



Appendix E – Major National Issues Raised During Consultations in the Course of the Blackburne Review

The following major national issues were raised during consultations in the course of the Review and were to be included in the work program of the proposed Prime Minister's Investment Council (PMIC):

- advice on the use of an Australian business brand and associated promotional campaign to develop internationally a business image for Australia, as well as the core strategies of the marketing plan of *Invest Australia*;
- identify the key domestic sectors on which Australia should concentrate its investment promotion and attraction efforts to maximise its international competitive advantages, as well as those sectors Australia wants to develop;
- highlight future industry sectors that could provide for Australia's continued economic growth, especially industries that will enhance living standards, develop new skills and boost employment opportunities;
- discuss business and industry impediments to investment, and how these might be overcome;
- advise on tax issues seen as an impediment to business;
- assess the adequacy of Australia's skills base, and skills development programmes and facilities, to leverage and support growth in target sectors;
- suggest ways to improve the commercialisation of R & D in Australia, to complement the work of PMSEIC [Prime Minister's Science, Engineering and Innovation Council], particularly publicly funded

R & D, including the role ODI [overseas direct investment] could play in this process;

- consider ways to encourage further venture capital involvement, both domestic and international, to invest in Australia's growth;
- develop a strategy to raise public awareness of the benefits to Australia of globalisation and foreign investment, and to development an 'investment culture' in Australia; and
- discuss a forward overseas visit programme based on the plans of individual members of the PMIC, in order to maximise the potential investment promotion benefits of these visits.