

Australian Government launches trade diversification network to boost export growth

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The Australian Government has announced the formation of a new Trade Diversification Network (TDN), a major initiative designed to bring government and industry closer together to help Australian exporters expand into new and emerging markets.

Following a competitive application process, 40 national peak industry bodies have been selected to join the Network under the Government's \$50 million Accessing New Markets Initiative (ANMI). The TDN will work closely with Austrade and government agencies to develop targeted activities such as trade missions, export training programs and international

showcases, aimed at supporting businesses to diversify and grow their global footprint.

Trade plays a critical role in Australia's economy, supporting around 32 per cent of national economic output. Exporting businesses are, on average, more productive, employ more people and pay higher wages. By strengthening export capability and resilience across a wide range of sectors, ANMI is expected to encourage more Australian businesses to export to more markets, creating jobs at home and reinforcing Australia's long-term economic position.

Minister for Trade and Tourism, Senator Don Farrell, said the Network demonstrates the value of strong collaboration between government and industry.

"Australia is a trading nation, and we want to see more Australian exporters doing more trade with new and emerging partners across the globe, including the Middle East and Southeast Asia," he said. "With one in four Australian jobs connected to trade, helping exporters means securing jobs and strengthening communities."

Among the selected members is AUSVEG, which will lead efforts on behalf of the Australian vegetable industry. The sector exports around 200,000 tonnes of fresh produce annually.

AUSVEG CEO Michael Coote welcomed the announcement, describing the TDN as a significant opportunity for vegetable growers. He said participation in the Network would help unlock new export opportunities and build on AUSVEG's strong partnership with Austrade, complementing existing export programs delivered with Hort Innovation.

"This initiative will deliver material benefits to Australian vegetable exporters and support the long-term viability of the industry," Coote said.