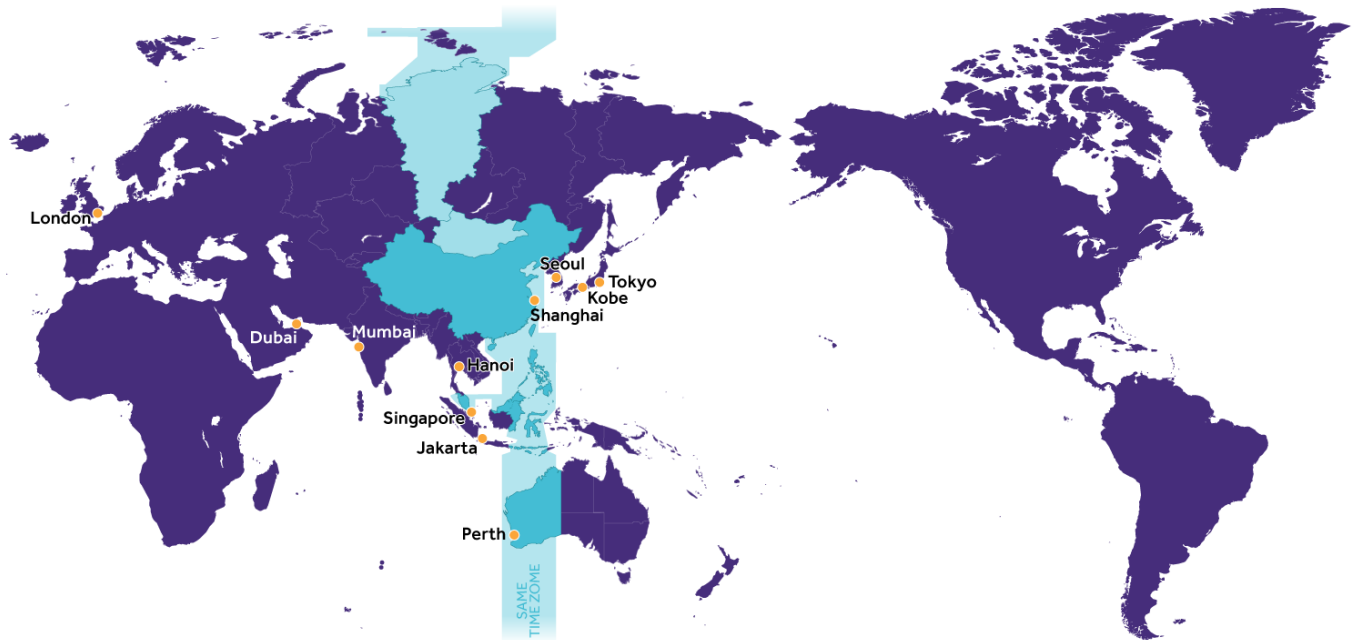
Engage with the UK-European arts and culture sectors to identify opportunities

Explore new wine markets as well as build existing markets across the region

Work with WA wineries already in market to help promote their wines in the UK

Explore opportunities arising from the A-UKFTA to enhance trade between Australia and the UK

Identify and promote the benefits of the Australia-United Kingdom FTA (A-UKFTA) and ensure similar benefits in the Australia-European Union FTA (A-EUFTA)



## Invest and Trade WA

The Department of Jobs, Tourism, Science and Innovation's Invest and Trade WA team promotes Western Australia as a destination for investment, provides a 'one-stop-shop' for incoming investment and trade enquiries and assists WA businesses to develop and expand their export potential.

Contact: [investandtrade@jtsi.wa.gov.au](mailto:investandtrade@jtsi.wa.gov.au)

Web: [www.investandtrade.wa.gov.au](http://www.investandtrade.wa.gov.au)

## Appendix A. Glossary of abbreviations

Acronym		Acronym	
<b>ADF</b>	Australian Defence Force	<b>IISMAVO</b>	Indonesian International Student Mobility Awards edisi Vokasi
<b>A-EUFTA</b>	Australia-European Union Free Trade Agreement	<b>INSEAD</b>	'Institute Européen d'Administration des Affaires'
<b>AJBCC</b>	Australia Japan Business Co-operation Committee	<b>JBIC</b>	Japan Bank for International Cooperation
<b>AKBC</b>	Australia-Korea Business Council	<b>JOGMEC</b>	Japan Oil, Gas and Metals National Corporation
<b>AMC</b>	Australian Marine Complex	<b>JTSI</b>	Department of Jobs, Tourism, Science and Innovation
<b>ANZCCJ</b>	Australian and New Zealand Chamber of Commerce in Japan	<b>LNG</b>	Liquefied natural gas
<b>AROSE</b>	Australian Remote Operations for Space and Earth	<b>MATCH</b>	Maritime and Advanced Technology Collaboration Hub
<b>ASEAN</b>	The Association of Southeast Asian Nations	<b>METS</b>	Mining equipment, technology and services
<b>A-UKFTA</b>	Australia-United Kingdom Free Trade Agreement	<b>MIT</b>	Massachusetts Institute of Technology
<b>AUKUS</b>	Australia, United Kingdom, US States Agreement	<b>MOU</b>	Memorandum of understanding
<b>CCIWA</b>	Chamber of Commerce and Industry WA	<b>MRIWA</b>	Minerals Research Institute of Western Australia
<b>CCS</b>	Carbon Capture and Storage	<b>MTP</b>	Medical technology, biotechnology and pharmaceutical
<b>CCUS</b>	Carbon Capture, Use and Storage	<b>NDA</b>	Non-Disclosure Agreement
<b>CF-LRP</b>	Carbon Farming and Land Restoration Program	<b>OEM</b>	Original Equipment Manufacturer
<b>CODA</b>	Centre of Decommissioning Australia	<b>ONS</b>	Offshore Northern Seas
<b>CRC</b>	Cooperative Research Centre	<b>P-CAM</b>	Precursor Cathode Active Material
<b>DAWE</b>	Department of Agriculture, Water and the Environment	<b>PCO</b>	Parliamentary Counsel's Office
<b>DBCA</b>	Department of Biodiversity, Conservation and Attractions	<b>R&amp;D</b>	Research and Development
<b>DER</b>	Distributed Energy Resources	<b>RDCs</b>	Rural Research and Development Corporations
<b>DFAT</b>	Department of Foreign Affairs and Trade	<b>RAS</b>	Robotic Autonomous Systems
<b>DLGSC</b>	Department of Local Government, Sport and Cultural Industries	<b>RIIAG</b>	Regional Industry Innovation Advisory Group
<b>DMIRS</b>	Department of Mines, Industry Regulation and Safety	<b>SBDC</b>	Small Business Development Corporation
<b>DoE</b>	Department of Education	<b>SCSA</b>	School Curriculum and Standards Authority
<b>DoH</b>	Departments of Health	<b>SERS</b>	Sectoral Emissions Reduction Strategies
<b>DPC</b>	Department of the Premier and Cabinet	<b>SMEs</b>	Small and Medium Enterprises
<b>DPIRD</b>	Department of Primary Industries and Regional Development	<b>SpAARC</b>	Space Automation, Artificial Intelligence and Robotics Control Complex
<b>DPLH</b>	Department of Planning, Lands and Heritage	<b>SSO</b>	State Solicitor's Office

<b>DSEI</b>	Defence and Security Equipment International	STEM	Science, Technology Engineering and Mathematics
<b>DTWD</b>	Department of Training and Workforce Development	SWDC	South West Development Commission
<b>DWER</b>	Department of Water and Environmental Regulation	TAFE	Technical and Further Education
<b>EBDM</b>	Education Business Development Managers	UAE	United Arab Emirates
<b>EOI</b>	Expression of Interest	UK	United Kingdom of Great Britain and Northern Ireland
<b>ESG</b>	Environmental, Social and Governance	US	United States of America
<b>ESVCLPs</b>	Early Stage Venture Capital Limited Partnerships	VC	Venture Capital
<b>FBICRC</b>	Future Battery Industries Cooperative Research Centre	VET	Vocational Education and Training
<b>FFSCRC</b>	Future Food Systems Cooperative Research Centre	WACE	Western Australian Certificate of Education
<b>FIRB</b>	Foreign Investment Review Board	WALSIH	WA Life Sciences Innovation Hub
<b>FTA</b>	Free trade agreement	WATC	Western Australian Treasury Corporation
<b>GCC</b>	Gulf Cooperation Council	WATVET	West Australian Technical and Vocational Education Training Consortium
<b>GSP</b>	Gross state product	WOSP	Whole of System Plan
<b>HIVE</b>	Health in a Virtual Environment		