

SPECIAL AUSTRALIAN SUPPLEMENT

Australian Trade Commissioner On Inter-Colonial Trade Importance of Marketing Co-ordination

The following message was written for the Special Australian Supplement of the "Radio Record," by Mr. R. H. Nesbitt, Australian Trade Commissioner at Wellington.

THE main point in the establishment of a New Zealand office for an Australian Trade Commission is that it gives an opportunity to state Australia's position in regard to trading with the Dominion. It would appear, because the Commonwealth has not had a Commissioner resident in New Zealand, that erroneous ideas have been generated and circulated. Australia is anxious and desirous of working in close relationship and harmony with New Zealand. A concrete illustration has been put forward in the last few months when financial inquiries were made and harmonious legislation was passed simultaneously in both countries whereby investors were afforded protection and safeguarded against exploitation.

In a like manner Australia is just as desirous of co-operating with the Dominion in other channels. The fact that primary products are so similar and come to harvest at the same time means that co-ordinating of marketing must be of premier importance. For the first time this has been brought into effect in relation to the selling of fresh apples in the United Kingdom, an arrangement that should shortly result in improved returns to the producers on both sides of the Tasman. It can readily be seen that, if such a policy can be applied to one commodity it should be possible to extend it to include products which, in their sale on the Home markets in the past, have brought Australia and New Zealand into conflict as competitors.

Australia is anxious likewise that the direct trade with New Zealand should be of increasing quantity and, although it is not very probable that there can be many avenues of trading in primary products because of the countries' similarity in such products, yet there are a number, and each country should be able to trade with advantage. Australia offers to New Zealand many articles from her secondary industries; in fact, the manu-

factured lines that Australia is now producing are so many and varied that New Zealand can be supplied in almost all her requirements.

New Zealand, in a measure as a means of creating employment, has established a number of factories, some of which are partially dependent upon raw materials in a semi-manufactured state and

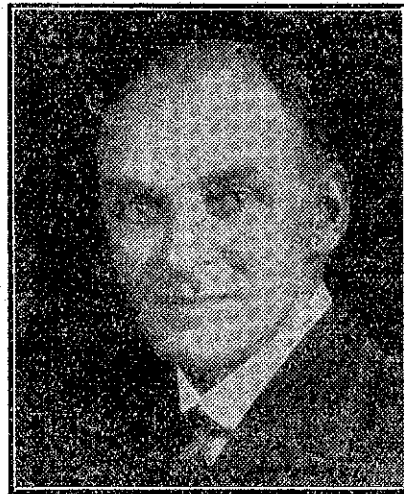
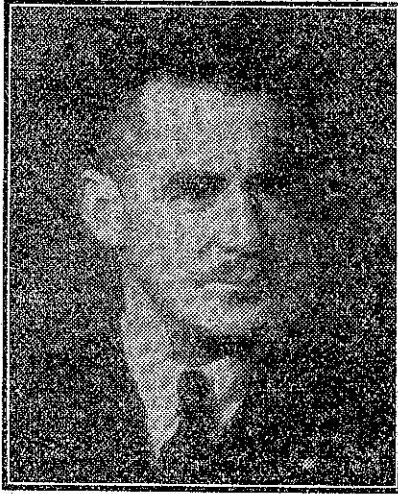
which are obtained from overseas countries. Australia, whilst offering the completely manufactured goods, is in a position also to cater for the business in semi-manufactured materials; firms and factories therefore requiring these types of commodities can, with confidence, seek them in Australia.

The present operation of the New Zealand Customs Tariff is not by any

means to the all-round advantage of the Australian manufacturer; and, in addition, a number of anomalies have been found to exist in the Australian-New Zealand trade agreement during its functioning over the past eighteen months. Therefore it is with a view to adjusting these positions and remedying these defects that a delegation from the Australian Government will shortly visit Wellington to confer with the members of the New Zealand Cabinet.

As a medium whereby the peoples of both countries can become better acquainted—thereby cementing good feeling and a clearer understanding of each other's problems—travel is of untold value. The tourist attractions here and in Australia are totally dissimilar—New Zealand has her thermal regions, the Southern Alps and the lakes district; Australia has her golden-sanded beaches, her cosmopolitan cities and glorious sunshine.

The Trade Commission has been established by the Australian Government in an endeavour to formulate feelings of goodwill and, at the same time, maintain existing trade, open up new avenues of trading and keep before the eyes of New Zealanders the beauties of Australia.



WATCHING AUSTRALIA'S INTERESTS.—Mr. R. H. Nesbitt (right), Australian Trade Commissioner in New Zealand and Mr. James Payne (left), the Assistant Trade Commissioner. On this page Mr. Nesbitt traces the growth of trade relationships between the two countries, and ends by expressing the hope that the Commission may be of some value in cementing feelings of goodwill between Australia and New Zealand.