



**Australian Government**  
**Department of Immigration  
and Border Protection**

# Industry Engagement Strategy 2020

**Trade, Customs and Traveller**

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# Contents

Message from the Secretary and Commissioner	iv
Purpose	vi
Introduction	1
Strategic environment	2
Our shared objectives with industry	4
Our approach to engaging with industry	6
Principles for engagement	8
Trade, customs and traveller industry stakeholders	10
Avenues for communication and partnership	12
Stakeholder engagement continuum	14
Accessing information	16

# Message from the Secretary and Commissioner

The Australian border is a strategic national asset, holding economic, national security and social value.

Forecasts indicate that over the next four years there will be significant growth in cargo and passenger movements to and from Australia. This trend will be magnified by progress and developments in global trade, such as Free Trade Agreements. Legitimate trade and travel through interconnected supply chains and traveller flows needs to be insulated against the very real threats posed by groups who have the resources, capability and motivation to exploit them. These can include issue motivated groups, terrorists and organised crime syndicates.

The mission of the Department of Immigration and Border Protection (the Department) is to protect Australia's border and manage the movement of people and goods across it, and our vision is to be Australia's trusted global gateway. To achieve this, and to adapt to the challenges of the future border environment, requires a paradigm shift in the way in which the Department operates and engages with industry.

## **Effective partnership with industry is critical to achieving our mission and vision.**

At all levels and in all areas across the Department, our relationships with industry are critical to achieving our mission and vision and we acknowledge and value the essential support and partnership industry provides to the Department.

We recognise that industry shares the Australian Government's objectives to build a prosperous economy and keep the Australian community safe, and can contribute many ideas, strategies and innovations to achieve this. Our approach to industry engagement is to communicate effectively, to be responsive and accountable as an organisation and to work in partnership to automate, deregulate and streamline border management processes.



This *Industry Engagement Strategy 2020 (Trade, Customs and Traveller)* (the Strategy) is intended to engage our industry stakeholders involved in the movement of people and goods across Australia's border. This Strategy is to be read in conjunction with the *Industry Engagement Strategy 2020 (Migration and Mobility)*. Taken together, these strategies articulate our shared objectives across the diverse environments in which the Department and industry operate.

We call upon our industry stakeholders to help us implement valuable and lasting improvements to border management, for the benefit of all traders and travellers, and we reiterate our commitment to work in partnership with industry to realise the full potential of the Australian border and its contribution to Australia's economic growth, security, and social well-being.

**Michael Pezzullo**

Secretary

**Roman Quaedvlieg APM**

Commissioner and  
Comptroller-General of Customs



## Purpose

The *Industry Engagement Strategy 2020 (Trade, Customs and Traveller)* presents the Department's approach to industry engagement on trade, customs and traveller facilitation. It reaffirms our commitment to working with industry in strategic, forward-focused partnership, in alignment with the Department's *Strategy 2020* and the *Corporate Plan 2015-19*.

This Strategy is to be read in conjunction with the *Industry Engagement Strategy 2020 (Migration and Mobility)*. Taken together, these strategies will be used to provide a framework for engagement and consultation between the Department and industry on a broad range of policy, operational and regulatory issues.

In the context of these strategies, "traveller" refers to the management and clearance of people moving across the Australian border, as distinct from the permanent residence and settlement in Australia of new arrivals ("migration") and from the temporary stay in Australia for diverse reasons ("mobility"). The policies and programmes that support these movements are highly complementary and interrelated.



# Introduction

The mission of the Department, including its newly formed operational enforcement arm, the Australian Border Force (ABF), is **to protect Australia's border and manage the movement of people and goods across it**. The Department exists in a unique environment with a broad remit to manage the border that touches almost every aspect of Australian life – national security, industry and commerce, community protection, law enforcement, security of Australia's maritime resources and environment, and the collection of revenue. Our vision is **to be Australia's trusted global gateway**. Effective partnership with industry is critical to achieving this mission and vision.

The ABF is a single operational organisation within the Department, established on 1 July 2015, to bring together existing immigration and customs operational border functions. The ABF, in close cooperation with Australian Commonwealth, state, territory and international partners, plays a significant role in the delivery of customs functions and services, while monitoring compliance, conducting enforcement activity, and undertaking investigations as part of the Department. The ABF facilitates legitimate trade and travel by delivering efficient, streamlined cargo and traveller clearance systems, and by working with industry to deliver education, advice and industry support to improve voluntary compliance with customs requirements. The ABF is committed to working with industry across the border continuum to support and build Australia's economy through the optimisation of legitimate trade and travel.



# Strategic environment

Australia is operating within an increasingly globalised economy. This impacts the border through growing trade and travel volumes, complex supply chains and travel routes, rapidly increasing e-commerce and a greater geographical dispersion of entry and exit points within Australia. The Department and industry both share a need to take advantage of opportunities for collaboration, co-design and co-investment in technologies to best adapt to the changing global trade and traveller environment. Preparing for expected future increases in border movements and reducing delays in processing these movements has significant positive economic impacts. The Australian Logistics Council estimates savings to the economy of \$1.5 billion for every one per cent increase in efficiency of transport and logistics supply chains. As the gateway to Australia, the Department must work with industry to respond efficiently to environmental challenges and maximise the benefits to the Australian economy.

## Growth in cargo and travellers

In the next four years, the volume of people and goods crossing our border is projected to increase significantly. Over the four years from 2014–15 to 2018–19 international air and sea traveller movements are projected to increase by 23 percent.

Of particular note is the strong development predicted in the number of sea passenger arrivals and departures, which is expected to see stronger year-on-year growth than air passenger over the same four year period.

Similarly, inbound cargo facilitated by the Department will continue to grow. Over the four years from 2014–15 to 2018–19, the number of imported sea cargo reports is expected to increase by 14 percent and the number of inbound air cargo consignments to grow by 26 percent.



**Air and sea travellers**



**Sea cargo**



**Air cargo**



2014–15

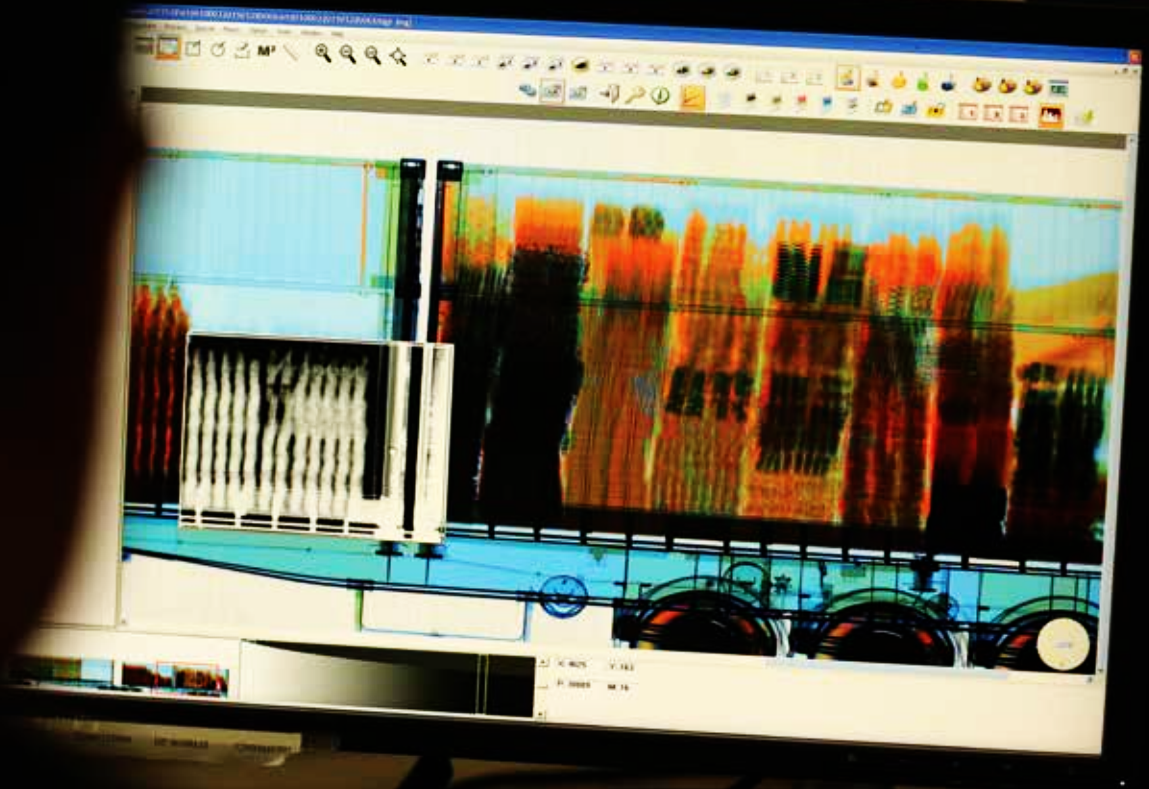


2018–19



## Australian Trusted Trader programme

An example of a collaborative partnership with industry is the *Australian Trusted Trader* programme. This programme commenced its pilot phase on 1 July 2015, and is a voluntary accreditation scheme which recognises secure supply chain and compliant trade practices, offering tailored trade facilitation benefits to accredited businesses. This initiative was co-designed with industry and is a partnership between government and business underpinned by shared responsibility and trust. Accreditation is available to all Australian businesses regardless of size who are active in the international trade supply chain and meet or exceed the required standards. Businesses that meet or exceed international supply chain and trade compliance standards present less risk at the border. *Australian Trusted Trader* recognises this and offers priority treatment for accredited traders. This will enable Trusted Traders to forge new global trade links more easily, be more competitive and operate with greater certainty.



## Our shared objectives with industry

The Department's four strategic objectives, as outlined in *Strategy 2020*, are to protect Australia, promote responsive migration, advance trade and revenue, and lead border innovation. The Department's engagement with industry, and the strategic policy and operational partnerships that flow from this, are essential to achieving these objectives.

The Department shares with industry a responsibility to protect the safety and security of Australia and its people. The Department works in close cooperation with industry to minimise the ability of criminals to take advantage of legitimate trade and travel activities across the border. The Department also shares with industry the common objectives of optimising legitimate trade to support Australia's economy, and ensuring that the collection of border revenue is lawfully and correctly administered.

Innovation at the border is vital in maintaining Australia's global standing as a leader in trade and border management. The Department's objective is to collaborate with industry to develop innovative technology and business processes to deliver a streamlined and simplified border experience which minimises delays for low-risk passengers and goods, provides certainty to industry, and enhances border security measures.



## Seamless Traveller initiative

The *Seamless Traveller* initiative is an example of our innovation in partnership with industry. In the 2015 Budget, the Australian Government committed \$93.7m over five years to support *Seamless Traveller* which will see the roll out of new technology, including SmartGates, to provide next generation automated biometric processing at major air and sea ports.

This new capability will reduce manual processes allowing a fast, seamless self-processing experience for up to 90 per cent of travellers. In the longer term, the objective is to have a “no-touch” and paperless clearance process which will create a domestic-like experience for international travellers. A variety of new technologies will be leveraged to achieve this objective, including advanced biometrics and face-on-the-move, making the process faster and simpler for travellers.

The roll-out of this initiative is being closely managed in consultation with industry and other stakeholders to ensure a smooth transition and maximise the benefits to air and sea ports.



## Our approach to engaging with industry

We will partner with industry to maximise growth and the value of the border to Australia's economy, protect the Australian community and maintain Australia's standing as a world leader in trade and traveller facilitation.

We will work cooperatively with industry to support supply chain security and foster legitimate trade and travel to maximise the value of the border to Australia's economy. Our national security, law enforcement and community protection responsibilities will be carefully balanced against the need to design and manage border flows in a way that promotes economic competitiveness and productivity.

We recognise and value the contribution that industry makes in support of our border protection objectives and will seek opportunities to collaborate and better utilise industry knowledge. We will pursue enhanced customs and border clearance processes for traders and travellers. We recognise the primary importance of information and education in encouraging and supporting voluntary compliance.

We will support improvements to Australia's trade competitiveness, working closely with international counterparts to harmonise international standards and practices, and recognising that these have flow on impacts for industry. We will partner with industry on opportunities for technological innovation, co-design, joint investment and enhanced service delivery.



As a single, integrated border agency, we will provide a simpler interface between government and industry involved in the movement of goods and people across the border.

We will explore opportunities to further develop relationships with industry into productive partnerships through innovative approaches to customs and trade-related services and traveller facilitation, such as through the Australian Trusted Trader programme. We will consult industry appropriately on the impact of new policies and regulation. We will seek opportunities to collaborate with our industry to build systems and processes that are complementary and interoperable.

We will communicate effectively with industry, and have clear points of contact, accountability and service standards.

Consistent with the Government's digital transformation agenda, we will establish and promote digital channels to improve timely access to information and expedite interactions with the Department. Our commitment to credible and consistent engagement with clients and stakeholders will be clearly outlined in a Client Service Charter. We will put in place agreed standards to establish levels of identity assurance when we interact with our clients, stakeholders and partners. We will embrace opportunities for increased efficiencies through technological innovation and automation of routine functions, balanced with our responsibility to prevent compromise to the integrity of the border.

# Principles for engagement

The Department's vision for industry engagement is to support the achievement of our mission by engaging with industry with clear strategic direction, effective communication, in partnership and collaboration and with a focus on responsive action.

<p><b>Clear Strategic Direction</b></p>	<p>Our engagement with industry will be based on agreed strategic direction, and implemented through forward work plans, reviewed regularly.</p>
<p><b>Effective Communication</b></p>	<p>We will be open, pro-active and equitable in our provision of information to industry, and will be receptive to the knowledge and experience of industry.</p> <p>We will use digital channels as our first line of communication, and ensure that avenues for engagement are well-defined, accessible and responded to promptly.</p> <p>We will provide opportunities and forums for meaningful and consistent two-way engagement including through industry consultative committees, issue-specific industry advisory groups and the annual Industry Summit.</p>
<p><b>Partnership and Collaboration</b></p>	<p>We will seek to further develop industry relationships into resilient and trusted partnerships, and use these partnerships to resolve complex issues and to achieve substantive improvements to traveller and trade facilitation.</p> <p>We will involve industry in the development and design of policy, processes and systems, and be clear about the scope of consultation and decision making processes. We will look for opportunities for co-investment, where appropriate.</p>
<p><b>Responsive Action</b></p>	<p>We will be pro-active in our engagement, responsive to requests and feedback, and focus on actions and results.</p> <p>We are accountable for our commitments, and will do what we say we will do.</p> <p>We will provide feedback following consultation including the impacts of stakeholder engagement on the process and outcomes, where feasible.</p>



## Advance Passenger Processing

Under the *Counter-Terrorism Legislation Amendment (Foreign Fighters) Act 2014*, the Advance Passenger Processing programme was expanded to include flights departing from Australia. This legislation came into effect on 1 July 2015. Like inward APP, outward APP (OAPP) reports are required from airlines for all their passengers and crew departing Australia.

In an example of successful stakeholder consultation, from June 2014 to June 2015 Qantas and Air New Zealand provided APP reports to the Department for a number of their flights departing from Brisbane International Airport, to facilitate a trial of automated border clearance technologies (SmartGates). The contribution to OAPP data assisted with developing and refining operational capability and processes.

To assist airlines with meeting their reporting obligations, the Department has conducted a number of industry briefings at Sydney, Melbourne, Perth and Brisbane International Airports and further individual support is provided to airlines.



# Trade, customs and traveller industry stakeholders

The Department engages with a broad range of industry stakeholders as well as with community groups, academia, local and state governments, foreign governments and international organisations. This engagement builds strategic and operational partnerships essential to achieving the Department’s objectives. Key industry trade, customs and traveller sectors are listed below.

<b>Importers and exporters</b>	Importers (including direct consumers) source products from overseas initiating the import process. Exporters source Australian products and commence the export process to allow for their sale in overseas markets.
<b>Cargo and logistics service providers</b>	This sector provides services to the public and industry relating to the movement of goods and cargo, including freight forwarding, express carriers, logistics, warehousing and consolidation.
<b>Carriers</b>	The Carrier Sector includes the owners and operators responsible for the control of any vessel that transports people and goods from one port to another. This includes passenger and cargo airlines, passenger cruise lines and container and bulk shipping lines.
<b>Customs brokers</b>	Customs brokers arrange border clearance of goods on behalf of importers and exporters, and are responsible for clearing goods through customs and quarantine before they reach the Australian market.
<b>Port infrastructure and traveller related services</b>	This sector includes the owners and operators of infrastructure at Australian air and sea ports, as well as related services, systems and facilities.
<b>Domestic manufacturers and producers</b>	Domestic manufacturers and producers are Australian-based entities and produce goods for the domestic market that may also be subject to exportation.
<b>Duty free operators</b>	Duty free operators store and display imported goods on which customs duty has not been paid, and operate at the retail level, selling goods free of customs duty to relevant international travellers under special conditions.



## Cutting the Red Tape: the Australian Government's deregulation agenda

The Australian Government's deregulation agenda aims to reduce unnecessary red tape costs on individuals, business and community organisations. The Government has committed to reducing the burden of unnecessary or inefficient regulation that may damage productivity, deter investment and undermine jobs and growth by \$1 billion a year.

The Department's performance against this agenda will be assessed through annual externally validated self-assessments against the Regulator Performance Framework. Separately, there will be a programme of external reviews of a selected set of regulators every three years. There is also the option for Government to commission annual external reviews of major regulators with the results of any assessment or review being published.

The Department is working with our industry stakeholders to explore ways to reduce regulatory and compliance costs where possible, as well as ensuring our approach to regulation and compliance requirements is considered in this context.

# Avenues for communication and partnership

There are a number of avenues for industry stakeholders to engage with the Department, which provide the opportunity for industry to have input and influence into policy, programme development and operational issues.

These avenues include the annual Industry Summit, formal industry consultative committees, industry advisory groups, stakeholder meetings held regularly in each State and Territory and industry-initiated forums.

## Key departmental consultative forums on trade, customs and traveller

The Department convenes regular industry consultative forums, which comprise membership from industry peak bodies, major industry stakeholders and other Australian Government agencies.



## Industry Summit

An annual event hosted by the Department, bringing together senior industry, Departmental and Australian Government representatives to discuss strategic immigration and border protection issues.

### **National Committee on Trade Facilitation (NCTF)**

A strategic-level whole-of-government forum to oversee the implementation of Australia's obligations under the World Trade Organization's Agreement on Trade Facilitation.

Membership includes representatives of the customs broker, freight forwarder, importer and exporter industries, and business councils.

### **National Sea Passengers Facilitation Committee (NSPFC)**

A strategic-level forum focussing on issues relating to sea travel facilitation and associated infrastructure issues.

Membership includes representatives of the cruise ship, port terminal and tourism industries.

### **National Passenger Facilitation Committee (NPFC)**

A strategic-level forum focussing on issues relating to air travel facilitation and associated infrastructure issues.

Membership includes representatives of the airline, airport and tourism industries.

### **Industry Advisory Groups (IAGs)**

Temporary working groups on particular issues, which provide a means for the Department and industry to work together on policy development, programme design and operational implementation.

### **Regional Stakeholder Group Meetings**

Meetings convened by the Department's senior representatives in each State and Territory on both national and regional issues.

# Stakeholder engagement continuum

The Department takes a layered approach to stakeholder engagement across the stakeholder engagement continuum as outlined in the table below. The mode of engagement varies according to the nature of the issues, the breadth of possible impact, the timeframes available and a range of other factors.

	Information	Consultation
<b>Stakeholders</b>	Available to all stakeholders	Available to all or targeted stakeholders
<b>When used</b>	When issues have broad-reaching potential impacts  When broad stakeholder views will support good decision making and support business delivery	To receive views and input from stakeholders on policies, programmes or services that directly affect them or in which they have a significant interest  Targeted when issues are confined to a well-defined group of stakeholders
<b>Purpose</b>	Engagement is mainly one-way provision of information	Enables stakeholders to provide information and give feedback to inform policy and programme design
<b>Methods</b>	Website portal and other digital channels  Surveys  Newsletters  Road shows  Fact sheets  Conferences	Public submissions  Face to face meetings  Surveys  Road shows  Conferences

	<b>Collaboration</b>	<b>Partnership</b>
	Targeted stakeholders with views and input on specific issues	Targeted stakeholders with specific representative roles, expertise and capacity to influence outcomes
	<p>To work with stakeholders on developing solutions to complex issues</p> <p>When the sensitivity of the issue requires discretion</p> <p>When public consultation could compromise government confidentiality</p>	<p>Where co-design or co-investment partnerships between government and industry will achieve superior outcomes</p> <p>When engagement requires a high level of complexity and/or sensitivity</p> <p>When public consultation could compromise government confidentiality</p>
	Enables stakeholders to influence and shape policies and programmes that affect them	Brings the Department and stakeholders together as partners to deliver specific complex projects
	<p>Targeted requests for confidential input</p> <p>Industry Advisory Groups</p> <p>Face to face meetings</p>	<p>Joint project groups</p> <p>Public/private partnerships</p> <p>Co-investment and co-design initiatives</p> <p>Industry advisory groups</p> <p>Face to face meetings</p>



## Accessing information

The Department provides a number of channels for communication with industry including our website, service centre and regular information updates through digital and face-to-face channels.

### New industry website portal

A priority for the Department is to develop a dedicated industry website portal with information tailored specifically for industry sectors. This website portal will be co-designed with industry and will be continuously improved with the aim of providing a user-friendly location for up-to-date information. It will enable industry to access and search sector specific information, as well as receive updates on news, legislation or regulation changes. The website portal will link with other relevant government trade and industry information portals. The Department will also collaborate with industry to implement an improved approach to communication through digital channels.



## Website

The website is the Department’s primary information source for all stakeholders including businesses, individuals and trade professionals. Website information includes cargo support advice, customs notices, tariff concessions gazette and information on the importing and exporting process.

<p><b>Integrated Cargo System (ICS) Announcements</b></p> <p>Updates for cargo processes and changes and issues with the ICS. Advice regarding nature and length of system outages.</p>	<p><b>Australian Customs Cargo Advices (ACCAs)</b></p> <p>Advice issued on changes to reporting or system procedures affecting ICS users.</p>
<p><b>Australian Customs Notices (ACNs)</b></p> <p>Notices about new legislation and policy changes.</p>	<p><b>Tariff updates</b></p> <p>Changes to tariffs, duty rates, Free Trade Agreements and other tariff updates.</p>
<p><b>Client Service Charter</b></p> <p>The Charter outlines the services provided by the Department, any applicable service standards, and information about providing feedback.</p>	<p><b>Border Watch</b></p> <p>Border Watch is the Department’s programme that receives information about suspicious activities.</p>





## Phone

The Department's service centre is the official point of contact for enquiries. The service centre receives general enquiries concerning trade and travel matters from the public, travellers, traders and other industry sectors.

<b>General Enquiries</b> 131 881 for all enquiries regarding travel and trade, including bringing goods in and out of Australia.	<b>Cargo Support</b> 1300 558 099 for assistance and advice for ICS users.
<b>National Trade Advice Centre</b> 1800 053 016 for enquiries regarding tariff advice or by email to <a href="mailto:tariffclassification@border.gov.au">tariffclassification@border.gov.au</a> .	<b>Customs Information and Support Centre</b> 1300 363 263 for assistance with information and services available on the Department's website.
<b>Global Feedback Unit</b> 133 177 for any compliments, complaints or suggestions. Also available via online form.	<b>Entry Operations Centre (EOC)</b> 1300 368 126 for airline and other enquiries. 1300 368 970 for seaport enquiries.

