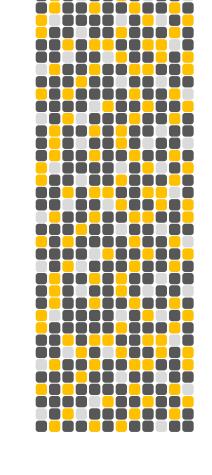


A state perspective on public administration in the 'Asian Century' Justin Hanney

Deputy Secretary
Intergovernmental Relations & Citizenship Group
Victorian Department of Premier & Cabinet





A state perspective on public administration in the Asian Century

Justin Hanney

Deputy Secretary – Intergovernmental Relations and Citizenship Group

10 December 2013



The economic imperative for Victoria to engage with Asia

- The Victorian economy is undergoing major structural change
- International markets offers a vital pathway to sustainable longterm economic growth
- Rise of the 'consuming class' across Asia will provide enormous potential for Victorian companies
- States play a vital role spanning:
 - supporting businesses to become export-ready and assisting with market entry
 - strengthening Asia-literacy and languages at the school level
 - working with potential foreign investors to navigate local regulatory environment and business practices

There are significant "post mining boom" opportunities emerging in Asia for Victorian businesses



Deloitte predict "exceptional growth in these five sectors (including gas) could add an additional \$25 billion to Australia's GDP in 2033"



Agribusiness



Victoria's largest export sector, \$7.6 b last year



International education



Victoria's largest service export, \$4.4 b last year



Tourism



+7.7% growth in 2013 to \$4.3 b



Wealth management



Victoria's financial services sector: 1000 financial service companies, 40 banks, 60 funds management firms and 25 major superannuation funds

Defining the role of the Victorian Government

- Strengthening the branding and marketing of Victoria
- Building, maintaining and leveraging strategic relationships
- Working effectively with potential exporters
- Working with potential foreign investors
- Ensuring that the Victorian Public Service and broader public sector develop the capacity and capability to deliver on these responsibilities.

What the Victorian Government is doing



- Developing and delivering Country and Market Strategies
- Expanding the Victorian Government Business Office
- Analysing Trade Agreements from Victoria's perspective
- Fostering relationships with diplomatic corps and DFAT

Delivering an expanded trade mission program



Focused on major markets including China, India, South East Asia and the Middle East



Developing an 'Asia capable' Victorian public service

The development of Asia-relevant capabilities is central to the State's human capital agenda and will allow the VPS to:

- better understand the influence of Asia on policy
- increase cross-cultural awareness in service delivery and regulatory agencies
- better support industry, businesses and the community in capitalising on opportunities
- improve the quality of policy development and advice provided

Developing an 'Asia capable' Victorian public service

Individual

- Protocol skills
- Secondments and exchanges
- Tailoring recruitment
- Learning and development activities
- Greater promotion of existing opportunities to develop Asia-capabilities, e.g. Asialink, ANZSOG, Hamer Scholarships, Aichi Officer Exchange

Systemic/institutional

- Assess direct and indirect engagement with Asia and Asia-capability across the VPS
- Consider the future role of the Victorian Public Sector Commission in supporting departments build Asia-capabilities
- Consider changes to existing VPS capability frameworks to encompass Asiacapabilities across a broad range of roles including business engagement, service delivery, policy and project officer roles





High level meeting with the Premier

During the Premier's trade mission to China. Senior company representatives were invited to Victoria to attend a major event

Potential investor identified in China

Using network of VGBOs; domestic relationships with consular corps and the Commonwealth

Office for State **Development**

Assistance to understand and navigate Victoria's legal and regulatory environment