



Being Competitive is a **MUST** – **Not an Option**

Building competitiveness in our export and maritime industries

Friday, 24th August 2012 – Four Points by Sheraton, Darling Harbour, Sydney



Being Competitive is a MUST – Not an Option

Building competitiveness in our export and maritime industries

With Australia's international competitiveness ranking falling to fifteen, ten places lower than it was two years ago, there is a serious need to debate what can be done to support our international business growth. While Australia's exports are being strangled by the high cost of labour, red tape upon red tape, duplication of Government regulation, the GFC and of course the high Aussie dollar – what can be done to support our international competitiveness and our industries?

There are obviously a significant number of things that need to be done and being internationally competitive should be a major priority for both Government and Industry.

The Export Council of Australia and Shipping Australia would like to invite you to join us for a one day seminar to debate Australia's International Competitiveness and the impact this has on both our export sector and our logistics industry.

So please join us on Friday, 24th August, as we discuss this important topic and the future for Australia's exporters and the impact this has on supply chain management in Australia.

Event & Registration Details

Date Friday 24th August 2012

Times 8.30-5.00pm

Venue **Four Points by Sheraton**
161 Sussex Street
Darling Harbour, Sydney

Fees

There is a small fee to attend, please see below.

All registration fees include morning tea, lunch, afternoon tea and networking drinks.

- **Full day for Members:** \$350 (inc GST) for ECA/ AIEX Members and Shipping Australia Members
- **Full day for Non-Members:** \$440 (inc GST)
- **Half-day** for ECA members to attend the International Trade morning sessions - \$250 (inc GST)

Registration

To register, please go to www.export.org.au or www.shippingaustralia.com.au and select events. Alternatively, contact either:

Export Council of Australia

Lisa McAuley
t: 02 8243 7400
e: lisamcauley@export.org.au
w: www.export.org.au

Shipping Australia

Sharyn Flood
t: 02 9266 9911
e: sflood@shippingaustralia.com.au
w: www.shippingaustralia.com.au

Seminar Schedule

8.30am

REGISTRATION AND WELCOME TEA & COFFEE

9.05 - 9.40am

Topic: **Government Policy and Plans for Australia's Competitiveness**

Guest of Honour The Hon Dr Craig Emerson MP, Minister for Trade and Competitiveness

Craig Emerson was elected to Parliament in 1998. After the 2010 Federal election he was appointed the Minister for Trade. Prior to that, he had portfolio responsibility for small business, competition policy, consumer affairs and deregulation. Craig holds a Bachelor of Economics (Honours) Degree from the University of Sydney, a Master of Economics Degree from the University of Sydney and a PhD in Economics from The Australian National University. He has been a Post-Doctoral Fellow at The Australian National University and has around 20 publications to his name, including a book setting out a vision and plan for Australia's future. Since becoming a Parliamentarian, Craig has had more than 80 opinion pieces published in national newspapers.



9.45 - 10.10am

Topic: **Australia's International Ranking on Competitiveness**

Presenter: Professor the Hon Steven Martin – Chief Executive of CEDA

Professor the Hon Stephen Martin has had a long and distinguished background in the Australian Parliament, academia and the private sector. He represented the New South Wales-based electorates of Macarthur and Cunningham in the Australian Parliament 1984-2002. In Government, he served as Speaker of the House of Representatives, Parliamentary Secretary for Foreign Affairs and Trade, and Chairman of the Inquiry into the Australian Banking Industry. As a member of the Shadow Cabinet, he held portfolios in Defence, Small Business, and Trade and Tourism. After retiring from Parliament, Professor Martin held a number of senior executive roles in academia, including President/Chief Executive Officer of the University of Wollongong in Dubai, Pro Vice Chancellor International at Victoria University, Melbourne and Deputy Vice Chancellor (Strategy and Planning) at Curtin University of Technology in Perth. He has undertaken a number of strategic and change management roles in the private and public sectors. He is a Director of Global Science and Technology Forum, Singapore.



10.10 - 10.40am

Topic: **The Oppositions Comments on Increasing Competitiveness in Australia**

Guest of Honour The Hon Warren Truss MP, Federal Parliamentary Leader of the National and Shadow Minister for Infrastructure and Transport

Warren Truss is a third generation farmer from the Kumbia District near Kingaroy. He entered Federal Parliament in March 1990 as a National Party Member representing the electorate of Wide Bay. In 2007, Warren was chosen as the Federal Parliamentary Leader of The Nationals. He is also Shadow Minister for Infrastructure and Transport. Warren was a Minister in the Howard Coalition Government for 10 years. He was appointed Minister for Customs and Consumer Affairs in October 1997, and a year later, Minister for Community Services. In July 1999 Warren assumed the position of Minister for Agriculture, Fisheries and Forestry, where he served for six years. He became Minister for Transport and Regional Services in July 2005 and in September 2006 Warren became Minister for Trade. Before entering Parliament, Warren was a Kingaroy Shire Councillor from 1976 to 1990, including seven years as Chairman. He served as President of the Burnett District Local Government Association and as Chairman of the Fraser Coast-South Burnett Regional Tourism Board. He was Deputy Chairman of the Queensland Grain Handling Authority and a member of the State Council of the Queensland Graingrowers Association.



Seminar Schedule

10.40 - 11.00am

MORNING TEA

11.00 - 11.40am

Topic: Exporter's View on Australia's Global Competitiveness Panel

Overview: The export panel will debate the topic of how Australia's red tape is hindering their export growth across a range of industry sectors.

Export Panel

Can international students afford an Australian education? What is the impact for Australia's 3rd largest export sector?

Jennie Lang - Pro-Vice-Chancellor, UNSW International at the University of New South Wales



Could our government do more to help us to win major overseas projects?

Philip Cox - Founding Partner, Cox Architecture

Are the high costs of doing business in Australia pushing our manufacturers offshore?

Alf Taylor - Founder and Chief Executive Officer, TNA Solutions



Are we killing our agribusiness exports?

Greg Darwell – Managing Director, Mulwarra Exports

11.40 - 12.10pm

Topic: Australia's Competitiveness in Export Finance

Presenter: Mark Evans – Global Head of Trade & Supply Chain

Mark Evans is responsible for managing and growing ANZ's Trade and Supply Chain (TSC) activities. TSC is responsible for providing specialist trade related products and solutions to Business Banking, Corporate and Institutional clients. We assist our customers by leveraging the Group's presence in 28 geographies providing solutions to access working capital, enhance cash flows, mitigate risk and improve efficiency. Mark joined ANZ in July 2009 after 5 years at HSBC, initially as Head of Trade and Supply Chain for Australia and New Zealand and then 3 years in Hong Kong where responsible for the Trade and Supply Chain business across Asia Pacific. This is part of a 26 year career which started as a graduate with National Australia Bank and includes exposure to product development, relationship management, operations and trade and supply chain through various roles with St George, State Street and the Commonwealth Bank before joining HSBC.



Seminar Schedule

12.10 - 12.40pm

Topic: Customs Policy - Impacting on Australia's Competitiveness... How do we compare?

Overview: Do our Customs regimes match up to international standards?
How can we improve our Customs Policy?

Presenter: **Professor David Widdowson** – CEO, Centre for Customs and Excise Studies

Professor David Widdowson is the CEO of the Centre for Customs and Excise Studies. He is the President of the International Network of Customs Universities; Editor-in-Chief of the World Customs Journal; an Advisory Group member of the World Customs Organization's Partnership in Customs Academic Research and Development; and a Director of the Trusted Trade Alliance. David holds a PhD in Customs Management, and has over 30 years experience in his field of expertise, including 21 years with the Australian Customs Service. His research areas include Trade Facilitation, Regulatory Compliance Management, Risk Management and Supply Chain Security.



12.40 - 1.25pm

LUNCH

1.25 - 1.55pm

Topic: The Government's Shipping Reform Agenda and its Role in Increasing Australia's Competitiveness

Overview: Australia's international competitiveness ranking has dropped ten places in two years.
Are Australian exporters being strangled by the high cost of labour, red tape upon red tape, duplication of government regulation, the GFC and a high dollar?

Presenter: **Andrew Wilson** – Deputy Secretary, Department of Infrastructure and Transport

Andrew has held a variety of positions within the APS over his 26 year career, spending the last 23 years within the Department of Infrastructure and Transport (the Department). He was appointed to the position of Deputy Secretary of the Department with responsibility for aviation and transport security matters in February 2010. His career highlights include the establishment of the Office of the Coordinator General, oversight of the Aviation White Paper, enhancement of the Aviation Security settings in Australia, delivery of the Governments revitalisation of Australia coastal shipping industry and reform of service provision for the Indian Ocean Territories. Andrew has been a board member of Australian Maritime Safety Authority for the past 5 years.



2.00 - 2.30pm

Topic: DAFF Biosecurity's Role in Tackling the Issue of Increasing Competitiveness in Australian Trade and Maritime Industries

Presenter: **Rona Mellor** – Deputy Secretary Biosecurity, Department of Agriculture, Fisheries and Forestry

In February 2010 Rona was appointed to the Department of Agriculture, Fisheries and Forestry as Deputy Secretary. In the Department Rona is responsible for leadership of biosecurity policy, import and export regulation and relationships with states and territories. She is also leading the development of a reform agenda consistent with the government agenda. Before joining the department Rona was Deputy Chief Executive of Medicare Australia and was responsible for overseeing the transformation of Medicare's electronic capability—including by implementing electronic claiming. Rona was appointed as a deputy secretary in 2006 in the Department of Human Services. Prior to this, Rona spent 20 years with the Australian Taxation Office (ATO)—13 as a member of the senior executive, culminating as First Assistant Commissioner of the Policy Management Division. Rona has qualifications in law and experience in large-scale, regionally dispersed operational environments. She has extensive experience in leading significant change and implementing major business process reforms.



Seminar Schedule

2.30 - 3.00pm

Topic: Improving Export Performance Through Supply Chain Efficiency

Overview: Australia's international competitiveness is inextricably linked to high performing and efficient supply chains. Nowhere is this more important than in our capital cities where exporters require reliable and effectual supply chains particularly around major ports. But are our nation's supply chains up to the task and do we have the right regulatory settings to support export growth? The Australian Logistics Council's Michael Kilgariff will focus on these issues and discuss how improved infrastructure planning and investment, underpinned by a national regulatory framework, is critical to improving export performance.

Presenter: **Michael Kilgraff** – Chief Executive & Managing Director, Australian Logistics Council

Michael Kilgariff holds a degree in Economics from the Australian National University. He is also a Graduate of the Australian Institute of Company Directors Diploma and Advanced Diploma courses. Michael has a diverse background and leadership experience in industry, industry associations and government, at the national and state/territory level. He also has experience in dealing with public policy issues across a diverse range of internal and external stakeholders. This background has given Michael a highly developed understanding of how industry and government interact and how key public policy issues can be successfully developed and progressed.



3.00 - 3.30pm

Topic: Towage Services Continue to Improve Australia's Competitiveness

Presenter: **Mark Malone** – Managing Director, Svitzer Australia

Mark joined Svitzer in mid 2009 after working in the wider A.P. Moller-Maersk Group since 1995. He began his career at sea, reaching the rank of Captain before coming ashore in 1999. Since then Mark has held several senior management positions in both Maersk Line and Maersk Ship Management in both the UK and Italy. Mark brings a wide ranging maritime background to SVITZER, both from a stakeholder perspective from his time on board vessels and in container terminals to more recent experiences as a direct customer. At SVITZER UK, Mark headed an organisation providing harbour and terminal towage services at all major UK ports with a fleet of over 80 vessels and employing more than 700 staff. He was also responsible for the SVITZER offshoot Felixarc, which provides marine support services to the offshore, renewable and ship-to-ship transfer industries. In addition to his Class 1 Ship Master's Licence, Mark holds an MBA from Columbia University and London Business School.



3.30 - 3.50pm

AFTERNOON TEA

3.50 - 4.20pm

Topic: Ports Critical Role in Increasing Australia's Competitiveness

Presenter: **David Anderson** – Chief Executive Officer, Ports Australia

David Anderson was appointed Chief Executive Officer of Ports Australia in January 2007. Prior to this appointment he was CEO for 7 years of the National Association of Road Freight Carriers (NatRoad), an Australia wide organisation representing the long distance trucking industry. During this period David held appointments to the ATA Council, the Road Freight Advisory Councils of NSW and Queensland, and was a Board member of TruckSafe Pty Ltd. He has also held the positions of Transport Policy Manager in the National Road and Motorists Association (NRMA), Transport Policy Director for the Australian Local Government Association (ALGA), and Government Relations Manager for the Australian Shipowners Association (ASA). In the late 1980's and early 1990's David served on the staff of a number of Federal Transport Ministers, commencing as Private Secretary to the Hon Peter Morris MP, and also served as Chief of Staff to the Minister for Land Transport, the Hon Bob Brown MP, from 1990 to 1993. David has been a Director of the Australian Logistics Council and is currently Vice Chairman of PIANC Australia and a member of the AMSA Advisory Council and the National Transport Commission's Industry Advisory Group. David commenced his career as a graduate entrant in the Federal Treasury. David holds degrees in Economics, and in Politics and Modern History, from the Australian National University.



Prime Sponsor



Sydney Ports Corporation

Sydney Ports Corporation is the leader of world class, efficient, sustainable ports and logistics networks.

As the owner and manager of the ports in Sydney Harbour and Botany, one of Sydney Ports' key roles is to facilitate trade by providing competitive advantage to exporters and the port related supply chain. They do this by working closely with port users to encourage the increased use of rail and improve efficiencies in the transport chain to ensure your product reaches the port ready for shipment to overseas markets.

Sydney's ports facilitate over \$61 billion of trade each year with an annual contribution to the New South Wales economy in excess of \$5 billion. In 2010/11, Sydney Ports recorded its tenth annual container throughput record and for the first time, trade via Port Botany exceeded 2 million TEUs.



Major Sponsors

ANZ



ANZ has a proud banking heritage spanning over 175 years. With a market capitalisation of AUD51 billion and assets in excess of AUD581 billion, we are a top five company on the Australia Stock Exchange and one of the 25 largest listed banks globally. Our international network spans 32 countries and covers the world's major financial markets with hubs in Australia, New Zealand and Asia Pacific. This network enables us to assist our clients in connecting with their clients across the globe, with our Trade and Supply Chain business providing financing and risk management solutions to assist clients effectively manage their domestic and cross-border trade flows. As the Best Trade Bank in Australasia and the number one Australian based arranger of export credits globally, we are able to provide your business with insight and expertise in specialised industry segments across a wide range of markets, financial products and geographies.

DAFF Biosecurity



Australian Government
**Department of Agriculture,
Fisheries and Forestry**
Biosecurity

In November 2011 the name of AQIS changed to Department of Agriculture, Fisheries and Forestry Biosecurity (DAFF Biosecurity). Our new name reflects the diversity of our business and captures the way our biosecurity system is changing across the continuum – addressing past and disease risks offshore, at the border and onshore – rather than focusing our activities on quarantine at the border. It also reflects where the government is headed in preparing new biosecurity legislation with the modern trading environment in mind. DAFF Biosecurity has primary responsibility for managing Australia's biosecurity system. We work to safeguard Australia's animal and plant health status to maintain overseas markets and protect the economy and environment from the impact of exotic pests and diseases, through risk management, inspection and certification, and the implementation of emergency response arrangements for Australian agricultural, food and fibre industries. To confidentially report a suspected biosecurity breach, phone 1800 803 006.

Svitzer



SVITZER Australia's operations and services are underpinned by an absolute passion to doing work safely, to strong corporate ethical and environmental principles, a commitment to continuous improvement and a desire to work closely with our customers to ensure their unique requirements are delivered. As owners and operators of all their tugs and vessels, SVITZER is the largest employer of Australian maritime labour and has intrinsic links to the local communities and regions and is committed to providing benefits maximising Australian Industry Participation. SVITZER Australia, headquartered in Sydney NSW, operates a combined fleet of around 140 tugs and harbour vessels and provides marine services in 35 ports around Australia and 7 ports in Fiji and Papua New Guinea via joint venture business units. The SVITZER team of highly trained and experienced staff and marine craftsmen provide customers and stakeholders with safe, efficient towage and emergency response capability.



The Voice for Australia's Exporters

The Export Council of Australia (ECA) is the peak Industry body for the Australian export community. The ECA is the next exciting step in the evolution of the Australian Institute of Export (AIEEx) which, for over 50 years, has had the interests of Australian exporters at heart.

Owned by its members and steered by a Board and a Council of Industry specialists, the ECA is a not-for-profit organisation that has the development of Australia's resources via the promotion of Australian industry in international markets as its primary goal. The ECA represents all exporters: large, medium and small.

The Export Council of Australia will reposition the Australian Institute of Export events & advocacy activity under the Export Council of Australia, with a greater focus on:

- Leading Trade Policy Research
- Developing International Trade Skills
- Breaking down Barriers to Trade
- Building Global networks
- Amplifying Global Trade success

Further information about the Export Council of Australia, membership and to view upcoming events and activities please go to www.export.org.au.

EXPORT COUNCIL OF AUSTRALIA

Export House, Level 2, 22 Pitt Street, Sydney

t: 1300 361 526

f: +61 2 9251 6492

e: info@export.org.au

w: www.export.org.au



Since its inception in 2001 as a result of a merger between the former shipping representative groups, the Australian Chamber of Shipping and Liner Shipping Services Ltd, Shipping Australia Ltd, a non-for-profit organisation has been in a unique position to fulfil the role of the peak ship owning body in representing the interests of all international shipowners and local shipping agencies servicing the shipping routes into and out of Australia.

The first choice of membership of a national shipping industry body, providing quality and timely advice, promoting the interests of the industry based on membership views and creating enduring value for our members.

Further information about Shipping Australia can be found at www.shippingaustralia.com.au.

SHIPPING AUSTRALIA

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**The Export Council of Australia and Shipping Australia Limited
Building competitiveness in our export and maritime industries**

**Friday 24th August 2012, 8.30am – 5.00pm
at the Four Points by Sheraton Sydney,
161 Sussex Street, Darling Harbour
Please reply before COB Friday 17th August 2012**

Seating is limited – book early to avoid disappointment

Telephone: 02 9266 9911 Fax: 02 9279 1471
e-mail: sflood@shippingaustralia.com.au

Names: _____

Company: _____ Phone: _____

Registration fees:

All registration fees include morning tea, lunch, afternoon tea and networking drinks

- **Full day for Members:** \$350 (incl GST) for ECA/AIEX Members and Shipping Australia Members
- **Full day for Non-Members:** \$440 (incl GST)
- **Half day** for ECA members to attend the International Trade morning sessions - \$250 (incl GST)

(This document will be a tax invoice for GST purposes when you make payment.)

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Expiry date _____ Signature _____

Please make cheques payable to: Shipping Australia Limited (ABN 61 096 012 574) and post to PO Box Q388, SYDNEY NSW 1230 OR Direct credit to National Australia Bank, 345 George Street, Sydney 2000, Shipping Australia; BSB 082 001 Account No: 53151 7623 and email payment advice to bsharkey@shippingaustralia.com.au

Please note that cancellations will not be refunded 10 days prior to the event

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Major sponsors:

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