

# INTERNATIONAL ENGAGEMENT STRATEGY

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26







## ACKNOWLEDGEMENT

The Northern Territory Government respectfully acknowledges Aboriginal and Torres Strait Islander peoples as the First Nations people of this country. We acknowledge the continuing connection to lands, waters and communities, and the evolving cultures of all our First Nations peoples. We pay our respects to all Aboriginal and Torres Strait Islander

cultures, and to their leaders - past, present, and emerging. While this Strategy uses the term 'Aboriginal', we respectfully acknowledge that Torres Strait Islander peoples are First Nations people living in the Territory. Therefore, strategies, services and outcomes relating to Aboriginal Territorians should be read to include both Aboriginal and Torres Strait Islander Territorians.

# Minister's Foreword



The Northern Territory is home to thousands of generations of living culture, of multicultural connections, of perseverance and resilience. It is a place where sharing knowledge and trading with international neighbours is not a new concept.

First Nations people from northern Australia traded with Makassan seafarers for hundreds of years, their trade routes stretching through Indonesia to China. The last prahu from Makassar might have visited Arnhem Land in 1907, but the importance of international engagement has not diminished.

Trade and investment are the foundations of our economic growth, and are critical for the future of the Northern Territory as we advance towards a \$40 billion economy by 2030.

Our vision is to expand the Territory's global reach and harness our natural strengths, securing a resilient and prosperous economic future for all Territorians.

Sustainable growth that creates new jobs, improves quality of life, and strengthens our resilience is underpinned by our ability to attract and retain investors and trading partners.

The Northern Territory International Engagement Strategy 2022-2026 outlines our strategic plan to be a preferred partner for business in an intensely competitive and rapidly evolving global economy.

We have a great story to tell, and a compelling case for trade and investment. Not just from our well established sectors like agriculture, aquaculture, mining, energy and tourism, but also from our emerging sectors such as defence, maritime, education, digital, space and creative.

It is time to put the spotlight on the Territory's products, services and markets – to show the world that we truly are a premier trade and investment destination.

**Hon Nicole Manison**

Minister for Northern Australia and Trade



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## INTRODUCTION

Our vision is to expand our global reach and harness our natural strengths, securing a resilient and prosperous economic future for all Territorians.

We have an opportunity in the Northern Territory (the Territory) that is unique across Australia, given our geographic proximity to Southeast Asia, our biosecurity, natural resources, and political stability. The Territory offers an attractive environment for investors, incredible propositions for cultural engagement and activity and a platform for Territorians to transact and build their businesses globally.

The Territory is a significant contributor to Australia's international trade. This is demonstrated by our share of the country's natural gas, mining, and live cattle export markets, including

20 per cent of the national exports of zinc ores and concentrates, 6 per cent of live animal exports and 3 per cent of aluminium products, while only accounting for approximately 1 per cent of Australia's total population.

The imperative for the International Engagement Strategy (the Strategy) is to respond to the demands of a changing world and harness the opportunities presented. The future resilience and prosperity of the Territory will be based on how well we engage with and respond to a climate of uncertainty and the opportunities presented.



## INTERNATIONAL ENGAGEMENT STRATEGY

### GOALS 2022-26



The Territory is a world-class investment destination in key sectors.



Territory export products, services and markets are grown and diversified for resilience and job-creation.



The Territory demonstrates strengthened international partnerships and collaboration.

Furthermore, the Northern Territory Government's target to reach a \$40 billion economy by 2030 necessitates a step-change in how the Territory does business.

This strategy has been developed in consultation with industry and business leaders and lays out our most sustainable, ambitious, and engaging plan to expand the Territory's global presence while also securing and building upon our current business and international relationships.

Underpinning our vision are primary goals that have been established to direct our course of action from 2022-2026.

These goals address our interests across international investment, trade and engagement. They are also interconnected, thereby creating an interdependent plan of action that will optimise efforts to achieve our targeted outcomes.

The following provides details on how we plan to deliver on these ambitions, as well as outlining the key success factors needed to support the desired outcomes.

### GLOBAL MEGATRENDS & OPPORTUNITIES


Global trade and engagement conditions have never been more challenging. Geopolitical developments and the COVID-19 pandemic are driving an unpredictable landscape for Australian business, industry, and community.

Global megatrends are long-term factors changing the world. They can influence the relative priority of industries and sectors, investment decisions, and international trade. They can also create opportunities.


-  **Climate change:** driving the demand for renewable energy sources and reduced net emissions.
-  **The Industrial Revolution 4.0:** driving an acceleration of technical advances, impacting a range of sectors and reducing barriers of remoteness.
-  **Structural shifts in the international system:** Asia's growing influence and geopolitical uncertainty.
-  **Inclusive societies:** growing global community consciousness through UN Sustainable Development Goals draws attention to the elevation of Aboriginal voices and benefit.
-  **Environmental, Social and Governance:** emerging priority focus of investors provides opportunity for the Territory.
-  **COVID-19:** future of work, travel and opportunities and challenges created by supply chain disruptions.


# International Engagement Strategy 2022-26


## GLOBAL MEGATRENDS & TERRITORY CONTEXT


 **Climate change:** driving the preference for renewable energy sources and reduced net emissions.

 **The Industrial Revolution 4.0:** driving an acceleration of technical advances, impacting a range of sectors and reducing barriers of remoteness.

 **Structural shifts in the international system:** Asia's growing influence and geopolitical uncertainty.

 **Inclusive societies:** growing global community consciousness through UN Sustainable Development Goals draws attention to the elevation of Aboriginal voices and benefit.

 **Environmental, Social and Governance:** emerging priority focus of investors provides opportunity for the Territory.

 **COVID-19:** future of work, travel and opportunities and challenges created supply chain disruptions.

The plan for economic reconstruction acknowledges the Territory's strong value proposition to attract investment and increase trade across our most competitive sectors towards a

**\$40 billion** economy by 2030.

## → PURPOSE

To define the Territory's globally competitive strategy for driving international engagement, partnerships, trade and investment activities from 2022-2026.

## GOALS

UNLOCKING THE OPPORTUNITY



### INVESTMENT

The Territory is a world-class investment destination in key sectors

- Establish a strong and strategic approach to winning investment
- Focus on the sectors that will drive sustainable growth, diversify the economy, move up the value chain and create jobs
- Emphasise the investment opportunities in the Territory's regions and with Aboriginal economic leadership
- Action the enablers that support investment.



### TRADE

Territory export products, services and

- Seek diverse and ambitious partnerships to capitalise on market trends
- Diversify and create added value to the goods and services exported from the Territory.

PATHWAY TO SUCCESS



Develop tailored engagement plans for high priority markets



Roll-out a suite of best-in-class digital marketing customised for each priority market/sector



Build individual investment attraction plans for priority target markets and identify our value proposition for target sectors



Utilise a network of in-market advocates



Support opportunities for value-adding industries



Program launched for 20 new industry-led partnerships that foster trade in new and diversified products and services



Enhance export logistics for the Northern Territory in partnership with the NT Logistics Advisory Council



Work with the Australian Government to best position Australia's Northern Territory for tourism and education services exports in the restart of international travel



Redesign the Trade Support Scheme in consultation with industry, and support businesses to grow export capabilities and enter new export markets



Recognise the strengths of the Territory's regions



Align investment attraction strategies with initiatives to grow and attract a skilled workforce



Accelerate investors decision making by providing high quality facilitation services and access to decision makers



Build and grow relationships with the Australian Government, foreign government representatives, in-country industry bodies and sectorial specialists



Leverage the Territory's natural advantages that help companies achieve their Economic Social and Governance (ESG) aspirations



Deliver a program of regulatory reform to make it easier to do business

2022 ——— IMPLEMENTATION TIMELINE

## SUCCESS FACTORS

- Territory-wide commitment
- Commercial ecosystem in the Territory



→ VISION

Harnessing our natural strengths and expanding our global reach, we will work together to secure a resilient and prosperous economic future for all Territorians.

markets are grown and diversified for resilience and job-creation

- Strengthen participation of regional areas in international markets
- Leverage the Territory's geographic advantage to rebuild international trade (exports and imports) with the region.

ENGAGEMENT



The Territory demonstrates strengthened international partnerships and collaboration

- Deepen mutually beneficial and enduring international partnerships.
- Build cross-cultural business literacy with our partners
- Showcase the Territory's Aboriginal cultures as central to our value proposition in market.

Extend economic benefits by targeting investments that secure more of the supply chains for major projects and build industry ecosystems

Deliver a program of inbound, outbound and virtual delegations to showcase the Territory in high priority markets

Leverage Australia's existing and expanding network of bilateral and multilateral agreements to assist Territory businesses gain access to international markets

Launch a cross-cultural literacy program for business and industry to engage in high priority markets

Undertake a critical review of strategy implementation and outcomes to underpin next phase planning

Deliver a program of high-value international investor/Territory opportunity matching initiatives

Roll-out a campaign to build international awareness of the Territory, including specifically promoting the value of Aboriginal cultures

Promote defined opportunities to establish partnerships with Aboriginal land holders and businesses that will create economic growth and jobs

Establish a program to identify and facilitate export readiness in Aboriginal businesses

Promote the Territory's strategic location in the region to attract regional offices and latency-sensitive industries

2026 OUTCOMES

- New investment is delivered in the Territory, creating jobs.
- Territory industry, businesses and government working together to engage in trade and attract investment.
- Increased international trade (exports and imports) through the Territory.
- Goods exports 15% higher than forecast by 2026.
- Services exports rebound to \$800 million by 2026.
- 20 new industry-led partnerships that foster trade in new and diversified products and services:
  - 5 x Aboriginal-led
  - 5 x regional
  - 5 x service implementation
  - 5 x new & innovative products.
- Increased prominence and recognition of the Territory in high priority markets.
- Increased awareness of the value of Aboriginal cultures in international markets.

2026

- An innovative, fast, agile and 'can-do' approach to facilitation
- Leadership in decarbonisation and sustainability



# UNLOCKING THE OPPORTUNITY





## The Territory is a world-class investment destination in key sectors

### The Territory will achieve this by:

- Establishing a strong and strategic approach to winning investment
- Focusing on the sectors that will drive sustainable growth, diversify the economy, move up the value chain and create jobs
- Emphasising the investment opportunities in the Territory's regions and with Aboriginal economic leadership
- Actioning the enablers that support investment.

### How we will know we have succeeded:

- New investment is delivered in the Territory, creating jobs
- Territory industry, businesses and government working together to engage in trade and attract investment.

### FOREIGN INVESTMENT CONTINUES TO BE A MAINSTAY OF GROWTH FOR THE TERRITORY

International investment means greater growth for the Northern Territory economy, and foreign direct investment (FDI) has played a significant role in the Territory's growth. Past examples of inbound foreign investment into the Northern Territory include investment by INPEX Corporation, Japan's largest oil and gas exploration and production company, into a multi-billion-dollar gas project in Darwin. The INPEX-led Ichthys LNG project will provide a \$2.8 billion boost to the domestic economy between 2020 and 2030, an average of \$251 million per year.

Australian businesses supported by FDI hold \$2.7 trillion in assets – almost a quarter of Australia's total assets. They contribute to more than a quarter of Australia's economy – \$286 billion in Industry Value Add. Furthermore, one in ten jobs in Australia are reliant on FDI, employing 1.2 million people.

Data on inbound FDI into the Territory is not publicly reported, however, we know that the Territory attracts a small proportion of private investment in Australia. Private investment in the Territory comprised one per cent of all private investment in Australia in 2020/21, with key investment going into construction, machinery and equipment, intellectual property development and agriculture.



## Pathway to Success

The Territory has world-class investment opportunities.

### Establish a strong and strategic approach to winning investment

Build individual investment attraction plans for priority target markets and identify our value proposition for target sectors

Roll-out a suite of best-in-class digital marketing customised for each priority market/sector

Deliver a program of high-value international investor/Territory opportunity matching initiatives

Build and grow relationships with the Australian Government, foreign government representatives, in-country industry bodies and sectorial specialists.

Our prospective international partners and customers require tailored propositions that address their specific needs. We need to ensure our go-to-market approaches echo our target markets' needs and competitively position the Territory.

The Northern Territory's key markets and focus areas, identified through

consultations and research, are identified on the following map (Fig.1).

Based on our research we have an indication of the key investment markets for the Territory. As anticipated, priority targets include South-East Asia, South Korea, Japan and North America, with emerging opportunities in Europe.

Looking ahead, we see an opportunity to align global demand with Territory offerings to international investors. The priority markets map (Fig.1) on pages 18-19 highlights the key markets and focus areas for the Territory.

Leading on from the development of tailored priority market attraction plans, a program of partnership making initiatives that are high-value oriented and targeted will also be delivered.



**Focus on the sectors that will drive sustainable growth, diversify the economy, move up the value chain and create jobs**

Support opportunities for value-adding industries

Promote the Territory’s strategic location in the region to attract regional offices and latency-sensitive industries

Extend economic benefits by targeting investments that secure more of the supply chains for major projects and build industry ecosystems

Leverage the Territory’s natural advantages that help companies achieve their Environmental, Social and Governance aspirations.

The Northern Territory Government is committed to pursuing investment opportunities in key focus areas that will support our future growth. The Territory is well positioned to attract investment into solar and hydrogen developments due to

world-class solar and gas resources and existing infrastructure and supply chains. Developing low emissions manufacturing capability in the Territory is closely aligned to these energy opportunities and responds to the global trend, and the Territory’s own goals, of decarbonisation and net zero emissions.

The Territory has a world-class mining export industry, including value-add processing and several major mines. There are key opportunities in attracting investment to spur the development of local processing and manufacturing, as well as tapping into some of the most geologically promising greenfield or underexplored regions in Australia. Moving beyond raw resources will modernise the Territory industry, develop and attract a high skilled workforce, and deliver greater value to the Territory economy.

Other opportunities for investment attraction are in agribusiness through

Sustainable Development Precincts (SDPs). Investment attraction will also be pursued to support industry-enabling infrastructure development, including data centres, digital technology, maritime infrastructure, aerospace and tourism infrastructure.

**Emphasise investment opportunities in the Territory’s regions and with Aboriginal economic leadership**

Recognise the strengths of the Territory’s regions

Promote defined opportunities to establish partnerships with Aboriginal land holders and businesses that will create economic growth and jobs.

Recognising the diverse offering of the Territory’s regions in investment attraction plans for priority target markets will build a diversified portfolio for investor attraction initiatives and support long-term regional growth.

Seeking and growing investment in



## EXPORTING SUNSHINE

Sun Cable is an Australian-founded, world leading renewable energy company, developing solar energy infrastructure projects that will power Australia and the Indo-Pacific region with competitively priced, dispatchable, high capacity renewable electricity.

Sun Cable's flagship project is the AUD \$30B Australia-Asia PowerLink (AAPowerLink). Solar energy will be harnessed and stored at one of the world's largest solar farm and battery systems in the Barkly region in the Northern Territory of Australia, for 24/7 dispatch to Darwin and Singapore via a 5,000km high voltage direct current (HVDC) transmission system.

Sun Cable's energy projects will position the Northern Territory as the world leader in intercontinental transmission of renewable electricity. The project will stimulate the growth of a renewable infrastructure industry in the NT. Initial modelling indicates that the project will invest AUD \$8B in Australia during the construction phase, with the majority spent in the NT, generating significant opportunities for NT workforce and industry participation across the construction and operational phases.

The provision of 800MW of electrical capacity to the Darwin region will facilitate the electrification of new and existing industries, supporting large-scale economic development, whilst reducing greenhouse gas emissions.

The \$30+ billion project will herald the start of a new renewable export industry in the Northern Territory, and harness the Territory's natural competitive advantages.

Annual solar energy exports are anticipated to reach AUD \$2B.



regions and bringing regional businesses and products to the market requires equal industry effort and Government focus. With over 30 per cent of Territorians identifying as Aboriginal, and with over 50 per cent of the Territory landmass held as Aboriginal freehold land, doing business in the Territory means building partnerships and relationships with Aboriginal Territorians. Securing further investment into regional and Aboriginal-led businesses is critical to sustainable success, long-term

capability building and supporting a culture of Local Decision-Making.

**Action the enablers that support investment**

- Accelerate investors decision making by providing high quality facilitation services and access to decision makers
- Align investment attraction strategies with initiatives to grow and attract a skilled workforce
- Streamline regulatory processes to make it easier to do business.

The Investment, Major Projects and Infrastructure Commissioners have been established to accelerate investment delivery and take specific value propositions to target investors and markets. This includes collaboration across government in relation to whole-of-government infrastructure planning and regional economic growth.

In considering the necessary action to enable the right commercial environment for bankable investment and business growth, focus for the Northern Territory Government, and the Territory Economic Recovery Agenda is on:

- Regulatory framework
- Setup and ecosystem readiness
- Cost positioning and investment support
- Service level.

Speed, clarity and transparency of regulation are essential in competing for global capital. Regulating for growth and moving to an integrated risk-based regulatory system provides a seamless experience for investors and will contribute to the Territory’s competitiveness. Contemporary regulation will ensure community expectations are reflected and will provide the certainty needed for investment.

Tightly linked with our focus on agility, attracting investment into the Territory will increasingly seek a locally based commercial ecosystem to help them land and expand including business professional services, business support and administrative services, secure and robust technology solutions, skilled workforce access. A skilled population is a critical enabler of economic growth. Supporting these connections for investors will be critical to secure longevity and sustainable interest in the Territory.

The Government must be agile and targeted in identifying and pursuing investment opportunities as they arise, keeping in close partnership with Territory industry and sector specialists.





### **MANGANESE ORE CHARTS GROWTH FOR ANINDILYAKWA**

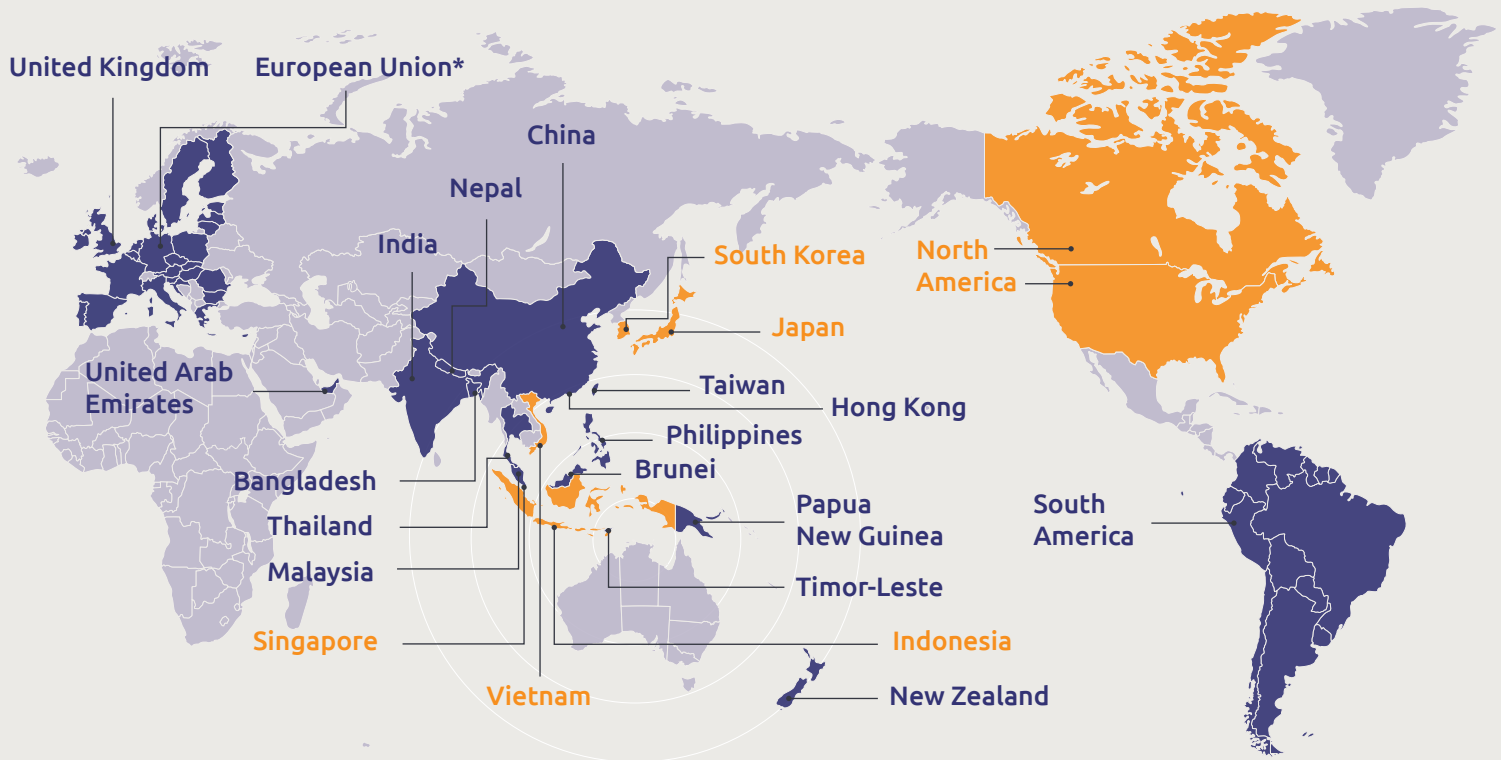
The Traditional Owners of Grootte Eylandt are pursuing international partnerships to create wealth for their people and to help grow the Territory's exports and investment.

Winchelsea Mining Pty Ltd is a joint venture between the Anindilyakwa Advancement Aboriginal Corporation and AUS China International Mining. The partnership was formed to develop and operate the Winchelsea Island Manganese Project on Winchelsea Island, about 600 km southeast of Darwin.

The partnership followed a successful trade mission to China in 2016 led by Northern Territory Chief Minister, Michael Gunner, in which the Anindilyakwa Land Council participated. Shipping of manganese ore is expected to commence by end 2022.

FIGURE 1

# Priority Markets



## HIGH PRIORITY MARKETS

Indonesia		North America		South Korea	
<i>Existing Exports</i>	Defence & maritime services, cattle, education & training, meat products	<i>Existing Exports</i>	Aboriginal visual arts & crafts; fashion, meat products, tourism, defence & maritime services	<i>Existing Exports</i>	Gas, mining, meat products
<i>Potential Exports</i>	Health services, cotton, ICT – digital technologies	<i>Potential Exports</i>	ICT – digital technologies, hydrogen, critical minerals, health services, film, television & digital media	<i>Potential Exports</i>	ICT – digital technologies, horticulture, seafood – fisheries & aquaculture, cotton, film, television & digital media, defence & maritime services, hydrogen, critical minerals, forestry (woodchips, sandalwood & African mahogany)
<i>Potential Investment</i>	Data centres, maritime infrastructure	<i>Potential Investment</i>	Gas, mining, value add processing for mining projects, hydrogen, solar, sustainable & Aboriginal tourism, aerospace, maritime infrastructure, low-emissions manufacturing, data centres, cattle, sustainable development precincts (agriculture) & AgTech, tourism infrastructure	<i>Potential Investment</i>	Gas, mining, hydrogen, solar, aerospace, maritime infrastructure, data centres, tourism infrastructure
Japan		Singapore		Vietnam	
<i>Existing Exports</i>	Gas, mining, tourism	<i>Existing Exports</i>	Defence & maritime services, horticulture, seafood – fisheries & aquaculture, tourism, film, television & digital media	<i>Existing Exports</i>	Cattle, education & training
<i>Potential Exports</i>	Seafood – fisheries & aquaculture, critical minerals, hydrogen, defence & maritime services, horticulture, forestry (woodchips, sandalwood & African mahogany), health services, Aboriginal visual arts & crafts; fashion, ICT - digital technologies, meat products	<i>Potential Exports</i>	Gas, mining, hydrogen, solar, ICT – digital technologies, meat products, health services, Aboriginal visual arts & crafts; fashion	<i>Potential Exports</i>	Meat products, horticulture, cotton, health services, mining, defence & maritime services, ICT – digital technologies
<i>Potential Investment</i>	Gas, mining, value add processing for mining projects, hydrogen, solar, low-emissions manufacturing, maritime infrastructure, aerospace, data centres, sustainable development precincts (agriculture) & AgTech, tourism infrastructure, sustainable and Aboriginal tourism	<i>Potential Investment</i>	Gas, mining, value add processing for mining projects, hydrogen, solar, low-emissions manufacturing, data centres, maritime infrastructure, aerospace, sustainable development precincts (agriculture) & AgTech, tourism infrastructure, sustainable & Aboriginal tourism	<i>Potential Investment</i>	Mining, cattle, sustainable development precincts (agriculture) & AgTech

## PRIORITY MARKETS

Bangladesh	
<i>Existing Exports</i>	Education & training

Brunei	
<i>Existing Exports</i>	Cattle

China	
<i>Existing Exports</i>	Mining, forestry (woodchips, sandalwood & African mahogany), tourism, education & training, gas
<i>Potential Exports</i>	Hydrogen, ICT – digital technologies, meat products, horticulture
<i>Potential Investment</i>	Mining, cattle, tourism infrastructure

European Union*	
<i>Existing Exports</i>	Mining, tourism, film, television & digital media, Aboriginal visual arts & crafts; fashion
<i>Potential Exports</i>	Defence & maritime services, forestry (woodchips, sandalwood & African mahogany), critical minerals
<i>Potential Investment</i>	Mining, value add processing for mining projects, hydrogen, solar, low-emissions manufacturing, aerospace, cattle, sustainable & Aboriginal tourism

Hong Kong	
<i>Existing Exports</i>	Horticulture
<i>Potential Exports</i>	Seafood – fisheries & aquaculture
<i>Potential Investment</i>	Mining, cattle, tourism infrastructure

India	
<i>Existing Exports</i>	Gas, mining, education & training, defence & maritime services
<i>Potential Exports</i>	Critical minerals, ICT - digital technologies
<i>Potential Investment</i>	Gas, value add processing for mining projects, maritime infrastructure, sustainable development precincts (agriculture) & AgTech

Malaysia	
<i>Existing Exports</i>	Gas, cattle
<i>Potential Exports</i>	Defence & maritime services, ICT – digital technologies, meat products, cotton, forestry (woodchips, sandalwood & African mahogany), health services
<i>Potential Investment</i>	Gas, solar, cattle, tourism infrastructure, sustainable & Aboriginal tourism

Nepal	
<i>Existing Exports</i>	Education & training

New Zealand	
<i>Existing Exports</i>	Tourism
<i>Potential Investment</i>	Solar, value add processing for mining projects, cattle, tourism infrastructure, sustainable & Aboriginal tourism

Papua New Guinea	
<i>Existing Exports</i>	Defence & maritime services
<i>Potential Exports</i>	Health services

Philippines	
<i>Existing Exports</i>	Education & training, cattle, defence & maritime services
<i>Potential Exports</i>	Horticulture, health services

South America	
<i>Potential Investment</i>	Cattle, sustainable development precincts (agriculture) & AgTech

Taiwan	
<i>Existing Exports</i>	Gas, Aboriginal visual arts & crafts; fashion
<i>Potential Exports</i>	Meat products, hydrogen, forestry (woodchips, sandalwood & African mahogany)
<i>Potential Investment</i>	Solar

The map on the previous page was developed through a detailed market assessment and consultation with industry.

Northern Territory focus sectors with high growth potential are identified, with corresponding international markets listed.

Thailand	
<i>Existing Exports</i>	Gas, education & training
<i>Potential Exports</i>	Defence & maritime services, meat products, cotton, forestry (woodchips, sandalwood & African mahogany)
<i>Potential Investment</i>	Tourism infrastructure, cattle

Timor-Leste	
<i>Potential Exports</i>	Health services

United Arab Emirates	
<i>Existing Exports</i>	Horticulture
<i>Potential Exports</i>	Meat products
<i>Potential Investment</i>	Gas, cattle

United Kingdom	
<i>Existing Exports</i>	Tourism, film, television & digital media, Aboriginal visual arts & crafts
<i>Potential Exports</i>	Critical minerals, ICT – digital technologies, forestry (woodchips, sandalwood & African mahogany), defence & maritime services
<i>Potential Investment</i>	Gas, sustainable development precincts (agriculture) & AgTech, value add processing for mining projects, hydrogen, solar, low-emissions manufacturing, aerospace, maritime infrastructure, data centres, sustainable & Aboriginal tourism

\* particularly Germany, France and Italy.



## Territory export products, services and markets are grown and diversified for resilience and job-creation

### The Territory will achieve this by:

- Seeking diverse and ambitious partnerships to capitalise on market trends
- Diversifying and creating added value to the goods and services exported from the Territory
- Strengthening participation of regional areas in international markets
- Leveraging the Territory's geographic advantage to rebuild international trade (exports and imports) with the region.

### How we will know we have succeeded:

- Cumulative goods exports 15 per cent higher than current baseline forecast by 2026
- Services exports rebound to \$800 million by 2026
- Increased international trade (exports and imports) through the Territory
- 20 new industry-led partnerships that foster trade in new and diversified products and services.

### INTERNATIONAL TRADE IS A KEY DRIVER OF THE TERRITORY'S ECONOMY

International trade creates jobs, with one in five Australian jobs relying on trade — including one in four in regional Australia. Exports are a major contributor to the Territory's economy and Gross State Product (GSP). The Territory has consistently made outsized contributions to Australia's liquefied natural gas (LNG), mining, and live cattle exports. This is intrinsically linked to the development of major projects and investments in the Territory. In many cases the viability of these projects has been contingent on the opportunity to secure offtake agreements for export.

The Territory's trade partners have remained largely consistent over decades, with a key focus on our neighbours in the Indo-Pacific region. The top destinations for Territory goods over the past five years include Japan, China, Taiwan, Indonesia, South Korea, Thailand, and Singapore.

Our top exports over the last five years include energy products, mineral ores and concentrates, live animals, aluminium ores and concentrates.

As measured by revenue received, nearly all the Territory's export revenue comes from three major product groups – energy products, minerals and related products, and live cattle. Exports from the INPEX-led Ichthys LNG project alone accounted for 12 per cent of Australia's oil and gas exports in 2020. The project will also support approximately 2,000 full-time equivalent jobs up to 2030.



## Pathway to Success

To drive sustainable growth in the Territory, it will be important to focus on diversifying our exports and export markets.

### Seek diverse and ambitious partnerships to capitalise on market trends

Support opportunities for value-adding industries such as manufacturing and processing, including through Sustainable Development Precincts

Build and grow relationships with the Australian Government, foreign government representatives, in-country industry bodies and sectorial specialists

Leverage Australia's existing and expanding network of bilateral and multilateral agreements to assist Territory businesses gain access to international markets.

There are clear gaps to address in international market demand that links to the Territory's available and accessible capability and resources.

The Northern Territory Government will work with industry to understand these gaps and to identify competitive and sustainable goods/services propositions that can be: 1) capitalised

upon and 2) extended out of current industry interests. This will be key in maintaining momentum and securing diversified and resilient trade portfolios across sectors.

To bridge these gaps, we will need to stretch our ambition and collaborate across sectors to innovate in our response to these markets and offer a competitive landscape for doing business, while also highlighting the unique points of value that speaks to "Why the Territory".

Australia's formal international agreements on investment and trade (including Free-Trade Agreements) present opportunities for Territory businesses to enter, and trade in overseas markets. There is a key role for the Northern Territory Government to advocate for consideration of the Territory in the development and implementation of these formal agreements, as well as supporting Territory businesses to understand the new opportunities created through the agreements.

**Diversify and create added value to the goods and services exported from the Territory**

Redesign the Trade Support Scheme and support Territory businesses to grow export capabilities and enter new export markets

Work with the Australian Government to best position Australia's Northern Territory for tourism and education services exports in the restart of international travel

Establish a program to identify and facilitate export readiness in Aboriginal businesses

Program launched to foster 20 new industry-led partnerships that foster trade in new and diversified products and services (5 x Aboriginal-led, 5 x regional, 5 x service, 5 x new and innovative products).

To drive sustainable growth in the Territory, it will be important to focus on continuing to diversify our economy and the goods and services that we export.

Meeting international market demands across a wider sector lens will support the development of new products and services for export. The Northern Territory Government will further focus on assisting Territory businesses to become export-ready and to export into international markets.

Aboriginal-led Territory business will be key to the effective delivery of our international engagement plans. The commitment to these organisations is to enable those with international market interest and the viability to expand and deliver on export demand. These businesses will be taken through a trade readiness program to develop sustainable trade delivery platforms and processes, building business confidence, and establishing an ongoing trade role for the region.

**Strengthen participation of regional areas in international markets**

Program launched for 20 new industry-led partnerships that foster trade in new and diversified products and services (5 x Aboriginal-led, 5 x regional, 5 x service, 5 x new and innovative products).

The opportunity for regional areas is multi-faceted. By participating in the programs and exploring channels to international markets, regional areas can benefit from:

- New sources of revenue
- Opportunities to expand and diversify
- Expanded skills (from diversified local production of goods and services)
- International awareness and exposure

Fundamental to the intent to strengthen regional engagement is a commitment to supporting access and development of enabling infrastructure, helping regional businesses build a sustainable operating model for international trade.

**Leverage the Territory's geographic advantage to rebuild international trade (exports and imports) with the region**

Enhance export logistics for the Northern Territory in partnership with the NT Logistics Advisory Council.

A unique advantage to the Territory is its geographic location and proximity to Southeast Asia, and via key hubs, faster access to more distant markets. Reviewing our export and logistics channels and exploring ways to partner with our existing and new trade partners may deliver new opportunities related to capacity/overflow management, nearshore logistics support, and more, growing our trade with the region.

Two-way trade is essential to strengthen partnerships and build capacity in supply chains and infrastructure to, and from the Territory. As a smaller jurisdiction (by population), an increase in overall trade volume is essential to ensure the feasibility and sustainability of commercial agreements and supply routes.

Partnering with the NT Logistics Advisory Council we will review and rebuild our supply chains to support the Territory ambition and trade needs. The Territory Infrastructure Commissioner, and Infrastructure NT, will support the work of the NT Logistics Advisory Council and lead the development of enabling infrastructure required to bolster trade routes.



## ADVANCED MANUFACTURING NOT OUT OF REACH

SPEE3D is now set to revolutionise the space industry, providing a low-cost solution to mass-produce metal 3D printed rocket engines in Australia.

This Territory company showcases export innovation and ingenuity. It has developed an additive manufacturing technology for printing metals at production speeds. SPEE3D printers enable the most affordable metal additive manufacturing process in the world.

The process uses patented cold spray technology. SPEE3D won the Advanced Technology Award in 2021 NT Chief Minister's Export and Industry Award.

SPEE3D has secured funding from the Australian Government and Northern Territory Government for the project. SPEE3D has also had success in working with the Australian Defence Force and has been prepared to move into defence exports, assisted through their presence in the Australian Military Sales Catalogue.





## SHOWCASING ART AND CULTURE TO THE WORLD

While COVID-19 presented many challenges for event holders, the Darwin Aboriginal Art Fair Foundation (DAAFF) took the shock of having to cancel its in-person Art Fair as an opportunity to pivot with an online offering. DAAFF's digital platform connects audiences around the world with Aboriginal and Torres Strait Islander creatives, while

creating wider community awareness of Aboriginal and Torres Strait Islander art in innovative ways. The online component dramatically increased DAAFF's reach and generated significant sales of \$3.1 million in 2021.

DAAFF's pivot to online was also recognised nationally by Austrade in 2020 as a business who demonstrated resilience due to the challenges of COVID-19 in 2020.

The annual event brings together and showcases the work of over 2,000 artists from more than 70 Aboriginal and Torres Strait Islander Art Centres. DAAFF enables arts buyers to purchase art directly from Aboriginal artists. In 2019, the physical Fair had an economic impact of \$13.2 million in the Northern Territory. Over the past 7 years, DAAF has generated more than \$17.3 million in sales for Art Centres – 100% of which was returned to Indigenous communities.



## ASIA PACIFIC AIRCRAFT STORAGE (APAS)

It's an amazing sight to see rows and rows, and billions of dollars' worth of aircraft set against the central Australian backdrop of Alice Springs.

The facility is the first purpose built aircraft storage and recycling facility for the region, with proximity to Asia creating flexibility for customers operating aircraft throughout the Asia Pacific region.

The dry, arid, low humidity environment in Alice Springs is ideal for the preservation of aircraft and enables an aircraft storage facility that caters for short, medium and long term storage needs. Asia Pacific Aircraft Storage (APAS) is the winner of the 2011 NT Chief Minister's Export and Industry Award

for Professional Service and Regional Exporter.

APAS received the NT Government's Infrastructure Grant of \$1.5 million and \$3 million in Business Concessional Loans through the Local Jobs Fund for the development of stages two, three and four at Alice Springs Airport to house and maintain international and domestic commercial aircraft.

APAS has significantly expanded its Alice Springs-based workforce, with more than 70 full time Alice Springs based personnel employed in 2020, expected to increase by a further 50+ direct jobs over the following five years. The project is set to directly boost the Territory's economy by \$5.8 million – with a flow on effect of \$5.2 million.



# Snapshot of the Northern Territory's international trade

As at 10 December 2021.

Northern Territory Exports  
3-year average



Top NT Goods Exports  
3-year average



Combined confidential (mostly LNG)



Ores and concentrates of base metal



Live animals



Aluminium ores and concentrates (incl. alumina)

● 2015-16 to 2017-18

**\$3,429**  
Million

**\$472**  
Million

**\$432**  
Million

**\$368**  
Million

● 2018-19 to 2020-21

**\$8,559**  
Million

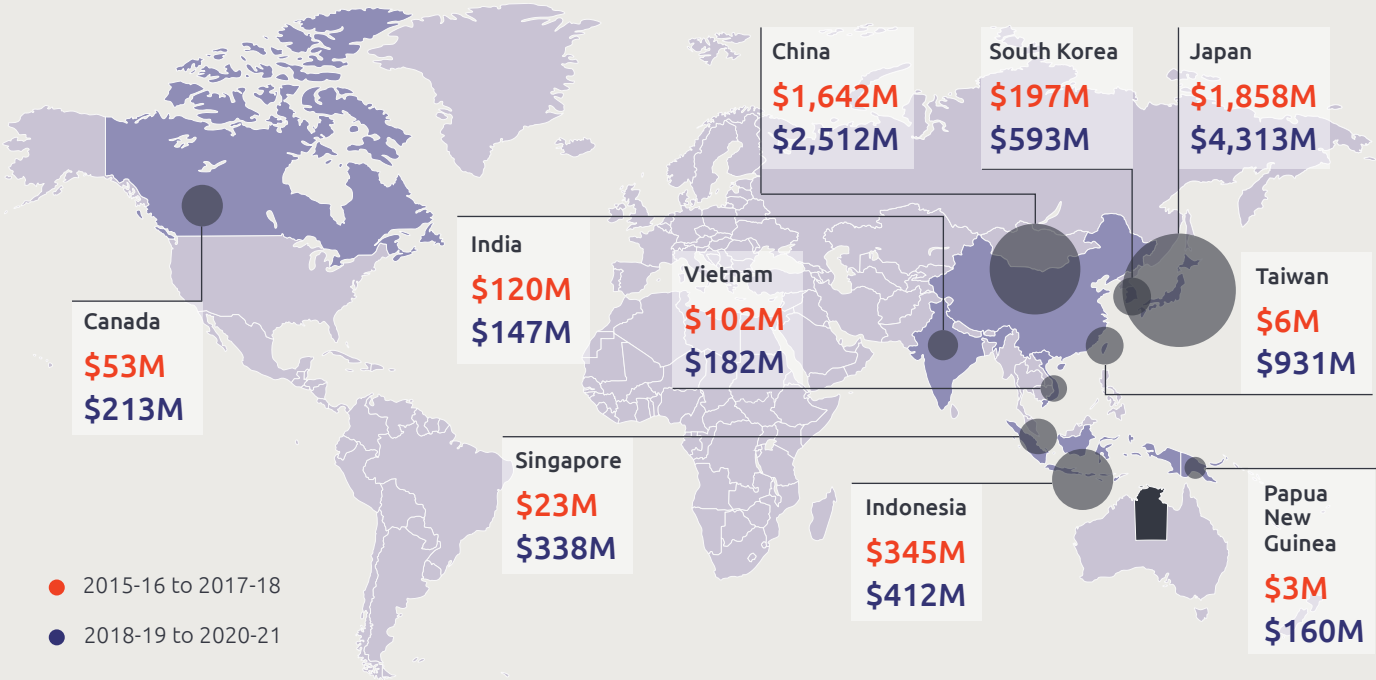
**\$565**  
Million

**\$597**  
Million

**\$391**  
Million

Top NT Export Trading Partners

3-year average



Top NT Services Exports

3-year average



Travel



Education



Government  
(incl. defence)



Transport

2014-15 to 2016-17

**\$459**  
Million

**\$89**  
Million

**\$123**  
Million

**\$95**  
Million

2017-18 to 2019-20

**\$385**  
Million

**\$134**  
Million

**\$130**  
Million

**\$61**  
Million



## The Territory demonstrates strengthened international partnerships and collaboration

### The Territory will achieve this by:

- Deepening mutually beneficial and enduring international partnerships
- Building cross-cultural business literacy with our partners
- Showcasing the Territory's Aboriginal cultures as central to our value proposition in market.

### How we will know we have succeeded:

- Increased awareness of the value of Aboriginal cultures in international markets
- Increased prominence and recognition of the Territory in priority markets.

### OUR DIVERSITY IS OUR STRENGTH

The Territory benefits from a strong presence of community groups led by people with origins, connections, and influence in diaspora networks across countries including European Union, Indonesia, India, China, Japan, Nepal, Timor-Leste, Thailand and more.

Around 30 per cent of Territorians identify as Aboriginal Australians, and they are the heart of our community. Collaboration between the Northern Territory Government and Territory Aboriginal Traditional Owners, organisations and businesses are vital for increasing understanding of the Territory's Aboriginal cultures on the world stage.



### The Northern Territory population is diverse

**30%** Aboriginal Territorians  
**20%** of Territorians were born overseas

Source: ABC Census 2016.



## Pathway to Success

Diverse and deeper international partnerships will underpin our achievements.

### Deepen mutually beneficial and enduring international partnerships

Utilise a network of in-market advocates

Build and grow relationships with the Australian Government, foreign government representatives, in-country industry bodies and sectorial specialists.

The Northern Territory Government, in conjunction with in-market advocates and business representatives will help Territory businesses effectively navigate introductions and early conversations, allowing businesses and potential partners to build foundational relationships and rapport from which business dialogue can follow. This will be further enhanced by the networks created via our international business councils and our inter-governmental partnerships.

The Northern Territory Government fosters strategic partnerships and engagement through several formal arrangements and activities that range from symbolising an official and enduring expression of mutual goodwill, through to serving a long term economic and commercial purpose. This is also

underpinned by Sister and Friendship Cities relationships fostered through local governments, agreements between schools, research institutions and other non-government organisations. Foreign arrangements, including Memoranda of Understanding with international partners, have yielded mutual understanding and benefits over many years. Such agreements have played a critical role in 'opening doors' for Territory businesses.

The Northern Territory's position in the region also supports its role in capacity building initiatives, including acting as a staging point for disaster relief and humanitarian efforts, through institutions such as the National Critical Care and Trauma Response Centre and Menzies School of Health Research.

The importance of 'soft diplomacy' is ever-present, and builds relationships and partnerships continually.



**Build cross-cultural business literacy with our partners**

Develop tailored engagement plans for high priority markets

Launch a cross-cultural literacy program for business and industry to engage in high priority markets.

The ability to demonstrate a deeper appreciation of the culture and business practices of a prospective partner (and market) will improve the depth of engagement and establish a mutual foundation of understanding and trust. Interwoven with the investment attraction plans, the engagement plans will help inform business and facilitators on appropriate channels, stakeholders, and approaches to market.

**Showcase the Territory’s Aboriginal cultures as central to our value proposition in market**

Roll-out a campaign to build international awareness of the Territory, including specifically promoting the value of Aboriginal cultures

Deliver a program of inbound, outbound and virtual delegations to showcase the Territory in high priority markets.

It is recognised that for the Territory to reach its full potential, we must do more to link Aboriginal Territorians with international markets and opportunities. To do this, we must leverage:

- the Northern Territory Government’s Local Decision-Making Framework, encouraging communities to consider and lead internationally linked opportunities;
- the growing Territory Aboriginal business and entrepreneurial sector through facilitating connections with overseas markets and stakeholders; and

- collaboration with community organisations and institutions.

Aboriginal Territorians are the heart of our community – Traditional Owners across almost all the Territory’s land mass and iconic natural environment, and the stewards and knowledge-holders for cultural experiences. As we engage internationally, we need to showcase Aboriginal cultures, strengthen opportunities for Aboriginal Territorians, to improve global understanding of the value of Aboriginal cultures and knowledge.

As identified earlier in this strategy, Aboriginal cultures, and Aboriginal-led Territory business will be central to our international engagement plans and marketing campaigns.



## LOCAL CAPABILITY FOR GLOBAL ENGAGEMENT

Throughout the response to the global pandemic, the National Critical Care and Trauma Response Centre (NCCTRC) has continued to demonstrate its importance to Australia and the region.

Based in the Northern Territory, the NCCTRC is funded by the Australian Government to maintain a readiness for a range of sudden onset disaster and emergency events locally, nationally and internationally.

In October 2020, it was tasked with managing the quarantine for Australians repatriated from overseas.

The NCCTRC deployed AUSMAT leadership to manage the quarantine of more than 7,000 returning Australians and permanent residents at Howard Springs International Quarantine Facility between October 2020 and May 2021.

Recent international deployments have included to:

- Papua New Guinea to support the PNG Ministry of Health in response to COVID-19 – 3 deployments since August 2020 with 38 AUSMAT personnel
- Dili, Timor-Leste following the floods and support to its COVID-19 outbreak – 2 deployments in 2021 with a total of 16 AUSMAT personnel
- Fiji to support the Fijian Ministry of Health in response to COVID-19 – 3 deployments in 2021 with a total of 29 AUSMAT personnel.

## CONNECTING THE NORTHERN TERRITORY AND JAPAN

The Territory's people-to-people linkages are a foundation for our international engagement. Territory education exchanges have forged deeper cultural understanding with our international partners, and life-long friendships.

For instance, Taminmin College, Palmerston College and Dripstone Middle School participate in long-standing annual reciprocal visits with schools from Aridagawa and Kamitonda, Wakayama Prefecture, Japan. Since the program commenced, the Northern Territory has had at least 1,000 students visit Japan and reciprocally

hosted students from their Japanese sister school. Approximately 250 teachers have also participated in the program.

While in Japan, Territory students visit their sister school in Wakayama Prefecture, live with local families and participate in historical and cultural activities. Likewise, Japanese students attend their Northern Territory sister school, are hosted by local families and learn about the Territory through tours and cultural activities.

Such partnerships will continue to build strong relationships and mutual understanding with our international partner countries.





# ENABLING OUR SUCCESS

The following factors will be critical to the success of the International Engagement Strategy 2022-26.

## Territory-wide commitment

The Northern Territory Government, business, industry, and community recognise the importance of partnerships. In many areas, it is Territory businesses, communities, local governments, and educational institutions that take a lead role alongside the Northern Territory Government in providing support and assistance through raising awareness and building relationships. At other times, the Northern Territory Government will take a leadership role by leveraging government-to-government relationships, including through the Department of Foreign Affairs and Trade and Austrade, to identify opportunities and connect Territorians with international markets and reduce barriers to trade.

The successful implementation of the Strategy relies on a whole-of-Territory commitment to working in partnership to secure our future. It relies on a shared understanding of why international engagement, trade and investment matters to the Territory.

## Commercial ecosystem in the Territory

Attracting business and investment into the Territory also relies on an established commercial ecosystem that demonstrates enabling infrastructure and a skilled workforce. For example, the Territory needs to demonstrate capacity to manage significant influx of financial investment, including the presence of major banks

and professional services that support the management and facilitation of large-scale investments which require ongoing local support.

### *Skilled and capable workforce*

Skilled workers are critical to enabling international investment and supporting growth in key export sectors. The Northern Territory Government has a focus to create a pipeline of skills into the Territory, as well as understand the opportunities to upskill current talent.

### *Business and skilled migration*

Migration pathways are pivotal to support the successful delivery of the pipeline of major projects forecast in the Northern Territory. These programs help inject overseas skilled workforce, foreign capital and specialised talent to advance projects. In response to this need, the NT Government is developing a 5-year Business and Skilled Migration Strategy that will help devise specific actions to better utilise business and skilled migration to meet the Territory's economic growth potential.

## **An innovative, fast, agile and 'can do' approach to facilitation**

The Northern Territory Government is implementing a systemic shift, moving away from reactive investment facilitation, to playing a more active role in strategic investment attraction for the Territory.

Investment Territory will provide an integrated investment delivery system for the Territory. The appointed Investment and Major Projects Commissioners will work with project proponents to propel significant and major investments in the Territory by taking a lead role in attracting, facilitating and managing investment projects across all industry sectors, particularly those complex projects requiring cross government coordination.

The Northern Territory Government will take advantage of the unique accessibility our jurisdiction offers to potential investors. A focus of Government's investment attraction activities must demonstrate speed and agility to qualified investors interested in Territory opportunities. Equally, the Government must remain agile and targeted in identifying and pursuing investment opportunities as they arise, keeping in close partnership with Territory industry and sector specialists.

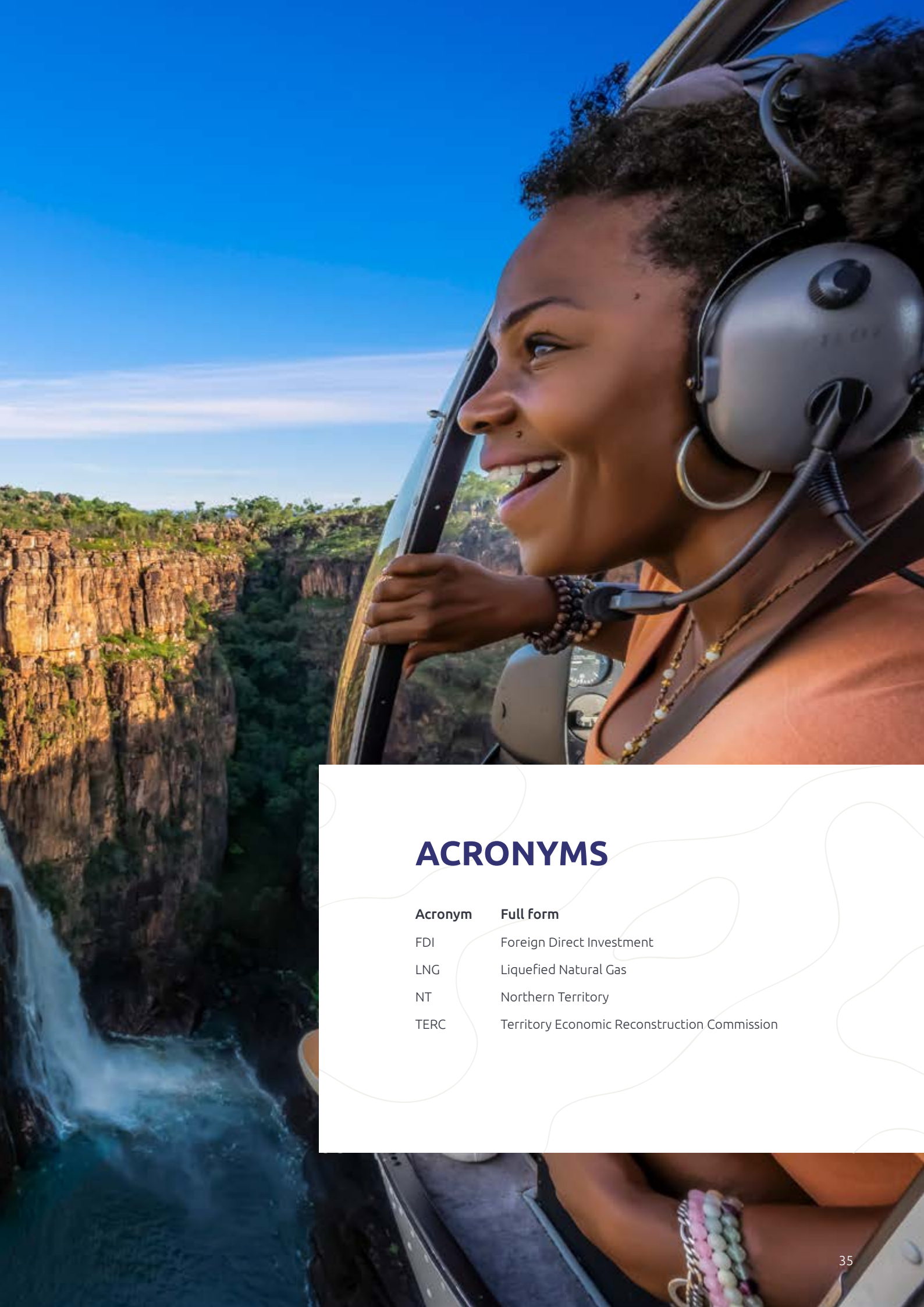
To anticipate market expectations, we need to embed effective and transparent processes that enable quick assessment of the investor using simple yet robust evaluation frameworks. The investor also needs to be provided a roadmap to the available support ecosystem in the Territory that they can access as priority customers in planning their next steps.

## **Leadership in decarbonisation and sustainability**

The Northern Territory Government's target of net zero emissions by 2050 is aligned with that of many nations, including our major trading partners. Global commitments to net zero emissions by 2050 provide opportunities for the Territory to benefit from developing and promoting decarbonisation supply chains and pathways.

The TERC final report recommends that the Northern Territory position itself as a key research and development location for low emissions technology, facilitate growth of carbon offsets, and look to take advantage of the growing demand of zero emissions supply chains. This will support sustainable economic growth for the Territory, including job creation.





## ACRONYMS

Acronym	Full form
FDI	Foreign Direct Investment
LNG	Liquefied Natural Gas
NT	Northern Territory
TERC	Territory Economic Reconstruction Commission



Harnessing the Territory's natural strengths and  
expanding our global reach through international trade,  
investment and engagement.

[THE TERRITORY.COM.AU](http://THE TERRITORY.COM.AU)

