



1. Vision

The Department's vision is to have:

- 5 major* Chinese investments in the Northern Territory by 2011 and
- Sustained growth in exploration and mining in the Northern Territory supported by increased Chinese investment activity.

* Major being \$50 million and over

2. Goals

- Raise profile of the Northern Territory's mineral and investment opportunities in the China market
- Target the top 10 Chinese investors and other hot prospects for potential exploration and mining investment
- Work with strategic partners for China promotion and business development
- Identify local industry interested in working with Chinese investors
- Increase the Department's service capacity to service the China market



China Minerals Investment Strategy 2007-2011

Department of Primary Industry, Fisheries & Mines

3. Strategy 2007-2011

STRATEGY	ACTIONS	TIMELINE
Raise profile of the Northern Territory's mineral and investment opportunities	Schedule promotional visits to China <ul style="list-style-type: none"> ➤ Ministerial ➤ Senior executive team ➤ Technical team 	Annually Annually Annually
	Encourage industry participation in NT promotion <ul style="list-style-type: none"> ➤ Industry to attend China visits ➤ Industry to be profiled in marketing campaign 	Bi-annually On-going Per Visit
	Maintain an effective China Marketing Campaign <ul style="list-style-type: none"> ➤ Targeted campaign theme ➤ Emphasis on media, direct marketing & relationship strategies 	On-going
Target the top 10 major Chinese investors and other hot prospects	Identify and target the top 10 Chinese Investors & hot prospects for the NT	Annually
	Programme activities to build relationships and develop business with these investors <ul style="list-style-type: none"> ➤ Schedule meetings in China ➤ Encourage in-bound visits to Darwin ➤ Implement communication programme 	Bi-annually Per visit On-going
Work with strategic partners for China promotion and business development	Implement co-operation agreements with key Chinese organisations in order to gain access to Chinese Investors and promote NT business	On-going
	Form strategic partnerships with local companies and organisations to assist with promotions and provide on-ground presence.	On-going
	Work closely with Invest Australia and the Australian Geological Surveys in Australian promotions to China.	On-going
Identify local industry interested in working with Chinese Investors	Develop & implement communication programme to identify local industry opportunities	May 2007
	Provide brokerage services to match Chinese investors with local business opportunities	On-going
	Educate local industry on doing business with Chinese Investors	On-going
Increase our Chinese service capacity to service the China market	Create a China team providing one point of contact	March 2007
	Build team capacity to handle Chinese enquiries, in-bound visits, brokerage services and project facilitation	On-going
	Develop an effective web-site for the China market	May 2007



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4. 12-month Action Plan (2008)

STRATEGY	ACTIONS	TIMELINE
Raise profile of the Northern Territory's mineral and investment opportunities	Schedule promotional visits to China <ul style="list-style-type: none"> ➤ Send Dept team and industry delegates ➤ Send Ministerial delegation, industry delegates and strategic partners 	May November
	Encourage industry participation in China visits <ul style="list-style-type: none"> ➤ Promote May/Nov visit <ul style="list-style-type: none"> ○ Letter to EL Holders ○ NT Investment Alert ○ IBC / NT Minerals Council Lunch 	January Jan & July Feb & Aug
	China marketing campaign <ul style="list-style-type: none"> ➤ Update Chinese commodity fact sheets ➤ Increase usage of on-line systems STRIKE/TIS <ul style="list-style-type: none"> ○ Develop education program ○ Hold seminars in China ➤ Improve web access and web content <ul style="list-style-type: none"> ○ Investigate mirror site ○ Post regular content 	April Feb-March May/Nov visit Jan-Feb Monthly
Target major Chinese investors and other hot prospects	Maintain regular contact and track progress with targeted companies	Monthly
	Schedule meetings in China	May / Nov
	Encourage visits to Darwin <ul style="list-style-type: none"> ➤ Customise programs for visits 	Ongoing
Work with strategic partners for China promotion and business development	Implement co-operation agreements with CCCMC & CMA <ul style="list-style-type: none"> ➤ Maintain regular contact ➤ Run joint seminars ➤ Encourage partners to visit Darwin ➤ Identify business leads by both parties for potential business co-operation ➤ Host information on respective websites 	Monthly May / Nov Ongoing Ongoing Ongoing
	Work with local partners <ul style="list-style-type: none"> ➤ Maintain working relations with current Strategic Partners ➤ Identify new Strategic Partners to support in-bound visits and Minister's trip to China in Nov 	Ongoing July
	Work closely with Invest Australia and the Australian Geological Surveys	Ongoing

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Identify local industry interested in working with Chinese Investors	Communicate to industry the Department's China Plans and provide information on the opportunities of Chinese investment at the following: <ul style="list-style-type: none">➤ IBC/ NT Minerals Council event➤ AGES➤ AMEC / Orestruck Launch➤ NT Investment Alert	February March 17-19 May 21-23 On-going
	Identify exploration projects available for China investment: <ul style="list-style-type: none">➤ Letter to EL Holders➤ Individual approaches	February Before May / Nov visit
	Provide brokerage services to match Chinese investors with local business opportunities	On-going
Increase our Chinese service capacity to service the China market	Maintain effective China Team <ul style="list-style-type: none">➤ Hold regular China team meetings to assess Chinese contacts and local opportunities➤ Report on China results	Monthly Quarterly
	Build the capacity to handle enquiries, in-bound visits, brokerage services and project facilitation <ul style="list-style-type: none">➤ Review part-time employment of China Adviser➤ Provide cross-cultural training to China team (through ACBC etc.)	June ongoing