



Expanding Your Horizons With Our Australian Trade Lane Guide

AUS Trade Lane Guide

Understanding The Australian Trade Lane

As the land ‘Downunder’, Australia can often feel like a very different market to the UK. However, with a new free trade agreement in place, Australia could instead be the land of opportunity that you have been looking for.

With the 13th largest economy in the world (IMF, 2022), Australia is a sophisticated, wealthy and tech-savvy market. For those looking for a new test market, or an attractive new market for trade, Australia should be considered a strong candidate.

Australia and the UK

Currently, 13,400 small and medium-sized businesses already export goods directly to Australia. Recent figures (June 2022) suggest the introduction of the UK-Australia free trade deal will increase UK GDP by £2.3bn per year by 2035. It's also expected to raise real wages by £900m compared with 2019 levels. This is an impressive prospect and clearly shows the immense growth potential.

Home to over 25 million people, including one million Britons (Australian Government, 2018), Australia is an ideal place to test and develop new products or services. This is also supported by critical data that shows Australia is not only the UK's 10th largest export market outside Europe, but trade between the two nations totalled more than £14bn in 2021 (ONS, 2022).

Capitalise On The Trade Opportunities

Australia has substantial opportunities for trading both to the private sector and to the government. Trade reports indicate that as Australia and the UK produce a different mix of goods and services, deepening trade ties would be mutually beneficial to both economies.

This is emphasised when you consider the cultural similarities between the nations. You can expect goods that appeal to the British market are likely to be enjoyed by the Australian one and vice versa.



Food and Beverages Industry

Food and drink exports to the market currently stand at just more than £500m per annum (Trading Economics, 2022), however there is scope to grow this significantly. This is an excellent opportunity for businesses looking to explore Australia's interest in high-value or niche products due to the large, affluent and diverse population.

Fashion and Clothing Sectors

The North West of England has enjoyed a growth in clothing exports in recent years. This will only continue with a reduction in trading barriers.

Automotive Industry

The benefits of a free trade agreement for the automotive industry could be immense. Cars are currently the UK's 2nd highest export to Australia.

Pharmaceutical Sectors

With a free trade agreement in place, pharmaceutical and healthcare product industries would significantly benefit from the reduction in trading barriers. For MedTech and BioPharma businesses, this would offer a chance to broaden their horizons and deliver healthcare more effectively on a global scale.

Construction and Infrastructure Industry

By 2029, the Australian government is expected to have invested 100 billion Australian dollars in transport infrastructure, through its rolling infrastructure plan. This includes but is not limited to the building of new airports, major rail projects and desire for affordable housing developments.

As such, there is a high demand for international expertise across the construction, technology and urban development sectors; opening up a variety of new opportunities to UK organisations.

E-commerce Sectors

Australia's e-commerce sector has shown immense growth in recent years, with Australian consumers with no shortage of appetite for new products. Findings show that the UK is the main port of call for Australian consumers on the hunt for products they can't buy locally. With this in mind, this could present an incredible opportunity for online UK businesses looking to outreach product on more of an international scale.

Australia holds in esteem a highly sophisticated system of monitoring and governing its imports and exports. Organisations wishing to complete business trade need to abide by a series of requirements that, while not difficult, are crucial to ensuring smooth business practices within the country. For this reason, it is vital to engage experts when looking to export to Australia.

As experts, WTA UK can help you navigate this complex process. Before exporting your goods to Australia, we will assist you in taking the necessary steps to ensure a smooth-sailing operation. WTA will work with you to ensure your product meets all legal requirements in Australia and that you have met all of the required labelling, customs and licensing standards.

Experts In Creating Australian Trade Lane Efficiencies

Australia is known for having some relatively strict laws and regulations regarding international trade. Goods that are valued more than AUD\$1,000 must be cleared through customs and may be subject to quarantine. For those looking to engage in trade with Australia, it is vital that you have a strong understanding of regulations, and play by the rules.

For this reason, it is important to engage seasoned professionals like WTA UK, to ensure that your goods make a seamless journey and are compliant with Australian trade requirements. We work to identify any cost-saving opportunities and liaise with all necessary parties on your behalf to find the fastest path to clearing your goods. By putting your customs and logistics needs in our expert hands, you can rest easy in the knowledge that our experts handle your goods.

Providing reliable and cost-effective FCL or LCL services, our specialised sea freight trade lane boasts a turnaround time of 47 to 52 days from London Gateway to Sydney. Currently, WTA UK ships FAK (Freight All Kinds) from the UK to Australia. We also have air freight services available and can develop a logistics plan to suit your requirements.

WTA is here to help.

Exporting from the UK to anywhere around the globe takes planning and precision. There are many complexities to be considered and WTA UK are ready to work with you to ensure the smooth sailing of your exports.

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