



Confederation of Indian Industry  
125 Years - Since 1895

# AUSTRALIA ECONOMIC STRATEGY | EMERGING OPPORTUNITIES



## 6.1 Labour intensive services

Australia's ageing population, high labour costs and skill gap will create an estimated shortage of 2.3 million workers in the labour force market by 2030.

Australia's labour market faces a shortage of workforce specifically in the healthcare, agriculture and facility management sectors that can be met by India's extensive workforce.

The following opportunities have been identified in the Australia Economic Strategy Report:

- Increasing tie ups between Facility Management agencies in Australia and Indian companies to provide labor from India
- Assisting Australia with covering shortages of healthcare workforce



## 6.3 Sports and Sports technology

While the Sports technology industry in India is still nascent, the industry is gaining traction with government support, growth in start-ups, growing popularity of various sports including cricket, badminton, football, kabaddi, etc.

India can leverage Australia's expertise on sports infrastructure, sports administration, sports marketing, sports medicine, sports technology and sports education to support the Indian sports industry that is growing at 16% CAGR (2013-2018).

The following opportunities have been identified in the Australia Economic Strategy Report:

- Understanding and adoption of best practices in sports infrastructure, sports administration, sports marketing and sports medicine from Australia
- Encouraging sports partnerships between Australian sports technology firms and Indian counterparts



## 6.2 Defence

Australia and India can increase knowledge transfers in the Defense sector to mutually benefit from their shared interest to increase indigenization, defense exports and commitment to a peaceful Indo-Pacific region.

The following opportunities have been identified in the Australia Economic Strategy Report:

- Increasing technology collaborations and research partnerships at a policy or industry level to benefit both countries
- Increasing participation by Indian companies in supply chains of global defence companies to support global demand



## 6.4 Textiles and Textile Designing

Australia's expertise in integrated design capabilities and unique fabric development endorsed by its universities, design education programs and industrial design teams can be leveraged by India's traditional textile industry that still lacks modernization and technology.

Thus, the demand for smart textiles, provides a mutually beneficial opportunity for Indian textile manufacturers and Australian designers.

The following opportunities have been identified in the Australia Economic Strategy Report:

- Developing India's large-scale manufacturing base for textile designing
- Establish India as a sourcing hub of textiles for Australian companies



## 6.5 Digital Gaming and Animation

The Australian gaming industry, known for developing their own content and design, is far more developed than India's emerging gaming industry.

However, the Indian digital gaming industry has grown to hold 250 game development companies (2018) is witnessing a surge in investment from foreign global companies such as Alibaba, Tencent and Youzu.

The following opportunities have been identified in the Australia Economic Strategy Report:

- a. Collaborating on digital gaming and animation for technology transfers and access to a global customer base



## 6.7- Space Technology

India had the 7th largest number of satellites in space.

The Indian Space Research Organization is praised for its success in several spacecraft missions including communication satellites, earth observation satellites, space exploration satellites and navigation satellites.

Thus, India and Australia can increase collaborations in applications and launch technologies in the field of space.

The following opportunities have been identified in the Australia Economic Strategy Report:

- a. Earth observation applications including weather modelling;
- b. Space debris monitoring
- c. Advanced propulsion technologies to reduce cost of access to space.



## 6.6 Water Management and Commercial Ferries/Shipbuilding

Changing climatic conditions have strained water resources around the world.

Trade delegations between the two countries can be organized around this theme to further augment the discussion on water conservation and management.

India's vast coastline and maritime trade offers an untapped potential that can be strengthened through upgradation in the technology of shipbuilding.

The following opportunities have been identified in the Australia Economic Strategy Report:

- a. Collaborating with an emphasis in issues such as conservation of water, ground water management, etc.
- b. Collaborating with Australian companies on ship building



## 6.8- Education technologies

Australia, with over 350 Ed-tech companies and 1,100 online education providers servicing the education sector, has generated 3.3 billion (USD 2.2 billion) revenue in delivering innovative, world class solutions to the education sector.

India also has several education-based startups such as 'Byju's' serving the country's rapidly growing online education market needed to support the education sector with its low-cost alternatives, quality education and value-added services.

The following opportunities have been identified in the Australia Economic Strategy Report:

- a. Collaborating in the Edu-tech sector to develop content as well as provide courses for specific applications in India and Australia