



# ACCESS

## Australia

A Guide to doing business  
in Australia

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# 1. Introduction

***“Australia has one of the strongest, most competitive, open and flexible economies in the world. With a rising population of 22 million, and proximity to many of the world’s fastest growing economies in the Asia-Pacific region, Australia offers Irish exporters a stable economic environment.”***

**Noel White, Ambassador of Ireland to Australia and New Zealand**

Australia offers a wealth of opportunity for Irish exporters. As the world's 13th-largest economy, it has the world's fifth-highest per capita income and the second-highest human development index globally.

Australia ranks highly in many international comparisons of national performance, such as quality of life, health, education, economic freedom, and the protection of civil liberties and political rights. This means that exporters can expect a stable and efficient regulatory environment, a highly-skilled and multi-lingual workforce and a culture of innovation. These factors, along with world-class infrastructure and an excellent quality of life, underpin Australia's impressive economic record, making the country a very attractive place to do business and live in.

## Why this market is important

Australia recently recorded its 25th consecutive year of economic growth, thanks to its abundance of agricultural and mineral resources, robust economic management and diversified economy. Australia's attractiveness as an investment destination is based on its long-standing economic resilience, sound regulatory framework for business and stable political system.

The AU\$1.6 trillion (€1.1 trillion) national economy offers Irish exporters security, however, a highly leveraged property market and lower commodity prices are a concern.

Although Australia's energy and mineral resources are world renowned, the services industry comprises approximately 70 per cent of Australia's GDP. Australia's advanced services sector offers great opportunities, especially in financial and professional services, clean energy technologies and infrastructure.

The skill base of Australia's highly-educated and multi-cultural workforce represents another major asset, one that is being developed with injections of new funding to promote innovation and research and development.

The continuing importance of the Asia-Pacific region - the world's fastest growing region - as a source of world economic growth means Australia is in a key strategic location for business opportunities in Asia.



## Purpose of the report

The objective of Access:Australia is to give practical and up-to-date information on the market for Irish companies. Here you will find useful, easy-to-digest advice on the critical aspects of doing business in Australia for companies at all levels of business development. This guide covers:

- How to get started
- Australia's business culture and how it differs from Ireland
- Routes to market, analysing all the options, from selling directly from Ireland to partnering with local providers
- Key legal issues, tax, HR and visa considerations
- How to sell to Government at federal, state/territory and local level.

## How it was compiled

This report is based on the practical experience and knowledge of highly successful people in the market, by specialists in areas such as taxation, immigration law and marketing. It is informed by the lessons learned by the many Irish business people who have succeeded in Australia. The report also includes commentary from a number of these people.

Access:Australia is intended to be of use to a wide audience, from companies thinking of exporting to Australia for the first time, to those already selling in the market and wishing to examine strategic options for further growth.

## When it was written

This report was reviewed and updated in August 2016.

# CRITICAL SUCCESS FACTORS



## 2.0 Critical Success Factors

***“Don’t export too early as you can spend a lot of money before you are completely sure of what your compelling offer is. Concentrate on establishing your credibility in Ireland first. Be very calculated and make sure that your product really does work. Find out what your customer base really wants before taking your product abroad.”***

**Gavin Cooney, CEO, Learnosity**

Australia is a very large country with a relatively small population. It is about the same size as the 48 States which make up the majority of the USA yet only has a population of 22 million which is just twice the population size of London. Vast tracts of the country are virtually uninhabited (and many would say uninhabitable), making Australia one of the most urbanised countries in the world.

In short, Australia is a small market with a highly-educated, affluent population which realises the importance of international trade.

### Business culture

Australians prize their egalitarian approach to life and this view is mirrored in many aspects of Australian business culture, from corporate structures to management and communication style.

Australia can be incredibly rewarding for business but patience is the key; while individual sectors vary, you can expect to spend a year or longer from making initial contacts through to closing the first deal.

English is the primary language used in Australia yet their colourful vocabulary, accent, phonetics system, phrases and slang can take a lot of getting used to. As Australia is an increasingly diverse multi-cultural nation with over 200 different languages and dialects spoken, including over 50 indigenous languages, approximately 21 per cent of the population speaks a language other than English at home.

### Tips for successful business relations

- Avoid scheduling meetings from mid-December to mid-January or the weeks surrounding Easter as these are prime holiday times. Also be aware that the Australian financial year runs from 1 July to 30 June and therefore a lot of key decision-makers are very busy between mid-May and mid-July.
- Whenever possible, schedule face-to-face meetings to discuss business in preference to communicating by email, letter or telephone. Networking and relationship-building in person are crucial for doing business in Australia. Meeting up over a coffee is also commonplace for business meetings as Australians like to talk business in less formal surroundings than their office.

- Normal business hours are 8.30am to 5.00pm Monday to Friday, although many businesses will operate from 8.00am to 6.00p. Don't be surprised if you are asked to attend an early breakfast meeting. Australians tend to be early risers.
- Schedule business appointments in advance, ideally a month or more prior to visiting – this is crucial if you will be flying from Ireland. Confirm appointments by calling a couple of days before and email through a brief agenda in advance to outline the objectives for the meeting.
- Always use someone's first name in all business situations. It would be very unusual to call a business contact by their surname. Similarly, educational titles play relatively little part in business situations (other than in the medical or academic worlds).
- Always ensure you are on time for business meetings as being late is not looked upon favourably. Australian business meetings are reasonably formally structured, generally following a predetermined agenda and keeping more or less to time. Some small talk is usually engaged in before the meeting starts, however, it is rarely stretched out (five minutes or less). It is then good practice after a meeting to send an email summarising what was decided and the next steps.
- Never underestimate an Australian senior manager because he or she uses humour at what you might feel to be an inappropriate time. Australia is one of the very few cultures in which humour is all-prevalent in business situations. Not only is humour acceptable in all situations, it is expected in all situations.
- Don't think a new business associate will be impressed with hearing all about your academic or business achievements. Australians are very down-to-earth and very mindful of not giving the impression that they think they are better than anyone else. They value authenticity, sincerity, and loathe pretentiousness. In business, Australians often downplay their own success, which may make them appear not to be achievement-oriented.
- Be aware that Australians are very direct in the way they communicate and prefer this approach to be reciprocated. They can be very matter-of-fact when it comes to business so often do not need long-standing personal relationships before doing business.

Always wear a suit to new business meetings. Despite Australia's relaxed outdoors lifestyle, business dress code is still very much the norm – even in summer. Don't be surprised though if you see people in jeans or casual clothes on Fridays: 'Dress down Friday' or 'Mufti Day' - where employees donate to charities for the privilege of wearing what they want to work - is still commonplace.

## Getting ready to export

### Developing your business proposition

While Australia is a growing market and receptive to companies investing in it, the proviso is that there must be a key differentiator about the business, whether around service, product or delivery mechanism. The key to becoming established in Australia is to be innovative and to be able to clearly establish your commitment to servicing the Australian market.

- Me-too products that compete purely on price are unlikely to be well received. The Australian market is already flooded with small start-ups as they account for 92 per cent of the business landscape.
- Differentiate on professional service, better back-up services and more innovative products and clearly define your vendor capability to the Australian market.

- Be clear on what your proposition is and the compelling reasons around why your product or service is the best solution for your market. Products or services that solve a problem and meet competitive price and quality criteria will automatically appeal and win market share in Australia.

## Marketing and communications

- Be prepared for all meetings and remember that hard-selling techniques do not work well with Australians. Ensure you conduct a strong needs analysis and demonstrate that you have listened and understand their challenges. Then diagnose how you would provide a solution through soft-selling your product or service.
- Visually appealing marketing material is important in establishing your credentials when meeting with prospects so ensure your brand is consistent across all touch points. If you give a presentation, avoid hype, making exaggerated claims, or bells and whistles.
- Present your business case with facts and figures. Emotions and feelings are not important in the Australian business climate.
- A high percentage of Australian businesses are becoming paper-free offices, so send a follow-up soft copy of your brochure rather than bringing a hard copy to the meeting as a leave-behind.
- Breakfast briefings and 'lunch and learns' (compressed information sessions over a one hour period at lunch time) are popular ways of introducing your company and making contacts.
- Social media is well embraced in Australia, with just below 50 per cent of the population users of Facebook. YouTube, Blogspot, LinkedIn and Twitter are also very popular and are common communication tools for Australians, promoting both products and services.
- Although national newspapers are limited (there are only two - The Australian and The Australian Financial Review), there are numerous business magazines that provide an excellent way to keep up-to-date with industry trends and developments. Online publications worth reading are Smart Company ([www.smartcompany.com.au](http://www.smartcompany.com.au)), StartUpSmart ([www.startupsmart.com.au](http://www.startupsmart.com.au)), Anthill ([www.anthillonline.com](http://www.anthillonline.com)) and Dynamic Business ([www.dynamicbusiness.com.au](http://www.dynamicbusiness.com.au)). The leading print and online business publications are Business Review Weekly (BRW) ([www.brw.com.au](http://www.brw.com.au)) and My Business ([www.mybusiness.com.au](http://www.mybusiness.com.au)).

## Negotiating the deal

- Introductions from a known third party can help to reach key decision-makers and will also assist you with building your market credibility and reputation.
- Australians get down to business quickly with a minimum amount of small talk. They are quite direct and expect the same in return. They appreciate brevity and are not impressed by too much detail.
- Negotiations proceed quickly. Bargaining is not customary and they will expect your initial proposal to have only a small margin for negotiation. They do not like high-pressure techniques.
- It is much better to adopt a consultative approach to negotiation which is inclusive of every person's opinions and which encourages an open debate of ideas. Indeed, decision-making meetings can be quite animated and it is expected that people will say



exactly what they think without necessarily having to defer automatically to the boss's viewpoint.



#### **NEED TO KNOW**

Due to the time difference, servicing the Australian market from Ireland is not sustainable. It is best in the long run to have employees on the ground. You need to demonstrate that you are committed to the local market and can offer the same level of customer service and support as an Australian company.

## Advice from successful exporters

There are many Irish companies who are successful exporters to Australia and the number is steadily growing. We asked a selection of CEOs and export directors how they became established in the Australian market and what lessons they learnt in the process. Also, with the benefit of hindsight, what they would have done differently.

### Niall Norton, CEO, Openet

Openet is a leading international provider of event processing and transaction management software solutions to leading telecom and cable service providers. [www.openet.com](http://www.openet.com)

### Why Australia?

“We initially considered Australia due to its Asia-Pacific location and obvious language and cultural similarities. The regulatory and legal requirements are fairly similar to Europe which also makes exporting a lot easier than other markets. Openet established an Australian operation in 2005 and set up a branch rather than a company on the advice of our financial advisors, PricewaterhouseCoopers. We relocated two employees who then successfully built their own teams.

### Advice for Potential Exporters

- Get some sound advice on your tax and legal requirements. The Australian Tax Office (ATO) is very stringent on making sure that small foreign companies are dealt with appropriately and are kept abreast of exact revenue figures. Thankfully, the ATO is very professional and easy to deal with but they are very thorough.
- Put people in Australia. Australian companies really need to see commitment from you as an organisation servicing the Australian market. Conducting your business from other locations around the world will not enable you to succeed in the long term.
- Make sure you get the right people in there first, even if this means sending part of your own team, so that you get the right culture and processes set up. Recruiting once this is in place makes sure you continue your own company ethics and culture.
- Leverage off the ex-pat community in Australia. We benefited enormously in terms of lead development and our ex-pat contacts quickly enabled us to understand the local market.

Be mindful that Australians tend to have a slightly different work ethic compared to the Irish and English. Due to the high quality of life, the Australian sales culture is less aggressive than what we are used to and in general, there is less urgency when it comes to closing deals.”

***“Australian companies really need to see commitment from you as an organisation servicing the Australian market. Conducting your business from other locations around the world will not enable you to succeed in the long term”***



## Michael Kelly, CEO, FINEOS

FINEOS is a leading provider of claims software, enabling better customer service, efficiency, collaboration, consistency and transparency across the Insurance and Government claims industry. [www.fineos.com](http://www.fineos.com)

## Why Australia?

“ FINEOS entered the Australian market back in 2004 after a year or so of solid research and relevant studies. We had some great advice from an Australian-based CIO of an insurance company who outlined the positives and negatives of the local market and identified potential customers. We already had a lot of export experience and know-how, thanks to our successful operations in the UK, Holland and Denmark and so we started to build our Australian business.

## Advice for potential exporters

Make sure you have a very compelling product with a strong value proposition. If you don't have something unique, you won't succeed in the Australian market.

- Be prepared for the long road on the investment front as it takes longer than expected. You need a very good business plan and an early customer. For FINEOS, that was a key turning point. We had a great customer before establishing in the market which made all the difference. We were able to use them as a reference in Australia when people asked who else we worked with - crucial. In order to gain the first customer, the CEO and exec team need to be hands on and visible on the ground in order to convince the buyers you are serious.
- Prove that you are credible and can deliver effective solutions and outcomes. If you can provide customer case studies and have a solid backing then Australian decision-makers are very open to meeting with you. Once you get into the Australian market, it's a great place to be if you can build enough volume – expensive if you are left with only one or two customers and you fail to grow.
- Australia has a very high standard of living and this is reflected in the sales culture. Be aware that compared to Ireland or the UK, there is a lot less pressure or urgency when it comes to closing a deal. Again, your CEO and exec team need to keep the pressure on and be visible on the ground to support the local team.
- Understand the market environment. Australia has a lot of large companies, with a number of very big service industry players such as Fujitsu, IBM, Deloitte and Ernst & Young. There's a strong focus on good corporate governance, and standards around quality and compliance are very high.
- Due to the time difference, servicing the Australian market from Ireland is not sustainable. It is best in the long run to have employees on the ground. You need to demonstrate that you are committed to the local market and can offer the same level of customer service and support as an Australian company. That's why we now have offices in both Sydney and Melbourne in Australia, and Wellington in New Zealand.
- Relocating employees from Ireland and/or recruiting local staff comes with its own challenges. Make sure you're seriously committed to the ANZ markets before taking this step. New Zealand is a 3.5-hour flight away and a two-hour time difference – it's not like Europe in terms of nearness of markets.
- Finally, ensure you understand the differences in financial planning and taxation laws between Ireland and the ANZ region. Contractual law is similar, however, when it comes to setting up a company and understanding sales taxes, you need to make sure you get the very best advice.”

***“Prove that you are credible and can deliver effective solutions and outcomes. If you can provide customer case studies and have a solid backing, then Australian decision-***

*makers are very open to meeting with you. Once you get into the Australian market, it's a great place to be."*

## Derek Slein, Exports Director, LED Group

Established in Dublin in 1984, and now with over 300 employees worldwide, the LED Group offers a wide range of commercial, industrial and domestic lighting solutions [www.led.ie](http://www.led.ie)

## Why Australia?

“ The LED Group was initially attracted to Australia because of the similarity in culture and language and we already had a customer based in Europe with a presence in Australia. Having done a considerable amount of research, both from our head office in Dublin and on the ground, we decided that the Australian market was viable for us and definitely worth entering from a commercial perspective. We recruited from within Australia and now have ten employees based in Brisbane.

The great thing about the Australian market is that it was very much sheltered from the global financial crisis and avoided recession. There is a lot of money coming into the economy thanks to the reliance on the larger economies such as China and Korea.

## Advice for potential exporters

- Due to the buoyant economy and low unemployment, recruiting in Australia is tough and in our experience 50 per cent more expensive than Ireland when you take into account superannuation, payroll tax and the overall cost of living. Finding good sales people in particular is very difficult. Consider recruiting here in Ireland and relocating to Australia.
- Halve your expectations for growth. Australia is a long way away and rapid expansion is much harder to manage. It's a very small market; decision-making is a lot slower than here; and the high cost of your sales team is also a key factor.
- Be aware of all the regulations and legal issues you will need to navigate. Certification for safety and packaging is easy enough but don't assume the regulatory and legal environment is the same as in Ireland just because we speak the same language.
- Do your research and understand the logistics of doing business in such a large country, and how this will impact on your operations. You may need to establish multiple locations.
- Organise accommodation for your employees before they arrive in Australia. The rental market is extremely tough – in fact, it's a nightmare. For example, a two-bedroom apartment was the equivalent of €2,500 and for every apartment up for rent there was a queue of about 15 people trying to get it. You will save precious set up time by organising a concierge company to find accommodation for you. By the time you send your staff to Australia, they are already set up and can get going straight away.
- Finally, make the most of the sound economic opportunities. The Australian market avoided recession and was very much sheltered from the global financial crisis. There's a great deal of money coming into the country, thanks to Australia's reliance on the larger Asian economies such as China and Korea. The margins are a lot higher but again, this is dictated by the cost of salaries and the cost of living.”

***“Having done a considerable amount of research, both from our head office in Dublin and on the ground, we decided that the Australian market was viable for us and definitely worth entering from a commercial perspective.”***

## Jim Breen, CEO, PulseLearning

PulseLearning develops and manages integrated learning process improvement solutions for Fortune 1000 clients in the life sciences, technology and financial services sectors worldwide.  
[www.pulselearning.com](http://www.pulselearning.com)

### Why Australia?

“ PulseLearning was already well established in Ireland, the UK, the USA and Canada so Australia was the natural next step. We also had a number of international clients with operations in Australia who had yet to adopt our solutions. The process was also made so much easier due to the support offered by a very strong Enterprise Ireland (EI) team.

### Advice for potential exporters

- Go in with your eyes open. You need to be very clear in who you are hiring and how you are going to manage your Australian sales force from Ireland. One of the key challenges we faced was finding good sales people on the ground in Australia. This was incredibly difficult. Do not underestimate the cultural differences which can be significant. When it comes to the language for example, “I will yeah” in Ireland means “no I won’t” whereas in Australia it means “yes I will”. Another Australian phrase is “too easy” which basically means “yes” whereas that’s a phrase that we have not heard in Ireland before. Confidence levels also seem to be a lot higher than actual ability, so you do need to be extra careful who you employ.
- Start slowly as it generally takes a lot longer than you think to establish yourself. You are going to make mistakes so make sure you start off with a small team making small mistakes, rather than going in too quickly and making some very big mistakes. A lot of companies test the water and give up very quickly. It is a good market, however you just need to realise it will take a while to get going.
- Australia has huge potential but requires a higher level of focus. You need to be absolutely sure of your differentiators and why you are better than anyone else, and be able to sell that message better than anyone else. You also need to be very aware of the subtle cultural differences, not only between us, but also between the different Australian states and territories.
- A strong management process in place is crucial in order to keep people on the ball in terms of delivering results. There are lots of exciting lifestyle distractions in Australia that can make it hard to remain focused, especially for Irish relocating.
- Like many other places, people buy from people, so you need to be there in person, on the ground. You need to meet with clients regularly so that they understand you are committed to their business. Australians are generally very open to dealing with the Irish but are not happy to be serviced just by e-mail or remotely, so you need a local office to show your commitment. If you’re servicing a rural or a non-urban or metro area you also need to ensure that you make the effort to visit on a regular basis.”

***“A strong management process in place is crucial in order to keep people on the ball in terms of delivering results. There are lots of exciting lifestyle distractions in Australia that can make it hard to remain focused”.***

## Gavin Cooney, CEO, Learnosity

Learnosity is a leading provider of e-assessment and e-learning solutions, offering a suite of tools to enable teachers to engage and assess students in a unique, effective and cost-effective manner.

[www.learnosity.com](http://www.learnosity.com)

## Why Australia?

“ Learnosity was originally a high potential start-up (HPSU) as well as being self-funded. I saw a huge opportunity in the e-learning market when I was working in Australia over ten years ago and have turned this opportunity into a successful multi-national company. We first decided to sell out of Ireland but we are now very focused on the Australian market and have recently won a big New South Wales deal which has helped us target other Government departments.

## Advice for potential exporters

- Don't export too early as you can spend a lot of money before you are completely sure of what your compelling offer is. Concentrate on establishing your credibility in Ireland first. Be very calculated and make sure that your product really does work. Find out what your customer base really wants before taking your product abroad.
- Demonstrating your commitment to the Australian market and assuring your customers that they have your full support is crucial. Having your own office makes a big impact as does showing that you truly understand the Australian market.
- You need to have tunnel vision to make your business work in an export market. You can't make a real go of two things at the same time so commit to one and give it everything you've got. It takes a lot of hard work to become a success in Australia and is all-consuming but the end results are worthwhile.
- Unlike in Ireland where it is very hard to get Government contracts, there's still a lot of money in the Australian Government sector. Depending on your product or service, it's definitely worth targeting.
- Flying is by far the best way to travel around Australia. The domestic terminals are fantastic, the queues are short, the selection and frequency of flights are convenient and the airline lounges are great. Flights are also very cheap. Australia is definitely a great market to service once you're there. There are several direct flights (via the Middle East) from Dublin to Sydney and Dublin to Brisbane which has made servicing the Australian market much easier in the past few years. ”

***“Remember that it's not about how big you are, it's about your capability to deliver. Even when competing against companies with a billion dollar turnover, show you can deliver and provide a better service and you will generally win the business”***

# STARTING IN THE AUSTRALIAN MARKET

■ 01 ■ 02 ■ 03 ■ 04 ■ 05 ■ 06 ■ 07 ■ 08 ■ 09 ■ 10 ■ 11 ■ 12 ■ 13 ■ 14 ■ 15 ■ 16 ■ 17 ■ 18 ■ 19 ■ 20 ■ 21 ■ 22 ■ 23 ■ 24 ■ 25 ■ 26 ■ 27 ■ 28 ■ 29 ■ 30 ■ 31 ■ 32 ■ 33 ■ 34 ■ 35 ■ 36 ■ 37 ■ 38 ■ 39 ■ 40 ■ 41 ■ 42 ■ 43 ■ 44 ■ 45 ■ 46 ■ 47 ■ 48 ■ 49 ■ 50 ■ 51 ■ 52 ■ 53 ■ 54 ■ 55 ■ 56 ■ 57 ■ 58 ■ 59 ■ 60 ■ 61 ■ 62 ■ 63 ■ 64 ■ 65 ■ 66 ■ 67 ■ 68 ■ 69 ■ 70 ■ 71 ■ 72 ■ 73 ■ 74 ■ 75 ■ 76 ■ 77 ■ 78 ■ 79 ■ 80 ■ 81 ■ 82 ■ 83 ■ 84 ■ 85 ■ 86 ■ 87 ■ 88 ■ 89 ■ 90 ■ 91 ■ 92 ■ 93 ■ 94 ■ 95 ■ 96 ■ 97 ■ 98 ■ 99 ■ 100



## 2. Starting in the Australian market

### Introduction

“

Australia has huge potential and opportunity but requires a high level of focus. You need to be absolutely sure of your differentiators and why you are better than anyone else - and that you can sell that message better than anyone else. ”

Jim Breen, CEO, PulseLearning

It is important to view entering any new market as a completely new departure for your company, and go back to basics in your approach. Avoid assuming that your sector in the Irish market is reflective of the same sector in the Australian market. Any company intending to export needs to undertake thorough research to gain a deep understanding of the similarities and differences between markets. This research will enable you to position your service offering and maximise your potential for success.

### Market research

There are numerous approaches to researching the Australian market in order to determine whether or not it is viable for you. When undertaking market research, it is beneficial to answer the following questions:

- **The Market Landscape** - What is the size of the market? Is the market dominated by a few strong players or fragmented with many small competitors?
- **Market Trends** - What are the current market trends for the sectors you will be targeting? If there is an obvious gap in the market, find out why. There are hundreds of examples where companies act to fill such gaps only to discover that they existed in the first place for good reason.
- **Target Market** - Are you very clear on your target market? How does your target market make buying decisions? Who are the relevant decision-makers – job title and responsibilities?
- **Market Segmentation** - Who are your most probable customers, where they are located, how and what else do they currently buy, who are their influencers and what 'need' are you fulfilling?
- **Market Competition** - Who are your rivals in the market and how do their offerings compare with and differ from yours? How does your current customer/client satisfaction with your products or services measure up to that of the competition in Australia?
- **Market Research Resources** - Being abreast of Australian market trends, especially in your industry, will help enormously when it comes to building your knowledge about the Australian market. Below are some websites that will help you to source industry-specific information.



- **Australian Bureau Statistics** - The Australian census is administered once every five years by the Australian Bureau of Statistics. The most recent census was conducted in August 2011; the next will be conducted in 2016. [www.abs.gov.au](http://www.abs.gov.au)
- **Commonwealth Bank Of Australia** - One of Australia's big four banks, the CBA website offers a wealth of business information and analysis in its online Better Business pages: <http://www.commbank.com.au/business/betterbusiness/business-insights/default.aspx>.
- **Tourism Australia** provides consumer and market insights, plus industry and strategic information on Australia's tourism industry. [www.tourism.australia.com](http://www.tourism.australia.com).
- **IBIS World** provides independent, accurate, comprehensive, and up-to-date research on over 500 industries, including statistics, analysis and forecasts. It also has reports on Australia's top 2000 companies. [www.ibisworld.com.au](http://www.ibisworld.com.au)
- **International business analyst firm Datamonitor** also has a Sydney office and offers independent data, analysis and opinion across the automotive, consumer packaged goods, energy and sustainability, financial services, logistics and express, pharmaceutical and healthcare and retail industries. [www.datamonitor.com](http://www.datamonitor.com)

Advanced market research, along with assistance from Enterprise Ireland offices, will help you to gain an Australian insight into your offering. Employees who are long-term Australian residents can also help in this regard and put you in touch with contacts that may be knowledgeable about your industry.



#### NEED TO KNOW

Knowledge of the competitive markets in which Irish companies operate is the key to successful growth. The Enterprise Ireland Market Research Centre offers client companies access to market intelligence in the form of company, sector, market and country information to explore opportunities and compete in international markets. Please visit the Enterprise Ireland website [www.enterprise-ireland.com/mrc](http://www.enterprise-ireland.com/mrc) for more information on the market research facilities available.

## Clarifying your Value Proposition

Your market differentiators are what will make you stand out from the crowd and will stand you in good stead when pitching for business in Australia. Be very clear on what your market differentiators are and why they are relevant to your target market.

**Define your Unique Selling Point (USP)** - Determine what sets you apart in the Australian market. Also, the term USP in Australia is now often replaced with Compelling Need to Buy (CNTB) in some organisations so be clear on your language if you are responding to a tender or proposal request.

**Define your target markets' pain points** - This may seem basic but it is essential that you communicate succinctly about how you create value for a customer and how you provide a solution to your clients' pain point that they cannot get elsewhere.

**Define your message** - Be specific, concrete, and never make a claim you cannot fulfil. Once you have established your USP, your job is to condense it into a few words and then communicate it at every touch point so that it can easily be communicated verbally and visually.

**Define your service capabilities** - As Dublin is approximately 22,000 km away from Sydney, working with a company that is based so far away often causes concern for potential new clients in Australia. The most effective way to tackle this concern head-on is to be very clear on how your business will service the Australian market and to provide a service charter to map out your vendor capability and comprehensive service standards.

**Define your positioning** - An on-going understanding of where you are positioned in the Australian market and having a consistent message about your company, whether it is towards existing or potential clients, employees, investors or the public at large, is critical in achieving recognition and credibility as a respected enterprise.

For further information about developing your value proposition and market differentiators, please visit the Enterprise Ireland range of practical guides to help you become export ready: <http://www.enterprise-ireland.com/en/Export-Assistance/Get-Export-Ready/Steps%20to%20Exporting/Tips-on-setting-out-your-value-proposition.pdf>

## Maximising your resources

### Introduction

Investing in a new international market can cost substantially more than investing in a local market. It's all about researching how much money, focus and commitment you will need in order to successfully start and launch your business in Australia. Know how much is too much but also understand that you will need to prepare for higher expenses.

Also, when looking to expand into the Australian market, you will need to invest a lot of time and energy into finding out the right information. Don't plan to go in blind and 'wing' it from the start. Invest as much time as you believe necessary and then a bit more. Time spent preparing and planning will always find you in a better position. If you are under-resourced from the outset, it will be difficult to win deals.

### Research

Researching the Australian market for your product or service is an important first step in becoming a successful exporter to Australia. Learning from insiders who have experience of

the Australian business environment is truly beneficial for any business looking to enter the market and Enterprise Ireland can help with introductions to useful contacts.

Enterprise Ireland Sydney is a great source of market information and is very knowledgeable on all industry sectors. The team publishes a monthly e-newsletter, called The Irish Connection that promotes Irish innovation to over 3000 senior commercial decision-makers that may also help promote your product or service.

## Financial resources

A realistic budget for short and long-term business development strategies is an imperative for any business. A specific P&L for your Australian business units should be created to monitor the resources used against target sales achieved.

Accurate sales forecasting based on sound market intelligence should be used to set targets. Options for financial support should be explored including using current business surpluses, eligibility for Enterprise Ireland support and the possibility of financial assistance from the Australian Government.

As with any start-up, it is wise to factor in a fluctuating revenue cycle to your financial plan and to break down your targets into short-term (1 year), medium-term (1-3 years) and longer term (5 years +). This will help you deliver the long-term aim of establishing a successful operation in the Australian market.

## Human resources

In Australia, Irish exporters that have staff based on the ground are viewed as being more committed to the market. From your company's perspective, having resources permanently in the market can greatly accelerate your progress. Leads can be followed up straight away rather than on the next trip. It will also bring you closer to the major developments taking place locally.

However, as with other markets, it is imperative that you are aware of Australian laws regulating the rights and obligations of employers and employees in Australia and how they apply to foreign nationals working in Australia. These include laws regulating minimum terms and conditions of employment, leave entitlements, privacy, superannuation, taxation, unfair dismissal rights and other general workplace protections, discrimination, workers' compensation, occupational health and safety and the ownership of intellectual property.

Please note: Further HR information is available in the Australia section of the Enterprise Ireland website.



### NEED TO KNOW

Business networks such as the Lansdowne Club [www.lansdowneclub.com.au](http://www.lansdowneclub.com.au), the Australian Ireland Fund [www.irlfunds.org/australia](http://www.irlfunds.org/australia), the Irish Australian Chamber of Commerce ([www.irishchamber.com.au](http://www.irishchamber.com.au)) and the Irish Western Australia Forum [www.irelandwaforum.org](http://www.irelandwaforum.org) are invaluable.

## Geography

Located in the Southern Hemisphere, Australia consists of the federal states on the mainland of the Australian continent – South Australia, Tasmania, New South Wales, Queensland, Victoria, Western Australia; self-governing territories - Australian Capital Territory and Northern

Territory; and external inhabited territories – Norfolk Island, Christmas Island and Cocos (Keeling) Islands in the Indian and Pacific Oceans, amongst other remote uninhabited territories.

As the sixth largest country in the world, flying is the most cost-effective and practical method of internal transport in terms of long distance, thanks in part to the arrival of low-budget airlines Jetstar and Virgin Blue. Australia's national airline Qantas also now offers very competitive fares. Smaller airlines like Regional Express and Airlines of South Australia service regional routes.

Australia's geographical positioning - surrounded by the Indian and Pacific oceans and separated from Asia by the Arafura and Timor seas - means the country is well positioned as a major transport hub for direct international air services from the US, Asia, Africa and the Middle East.



## Travelling from Ireland

Flight times from Ireland to Australia usually take from 23-27 hours with stop-offs half-way. There are a myriad of airlines that fly to Australia via London, Copenhagen, Frankfurt or Dubai.

## Australian Time

Australia is 9 or 11 hours ahead of Ireland (depending on the time of year) which can make it difficult to communicate in real time. So if you intend to service the Australian market from Ireland, then you will need to work through the night Irish time. Also, please be aware that there are three different time zones in Australia, (Western, Central and Eastern), so it is important to verify the time zone prior to setting up meetings. Below are example times in Sydney:

Ireland (Dublin)	Sydney (7 <sup>th</sup> April to 6 <sup>th</sup> October)	Sydney (7 <sup>th</sup> October to 6 <sup>th</sup> April)
9am	6pm	8pm
12pm	9pm	11pm
5pm	2am	4am
11pm	8am	10am
2am	11pm	1am

## Developing your marketing strategy

### Introduction

As with entering any international market, it is vital to start research and planning long before you step foot on Australian soil. It is essential to ensure that Australia as a target market is part of a clear, focused business strategy.

### Planning and learning in advance

As already mentioned, the planning stage is essential to determine which markets to enter, what your market differentiators are and what your market entry strategy is and the implications of this financially in regards to the deflection of resources, time and money from your established business in Ireland and other international locations.

The most effective way to develop a target marketing strategy for the Australian market is to go back to the fundamentals of marketing and to review your success and lessons learned to date from previous marketing and sales activities.

Once you are very clear on what you consider to be your marketing successes to date, it is then worthwhile to discuss your planned marketing approach with an Enterprise Ireland representative in Australia or a marketing specialist with expertise at targeting the local Australian market in order for them to review and provide feedback on what would work and what may not work.

Another useful approach is to learn from the market entry experiences of other Irish companies. Enterprise Ireland can make the relevant introductions for you if you are interested.

### Some potential pitfalls that may affect your market entry strategy

- New exporters without a track record in Australia may have to spend more initially due to the demands of developing their brand and market presence.
- Be aware of potential hidden costs as depending on what industry you are in, there may be a requirement for a licence to export to Australia.
- Ensure you protect your intellectual property. This can mean registering trademarks or patents in Australia, which is a costly but vital exercise. For more information, visit [www.ipaustralia.gov.au/](http://www.ipaustralia.gov.au/).

- Identify who your competition is and the pricing structure, and research the tariffs, customs requirements and regulatory controls around your product or service. Most of this research can be done from your desk, using the resources of Enterprise Ireland, Australian state trade organisations or private export specialists.
- Enterprise Ireland can work with you on agreeing the most efficient and cost-effective sales channel for your product or service. These options are dealt with in more detail in the Routes to Market section of this guide.

## Communicating and marketing your business proposition

- Communication doesn't begin with the launch of your product or service; it starts the moment you begin to talk about your ideas with anyone else. As soon as you decide you want to enter the Australian market, you will need to adapt your communications strategy. Success in this new market will only happen if you can communicate to prospects what you provide in any and all circumstances.
- Always customise your presentation for each prospect and remember that PowerPoint is only a support. Do not rely on PowerPoint to make your presentation for you. The ability to present with impact is a prerequisite in this market; the slides you use should be brief, with key points or graphics that support what you say. For more informal meetings, presentations on tablet devices (such as iPads) are often used and access to wireless internet in public areas and coffee shops is commonplace.
- Demonstrate that you understand your client's problems and show active listening skills - what are the pain points your clients are experiencing? List the various problems in some detail in order of priority, to show you understand their business and the issues they face.
- Let your prospective client know exactly how you work in order that they know upfront what they can expect from you. What is the process? When do you start work? What do you typically do first? What are the payment terms? Don't be overly aggressive on this - as stated elsewhere, Australians prefer a consensus where everyone wins.
- Emphasise and back up the business case using figures and statistics. Avoid focusing solely on the merits of your capability or technical features. Be sure to address in clear terms the return on investment your proposition offers.
- Provide short case studies and relevant examples. Think through the many times you have provided similar solutions to past clients. Let the prospective client know the problem with which your client was faced, the solution you provided and the results that ensued.



#### NEED TO KNOW

**Don't assume that your marketing approach that has worked to date in other international markets will work in Australia.**

Irish exporters who have done well in the domestic, UK and US markets will often believe that their marketing campaigns used in these markets will work just as well in Australia. This may not necessarily be the case.

An example of this is the story of Starbucks. It's the tale of an organisation seeking world domination in its field that stepped into a new market without first testing the waters. Starbucks assumed that the marketing techniques that built their brand to 15,000 stores worldwide would work just as well in Australia as they had in America and other westernised countries. They were very wrong and in 2008 had to close 61 of 84 Australian stores and incur a loss of approximately AU\$143 million.



## Building market presence

### Introduction

At the point of entry into Australia, it is highly likely that your company or brand may be almost totally unknown in the marketplace. This potentially means having to spend far more on marketing than your competitors, especially domestic ones. The most effective way to invest your marketing budget is to test the Australian market for a specified time limit using an integrated marketing approach from some of the following options:

### Company website

It seems obvious, but when you are entering a new market, it is essential to update your website to accommodate international enquires and purchases/sales. A good website will serve as your corporate brochure and enquiries will usually go straight to it to check you out. The website need not be loaded with information, but be cleanly laid out with interesting graphics and up-to-date information.

Use customer endorsements wherever possible and photographs to show your products or services being used. Make sure that contact details are easy to find, preferably with a direct email and a photo of the staff member. This encourages customer response rather than an 'enquiry.com' address.

Also, leverage search optimisation and search engine marketing techniques from a local level and set up a .com.au domain in order to make sure your site is found as quickly as possible in Australia.

A well-constructed and easy-to-navigate website provides great opportunities for Irish exporters. Maintaining an up-to-date website allows you to:

- Make contact with potential Australian customers before leaving Ireland
- Reach Australian customers in cost-effective ways
- Project the impression of a professional organisation
- Convey that your business is 'modern' and uses new technology
- Avoid problems with time differences by having 24-hour contact
- Introduce, promote and demonstrate new products using video or online presentations

### Social media

Australians are the world's most prolific users of social media according to data from the Nielsen Company. The firm carried out a global comparison which showed that Australians spend an average of six hours and 52 minutes per month on social media sites – well ahead of the US, which has the next largest social media usage at six hours and nine minutes per month.

The reach of social media in Australia is also large, with Nielsen estimating a unique reach of 9.9m Australians per month. Although that figure should be treated with caution, as double counting of users at home and at work is a major issue, it still signals that a large proportion of the country's 22m population is engaging with social media.

When creating a business Facebook page, make sure you manage the site effectively and have someone responsible for maintaining, updating and responding to queries.

When it comes to public relations, your first step in carving out a presence in the market should involve identifying the key opinion leaders in your industry. These could be journalists, academics, industry analysts or consultants. A simple way to identify these individuals is to see

who's speaking at any of the major industry conferences. Engaging opinion leaders, asking their advice and gaining their support can boost your business' credibility especially when you have yet to build your own reputation. This is especially important in advance of securing your first Australian sales reference site. Though you may already be very successful in other markets, Australians will want to see proof that your offering works in their market.

Once you have an on-the-ground presence and at least one major new customer happy to endorse you, consider engaging a public relations consultant or talk to Enterprise Ireland about putting together a media release to announce your company is ready to do business in Australia.

With only two national newspapers – The Australian and The Australian Financial Review – and only one or two metropolitan newspapers per state, business pages for new start-ups are extremely limited. Focus instead on your trade magazines as a top priority, followed by the large number of online and print business publications. A well-crafted media release is also a valuable tool to include in a newsroom on your new Australian website. Remember, Australian journalists are first and foremost interested in Australian companies so do not be disheartened if it takes a while to gain any media traction.

Australia's size can make it difficult to cover from just one base, although in practice the business hubs of Sydney and Melbourne are separated by just a one-hour flight. Nevertheless, in such a vast country, it makes sense to consider webinars in place of the traditional face-to-face meeting for product demos etc., in order to cut costs and time commitments. It might be easier to get prospects to agree to a webinar as a first step before agreeing to meet in person. Services like GoToWebinar are relatively inexpensive and easy to use.

This tool can also be used in a more sophisticated way to access a larger number of prospects while also building your company's presence and reputation in the market by holding a webinar event for your industry. This works particularly well for companies in sectors where thought leadership is important. In order to get a critical mass to tune in to the webinar, you could engage a key opinion leader or a panel of opinion leaders to speak. While this might involve paying a fee, if you can secure people of the right calibre, it is a good way to launch your name on the scene and attract the right audience.

Do not forget to record the webinar to use as a marketing tool after the event e.g. on your website. If you go down this road, you should treat it like a regular event with the same amount of preparation and advance promotion.

Successful direct marketing remains one of the most powerful lead-generation tools in B2B and B2C marketing in Australia. Direct marketing is essentially 'one-to-one' marketing that, when done properly, is an effective way to target prospective clients while creating impact, and assists in turning a cold call into a warm introduction call. An effective direct marketing campaign should include:

- Profile review of the target market group
- Development of relevant and innovative direct marketing ideas so that each campaign can be applied to several target groups

Development of relevant accompanying messages to educate why the target prospect has been sent the direct marketing piece and what the next steps will be for your company to contact them.



### NEED TO KNOW

The spam laws in Australia are different to Ireland, so you will need to be aware of this when purchasing any data lists or sending e-communications. It is worthwhile downloading a copy of the Australian eMarketing Code of Practice which is available on the Australian Communications and Media Authority (ACMA) website.

They are also responsible for the regulation of broadcasting, the internet, radio-communications and telecommunications. [www.acma.gov.au](http://www.acma.gov.au)

# ROUTES TO MARKET



## 3. Routes to market

***“Australian companies really need to see commitment from you as an organisation servicing the Australian market. Conducting your business from other locations around the world will not enable you to succeed in the long term.”***

***Niall Norton, CEO, Openet***

### Introduction

The key to any successful market entry is doing your homework prior to developing an understanding of the market. In this section, we look at some of the options for servicing the Australian market.

### Direct from Ireland

Servicing the Australian market direct from Ireland is incredibly difficult and is not recommended. It involves working in Australian time zones which is during the night in Ireland. It is difficult to build relationships and build rapport with contacts in Australia using online mediums such as video conferencing or Skype. Also, it can be viewed as not being committed to the Australian market if you solely service it from Ireland.

### Working with partners

This option can be particularly useful in Australia, both because the market is remote from Ireland and an experienced partner will know the territory and will have the contacts. If you plan to tender for Government contracts but do not have the resources to allocate full-time staff to the market, then going via a partner is a good idea.

However, when appointing a partner, don't just rely on your impressions from a meeting. Do your due diligence properly so you know who you are doing business with. It also helps to gain references from other clients that they have partnered with; previously.

### Third-party distribution

#### Agents

An agent is a person who, for and on behalf of a principal, either introduces a third party to the principal by soliciting orders from the third party, or concludes contracts with the third party on behalf of the principal. The normal reward for an agent is a commission, which is received from the principal.

Key considerations in appointing an agent in Australia are:

- Appoint an agent who knows your market well
- Australia's business sector is relatively small, and companies have established methods of procurement that may differ from sector to sector
- Consider national distribution, as Australia is a vast landmass. Smaller agents tend to operate only in their local markets. Larger companies who take on agencies often have an office in each of the major cities, making any agency agreement easier to control

- Check whether your Australian-based agent can handle business in other Asia-Pacific countries on your behalf.

## Distributors

A distributor buys and holds stock of a product, usually in return for exclusive rights to sell the product in a particular area or to a particular type of customer.

In Australia, agreements with a distributor are similar to those with an agent, however price and delivery terms will differ because the distributor is a principal. When appointing a distributor in Australia, the same considerations apply as when appointing an agent.

## Establishing a local presence

The advantage to setting up a presence on the ground is that it gives you more control over your destiny in the market from both an operational and a financial standpoint. If you intend to hire individuals in the country with specific technical skills, your best option is to engage a headhunting agency to make a suitable offer to an Australian national, otherwise the onus will be on you to recruit and train the person.

Do not decide on your structure until you have considered the tax implications, and seek the advice of a professional services firm before making your decision. For more on this subject, please read our CEO interviews and refer to the section on legal issues in Australia.

## Regulations for importers

If you import goods into Australia, you will need to be aware of customs and duty, import permits, quarantine permits for imported goods. Please visit the Import Section of the Australian Government website for more information on customs requirements, prohibited & restricted goods and quarantine requirements.

[www.business.gov.au/BusinessTopics/Importingandexporting/Importing/Pages/default.aspx](http://www.business.gov.au/BusinessTopics/Importingandexporting/Importing/Pages/default.aspx)



### NEED TO KNOW

Agents and distributors do have their advantages, but also their pitfalls as they ultimately get in the way of the relationship you could have directly with your customer in Australia. Given the distance from Ireland, many companies feel that by simply appointing an agent/distributor they have satisfied their market entry requirements; however, agents and distributors in Australia often require as much servicing as direct sales teams to be successful.



# LEGAL ISSUES IN AUSTRALIA





## 4. Legal issues in Australia

***“Ensure you understand the differences in financial planning and taxation laws between Ireland and the ANZ region. Contractual law is similar, however when it comes to setting up a company and understanding sales taxes, you need to make sure you get the very best advice.”***

**Michael Kelly, CEO, FINEOS**

### Introduction

Australia's legal system is similar to Ireland's in many respects, as a common law system is based on a fundamental belief in the rule of law, justice and the independence of the judiciary. The chief feature of the common law system is that judges' decisions in pending cases are informed by the decisions of previously settled cases. All people - Australians and non-Australians alike - are treated equally before the law and safeguards exist to ensure that people are not treated arbitrarily or unfairly by Governments or officials.

All of the states and territories of Australia that are self-governing are separate jurisdictions, and have their own system of courts and parliaments. The systems of laws in each state are influential on each other, but not binding. Laws passed by the Federal Parliament of Australia apply to the whole of Australia.

A good starting point to gain a further understanding of most Australian legislation and cases in Australia is [www.australia.gov.au](http://www.australia.gov.au)

### Setting up a company

Setting up a business in Australia is a relatively easy two-step process, which the World Bank ranks as the second easiest process for setting up a business in the world. On average, it takes approximately two days.

The first step is for Irish companies to establish themselves as a corporate entity in Australia either as a branch company or as an Australian subsidiary company (ACN). A branch structure will apply for an Australian Registered Body Number ("ARBN") and a subsidiary will apply for an Australian Company Number ("ACN"). Commercial factors and Irish taxation issues will determine which structure or subsidiary structure you will adopt in Australia. The completed forms should take one day to be lodged with the Australian Securities and Investment Commission (ASIC) and costs AU\$412 (€335) approximately.

The next step for businesses is to register for ABN with the Australian Taxation Office (ATO). The ABN is a unique 11-digit identifying number that businesses use when dealing with other businesses.

Any registered Irish company or new company that carries out business in Australia (other than under its company name) is required to register the business name with ASIC (a new national service which replaces the previous state by state registration process). Under the new system, registering and renewing your business name for one year costs \$30 or \$70 (€25 – €56) for three years.

Registration of an Australian company is also Australia-wide and commonly costs around \$650 to \$750 (€525 to €608) through a 'shelf company provider' or 'company formation agent' and around \$800 to \$1100 (€648 to €892) through an accountant.

There are other registration requirements for various businesses and you should get legal advice before starting business in Australia. For a high level overview, also visit the Austrade website fact sheet page: [www.austrade.gov.au/Invest/Doing-business-in-Australia/default.aspx](http://www.austrade.gov.au/Invest/Doing-business-in-Australia/default.aspx).

## Tax and GST

Understanding taxes and meeting taxation obligations is essential for any business. You can save money by paying the right amount on time and taking advantage of any exemptions that you're entitled to.

All companies trading in Australia need to obtain a Tax File Number ("TFN"). The TFN is used to file a company tax return each fiscal year in compliance with Australian tax laws. As outlined above, an ABN identifies businesses to each other and to the ATO. It is required so that you can withhold income tax in respect of employees and pay Goods & Services Tax ("GST"). ABN registration is not mandatory, but you generally need to put your ABN on your invoices, or other documents relating to sales. If you don't, other businesses may withhold 46.5% from any payment to you for tax purposes. You would usually appoint an Australian accounting firm to be your tax agent and to apply for a TFN and ABN.

Individuals (including those who are trading under a mere registered business name) are taxed at the normal marginal rates of tax - with the top tax rate (as at 1 July 2007) being 46.5% (including the 1.5% Medicare levy). This is in contrast to Australian companies who are taxed at a flat company tax rate of 30% (as at 1 July 2007); however, companies are taxed from their first dollar of profit, with no tax-free threshold.

There are some relatively new tax rules regarding 'personal service companies' which, for example, may result in a company not being able to claim a tax deduction for wages paid to an 'associated' employee (e.g. the wife of the company's sole shareholder and director). However, all of this 'depends' and you should, therefore, speak to an accountant for a further analysis of this.

The Australian Securities and Investment Commission (ASIC) may provide exemptions for registered Irish companies. Further information about the corporate tax regime in Australia for Irish companies seeking to establish operations in Australia or invest in Australia is available in the Australia section of the Enterprise Ireland website.



### Need to Know

Australia is reforming its tax system through various tax reviews and Government reform initiatives. As a result, various tax settings are changing over time. Because of these developments, you should be sure to obtain updated information before engaging in transactions.

## Immigration/visa

Irish companies can set up and operate a business in Australia and most companies achieve this by establishing a subsidiary or branch in Australia. It is not unusual for a foreign company establishing operations in Australia to have a need to transfer some employees to work in the Australian entity. In addition to looking at tax, employment law and related considerations of establishing operations in Australia, overseas employees will typically need to obtain a Temporary Long Stay Subclass 457 visa in order to work in the Australian business. The visa options below cover temporary, short stay, permanent and sponsored entry to Australia.

- **Business (Short Stay) visa (subclass 456)**  
For business people who make short business visits to Australia for up to three months. Business activities may include a conference, negotiation or exploratory business visit, but do not include acting, musical performances or commercial film-making.
- **Sponsored Business Visitor (Short Stay) visa (subclass 459)**  
For business people who have an approved sponsor in Australia and are not eligible to apply for an Electronic Travel Authority (ETA). These apply to short business visits to Australia for up to three months.
- **ETA (Business Entrant) (subclass 956 and 977)**  
For business people who need to make business visits to Australia for up to three months. This is available to passport holders from a number of countries and regions. A Business Entrant ETA covers the same activities as a Subclass 456 visa.
- **ETA (Business Entrant – Short Validity) subclass 977**  
You can stay in Australia for up to three months on each visit within a 12-month period from the date of grant, or for the life of the passport if it is less than 12 months (single or multiple entry).
- **ETA (Business Entrant – Long Validity) subclass 956**  
You can stay in Australia for up to three months on each visit for the life of the passport (multiple entry).
- **eVisitor (Business Entrant) (subclass 651 – business stream)**  
For business people who need to make business visits to Australia for up to three months. This is available to passport holders from a number of countries and regions. A Business Entrant eVisitor covers the same activities as a Subclass 456 visa.
- **APEC Business Travel Card**  
The APEC Business Travel Card streamlines travel for business people from participating economies in the Asia-Pacific Economic Cooperation (APEC) region. This is the most commonly used programme for employers to sponsor overseas workers to work in Australia on a temporary basis.

Further information about visa application processes, processing times, sponsorship obligations, and important issues when employing temporary visa holders in Australia is available in the Australia section of the Enterprise Ireland website.

## **Opening an Australian bank account**

Opening a bank account in Australia is reasonably easy as long as you know what to expect – just be ready to complete the required steps and be prepared to provide the necessary information.

When you open a bank account for the first time with a new bank, you must provide the bank identity information. Some banks will also require you to complete an indemnity form which allows the bank to act on your instructions as well as presenting a letter of introduction from your overseas bank.

As each financial institution has different requirements when it comes to identity information, contact your chosen bank's business adviser in advance of opening an account.

## **Conclusion**

Enterprise Ireland Sydney can assist you by connecting you with local legal and financial service providers who have experience with Irish enterprises. Contact your local adviser.

# GROWTH SECTORS



## 5. Growth Sectors

***“The economic resilience and prosperity of this region is globally acknowledged and is a key reason for an enormous interest from Irish companies to better understand the market potential for their own product or service. The ANZ region remains highly receptive to Irish technologies, in particular, where there is already an embedded track record of success and recognition of the calibre of solutions available from Ireland.”***

**Mary Kinnane, Director - Enterprise Ireland Australia/New Zealand**

### Introduction

Despite mixed fortunes for global growth in the past decade, Australia has managed to navigate successfully through both the global financial crisis and, more recently, the slowdown in the resources sector. As of August 2016 Australia recorded its 25th year of economic growth, and is on track to beat the Netherlands' world record of 26 consecutive years.

However this masks differences in the fortunes of the various states. The national unemployment rate of 5.7% (August '16) is almost a full percentage point higher in Western Australia and South Australia. New South Wales, Victoria and Queensland continue to perform well.

### Software

#### Financial technology

The Asia Pacific Region is the fastest growing in the world for the financial technology (fintech) sector. Among the €735 million in exports (2014), Europe accounts for 38 per cent, US & Canada 31 per cent and at 23 per cent, Asia Pacific is growing at the fastest rate.

Australia aspires to be the fintech centre of Asia. With changes in government, the rise of fintech innovation hubs such as Stone & Chalk and an increased national focus on the sector, Australia is now increasingly known as a country that produces as well as adopts the best innovation in the sector. Notably as a percentage of GDP Australia invests more than economies such as Japan, Singapore, Hong Kong, India or China.

Accenture reports that fintech investment in Asia Pacific is set to at least quadruple in 2015 reaching \$3.5 billion, up from \$880 million in 2014.

Greg Carroll, senior managing director and head of financial services for Accenture in said: “Banks across Australia are looking at ways to incorporate technology, particularly blockchain, into their systems. This opens the door for innovation and that's where fintech startups may find an opportunity in Australia.

"Cybersecurity in financial services is a constant battle. What we're hearing (and our research shows) is banks are continuing to increase their investments in risk-management capabilities and efforts to fight cyber-related financial crimes. That means that startups with fintech solutions on this front are going to be seriously considered by banks.

"Most conversations we have with banks and non-banks across Australia and New Zealand considering banking services include discussions around how to utilise cloud. There's unquestionably interest. If fintech entrepreneurs come up with solutions that save banks money and make banking easier for customers, bank executives will be willing to listen."

## Software to telecommunications industry

The ICT industry accounts for 4.6 per cent of Australia's GDP, boasting a larger contribution than mining, education, defence, agriculture and the individual manufacturing sectors.

The Australian telecoms market is estimated to be valued in excess of \$33bn (€27bn) and is growing at an impressive five per cent per annum. The market saw significant change in recent years with the complete privatisation of the largest fixed line carrier in the country, Telstra, the launch of the world's largest 3.5G network and the introduction of high-speed ADSL2/2+ broadband services.

The fixed line market is estimated to be valued in excess of AU\$12bn (€9.7bn), with the two principal operators being Telstra and SingTel Optus. This market is in slight decline; however, operators are managing to slow this decline through the bundling of broadband, VOIP and video into new product offerings.

The mobile market, valued at almost AU\$11bn (€9bn), is approaching saturation across Australia with penetration rates exceeding 90 per cent. Telstra, Optus and Vodafone continue to fight it out for the larger market shares.

The pre-paid trend within the sector is growing significantly and is managing to have a significant downward impact on ARPU's for the main carriers. This dynamic is affecting SingTel Optus in particular, as more than 50 per cent of the company's revenue is derived from mobile.

The market for broadband, valued in excess of AU\$5.7bn (€4.6 bn), is growing at double digit rates, driven by the domestic market which will account for almost 33 per cent of the sector's revenue, and more broadband subscribers have signed on in the last two years than pay TV subscribers in the last 12 years.

Telstra dominates the broadband infrastructure market although the forecast conversion to wireless will open up this market for new entrants.

Of most interest across the region's telecoms space is the creation of the country's National Broadband Network (NBN). The NBN is a fibre-to-the-premises (FTTP) network currently under construction across Australia.

The Australian Government established a business enterprise, NBN Co Limited, to design, build and operate an Open Access Network providing download speeds of up to one gigabyte per second to 93 per cent of Australian homes and businesses. The remaining seven per cent of premises will be connected at up to 12 megabytes per second using wireless and satellite technologies.

The capital cost of the NBN at AU\$43 billion (€35 billion), including a Government equity contribution of AU\$27.1 billion (€22 billion), makes the project the largest single infrastructure investment in Australia's history.

The sheer scale of the NBN project will provide multiple opportunities for Irish companies to partner with the principal contractors to deliver everything from structural to software elements.



Based on current market dynamics, the key areas of opportunities for Irish software companies are:

- Broadband and related services: services that help deliver and manage video content, interactive and telephony services.
- Mobile ARPU drivers: data products, especially around mobile marketing and content services for 2.5G and 3G.
- Payment services: especially around internet and broadband payments for content.
- Voice services: VOIP and fixed line substitution.
- Marketing: MVNEs, mobile marketing and interactive advertising on wireless and wireline.
- Corporate applications: especially services offering low-cost mobile voice and corporate messaging applications.

## Agri-business

With a market value exceeding AU\$100 billion per annum, the agri-business sector encompasses the largest manufacturing sector in Australia. There are approximately 100,000 farmers in Australia and the sector employs over 310,000 people and has grown by an average of 3.3 per cent per year since 1990. Sales of farm machinery in Australia total more than AU\$3.5 billion (€2.8 billion) each year.

Being a highly lucrative market, the Australian agri-business sector is well supplied by machinery and therapeutics from Europe and the US, and to a lesser extent from Asia, as well as from a smaller base of local manufacturers. However, Irish companies have proven successful in penetrating this market. Irish heritage is very strong in “the bush” and this has no doubt played its part in forging on-going linkages between rural parts of Australia and rural Ireland.

Over the past decade, a range of Irish companies have been extremely successful in establishing exports into Australia, particularly in the areas of agricultural machinery and parts, materials handling equipment, agricultural chemicals and veterinary therapeutics.

In all cases, the key qualities being sought by buyers are:

- Uniqueness of the product/solution – innovation is a strong seller, as local offerings tend to lack significant R&D
- Robustness and/or proven success of the product in similar conditions
- Value for money, particularly when the cost of freight is taken into account
- Consistent supply capacity
- Process/performance/productivity improvements or cost reductions it can deliver.

## Lifesciences

### BioPharma

The Australian pharmaceutical industries are dominated by multi-national firms which are marketing or manufacturing drugs for sale domestically and for export. The market is valued in excess of AU\$5bn (€4.05bn) and is growing at more than 5 per cent per annum.

Expenditure on pharmaceuticals is at or about OECD averages and strong Government support for R&D coupled with commercialisation policies has led to the development of advanced



biotech industries and these are dominated by human therapeutics firms developing new chemical entities.

Currently, there are approximately 385 pharmaceutical products in development in Australia of which more than 60 are in Phase 2 or 3 clinical trials. This is very similar to the numbers in the UK, whose population is more than three times that of Australia.

Opportunities exist for Irish companies across the service platform supporting clinical trials and potentially contract manufacture of batch quantities of product for clinical trials. The enormous bloodstock industry in Australia also provides significant opportunity for companies targeting veterinary therapeutics.

The largest barrier to entry for companies targeting, in particular, the Australian market is the Therapeutics Goods Administration Act. The enforcement of this Act by the Australian Government results in stringent registration procedures for any new chemical or pharmaceutical entering the Australian market which can be time-consuming and highly costly.

## Medical Devices

The Australian medical device market is valued in excess of AU\$4bn (€3.3bn) and is growing at approximately 4 per cent per annum. Interestingly, imports of medical devices account for some AU\$2.8bn (€2.3bn) or 70 per cent of the value of the local market. On average, Australia imports more than AU\$150m (€122m) worth of medical devices from the substantial base of OEMs in Ireland.

The Australian Government is the principal driver and purchaser of products within the industry through the administration of Government-funded health care schemes, including Medicare. The Australian Government accounts for almost two-thirds of total sales in Australia.

Given the dominance of imports into the Australian market, the region is characterised by a significant base of finished product distributors who tend to focus on specific therapeutic areas. As such, this region provides opportunities for Irish companies who can supply innovative finished goods to the market as opposed to providing sub-supply and services.

## IT for Health

Australia is actively pursuing Health IT solutions to grow a sustainable healthcare system and respond to system-wide challenges like rising cost and demand pressures and an aging population.

Health expenditure is expected to follow the trend of the last 40 years and record consecutive increases over the period 2012-2017. Health expenditure as a proportion of Australian GDP has more than doubled over the last four and a half decades, from 3.8 per cent in 1960-61 to 9.0 per cent in 2005-06. The growth of health care spending as a proportion of GDP is expected to continue, increasing to an estimated 16-20 per cent of GDP projected by 2045.

While it is likely that the Federal Government will alter expenditure in order to return to a budget surplus private expenditure is expected to increase if this change occurs. Hospital spending on health IT initiatives is driving the industry and by 2010 total IT expenditure by the Australian healthcare industry was estimated to be over \$2bn.

Since 2005, the Commonwealth, States and Territories have been investing, through the National eHealth Transition Authority (NEHTA), in key building blocks for a national E-Health platform. The Commonwealth's eHealth initiatives include the Personally Controlled Electronic Health Record System (PCEHR), Telehealth and the Healthcare Identifiers Service. These initiatives will continue to boost IT investment in the sector, delivering opportunities for Irish enterprises to provide solutions for the Australian market.

At the same time, every Australian State and Territory is in the process of either defining or implementing some form of jurisdiction-wide eHealth strategy, and making significant investments in foundational infrastructure in the health sector. Within the private health sector, individual clinicians, professional groups and organisations are also investing in eHealth infrastructure. The result is a very large and growing number of disparate eHealth initiatives being delivered within local geographic regions, within acute and primary care settings, and across health sector disciplines in this country.

## E-Learning

The e-learning market in the Asia-Pacific region is worth over AU\$195 million (€158 million) and is predicted to grow by 5 per cent in the current year. The Australian corporate e-learning market alone is estimated to be worth in the region of AU\$63 million (€51 million).

Australia is one of the four countries expected to lead significant growth in the Asia-Pacific e-learning market in the next few years (the others are Korea, China and Singapore).

With its vast size and low density of population, Australia has always seen the need for distance education facilities and the development of the internet has greatly facilitated the delivery of education to remote locations. Many of the national universities have had distance learning programmes for many years and these are being investigated as a potential market for Irish products.

Like most of the Asia-Pacific region, the Australian e-learning market is highly fragmented, with a host of local players vying for position against major global vendors. Added to this is a high degree of e-learning courseware development within the third level and technical education sector, and by corporates themselves.

There are over 600 e-learning developers/vendors in Australia, with niche specialisms in areas including:

- Content generation
- Content provision
- Learning management systems
- Technical integration
- Collaboration systems.

Few local players are able to offer a complete e-learning solution and therefore they look to partnering and joint ventures to access key components to their portfolios. These offerings can then be sold on to the significant corporate market, as well as the sizeable education market, which includes some 10,000 schools, 660 vocational training institutions and 39 universities, who are keen users of flexible learning materials.

In the corporate e-learning area, solid business cases and short-term returns on investment are the keys to securing business in Australia as in other significant markets (e.g. the USA, UK and developed Asia-Pacific countries).

## Environmental/Cleantech

The total environmental spending in Australia is currently estimated to exceed AU\$5.8bn (€4.7bn). In total, the industry is made up of about 2,500 mostly small firms employing about 100,000 people. Imports currently satisfy about 70 per cent of the demand for goods and about 20 per cent of the demand for services.

The main factors which will drive demand for improved standards of environmental management are as follows:

- Stricter environmental regulation, and enforcement through a mix of Government incentives and economic instruments
- Consumer and community pressure, reflecting new awareness and lifestyle aspirations, demanding coastal and urban pollution reduction
- Changing business attitudes to environmental compliance and competitiveness
- Public policy and investment focus on, and Public Private Partnerships for, population growth, climate change, water security and infrastructure
- Large-scale infrastructure renewals in urban areas at new standards
- Technological developments.

Australia's strong economy and proximity to the fast developing Asian markets together with the Australian Government's measures to address climate change mean Australia's clean technology industries are poised for growth. Opportunities for Irish exporters are in the clean energy and environment sectors of biofuels, geothermal, solar, wind, wave energy, environmental remediation, waste and water management and green building.

## Construction services

The construction industry in Australia had an estimated value of AU\$368 billion (€309billion) for 2014-15 and has recorded revenue growth averaging 2.5 per cent per annum over the last five years (Ibisworld).

The start of this decade saw an unprecedented mining and resources investment boom in Australia. As high prices for base minerals and resources were driven by Chinese demand, a high level of activity in increasing production capacity was evident, particularly in Western Australia and Queensland. Much of this was infrastructure created to facilitate iron ore and liquefied natural gas (LNG) projects. With much of this now completed, the level of investment has tapered off. This has created a period of consolidation in the sector. The opportunity for Irish businesses has shifted from the commissioning of these projects to supplying technology or products that can demonstrably provide cost savings, increase safety or streamline operations and maintenance.

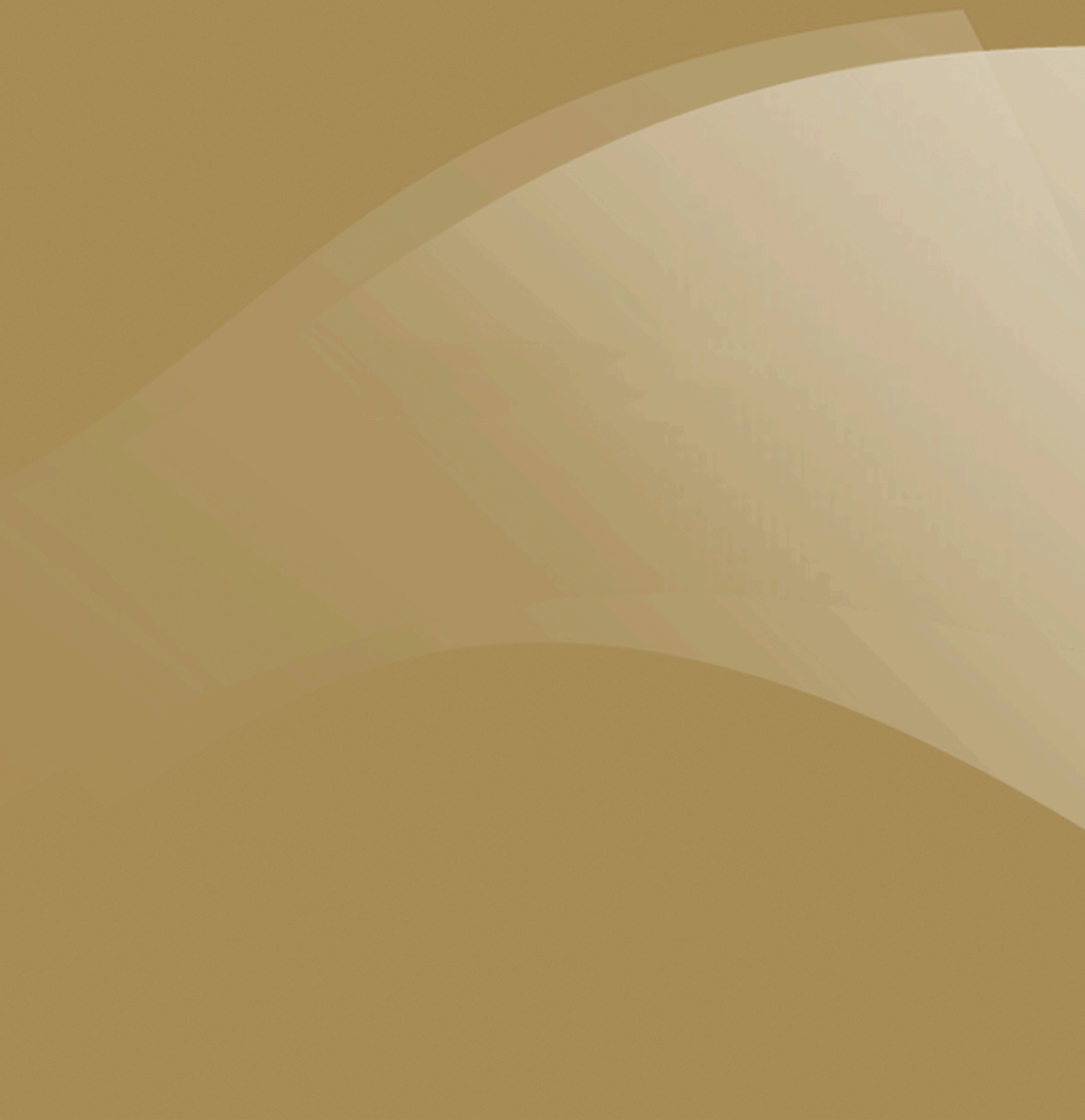
Residential and commercial construction remains a very positive story for Australia in 2016. Low interest rates and demand from abroad has driven sustained increases in holding and developing property in metro regions, most particularly Melbourne and Sydney. A corresponding increase in development has occurred, and the swathes of new houses and tower blocks are to be seen in both cities and also areas such as Brisbane and Newcastle. Property prices have continued to rise here, fuelling speculation that the sector is overleveraged. The Government is actively taking measures to cool the market and increase affordability and supply.

In response to sluggish growth, Australian state governments have implemented considerable infrastructure stimulus projects. Funded by government borrowing and sale of assets, there are now a large number of civil transport infrastructure projects underway: Light rail network extension projects in Sydney and Brisbane; large motorways such as WestConnex, Western Distributor; Rail and Tunnel projects such as the Melbourne Metro, Perth Rail Link, North Connex, South West Rail Link and regeneration projects such as Barangaroo, Melbourne Docklands and Parramatta.

There remains significant opportunities for construction and engineering products or services to supply, both directly into the projects, or in the resulting ripple development. Many of these are not expected for completion until the mid-2020s.



# SELLING TO THE GOVERNMENT IN AUSTRALIA



# 6. Selling to the Government in Australia

## Introduction

Unlike in Ireland where it can be difficult to attain Government contracts, there's still a lot of money in the Australian Government sector. Depending on your product or service, it's definitely worth targeting. However, the usual purchasing time lines may create challenges for prospective companies looking for short-term gains from this sector.

## Government structure

Australia has a three-tiered system of government with federal, state/territory and local government infrastructures. Government is a major employer, as well as a very significant buyer of IT and related services and applications. In fact, the Australian Government spends an astronomical AU\$25bn on ICT annually, resulting in Australia being the 10th largest investor in ICT globally.

Despite recent moves to centralise purchasing, the Government market remains highly fragmented, creating significant challenges for companies seeking to contract with and supply to Government.

The main source of information about the Commonwealth Government procurement market is AusTender, a Government website: [www.tenders.gov.au](http://www.tenders.gov.au).

AusTender is a key component of the Government's commitment to transparency and accountability in Government procurement. It includes information on the following:

- All Commonwealth procurement contracts and agency agreements above \$10,000, including standing offers
- Contract information including (but not limited to) agency details; supplier details; contract details; contract value; start and end dates; procurement method; consultancy information; and confidentiality information
- Agency Annual Procurement Plans (APPs), which draw suppliers' early attention to potential procurement opportunities. Agency APPs contain a short strategic procurement outlook for the agency, supported by details of any planned procurement
- All new tendering opportunities – by registering on AusTender, suppliers can 'opt-in' to be informed electronically about Government tenders and other approaches to the market in areas of interest that they indicate.

## General procurement guidelines

For companies to achieve success in business with the Australian Government, it is essential to be clear of the rules and regulations applicable to Government purchasing and to abide by the procurement guidelines as below:

- **Value for money**

Value for money is the core principle underpinning Australian Government procurement. In a procurement process, this principle requires a comparative analysis of *all* relevant costs and benefits of each proposal throughout the whole procurement cycle (whole-of-life costing).

- **Encouraging competition**

Competition is a key element of the Australian Government's procurement policy framework. Effective competition requires non-discrimination in procurement and the use of competitive procurement processes.

- **Efficient, effective and ethical use of resources**

The Financial Management and Accountability (FMA) Act requires Chief Executives to promote the efficient, effective and ethical use of the Commonwealth resources for which they are responsible.

- **Accountability and transparency**

Accountability and transparency are primary considerations throughout the procurement process.

## Tips for exporters selling to Government

The Australian Government is a large potential market for businesses of all sizes, as the departments and agencies purchase a wide variety of goods and services from the private sector. Many Irish companies have been successful to date with winning Government contracts due to:

- Demonstrating industry knowledge and insights into the needs of the end-customer that the Government is providing services to.
- Understanding the rules and processes that need to be adhered to throughout the procurement stage.
- Building relationships with a partner that already works with the Government and also building rapport and respect with the appropriate Government departments and decision-makers.
- The major areas of opportunity for Irish companies with the Australian Government are in:
  - ⇒ IT solutions to reduce costs, improve client service efficiency and/or create new revenue streams
  - ⇒ Security solutions – addressing public safety and/or IT security issues
  - ⇒ E-learning solutions – particularly for community education and literacy applications.



### Need to know

The Business Entry Point at [www.business.gov.au](http://www.business.gov.au) includes a glossary which provides definitions of common terms you may come across when dealing with Government.



# HOW ENTERPRISE IRELAND CAN HELP YOU SUCCEED IN AUSTRALIA





## 7. How Enterprise Ireland can help you succeed in Australia

Enterprise Ireland is committed to assisting clients enter new markets and expanding businesses in current markets. A team of experienced marketing professionals is ready to help you through Enterprise Ireland's overseas network of offices. Enterprise Ireland can help you build your business across Australia. An overview of our service offering is listed below:

### Pre-visit support

We can provide

- A sector overview
- A validation of the opportunity for your product/service
- An evaluation of your market entry strategy
- Suggested channels to market
- Competitor analysis
- Relevant contacts / suggested itinerary
- Summary of relevant market information resources.

### In-market support

Services available include:

- Scheduled appointments with market contacts including Government
- Office facilities/sales incubator units
- Facilitation of buyer visits to Ireland
- Product launches/workshops at Enterprise Ireland offices/Irish Embassy/Consulates
- Networking opportunities at events held at EI offices, or the Irish Embassy in Australia
- Public Relations support and press release service
- Trade fairs/trade missions
- Market development support to access new regions/sectors in Australia
- Introductions to local development agencies for setting up in Australia
- Introductions to third-party professional service providers including legal, marketing/PR and recruitment services.

### Access to external expertise and advice

International mentors: Enterprise Ireland has built up an excellent network of individuals in Australia who are available to work with Irish client companies on developing their business. International mentors are individuals who work with your company on a one-to-one basis. The role of the mentor is to listen and advise, to suggest options, and help you to prioritise opportunities. The mentor gives you a fresh and objective perspective that is backed by significant in-market experience, while you remain in the driving seat throughout. Depending on your individual requirements, mentors can advise you on all key areas of company development, including:

- More targeted sales and marketing
- Staff development and team building
- Expansion into new export markets
- Better management and financial systems
- Improved production and logistics
- Attracting outside investment

- Strategic business planning
- Management succession.

## **Ministerial events**

Throughout the year, Enterprise Ireland organises a number of initiatives which are led by Government representatives. These can include trade missions, trade shows, buyer lunches, press conferences etc. These are excellent opportunities for your company to be highly profiled with customers and in the wider media.

## **Financial assistance**

Enterprise Ireland client companies may be eligible to receive financial assistance towards the cost of researching or travelling to the market. For more information, speak with your Development Adviser.

## DISCLAIMER

Information in this publication is intended to provide only a general outline of the subjects covered. It should neither be regarded as comprehensive nor sufficient for making decisions, nor should it be used in place of professional advice. **Enterprise Ireland** accepts no responsibility for any loss arising from any action taken or not taken by anyone using this material. Readers are encouraged to consult with professional advisors for advice concerning specific matters before making any decision.

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