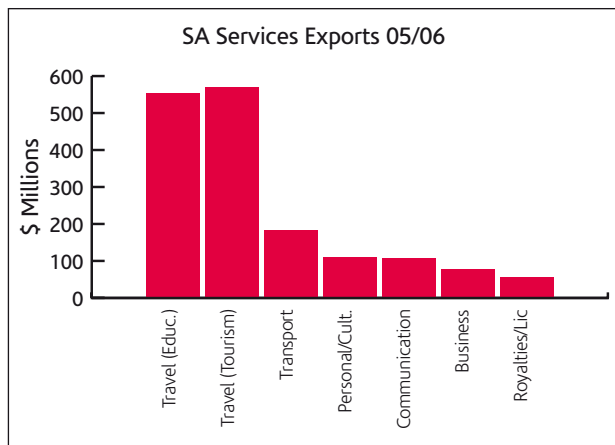


One source suggests that film, television, multi-media, games production and the arts alone contribute as much as \$100m to State exports!



Did you know the total figure of \$1.7 billion worth of services exports from South Australia for 2005-06 is likely to be an underestimate?

## The Members of the Steering Group for Services Exports

**John Wenzel**  
Chair – Steering Group  
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General Manager –  
Woodhead Pty Ltd

**Wendy Rush**  
Executive Officer  
Australian Institute of Export

**Jane Drake-Brockman**  
Executive Director  
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**Adrian de Brenni**  
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**Matt Raos**  
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Singapore Airlines

**Bill Vis**  
Founder and Chairman  
VIP Home Services

**Barry Grear**  
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World Federation of  
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creating  
opportunity



Government of South Australia  
Department of Trade and Economic  
Development

Exporting South Australian Services

www.southaustralia.biz



Australian Services  
Roundtable



South Australian business has been acutely aware of the importance of exports to our economy. But the perception has been that it is manufacturing that provides the bulk of export opportunities.

Of course manufacturing will always be significant, but South Australian businesses need to build on that success with exports from the services sector.

## A Steering Group for Services Exports

Supported by the Department of Trade and Economic Development and in conjunction with the Australian Services Roundtable (ASR), a new voice for the services sector in South Australia has been formed.

The Steering Group for Services Exports is working closely with the State and Federal Governments and the ASR to describe, scope and promote the export of services from South Australia.

## A definition of services

Services deliver help, utility or care, an experience, information or other intellectual content – and the greater part of the value of that activity is intangible rather than being embodied in a physical product.

So can we make South Australia's services more tangible?

The following statistics and case studies show that we certainly can.

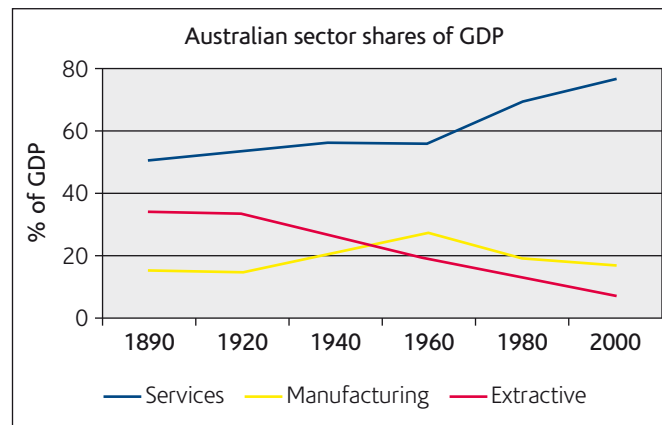
**Did you know the services sector accounts for more than three-quarters of the Australian economy?**

**Case Study:** With total revenues exceeding \$100 million, Adelaide-based **VIP Australia** is already exporting its franchise in lawn mowing and gardening, home, office and window-cleaning services to residential and commercial clients in New Zealand. Company founder Bill Vis plans to expand his services exports into China in the near future.

**Did you know Australia's top services export markets are US, Japan, UK, NZ, and China?**

**Case Study:** Optimatics has doubled its workforce over the last 12 months to more than 20 full-time and part-time employees. The company exports a unique service for the optimisation of operations, water quality and capital expenditure of water and waste distribution networks. Its clients are government water and irrigation authorities and water utility companies in UK, USA and New Zealand.

**Did you know services exports, at 23 percent of total exports, are worth more than rural exports and are almost on a par with manufacturing exports?**



**Case Study:** What has in vitro and in vivo, pharmacokinetic, toxicology and biochemical analysis got to do with services exports? Ask **vivoPharm**, a small South Australian company that has been exporting testing and analysis services, primarily for anti-cancer drug development, to SME and large pharmaceutical companies in USA, Canada and Europe since 2003.

**Did you know embedded services account for about one-fifth of the value of exported goods?**

**Did you know eight out of every 10 South Australians work in the services sector?**

**Case Study:** Information and knowledge assets management is producing results for SA consulting minnow **Experience Matters**. The company is deriving about 10 percent of its services revenue from exports to the UK and PNG in the oil and gas and mining sectors.

**Did you know South Australia exported \$76m of professional services in 2005-06, including \$5m of engineering and architectural services?**

**Case Study:** Internationally respected microelectronic design company **RADlogic** exports its design services for integrated circuits and systems to USA, North and South East Asia, UK, Europe and Israel. Export is the mainstay of its revenue income in the radio frequency identification (RFID) tagging business, which is estimated to be worth \$US 20 billion in 10 years.