



Australian Services Roundtable

What is ASR

Australian Services Roundtable (ASR) is the peak industry body for the services sector.

ASR is the only dedicated whole-of-services industry organisation and the voice of Australian services. ASR is part of the Global Services Coalition.

ASR's mission is to secure Australia's place in the global services economy.

Services employ 85% of Australians and contribute 78% of Industry Value-Add. Despite this compelling reality, services do not register sufficiently on Australia's public policy radar. There is no national research effort, nor any national services competitiveness strategy. Yet services industries' policy needs, especially as they globalise, are different from those of the traditional goods-producing industries. ASR is bringing new influence to bear to address these gaps in understanding and boost the profile of the services sector in Australian public life. This is vitally important for all aspects of Australia's economic, environmental, social and cultural future.

ASR priorities

- Develop for Australia a services productivity and competitiveness strategy
- Build and promote Australia as a global and regional centre for services excellence
- Ensure efficient services regulatory settings
- Boost services skills, innovation, and investment in smart infrastructure
- Create new international services trade and investment opportunities
- Lead a national research effort to achieve a better services statistical data base

ASR capabilities

- sought-after business intelligence, research output and policy formulation expertise
- influential representation and evidence-based policy advocacy to government
- high-Level domestic and international stakeholder networking and access
- intimate opportunities for policy discussion among industry thought-leaders and academia with decision-makers.
- opportunities for active participation in the Global Services Coalition.

ASR members are drawn from financial services (banking, insurance, securities, funds management), professional and technical services (eg accounting, legal, computing, construction, engineering, architecture, consultancy), education, R&D, environmental services, energy services, transport, retail and distribution, logistics, tourism, information technology and computer services, telecommunications, standards and conformance, health, audio-visual, media, entertainment, cultural and other business services.

For more information see <http://www.servicesaustralia.org.au> or ring or email the Executive Director Andrew McCredie at 02-62701330 or exec@servicesaustralia.org.au



Why large services companies should join ASR

- ASR's domestic and international advocacy and commercial diplomacy is effective, representative and good value-for-money.
- ASR's expertise and intelligence across the trade, innovation and skills agendas is unmatched and easy to access.
- ASR offers a unique opportunity for evidence-based advocacy jointly with other services firms, large and small, including across other services sectors. The whole-of-services approach adds to ASR's credibility and respect. ASR is an active member of the Global Services Coalition.
- ASR's work is fundamentally relevant to Australia's economic future. ASR needs the full support of Australia's business leaders to build the services sector's profile.

Why small and medium-sized services firms should join ASR

- ASR strengthens SME access to and policy advocacy voice with government.
- SMEs enjoy whole-of-services sector business networking opportunities.
- SMEs gain from ASR intelligence, policy insight and international linkages.

Why industry associations/professional bodies should join ASR

- ASR is a forum for formulation and initiation of activity on cross-sectoral priorities.
- ASR adds value with expert briefings and advice across key policy issues which not all industry associations can or need to follow themselves in detail.
- As the peak services body, ASR provides access to those smaller scale meetings with government that not all Services industry associations can attend.
- ASR represents members' views. Draft position papers are circulated to members for comment and approved by the Board.
- ASR advocacy has garnered support for key government initiatives such as:
- Australia's first Federal Minister for Services, Hon Craig Emerson, MP
- Higher profile for services in the trade agenda
- Efforts to build Australia as a Financial Services Centre
- Ministerial Statement on Services Innovation; Innovation Councils for the Built Environment and Information Technology industries

Why governmental agencies should join, sponsor or participate

- ASR seeks government involvement in researching best practice across all services activities, including government services.
- ASR welcomes government agencies as members of ASR. Many government agencies are major services innovators, investors and exporters.
- Government departments can take out newsletter subscriptions or partnerships and thereby benefit from insights in internal ASR newsletters and realise opportunities for networking and consultation with services industry stakeholders.
- Government members and partners can maximise policy and program outcomes by contributing to activities that encourage industry initiative and innovation.