A state perspective on public administration in the ‘Asian Century’

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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 long-term 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

65 trade missions
31 countries
2,641 Victorian companies
$3.7 billion in proj new exports
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, ANZSOYG, 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 Asia-capabilities across a broad range of roles including business engagement, service delivery, policy and project officer roles
Bringing all the pieces together

Potential investor identified in China
Using network of VGBOs; domestic relationships with consular corps and the Commonwealth

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

Office for State Development
Assistance to understand and navigate Victoria’s legal and regulatory environment