Africa

Australia Africa Universities Network
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University of Sydney

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Key dimensions

Six of the ten world’s fastest growing economies are in Africa.

By 2020, 130m households are projected to earn $5k or more, the level at which they start to spend approximately HALF of their income on items other than food.

45% of Africa’s growth came from consumer facing or partially consumer facing sectors between 2000 and 2008.


65 cities will have populations of more than 1 million people by 2016 compared to 52 in 2011.
The Australia – Africa relationship

Two-way merchandise trade has grown by 6% annually over the last decade, to A$9bn

Australian investment in Africa is some A$50bn (current and prospective) – largely focussed in the mining sector

We have a lot in common, facing common challenges as resource and commodity-based economies and extreme climates

Australian merchandise imports from Africa have increased three fold since 2007 (to A$5.9bn)

Over 300 Australian companies are involved in 1,000 projects across Africa

Australia is assisting Africa’s development via a capacity building development programs and as non permanent security council member
Austrade and the African market

Best prospects

Mozambique
- METS
- Education

Zambia
- Agribusiness

Kenya
- Oil & gas
- Telecoms

Tanzania
- METS

Ghana
- METS
- Education

Nigeria
- Oil & gas
- Education
Broadening the base of business

Three-pronged strategy

1) Extend & deepen Australian’s METS market leadership across Africa

2) Diversification of Australia’s trade portfolio “beyond mining”: agribusiness, energy and transport infrastructure

3) Position Australia as a credible partner providing higher and vocational education services
   - leverage the work of AusAID/Australia Awards
   - enter new markets, particularly West Africa
Australian education now an option for Africa

Vast potential source of future student growth

- Africa is young – median age of 20 and large 2bn by 2050
- Growing middle class
  In 2 years, 100m Africans will earn incomes greater than $3,000
- People-to-people links are vibrant and growing. 340,000 African-born people living in Australia
- 10,000 African students studying in Australia
- International providers seen as providing better prospects than local institutions

‘Beta testing’ underway

- Austrade increasing Education resources with appointment of two dedicated Education Managers in Johannesburg and Accra
- Differentiated offering based on comparative advantage in key areas of commonality e.g. resources, food & agri, fisheries, veterinary, environment, water, energy, vocational
- Local education agent training with DIAC to ensure effective student prequalification
- Expanding prospects for Australian education with promotion into new markets including: Ghana, Nigeria and Mozambique