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Queensland and China overview

This year, it will be 46 years since Australia formally established diplomatic relations with China. Throughout these halcyon years, the economies of both countries have utterly transformed. Australia's economy has evolved from one centred on the production of primary products, and a series of raw material booms, to one that is increasingly diversified and successfully incorporates strong services offerings. Meanwhile, China has embraced sweeping economic reform, radically changing its dominant centrally controlled economy, towards a unique market-oriented planning economy. It has leapt forward to become the second largest economy in the world today.

The Queensland economy, through its deep ties with China, particularly in trade and investment, has greatly benefited from China's growth. This edition of the Queensland Business Outlook looks at the recent achievements in the Queensland-China business landscape and explores opportunities for continued success.

What China needs, Queensland has; in particular:

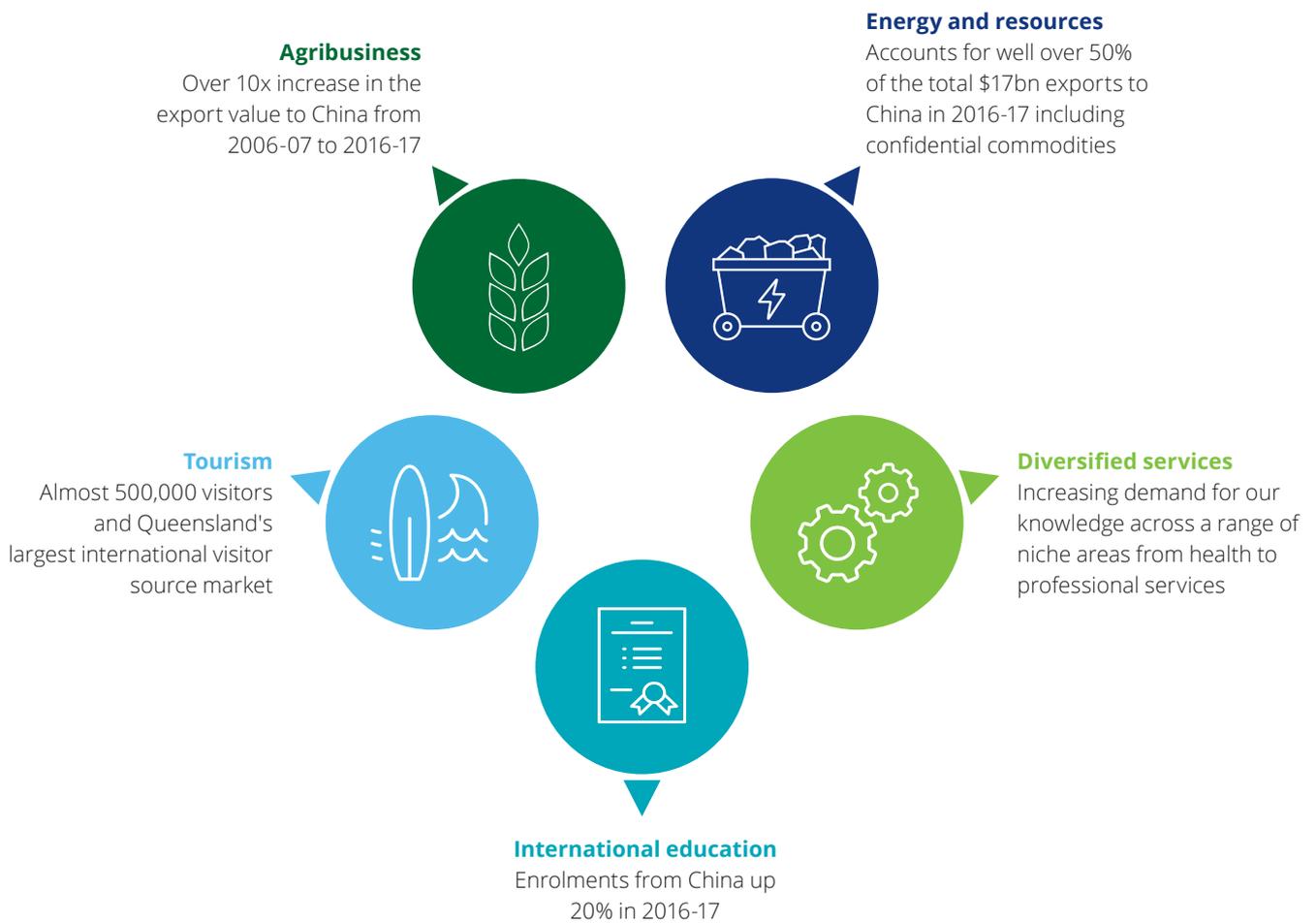
- High quality **energy and resources** – with the bulk of the rapid surge (to the tune of 55%) in the value of total merchandise exports to China from Queensland over the year to 2016-17 driven by coal and LNG¹
- Safe, clean and 'green' **agribusiness** and food products – with the total value of food and live animals to China worth more than \$725 million in 2016-17, well over 10 times higher than the value 10 years earlier²
- A unique **tourism** offering – China is now Queensland's largest international visitor market (with almost 500,000 visitors for the year ending September 2017). Chinese tourists have driven the rapid surge in international visitor arrivals to Queensland (with double digit growth on average per annum recorded over the last decade)³
- World class universities and **education** system – China is also the number one source market for international students, with a rapid 20% increase in the number of enrolments throughout 2016-17⁴
- A **diversified services** economy with China demanding a wide range of emerging export opportunities ranging from health and aged care services through to professional services.

President Jiang Zemin noted during his visit to Australia in 1999 an old Chinese saying: **when you go to the well to draw water, remember who dug the well.**

Queensland and China trade

The complementarity of Queensland and China's economies creates many opportunities for bilateral trade. Queensland has the commodities and services China needs to achieve its vision. In return, China is able to supply Queensland a range of manufactured goods.⁵

Figure 1: The Numbers Speak





Merchandise trade

China has been our largest merchandise trading partner since 2012-13 (Japan was the largest in 2011-12).⁶

China dominates both merchandise import and export trade for Queensland. Queensland is fortunate to record a trade surplus with China, with an estimated \$17.3 billion worth of exports and \$7.9 billion worth of imports in 2016-17.

Chart 1.1 demonstrates growth in the nominal value of commodities exported to China from Queensland over the next decade.

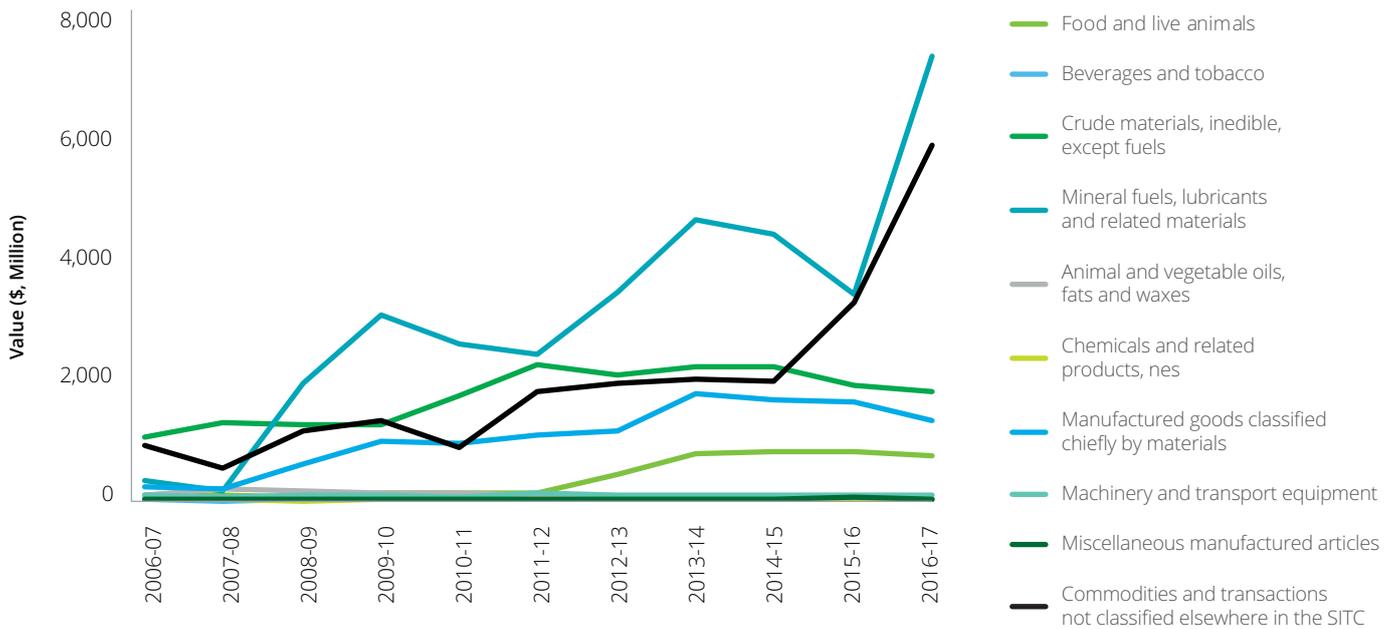
The key commodities exported to China from Queensland included:

- coking coal
- LNG
- base metals
- agricultural and food products, including meat.

Service trade

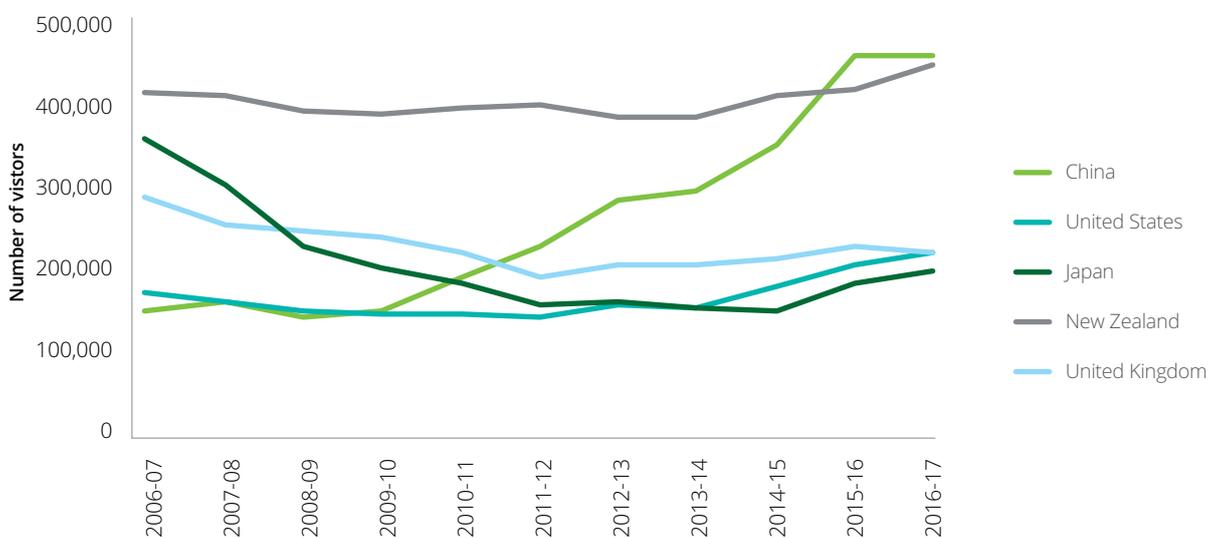
Queensland also exports a range of services to China. Key services exported include tourism (Queensland's largest source market) and international education.

Chart 1.1. International merchandise exports from Queensland to China, by commodity (SITC 2 digit), 2006-07 to 2016-17



Source: Queensland Government Statistician's Office based on ABS 5368.0, International trade in goods and services

Chart 1.2. Visitors to Queensland by country (top 5 countries), 2006-07 to 2016-17



Source: Tourism Research Australia (2018), International Visitor Survey, <https://www.tra.gov.au/>



Belt and Road Initiative: a glimpse of China's vision

The ancient Silk Road dates back more than 2000 years. During the Han Dynasty, the Silk Road forged trade links between China and Europe and the Mediterranean.

Even though trade diminished in the 1200s, Marco Polo journeyed to China on it and the route was still in use in the 19th century.

The 'One Belt One Road' vision, now referred to as the 'Belt and Road Initiative' (BRI), is a grand vision to recreate the next step in China's global future. The vision is a recreation of 'One Belt' – the modernisation of the ancient Silk Road, particularly via transcontinental rail linkages – and 'One Road' – the maritime route within South East Asia, South Asia, into Eastern Africa and then into the Mediterranean.

It is a vision of expansion of global economic, technological, and, inevitably, geo-political influence, with China at the epicentre of a holistic virtuous cycle of growth, investment, trade, prosperity, and influence.



Opportunities for Queensland

There are five key areas of opportunity for Queensland to create stronger links with China. For each sector, we note the current and past levels of activity, identify drivers for demand, discuss Queensland's position in the market globally, and draw on the outlook for Queensland. Emerging opportunities in the diversified services economy of both merchandised trade and services, are also presented.

Zooming into key industry opportunity

#1 Energy and resources



#2 Agribusiness



#3 Tourism



#4 International education



#5 Diversified services



#1 Energy and resources



Coal is Queensland's biggest export to China (around 43% of the total value of exports in 2016-17 in energy and resources).

Chart 1.3. Queensland exports to China, coal and all other commodities, 2016-17 (%)



Source: Deloitte Access Economics, Queensland Government Statistician's Office, International merchandise exports from Queensland Australia to China, by commodity (SITC 2 digit), 2016-17p, category 32 - coal, coke and briquettes



Did you know

The surge in energy export value was substantially driven by LNG sales to China, as a number of key Queensland LNG projects came into production post the 2015-16 construction phase.

These exports are supported by the LNG investments from two of China's largest oil companies (China National Offshore Oil Corporation and Sinopec) into Queensland's LNG assets. China owns more than 17% of Queensland's total gas output through its participation in the Australia Pacific LNG and Queensland Curtis LNG projects.

History

China's rapid economic growth over the past decade created an extraordinary demand for energy and resources. The period post 2008 was the most notable due to the Chinese Government injecting a one-off RMB¥4 trillion (\$730 billion) stimulus package into the economy in an effort to negate the effects of the global financial crisis. As this investment fed into a round of rapid infrastructure building, demand for coal for the purpose of steel production grew.

Queensland competitors

In comparison to other competitive suppliers of coal to China, including Indonesia, South Africa and North America, Queensland's abundance of coking coal at an internationally competitive price, our close proximity to China, and our thermal coal, regarded to be of a higher quality (thermally efficient), have given us the edge.

Outlook

Chinese demand was a key driver of the resources growth, which delivered a significant boost to Queensland's income over the last decade. We expect this growth to continue over the medium term, with all the economic signs pointing to minerals remaining an important pillar of Queensland's economy.

However, as the drivers of China's growth transition from urbanisation and basic manufactured goods, to domestic consumption, and more sophisticated goods and services, its demand for energy and resources is likely to temper compared with historical levels.

It is therefore important that Queensland pursue a strategy of diversifying its economy, and capitalises on a broad range of opportunities to grow other parts of the economy in order to fully capitalise on China's growth.

Other energy and resources opportunities

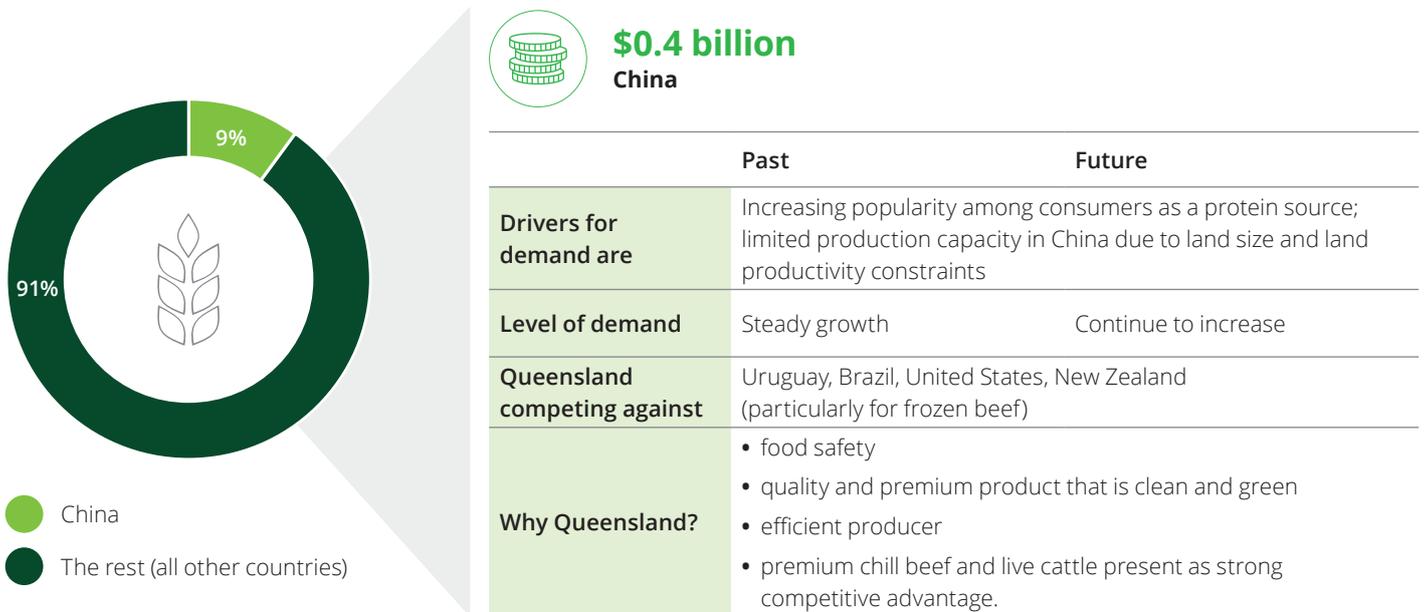
- LNG sales Australia-wide are around \$25.5 billion
- China's push towards a cleaner energy agenda and its high domestic gas price has largely driven the surge in demand. China expects to satisfy 10% of its energy needs with gas in 2020
- To this end there is increasing interest from Chinese companies to expand their investments in Queensland gas assets.

#2 Agribusiness



Beef is Queensland’s number one agricultural export to China with meat products (dominated by beef) accounting for around \$425 million worth of Queensland exports to China in 2016-17. However overall China is only Australia’s fourth largest beef export market (after Japan, Korea and the United States) in 2016-17⁷. Historically Australia has been one of China’s leading suppliers.⁸

Chart 1.4. Queensland exports to China, meat and meat preparations (primarily beef), 2016-17 (%)



Source: Deloitte Access Economics, Queensland Government Statistician's Office, International merchandise exports from Queensland Australia to China, by commodity (SITC 2 digit), 2016-17p, category 01 – meat and meat preparations



Did you know

China's annual per-capita consumption of beef is 3.9kg, compared with 23kg for Australia.

History

China's beef consumption has risen more than 10% over the past five years. Frozen beef is Queensland's main export beef variety to China. However, with the burgeoning Chinese middle class and an increasing appetite for beef products, we expect chilled beef and its downstream premium meat and retail-ready products, to grow.

Queensland competitors

The constraints around China's domestic supply is what has driven China's demand for beef imports from Australia, Uruguay, Brazil and recently, New Zealand. Our edge is that our beef is renowned for its taste, its quality and variety, and its safety. It sells as a premium product in China. Despite this, there is increasing competition from other suppliers. This is especially so in the high-volume, low-price frozen beef segment, with increasing competition from Uruguay and Brazil. The recent lifting of the 14-year Chinese ban on US export beef in July 2017 is expected to inject even more competition into the frozen beef market.

Outlook

China is likely to remain a strategically important market for Queensland's beef industry. Competition is intensifying in the bulk frozen segment of the market, but there is limited competition in the chilled beef market due to Australia's unique proximity to China. As mentioned there is also scope to expand the presence of retail-ready premium products and chilled premium meats.

The recent shipment of live export cattle to China from Central Queensland producers through the Port of Townsville also signals an exciting additional channel in the China market for Queensland beef cattle farmers.¹⁰

Other energy and resources opportunities⁹

Looking at agricultural exports more broadly, China's rising income groups are demanding a wide range of agricultural goods on top of meat products, including, but not limited to fruit and vegetables, seafood and dairy. Other significant agricultural exports to China from Queensland include cereals (\$136m in 2016-17), and fruit and vegetables (\$66m). Tropical fruits, like mangoes, are also a key export opportunity, with Queensland uniquely placed to supply China during the December to March production window.

#3 Tourism

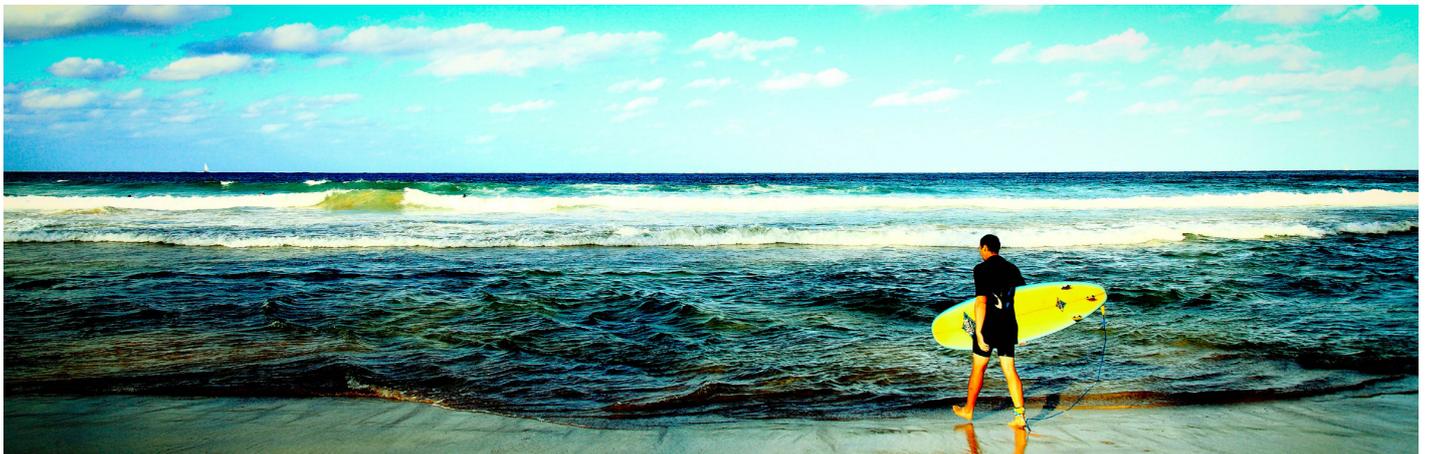


China is the largest and fastest-growing international visitor market in terms of visitor numbers, for Brisbane, Cairns and the Gold Coast. In the year 2016-17 ending September, Queensland welcomed a record 471,000 Chinese visitors, who spent a total of \$1.1bn.¹¹

Chart 1.5. Queensland exports to China, tourism, visitor numbers to Queensland (%), 2016-17, year ending September



Source: Deloitte Access Economics, Tourism and Events Queensland (2018), International tourism snapshot, year ending September 2017



History

China's outbound tourism force is formidable. From 2011-12 to 2016-17, the number of Chinese visitors to Queensland increased by around 15% p.a., compared with around 6% for other international visitors as a whole.¹²

Chinese tourists are among the biggest overseas spenders, spending an average \$2,210 per visitor in Queensland (2016-17 year ending September), some 10% more than the average international visitor spend in Queensland over the same period.¹³ Despite this, Queensland's realised average spend is notably lower compared to Victoria and New South Wales. It is important for Queensland, including regional tourism destinations within the state, to capture a growing share of this lucrative market.

Queensland competitors

Queensland's attractiveness as a tourist destination should come as no surprise. The state is blessed with pristine beaches, blue seas, and the World Heritage icon - the Great Barrier Reef. These are all natural wonders of interest for Chinese visitors.

The recent increase in additional direct flights from China to Queensland has boosted the convenience and further strengthened Queensland's competitive advantage to attract Chinese visitors between China's major cities and Queensland's major business and tourism regions. The new routes include Brisbane/Beijing, Brisbane/Shanghai and Cairns/Shenzhen. This is the Queensland Government's most recent initiative to attract more visitors through the likes of the 'Connecting Asia' strategy and the 'Attracting Aviation Investment Fund'.

However, Australia still attracts only 1.5% of the total 122 million (as of 2016) Chinese tourists travelling abroad. Nevertheless, as Chinese visitors further develop their interests for nature and the country's base of middle-class consumers further expand, there is an exciting scope for growth in Queensland.

Outlook

Outbound tourism from China is a key growth opportunity for Queensland. The continued conservation and promotion of Queensland's natural assets, which are drawcards for Queensland's Chinese visitors, remain important. Growth will also be facilitated by a newly available (2017) 10-year, frequent-traveller visa.

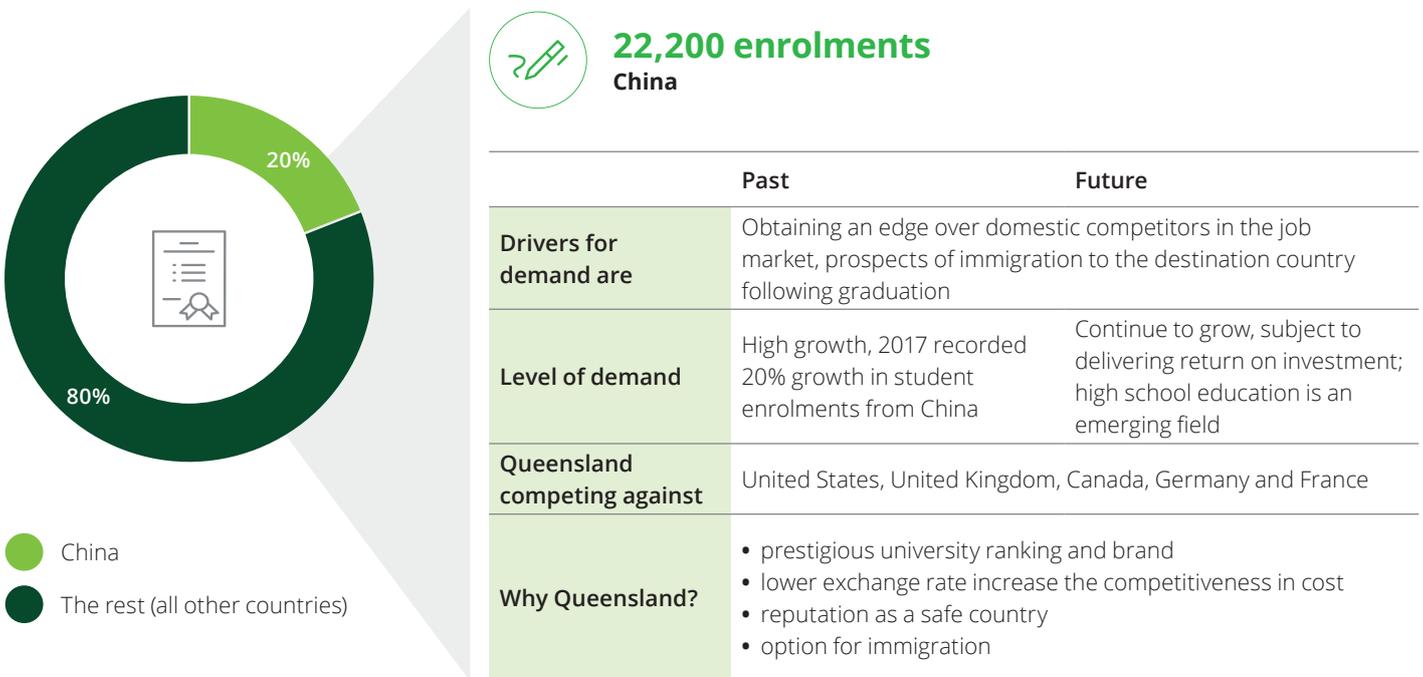
The completion of the Queen's Wharf Integrated Resort Development in 2024 is also expected to provide an added attraction to the Queensland market, filling the gaps for high-end retail and entertainment offerings. This has the potential to increase Queensland's share of the lucrative Chinese market.

#4 International education



International education and training contributed approximately \$3.3bn in export revenue to Queensland's economy in 2016. China was the number one source market for international students representing more than 22,000 enrolments.¹⁴

Chart 1.6. Queensland exports to China, international education, past and future, 2016 (%)



Source: Deloitte Access Economics (2017), International education & training snapshot, Queensland 2016



History

In the year to November 2017 there was unprecedented growth of Chinese students studying in Queensland, with more than 26,500 enrolments, up approximately 20% from the previous year.⁴

Most students pursued a degree in higher education (56%), followed by English Language Intensive Courses for Overseas Students (ELICOS) (24%), non-award courses (7%), vocational education and training (VET) courses (6%) and school education (7%). Chinese students tend to gravitate more towards higher education compared with the average of students across all source markets (Queensland's average of higher education enrolment is 40% and its average VET enrolment is 27%).¹⁵

Queensland competitors

The Chinese Ministry of Education reported that over 523,700 Chinese students pursued overseas education in 2015, with the most popular destinations the US and UK, followed by Australia.¹⁶

Quality of education, safety, costs and scholarships, are among the key factors usually considered in selecting destination countries. Australia scores strongly in all domains.¹⁷ Also Australia has the added advantages of its geo-proximity, a flexible immigration pathway through a comprehensive skilled occupation program, and a temperate climate.

Outlook

With a growing middle class, and the relaxation of the one-child policy, Chinese families' demand for education is expected to remain strong. There has always been strong values placed on learning and education in Chinese culture, and this tradition dates back as early as the Tang Dynasty (618 CE). Queensland has continued opportunities to build a growing proportion of the demand for overseas education.

Chinese international students are increasingly going overseas for study at younger ages.¹⁸ A recent survey of Chinese high net-worth individuals found 10% of those surveyed wished to send their children to secondary schools in Australia.¹⁹ This indicates that primary and secondary school education opportunities represents another consideration for future growth.

#5 Diversified services



On top of the core export areas, there is a wide range of emerging sectoral export opportunities across both goods and services trade with China including (but not limited to)

- Urban design, sustainable development and built environment
- Science and R&D collaboration
- Renewable and clean energy technologies
- Innovation including incubator technologies and start-ups
- Financial, professional and technical services
- Educational services and VET
- Advanced manufacturing.

China's rapidly rising middle class and proximity to Queensland offer significant opportunities for Queensland companies across established and emerging services areas. As China's economy continues to diversify and becomes more sophisticated, service exports will increasingly become more important. The China-Australia Free Trade Agreement (ChAFTA), which came into force in December 2015, provides major preferential market access for the goods and services of Australian companies to one of the world's fastest growing services markets.



The strength of Chinese investment in Queensland

After the US, Australia is the second largest destination for Chinese overseas direct investment.

Compared with the US, UK and Japan, China is a relatively new player in global investment. Significant and consistent overseas investment was not apparent until the late 1990s and early 2000s. An important 'driver' for the change was the rollout of the 'Going Global' strategy by the Chinese government, that from 1999 onwards encouraged domestic firms to invest more abroad and access new markets. Investments initially concentrated in developing countries and regions, particularly Africa and Middle Asia, with a focus on securing natural resources. Lately, investment activity has expanded to developed countries such as US, Australia and Singapore.

The Economist Intelligent Unit compiles a China Going Global Investment Index.²⁰ The index ranks 59 major economies in terms of their attractiveness to Chinese firms. It draws on 57 indicators spread across both opportunity and risk pillars. Australia has consistently ranked between 3rd and 5th place since 2013, behind the US and Singapore. Australia's strong reputation as a stable, efficient and productive destination for overseas direct investment stands out against other competing destinations.

The greatest Chinese investment in Queensland has been in the mining, energy and commercial real estate sectors. Deals have also formed in transport, agribusiness and manufacturing, albeit at much smaller volumes.

In 2016 around \$500 million was invested in Queensland by Chinese companies. Recent large discrete deals include the China National Offshore Oil Corporation's \$1.9 billion investment in BG Group's Curtis LNG project in 2012. According to statistics from the Chinese Consulate Brisbane,²¹ more than 50 Chinese companies invested a cumulative \$20+bn in Queensland over the past decade, up from 10 companies investing a total of \$400m in 2006.²²

Outlook

Looking ahead, investment sentiment from China into Queensland will remain strong. Compared with western developed countries, which have invested globally for more than 200 years, China's overall overseas investment stock is still relatively low. It still only accounts for 2.4% of the world's total overseas investment stock. There are clear signs of support from the Chinese government to continue overseas investment, including its state-owned enterprises (SOE). The investments that have been categorised as 'encouraged' by the State Council's new Guideline on Regulation of Outbound Investment in September 2017 include infrastructure projects that benefit the construction of the mega Belt and Road project, high-tech, advanced manufacturing, energy and resources, and agriculture. In contrast, investments in real estate, hotels, cinemas, entertainment and sport clubs were flagged as 'restricted'. They will get increased scrutiny from the Chinese government. An agile and flexible response from the Queensland market to similar policy changes from China would ensure Queensland could benefit from the new opportunities brought about by any changes.

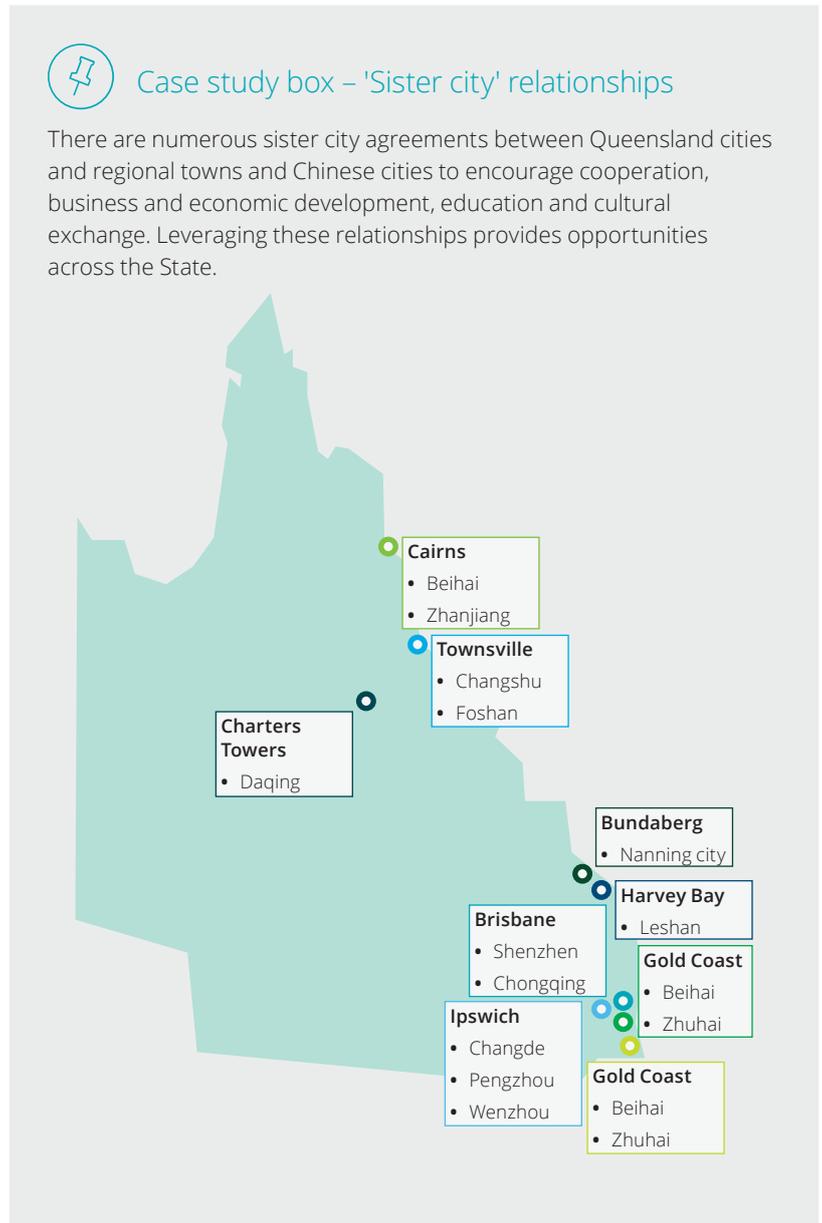
Beyond the trade and investment relationship

The depth of the Queensland-China relationship extends far beyond trade and investment. The large number of high-level visits, delegations and forums and numerous 'Sister City' relationships underscores the commitment of both Queensland and China in each other's long-term prosperity.



Case study box – 'Sister city' relationships

There are numerous sister city agreements between Queensland cities and regional towns and Chinese cities to encourage cooperation, business and economic development, education and cultural exchange. Leveraging these relationships provides opportunities across the State.



Source: Based on Trade and Investment Queensland,
See: <https://www.tiq.qld.gov.au/iet-strategy/wp-content/uploads/2017/11/china-oppo-brief.pdf>

Other opportunities and linkages with Queensland and China

Cooperation and collaboration in research and development

As with most of the other forward-looking nations and regions in the world, both Queensland and China have anchored their next wave of economic growth along an innovation-driven trajectory.

Queensland and China are important partners in science and research collaboration. Overall, China rates third for Australia (after US and UK) in terms of joint publications, while Australia rates sixth for China. Natural sciences and engineering, mathematical sciences, technology, chemical sciences, physical and earth sciences are the greatest areas for Australia-China joint publications.

China's determination for innovation-driven growth is evident in a number of recent critical government planning announcements. Under the 13th Five-Year Plan (2016-2020), China wants to further advance its global ranking in innovation competence. The Plan also stressed research as an area that will contribute to China's industrial upgrading and new economy, including modern agriculture, clean and efficient energy, and mobile telecommunication. China recently declared its intention to pursue a 'first-mover advantage' to become, 'The world's primary Artificial Intelligence innovation centre' by 2030 by developing a \$150 billion Artificial Intelligence industry.²¹ President Xi Jinping solidified these ambitions in his address to the 19th Party Congress, stating that the Communist Party aims to develop China into a 'basically' modernised, innovation-driven country by 2035 and become a modern 'strong power' by 2050.

Queensland has also set out its priority industries for future knowledge-based growth in advanced manufacturing, aerospace, biofutures, biomedical, defence and mining equipment, technology and services (METS). There is strong scope for collaboration between Queensland and China in both research and commercialisation in these areas.

Community and cultural link

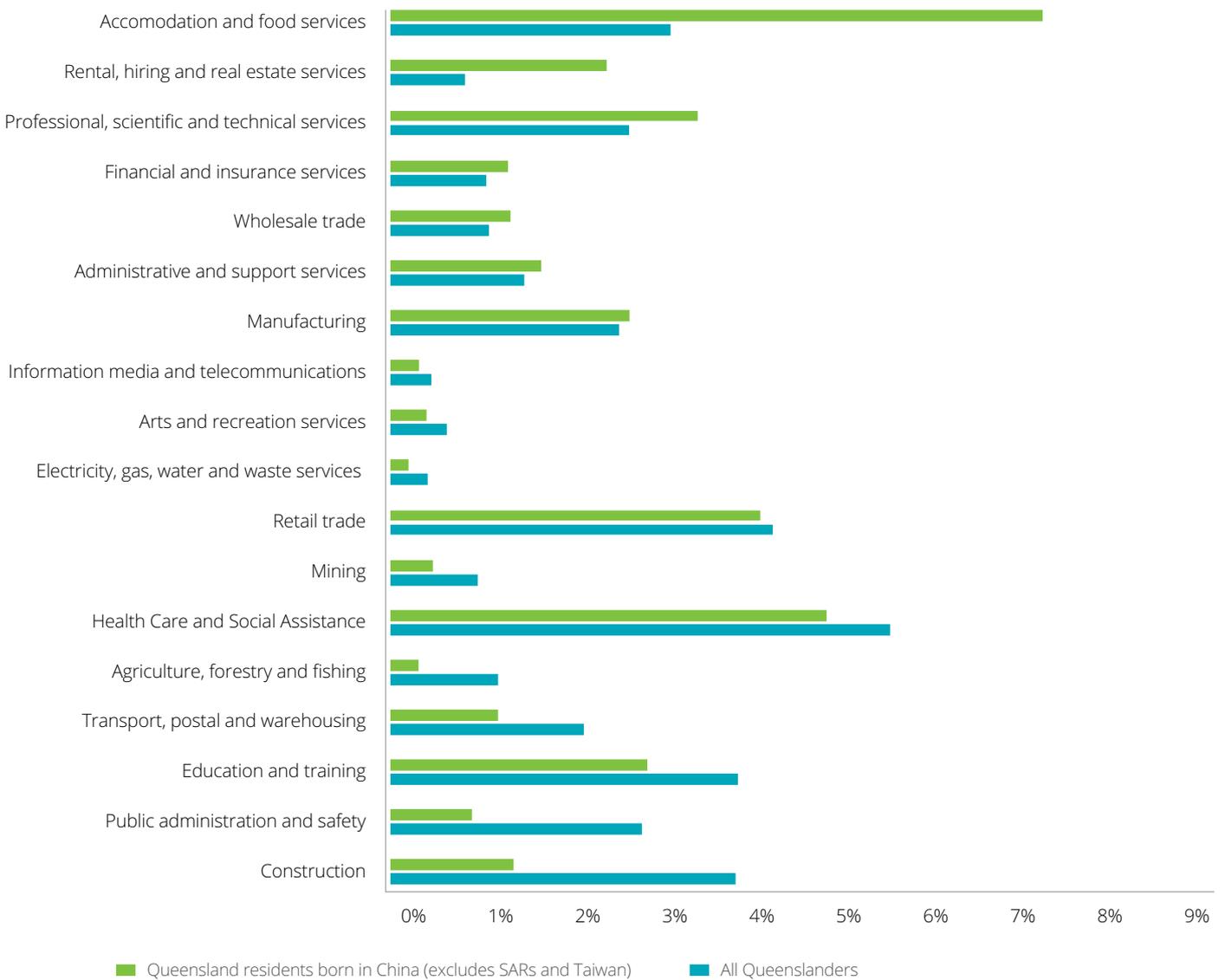
Queensland has close to 50,000 residents from China as of 2016 (or 1% of the Queensland population) – the fourth most common country of birth behind New Zealand, England and India. Chinese residents in Queensland makes up approximately 10% of the total Chinese population (excluding Special Administrative Regions and Taiwan) in Australia. Mandarin is reported to be the most common language spoken in Queensland homes (almost 70,000 persons or 1.5% of the Queensland population) other than English according to the 2016 ABS Census.

These residents participate in work or engage in business and become an important part of Queensland's multi-cultural community. Statistics (Chart 1.7) show that residents born in China tend to engage more in private sector employment than the Queensland average. Chinese residents have a higher share of employment in sectors such as accommodation and food services, real estate and professional, scientific and technical services.

There is a strong sense of entrepreneurship among the Chinese communities, with 10.6% of residents born in China reporting to be an owner of a business, compared with 7.2% for Queensland on average.

The Chinese communities add to the breadth and depth of the economic, cultural and social relationship between Queensland and China and unique links are fostered across multiple fronts encompassing business, academia, arts, sports and entertainment.

Chart 1.7. Industry of employment, Queensland residents born in China (excludes Special Administrative Regions, Taiwan) versus total Queensland residents, 2016



Source: Australian Bureau of Statistics, 2016 Census

Concluding remarks

There are significant economic and social benefits to flow from a stronger engagement and cooperation between Queensland and China. Queensland's strong business environment with its good governance, its reputation as a safe, friendly and culturally accepting community, and its world class natural environment, are all important factors that attract Chinese community and businesses to trade, invest and settle.

China is our largest trading partner and it is fast approaching being the world's largest economy. The 'New Era' – or five-year policy agenda – has been set out by China's 19th Party Congress to focus on 'Innovation, High- Technology and SOE Reform'. These areas also line up with economic development objectives in Queensland with a strong and renewed focus here on innovation and technology (e.g. Advance Queensland) as well as the general recognition nationally for the need to boost productivity growth as the next wave of potential economic reforms poised to play a key role.

Practical tips on building meaningful relationships with China

The extraordinary growth of the China-Queensland trade and investment account has been achieved on the solid foundation of strong relationships between the numerous Chinese and Queensland businesses. To keep the trade and investment momentum moving, it is essential to maintain, deepen, and broaden these relationships on a business-to-business level. Here are 5 tips on building successful business relationships with China.

1 Connecting with local suppliers

Visiting China is an invaluable part of the process of market entry. Trade events, exhibitions, shows and missions organised by Australian and state government agencies such as Austrade and Trade and Investment Queensland often provide reliable sources of information and contacts. An upcoming trade show is the China International Import Expo (CIIE), the first trade show of its kind, hosted in Shanghai, from November 5 to 10 in 2018. Countries and regions will be invited to showcase their strengths in the areas of high-end intelligent equipment, consumer electronics and appliances, automobile, apparel, accessories and consumer goods, food and agricultural products, medical equipment and medical care products, tourism, emerging technologies, culture and education, creative design, and service outsourcing.

2 Stay on top of the Chinese government's economic development plans and initiatives

Economic development in China exhibits strong features of government planning. Once a goal is set, there is usually strong motivation and effort from all levels of government to ensure the realisation of the goal. This unique characteristic of the Chinese economy provides a level of certainty for Queensland businesses in understanding the desired direction of economic development in China. The recently announced plans and initiatives include the vision communicated at the 19th Party Congress in October 2017 (2018-2022) and the 13th Five-Year Plan (2016-2020).

3 Understand unique Chinese values and business etiquette

There are many shared values and common business etiquette between Chinese and Australian businesses. This includes the expectation of respect, integrity, compassion and the importance of relationship. But there are also values that are more uniquely appreciated by Chinese businesses compared to their Australian counterparts; this ranges from the emphasis of hierarchy to preference to avoid conflict. In addition, it can also be expected that the operations of State Owned Enterprises are usually subjected to multiple layers of reporting and decision making as a result of the overlaying of party objectives over commercial objectives. Appreciation of these differences could help minimise frustration and misunderstanding as well strengthen the effectiveness of business negotiations.

4 Explore new ways of doing business such as through online marketplaces and social media

Online retail is one market area China is leading the way in globally. It is estimated that the online retail sector in China is worth \$762 billion. This online presence has opened up low-entry channels for individual entrepreneurs to engage in export activities to China or for existing brands to expand to Chinese markets through e-commerce presence. An often quoted success story is Jessica's Suitcase, which exports high-quality Australian product to Chinese consumers through social media presence (Wechat) as well as online marketplace (TMall). Since launching Jessica's Suitcase on Tmall Global in 2015, it has grown to over 75,000 regular shoppers with 150 Australian organic infant products. Presence at China's leading online marketplaces such as Taobao, Tmall and JD.com could bring unexpected opportunities.

5 The easiest way to make friend is to be a friend

There are surprisingly more similarities than differences between the Australian and Chinese way of life and way of business. Being a little bit more curious about the differences and more open and passionate about introducing Australian's unique culture and way of life is a sure way to start cultivating a trusting and meaningful business relationship.



What's over the horizon? Recognising opportunity in uncertainty

In the sixth edition of our Building the Lucky Country series, we ask ourselves what's over the horizon? This includes taking a close look at three plausible futures for Australia with two of these scenarios either directly or indirectly involving China given the key role China plays in our economy.

Scenario 1: China tips Australia into recession – hitting our housing

If China's economy stumbles

Then	That would be bad news for Australia
But	Not all industries would be equally affected
Some winners	Tourism, Australian farmers, food and grocery retail
Back of the pack	Construction, mining, real estate, finance
Across the states	The resource rich states including Queensland have most direct exposure

Scenario 2: Australia surf's Asia's third wave

If Asia and Australia outperform over the next two decades

Then	This is great news for most businesses in Australia
But	Even if Asia does fly higher, Australia would need to as well by adopting politically difficult reforms
Some winners	Banking and wealth management, mining, agribusiness, air travel, gas, retail
Back of the pack	Manufacturing
Across the states (focus on Queensland)	Queensland outperforms WA. All states benefit

Source: <https://www2.deloitte.com/au/en/pages/building-lucky-country/articles/whats-over-horizon.html>

Endnotes

¹ Queensland Government Statistician's Office based on ABS 5368.0, International trade in goods and services

² Queensland Government Statistician's Office, International merchandise exports from Queensland Australia to China, by commodity (SITC 2 digit), 2016-17p, food and live animals SITC category

³ Tourism and Events Queensland (2018), International tourism snapshot, year ending September 2017

⁴ Department of Education and Training, International Student Data 2017, <https://internationaleducation.gov.au/research/International-Student-Data/Pages/InternationalStudentData2017.aspx>

⁵ The key commodities imported were manufacturing related including miscellaneous manufactures, electrical machinery (e.g. telecommunications), clothing and apparel, metals and general industrial machinery

⁶ Queensland Government Statistician's Office, Queensland Government trade report: China, 2016-17p, <http://www.qgso.qld.gov.au/products/reports/qld-government-trade-reports/china.pdf>

⁷ Queensland Government Statistician's Office, International merchandise exports from Queensland Australia to China, by commodity (SITC 2 digit), 2016-17p, category 01 – meat and meat preparations

⁸ <http://www.aginnovators.org.au/initiatives/business/information-papers/demand-trends-beef-china>

⁹ Queensland Government Statistician's Office, International merchandise exports from Queensland Australia to China, by commodity (SITC 2 digit), 2016-17p, category 04 – cereals and cereal preparations, category 05 – vegetables and fruit

¹⁰ <http://www.abc.net.au/news/rural/2018-01-17/history-made-as-northern-cattle-shipped-to-china/9333900>

¹¹ Tourism Research Australia (2018), International Visitor Survey, <https://www.tra.gov.au/>

¹² Tourism Research Australia (2018), International Visitor Survey, <https://www.tra.gov.au/>

¹³ Tourism and Events Queensland (2018), International tourism snapshot, year ending September 2017

¹⁴ Deloitte Access Economics, International Education & training snapshot: Queensland 2016 (2016)

¹⁵ Ibid.

¹⁶ Department of Education and Training (2016), Research Snapshot, China-Outbound and inbound international students

¹⁷ Xuemei Liu, Frank Elston, and Peng Zhou (2014), Comparing Research on Chinese Students Study Abroad Decision making: China-based versus Overseas-based Perspectives, World Review of Business Research Vol. 4. No. 3. Issue. Pp. 124 – 135

¹⁸ Migration Policy Institute (2016), Emigration trends and policies in China – movement of the wealthy and highly skilled

¹⁹ Hurun Research Institute (2014), Hurun Report – 2014 The Chinese Luxury Traveller

²⁰ http://pages.eiu.com/rs/753-RIQ-438/images/ODI_in_China_2017_English.pdf?mkt_ok=eyJjoiTldGaVpUa3pPRFkxTkdReCIsInQiOiJoMDhEcm9wajUrcjkxaWhlOEJvbFNyWHpuYzdCNW9mazRWMStzRkdTRnk0Mm55V3A2dEZmZVNPblhadnVVKzBBR2VWdHYyWkZuTjNUXC9mcEpRZ0g1K2JTB1JWZkV FUHZRNWw3bDZ3dUN5UXpJUFF5ZlIStlcxYTF0OEYxU3hYN1AifQ%3D%3D

²¹ <http://australia.people.com.cn/n1/2016/0324/c364496-28224576.html>

²² <http://news.hexun.com/2016-04-13/183304718.html>

²³ http://english.gov.cn/policies/latest_releases/2017/07/20/content_281475742458322.htm

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