

AUSTRALIA

Specific Conditions and Competitive Advantages



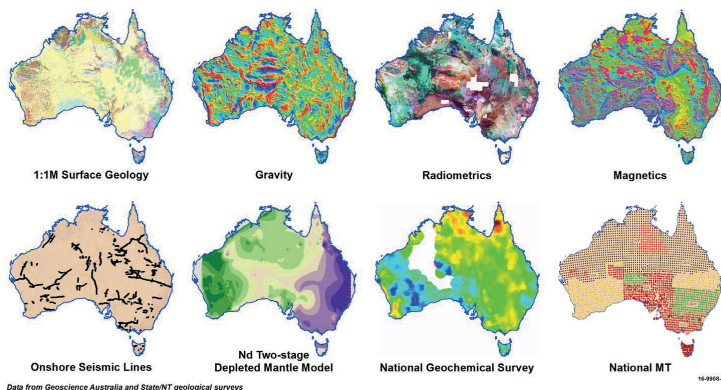
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Government-funded geoscience programmes at the federal and state level in Australia promote availability of pre-competitive geoscience data to support mineral and petroleum exploration in Australia. Available datasets include regional geophysical and geochemical surveys, geological mapping, mineral occurrence mapping, core photography and scanning, geochronology, and rock property data.

Access to land, energy, and water for exploration and development is enabled in Australia by the **ownership rights scheme**, in which rights are held by the state, making ownership and access negotiations easier.



Several strategies have been adopted over time to address resource shortages in Australia, including water management markets for equitable distribution of water, changes to immigration policies to avoid labour shortages, promotion of foreign investments to increase capital, and deregulating the financial sector through easing restrictions for foreign banks to enter the domestic retail banking sector.



*Australian Mining and Exploration - A National Perspective (2017).
Source: Geoscience Australia*

The **availability of this data encourages exploration**, reduces risk and uncertainty, promotes participation from smaller companies, and ensures that exploration activity remains at moderate levels even during periods of mining industry downturn.

The Western Australian Government also offers co-funding for drilling programmes as part of the **Exploration Incentive Scheme**, further encouraging exploration.

REQUIREMENTS FOR INVESTMENT

BUSINESS:

- Skilled workforce
- Quality explorers
- Internationally competitive costs
- Infrastructure

REGULATORY:

- Streamlined approvals processes
- Access to land
- Strong legal frameworks
- Transparency
- Stability/certainty

GEOSCIENCE:

- Readily available pre-competitive data
- Geological potential for a diverse range of commodities
- Research support for exploration challenges

INVESTMENT ATTRACTION PLAN

Key target messages and products to address requirements for each market segment
Prioritise market segments and locations
Delivery channels appropriate to segment characteristics

POTENTIAL DELIVERY CHANNELS

EVENTS

- Forums, seminars
- Conferences, exhibitions
- Speaking opportunities
- Receptions
- *Australia Minerals* ambassadors
- Targeted meetings
- Trade missions

PROMOTIONAL INFORMATION

- Marketing material: brochures, video, DVD, digital products
- Media: editorial content, advertorial, advertisements
- Virtual booths

ONLINE PRESENCE

- *Australia Minerals* website: links to jurisdictions & key contacts, investment information, fact sheets
- Social Media: Twitter, LinkedIn, Facebook, Blogs
- Email campaigns

*Mineral Exploration Investment Attraction Plan (2012).
Source: Australia Minerals*