



## WHITE PAPER

**“How to utilise the networks formed by  
Australian professionals overseas to the  
country’s long term advantage”**

This paper was developed as an outcome  
of the Advance 100 Global Australians Summit  
Sydney, December 18-19, 2006.





## FOREWORD

---

**Australia has one million people overseas and half a million of these expatriates are skilled professionals. The global market for talent is becoming borderless and many Australians will continue to build their careers and their lives abroad.**

In the past, Australian expatriates have sometimes been characterized as 'former patriots', with no discernible attachment or value to their home land. In December 2006, 100 influential Australians returned to Sydney to attend the Advance 100 Global Australians Summit. The Summit brought together an outstanding group of Australians: CEOs of Fortune 500 companies, Nobel Prize winning scientists, an astronaut, entrepreneurs, prima ballerinas, writers, arts producers, curators and leaders of global humanitarian organisations. Their participation in the Summit showed the strength of their ties to Australia and their interest in identifying ways to contribute to Australia's future, albeit from afar.

The Prime Minister and the Treasurer both addressed the Summit attendees, welcoming them home, celebrating their achievements and encouraging their efforts to work with their on-shore peers to consider how Australia might be better able to utilise the expatriate talent, skills and connections for the national benefit.

Advance is at an important cross-roads, extending our model, our learning to date, our infrastructure, and our programmes, to the global stage. The Summit was designed to discuss the issues that underpin Advance's raison d'être with a rarely gathered constituency - leading Australians overseas. In essence, the Summit proceedings were centred on the question "How

does Australia reap the benefits of having so many talented citizens overseas?" Open discussion brought forward a wealth of ideas and suggestions.

This white paper distils these discussions and sets out some key recommendations for industry, federal, state governments and Australians to consider. Strategies to deliver tangible outcomes are outlined and include: improved channels for the commercialisation of Australian intellectual property; improved return of key executive talent to drive the next wave of Australia's growth and innovation; ensuring international corporate governance experience from Australians overseas is included in our Board composition; philanthropy infrastructure to enable Australians overseas to donate to Australian institutions; a well informed corp of Ambassadors-at-large in significant markets and in key industry sectors is important to our future.

It is time to invest in the mechanisms that will enable the wealth of overseas Australian talent to be effectively engaged by our country. This paper calls for a small but judicious investment, a partnership between Australians overseas, Australian industry, federal and state governments.

As a community, Australian professionals overseas and the Advance 100 in particular, raised and educated in Australia, share the common desire to give something back to our great country. The inaugural Advance 100 Global Australians Summit was a landmark event and we look forward to your partnership in the implementation of these recommendations and programmes.



**Ken Allen**  
Chairman Emeritus



**Elena Douglas**  
CEO & Summit Chair



**Christopher Aitken**  
President

## ADVANCE

---

### ADVANCE GLOBAL ADVISORY BOARD

**Mr Ken Allen AM**

Former Australian Consul General to New York & Chairman Emeritus of Advance.

**H. E. The Hon. Richard Alston**

High Commissioner to the United Kingdom.

**Mr David Anstice**

President, Asia Pacific Human Health, Merck & Co., Inc.

**Sir Rod Eddington**

Non-Executive Chairman, Australia & New Zealand, JPMorgan.

**Mr Doug Elix AO**

Senior Vice President & Group Executive, IBM Sales and Distribution.

**Mr Bob Joss**

Dean, Stanford Business School.

**Mrs Josephine Linden**

Managing Director, Goldman Sachs.

**Mr Peter Lowy**

Managing Director, the Westfield Group.

**Ms Jennifer Nason**

Managing Director, Global Head Technology, Media & Telecom Investment Banking JPMorgan.

**Mr Brad Orgill**

Chairman & Chief Executive Officer, UBS Investment Bank Australasia.

**Mr Jeremy Philips**

Executive Vice President, Office of the Chairman, News Corporation.

### ADVANCE BOARD OF DIRECTORS

**Christopher Aitken**

President

**Adrian Turner**

Vice President

**Elena Douglas**

Chief Executive Officer

**Sam May**

Treasurer

**Rosalind Coffey**

**John Cullity**

**Timothy O'Connor**

**Liz O'Connell**

**Richard Webby**

### ADVANCE FOUNDING PATRONS

**The Prime Minister**

**the Hon. John Howard MP**

**Ms Lisa Fox**

**Mr Peter Lowy**

**Mr Lachlan Murdoch**

**Mr Anthony Pratt**

## TABLE OF CONTENTS

---

0.	Executive Summary	6
1.	Introduction	9
1.1	Scope of Paper	9
1.2	Outline of paper content	9
1.3	About Advance-Global Australian Professionals	10
1.4	The Advance 100 Global Australians Summit	12
2.	Australian Emigration	17
2.1	Introduction	17
2.2	Background data	17
2.3	One Million More Census of overseas Australians	18
3.	The Advance Global 100	21
3.1	Introduction	21
3.2	Key Industries Represented	21
4.	Summit Outcomes	22
4.1	Inaugural Gatherings of this Nature	22
4.2	Significant Media Profile of the Event	22
4.3	Landmark Shift in Rhetoric about Australians Overseas	22
4.4	General Concensus of the Summit	23
5.	Recommendations and Conclusion	26

### APPENDICES

1.	Advance Events held in 2006
2.	The Advance 100 Global Australians Summit programme
3.	Advance 100 and Summit Attendees
4.	Sector/Industry Specific discussions at Summit luncheon
4.1	Higher Education and Learning
4.2	Financial Services
4.3	General Management/Corporate
4.4	Life Sciences
4.5	Philanthropy
4.6	The Arts
4.7	Talent Return
5.	Media coverage achieved by the Advance 100 Summit

## EXECUTIVE SUMMARY

---

### INTRODUCTION

This paper presents a record of the inaugural 'Advance 100 Global Australians Summit' ("The Summit") held in Sydney, Australia on 19 December 2006, and offers recommendations on how to make better use of a vital national asset - prominent Australians overseas.

The Summit, hosted by Advance-Global Australian Professionals, facilitated the gathering of expatriate Australians at the top of their fields from around the world, and their on-shore peers, to identify strategies to leverage their networks and influence in their respective industries and fields of endeavour<sup>1</sup>.



Attendees at the Advance 100 Global Australians Summit.

### THE ADVANCE GLOBAL 100

The Summit was the result of four years building a network of the most influential Australians, starting in the United States and more recently across the globe. Advance and its partners recognized the value in commencing a dialogue with this group to determine the right strategies for turning this talent pool into an effective asset.

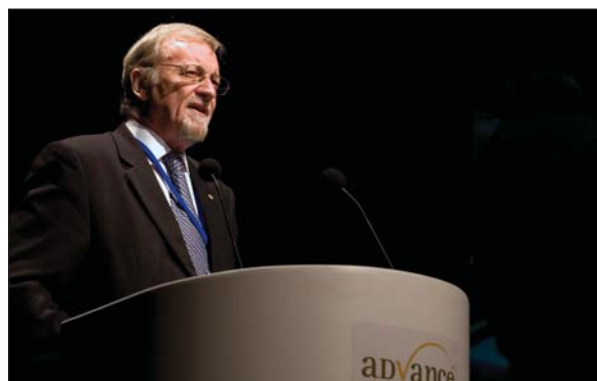
Prominent Australians living overseas, selected in consultation with the Summit Advisory Board, were invited to attend. The Summit programme commenced with an official welcome by the Prime Minister the Hon. John Howard MP at Kirribilli House and the opening keynote address was delivered by the Treasurer, the Hon. Peter Costello MP. The summit was held at the Sydney Opera House, and included keynote speakers and panel discussions across a wide range of topics relating to Australia on the world stage and to the Australian diaspora. Presentations were made by both Australians living abroad and those based in Australia.

### SUMMIT OUTCOMES

#### General Consensus of the Summit

The Summit confirmed the following ten principles:

1. The globalisation of the labour market for professional and executive talent is set to increase and Australians will continue to move off-shore for opportunities. A country with a population of 20 million with 5% of its population and 10% of its workforce overseas must engage this community.
2. The Advance 100 remain strongly connected to and well disposed to this country. Leading Australians overseas are a highly mobile group moving between countries. They have extensive networks and spheres of influence. Leading Australians overseas should be considered a major element in Australia's public diplomacy kit bag. They are currently almost totally unused with little global application of their talents and resources to Australia's public diplomacy objectives.
3. Leading Australians overseas present a dynamic and rich portrait of contemporary Australia (the arts, humanitarian leadership, science, financial services, general management, technology, media) which compliments other images of Australia and its primacy in sport and entertainment. It is important that this community is embraced in the national conversation and national spirit.



The Hon. Gareth Evans AO, President, International Crisis Group discusses global challenges and Australian responses.

<sup>1</sup>Summit partners were the Business Council of Australia, the Lowy Institute for International Policy and the Australian Davos Connection. The principle sponsor was UBS with other major sponsors including the NSW State Government, Invest Australia and News Corporation.

## EXECUTIVE SUMMARY

---

4. Australians overseas at the pinnacle of their careers would like to play more of a role in Australia's future in both a general and in industry specific ways. They possess the capacity to influence investment, trade and philanthropic flows from overseas and to contribute to important national debates (particularly in higher education; the development of innovative industries and capital markets policies). It is time to capitalise on the talent and goodwill of leading Australians overseas with the right mechanisms and investment to leverage this national resource.
5. The Advance 100 reinforced the importance to Australia of marketing our national capabilities and resources including global centres of excellence in research, business, education and financial services. There is more to Australia than being a great tourism destination and our international marketing and public diplomacy need to reflect this.
6. The technology and communications infrastructure now exists to sustain and support a global community of Australian professionals organised by industry groups and connected to Australia. Australians are able to stay informed about Australia, read newspapers and maintain networks in Australia. The quality and potential outcomes of developing this network are enriched by the technology.
7. The Advance 100 Global Australians Summit represented a powerful milestone on this journey to create a formidable, global, responsive network of leading Australians around the world as an important Australian asset. This event should be held on a bi-annual basis.
8. The Advance 100 overseas are prepared to invest, personally and through their businesses and corporations, in a partnership with federal and state governments to strengthen Advance and build out this network and ensure it delivers valuable outcomes for Australia.
9. There is urgency for Australia to increase our investment and improve our performance in higher education, research and development.



Mitch Davis, CEO, Massive Incorporated joins a panel discussion on how the diaspora aids Australian innovation and ways of strengthening the process.

A consensus emerged that Australia has been slipping behind in this area for sometime. Given the competition coming on-stream, particularly in the Asia region, the future prosperity of Australia depends upon well resourced institutions of higher learning, research and development and commercialisation.

10. The Advance 100 at the Summit and subsequently, have expressed a desire to make the most of this opportunity to build on this momentum and to continue to work to develop the structure to leverage the "world wide web" of Australians. Advance is seen as an excellent vehicle to drive this plan, possessing existing infrastructure and track record, traction in key centres and an expanding global footprint.

### SUMMIT RECOMMENDATIONS

Based on the outcomes of the Advance 100 Global Australians Summit recommendations will be set forth on ways to move forward in engaging the Australian diaspora and enhancing linkages with Australians overseas and Australia-based activities.

These recommendations are designed to be implemented through partnerships between Australians overseas, businesses, governments, other non-government organisations and institutions in Australia. Specific proposals and plans will be presented to relevant parties outlining the suggested way forward to see these recommendations implemented.

## EXECUTIVE SUMMARY

---

Each recommendation is followed by a response from the Advance organisation on how, in partnership with other parties, we can drive the implementation of the recommendation.

### SUMMARY OF RECOMMENDATIONS

#### RECOMMENDATION 1.

- inclusion in the national conversation

Recognising the importance of maintaining connections with this important constituency, increased inclusion of Australians overseas in the national conversation.

#### RECOMMENDATION 2.

- infrastructure and industry networks

Support the development of infrastructure to mobilise the professional diaspora including the development of industry specific networks to keep Australians overseas connected to each other and their respective industries in Australia.

#### RECOMMENDATION 3.

- online registration and services

Support the development of a global database of Australian professionals overseas offering online registration, content and services for Australia's global professionals.

#### RECOMMENDATION 4.

- public diplomacy

Extend programmes which leverage leading Australian professionals around the world as a major public diplomacy asset, assisting in the promotion of Australia as an excellent trade, investment, education and tourism destination.

#### RECOMMENDATION 5.

- talent return and utilisation

Support initiatives which promote overseas Australian talent in management, governance and innovation, provide Australians overseas with the information and connections they need to return and encourage better use of overseas experienced Australian executives.

#### RECOMMENDATION 6.

- leverage existing networks

Support coordination and cooperation between existing expatriate and alumni networks worldwide which represent various geographies, industries, professions and educational institutions.

#### RECOMMENDATION 7.

- philanthropy enabling infrastructure

Support the creation of off-shore philanthropic funds which create the legal, financial and marketing infrastructure enabling Australians overseas to make tax deductible contributions in country of residence, to important not-for-profit institutions in Australia.

#### RECOMMENDATION 8.

- data collection

Collect more and better quality data on Australian professionals overseas.

#### RECOMMENDATION 9.

- citizenship and voting.

Encourage active citizenship and voting by Australians overseas better involving them in Australian democracy.

#### RECOMMENDATION 10.

- policy and coordination

Put the right policy and coordination vehicles in place to maintain momentum, and steward programmes in order to achieve the policy objectives of an engaged and informed body of leading Australian professionals overseas.



# 1. INTRODUCTION

---

This paper presents a record of the inaugural 'Advance 100 Global Australians Summit' ("The Summit") held in Sydney, Australia on 19 December 2006, and offers recommendations on how to make better use of a vital national asset - prominent Australians overseas.

The Summit, hosted by Advance-Global Australian Professionals, facilitated the gathering of expatriate Australians at the top of their fields from around the world, and their on-shore peers, to identify strategies to leverage their networks and influence in their respective industries and fields of endeavour<sup>2</sup>.

## 1.1 SCOPE OF PAPER

The increasing global mobility of human capital has created both challenges and opportunities for Australia and Australians. As the market for talented professionals becomes increasingly borderless, Australians will continue to avail themselves of opportunities overseas<sup>3</sup>.

Advance has been building "the world wide web of Australians" for four years. We were founded in New York in partnership with the Australian Consul General in New York, Ken Allen in late 2002. Ready now to take our model, the learning of the last four years, the infrastructure and the programmes developed in the United States, to global roll-out, we felt an urgency to elevate the discussion on how to leverage this great asset.

Part of the opportunity presented by the Summit, was to pressure test whether the infrastructure and programmes we have been developing at Advance in the United States were considered the right ones for global roll-out by this representative constituency of leading Australians overseas - the Advance 100. The Summit offered a loose framework and a forum for much open discussion and new ideas. We returned to first principles about "How does Australia reap the benefits of having so many talented citizens overseas"?

This group came to some collective views on the way forward which are expressed as outcome statements. Flowing from the outcome statements came specific recommendations including new proposals and strategies. As the Summit discussions largely affirmed existing activities, the development roadmap and Advance's approach (industry specific responses, a focus on individual professionals, expat led in

close alliance with governments and Australian organisations) we have presented the way forward in these terms.

In Summary, when the Advance 100 came together, a strong view emerged that better resourced formal structures are needed to leverage Australian professionals overseas. Advance was affirmed as a partnership vehicle to drive the development of the next phase of activities and collaboration with state and federal governments, the private sector, Universities, arts and charitable institutions and Australian professionals overseas.

## 1.2 OUTLINE OF PAPER CONTENT

The introductory chapter provides a brief overview of Advance, its mission and activities and as well as outlining the rationale and background to the Summit.

The next section of the paper will provide background demographic information on Australian emigration. A sample of recent and new data provides context and empirical evidence to explain what is happening with regards to Australian emigration.

The core of the paper presents the outcomes of the Summit including recommendations which resulted from the industry specific roundtables. These have been further developed into the concrete proposals presented in this white paper. Advance provides a response on what is practicable in terms of our capacity to implement these recommendations and proposals over the next 12-18 months. Finally, partnership support required is identified for each recommendation.

The appendices of the report contain outlines of all of the Summit sessions as well as the raw material that emanated from the series of

<sup>2</sup>Summit partners were the Business Council of Australia, the Lowy Institute for International Policy and the Australian Davos Connection. The principle sponsor was UBS with other major sponsors including the NSW State Government, Invest Australia and News Corporation.

<sup>3</sup>More recently it has been recognised that the data shows that the net number of skilled Australians leaving Australia is more than made up for numerically by the number of skilled immigrants entering Australia, See for example Birrell et al. 2001; Hugo et al. 2003.

<sup>4</sup>Fullilove, M. & Flutter, C. 2004, *Diaspora: The World Wide Web of Australians*, Lowy Institute Paper 04, The Lowy Institute for International Policy.

# 1. INTRODUCTION

---

industry specific roundtables upon which the recommendations in the white paper have been based.

## 1.3 ABOUT ADVANCE GLOBAL AUSTRALIAN PROFESSIONALS

### The Leading Network of Australians overseas

Advance is a global community of Australian professionals overseas headquartered in New York City, with established activities in Boston, Chicago, Los Angeles, San Francisco, Washington DC and London and activities in development in Asia and the Middle East. Advance supports six global industry networks in: Financial Services; Life Sciences; Media, Communications and Technology; Academia and Research; the Public and Charitable sector; and the Arts.

Advance's mission is to galvanise the global community of Australians for the economic, cultural and social advancement of Australia. With 5% of Australia's population overseas at any one time (source: DFAT), ensuring this talent pool is not lost to the country is a national imperative.

Advance recognises the importance of maintaining connection with the one million Australians in our diaspora making their mark in boardrooms, science laboratories, arts institutions, classrooms and communities worldwide.

### Activities

Advance provides online and live services and events in major industry sectors, enabling Australians abroad to be informed ambassadors-at-large who open doors and opportunities for Australia and Australians across the globe.

Advance is a unique expatriate organisation in that it is focused on expatriate professionals and organises its activities around industry sectors. It is also unique in terms of its geographic coverage with no other expatriate network offering live activities over so large a global footprint. Advance has been recognised by both the Singaporean and Canadian Governments as world best practice at building a next generation expatriate community and galvanising it toward economic development of the home nation<sup>5</sup>.

Our four main activities are: industry specific networking; Ambassador programmes that resource and inform Australians overseas to promote investment, business tourism and trade

opportunities in Australia; Talent Return: connecting Australians overseas with Australian corporates and recruiters in their field both online and through industry targeted events; and Major Global Gatherings like the Advance 100 Global Australians Summit.

### Calendar of events

Advance's ability to leverage Australian professionals overseas derives from the strength of the relationships built on the ground between Australians overseas and our partners, government agencies (Austrade, Invest Australia, Tourism Australia, DFAT, state governments and Universities) and sponsors. Live events are an important means of sustaining these relationships and connections.



The Hon John Olsen, Australian Consul General to New York; Leon Hertz, Executive Vice President, News Corporation; Professor Barry Marshall, Nobel Laureate, University of Western Australia - University of Western Australia Alumni Reception, June 12, 2006.

### There are four types of events on our event calendar:

1. Industry network events
2. Ambassador programme events
3. Talent return events
4. Local community events celebrating landmark Australian days or events
5. Major Global Gatherings

A full list of events held in 2006 is provided at Appendix 1.

<sup>5</sup>Canada is Where Canadians Are: The Canadian Expatriate as an Element of International Policy. Alison Loat, April 2004. Prepared for the Priorities and Planning Secretariat, Privy Council Office, Government of Canada. Contact Singapore Leadership Team in meeting of June 2004.

# 1. INTRODUCTION

## www.Advance.org

Advance has a strong and growing online presence with a membership of over 8000 fully registered and profiled professionals, this also includes a strong online presence with user generated content. The Advance website currently has an average of 44,000 unique visits per month<sup>6</sup>.

## MANAGEMENT

- **Advance Board of Directors:** Senior management (C-level executives), meet twice per quarter. Strategic advice and support the CEO including corporate governance, functional oversight and funding. Cover industry and geography of Australians overseas and also drive a functional area of development of the network (IT, marketing, treasury etc).
- **A core staff** (currently 5 FTE) work in collaboration with key industry executives (volunteers) to maintain the activity level of the network across geography and industry. All events and activities are reported and recorded online at [www.advance.org](http://www.advance.org).
- **Engaged volunteers:** enable Advance to sustain a high level of activity and the number and quality of events maintained through the year. The number of volunteer hours contributed to Advance since inception is over 10,000 hours<sup>7</sup>.

## Status and Funding sources over 900 influential business leaders

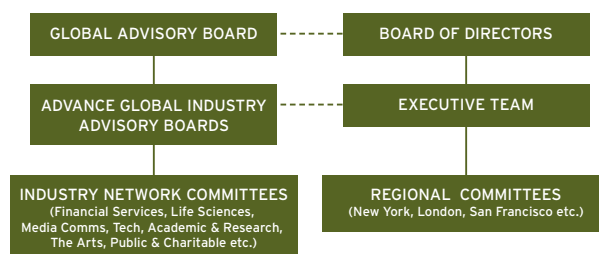
Advance is an independent, non-partisan, not-for-profit registered as an incorporated association in the United States. We have also established an educational and charitable fund in the United States and plan to create similar funds in the United Kingdom and Hong Kong. Our funding sources are a mix of donations, corporate sponsorship and state and federal government partnerships which are fee for service and access based. Our operating budget in the 2006 calendar year was US\$1.01m. To put this in perspective, the Singaporean Government allocated US\$11m to fund a global network of talent attraction and expatriate networking groups and the Scottish government invests over \$700,000 per year into Global Scot an international business network of over 900

senior influential business leaders committed to generating opportunities for Scotland.

## GLOBAL INDUSTRY REPRESENTATION

In order to have global engagement with Australians in priority industries, Advance has established the following advisory structure:

- **Global Advisory Board:** High profile Australian executives across industries around the world providing strategic advice to the CEO and board of directors as well as facilitating additional access to industry leaders, influence and support global industry opportunities.
- **Global Industry Advisory Boards:** Seven key industries have been identified of which 6 networks have been established. Industry Advisors have been recruited for each of these and will continue to be recruited over time.



## Model for Global Expansion

Going forward in developing the footprint of Advance around the world, our strategy will increasingly be to engage existing networks of expatriates and to offer services and activities to and through them. We have commenced this process and many of the invitees to the Summit are already involved in existing business focused expatriate networks.

<sup>6</sup>Advance website [www.advance.org](http://www.advance.org) also has an average of 130,000 page views per month.

<sup>7</sup>Estimate done by Advance on annual basis given number of active volunteers.

# 1. INTRODUCTION

---

## Summary

Advance has the following infrastructure and resources already in place:

- An immediate presence in key US markets with a dynamic team able to build a community quickly and effectively;
- Collaborative programme development between expatriates, Government agencies, corporations and other sponsors to ensure the right mix of activities and funding sources for sustainability;
- Screening of members so that we can deeply engage those who are in a position to advance Australia's interests; we seek expatriates who can drive real economic value to Australian's and Australian companies.
- A framework and proven methodology for retaining the interest and time of talented volunteers.
- A platform for expatriates to help shape and deliver meaningful industry specific networking programs and events.
- Operations outside the structure of Government to ensure flexibility and agility, yet work in real partnership with individual agencies assisting them in more rapidly and effectively meeting their objectives and targets;
- Scaleable web-based member outreach, retention and collaboration tools.

## 1.4 THE ADVANCE 100 GLOBAL AUSTRALIANS SUMMIT

The Summit was the result of four years building a network of the most influential Australians, starting in the United States and more recently across the globe. Advance and its partners recognized the value in commencing a dialogue with this group to determine the right strategies for turning this talent pool into an effective asset.

Prominent Australians living overseas, selected in consultation with the Summit Advisory Board, were invited to attend. The Summit programme commenced with an official welcome by the Prime Minister the Hon. John Howard MP at Kirribilli House and the opening keynote address was delivered by the Treasurer, the Hon. Peter Costello MP. The summit was held at the Sydney

**"The world now sees Australia as a source of talented skills. 1 million Australians, that's 10% of our workforce, now lives overseas. Australians represented here today, hold leading positions in academia, the performing arts, international institutions, commerce and in fact any field that you can think of... we need to connect with these amazing Australians. We need to build bridges with them. This summit is designed to do exactly that. Permanent bridges, bridges that enable us to draw on the skills of Australians abroad; whether they come home now, later or stay on to build their careers in far off lands."**

Ken Allen, Chairman Emeritus, Advance Global Australian Professionals

**"We know there is a lot of money and skills in diasporas; \$250 billion per annum recorded global remittances, \$400 billion if informal remittances are included. This equals four times global aid flows."**

Michael Fullilove, Program Director, Global Issues, The Lowy Institute



Dr Michael Fullilove, Program Director, Global Issues, The Lowy Institute for International Policy gives an overview of the emerging power of diasporas in world affairs.

# 1. INTRODUCTION

---

Opera House, and included keynote speakers and panel discussions across a wide range of topics relating to Australia on the world stage and to the Australian diaspora. Presentations were made by both Australians living abroad and those based in Australia. The major themes for the summit plenary sessions were:

- Global Challenges: Australian Responses (Panel of leading Australian foreign policy experts and practitioners)
- The Increasing Role of Diasporas (Dr Michael Fullilove, The Lowy Institute)
- Not even the sky is the limit for talented Australians (Dr Andy Thomas NASA Astronaut)
- Capital In: Capital Out and the New World Order (Panel of capital markets experts)
- Philanthropy: An Expatriate Perspective (Michael Hintze Global Philanthropist)
- Australians Abroad: A Global Australian Community for the 21st Century (Panel)

Full Summit Program included in Appendix 2.

Another important dimension of the event was the sector-specific roundtable discussions, which addressed specific questions and allowed delegates to engage in dialogue on the topic of how to engage the diaspora within their specific sector/industry or area of interest. Scribes recorded the discussions and ideas and strategies from those discussions have been developed and presented in the conclusions and recommendations section of this paper.



Robert Joss, Dean, Stanford School of Business; Helen Garnett, Vice-Chancellor, Charles Darwin University; Allan Hawke, Chancellor, The Australian National University - Summit luncheon roundtable discussion.

In addition to the formal sessions, as the first time that this influential group of Australians has ever been brought together, one of the most important outcomes was the personal connections created and renewed across industry and geography. It is these personal relationships that are so important in sustaining meaningful networks.

**“See pursuit of global challenges as a third area of national interest... In addition to security and economic interests, narrowly defined. It’s every country’s interest in being, and being seen to be, a good international citizen.”**

The Hon. Gareth Evans AO, HE

**“The 21st century world, the globalizing, interconnected world, is one that will suit Australia well but our capacity to benefit from this advantage is by no means assured. Why will it suit us? Firstly, Australians are natural ‘globalists’. We’re a small population...but we’ve laid an audacious claim to a continent. And we’ve known from the beginning that we are dependent on others for our prosperity, our markets and for our security. The central international question for Australia has never been whether we should engage with the world, it’s always been how we can do it. The latest form of globalization is one that will offer Australia particular advantages...The largest geo-strategic change in the world will also suit us well...this is the shift in power back towards Asia. ...Australia has economic, and geographical and social advantages in this.”**

Alan Gyngell, Executive Director, The Lowy Institute.

## ADVANCE IN ACTION

---

### CASE STUDY: THE ROVING EYE

**Challenge:** Raise the visibility of talented Australian artists working overseas

**Advance Response:** Advance has created a forum through which we annually gather and exhibit emerging and established artists living or exhibiting overseas.

Despite having recognised talent, many Australian artists struggle to find representation and the opportunity to exhibit their work in the noisy New York art scene.

In 2004, Advance sought to remedy that through the hosting of a group exhibition of Australian artists in an unused exhibition space in Brooklyn, New York. Thanks to its success Advance made the decision to establish an annual group exhibition of Australian artists and partnered with GiganticArtSpace in Manhattan in a step that instantly brought the concept into the mainstream New York art scene and offered the artists an introduction to a new American audience. Since then momentum has gathered swiftly and in 2006 the exhibition travelled beyond New York to the Australian Embassy in Washington DC.



Janaki Lennie, Breathing Space 110, 2006

The Roving Eye affords Australian artists the vital exposure they require to have the best chance of succeeding overseas. Selection provides them with promotion to both the Australian community and the local audience. Further exposure is afforded through the production of a high quality exhibition catalogue. These catalogues are distributed to institutions and interested parties both locally, internationally and back in Australia and a supply is given to each artist to be kept as a resource.

As The Roving Eye captures great attention, including that of State Galleries in Australia, Advance looks forward to continuing to develop this concept further. In 2007 The Roving Eye will travel outside the USA to London and in 2008 we hope to go full circle and see Australian artists working overseas recognised in their home country by hosting The Roving Eye in Australia.



Aaron Seeto, The Unseen, 2006



Lionel Bawden, the monsters, 2004

## ADVANCE IN ACTION

### CASE STUDY: ADVANCE/INVEST AUSTRALIA NORTH AMERICA PARTNERSHIP EVENT SERIES

**Challenge:** Engaging Australians in US companies as ambassadors for Australia by providing them with valuable information about financial services markets in Australia.

**Advance response:** Advance hosted a series of three events, specifically targetting different elements of the Australian financial services sector, on behalf of Invest Australia. The events provided an opportunity for Advance members and their invited colleagues to acquire timely information about developments in the Australian marketplace, as well as to network with fellow expats in a professional, but informal, environment.

**HEDGE FUNDS IN AUSTRALIA**

Presented by THE ADVANCE FINANCIAL SERVICES NETWORK and proudly supported by AXISS AUSTRALIA, a division of Invest Australia.

Featuring Guest Presenter, Kim Ivey, the "face of Australia's hedge fund industry" and the US premiere of Axiss Australia's much anticipated report: "The Hedge Funds Industry in Australia."

6:00pm - 8:30pm  
Thursday March 9, 2006  
Minich Room  
Australian Consulate-General  
150 East 42nd Street, 34th Floor  
RSVP to [invest@advance.org.au](mailto:invest@advance.org.au) or 212 682 2885  
by Monday March 6, 2006  
Numbers are strictly limited and attendance is by RSVP only.  
Please bring photo ID on the night.

The Advance Financial Services Network will bring Australians in banking and finance together once a quarter for networking and discussion around Australia's emergence as a global financial services centre in the Asian time zone.

Kim Ivey is the Managing Director of Sydney-based Ivey Capital, and Chairman of the Australian chapter of the Alternative Investment Managers Association, the peak global hedge fund trade association.

Axiss Australia is the federal government agency charged with positioning Australia as a global financial services centre. Axiss is represented in New York by Ben Thomson, Axiss Australia's star for renowned hedge funds report is the most comprehensive piece of research ever undertaken into this exciting sector. Among the report's highlights:

- In the five years to June 2005, the Australian hedge fund market tripled in size to US\$27 billion.
- Hedge fund managers located in Australia directly control more assets than the hedge fund managers in Hong Kong, Japan, and Singapore combined.

**advance**  
global financial professionals

The Hedge Funds in Australia event held in New York on Thursday March 9, 2006, signaled the launch of the Advance Financial Services Network, built through an ongoing partnership with Axiss Australia. Featuring guest presenter, Kim Ivey, "the face of Australia's hedge fund industry," and Syd Bone, CEO, Victorian Funds Management Corporation, the event provided 100 guests with the opportunity to hear first hand about the rapid development of the Australian hedge fund industry. Australians in banking and finance together came together to discuss Australia's emergence as a global financial services centre in the Asian time zone.

**GE MONEY'S ASIA PACIFIC STRATEGY**

WHY ONE OF THE WORLD'S MOST SUCCESSFUL COMPANIES CALLS AUSTRALIA HOME

Presented by THE ADVANCE FINANCIAL SERVICES NETWORK and proudly supported by AXISS AUSTRALIA, a division of Invest Australia.

Thursday June 22, 2006  
10:00am - 12:00pm  
Minich Room  
Australian Consulate-General  
150 East 42nd Street, 34th Floor  
RSVP to [invest@advance.org.au](mailto:invest@advance.org.au) or 212 682 2885  
by Monday June 19, 2006  
Numbers are strictly limited and attendance is by RSVP only.  
Please bring photo ID on the night.

Tom Gentile, President & CEO, GE Money

**advance**  
global financial professionals

Advance hosted keynote speaker Tom Gentile, President & CEO, GE Money on Thursday June 22, 2006. While introducing Tom, The Hon. John Olsen, Australian Consul General to New York, discussed Australia's role as a dynamic and robust regional hub for the financial services industry. Tom Gentile delivered an insightful presentation, covering everything from the firm's growth and future plans in Australia, to the role regulation and the macroeconomic environment play in the minds of large foreign investors like GE.

THE ADVANCE FINANCIAL SERVICES NETWORK PRESENTS

**THE NEW ASIAN TIGER**

AUSTRALIA'S EMERGENCE AS A GLOBAL INVESTMENT MANAGEMENT & HEDGE FUND POWERHOUSE

Proudly supported by AXISS AUSTRALIA, a division of Invest Australia.

Thursday November 15, 2006  
6:00pm - 8:30pm  
Minich Room  
Australian Consulate-General  
150 East 42nd Street, 34th Floor  
RSVP to [invest@advance.org.au](mailto:invest@advance.org.au) or 212 682 2885  
by Monday November 13, 2006  
Numbers are strictly limited and attendance is by RSVP only.  
Please bring photo ID on the night.

Gary Johnston, CEO, Axiss Australia  
Con Michalakis, Head of Asia Pacific Strategy, Pzena Investments

**advance**  
global financial professionals

On Thursday November 15, 2006, Advance and Invest Australia hosted two keynote speakers; Gary Johnston, CEO, Axiss Australia and Con Michalakis, Head of Asia Pacific Strategy, Pzena Investments. Johnston indicated that Australia has the largest pool of assets in the Asia Pacific region, underpinned by its compulsory pension scheme. Australia's Hedge Fund sector is the largest in the region, larger than Japan's and larger than Hong Kong & Singapore combined. Michalakis mentioned that although there are only 20 million people in Australia, the US\$ 1 trillion market that has been created is a big market with a solid foundation and regulator.

## ADVANCE IN ACTION

### CASE STUDY: ADVANCE MERCK ADVANCING BIOBUSINESS AWARDS

**Challenge:** Using the Advance Network to increase commercialization links for Australian Life Sciences companies and inventions.

**Response:** In 2006-7 Advance secured the support and partnership of Merck to launch the Advancing Bio Business Award: Expanding Global Connections for Australian Science. Advancing Bio Business harnesses together the strength of a leading pharmaceutical multinational and the positioning of Australians working in science in the US. The Award supports two leading Australian scientists to travel to the US to attend BIO, combined with a tailored program with leading institutions, companies and individuals in the US involved in commercialising life sciences. The recipients have unprecedented opportunities to build valuable international networks and collaborations to benefit their work, their business and the industry more broadly. Merck personnel and the Advance team worked closely together to design and implement the Award. The inaugural winners of the Award were Andrew Wilks (CSO, Cytopia Ltd) and John Lambert (CSO, Biota). Advance life science members in the US have collaborated with the winners to build a strong program of host options and ensure access for the Australian scientists. On their return, the recipients will report to the broader industry their experiences and lessons learnt from the Award program.

### CASE STUDY: AUSTRALIANS ON THE FRONT LINE

**Challenge:** Raising the profile of the contribution of individual Australians to global humanitarian efforts.

**Advance Response:** Advance hosted this event at which leading Australians offer their insights on working within Humanitarian organisations covering some of the world's worst hot spots.

On September 12, 2007, Advance played host to a panel of three impressive and dedicated Australians working within the humanitarian field: Dr Peter Salama (Child Survival and Immunization Unit Health Section, UNICEF); Dr Richard Brennan (Director Health Programs, International Rescue Committee); Ms Michelle Brown (Senior Advocate and UN Representative Refugees International); and guest moderator Mrs Diana Hill (Special Representative to UNICEF in New York).



Mrs Diana Hill & Dr Peter Salama

Over fifty Advance Members and their guests attended learnt of the successes and obstacles facing Government, NGOs and advocacy groups today and were given an insight to how such organisations operate.

Whilst bringing guests up to speed on the current situations in regions such as Afghanistan, Chad and Darfur, the panelists also reminded us that there are real ways in which we could support their efforts and this did not just mean financially. As an example, Ms Brown reminded us that organised campaigning can bring real results and cited the example of Darfur where, thanks to huge campaigning efforts from advocate organisations and politicians and from individuals writing letters to the media, the world witnessed a recent ceasefire which may not have occurred if not for their efforts.

Attendees left better informed of the current needs of humanitarian organisations and hopefully better prepared to decide how they may provide support. As a direct result of the evening at least one of the organisations featured has received substantial financial support.



## 2. AUSTRALIAN EMIGRATION

### 2.1 INTRODUCTION

The section will provide an overview of the characteristics, qualities and attitudes of Australians overseas to give context to the Australian diaspora. The section will begin with an overview of where Australians are living overseas and general characteristics of Australians departing Australia. The focus will then shift to new data on the Australian diaspora; results from the census of overseas Australians "One Million More" (OMM) completed for the first time in August 2006. OMM responses can shed some light on not just demographic characteristics of Australians overseas but also mobility and networking patterns, attitudes and future intentions.

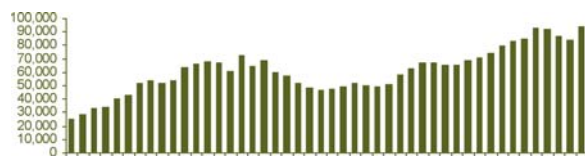
The data presented in this section is from the following sources:

- Australian Department of Immigration and Multicultural Affairs, various years (DIMA)
- Australian Department of Foreign Affairs and Trade (DFAT)
- One Million More Census of Overseas Australians, 2006 (OMM)

### 2.2 BACKGROUND DATA

The number of Australians leaving to go overseas on a long term<sup>8</sup> or permanent basis has been consistently on the rise over the past 20 years for both Australian born and overseas born persons.

**Figure 1: Australian Resident Long Term Departures from Australia, 1959-60 to 2004-05**



Source: Hugo, G. 2006 (From DIMIA, Australian Immigration Consolidated Statistics and Immigration Update, various issues).

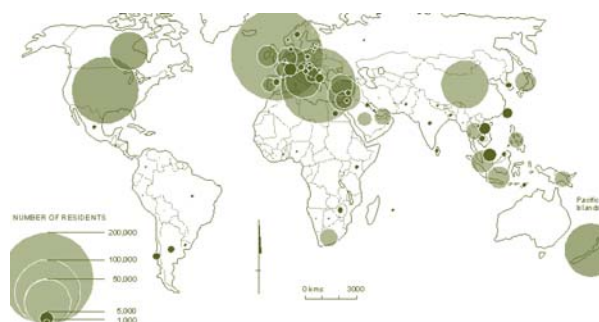
**Figure 2: Permanent Departures of Australia-Born and Overseas-Born Persons from Australia, 1959-60 to 2004-05 issues; DIMIA unpublished data.**



Source: Hugo, G. 2006<sup>9</sup> (From DIMIA, Australian Immigration Consolidated Statistics and Immigration Update, various issues).

The vast majority of overseas Australians are living in the UK, the USA and Asia (Figure 3). More recent data also confirm that these locations are where most Australians leaving on a long term or permanent basis are heading (Figure 4).

**Figure 3: Australian Citizens Living Abroad, 31 December 2001**



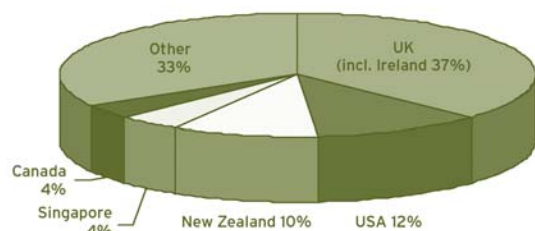
Source: Hugo, G. 2006 (from DFAT, 2001)

<sup>8</sup>A long term departure is an intended stay overseas of at least 12 months

<sup>9</sup>Hugo, G. 2006, The Real Story: The Australian Diaspora; its Size, Nature and Significance. Presentation to Advance: Global Australian Professionals, New York, 3 May 2006.

## 2. AUSTRALIAN EMIGRATION

Figure 4: Country of Destination, Australia-born Long Term and Permanent Departures, 2004-05

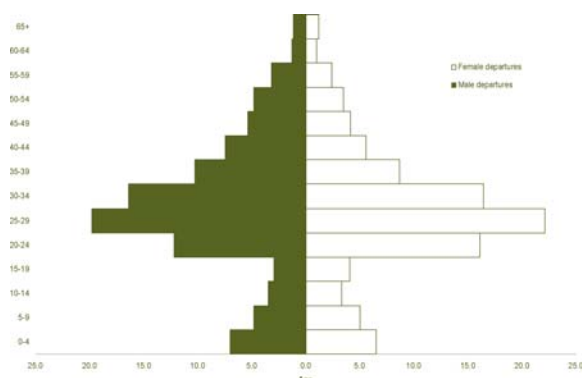


Source: DIMA OAD data 2005<sup>10</sup>

Most of those departing Australia on a long term or permanent basis are in their prime working ages.

Figure 5 shows the age and sex of Australia-born long term and permanent departures in 2004-05. There were about equal number of males and females departures. Females had a slightly younger age structure than male departures, but it is clear that most departures were aged between 20-39.

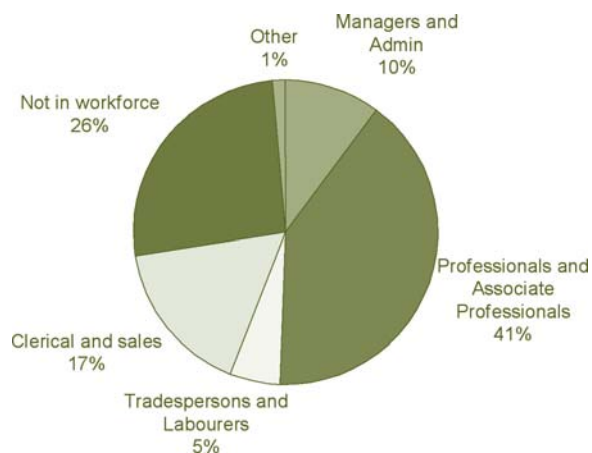
Figure 5: Age-Sex of Australia-Born Long Term and Permanent Departures, 2004-05



Source: DIMA OAD data 2005

Managers and Professionals make up over half of those leaving Australia for long term or permanent stays abroad (Figure 6).

Figure 6: Current Occupation of Permanent and Long Term Departures, Australia-Born 2004-05



Source: DIMIA OAD data 2005

### 2.3 ONE MILLION MORE CENSUS OF OVERSEAS AUSTRALIANS

The "One Million More" Census of overseas Australians (OMM) was conceived by Advance and conducted for the first time in 2006 in response to the recognition of the value in keeping track of the number, characteristics and activities of the estimated one million Australians living overseas. Information and a link to the OMM Census were distributed through various sources with connections to overseas Australians, including the major sponsor's Advance and the Southern Cross Group.

Over 9,529 household forms were submitted. Respondents were asked to answer questions for themselves and up to six people that were included as a part of their household/family. Total responses (for primary respondent and other applicable household members) to some items were upwards of 17,000.

#### 2.3.1 OMM CENSUS RESULTS

##### Background demographic information

There were slightly more female (52%) compared to male respondents (48%) to the OMM census. Age range of responses follows the general trends discussed above for all Australian expatriates; the vast majority of respondents were aged between 26-40. About 65% of respondents were Australia born, followed by 11% born in the US and 6% born in the UK.

<sup>10</sup>Department of Immigration and Multicultural Affairs (DIMA), 2005 Overseas Arrival and Departure data, DIMA unpublished data.

## 2. AUSTRALIAN EMIGRATION

The main countries of current residence of OMM respondents (Table 1) reflect the main countries of destination shown by other sources (see section 2.2) of Australians leaving Australia on a long term or permanent basis. The vast majority of respondents are living in the UK or the US.

	n	%
United Kingdom	3 790	40.9
United States	2 582	27.9
Canada	275	3.0
Netherlands	183	2.0
France	182	2.0
United Arab Emirates	164	1.8
China	152	1.6
Germany	146	1.6
Switzerland	137	1.5
Singapore	133	1.4
Hong Kong	127	1.4
Japan	119	1.3
Thailand	94	1.0
Other	1 174	12.7
<b>Total stated</b>	<b>9 258</b>	<b>100.0</b>

### Summary of key findings:

A full release of data and findings from the OMM project will be delivered by Professor Graham Hugo later in 2007. Highlight results are outlined below:

#### Age & gender

- Most respondents were aged between 26- 40 years
- Slightly more female (52%) compared to male respondents (48%)

#### Country of birth

- 65% of respondents were Australia born, followed by 11% born in the US and 6% born in the UK

#### Employment

- Most respondents were employed full-time; only 2% were looking for work

<b>Current Employment Status</b>	<b>%</b>
Full-time Work	63.7
Part-time Work	5.3
Full-time Studies	9.6
Part-time Studies & Part-Time Work	1.6
Home Duties / Full Time Parent	6.9
Unemployed / Looking for Work	2.0
Child Not Working or Studying	11.0
<b>Response Total</b>	<b>100.0</b>

#### Industry

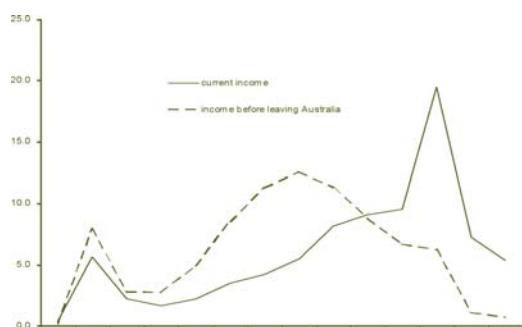
Banking and Financial Services is the most common industry respondents are employed in

<b>Main Industry of Employment</b>	<b>%</b>
Banking & Financial Services	14.7
Education	10.1
Media, Arts and Entertainment	7.8
Health Care	7.4
Business Services	7.3
Computer Hardware, Services and Software	6.5
Government	6.1

## 2. AUSTRALIAN EMIGRATION

### Income

Incomes while living abroad are much higher compared to incomes before leaving Australia



### Mobility

Most respondents (66.8%) had been living in their current overseas country of residence for five years or less.

28% last living in Australia 6-10 years ago

It is not the first time living overseas for most respondents. Those in their current residence for 1 year have lived overseas for over 5 years in aggregate, those in their current residence for 6-10 years have lived overseas for a total of 25 years.

### Why move

The top two reasons why respondents left Australia are international experience / experience new culture and better employment opportunities/higher income

### Connectivity

Interactions with family and friends and online media are the two most used methods respondents use to regularly keep in touch with Australia.

How Keep in touch with Australia	%
Interactions with family and friends	92.04
Reading online media	90.73
Interactions with Australian colleagues	44.11
International news channels	34.97
Expat organizations	24.13
Australian journals/magazines (hard copy)	20.16
Mailing lists	11.44
Other (please specify)	6.27

### Returning

Respondents who think they will return to Australia think they will return in 1-5 years from now with the main drivers for return being family related, lifestyle or retirement

### Not Returning

The top three reasons for not returning to Australia are:

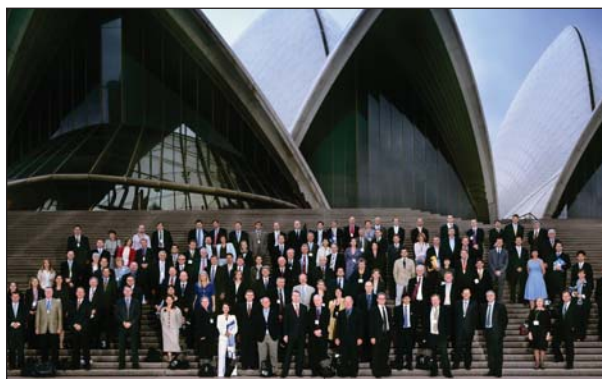
1. Salary expectations won't be met
2. Can't travel for business and/or pleasure as easily and cheaply from Australia
3. Lack of adequate job opportunities

## 3. THE ADVANCE GLOBAL 100

---

### 3.1 INTRODUCTION

The inaugural meeting of the 'Advance Global 100' was a vital step in increasing knowledge and publicity on the issue of the Australian diaspora and our leading talent overseas. It was the first opportunity of its kind for prominent Australian's living overseas to come together. It also provided a vehicle for Advance to pressure test whether the infrastructure and programmes we have been developing are considered the right ones by this constituency of leading Australians overseas - the Advance 100. The Summit offered a loose framework and a forum for much open discussion and new ideas. We returned to first principles to ask "How does Australia reap the benefits of having so many talented citizens overseas?"



Summit delegates on the steps of the Sydney Opera House - December 19, 2006.

This group came to some shared views on the way forward which have been further developed in consultation with members of the Advance 100 and the Summit Advisory Board and are expressed in the outcome statements on the following page.

### 3.2 KEY INDUSTRIES REPRESENTED

A wide range of Australian based private industry and government delegates were represented at the event. (A full attendance listing is provided at Appendix X.) Prominent government figures, most notably Prime Minister the Hon. John Howard MP and The Hon. Peter Costello MP, Treasurer of Australia, gave addresses at the Summit. The Shadow Treasurer, the Hon Wayne Swan MP was also a participant in the Summit. The presence of these Australian political leaders demonstrated the importance of this issue to Australia and the bi-partisan political commitment to making the most of the opportunity presented.

A full listing of all delegates and their bios is provided at Appendix 3.

## 4. SUMMIT OUTCOMES

### 4.1 INAUGURAL GATHERING OF THIS NATURE

The hosting of the summit itself, with so many influential and prominent Australians together at the same time was an achievement in itself. The wide range of achievements of those in attendance confirms the fact that some of Australia's 'best and brightest', while living overseas, have a desire to strengthen the connection with Australia and enquire into how best advantage can be made of their personal networks and influence abroad.

### 4.2 SIGNIFICANT MEDIA PROFILE OF THE EVENT

The media associated with the Summit was significant and achieved enormous reach. It included an 8-page Special Report on the Advance 100 and a profile of all the delegates in the Australian newspaper on the Saturday before the Tuesday Summit. The media coverage reinforced the following key messages:

- Australians rise to the top of their fields all over the world in a wide range of fields outside of sports and entertainment.
- Leading Australians overseas are passionate, advocates and ambassadors for Australia and "Still Call Australia Home".
- This phenomenon is an important new dimension of our country's make-up and it is time for better use to be made of this important national asset.

Full media coverage listed at Appendix 5.

### 4.3 LANDMARK SHIFT IN RHETORIC ABOUT AUSTRALIANS OVERSEAS

Importantly, the Summit represented a landmark shift in Australian Government rhetoric about the role, relevance and importance of leading Australians being overseas. The Prime Minister and the Treasurer both gave compelling addresses signalling a complete break with any past notions of 'brain drain'.



Prime Minister John Howard addresses the Advance Global 100 delegation at Kirribilli House.

**"What (Advance) does is to challenge in the most emphatic way, that rather silly notion that in some way Australia is diminished by some of the brightest and the best of our country going overseas and making an enormous contribution to the societies and the economies of other parts of the world.**

**...That's an enormous global investment made by this country, it's an enormous asset because it brings with it an understanding of the countries with which we interact, and it brings with it a sophisticated involvement of Australia in the modern world and it's also a reminder that Australia, proud though it is to be known around the world by sports men and women, by its entertainers, by people who are part of popular culture, it is also a country that is also a high performer in business, a high performer in science, a high performer in areas of research and this gathering to say to the nation, and particularly to those who occasionally lament the so-called 'brain drain' to say to them that this is a country of all the talents in all parts of the world.**

**And that's something that as Prime Minister I am very proud of and I know that Australians are very proud of it indeed. "**

The Hon John Howard MP, Prime Minister of Australia, Kirribilli House, December 18, 2006

## 4. SUMMIT OUTCOMES

---



Treasurer Costello addresses attendees at the Advance Global 100 Summit at the Sydney Opera House.

**“There are many Australians who live overseas because their talent or ability or drive has taken them to the world stage. The sportsmen and women we admire so much want to compete against the world’s best. Our artists and entertainers want to work with the best in the great entertainment centres of the world - LA, Broadway or the West End. In doing so they stretch themselves and their abilities. This does not mean they have turned their back on their country. For many of them the love of country grows stronger through this process. Most Australians only begin to really value the benefits of this country when they are able to compare it with others.”**

**“Our Ambassadors around the world are not just those employed by the Department of Foreign Affairs. They are the Australians who live and work in foreign countries who can explain what Australia is like; who demonstrate the warm hearted nature of the Australian character.”**

**“Sometimes you will hear criticism that talented young Australians go overseas to work. This is nonsense. There are some skills they can only learn through international exposure. They want to be the best. And to be the best they have to mix it on the international stage. Talented young Australians around the world are not a loss to our country they are a great national asset.”**

**“If we are promoting tourism to Australia it helps to have Australians who are well known in foreign markets doing that for us. If we are promoting inward investment, it helps to have Australian business leaders who are known and**

**respected to tell the story of Australia’s economic achievements. There is a great deal of advantage in a diaspora.”**

**“These days when families talk about their children doing well overseas they do not only mean New York and London, but also Shanghai and Hanoi. In future it will be Mumbai and Jakarta and throughout the Asian region - the fastest growth area in the world.”**

The Hon. Peter Costello MP, Treasurer of Australia.

This section outlines the broader themes consistently discussed over the Summit and can be traced through-out the plenary sessions and the round-table discussions. These general themes have been refined into ten principles.

### 4.4 GENERAL CONCENSUS OF THE SUMMIT

The Summit confirmed the following ten principles:

1. The globalisation of the labour market for professional and executive talent is set to increase and Australians will continue to move off-shore for opportunities in increasing numbers. A country with a population of 20 million with 5% of its population and 10% of its workforce overseas must engage this community.
2. The Advance 100 remain strongly connected to and well disposed to this country. Leading Australians overseas are a highly mobile group moving between countries. They have extensive networks and spheres of influence. Leading Australians overseas should be considered a major element in Australia’s public diplomacy kit bag. They are currently almost totally unused with little global application of their talents and resources to Australia’s public diplomacy objectives.
3. Leading Australians overseas present a dynamic and rich portrait of contemporary Australia (the arts, humanitarian leadership, science, financial services, general management, technology, media) which compliments other images of Australia and its primacy in sport and entertainment. It is important that this community is embraced in the national conversation and national spirit.

## 4. SUMMIT OUTCOMES

---

**“if you look at the figures of skilled migration, and it really is a brain circulation, over 75% of that is between the ‘anglo-sphere’...in a real sense it is becoming a single labour market. And I think that is something that is beneficial to Australia whether or not people come back. If they come back they bring new skills, new talents, new perspectives, but even the fact that they are overseas seems to me that they are contributing to the growth of a global economy and creating networks of social capital that is advantageous to Australia.”**

Dr. Peter Shergold AM, Secretary Department of Prime Minister and Cabinet



Dr Peter Shergold, Secretary, The Department of the Prime Minister and Cabinet, joins a panel discussion on the role of the global Australian community in the 21st century.

**“The idea of one-off migration is a thing of the past, replaced with a new idea of international mobility, especially for ‘gold collar’ workers.”**

Michael Fullilove, Program Director, Global Issues, The Lowy Institute

4. Australians overseas at the pinnacle of their careers would like to play more of a role in Australia's future in both a general and in industry specific ways. They possess the capacity to influence investment, trade and philanthropic flows from overseas and contributing to important national debates (particularly in higher education; the development of innovative industries and capital markets policies). It is time to capitalise on the talent and goodwill of leading Australians overseas with the right mechanisms and investment to leverage this national resource.

**“There's an increasing role for Australia to play as a financial centre, and while we can't overcome the tyranny of distance or the time distance... that is an issue, but as the world moves closer to us with the expansion of China and India, I think it will become more and more relevant and the opportunities for this market continue to be extremely positive.”**

Phil Green, Managing Director, Babcock & Brown

5. The Advance 100 reinforced the importance to Australia of marketing our national capabilities and resources including global centres of excellence in research, business, education and financial services. There is more to Australia than being a great tourism destination and our international marketing and public diplomacy need to reflect this.
6. The technology and communications infrastructure now exists to sustain and support a global community of Australian professionals organised by industry groups and connected to Australia. Australians are able to stay informed about Australia, read newspapers and maintain networks in Australia. The quality and potential outcomes of developing this network are enriched by the technology.
7. The Advance 100 Global Australians Summit represented a powerful milestone on this journey to create a formidable, global, responsive network of leading Australians around the world as an important Australian asset. This event should be held on a bi-annual basis.
8. The Advance 100 overseas are prepared to invest, personally and through their businesses and corporations, in a partnership with federal and state governments to strengthen Advance and build out this network and ensure it delivers valuable outcomes for Australia.

**“what we do have...are great opportunities by being in the Asia-Pacific. ..I think we can be the financial center... we've got to recalibrate our thoughts and make sure we are one of what will be one several very sophisticated very deep financial markets.”**

John Fraser, Global Chairman and Chief Executive Officer UBS Global Asset Management



## 4. SUMMIT OUTCOMES

---



Jeremy Philips, Executive Vice President, Office of the Chairman, News Corporation, joins a panel discussion on the role of Australia's diaspora in the 21st century.

**"15 years ago, the idea would have been in some ways absurd to talk about an Australian community overseas. Before the internet, 'Australian community' meant you made an occasional, expensive a long distance telephone call. And now everyone here I'm sure uses email everyday. ...the importance of communication and creating this community and developing it cannot be underestimated... to be involved in the global community means stepping up and embracing these new technologies and new ways of communicating..."**

Jeremy Philips, Executive Vice President, Office of the Chairman, News Corporation

9. There is urgency for Australia to increase our investment and improve our performance in higher education, research and development. A consensus emerged that Australia has been slipping behind in this area for sometime. Given the competition coming on-stream, particularly in the Asia region, the future prosperity of Australia depends upon well resourced institutions of higher learning, research and development and commercialisation.

**"in terms of the Australian environment, we need to think of that ecosystem that supports new innovation and supports new businesses and in specific terms around pre-revenue innovations."**

Mitch Davis, CEO Massive Incorporated

10. The Advance 100 at the Summit and subsequently, have expressed a desire to make the most of this opportunity to build on this momentum and to continue to work to develop the structure to leverage the "world wide web" of Australians. Advance is seen as an excellent vehicle to drive this plan, possessing existing infrastructure and track record, traction in key centres and an expanding global footprint.

**"The importance of high quality, world-class university research. The second element is really the tech transfer; that is the transfer of the technology out of the university setting into the commercial setting. Adjacent to that tech transfer...is the gathering and protection of intellectual property. ...an essential element to success here, and I suspect to many other commercialization's, is going to be successful, global partnership."**

David Anstice, President Merck Human Health

**"We need to move on those issues now, we need to start developing solutions and we need to start developing the innovative products and technologies in this country that can be marketed around the world."**

Professor Peter Doherty, Nobel Prize Laureate Medicine



Gregory Clark, Principal, Clark Capital Partners; Professor Peter Doherty, Nobel Laureate, Medicine; David Anstice, Executive Vice President, Merck & Co - Panel discussion about innovation and strengthening the Australian diaspora.

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

### SUMMIT RECOMMENDATIONS

Based on the outcomes of the Advance 100 Global Australians Summit recommendations will be set forth on ways to move forward in engaging the Australian diaspora and enhancing linkages with Australians overseas and Australia-based activities.

These recommendations are designed to be implemented through partnerships between Australians overseas, businesses, governments, other non-government organisations and institutions in Australia. Specific proposals and plans will be presented to relevant parties outlining the suggested way forward to see these recommendations implemented.

Each recommendation is followed by a response from the Advance organisation on how, in partnership with other parties, we can drive the implementation of the recommendation.

#### RECOMMENDATION 1.

##### Inclusion in the National Conversation

**Recognising the importance of maintaining connections with this important constituency, increased inclusion of Australians overseas in the national conversation.**

The Summit heralded a new engagement with Australians overseas. This momentum needs to be maintained and developed. In such a globalised world, it is important that Australians overseas are included in the mainstream national conversation and are included in important national debates. The expertise of leading Australians overseas should be sought out and their contributions drawn upon.

Another specific step forward in this regard would be the establishment of an "Overseas Australian of the Year" to be included in the annual Australia Day Awards. This would reinforce that the achievements of Australians overseas are very much achievements of Australia and that Australians overseas are an important part of the national story.

Highlighting the achievements of Australians living overseas and Australians returned to Australia after a time spent overseas; to make the presence of valuable Australians overseas



The Hon Robert Hill, Permanent Representative to the United Nations; The Hon Peter Costello MP, Treasurer of the Commonwealth of Australia; Ken Allen AM, Senior Advisor, UBS Investment Bank; Paul Kelly, Editor-at-Large, The Australia, discuss global challenges and Australian responses.

and the successful reengagement in Australia after living overseas general knowledge to the Australian public.

Advance is building its infrastructure leadership and industry advisory framework and will ensure this valuable network is available to engage in the national conversation.

#### Advance response:

We will continue to lend our support to, and advocate for the establishment of an "Overseas Australian of the Year" and are preparing a formal submission to the National Australia Day Council on the matter.

Advance will also continue to make submissions on behalf of Australian professionals abroad to relevant senate inquiries and other consultation mechanisms to ensure the input of Australian's overseas is part of the decision making process.

#### RECOMMENDATION 2.

##### Infrastructure and Industry Networks

**Support the development of infrastructure to mobilise the professional diaspora including the development of industry specific networks to keep Australians overseas connected to each other and their respective industries in Australia.**

The Senate Inquiry into Australian expatriates concluded that "expatriates can be an effective method of connecting domestic business with

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

international sources of trade, investment and knowledge. It is crucial that in an expanding global economy, it is recognised that expatriates can be a conduit for connections, investment and collaboration. Networks that facilitate this connectivity are to be encouraged”<sup>11</sup>.

The Lowy Report provided clear reasons why engaging the diaspora is important to Australia’s success internationally. A summary of the arguments is provided below:

- Australia’s diaspora is highly educated, prosperous, and successful - Given our country’s population, the roll call of Australians in top international positions is extraordinary. While this list of pre-eminent Australian expatriates is impressive, it represents only the tip of the iceberg. Beneath this highly visible tier sit many other Australian workers and professionals, located in important sectors, often in regions of strategic significance. These highly talented individuals are inherently patriotic and willing to help Australians, Australian companies and Australia generally.
- Australia’s diaspora is large - There are nearly as many Australians living offshore at any time as there are in Tasmania and the ACT combined. Best estimates are of more than 750,000 Australians living abroad with another 250,000 away on a short-term basis at any point in time.
- Australia’s diaspora can help overcome our size and location disadvantages - The report cites examples where active, engaged expatriate networks generate economic benefits for home countries in the form of trade, tourism, and investment. Such network effects would be particularly valuable for Australia, given we face the twin disadvantages of a small population and significant physical distance from our trading and diplomatic partners. Effectively leveraging the power of our global diaspora will help connect us more firmly in the global economy.

To capitalise on this opportunity, there is a need for a well-resourced, structured global network of professional Australians in key fields to be put in place to capitalise on the opportunities presented.

Drawing on the principles for effective diaspora networks outlined in the Lowy Institute Report<sup>12</sup>, that networks should be segmented, mutually beneficial, virtual and physical and funded by public, private partnerships, leveraging the potential of Australian professionals overseas requires a robust network infrastructure which makes good use of state of the art technology, crosses industry and geography and is expat led.

**“The Australian diaspora is talented, well remunerated, well connected and well disposed to Australia. The emergence of the diaspora is mainly the result of factors that are beyond Canberra’s control; a globalizing labor market means that highly talented, highly skilled Australians will go where opportunities lie. And short of erecting fences along our coastline to keep people in, or bribing you all to return with large sums of taxpayer money, influencing the development of that diaspora is not really in the federal governments power.”**

Michael Fullilove, Program Director, Global Issues,  
The Lowy Institute

**“Tangible benefits that can accrue to a home country from its diaspora; expats can prompt bilateral trade, promote FDI, act as business middle men. And then they return home, as they usually do, they bring with them new skills and experiences and networks.”**

Michael Fullilove, Program Director, Global Issues,  
The Lowy Institute



Anne Ka Tse Hung, Partner, Baker & McKenzie Tokyo.

<sup>11</sup>They Still Call Australia Home: Inquiry into Australian Expatriates, Senate Committee Report, March 2005.

<sup>12</sup>Fullilove and Flutter, 2004.

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

### Advance Response:

We will work with the Advance 100, our partners and sponsors to expand the reach and depth of the current activities to ensure cohesive global leadership. The approach we recommend is to build on Advance's existing investment in infrastructure: our three global offices (New York, West Coast USA and London), our membership of over 8000 fully registered and profiled professionals, in 63 countries around the world, a strong online presence user generated content.

To expand reach we need to extend our geographic coverage to include Asia and increased coverage of Europe and the Middle East is required as well as deepened the industry coverage.

Key industries that would warrant particular attention are: financial services; life sciences; media, communications and technology; the arts, academic and research; public and charitable sector and mining and energy.



In terms of the leadership of the networks, the Advance 100 are a hand selected group representing most industries and regions of the world. They can be specifically engaged in leadership roles around the globe. Many of the Advance 100 will be invited to join the Global Industry Advisory Boards.

The Advance 100 and other leading Australians, will provide leadership experience, industry knowledge, influence and connections both engaging with existing Advance programmes and advising on the development of a raft of new ones.

The purpose of such networks is to allow:

- Australian industry and policy makers will be able to readily identify and locate relevant practitioners, talent in each field as an aid to recruitment and project collaboration.
- Innovation and commercialisation are natural by-products of effective networks of this kind because they offer pathways for the transfer of knowledge and technology, immediate feedback loops and in-market evaluations and introductions.
- Online and off-line channels for the dissemination of accurate and up-to-date industry information delivered in a timely fashion to this influential audience.
- The projection of a more accurate and contemporary picture of Australia than tourism focused promotion or success in entertainment or the sports field can provide, raising the profile and prestige of Australia.

**"How are we going to differentiate ourselves in Australia?...The diaspora, that's represented here, is a crucial part of that. In the past that has come down to personal relationships and so on, it's been an ad hoc basis, but I think it organizations, such as Advance start putting that all together...but I don't think it's good enough to just having this diaspora out there helping us, we've got to put it on a more formal basis. Because everyone is over there working as scientists or whatever...those people, Australia's leading scientists internationally, don't have the time in just an ad hoc manner, to try and pull things together. But they do have the time, if there was a formal mechanism for doing that, and I think Advance is a start, then you'll find things starting to occur. Alumni in universities is one way of doing it, we should start a whole mechanisms, I don't have the answers as to what, that's one way we can start to trap the skill base we have internationally."**

Greg Clark, International Board Member, ANZ Bank

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

### RECOMMENDATION 3.

#### Online Registration and Services

**Support the development of a global database of Australian professionals overseas offering online registration, content and services for Australia's global professionals.**

The Senate Inquiry into Australian Expatriates also confirmed the value of having a register of Australian Professionals overseas. The committee recommended that “the websites of Australia’s foreign missions should include an online registration facility to enable local expatriates to register their professional profiles. The profiles database will facilitate stronger engagement between missions and expatriates, and will provide a resource for missions in their work promoting Australian interests overseas.”<sup>13</sup>

The Government response made by DFAT to this recommendation was not to support the establishment of such a register of professional profiles citing concerns that “privacy considerations, potential for liability relating to claims by third parties and the need to ensure entries are maintained and up-to-date argue against the practicability of such a register.”<sup>14</sup>

While we agree on the need for one, we agree that DFAT is not the right home for the creation of such a register. Building on significant existing privately driven and funded registers of Australian professionals overseas is a more effective model. DFAT and other government agencies, Universities and Australian charitable organisations could all then access this vehicle.

#### Advance response:

##### Recruitment and registration of members

Such a register is already in progress as part of Advance’s online portal where we already have over 8,000 registered Australian professionals with full profiles. Advance is the logical solution to deliver this online registration facility to Australian professionals world-wide and to partner with DFAT and other agencies enabling this asset to be leveraged in the national interest.

In the United States Advance has recruited approximately 10% of all of the Australian professionals in the country. As we seek the leading eminent and emerging Australians in any field and market, we anticipate maintaining about

this market penetration rate. Extrapolating this figure globally, with approximately 400,000 Australian professionals working overseas, Advance seeks to grow our membership base to a total community of 40,000-50,000 fully registered members over the next 18 months and 50% over the next three years<sup>15</sup>.



Advance members attend a Public & Charitable Network event, Australians on the Front Line, in New York, Sept 12, 2006.

The Advance database fulfils the requirements identified in the Senate Inquiry Report. It tracks important information on each of these professionals including: Company; Size of Company; Department; Home State in Australia; Year the Person Left Australia; Government Agency Employer (if applicable); Industry Networks; Local Chapter Network; Australian State Networks; Education other than Australian Universities; Career History.

This is essential information and drives the quality of the asset we have built and are building upon. This specificity of information and the technology we employ enables us to fully target our activities and invitations to specific audiences. It also means that we and our partners can run very targeted ambassador, industry networking and talent return programmes.

##### Provision of online information and services

Australian professionals around the world have a number of common requirements for information and services, many of which can be provided

<sup>13</sup>They Still Call Australia Home: Inquiry into Australian expatriates, Senate Committee Report, March 2005 p124.

<sup>14</sup>Senate. Hansard. Thursday 7 December, 2006 COMMITTEES Legal and Constitutional References Committee.

<sup>15</sup>Advance membership is free.

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

effectively online. In partnership with partner organisations and corporate sponsors, Advance has commenced building an online portal [www.Advance.org](http://www.Advance.org) to maintain a dynamic virtual community of Australian professionals around the world.

Key areas for which development will continue include:

### **Talent return initiative (online resources)**

Valuable information for Australian professionals considering moving home including:

- Introductions to industry specific recruiters.
- Introduction to key corporates seeking talent in their field.
- Links to all Australian job websites
- Repatriation guides
- Personalised candidate led recruitment services (in development).

(covered in detail below)

### **Industry specific resources including connections with Australia**

Advance has resources for all Australians overseas but in addition it has specific ones for key industries including web content and quarterly industry specific online newsletters<sup>16</sup>. Alliances with industry groups for that industry in Australia are listed and links to industry profiles in Australia from other publications are provided.

### **Citizenship & voting**

Many Australians leaving Australia do not know that they have to enroll as an overseas elector in order to maintain voting rights while they are away. Advance aims to inform its members of the law and procedure for registering as an eligible overseas elector with the Australian Electoral Commission. We also provide information on other groups actively campaigning to extend the terms and conditions of franchise to the one million Australians overseas.

### **Access to Australian government services**

Australians overseas are often unaware of the services offered by each government department including taxation, health care, education, citizenship, voter registration, superannuation and visas. Advance provides links to all relevant Government departments and, where they have

them, overseas contact numbers as well as often 1300 numbers do not work from overseas.

### **Access to other services**

Advance partners with experts in relevant fields, including immigration law firms and tax accountants, who are able to offer specialized service and advice to our members.

Advance believes these services are essential to sustain the ongoing engagement of Australian professionals overseas and are part of the quid pro quo required to sustain extensive volunteer engagement with the other national interest projects.

## **RECOMMENDATION 4.**

### **Public Diplomacy**

**Extend programmes which leverage leading Australian professionals around the world as a major public diplomacy asset, assisting in the promotion of Australia as an excellent trade, investment, education and tourism destination.**

Australian professionals overseas are an important part of our public diplomacy. Australian professionals overseas are an important part of our public diplomacy kit-bag. Harvard author, Joseph Nye outlines the nature of a nation's "soft power": the ability to influence other countries through their desire to emulate and aspire to its values, level of prosperity and openness. He cites a country's citizens and businesses overseas as one of the greatest sources of "soft power". Australian professionals and entrepreneurs overseas, represent an important dimension of Australia's "soft power".

The Lowy Report concluded that "A well placed and well disposed diaspora can act as a bridge to international ideas, investment and capital. In order to maximise the traffic moving across this bridge we have to make it wide and strong and clearly sign-posted."<sup>17</sup>

<sup>16</sup>Each of these industry networks is stewarded by a global industry advisory board of prominent Australian executives in the field and convenor members who are senior executives with more time to spend on driving the activities of the network.

<sup>17</sup>Fullilove and Flutter, 2004 p51.

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

**“Our Ambassadors around the world are not just those employed by the Department of Foreign Affairs.**

**...our most important asset is our people and amongst them our expatriate community makes a major contribution to promoting our country and explaining it to the world. A world where Australia makes a proud and positive contribution.”**

The Hon. Peter Costello MP, Treasurer of Australia

Mechanisms and structures that can put this clear opportunity into practice are required. Programmes need to be properly conceived, well-resourced, and results evaluated in order that they may be continually improved and used around the world.

Natural partners for these programmes are Australia’s externally facing agencies, at State and Federal levels as well as our Universities.



Gary Johnston, CEO, Axiss Australia addresses Advance members at Invest Australia’s event, The New Asian Tiger - Australia’s Emergence as a Global Investment Management and Hedge Fund Powerhouse.

### **Advance response:**

As a direct strategy to leverage the power of Australian professionals working overseas for Australia’s benefit, Advance runs a number of ambassador programmes on behalf of Government agencies. These all provide information and resources to Australians overseas to enable them to open doors, make introductions which will lead to real business outcomes for Australia and its institutions. We have active programmes currently in place for:

**Invest Australia:** Industry specific promotions in financial services and biotechnology/life sciences

and other key sectors, leveraging contacts and spheres of influence of Advance members in these sectors overseas.

**Tourism Australia:** Equipping Australian professionals overseas with the tools and information to be effective business tourism ambassadors in key overseas markets. The aim of the programme is to raise Australia’s share of business tourism including conventions, conferences and sales incentives.

**Australian States:** Advance works with the Governments of New South Wales, Victoria, Queensland and Western Australia to engage their former residents in facilitating introductions and assisting in the promotion of their State and its enterprises overseas.

**“To continue to attract foreign investment to Australia is very competitive. It helps to work with people overseas who know something about Australia and can promote it as good place to invest in...this is where the diaspora comes in...help in promoting investing in Australia and as a good place to do business.”**

Barry Jones, Invest Australia

Advances model is to ensure the right matching of Australian ‘ambassadors-at-large’ to the resources, projects and initiatives being conducted by the Government agencies to extend their reach. We coordinate the Australians abroad through a defined leadership structure by industry and region with an Annual Leadership Summit which brings together the entire leadership team as well as representatives from all the Government agencies we work with. In addition, through-out the year we run events, conference calls, web-events and have a best of breed online collaboration and project management system to keep everyone focused and directed.

Finally, Advance will continue to engage the one hundred most influential Australians overseas with the Advance 100 Global Australians Summit which will be held every two years. This forum for opinion leaders amongst the community of Australians abroad facilitates peer-to-peer interaction and enables key Australian agencies to have access to this important group of Australians.

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

At present these activities are agreed to and funded annually. To gain efficiencies and to ensure the correct resources are in place, these programmes need longer range planning and would benefit from secured triennial funding.

### RECOMMENDATION 5.

#### Talent Return and Utilisation

**Support initiatives which promote overseas Australian talent in management, governance and innovation, provide Australians overseas with the information and connections they need to return and encourage better use of overseas experienced Australian executives.**

There are now more than one million Australians living and working abroad, including many of the most capable and senior executives, entrepreneurs, creators and innovators that Australia has produced.

Australia's recent skills shortage has sparked a war for talent, with some employers starting to look offshore to fill roles in Australia. With their intimate knowledge of Australian markets and culture, expatriates are naturally appealing to prospective Australian employers. However, there is still a need to counteract the current climate which undervalues the benefits of overseas experience. It is important that overseas experience is promoted as valuable and relevant quality to Australian employers. A key concern was the recognizing how overseas experience can translate to a valuable asset as an employee at Australian companies. This is as true for senior professionals and executives as for board and governance appointments.

**"Australian-based business and industry need to become aware of the presence and importance of the overseas community. The Australian diaspora should be seen as a 'virtual city' of talented Australians from which to draw potential employees.**

**...biggest challenge (for returnees) is that they feel misunderstood. Their vastly unusual and highly unique experience overseas is not related to here by employers."**

Andrew Banks, Executive Director, Talent 2 Australia

**"Australians find it difficult to be 're-introduced' into a better role upon their return. It has been historically difficult for Australian companies to intelligently use people's overseas experience and integrate and retain them."**

Sir Rod Eddington, Chairman of JP Morgan, Australia & New Zealand.

Major corporates and departments can lead by example. Public and private sectors need to include overseas Australians in recruitment exercises for Board and senior management level positions if Australia is to make the best possible use of its available talent base. The concern was raised numerous times at the summit that Australia's failure to make best use of overseas experienced talent within our current executive workforce is a weakness of our management culture. Proper skills audits and understanding of the international experience base of executives should inform deployment and career path of returning executives.

An active agenda in this area including the following strategies should be pursued:

- Promote the value of overseas experience generally.
- Routinely include overseas Australian talent pools in board and executive searches.
- Make better use of executives within companies or returning who have valuable overseas experience.
- Ensure better connections are maintained with overseas networks by Australian executives while overseas and on return by industry leaders and executives generally.

#### Advance Response:

In 2005, Advance conducted a survey of our members and found that more than 25% of them were 'in the market' to return to Australia. Furthermore, the most popular service of those listed was "assistance in making professional links and connections in order to get a job back in Australia"<sup>18</sup>.

<sup>18</sup>Advance Member Survey, 2005.



## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS



In response, Advance has partnered with Australian and global corporations and recruiters to develop the Advance Talent Return Initiative. The model of the Talent Return initiative is to ensure that Australians overseas are well informed about the wealth of opportunities and increasing dynamism of the Australian market and its growing global role. The tools and information needed for successful return to Australia are provided including online resource and informative guides, industry-specific newsletter updates and talent return events in key global capitals with Australian recruiters and corporates.

**"Perhaps most importantly of all, however, the Australian Government can assist the diaspora by maintaining Australia as an attractive place to return. Just as immigrants are attracted to countries that offer social and economic opportunity, expatriates are more likely to return home when society and the economy prosper."**

The Hon. Peter Costello MP, Treasurer of Australia.

In addition, Australian based networking events for returned Australians will also be rolled out in Australian capital cities, these will offer a further means of maintaining valuable connections overseas and linkages with Australia across industry. This will strengthen the bridge between Australia and the world.

Advance has secured the financial support and partnership of Korn Ferry, Russell Reynolds, UBS and Macquarie as founding partners of this initiative. To flourish however, wide industry and government support is required.

### RECOMMENDATION 6. Leverage Existing Networks

Support coordination and cooperation between existing expatriate and alumni networks worldwide which represent various geographies, industries, professions and educational institutions.

There are over three hundred Australian business, sporting and cultural organisations around the world. Their combined membership totals approximately 100,000 Australians. At present there is no centralised effort to communicate with or coordinate these organisations. There is no central resource for them from Government or consolidated approach to working with them from any Department.

In addition, many Universities are developing online tools to maintain relationships with their off-shore alumni.

Cooperation between expatriate and alumni groups overseas should be encouraged at all levels and the mechanisms to enable it should be resourced.



Dr Ann Lewis, AM; Dame Bridget Ogilvie AO.

**"Peoples loyalties are very intense to the organization that first trains them, as undergraduates and immediate post-graduates....it's really important to remember how strong those early influences are, and to leverage them....don't underestimate the power of that...So that's what we have to do...leverage and train talent, take advantage of natural emotional bonds and help them get stronger through organizations such as Advance."**

Dame Bridget Ogilvie, AO

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

### Advance response:

Advance has a track record, particularly in the United States, working closely with several Australian Universities to register and mobilise their alumni to advocate for the University. We will continue to work collaboratively in this way with Australian Universities.

In addition, in 2006 Advance created a register of Australian expatriate organisations as a means of effectively distributing our One Million More Census of Australians overseas initiative.

Advance looks forward to continuing to working collaboratively with Australian universities and other expatriate groups world wide.

### RECOMMENDATION 7.

#### Philanthropy Enabling Infrastructure

**Support the creation of off-shore philanthropic funds which create the legal, financial and marketing infrastructure enabling Australians overseas to make tax deductible contributions in country of residence, to important not-for-profit institutions in Australia.**

Both the Senate Inquiry and the Lowy report argue that “Australian non-profit organisations such as universities and arts organisations should pursue philanthropic contributions from expatriate Australians, and should combine their efforts to achieve benefits of scale”<sup>19</sup>. The Government response from both DCITA and DEST accepted this recommendation.

At present, each organisation needs to create its own legal and governance infrastructure and this is not economic for most organisations. A consolidated approach distributes the administrative burden more efficiently. In addition, the marketing challenge of reaching the members of the diaspora able to invest in Australia’s future is a significant one and large investment of time and energy currently goes into flying individual personal overseas and coordinating individual events. To date the process has not proven particularly effective.

The structure required is the creation of a series of legal entities in the jurisdictions where there are a large concentration of Australians; the United States, the United Kingdom and Hong

**“I do know that we are all responsible. I do know that at an individual level we can all make a difference, I do know that we have an obligation to our society and our community, and those who have helped us and those who have shaped us.**

**Charity and philanthropy, at any level, are pillars of a civil society. Charity is a harmonizing, civilizing influence upon society. I feel very clear about that, from my experience it is very, very obvious to me ...the state does have a role...but it is up to us at the end of the day. It’s definitely up to us.”**

Michael Hintze, CEO CQS LLP and Global Philanthropist

Kong for example, to which donations are tax deductible and from which funds are dispersed to leading Australian organisations, in particular Universities, arts institutions and medical research facilities. Fund raising and fund investment protocols and management processes would need to be developed and implemented.

Contributions to these funds would be invested by the trustees on behalf of donors in Australian organisations with a strong track record in assisting the arts, science, research and education.

The Ireland Fund is an example of such an approach. It operates in 11 countries and has raised over \$300 million for worthy causes in Ireland. The funds raised from the diaspora are then distributed to fund arts, peace, reconciliation and the development of education in Ireland<sup>20</sup>.

In addition to the Ireland Fund model where donations are collected and distributed, for major donors, direct matching with institutions in Australia, and the facilitation of the onshore tax deductibility should be a service provided. Implementing such measures will require expert advice and assistance in ensuring compliance with the laws of each jurisdiction.

Together, these measures will transform the flows of philanthropic investment and secure great efficiencies providing extremely powerful infrastructure for Australia which will yield significant long term philanthropic benefits for the country.

<sup>19</sup>Senate Report *ibid* Recommendation 16.

<sup>20</sup>[www.irifunds.org](http://www.irifunds.org)

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

### **Advance response:**

Advance has already established a registered 501c3 charitable and educational fund in the United States which could be used for this purpose. Separate structures and governance can be established for the funds in other jurisdictions. We now plan to launch the "Advance Australia Funds" (modelled, in part, on the Ireland Funds) which will formalise the channels and generate and an increased flow of philanthropy into Australia. During 2007 we will launch a campaign to fund the creation of these funds and we look forward to wide support for this initiative. In addition to the collection and distribution of funds by the Advance Australia Funds, we will develop the capability of matching large donors overseas with the institutions they wish to invest in back n Australia, and facilitating the tax deductibility of these major gifts in other jurisdictions.

### **RECOMMENDATION 8.**

#### **Data Collection**

#### **Collect more and better quality data on Australian professionals overseas**

Both the Senate Inquiry Report and the Lowy report recommended that the Australian Bureau of Statistics, the Department of Immigration and Multicultural and Indigenous Affairs and the Department of Foreign Affairs and Trade should continue to improve the statistical information collected in relation to Australian expatriates.

Information is essential in the development of effective policy, programmes and activities to



Advance Los Angeles Literary Event.

leverage Australians and Australian professionals overseas. At present there is very little firm data on economic flows, balance of payment impacts, remittances, philanthropy, HECS debt load, property ownership, financial investments, retail impact and this population represents 5% of Australia's total population. In fact, there is actually no reliable data on exactly how many Australians are off-shore at any time and how many reside overseas on any permanent basis.

Consideration should also be given toward the creation of a 'diaspora center' attached to an Australian university that promotes research and ideas exchange. With the right support, Australia has the potential to become a leader in this field.

### **Advance response:**

In September 2006 Advance with our partner the Southern Cross Group, went some way toward creating a clearer portrait of Australians overseas by conducting the first census of Australians overseas, "One Million More". More than 15,000 people were counted in what is the first Australian initiative of this kind. Members of the Australian community living abroad from the far reaches of the globe including Afghanistan, Bhutan, Faroe Islands, Switzerland, Turkey, and the United Arab Emirates completed the survey, along with a strong representation from the United Kingdom, the United States of America and the Asia region.

The results (released in March 2007) provide valuable information on the lives, careers and experiences of the Australian expatriate community and how this group play a growing and significant role in the social, economic and cultural future of Australia. More detailed analysis is being completed by Professor Graeme Hugo, Federation Fellow and Professor of Geography at The University of Adelaide.

### **Questions covered included:**

- Information about current employment and income
- International mobility patterns
- The type and frequency of contact kept with Australia
- Attitudes and opinions about overseas experiences
- Future plans of respondents

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

This initiative was done independently of the Australian Government who recommended, through DFAT, that overseas missions not assist with the distribution of the survey. In future, due to the value of this information for Australia, initiatives such as this should be given every support.

### **RECOMMENDATION 9. Citizenship And Voting**

**Encourage active citizenship and voting by Australians overseas better involving them in Australian democracy.**

**As the Lowy report noted:** "Australians resident overseas have valuable contributions to make to public debate. Increasing their participation would enrich our discourse, just as the inclusion of historically marginalised groups has expanded our national life"<sup>21</sup>.

The Summit did not spend time discussing this area, however, in subsequent discussions our reflections are consistent with those outlined in the Lowy report and we support the recommendations made in that report that:

- overseas voting procedures should be better promoted to Australians overseas;
- overseas registration for the electoral roll voting procedures and registration should better accommodate Australians overseas;
- a joint parliamentary standing committee for Australians overseas should be established.

The joint parliamentary standing committee would create an important ongoing forum engaging representatives from both houses of parliament. In addition it would provide an avenue for new legislation to be considered by voting Australians resident overseas.

### **Advance response:**

Advance aims to inform its members of the law and procedure for registering as an eligible overseas elector with the Australian Electoral Commission. We also provide information on other groups actively campaigning to extend the terms and conditions of franchise to the one million Australians overseas.

### **RECOMMENDATION 10. Policy and Coordination**

**Put the right policy and coordination vehicles in place to maintain momentum, and steward programmes in order to achieve the policy objectives of an engaged and informed body of leading Australian professionals overseas.**

The Summit represented a landmark shift in Australian Government rhetoric about the importance and value of Australians overseas. In addition to a continuation of this presentation of the diaspora, it is time for the policy and programmes to match this to be developed and implemented.

### **ESTABLISHMENT OF A COORDINATING BODY FOR DIASPORA POLICY & PROGRAMMES**

At present there is no coordinating body for diaspora activities in the Federal Government. Initial recommendations from both the Lowy Institute report and the Senate Inquiry into Australian Expatriates were for this to be inside of the Department of Foreign Affairs and Trade (DFAT) to allow effective integration and useage of the diaspora by Missions. Given the range of existing demands upon DFAT, there may be more appropriate locations for a project officer to ensure a whole of Government approach to the diaspora.

<sup>22</sup>A great example of this is Grange Securities being bought by Lehman Brothers. For over two years meetings took place between senior Advance members in Lehman Bros (particularly Advance Board member Rosalind Coffey), Lehman Bros Executive and Axis Australia (part of Invest Australia) staff in New York. The promotion to Lehman Bros of the strength of Australia as a destination led to the inclusion of Australia as part of their Asia Pacific strategy and the subsequent purchase of Grange Securities as a base from which to expand was the fulfillment of this exercise and the return of Lehman Bros to the Australian market after more than twenty years absence.

<sup>21</sup>Fullilove and Flutter, 2004 p. 65.

## 5. SUMMIT RECOMMENDATIONS & CONCLUSIONS

---

### CHANGE PROTOCOLS AND ENGAGEMENT OF LEADING AUSTRALIANS IN THE DIASPORA IN KEY AGENCIES

Invest Australia, Tourism Australia and the States have led the way in establishing robust engagements with Australian professionals overseas in pursuing their programme outcomes. Initial pilot programmes and events have shown real promise and in some cases, financial services and life sciences in particular<sup>22</sup>, real outcomes have been secured.

While there are unique examples of useful collaboration, no formal policy, protocol or reporting development has been made in the way most agencies engage with Australians overseas. A whole of government approach and set of principles needs to be established, implemented and adhered to. The coordination unit outlined in section 7.1 above would have the development of these policies and protocols as part of its brief.

**“What would an Australian Diaspora Policy look like?...I think the better approach, for a country like Australia, is to increase it's efforts and reach out to the diaspora so as to capture more benefits for Australia. This task is not solely one, perhaps not even mainly one, for the Australian government. Much of the initiative has to come from the private sector... the government does need to take a lead or send a signal.**

**‘it is not easy to make policy for a population that lives outside your national borders. Governments are not used to that type of thing... but it is certainly not beyond us. And in my opinion, it is time we did so, because others will.’**

Michael Fullilove, Program Director, Global Issues, The Lowy Institute.

### Advance response:

Advance will continue to advocate for the correct policy and coordination vehicles to be established. Our suggestion is that this be housed in the Department of Prime Minister and Cabinet in the International Affairs division.

Advance will also be making a formal submission to the Senate Foreign Affairs Defence and Trade Committee Inquiry into the nature and conduct of Australian Public Diplomacy further emphasising the opportunities presented by a proper government response presented by the talent overseas ready to promote Australia<sup>23</sup>.

Finally, Advance will deliver as one of its main programmes, the Advance 100 Global Australians Summit on a biannual basis, provided our patrons and supporters continue to invest in the format. We will also undertake major global gatherings focused on key industry sectors to strengthen these networks as well.

<sup>23</sup>On 7 November 2006, the Senate referred the following matter to the Senate Standing Committee on Foreign Affairs, Defence and Trade for inquiry and report by 29 March 2007:

The nature and conduct of Australia's public diplomacy, with particular reference to:

- a. the extent and effectiveness of current public diplomacy programs and activities in achieving the objectives of the Australian Government;
- b. the opportunities for enhancing public diplomacy both in Australia and overseas;
- c. the effectiveness of and possible need to reform administrative arrangements relating to the conduct of public diplomacy within and between Commonwealth agencies and where relevant, the agencies of state governments; and
- d. the need, and opportunities for expanding levels of funding for Australia's public diplomacy programs, including opportunities for funding within the private sector.



**advance**  
global australian professionals

**ADVANCE GLOBAL OFFICE**  
150 East 42nd Street  
34th Floor  
New York NY 10017

**t.** +1 212 682 2885  
**f.** +1 212 682 2066

**www.advance.org**

