

# Victoria's India Strategy: Our Shared Future



# Contents

Foreword from the Premier of Victoria .....	1	Showcase: Increasing collaboration in regional areas .....	20
Foreword from the Minister for Trade and Investment .....	2	Showcase: Bendigo's growing connection with India .....	21
Foreword from the Australian High Commissioner to India .....	3	<b>Direction Five:</b> Focus geographically and build relationships with Indian states.....	22
Foreword from the Indian High Commissioner to Australia .....	4	<b>Direction Six:</b> Drive closer engagement across priority sectors .....	24
Executive summary .....	6	Growth sectors: Education .....	26
Victoria's approach to engaging India: Our Shared Future .....	7	Growth sectors: Health.....	28
India and Victoria: an evolving story .....	8	Growth sectors: Liveable cities and places.....	30
<b>Direction One:</b> Strengthen and celebrate our personal connections.....	10	Emerging sectors and opportunities: Entrepreneurship, start-ups and e-commerce .....	32
<b>Direction Two:</b> Create new ways of working together.....	12	Emerging sectors and opportunities: Sport.....	34
Showcase: Connecting India and Victoria in business .....	14	Emerging sectors and opportunities: Creative industries .....	36
Showcase: Deakin University's relationship with India.....	15	Emerging Sectors and opportunities: Visitor economy .....	38
<b>Direction Three:</b> Build knowledge and understanding of India across government and industry.....	16	Case Studies: Victoria's established sectors .....	40
<b>Direction Four:</b> Invest in structures to help Victorian industry connect to India.....	18	<b>Direction Seven:</b> Invest in the pivotal drivers of economic growth .....	42
		Next steps .....	44



The 2016 MPavilion was designed by the award-winning architect, Bijoy Jain of Studio Mumbai. It brought together traditional building techniques and material from India and Victoria and an appreciation of each other's unique landscapes to establish an Indian summer pavilion in the heart of Melbourne. It used 7 km of bamboo from India and 50 tonnes of bluestone sourced from Port Fairy, Victoria. Supported by the Naomi Milgrom Foundation, the City of Melbourne and the Victorian Government, the MPavilion provides a meeting place, event hub, and an expression of the collaboration between Victoria and India.

# Foreword from the Premier of Victoria

Victoria is proudly home to the largest Indian population in our nation. Every year we welcome more students, more visitors and more businesses from India to our state.

But ours is not just a story of numbers. It's a story of personal connections and shared contributions.

It's why we've developed this strategy – a decade-long plan to further strengthen Victoria's engagement with India.

As a blueprint, it builds on our strong foundations and commits us to an enduring partnership based on understanding, meaningful engagement and equal exchange.

Critically, this strategy has been developed in collaboration with our Indian partners. I look forward to working with these organisations and individuals on its implementation.

Working together, we can build an even closer, more cohesive partnership.



**The Hon Daniel Andrews MP**  
Premier of Victoria



The Hon Daniel Andrews MP, Premier of Victoria, with members of the Indian community at the Sandown Holi Festival in Melbourne.

# Foreword from the Minister for Trade and Investment

India is a nation of opportunity, and over the next 10 years the Victorian Government will invest in strengthening our relationship with this dynamic and powerful friend and neighbour.

We already have much in common. From sport, to film, to art, to innovation, Victoria and India share many interests and values.

What we see in India is a constant drive to advance and grow. Take the recent rise of India on the Global Innovation Index, or predictions that the country will have the third-largest economy in the world by 2030.

Across international education, liveability, health, sport, tourism, creative industries and agriculture, the opportunities for collaboration and innovation are limitless.

To make the most of these, we're working closely with India's government and industries, and have developed a strategy that carefully maps out what the next era of Victoria-India relations will look like.

Using roundtable discussions, one-on-one meetings and industry analysis, we have pinpointed the sectors where our governments and industries are best aligned and laid the foundations for this strategy.

We can work together in areas including looking after the health of our communities by finding new and innovative ways to address our shared health needs.

Then there's Melbourne's seven-year run as the world's most liveable city, a great starting point for collaboration with India on its new multibillion-dollar Smart Cities project. Using this experience, we can combine areas such as waste management, green living and infrastructure to create bold new places for India's growing population.

India is home to an estimated 400 million millennials, representing enormous potential for innovation across multiple sectors. This is something Victoria is already very familiar with as we continue to make a name for ourselves as the digital innovation hub of Asia-Pacific.

I have no doubt that our India strategy will combine the skills, knowledge and expertise of India and Victoria to achieve outcomes that are enduring and mutually beneficial.

I look forward to what the next decade holds for the Victoria-India relationship and I'm certain it will be full of growth and prosperity.



**The Hon Philip Dalidakis**  
Minister for Trade and Investment

# Foreword from the Australian High Commissioner to India

I am delighted to welcome the publication of *Victoria's India Strategy: Our Shared Future*.

The State of Victoria plays a key role in the bilateral relationship between Australia and India. Victoria is home to Australia's largest Indian diaspora and hosts half of the total Indian student population. It is also home to institutions such as the Australia India Institute and hosts the Australia India Leadership Dialogue. The MCG has iconic status among tens of millions of Indian cricket tragiacs.

The strategy comes at a time when Australia's relationship with India is expanding rapidly in breadth and depth. India is already Australia's sixth-largest export market, second-largest source of overseas students and largest source of skilled migration to Australia. Our strategic interests in the Indo-Pacific are converging, based on growing defence and security links and our natural alignment as two secular, democratic countries.

India's size and complexity can present challenges for both business and government. So it makes sense to focus on particular strengths and to prioritise by sector and geography.

Victoria's India strategy does just that. It draws on Victoria's strengths in education, health and liveable cities. Importantly, it is anchored in a recognition of the importance of the role of government and of personal links. It is a recipe for success.

I congratulate the Government of Victoria on its forward-looking strategy and look forward to supporting its implementation.



**Ms Harinder Sidhu**  
High Commissioner

# Foreword from the Indian High Commissioner to Australia

India–Australia relations are underwritten by a deep understanding of and mutual respect for the converging political, economic and social forces in the two countries.

The State of Victoria has a special place in India’s popular imagination – with a history of cultural interchanges, commonality of interests and aspirations. Victoria continues to be a favoured destination for Indian students, as well as the social and business entrepreneur community.

The India strategy being drawn by the State of Victoria is very timely and will help increase mutual engagement in political, economic, cultural, educational, science and technology, and various other fields. It is a result of wide consultations and deep deliberation and will go a long way in bringing increased focus on the State of Victoria in the wide expanse of India – with its million start-ups, overflowing youthful energy and entrepreneurship with global vision rooted in the fertile soil of India.

The maturity of Victoria in several niche areas including science and technology, health, sports, engineering and skill development, combined with the insatiable demand arising from India’s exploding aspirations, would, I am hopeful, give rise to abundant synergies for a mutually uplifting relationship in the near future.



**Dr AM Gondane**  
High Commissioner



Located minutes from the centre of the city, Melbourne's sports precinct is Australia's premier sports precinct, hosting major events including the Australian Open Tennis and the Australian Football League's Grand Final.

Photograph by Roberto Seba.  
Courtesy of Visit Victoria.

# Executive summary

Victoria already enjoys a close relationship with India. We are committed to strengthening and celebrating our personal connections with India and building a social and economic partnership that is meaningful, reciprocal and enduring. Victoria is proudly home to Australia's largest Indian population, which contributes significantly to the success of our state. We also have the largest number of university partnerships with India and welcome the largest number of Indian students of any Australian state.

We want our relationship with India to be enduring and beneficial for both Victoria and India. We want to continue to support the unique connections we have already developed and broaden our collaboration in areas that will have real and positive impacts on our relationship.

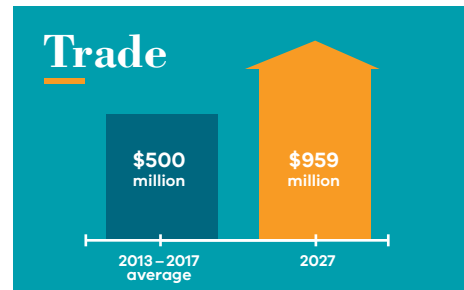
India and Victoria have a lot to offer one another. India's social and economic transformation and Victoria's vision for the future present opportunities and challenges for us both. There is strong alignment between Victoria's strengths and demand for know-how in India.

But it goes both ways – Victoria can learn from India's ambitions and ability to innovate. This strategy identifies important areas of collaboration where there are established connections, growth opportunities or great potential. It also outlines the way in which Victoria and India will work together to achieve our goals.

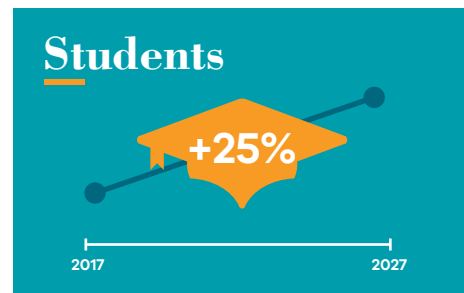
Our vision is that Victoria is a valued knowledge and business partner to India, supported by India-capable businesses, strong ties to leaders and sustained connections with the community and public sector. As a result, this strategy has been developed in close collaboration with our Indian government and industry partners. Economically, socially and culturally, our relationship will be grounded in more than just transactions. That's why each of the directions in this strategy are about strengthening our relationship based on equal exchange, meaningful engagement, our personal connections and, importantly, a long-term commitment to the relationship.

The release of this strategy is not an end in itself. It is a continuation of Victoria's and India's commitment to collaboration and an opportunity to focus new energy towards our shared futures. The strategy outlines directions for the next 10 years to make the most of the relationship we share today, and to build an equal relationship based on trust that will endure into the future.

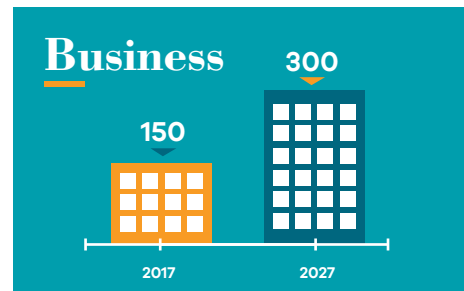
## Targets



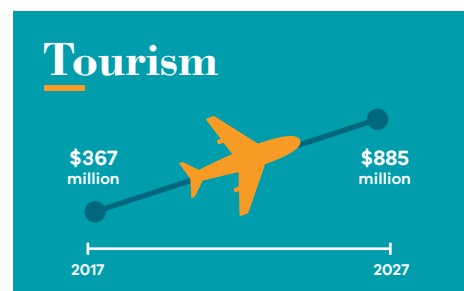
**Increase goods exports to India from an annual average of \$500 million over the past 5 years to \$959 million in 2027 >**



**Grow the number of Indian postgraduate research students by 25 per cent over 10 years >**



**Double the number of businesses engaged from 150 in 2017 to 300 businesses per annum in 10 years >**



**Grow overnight expenditure by Indian visitors to Victoria from \$367 million in FY2017 to \$885 million in 2027 >**



# Victoria's approach to engaging India: Our Shared Future

<b>VISION</b>	That Victoria is a valued knowledge and business partner to India, supported by India-capable businesses, strong ties to leaders and sustained connections with the community and public sector.		
<b>THEMES</b>	<p>☆ <b>MEANINGFUL ENGAGEMENT</b></p> <p>Victoria will focus its efforts in complementary industries and geographic areas, where Victoria's world class offerings align with India's strategy for growth.</p>	<p>⇄ <b>EQUAL EXCHANGE</b></p> <p>Victoria will work with India to identify and pursue mutually beneficial engagement – supporting inclusive economic growth.</p>	
	<p>👥 <b>PERSONAL CONNECTIONS</b></p> <p>Victoria is home to the largest Indian population in Australia, and this community is an essential part of our state's identity. Personal engagement is key to deepening our friendship across business, government and the community.</p>	<p>🤝 <b>LONG-TERM COMMITMENT</b></p> <p>Victoria is committed to building a relationship with India over the long term. Economically, socially and culturally, we want to invest in core structures to underpin a reciprocal and deep partnership.</p>	
<b>DIRECTIONS</b>	<ol style="list-style-type: none"> <li>1. Strengthen and celebrate our personal connections</li> <li>2. Create new ways of working together</li> <li>3. Build knowledge and understanding of India across government and industry</li> <li>4. Invest in structures to help Victorian industry connect to India</li> <li>5. Focus geographically and build relationships with Indian states</li> <li>6. Drive closer engagement across priority sectors</li> <li>7. Invest in the pivotal drivers of economic growth</li> </ol>		
<b>IMPLEMENTATION</b>	<p><b>3 years</b></p> <p>Victoria will take action to deepen our close connections and establish valued knowledge partnerships.</p>	<p><b>6 years</b></p> <p>Victoria will take action to strengthen our position as the partner of choice for India, with Indian capabilities extending across all areas of our economy and community.</p>	<p><b>10 years</b></p> <p>Victoria will take action to invest in core structures and mechanisms to underpin a reciprocal, cooperative and enduring partnership.</p>

# India and Victoria: an evolving story

India has been a friend to Victoria for a long time and we have much in common. Our personal connections and the significant contribution that Victoria's Indian communities make to all aspects of our state have brought us closer together. We both are aspirational societies. We are tenacious. We believe in the value of education and supporting our young people in their pursuit of opportunities. Creating jobs for our workers and doing it in a way that is meaningful, inclusive and sustainable is a shared priority.

## Growing together

We are proud of the strength of Victoria's economic progress. But India's rapid growth eclipses that of most nations in the world. India's population is booming, growing at unprecedented levels. By 2020 it will be the country with the youngest population in the world, with half of its population aged under 25 and two-thirds under 30. Often called India's 'demographic dividend', this current and future workforce powers India's potential as an economic global superpower.

With great change comes opportunities and challenges. Despite the challenges of rapid economic and population growth, India's qualities are clear and proven – a young, dynamic workforce, a huge and increasingly affluent population, and a connected society. Since his election in 2014, Prime Minister Modi has pursued a reform agenda that aims to allow every member of Indian society to participate in India's growth story. It is an ambitious program of infrastructure, business and social developments, underpinned by the concept of *antyodaya*, or the uplifting of the poorest in society.

A focus on social policy and inclusive economic growth is also at the heart of Victoria's Government. We share India's commitment to ensure economic progress is inclusive and sustainable.

## Working together

The Indian Government is working with global partners to find the smartest, most innovative and most sustainable ideas to support its rapid growth. The Indian Government's strong reform agenda includes opening up India to record levels of foreign investment, and international governments and private sector firms are partnering to contribute to Indian solutions.

Victoria is able to work with India in areas where we have knowledge and expertise, including in education, health, transport and water management. Reforms like the Smart Cities Mission, an urban renewal project to develop 100 cities nationally, create an environment where Victoria's know-how and India's growth can come together for the reciprocal benefit of our economies and communities.

## Learning together

At the same time, Victoria can learn a lot from India about innovation, entrepreneurship and smart manufacturing. Bengaluru is ranked in the top three innovation cities in the world, and India has built a vibrant entrepreneurship culture where businesses are supported with capital and mentors. Indian information and communications technology (ICT) firms are among the best in the world, and many have already chosen to make Victoria their home. India's digital technology and big data capabilities are supporting innovations in health, and countries like Australia are increasingly interested in India's capacity for innovation.

Similarly, there are a number of areas where Victoria is world-class. Students come from 160 countries across the globe to study at Melbourne's high-quality universities and vocational education providers. Melbourne is one of only three cities worldwide with two universities ranked in the world's top 30 for biomedical science – we sit alongside Boston and Cambridge as leaders in medical discovery. Our sporting precincts, our infrastructure and our smart technology also make us the most liveable city in the world.



**India is the fastest growing large economy in the world >**



**India is the third largest economy in the world in GDP (PPP) terms >**



**Millennials in India, the largest cohort of people aged 18-35 in the world >**



By sharing our knowledge we will deepen our friendship, we will innovate, and we will learn from India's complementary expertise. Together, Victoria and India can support each other to make our communities and economies even stronger.

### Shaping our future together

As our relationship continues to grow, the opportunities for collaboration continue to increase. Victoria's vision is to be a valued knowledge and business partner to India, supported by India-capable businesses, strong ties to leaders, and sustained connections with the community and public sector. To do this, we understand that we must continue to support and enhance our personal connections, commit to long-term engagement and ensure that we work together based on meaningful engagement and equal exchange.

To shape our future together and ensure that we realise the full potential of our relationship, there are strategic actions that Victoria and India need to take. That is why our strategy includes seven directions that we will take to strengthen the relationship even further.

There is growing interest in India among people throughout Australia, and governments, firms, academics and students are crying out for information and opportunities in relation to India. Connecting India and Australia is the need of the hour. India and Australia, located at two corners of Asia, share in their belief in democracy, tolerance and openness. We share challenges – around the provision of skills, environmental change and unemployment, for example – and we are increasingly interlinked via flows of people, materials and ideas. The time is ripe to capitalise on these resemblances between nations in such a way that we generate knowledge, improve public policy and – most importantly – improve mutual understanding.

**CRAIG JEFFREY,  
DIRECTOR, AUSTRALIA  
INDIA INSTITUTE**



**Share of Australia's Indian-born population living in Victoria >**



**Estimated Indian visitors to Victoria in the year ending June 2017 >**



**Victorians with Indian ancestry – including 169,802 Victorians born in India >**

## DIRECTION ONE

# Strengthen and celebrate our personal connections

**10-year aspiration: Victoria is known throughout India as a welcoming and inclusive home for the Indian diaspora, visitors, students and businesses.**

The Victoria–India story is a personal one. Our close and growing personal bonds with India have laid the foundations for a strong and prosperous future relationship. As our engagement deepens, strong personal and community connections will continue to bring us closer, allow us to share ideas, enable innovation and create a joint vision.

Victoria is home to Australia's largest Indian population. Every day we benefit from the remarkable contribution of our Indian communities, as well as their shared culture and heritage. The Indian diaspora has built strong connections in Victoria and helped establish solid bridges between Victoria and India in business, academia, health and science.

In 2016 Victoria welcomed more than 128,000 Indian visitors and hosted around 34,000 enrolled Indian students. They support a rich exchange of knowledge and learning between Victoria and India. As our personal connections with India continue to grow, we understand the importance of an enduring relationship.

Victoria proudly celebrates its Indian culture. The annual Diwali celebrations in Federation Square place Indian culture on Melbourne's centre stage for all Victorians to appreciate. The Indian Film Festival of Melbourne is the first Indian film festival in Australia, which, together with Victoria's support for the Confluence Festival of India in Australia and the inaugural Asia-Pacific Triennial of Performing Arts, contributes to a highly valued program of Indian cultural experiences.

Our relationship will deepen over the coming decade. To ensure this, our strategy places people at the centre of our interactions. Our tourism promotion agency, Visit Victoria, works with our tourism industry to ensure visitors get the best experience. For students, we have established the International Student Welfare Grants Program and a new program to enable students to lead, intern, volunteer and experience (the LIVE program).

Even with our close personal connections, there is always more we can do.

In the schools sector, we will provide more opportunities for school communities to build personal connections with their peers in India. As Australia's Education State, we will support students, teachers, principals and aspiring school leaders to develop India capabilities through specific programs that support student mobility, intercultural understanding and meaningful collaboration on mutual education priorities including science, technology, engineering and maths (STEM). We will also look to grow the number of sister school partnerships between Victoria and India.

Victoria will work across government and with specific industry sectors to better understand our alumni connections with India and seek to support them. Victoria will also work to attract more community and cultural events, including working with the Indian Government on collaborative initiatives to celebrate and generate awareness of the special bonds we share with India.

### What we are already doing:

- ▶ Supporting community and culture through Victoria's community grants program and diverse creative industries programming
- ▶ Providing international students with opportunities through the LIVE program
- ▶ Supporting the Victorian School of Languages and schools around the state to deliver Indian language programs for students

### What Victoria will do:

- ▶ Establish community driven cultural precincts or centres that celebrate the Indian community and their cultural contribution to Victoria
- ▶ Support cultural and creative industry engagement between Victoria and India to promote community connection, and attract new cultural experiences to Victoria
- ▶ Deepen Victorian schools' engagement with India by harnessing the knowledge, experience and culture of the Indian diaspora that surrounds Victoria's school communities and develop partnerships to support enduring ties between Victorian and Indian schools
- ▶ Pilot a Victorian Young Leaders to India program to provide in-country immersion opportunities for Years 7 to 9 students
- ▶ Provide professional development and learning opportunities to build the intercultural leadership capacity and professional practice of female school leaders in Victoria and India



The Janagarjana Dhol Pathak group in Melbourne

## VICTORIA'S INDIAN CULTURAL PRECINCTS

Victoria's first Indian cultural precinct in Little India, Dandenong, will enhance the already strong Indian communities living in the south and celebrate Victoria's Indian culture. It will provide a hub for Victoria's Indian communities to own and celebrate, and for all Victorians to share in our rich Indian culture.



Little India, Dandenong, the home of Victoria's first Indian cultural precinct.



Melbourne and surrounding cities such as Geelong really are great places to study. The universities have a fantastic reputation and my lecturers are world-class. The student community has been an unexpected extra benefit and one that has helped me feel at home quickly. The local community has done so much to make me feel at home. I guess that's one of the reasons why I am doing a lot of volunteer work; I want to give something back to the community. My dad is quite an inspiration and he always says, 'Do what you love and always put your heart and soul into everything you do'. That's what I have done since coming to Australia and I have received so much in return.

**BALAJI TRICHY NARAYANAWAMY,**  
STUDENT



In India, multiculturalism is called *Unity in Diversity*, which is an overarching principle of civic life. This embedded ethos, along with a shared democratic way of life, makes it relatively easy for Indian migrants to settle confidently in Australia. The growing Indian diaspora in Victoria is a well-established, prosperous community that contributes substantially to the Victorian economy. The diaspora has the potential to play a significant role in enhancing mutual trade relations, cultural learning and understanding.

**SRINIVASAN CHIDAMBARAM,**  
MULTICULTURAL AFFAIRS  
COMMISSIONER



## DIRECTION TWO

# Create new ways of working together

### 10-year aspiration: Victoria and India use dynamic platforms to support government, business and community engagement.

Government and industry in Victoria and India will both be vital in growing our relationship. Greater government-to-government and industry-to-industry engagement, with an emphasis on mutual benefit, will help informal connections across our communities to evolve into formal structures that deepen our bonds and sustain our relationships.

The Victorian Government has the largest footprint in India of all the Australian states, with offices in Bengaluru and Mumbai. Victoria's long-established presence in India has been a critical factor in building relationships with influential industry bodies, government, corporates and the non-corporate sector. The Victorian Government regularly utilises these relationships to support Victorian businesses trading with India and Indian businesses investing in Victoria. Through its presence, the Victorian Government will keep facilitating strong trade and investment outcomes and strategic, whole-of-government activities in the broader Victoria–India relationship.

Victoria is proud to partner with India to host the Australia India Leadership Dialogue, held in alternating years in Melbourne and Delhi. Victoria has also supported the Australia India Youth Dialogue since its inception in 2012. These forums provide unparalleled platforms to bring leaders from government, business and civil society together.

We already have strong engagement in areas such as international education, tourism and community. Yet, there is more we can do to sustain the relationship and ensure it benefits all areas of society and both economies.

#### What we are already doing:

- ▶ Promoting knowledge of Australia and India through the Australia India Institute in Melbourne – Australia's only national centre for research and analysis on Australia and India
- ▶ Hosting the Australia India Leadership Dialogue biennially in Melbourne – the primary platform for influential engagement between Australia and India
- ▶ Supporting the Australia India Youth Dialogue – the leading incubator of new and innovative engagement between Australia and India
- ▶ Leading inbound and outbound trade missions across multiple sectors
- ▶ Inviting Indian partners to experience Victoria's capabilities first hand via the Victorian Invitation Program

#### What Victoria will do:

- ▶ Establish the Premier's Victoria India Relationship Dialogue to enable ongoing engagement in areas of specific interest to Victoria and India
- ▶ Continue to host the Australia India Youth Dialogue in Melbourne as the exclusive Australian state government partner, to promote important connections between Victoria's and India's young leaders
- ▶ Appoint business ambassadors to champion the Victoria–India relationship



Hosting the Australia India Youth Dialogue 2017 at the MPavilion in Melbourne.  
Photograph by Andre Coorey.



We believe that youth engagement should be at the heart of a vibrant and enduring relationship between Australia and India. There are over 400 million millennials in India aged between 18 and 35, and Australia's growing youth population is increasingly globally active. These young leaders from Australia and India are a rich source of new ideas and ambition, and will be the generation that continues to take the relationship forward.

The Australia India Youth Dialogue has been proud to partner with Victoria since the dialogue's inception in 2012. Bringing together young leaders from multiple disciplines, the annual dialogue has grown to be an important platform to engage on emerging opportunities in the relationship. The deep cultural insights and greater understanding of the similarities and differences the dialogue generates have been invaluable in helping to build a strong foundation for the relationship to grow. The dialogue has also developed an active alumni community that is helping governments, businesses and communities in India and Australia to collaborate from the bottom up.

More initiatives to engage the youth populations of India and Victoria, and to support them in their ambitions for the relationship, will only lead to a fuller and deeper partnership.

**KARAN ANAND, CHAIR, AUSTRALIA INDIA YOUTH DIALOGUE**



Hosting Australia India Youth Dialogue 2017 delegates in Melbourne.  
Photograph by Andre Coorey.

# Showcase: Connecting India and Victoria in business

## VICTORIA'S COMMISSIONER TO SOUTH ASIA

Michelle Wade is Victoria's Commissioner to South Asia, an important role in a fast-growing market where there are vast opportunities for Victoria. The Commissioner's role is to grasp these opportunities and strengthen the relationships that underpin all our international

business partnerships. With almost two decades of experience in trade and investment, and deep knowledge of business and government across markets, Michelle leads Victoria's South Asia team based in Bengaluru and Mumbai.



By 2030 India is estimated to have the third largest economy in the world. India's growth trajectory, its talented, youthful population, and the sheer scale of the opportunities this combination presents cannot be underestimated.

Victoria is well placed to realise these possibilities. The largest share of Australia's Indian diaspora calls Melbourne home, and we proudly host more Indian students than any other state. Few places can rival Victoria's people-to-people ties with India, a nation whose businesses and institutions run on relationships.

With its ambitious development agenda and a population poised to underpin the global workforce, there is much to learn from India. We are already seeing Indian ingenuity leapfrog traditional technologies to deliver goods and services in new ways, whether in food, healthcare, education or travel.

By matching Victoria's strengths to the growing needs and demands of this exciting market, we can deepen our ties and become partners in progress. Our longstanding and fruitful cooperation in education, health, transport, agriculture, tourism and ICT form a strong foundation from which to enhance these links.

Victoria's India strategy will help coordinate these efforts, as government, business and the broader community combine to create an even more vibrant and prosperous relationship.

As part of leading the Victorian Government Trade and Investment offices in India, I aim to grow our people-to-people links and to ensure Victoria achieves its vision to be a valued knowledge and business partner.

**MICHELLE WADE, VICTORIA'S COMMISSIONER TO SOUTH ASIA**



Our establishment 'Sanjuku International' is based in Melbourne and exports Australian fresh produce all over the world. Setting up our business was stress-free due to transparent processes and regulatory systems in Victoria. The facilities at Melbourne International Airport and the Port of Melbourne make importing and exporting easy, particularly for fresh produce. In our experience, Victoria has the most advanced system of road, rail and marine transport, which is fast, reliable and cost-effective. These facilities in Victoria undoubtedly contribute to the success of our business in international markets, and in return our business is contributing to the Victorian economy with jobs, goods and services.

**SANJAY SINGH, OWNER, SANJUKU INTERNATIONAL**



My family and I have had the privilege for the past 18 years to call Victoria home. During this time I have grown in my professional capacity in accounting through to general management and, more recently, a business stakeholder and owner. Victoria is a state of Australia that is definitely on the go with a vast, multicultural social and business economy.

In particular, my India networks have grown substantially over this time and reflect a positive circle of leading professionals across a range of trades and professions.

**CHHAYA PATEL,  
GENERAL MANAGER,  
RAECO**





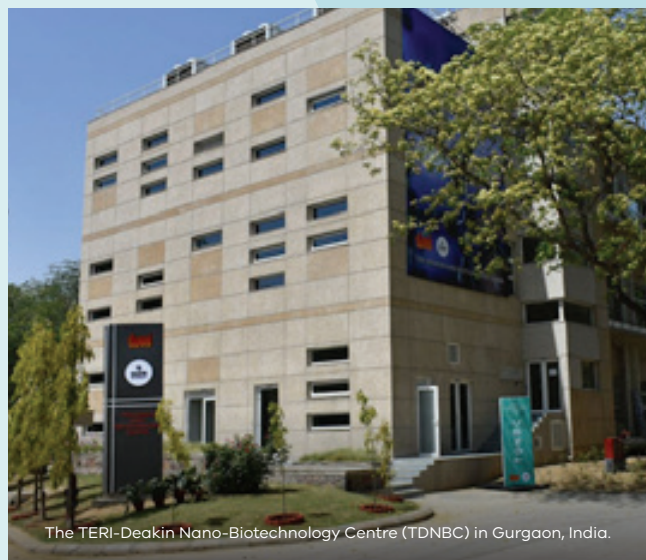
# Showcase: Deakin University's relationship with India

In 1994 Deakin University became the first Australian university to establish an office in India, which has since grown to a team of 40 dedicated professionals. While the initial emphasis of the office was on student enrolments, the relationship between Deakin and India has evolved, with more than 40 strategic research and academic partnerships and 15 corporate partnerships with some of India's leading universities, research institutions and corporations.

The university's research partnerships are driven by the Deakin India Research Initiative (DIRI), a unique program that offers opportunities for Indian students to engage in-country PhD study supervised jointly with an India-based partner. DIRI students continue to work for an Indian company or research institute while pursuing their studies in India and Victoria. Through DIRI, Deakin has invested more than \$10 million as part of the university's commitment to research collaboration with India.

The cornerstone initiative of the DIRI program is the TERI-Deakin Nanobiotechnology Centre, a joint venture of Deakin and The Energy and Resources Institute of India (TERI). Established in 2010 with new advanced facilities opened in 2017, the multimillion-dollar centre

promotes a sustainable future through innovative research in nanobiotechnology – the use of nanotechnology to study and influence biological systems or generate products through biotechnology at a molecular level.



For the past 23 years Deakin University is proud to have been a primary contributor to promoting India–Victoria relations. Since 1994 the Deakin South Asia office in New Delhi has played a pivotal role in engaging stakeholders across India, including government, industry and higher education.

From the start, Deakin's engagement in India has focused on cross-regional cooperation that benefits communities in India and Victoria alike. Indian students have enriched our campuses and pursued cutting-edge research in Victoria, and Deakin has worked closely with researchers and industry partners in India to drive development in key areas like healthcare, clean energy and food security.

We are committed to this relationship and look forward to creating many opportunities to further strengthen and expand our bilateral cooperation.

**PROFESSOR JANE DEN HOLLANDER AO,  
VICE-CHANCELLOR, DEAKIN UNIVERSITY**



It has been such a rewarding experience to represent Deakin University and Victorian higher education in India. Our work in India started with a focus on connecting Indian students with amazing study opportunities in Victoria, but over two decades of engagement and collaboration our efforts have come to encompass so much more.

Deakin's partnerships with Indian universities and companies are driving research in key areas vital to India's development and the welfare of communities across the subcontinent. India is a growing and vital economy in need of advanced expertise and expanded research capacity, and Deakin sees a world of opportunity in forging stronger linkages between India and Victoria's innovation and knowledge economies.

**RAVNEET PAWHA, ASSOCIATE VICE PRESIDENT  
(GLOBAL ENGAGEMENT) AND EXECUTIVE DIRECTOR,  
DEAKIN SOUTH ASIA**



## DIRECTION THREE

# Build knowledge and understanding of India across government and industry

**10-year aspiration: Victorian businesses have a superior understanding of the business operating environment in India, using it to drive more opportunities and better relationships.**

Gaining a better understanding and appreciation of each other’s practices, including recognising India’s diversity, will be an important element in strengthening our ties. This applies to both government and business. Cultural awareness at all levels will help deepen our engagement now and sustain it into the future.

Victoria is well placed to enhance our capabilities across government and industry. Victoria is home to the national institute of Australia–India studies and the national centre for Asia capabilities – the Australia India Institute and Asialink. Victoria also proudly works with the Confederation of Indian Industry (CII) through its Australian headquarters based in Melbourne, and the Australia-India Business Council, which facilitates valuable connections between our communities. In India, the Victorian Government Trade and Investment offices also enjoy strong ties with

government, the private sector and leading groups including the Federation of Indian Chambers of Commerce and Industry (FICCI), the National Association of Software and Service Companies (NASSCOM), the CII and the Indo-Australian Chamber of Commerce.

As part of this direction, Victoria will deliver cultural competency courses to support businesses to identify and take up opportunities in India. Courses will be specifically designed for industry and be available to businesses of all sizes.

Furthering cultural competency is a long-term endeavour for Victoria. We will prioritise and pursue this goal across the entire 10-year period of this strategy.

### What we are already doing:

- ▶ Supporting Victorian businesses to engage with India by identifying opportunities to trade with India
- ▶ Promoting Victorian capabilities in India and identifying and facilitating Indian investment in Victoria

### What Victoria will do:

- ▶ Deliver an India Gateway cultural competency program to prepare businesses of all sizes to engage with India
- ▶ Continue to support the Australia India Institute in Melbourne
- ▶ Enable government and industry engagement programs to develop a deep understanding of capability requirements and build enduring knowledge partnerships



Raising the Indian flag at Federation Square in Melbourne to celebrate India's National Day



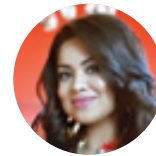
Everyone knows that the Indian economy is growing at 7–8 per cent every year and its GDP at purchasing power parity for 2016 was the third largest in the world after only China and the United States. Hence, for obvious reasons, many countries and sub-national governments are looking at India and would want to be part of this Indian opportunity. In order to get ahead of the competition, we need to do things differently.

Victoria already does a good job of supporting community and cultural connections and should continue the good work. Victoria's network of trade and investment offices in India do a very good job connecting businesses and driving engagement on the ground. In India it makes a big difference when engagement is also led by senior ministers from the state.

I feel the state of Victoria and organisations like the CII have a very important role to play. Organisations in Australia will initially require some assistance, and this is where we can reduce the pain by guiding and advising them on culture adjustments and identifying like-minded partners.

I think the CII can play a very important role in assisting the Government of Victoria in their endeavour to increase trade and investment between Victoria and India.

**ABHAY MEHTA, CHAIR,  
CONFEDERATION OF INDIAN INDUSTRY**



There are significant opportunities for Victoria and India to collaborate and forge greater business and commercial connections. But, in order to do that, we need to understand one another's business environment and share a long-term commitment.

India is a collective culture, and our engagement must understand that. Relationships are key. And thus, identifying leaders and influencers in India and building connections with them over time is essential for Victorian businesses.

India is very much a culture of instant communication. Indian businesses expect any relationship to be built on multiple and regular interactions, while the Australian approach is slower and more formal. Although communication is quick, relationship building is a longer term proposition. Victorian businesses wishing to engage with India need to be prepared to commit two years or more to the India opportunity.

As collective cultures themselves, chambers of commerce, such as the Australia India Business Council and our partner chambers in India, can play a pivotal role in identifying opportunities, connecting businesses and facilitating ongoing relationships.

**RASHI KAPOOR,  
PRESIDENT, AUSTRALIA  
INDIA BUSINESS COUNCIL**



## DIRECTION FOUR

# Invest in structures to help Victorian industry connect to India

**10-year aspiration: Victorian businesses have deep connections with India and are equipped to access new and emerging opportunities.**

Supporting Victorian businesses to connect with Indian businesses and market opportunities requires a long-term commitment with the right support to make the right connections. It is about building a solid foundation that will support ongoing and sustained engagement to deliver results for both Victoria and India.

Businesses have told us they are optimistic about the potential of engaging in India but are often unsure where to start or how to navigate the opportunities and challenges. Overcoming these obstacles is crucial to ensuring opportunities are not missed.

We understand that the best way to navigate market challenges is to access the right advice and to collaborate with in-market partners. That's why we will focus on continuing to strengthen the support the Victorian

Government provides to Victorian businesses operating in, or looking to enter the Indian market, as well as Indian businesses looking to invest in Victoria.

We will help better connect Victorian businesses to local Indian partners and the right professional services needed to do business with India. We will deliver targeted inbound and outbound missions to help business in priority sectors to partner with one another. Through these initiatives we will focus on demonstrating the best that Victoria has to offer, identifying new areas of cooperation, generating new connections and helping bring Victorian industry together to share knowledge and experience on how Victoria and India can best collaborate.

### What we are already doing:

- ▶ Connecting business and providing in-market support through Victoria's network of Victorian Government Trade and Investment offices in India
- ▶ Providing industry with information, including through delivering inbound and outbound trade missions and providing market insights

### What Victoria will do:

- ▶ Strengthen Victoria's in-market referral services to professional service firms and local partners
- ▶ Deliver targeted trade missions aligned with priority sectors and geographies



Professor Craig Jeffrey, Director of the Australia India Institute, and Dr Divya Nambiar from the Ministry of Skill Development and Entrepreneurship in India at a seminar on vocational education held at the Australia India Institute.



Victoria must understand India for the country it is today and view it through the lens of a strategic partner rather than purely as a trading or bilateral investment partner. This means that Victoria – through its government, businesses, academic institutions and wider civil society – should align its objectives with the strategic priorities in India’s national agenda. By aligning with India’s strategic priorities Victoria will send a clear signal that it is committed to India in the long term, irrespective of short-term impacts in the relationship. This will differentiate Victoria from every other nation or state also seeking to partner with one of the world’s fastest growing and high-potential economies.

Victoria must also show a genuine willingness to learn from India and import its know-how. This means, for instance, learning from India’s smart cities agenda, start-up action plan and broader entrepreneurial ecosystem and its ability to undertake innovation at scale in a globally competitive manner.

It will also be essential for our businesses and institutions to be able to progress from awareness of opportunities with India across sectors, to deeply meaningful and sustainable engagement. This means that in executing the Victorian Government’s strategy for India there must be a deliberate emphasis on skilling Victorians to be cross-culturally competent and India-capable. Spending time on the ground in India, developing India-focused cross-cultural competencies, and an ability to engage with the Indian Government effectively, will be critical at the individual level. Similarly, more Victorian businesses and institutions will need to develop a clearly defined India strategy with offerings specifically customised to reflect the needs of the Indian market. Adapting behaviour, customising offerings and aligning priorities will be essential to long-term success with India at all levels of the Victorian economy.

**MUKUND NARAYANAMURTI, CEO, ASIALINK BUSINESS**



# Showcase: Increasing collaboration in regional areas

Connecting our regional and rural communities broadens and enriches Victoria's relationship with India. The importance of regional communities in India and Victoria cannot be overstated. They are integral to our economies and societies and are a central part of Victoria and India's story.

Regional Victoria and India are already connected in a number of ways. Food and fibre is our largest goods export to India, and innovation in regional Victoria in agriculture production, irrigation and technology presents more opportunities to collaborate. Victoria's regional cities each have their own strengths as hubs for education, health and manufacturing. Regional Victoria also offers some of the best tourism experiences in the state. Likewise regional Victoria can benefit from India's strength in innovation, particularly in health innovation.

Just like Victoria, India's regional and rural areas are fundamental to its society and economy. With 70 per cent of its population living in regional and rural areas, these will continue to be significant contributors to India's growth. The Indian Government's major reforms are also focusing on regional cities, with the majority of India's 100 smart cities located outside of India's capital cities.

While they may differ in size, our regional and rural areas share many of the same challenges. Planning well-connected and smart cities is important for the future of both Victoria's and India's regional cities. Victoria and India can share expertise in water management, irrigation and agriculture technologies.

## INDIAN TOURISM IN VICTORIA

India is one of Victoria's fastest growing inbound tourism markets. For the year ending June 2017, there were 128,500 visitors from India to Victoria, an increase of 20.5 per cent from the previous year. Holiday visitation increased by 29 per cent over the same time period, indicating a strong response to Visit Victoria's marketing activity. It's anticipated that in 2022–23 India will overtake other markets to become Victoria's second largest source market for international visitor expenditure.

Visit Victoria works with Tourism Australia and key airline, travel distribution and media partners to enhance their awareness of Victoria as a destination and to establish Victoria as a 'must include' element of an Australian itinerary. Melbourne is positioned as Australia's capital of style, host of major sporting and cultural events and synonymous with easy access to unparalleled experiences including the Phillip Island Penguin Parade and the magnificent Great Ocean Road coastal drive.



Care Essentials is the leading manufacturer of patient warming devices in Australia, with over 70 per cent market share in Australia, and it exports to about 50 countries. We established Care Essentials as a Victorian company in Geelong in 1996. The exceptional business environment and health ecosystem in Victoria have allowed us to quickly grow our production and be recognised in our field for producing the highest quality products. We have installed our own factories in Pune, India to supply high-quality raw materials for our local production. We are able to source and process raw material at two locations in Pune in order to manufacture the blankets in Geelong.

I see growing potential for collaboration between Victorian and Indian medtech companies to collaborate and drive innovation. India is rich with new ideas and entrepreneurship and can benefit from working with Victoria's health sector to develop world-class products. Establishing a presence in Victoria will provide Indian companies access to high-quality research and development opportunities in collaboration with Victoria's medtech sector to help bring new products to market, including exporting internationally. In addition, releasing goods from Victoria, after TGA audit and registration, would carry greater credibility and branding. This collaboration would help enrich both the Indian and Victorian medtech sectors and enhance the medical device offerings all over the world.

**ABHAY SINHA, MANAGING DIRECTOR, CARE ESSENTIALS**



# Showcase: Bendigo's growing connections with India

Bendigo is a major regional city in central Victoria with increasing connections to India. Located in the heart of the Victorian goldfields, Bendigo is renowned for its state-of-the-art health precinct, university campus and training providers, financial institutions, agricultural production and expertise, and cultural and tourism offerings. Bendigo is also emerging as a leading regional smart city through its strong infrastructure and urban planning strategy. The Smarter Bendigo Alliance is an innovative model that brings planners, business and community together to support the city's development. In 2017, Bendigo hosted the first smart cities hackathon and was represented at Smart Cities India 2017. Bendigo is an excellent example of how connections with India can support our regional areas.

## Bendigo-India connections:

- ▶ Bendigo Kangan Institute Automotive Centre of Excellence in Gujarat
- ▶ B&B Basil horticulture exports and partnership in Hyderabad
- ▶ La Trobe University's large Indian and international student cohort
- ▶ The Great Stupa of Universal Compassion

## Further opportunities:

- ▶ Agriculture production and technology
- ▶ Health collaboration
- ▶ Liveability and smart city design
- ▶ Cultural and tourism offerings



## THE GREAT STUPA OF UNIVERSAL COMPASSION

The Great Stupa of Universal Compassion in Bendigo is a significant cultural and community centre for the region and the state. Upon completion, it will be the largest Buddhist stupa in the western world, located on 90 hectares of Victorian bushland and planned to reach a height of 50 metres. Already a hub of community activity, the stupa will include a temple, shrine rooms, education and community facilities, a wellness centre and visitor accommodation, plus it will host annual festivals. A \$2.5 million grant from the Victorian Government Regional Tourism Infrastructure Fund will support the next phase of construction.

The stupa's international connections are strengthening Bendigo's community and economy. Plans are underway

to work with Buddhist artists from India to complete the stupa's intricate artwork. The Peace Park surrounding the stupa will include contributions from Victoria's Hindu, Islamic, Sikh and Christian communities.

Given its unique regional location, the stupa complex is also a prototype for highly liveable infrastructure with its use of local expertise in sustainable building, clean energy use and waste management. The stupa welcomes visitors from across Australia and internationally, and plans to increase its accommodation and visitor facilities will allow even more guests to immerse themselves in the stupa and its regional surroundings.



## DIRECTION FIVE

# Focus geographically and build relationships with Indian states

**10-year aspiration: Victoria has strong relationships with multiple states in southern India and one or more sister state arrangements.**

Victoria's engagement with India will be carefully targeted to foster meaningful connections and maximise mutually beneficial opportunities. Victoria has had a presence in India through its dedicated trade and investment office in Bengaluru since 2005 and second office in Mumbai since 2012. Victoria will continue to use its main office in Bengaluru as a hub for building relationships and supporting closer engagement between Victorian and Indian businesses.

Victoria has opportunities to increase its engagement with states in southern India and with Delhi's National Capital Region. These regions are home to some of India's major cities and most significant areas of economic growth in the key sectors where Victoria and India can increase collaboration: education, health and liveability. Together these areas account for 90 per cent of recent new investment from India into Victoria, and the largest number of institutional partnerships between Victoria and India, including seven MoUs between Victorian universities and educational institutions.

Victoria's engagement with these states, working from our established and long-term presence in Karnataka, will allow Victoria to effectively focus our in-market engagement, and build deeper relationships that we will sustain over time.

### What Victoria will do:

- ▶ Focus on southern Indian states, with Karnataka the hub for relationships across multiple Indian states
- ▶ Strengthen the resources of the Victorian Government Trade and Investment offices in India to enhance engagement

### 1 Maharashtra

- ▶ Largest state economy in India, with a growth rate above India's national average
- ▶ Mumbai, the capital city, is the business centre of India – home to India's stock exchanges, major banking corporations and leading retail chains
- ▶ Nagpur, the second capital, is emerging as a major logistics hub due to its central location
- ▶ Victorian Government Trade and Investment office in Mumbai since 2012
- ▶ Strong collaborations with Victorian institutions in water management, education and medical research

### 2 Karnataka

- ▶ An ICT and innovation hub – home to more than 2,500 ICT companies, 50 per cent of India's biotech companies and India's expanding e-commerce industry
- ▶ Bengaluru, the capital city, has the world's second-fastest growing start-up ecosystem and was named World's Most Dynamic City in 2017 by consulting firm JLL
- ▶ Victoria has a long-term presence through the VGTI established in 2005
- ▶ Shared interests in infrastructure, roads, airports, water management, medical facilities, clean energy, higher education, ICT, advanced manufacturing, aerospace and defence

### 3 Kerala

- ▶ One of India's most liveable states, with strong higher education, health and environment sectors
- ▶ Thiruvananthapuram, the capital city, is an emerging ICT and professional services hub
- ▶ Growing demand for aged care, improved health care, green technologies and vocational training for high-earning workers
- ▶ VicRoads project office in Thiruvananthapuram and relationship with ICT cluster

### 4 Telangana

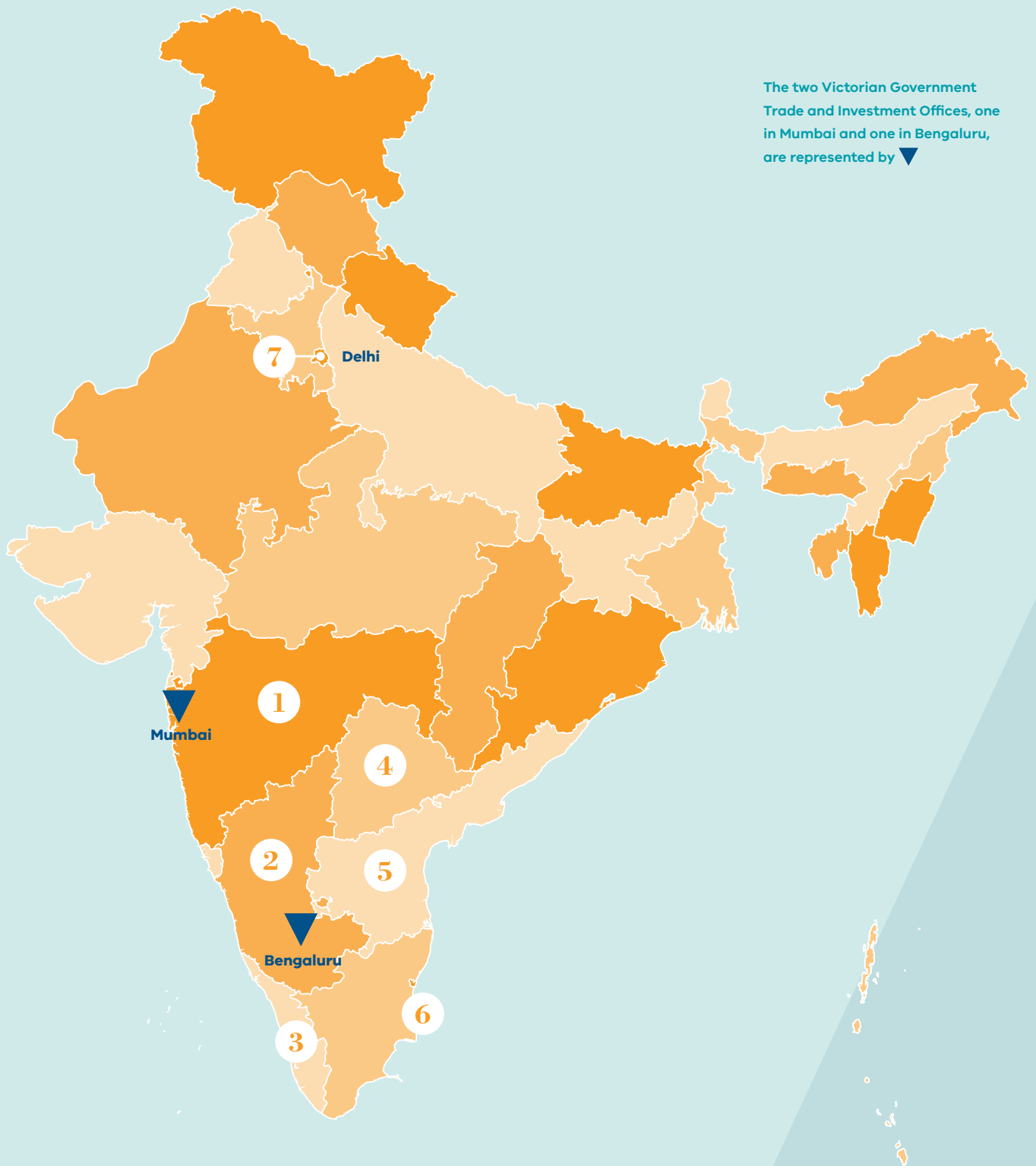
- ▶ Top Indian state in the World Bank's Ease of Doing Business Rankings, alongside Andhra Pradesh
- ▶ Large health sectors, including major hospitals and India's largest pharmaceutical cluster, a growing start-up sector and a large cohort of research institutions and universities
- ▶ The state is investing significantly in expanding irrigation facilities and water management

### 5 Andhra Pradesh

- ▶ Top Indian state in the World Bank's Ease of Doing Business Rankings, alongside Telangana
- ▶ Vijayawada, the commercial capital, is a major logistics hub, and Krishnapatnam is emerging as the largest port on India's eastern seaboard



The two Victorian Government Trade and Investment Offices, one in Mumbai and one in Bengaluru, are represented by ▼



- ▶ Priorities include architecture and design, green buildings, infrastructure, ports and tourism, liveability, road safety and water management

## 6 Tamil Nadu

- ▶ Third-largest state economy and the most urbanised state in India
- ▶ Chennai, the capital, is the fourth-largest city in India and a major manufacturing hub
- ▶ Home to the largest education market for Australian postgraduate and research

students from India, with strong Victoria–India research collaborations

- ▶ Shared interest in liveable cities, including water management and urban design, renewable energy, health care and ICT

## 7 Delhi and the National Capital Region

- ▶ The national capital is the place for engagement with the Central Government, national industry associations, businesses and research institutions, and

international agencies, including the World Bank

- ▶ Delhi is one of the largest cities in the world, with more than 25 million people
- ▶ Victoria's relationships with stakeholders in Delhi are vital to ensuring Victorian industries have access to opportunities across India

## DIRECTION SIX

# Drive closer engagement across priority sectors







**10-year aspiration: Victoria is established as a knowledge and business partner of choice across priority sectors.**

To work effectively with a country of India's scale and diversity, Victoria must be strategic in prioritising our efforts, investing our time and resources in areas where we have the most to offer.

Partnerships should be deep, enduring and meaningful across a small number of areas where government contribution can be of greatest value. Victoria will work to understand India's needs and to build our offerings in growth sectors and emerging sectors. At the same time, we will continue to support the efforts of our businesses operating in established sectors.

Knowledge partnerships will help us promote awareness of the unique capabilities Victoria has to offer.

Perhaps most importantly, we will look to learn from India. India's strengths in entrepreneurship and innovation are world-class, and Victoria will work to understand this dynamic culture and translate it to the Victorian environment.

<p><b>GROWTH SECTORS</b></p> <p>Focus of the strategy and substantial new initiatives</p>	<p>EDUCATION</p> 	<p>HEALTH</p> 	<p>LIVEABLE CITIES AND PLACES</p> 	
<p><b>EMERGING SECTORS AND OPPORTUNITIES</b></p> <p>Support initiatives that build relationships and awareness</p>	<p>ENTREPRENEURSHIP, START-UPS AND E-COMMERCE</p> 	<p>SPORT</p> 	<p>CREATIVE INDUSTRIES</p> 	<p>VISITOR ECONOMY</p> 
<p><b>ESTABLISHED SECTORS</b></p> <p>Maintain current support and engagement</p>	<p>FOOD AND FIBRE</p> 	<p>ICT</p> 	<p>MINING EQUIPMENT AND SERVICES</p> 	

Bengaluru, in the state of Karnataka, a major business hub with a rapidly growing start-up sector and home to a Victorian Government Trade and Investment Office





## GROWTH SECTORS

# Education

Educating the next generation is critical to the future prosperity of both Victoria and India. We have a shared interest in offering our students the highest quality education and opportunities to learn and grow through studying overseas. Students are not the only education connection we share. Victorian universities are party to almost 36 per cent of the collaborative institutional partnerships Australia has with India. Under these partnerships we have facilitated student exchanges, developed joint degree programs, fostered long-term research collaborations and delivered skills training in India.

### Why we should work together

Victoria is Australia's Education State, home to some of Australia's leading research, higher education and vocational education and training (VET) institutes, and schools, with an inclusive approach to international education. Our vision is to do even better: Victoria is striving to become a leading education destination globally. We are committed to continually improving the student experience and supporting students to become part of the business, government or not-for-profit community after finishing their studies.

India has the second greatest number of students studying overseas, and by 2020 India's population will

be the world's youngest. India is increasingly turning to international partners to help meet the challenge of developing an industry-ready workforce of such magnitude. Vocational education and skilling India's young populations is essential to realising the full potential of India's demographic dividend. In the tertiary sector, India continues to pursue reforms with the aim of internationalising its universities and supporting institutes to partner with international providers.

### How we will strengthen our ties

In addition to strengthening our personal connections in the school sector, there are significant opportunities for Victoria and India to enhance collaboration in both higher education and VET. In the VET sector there are growing opportunities for Victorian providers to partner with Indian industry to deliver skills training in areas such as automotive, advanced manufacturing, construction, retail, aeronautics and occupational health and safety. In the higher education sector there are opportunities to increase two-way student mobility, extend research collaborations and strengthen alumni engagement.

### What we are already doing:

- ▶ Implementing *Victoria's International Education Strategy* to support the internationalisation of our education sector
- ▶ Developing deeper relationships with stakeholders in India's education sector through a dedicated Victorian Government education representative based in Bengaluru
- ▶ Working with the Australia India Institute to deliver the Victoria India Internship Program, providing opportunities for undergraduate, postgraduate and recent graduates to undertake a workplace experience in India or Victoria
- ▶ Enhancing our reputation for student experience by providing a range of student welfare services such as the Study Melbourne Student Centre, International Student Welfare Grants and opportunities to engage with the community through the Lead, Intern, Volunteer and Experience (LIVE) program

### What Victoria will do:

- ▶ Develop targeted initiatives to promote Victorian education in India, including partnering with leading Indian companies to hold local events focused on prospective students in specific sectors
- ▶ Develop a more targeted approach to identifying higher education and research and development partnerships with India together with Victorian universities, with a particular focus on the health, medical technology and pharmaceutical, digital technology and advanced manufacturing sectors
- ▶ Develop a 'go-to-market' VET strategy for India together with Victoria's TAFE sector, and utilise Victorian Government branding on offshore partnerships and projects
- ▶ Support the Indian and Australian Governments' efforts to develop further regulations and standards in both the higher education and VET sectors to improve the operating environment for Victorian providers

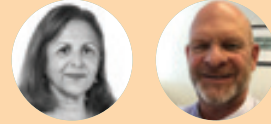
## MONASH'S PARTNERSHIP WITH THE INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

In 2008 Monash University and India's top-ranked Indian Institute of Technology Bombay (IITB) formed a leading joint research collaboration, the IITB-Monash Research Academy.

Committed to a strong industry focus, the academy has been a market leader in delivering innovative responses to the research needs of both countries by:

- ▶ forming multidisciplinary research teams across Australia and India, challenging the traditional individual/discipline-oriented research agenda
- ▶ attracting some of the brightest students while simultaneously responding to talent challenges in both countries
- ▶ engaging industry in long-term partnerships to tackle major research challenges
- ▶ investing in a purpose-built research and collaboration building in India.

With 200 PhD students currently enrolled and graduates employed across industry and academia, the academy is delivering on its mission to develop high-quality research capability in areas that are of strategic importance to both India and Australia.



Holmesglen Institute is Victoria's largest TAFE and has over 35 years' experience in delivering international education. We are also Australia's largest non-university provider of vocational and higher education to international students, with India being our premier market.

Our relationship with India has been built on the natural cultural affinity both nations have for one another, facilitating communication with its education and business leaders. Holmesglen is proud to have been associated with one of India's premier construction firms in the building of the Hyderabad Airport through the training of its construction workers.

Today, Holmesglen is working with Indian education and industry partners and provincial governments to find new ways to help the country meet its needs for a skilled workforce.

**MARY FARAONE, CEO, AND DAVID SAUNDERS,  
EXECUTIVE DIRECTOR INTERNATIONAL  
EDUCATION AND BUSINESS DEVELOPMENT,  
HOLMESGLEN INSTITUTE**



## KANGAN INSTITUTE'S INTERNATIONAL AUTOMOTIVE CENTRE OF EXCELLENCE

Significant opportunities exist for Victoria's vocational education providers to collaborate with Indian government and industry partners to deliver skills training in India, particularly to support industries that are making a growing contribution to the Indian economy. The automotive sector is one such industry, with India poised to become the world's third largest automotive manufacturer by

2026, requiring an extra 65 million workers.

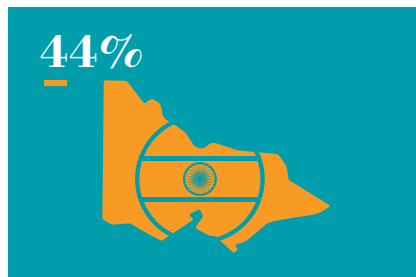
The Kangan Institute has partnered with the Government of Gujarat and Maruti Suzuki to establish India's first international Automotive Centre of Excellence (iACE) in Gujarat. iACE provides high-quality automotive skills training, with opportunities for students to undertake

internships and gain international qualifications, enabling them to secure employment across all parts of the automotive supply chain.

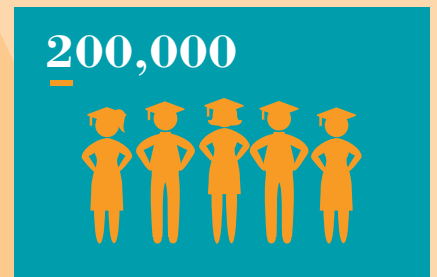
In addition to supporting the sector by training future workers, the centre is also building strong research and product development capabilities to support the industry as it seeks to drive innovation.



**International education is Victoria's largest services export sector, both globally and to India >**



**Share of Indian students to Australia studying in Victoria, making Victoria the most popular destination >**



**Indian students educated in Victoria over the past decade >**



## GROWTH SECTORS

# Health

Looking after the health of our communities is a high priority. But we cannot do it alone. It requires international collaboration and a commitment to finding new and innovative ways to address our health needs.

Healthcare has become one of the largest and fastest growing sectors in India and Victoria - both in terms of revenue and employment. It is anticipated the sector will continue to grow rapidly as our nations, along with governments globally, face the challenges of ageing populations, an increase in the incidence of chronic diseases and increased expectations for quality and affordable care. Coupled with these challenges is the rapidly evolving state of healthcare and the growing intersection with big data and health and medical technologies.

Victoria and India are already working together to improve the health of our communities and to achieve medical breakthroughs. We have a growing number of research partnerships, and we want to boost these connections to form closer ties between our health institutions, and to ensure our collaboration drives greater economic and health outcomes for Victoria and India.

### Why we should work together

Victoria's excellence in healthcare delivery and medical research is evident in our world-class health systems and hospitals, and the exceptional connections between Victoria's leading universities and health institutions.

### What we are already doing:

- ▶ Implementing *Victoria's International Health Strategy 2016–2020* to support our health organisations to participate in priority overseas markets, including India, to improve health outcomes, build collaboration and diversify revenue streams
- ▶ Appointing the Melbourne Biomedical Precinct Executive Chair to promote the precinct and drive international collaboration
- ▶ Working with the Australian Government to support great health collaborations through the new Australia–India national health agreement

*Victoria's International Health Strategy 2016–2020* sets out our vision for global leadership in healthcare, signals Victoria's commitment to working collaboratively with international partners, and includes India as a priority partner.

India's *National Health Plan 2017* establishes a new long-term plan to strengthen healthcare in India, aiming to double government spending on public health, dramatically increasing access and supporting greater public and private collaboration. India's private health sector has increasingly recognised facilities and a rapidly growing biotechnology and pharmaceuticals sector servicing large markets. And, in many areas, India is breaking new ground via innovation and advances in health and medical technologies.

### How we will strengthen our ties

Working together, Victoria and India can help each other continue to enhance our health systems. While India has excellent private facilities it could benefit from building its public health system. Victoria can benefit from India's ICT skills, especially in public sector health. This generates opportunities for Victoria and India to collaborate on hospital systems design, regulation and health policy, and education and workforce development. We can also partner to address specific health problems, conduct and commercialise clinical trials and pursue targeted investment opportunities.

### What Victoria will do:

- ▶ Establish health knowledge partnerships with Indian government agencies and public and private health institutions to improve systems design, standards and regulations capabilities, and deliver education and training
- ▶ Support innovation partnerships through formal agreements between our leading health institutions, beginning with a Victoria–India health exchange program and building a network of knowledge links over the term of this strategy

## AUSTRALIA-INDIA TRAUMA SYSTEMS COLLABORATION

Both Australia and India face very real challenges in ensuring all injured people can obtain life-saving early care, timely treatment of injuries, and restoration of function and independence.

The National Trauma Research Institute is leading the Australia-India Trauma Systems Collaboration – an initiative involving Monash University, The Alfred Hospital, Jai Prakash Narayan Apex Trauma Centre and the All India Institute of Medical Sciences – to lay the foundations for trauma systems in India, and improved trauma care in much of Australia. The project has invested more than \$2.6 million to improve trauma systems. Following the ruling by India's Supreme Court that trauma centres be established across all districts in India, it is anticipated there will be many more collaborative opportunities in emergency and trauma management.

There is great potential for India and Victoria to collaborate on health and medical research



## AUSTRALIA-INDIA MEMORANDUM OF UNDERSTANDING IN HEALTH AND MEDICINE

The Australian and Indian governments signed a new agreement in April 2017 to confirm their commitment to stronger relations in the health sector. Victoria is working with the Australian Government and its Indian partners to contribute Victoria's expertise under the agreement.

## MTPCONNECT

Great opportunities exist for Victoria and India's medical technology, biotechnology and pharmaceutical (MTP) sector organisations to develop, in collaboration, solutions for some of the global challenges in health.

MTPConnect is an independent, not-for-profit organisation championing a sector-led approach to accelerating the growth of Australia's MTP ecosystem. Right now, MTPConnect

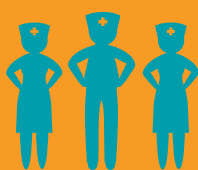
is positioning Australia as an Asia-Pacific MTP hub and preferred partner for emerging Asian markets like India.

MTPConnect is helping bridge the gap by connecting international and Australian companies and researchers in collaborations and product development, sharing expertise and best practice, and access to joint funding through grants and investment. MTPConnect's capabilities include

working with the Indian market and government to identify opportunities and connect them to Australian skills and needs.

Most recently, MTPConnect introduced Victorian-based start-up company Semacare to key contacts in the Indian market to help promote a cardiac monitoring device they developed. MTPConnect has also helped the Asian Heart Institute to spark interest in the Australian market.

**1.6 million**



The number of nurses and midwives in India >

**\$30 billion**



Gross annual value of Victoria's health sector >

**\$100 billion**



The value of India's health sector. It is expected to grow to US\$280 billion by 2020 >



## GROWTH SECTORS

# Liveable cities and places

Liveable cities and places matter to our community, our economy, and our way of life. High-quality and smart infrastructure and urban planning, clean technologies, environmental protection and water management are essential to creating desirable places to live, study and work, and to providing new economic opportunities in a clean and sustainable way. Victoria and India are already working together in two important areas: infrastructure and water management. Our ambition is to expand our collaboration to all aspects of liveability to enable Victoria and India to learn from each other's challenges and successes.

### Why we should work together

Victoria is one of the most attractive places to live in the world. Melbourne is currently ranked as the most liveable city in the world and has been for seven years. Port Fairy, Victoria, has also been ranked the most liveable town.

India is embarking on ambitious plans to transform the liveability of its urban and rural environments. It has outlined a new urban development plan through its Smart Cities Mission, which will redefine its urban landscape. Its target is to create 100 Smart Cities as either retrofitted or entirely new cities. With the Indian Government's mandate to enhance liveability across India, and Victoria's strengths in a suite of liveability services (including transport, architecture, clean technologies, urban design and water and waste management), Victoria and India are well placed to work together.

### Infrastructure

Infrastructure is the foundation of our cities, connecting us through transport routes and providing our essential services. Victoria excels at delivering major road and rail projects with the least disruption to community and the economy. VicRoads, Victoria's roads infrastructure agency, has delivered 12 successful road safety and asset management projects in India, establishing a reputation for excellence in project delivery and collaboration with Indian government agencies. Victoria will work with India to establish knowledge partnerships with Indian cities embarking on major infrastructure programs.

### Water

Victoria and India share a need to manage scarce water resources, and Victoria has developed a wealth of water management expertise, product and services. More than any other country in the world, India has shown strong interest in knowledge exchange to effectively manage its water systems. The Victorian Government has strong expertise in policy and legislative reform to manage water scarcity, and there are a large number of Victorian businesses with products and services that can contribute to India's plans to improve water management and water quality. Building on partnerships that have included the Environment Protection Authority Victoria (EPA Victoria) and Victorian industry, there is a lot Victoria and India can achieve together in water management.

### Clean technology and environmental protection

Innovation in clean technologies and environmental protection is improving sustainability in Victoria and India. Victoria is home to an established clean-tech industry, which is expected to grow as we build our resilience to climate change and move towards an efficient and carbon-neutral economy.

India has set bold renewable energy targets in solar energy and for electric cars, including investing in its growing network of solar parks. Investments from Indian clean energy companies in Victoria are also helping develop Victoria's wind energy production. Victoria will work closely with India to enhance our cooperation in clean technologies.

### How we will strengthen our ties

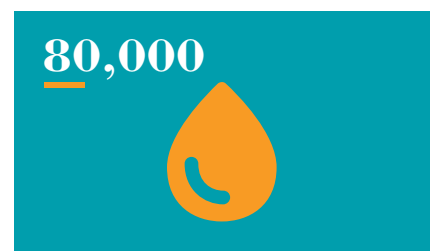
To build greater partnerships across the liveability sector, we will target specific areas of opportunity for Victoria and India to collaborate. Starting with areas of existing collaboration, including roads, water and waste management, we will build information partnerships and support Victorian industry to work on government and private sector projects, including partnering with third parties and international investment agencies.



**Melbourne has been the world's most liveable city >**



**India's target for non-fossil fuel energy capacity within 10 years >**



**Individual water entitlements managed by Victoria's water register >**





Melbourne's Central Business District and Albert Park Lake

### What we are already doing:

- ▶ Promoting Victoria's unique liveability expertise focusing on delivering world-leading policy development and industry solutions through the newly established agency Liveability Victoria International
- ▶ Contributing Victoria's experience and policy expertise in water management through the Australian Water Partnership, which brings together the best water management firms to bid for and deliver international projects

### What Victoria will do:

- ▶ Build knowledge partnerships for liveable cities and places with the Indian Government and industry to share expertise, support industry collaboration and jointly contribute to liveability solutions
- ▶ Establish Victoria–India liveable cities and places export cohorts by bringing together Victorian companies in areas of Victoria's liveability services excellence
- ▶ Build trilateral partnerships between Victoria, India and third-party investors in India's smart cities and sustainability initiatives to provide more opportunities for Victoria to contribute its liveability skills and expertise

### THE VICROADS MODEL

VicRoads has delivered 12 projects in India since 1998 and built strong relationships with Indian federal and state government road authorities and local firms by providing institutional strengthening in the areas of registration and licensing, road safety management and road asset management.

VicRoads is an important knowledge partner in these projects, promoting awareness of Victoria's unique strengths and supporting industry partners to access the Indian market. VicRoads' reputation has enabled it to bid for a wider range of projects funded by the Indian Government, World Bank, Asian Development Bank and other agencies. With the experience it gains from working on new challenges in India, VicRoads is able to enhance its own staff capabilities and bring back innovative solutions to our state's road safety and road network management.



VicRoads road management project in India

### TRILATERAL PARTNERSHIPS

The most effective solutions to universal liveability challenges draw on the best expertise from around the world. India is actively looking for international partners to help implement its unprecedented liveability agenda. Victoria has high-end capabilities in liveability but lacks the capacity to deliver large projects on a national scale in India. Japan and Israel are two countries that Victoria has strong connections with; these countries are both investing in India.

Victorian partnerships with India and third parties will help bring together the best skills and experience for large projects, particularly India's Smart Cities Mission. Victoria will seek out trilateral partnerships where we can enhance the value of projects by offering our specialist services.



## EMERGING SECTORS AND OPPORTUNITIES

# Entrepreneurship, start-ups and e-commerce

India is a global leader in innovation, driven by the entrepreneurial spirit of India's youth. India is the third-largest start-up nation in the world, with almost three-quarters of start-up founders in India aged under 35. These creative minds are establishing start-ups in every sector of the Indian economy including e-commerce, health care and education.

The country's Startup India initiative is supporting entrepreneurship and creating jobs by providing capital to start-ups, streamlining the regulatory environment and establishing sector-specific incubators and labs to foster creative thinking. India is also establishing The Start-up Hub India, a platform for entrepreneurs to connect with advisers, angel investors, accelerators and funding sources.

While Victoria outperforms other places of similar size in the strengths of its ideas generation in new technologies and medical research, we have not been as successful at scaling and commercialising these discoveries. There are significant opportunities for Victoria to learn from India's vibrant entrepreneurial culture and its success in translating innovative ideas into commercial ventures and taking start-ups into international markets. Victoria has invested \$60 million over four years into developing Victoria's start-up ecosystem, with the vision of becoming the number one destination for start-ups and entrepreneurs in Australia. The Victorian Government is working in partnership with entrepreneurs, industry, business and educational institutions to strengthen our entrepreneurial culture.

### What we are already doing:

- ▶ Investing in the infrastructure of Victoria's start-up ecosystem to improve the capabilities of start-ups and entrepreneurs to operate internationally

### What Victoria will do:

- ▶ Establish deeper partnerships with India's innovation and technology sector, fostering links between Indian entrepreneurs, accelerators and incubators, and Victoria's innovation community
- ▶ Support reciprocal exchange events in Melbourne and India to attract high-profile Indian entrepreneurs and thought leaders to Melbourne by partnering with major Indian technology brands

### INDIA'S THRIVING START-UP ECOSYSTEM

India is the third-largest start-up hub in the world, behind the United States and the United Kingdom. There are more than 140 accelerators and incubators in India, growing at a rate of 40 per cent annually. The ecosystem cluster is concentrated mainly around three big cities: Bengaluru, Mumbai and Delhi, which account for around 70 per cent of total start-ups. In 2016 the ecosystem received overall funding of US\$3.8–4 billion.

E-commerce, 'fin tech', 'edu tech' and 'health tech' are booming, while cloud, machine learning and artificial intelligence are some of the key technology innovators. With more reform, funding and strong industry participation, India's start-up ecosystem is set to grow further, backed by strong support from government and academia. Indian central and state government initiatives will continue to trigger the growth of incubators and accelerators across Indian cities.

### E-COMMERCE

India's e-commerce market reached US\$14.5 billion in sales in 2016. It has fast become the preferred purchasing method for households of all sizes across India. E-commerce platforms, interfaces for smartphones and integrated supply warehouses are helping increase consumer access to a broader range of products and increase suppliers' reach across India.

E-commerce presents a particular growth opportunity for Victorian food and fibre exports into India. Victoria will help exporters understand the e-commerce market by producing a Victorian guide to the Indian e-commerce market. We will also promote awareness of Victorian products by attracting leading Indian e-commerce platforms to inbound missions to showcase the best that Victoria has to offer.

Collaboration on innovation is a significant opportunity for India and Victoria





## EMERGING SECTORS AND OPPORTUNITIES

### Sport

India and Victoria are passionate about sport. We both love our respective local sports, including kabaddi and hockey in India, AFL and netball in Victoria, and cricket.

The camaraderie and entertainment enjoyed through sport can serve as a bridge to strengthen transnational friendship. Sport is also a huge contributor to our economies, providing opportunities for trade and investment in areas such as events and tourism, infrastructure development and management, sports and exercise medicine, education and training, sports technology and manufacturing and retail.

#### Why we should work together

Victoria has first-rate community and professional sporting infrastructure. Our sport-related expertise lies in urban planning, event and venue management, community-level access and engagement, and gender inclusion. Melbourne's world-class sports precinct, encompassing AAMI Park, Melbourne Park and, of course, the Melbourne Cricket Ground (MCG), is an enviable precinct, just 15 minutes' walk from Melbourne's CBD. Major sporting events in Melbourne are run and managed with an emphasis on fan engagement, ensuring accessibility, safety and enjoyment for supporters of all ages. Quality sporting infrastructure underpins participation throughout Victorian communities and schools, providing pathways to professional leagues for those who excel.

India has some of the fastest growing sports leagues in the world. The success of the Indian Premier League (IPL) cricket transformed Twenty-20 cricket internationally and has led to new Indian national competitions with huge audiences in badminton, hockey, kabaddi, soccer, tennis and wrestling. The success and scale of these leagues are helping drive increased investment in India's sports infrastructure and an enhanced focus on community sport and athlete development in India.

Our shared passion for sports and the growth of our respective sports economies presents opportunities for collaboration in sports training, management and infrastructure. As well as partnering at an elite level, Victoria and India can also share expertise and build connections at the community level to enhance our sports sectors.

#### How we will strengthen our ties

Victoria will promote our shared interests and successes in sport and help us share our sporting expertise.

Victoria will look to increase our connection with India through sports such as netball, hockey, athletics and AFL, as well as to maintain our existing links through cricket. We will position ourselves to support India at the sports systems level, particularly in developing India's sports ecosystem and building in-market expertise on resource management, participation and precinct planning.

#### What we are already doing:

- ▶ Supporting Victorian companies already actively engaged in sports-related industries in India to increase their connections through the Victorian Government Trade and Investment office in India

#### What Victoria will do:

- ▶ Raise the profile of the Victorian sports sector in India, including through increasing sports tourism in Melbourne, building a Victorian sports brand and supporting sports diplomacy activities in India.



Members of the Bengal Tigers AFL team

## PARTNERSHIPS IN SPORT

### Victoria University – Memorandum of Understanding

Victoria University is already committed to supporting India sport research and most recently has entered into a memorandum of understanding with the Punjab Institute of Sport. Under this MoU, Victoria University will help India establish a national sports university, which will in turn grow grassroots sports participation and increase India's success at the elite, international level.

### AFL in India

AFL was launched in India in 2008 and since then, its popularity has been steadily increasing. Under the leadership of player and volunteer organiser Sudip Chakraborty, the sport has grown from an initial 150 players in West Bengal to 8,500 participants across seven states in India.

AFL India was officially registered as a sporting body in 2014. Since then, it has worked with grants from the Australian Sports Commission and Australian High Commission in India to promote the game across the country. It has also worked in partnership with non-government sports organisations to attract players from diverse and underprivileged backgrounds.

Each year AFL India organises state and national championships. These tournaments have been supported by interns from Australian universities hosted by AFL India, along with supporters from the Golden Square Football Club in Bendigo and the Bendigo Umpires' Association.

The Essendon and Richmond Football Clubs also support AFL India, recruiting engagement officers to help connect Melbourne's Indian diaspora to AFL.



India and Victoria share a love of sport, and there are many opportunities for collaboration and learning from one another. For me, commentating for the Indian Premier League has been a fantastic experience, and it's terrific that the IPL has such a strong commitment to inclusion by having female commentators.

One of Victoria's key strengths in sport is facilitating women's and girls' participation, whether it be in cricket or other sports such as hockey, netball and AFL. There is so much potential to grow this in India, and I know there is appetite among the community to see more women and girls participating, from schoolyard sport right up to professional level. The social and economic benefits of developing programs that produce an Olympic gold medal are equal to having campaigns that produce healthy, active communities. Sport for all can be a powerful game changer.

Victoria also has outstanding expertise in managing sports facilities, including providing community groups with access to facilities and programs outside of professional matches to strengthen the health and wellbeing of everyone.

This approach could be considered in India, both to support women's sports and to encourage community participation in general.

For Victorians seeking to engage with India, you will need to be mindful of the incredible diversity across the nation's 29 states, and approach new partnerships accordingly. Relationships are also critical. Cultivating genuine relationships is a key element and must play an integral part in any business deals. Based on a platform of understanding and respect, working in and with India can be one of the most rewarding experiences for all involved.

**MEL JONES, IPL COMMENTATOR AND  
FORMER AUSTRALIAN CRICKETER**





## EMERGING SECTORS AND OPPORTUNITIES

### Creative industries

Our creative industries bring Victoria and India closer while contributing to the economy and bolstering our local talent. Our collaboration in this sector extends right across visual and performing arts, literature, design, film, fashion and digital games.

Victoria is proud to host the Indian Film Festival of Melbourne, the first dedicated Indian film festival in Australia, screening more than 250 films since 2012. In 2017 Melbourne was the first Australian city to host the Jaipur Literature Festival in partnership with the Melbourne Writers Festival and the Asia Triennial of Performing Arts, including the best writers from Australia and India in discussion. The 2016 MPavilion, designed by the award-winning Bijoy Jain of Studio Mumbai, was a centrepiece for design in Melbourne, bringing together collaborators in a unique civic space and event hub. Victoria was also pleased to host the Indian Government's Confluence Festival of India again in 2017, which included unique collaborations from local and Indian artists.

The strengths of Victoria and India's design and fashion industries are providing new opportunities for collaboration. Victoria is also working with India to strengthen the links between our digital gaming sectors, including in gamification and its application in education, emergency services skills training and health and service delivery. Victoria will continue to promote and support its creative industries to experience working, presenting and performing in India, and to pursue commercial opportunities with Indian partners.

#### THE ASIA TRIENNIAL OF PERFORMING ARTS

Asia TOPA is a new initiative supported by the Victorian Government and delivered through Arts Centre Melbourne that builds vital bridges between Victoria and India for artists, audiences, communities, business and government.

The inaugural event from February to May 2017 presented Asia-focused performing and visual arts, including 70 programs across 46 venues, with over 50 per cent new commissioned works including 39 world premieres. Nearly 900,000 people attended the event.

India was a major focus of Asia TOPA, which included the following headline acts:

- ▶ Bombay Talkies exhibition at ACMI, a Melbourne-based collection of more than 3,000 cultural artefacts gathered from the legendary Indian film studio
- ▶ Manganiyar Classroom, featuring 40 children from the Rajasthani Manganiyar community directed by Roysten Abel in collaboration with the Melbourne Recital Centre and Arts Centre Melbourne
- ▶ the music of AR Rahman, performed by Melbourne Symphony Orchestra and Opera Australia
- ▶ Jaipur Literature Festival, which joined forces with Melbourne Writers Festival to present an Indian literary festival in Federation Square.

More than 60 participating artists were from India with Hindi the second most prominent language spoken by audiences.

#### CELEBRATING INDIAN FILM

Established in 2012, the Indian Film Festival of Melbourne (IFFM) brings the best of Indian cinema to Victoria. The annual festival celebrates Indian culture and fosters closer bonds between the people of India and Victoria.

Since 2012 more than 250 films have screened, from cutting-edge contemporary films to classics and blockbusters to independent arthouse films. More than 35,000 participants attended the 2016 festival, with around 50 films screened in 17 languages. Over the

years, IFFM has brought some of India's biggest screen stars to Victoria including Amitabh Bachchan, Vidya Balan and Rishi Kapoor.

IFFM also partners with other creative industries organisations to deliver a variety of fashion, art, music and dance events as part of the yearly program. The Victorian Government proudly supports IFFM, which has grown to become a major event in Melbourne's cultural calendar.

Indian actress Aishwarya Raj Bachchan at the Indian Film Festival in Melbourne



As the Festival Director of the Indian Film Festival of Melbourne (IFFM) and the Founder of Mind Blowing Films and the Indian Film Festival – Bollywood and Beyond, I have seen first-hand the magic that film and storytelling can have in bringing Victoria and India together. It enables us to share and understand one another's culture, while also providing an opportunity and medium through which to collaborate and create unique Victorian and Indian productions.

I launched the Indian Film Festival – Bollywood and Beyond in 2010 to act as a cultural bridge between the Australian and Indian communities and it has made a big impact in bringing us together and promoting Victoria and India.

The IFFM is now the largest festival of its kind in Australia and currently the largest foreign festival in the southern hemisphere. In 2016, the IFFM was honoured with a Melbourne Award and recognised by the Australian Government for its contribution to multiculturalism and Indian cinema in Australia. Recently, it won the 'Most Popular Indian Film Festival Abroad' award at the International Film Business Awards (IFBA) 2017, supported by the Government of Telangana.

The opportunities for Victoria and India to collaborate in film and other creative mediums grow every day, and acting on these opportunities will continue to strengthen the relationship.

**MITU BHOWMICK LANGE,  
FESTIVAL DIRECTOR  
OF THE INDIAN  
FILM FESTIVAL  
OF MELBOURNE,  
FOUNDER OF  
MIND BLOWING  
FILMS AND THE  
INDIAN FILM  
FESTIVAL —  
BOLLYWOOD  
AND BEYOND**





## EMERGING SECTORS AND OPPORTUNITIES

### Visitor economy

Victoria has much to offer. Melbourne's events calendar is packed with world-renowned sporting events, music, film and design festivals, major exhibitions, theatre and food and wine celebrations. Regional Victoria offers an outstanding array of tourist attractions including the Great Ocean Road, the Yarra Valley and the Mornington Peninsula.

India is one of the world's fastest growing outbound travel markets, and Tourism Australia has identified India as a priority market because of the potential for growth, which is underpinned by forecasts that India will be Victoria's second-largest market by 2022–23. Growth from India will support the Government's Victorian Visitor Economy Strategy target of \$36.5 billion in tourism expenditure by

2025. This begins with better promoting regional Victoria as a destination and ensuring Indian visitors have an opportunity to experience not just Melbourne but all that our state has to offer.

Victoria currently has 30 international airlines servicing Melbourne International Airport. Airline attraction is an ongoing focus for the Victorian Government, and we will seek to attract additional flights to India, specifically between Melbourne and Delhi and new services to Mumbai and Bengaluru in the next 10 years. This will support the ongoing growth of Victoria's tourist sector and overall visitor economy.



Vaani Raani at Victoria's world famous MCG.

#### PARTNERING TO SHOWCASE UNIQUELY INDIAN AND VICTORIAN EXPERIENCES

Visit Victoria has partnered with the Kakkar sisters in August 2017, during the Indian Film Festival in Melbourne, to promote Victoria and India's connections through tourism. The film stars experienced Melbourne's food, wine and city lifestyle as well as the scenic surrounds of the Yarra Valley.

Visit Victoria partnered with Tourism Australia on a content integration opportunity on SUN TV, a leading entertainment television channel in South India, supported by leading travel agent Baywatch Travels.

Vaani Raani, who is part of a popular drama series in South India, was filmed in key tourism locations in Melbourne and regional Victoria. She created destination content in real time and shared it on social media channels. In addition, SUN TV published the episodes on their YouTube channel which were promoted on the Visit Melbourne Facebook page. Baywatch Travels created a four night package for Melbourne, based on the program.







## Case studies: Victoria's established sectors

### Information and communications technology

ICT connections continue to play a significant role in Victoria and India's relationship. Substantial investments in both directions have helped generate local jobs, provide trade opportunities and drive growth across the whole economy through new technology and innovations.

Melbourne is Australia's technology hub and is home to more than half of Australia's top 20 technology companies. Victoria's ICT industry has more than 8,000 companies, including many international firms such as IBM, Microsoft and Intel, and a number of world-leading Indian firms including Infosys, Tata Consultancy Services and Wipro.

India's ICT sector has grown rapidly to become one of the leading centres for ICT in the world. Its ICT sector is the largest private sector employer in India and contributes the highest relative share of the nation's GDP. ICT hubs in Bengaluru, Hyderabad and other cities across India are well connected to international markets and are helping drive innovation and ICT solutions for India and globally. The Indian Government's investment in the Digital India program is also helping boost technology integration and digital literacy and has further integrated the sectors across the whole Indian economy.

### Mining equipment, technology and services

Victoria and India have longstanding ties in the mining and resources sector. Melbourne is home to a number of the world's leading international mining companies including BHP and Rio Tinto, both of which have supplied raw materials to India and have made significant long-term investments in India. BHP has been doing business with India for more than 30 years, a relationship that began with BHP establishing technical and training agreements with the Steel Authority of India Limited.

As India's domestic demand for raw materials continues to grow and the Indian Government aims to increase the mining sector's share of the Indian economy, there are increasing opportunities for Victoria's mining and resources services sector. Victoria's skilled workforce, strength in research and development, technological innovation and engineering capabilities have made the state a centre for mining equipment, technology and services (METS) expertise. Leading Victorian METS providers can be found operating throughout the world. Firms headquartered in Melbourne, Ballarat, Bendigo, Geelong and the Latrobe Valley regularly export their expertise to markets including Africa, the Middle East and South Asia.

India is increasingly recognising Victoria as a centre for mining industry expertise. Victoria will continue to work with India to exchange knowledge on exploration, underground mining, sustainability, community engagement and mine closure and rehabilitation.

## Food and fibre

Food and fibre is Victoria's largest merchandise export to India, worth \$303 million in 2015–16. Victoria's exceptional reputation for wool drives the majority of these exports, supporting India's textiles and high-end fashion industry. As demand for premium products increases in India, there are also growing opportunities for Victorian branded products including Victorian lamb, wine, beer and cheese. Additionally, Victoria supplies almonds, pulses and horticulture products to India.

E-commerce is rapidly emerging as an accessible way to do everyday shopping in India, and to access local and international products. Victoria will work with our local producers to promote awareness of Victorian products and continue to work with the Australian Government on improving market access, including in areas of growing demand in e-commerce.

India has its own proud agriculture industry that supplies food to more than a billion people every day. However, with a large population and increasing environmental pressures, India continues to look for cost-effective ways to boost its production and better ways to move food from the farm to the family table. There are opportunities for Victoria to partner with India in agriculture technology and science, particularly in dairy production, irrigation and smart water technologies.

Victoria will continue to work with producers to access branded products, including through e-commerce, greater collaboration and agricultural technology.



George Bobin, Co-Founder, B&B Basil.  
Photographs by Chloe Smith and The Weekly Times.



There is growing demand for high-quality produce in India's hospitality sector, and working with a local partner can help Victoria access these opportunities. As the co-founder and general manager of B&B Basil, based in Bendigo in regional Victoria, I export micro-greens and horticulture products to markets across Asia. In India, putting a face to the product and building relationships is really important to growing market share, so in a private capacity, I decided to work with a local Indian partner to bring high-quality horticulture products to the Indian market.

In 2016 I began a new micro-green venture, Simply Fresh, working with an all-Indian crew to build and run a greenhouse operation outside Hyderabad. The project is promoting Victorian production techniques and using both local and Victorian agricultural services, products and technology. It is an example of how Victoria can export its agriculture expertise and services, working collaboratively with India. Following the success of the project's first stage, we are now doubling the size of the project and expanding its operations beyond herbs to include lettuces, tomatoes, strawberries and capsicums. I encourage producers to take time to understand the Indian market, find the right partner and be innovative in your approach.

**GEORGE BOBIN, CO-FOUNDER, B&B BASIL**



## DIRECTION SEVEN

# Invest in the pivotal drivers of economic growth

### 10-year aspiration: Victoria and India have a prosperous two-way trade and investment relationship.

An enabling business environment will ensure Victoria and India's two-way trade and investment continues to prosper. Encouraging strategic investments from both sides – such as in financial institutions and airlines – will help better connect our economies as they continue to grow and support people and businesses of all sizes to operate between Victoria and India.

Victoria is one of the most attractive places in the world to invest. Our stable economic growth, transparent business environment, low operating costs and triple-A credit rating make Victoria the business destination of choice. Victorian financial services, superannuation and insurance industries are globally competitive. Victoria welcomes investment as a stimulus for creating jobs and driving innovation, as well as opening up international opportunities for Victorian businesses.

Similarly, India has a truly global economic outlook, with many Indian businesses playing a vital role in the global economy and becoming household names in international markets. Indian ICT companies that have invested in Victoria, such as Infosys, Ramco, Tata Consultancy and Wipro, have made a significant contribution to the growth of Victoria's ICT ecosystem. These companies have also benefited Victoria by providing employment pathways. Direct flights by Air India from Melbourne to Delhi bring Victorian and Indian businesses, students, visitors and families even closer together.



The first Air India flight to Melbourne arriving at Melbourne Airport.

### What we are already doing:

Victoria's dedicated investment support agency, Invest Victoria, helps Indian companies to better understand the state's business and investment environment. Victoria has staff in Melbourne and at the Victorian Government Trade and Investment offices in India.

Victoria actively supports international carriers to optimise flights between Victoria and India. Victoria will continue to work to increase direct flights by carriers already operating out of Melbourne, and to enhance routes between Melbourne and India by other countries' airlines. This will help bring visitors and students, engage business and encourage airfreight. Victoria will specifically work to secure a direct route between Mumbai and Bengaluru to Melbourne.

### What Victoria will do:

- ▶ Invest in critical infrastructure to support people-to-people and business engagement, including focusing on attracting an Indian bank to Victoria and pursuing the shortest air route between Melbourne and Southern India
- ▶ Target investments in strategic industry sectors including established and emerging mid-to top-tier Indian ICT companies and Indian clean technology companies



## LEADING INDIAN TECHNOLOGY FIRMS INVESTING AND INNOVATING IN MELBOURNE

Ramco Systems entered the Australian market, via Melbourne, in 2013 and has since registered a five year compound annual growth rate of 112 per cent in revenue.

In a technology services-led market, Ramco distinguishes itself by being an IP-led product company focusing on delivering disruptive innovation. Ramco is credited with bringing latest technologies around blockchain, chatbots, virtual reality, gesture computing to Australian businesses. Hosted in Australia and fully compliant with the local security and data privacy requirements, Ramco has witnessed

multi-fold growth with over 30 clients and 10 partners in the region.

Melbourne is Ramco's headquarters for not only Australia - New Zealand but the Oceania region. The ease of attracting and retaining talent in Victoria combined with high-quality Victorian university graduates are helping Ramco bridge the skills gap and enhance the company's growth in the region. Ramco has over 50 employees in its Melbourne headquarters and is working with the Victorian Government to set up a Logistics Centre of Innovation in Melbourne to support its growth in Oceania and Asia.



Visiting every year since 2000, I have watched Melbourne grow from an Australian city to a global metropolis without losing any of its character or culture. Melbourne remains a city with a soul. It is also true to say that Melbourne captures the compelling vision of the 21st century – globalisation, multiculturalism and young entrepreneurship. Melbourne is what I would like to describe as an optimum city.

**SARAT CHANDRAN, DIRECTOR, INDO-AUSTRALIAN CHAMBER OF COMMERCE**



# Next steps

**Collaborative and ongoing engagement is critical to the success of Victoria’s relationship with India. To do this, we recognise that we need to work closely with our Indian counterparts – just as we have done to develop this strategy – to jointly pursue opportunities that will carry the relationship forward.**

To fully appreciate the benefits of the partnership, Victoria recognises that we need to take a long-term approach. We need to be consistent and committed. That is why we have articulated a 10-year plan for our collaboration.

To ensure we achieve our vision, the whole of the Victorian Government will work together to deliver the strategy.

- ▶ Jointly with our Indian counterparts, the Victorian Government will pursue collaborative opportunities with community and industry partners

- ▶ Collectively, the Victorian Government will strengthen Victoria’s personal connections with India and deepen our understanding of India across government, business and the state
- ▶ At the highest level, the Premier will lead the growth of the relationship through dialogue and partnership – including establishing the Premier’s Victoria–India Dialogue

- ▶ With a focused approach, Victorian Government ministers will drive engagement in their portfolios through a joint approach in India and in Victoria

With our clear vision for the relationship and commitment to a personal, focused and reciprocal partnership, we will ensure our engagement continues to flourish and deliver the best outcomes for Victoria and India.

3 YEARS	6 YEARS	10 YEARS
Victoria will take action to deepen our close connections and establish valued knowledge partnerships.	Victoria will take action to embed our position as the partner of choice for India, with Indian capabilities extending across all areas of our economy and state.	Victoria will take action to invest in core structures and mechanisms to underpin a stable, reciprocal, cooperative and enduring partnership.



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