

[Tech Australia Advocates](#)

Connect with Co Leads – [Dickie Currer](#) and [Claire Bull](#)

KEY SECTORS

Enterprise Software and Fintech are top sectors in Australia.

GROWTH SECTORS

AI, Climate, AgTech, Defence and Quantum are all growth sectors driven by large government investment.

GOVERNMENT SUPPORT & FREE TRADE AGREEMENTS

Australia has 5 states and 2 territories, most of which have their own government trade and investment department. There is additionally a federal bod called Austrade that can help with enquiries about issues such as Visas and market insights. Australia also has innovative free trade agreements with multiple countries around the world.

BUSINESS CULTURE

Relationship-based selling is strong in Australia and although the culture is quite relaxed, deals can be done quickly and Australians are open to trialing and adopting new technology.

TALENT + LIFESTYLE

Australia boasts a huge amount of homegrown talent and is also an attractive hub for migration. There are 935,000 people working in tech who enjoy high job security, employment benefits, and high pay scales.

The great weather and unique landscapes, as well as relaxed culture means that expanding to Australia can be a positive lifestyle choice.

ECOSYSTEM PARTNERS

- [Australian and NZ accelerators](#) — This is a list by Startmate and outlines all the accelerators in the Australian and NZ ecosystems. I
- [Australian investors](#) — This list by Cut Through Ventures outlines a number of investors in the ecosystem. It provides a little summary about who they are, their sectors of interest and also stages they typically invest in. This doesn't cover everyone, but a comprehensive list of active investors.

- Hubs and communities — [Fishburners](#), [Harbour City Labs](#) (Sydney), [Lot Fourteen](#) (Adelaide), [OneRoof](#), [River City Labs](#) (Brisbane), [Spacecubed](#), [Stone & Chalk](#), [Sydney Startup Hub](#)

EVENTS

- [Startmate Calendar](#) — This has most Australian and New Zealand events related to startups. If you utilise a google calendar personally or professionally then you can add it and be across online and in person workshops, meetups and events. If you're an event organiser you can also add events to the calendar for additional reach.
- [Sydney tech with Elaha](#) — A monthly substack you can subscribe to written by *Elaha Gurgani* of a curated list of top startup and tech events in Sydney.

NEWSLETTERS

- [Airmail Newsletter](#) — AirTree's roundup of startup news, insights and advice delivered to your inbox each month.
- [Letter of Intent](#) — Delivered to your inbox daily on Australian business news and every M&A (merger and acquisition), ECM (equity capital market) and VC (venture capital) deal.
- [Overnight Success](#) — Weekly newsletter about Australian startups & venture capital by *Gemma Clancy and Will Richards*.
- [This Week in Aussie Startups](#) — A weekly roundup of the latest news in the Australian startup ecosystem with *Haris Qureshi's* two cents.
- [AirTree Open Source VC](#) — Resources to help founders shortcut company-building firsts. It's also helpful for anyone in the ecosystem wanting to understand standards terms or get up to speed on certain topics.
- [Cut Through Ventures](#) — A comprehensive report outlining startup funding in Australia.