

ASIA TODAY

40%
OF THE WORLD'S GDP

59%
OF THE WORLD'S POPULATION

7 OUT OF **10**
TOP TWO-WAY TRADING PARTNERS

EPICENTRE
OF THE GEOSTRATEGIC COMPETITION

FASTEST
POST-PANDEMIC RECOVERY

“The rationale for greater economic engagement with Asia has not dissipated with the pandemic and geopolitical tensions surrounding China’s rise. In fact, both economic and geostrategic forces are pushing Australia even closer to our Asian neighbours”.

Business Council of Australia and Asia Society Australia ‘A Second Chance’ Report, 2021

STRATEGIC PRIORITIES



01

COMPLEX ASIA

Build a deeper understanding of geopolitical, economic and strategic forces shaping Australia’s future in Asia



02

TRADE SMARTER

Inform Australia’s trade and investment expansion and innovation in the region

03



LIVING WITH CHINA

Contribute to shaping the next chapter of Australia’s engagement with China



04

GENERATION ASIA

Empower the next generation of Asia-engaged leaders for the post-pandemic era

VISION

We strive to be Australia’s leading global think-tank dedicated to Asia, focussing on the interplay between business and policy



MISSION

Prepare Australians for deeper and sustainable engagement with a more complex Asia



GOALS

Leading voice on Asia
National institution and digital-first organisation
Contributor to solving national challenges
Home to world-class expertise



VALUES

Excellence
Independence
Diversity
Respect



VALUE PROPOSITION

Inform and inspire
Connect and contribute
Empower

ENABLERS

COMMUNITY OF MEMBERS, SUPPORTERS AND PARTNERS

GLOBAL NETWORK OF 16 CENTRES ACROSS FOUR CONTINENTS

HIGH-PERFORMING, AGILE AND DIGITAL-FIRST ORGANISATION

