



Australian Services Roundtable

DRAFT TERMS OF REFERENCE SERVICES ROADMAP –FEASIBILITY AND SCOPING STUDY

A short feasibility and scoping study (about three-months) for a Services Roadmap is proposed. The objective of the Roadmap is to build an information base on services commercialisation that will help realise the vision of Australia as a regional high value-added services centre.

The scoping and feasibility study will examine information needs to further commercialisation opportunities in:

- Knowledge-based tourism
- Education services
- Health and wellbeing services
- Financial services
- The Built Environment
- IT and Broadband applications
- Technical services
- Distribution services
- Transport and logistics services
- Resource and agricultural services
- Culture, entertainment and media

Australia has a good set of official statistics and the extent to which these can be used, including by data mining via consultancies will be considered in the feasibility study, as will the possibility of supplementing these with private sector data. It is also recognised that in most of these areas there are specialist groups working on commercialisation opportunities, eg the Built Environment Innovation Council and the Information Technology Innovation Council. The scoping and feasibility study will consult with such groups to identify information gaps that might systematically addressed through the Services Roadmap.

The information resources the scoping and feasibility study will consider for inclusion in the Services Roadmap will include:

- Domestic operations, including value-add, employment and labour force characteristics, innovation activities
- Measures of competitiveness, innovativeness and comparative advantage of Australian services sectors
- Case studies of leading Australian firms in the identified sectors
- Exports and growth potential of export markets
- Measures of the operations of foreign affiliates of Australian companies, and related factors relevant to the economic benefit of Australia