



ANALYSIS OF AUSTRALIAN IMPORTS AND EXPORTS

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Introduction

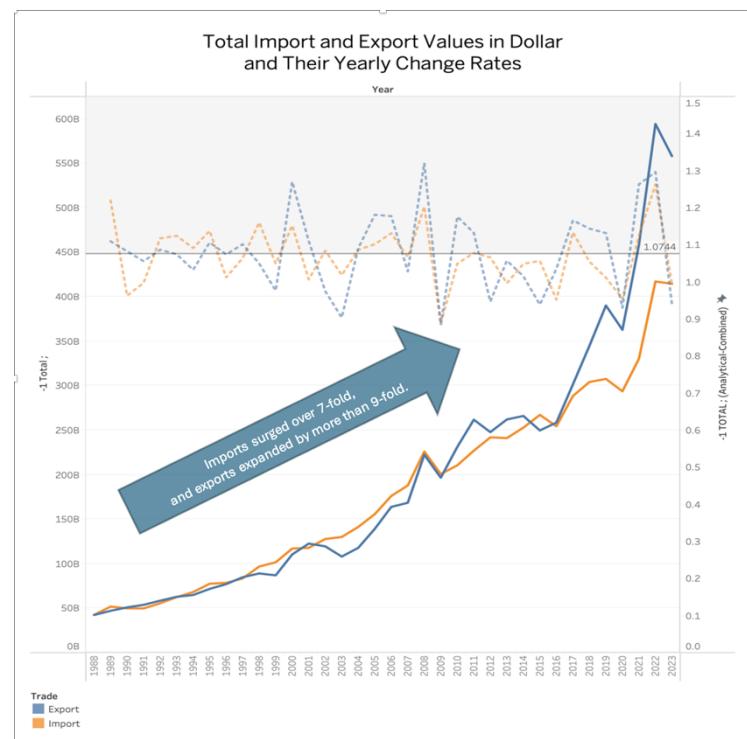
This report provides a comprehensive visualization and analysis of Australian imports and exports data spanning from 1988 to 2023. It begins by offering an overview of both imports and exports, followed by a detailed discussion of the 10 main categories. Subsequently, it delves deeper into the visualization and analysis of all subcategories within each main category, examining statistical, analytical, and dollar value perspectives. The report not only provides holistic insights into each object but also scrutinizes trends and changes in detail, identifying and discussing all outliers. Special emphasis is placed on Category 0, focusing particularly on its subcategory 04: cereal and cereal preparations. Additionally, the report offers recommendations for the food industry in Australia and presents a brief summary of the advantages and disadvantages of dashboards and storyboards in Tableau.

Overview of Australian Imports and Exports

The graph illustrates the total import and export values in dollars and their yearly change rates from 1988 to 2023. It utilizes a combo chart format, featuring solid line charts for the dollar values of imports and exports, and dotted line charts for the change rates. Dual axes are employed to accommodate the different data formats. Colors are used to distinguish between import and export data, while annotation enhances storytelling. A reference line has been added for the change rate, indicating the median value of 1.0744.

Data Insights:

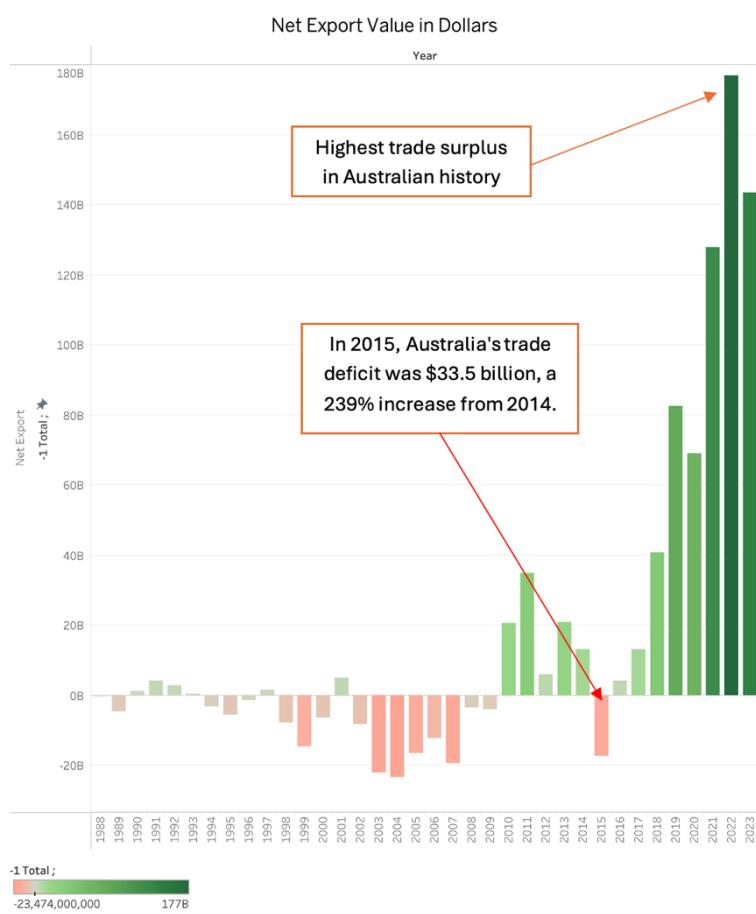
- Both imports and exports have experienced significant growth since 1988, with imports increasing more than sevenfold and exports expanding by over ninefold.
- The disparity between imports and exports widened considerably after 2016.
- The change rate for exports exhibited greater fluctuations compared to that of imports.



This bar chart illustrates the net export over the years, with pink representing deficits and green indicating surpluses. The intensity of the color corresponds to the magnitude of the surplus or deficit, with darker shades indicating larger amounts. Annotations provide additional context for outliers, enriching the storytelling effect.

Data Insights:

- Before 2010, trade deficits dominated, while trade surpluses took over from 2010 onwards. However, 2015 stood out as an exception, with Australia experiencing a trade deficit of \$33.5 billion, marking a 239% increase from 2014. This was primarily attributed to a 4% rise in goods and services debits coupled with a 3% decline in goods and services credits. (*International Trade in Goods and Services, Australia, 2015*)



- Since 2016, the surplus has notably surged, reaching its pinnacle in 2022. June 2022 marked a historic milestone for Australia, with a trade surplus of 19,754 million AUD, the highest ever recorded in the country's history. (*Australia Balance of Trade, 2024*) The trade surplus is influenced by a number of factors, such as an increase in demand for Australian exports, a decrease in imports, and commodity prices. (O'Brien, 2024)

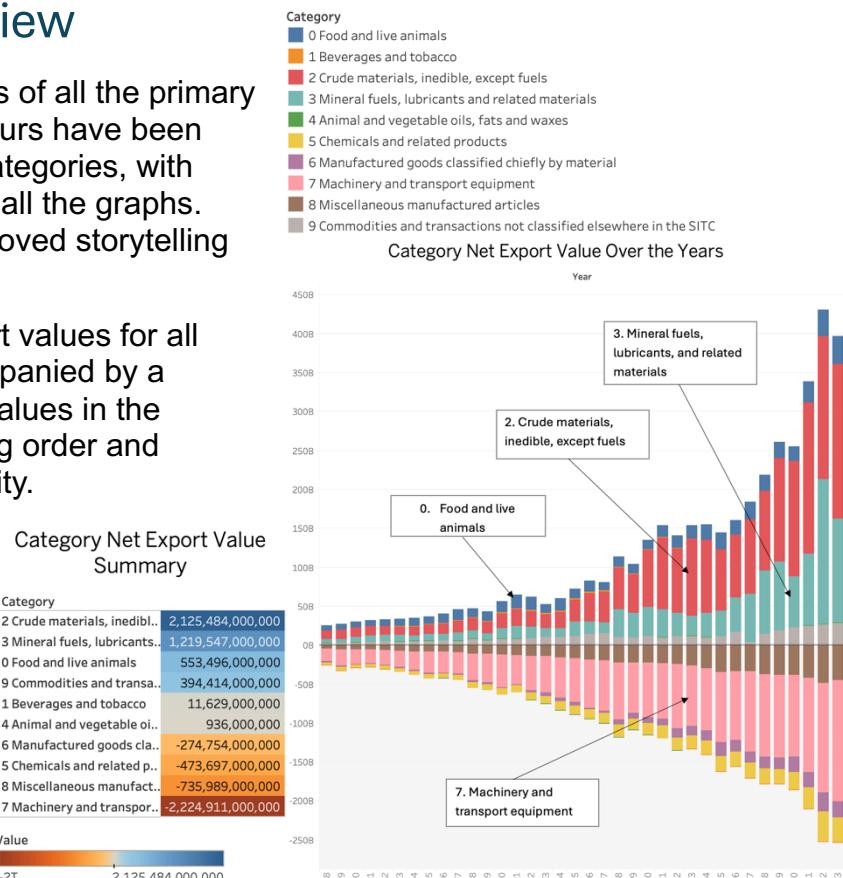
Primary Categories Overview

The following is an overarching analysis of all the primary categories in imports and exports. Colours have been employed to distinguish between the categories, with consistent colour labels applied across all the graphs. Annotations have been utilized for improved storytelling where necessary.

This stacked bar chart shows net export values for all the main categories since 1988, accompanied by a summary table for clearer illustration. Values in the summary table are sorted in descending order and marked with colour for enhanced visibility.

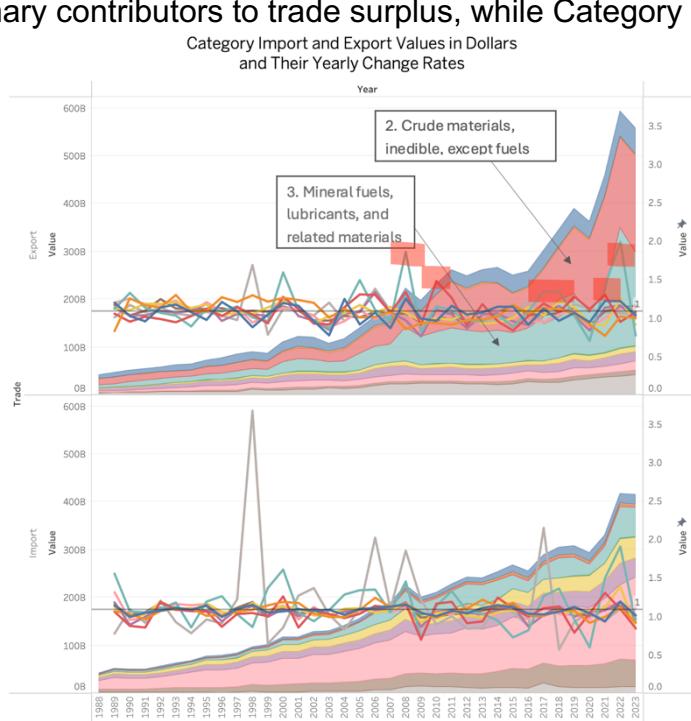
Data Insights:

- Among the 10 main categories, eight are clearly visible in the graph, while categories 1 and 4 have a smaller proportion of values and are less noticeable.
- All eight major categories exhibit a consistent trend, either consistently on the surplus side or consistently on the deficit side.
- Categories 0, 2, and 3 emerge as the primary contributors to trade surplus, while Category 7 stands out as the main driver of trade deficit.



This combo chart illustrates the import and export values in dollars for each category alongside their yearly change rates since 1988. Import and export values are depicted using stacked area charts, while the change rates are presented using line charts. Dual axes are utilized to accommodate the varying data formats. Reference lines denote the median value for the yearly change rate. The area chart effectively showcases the value trends for different categories over the years.

Data Insights:

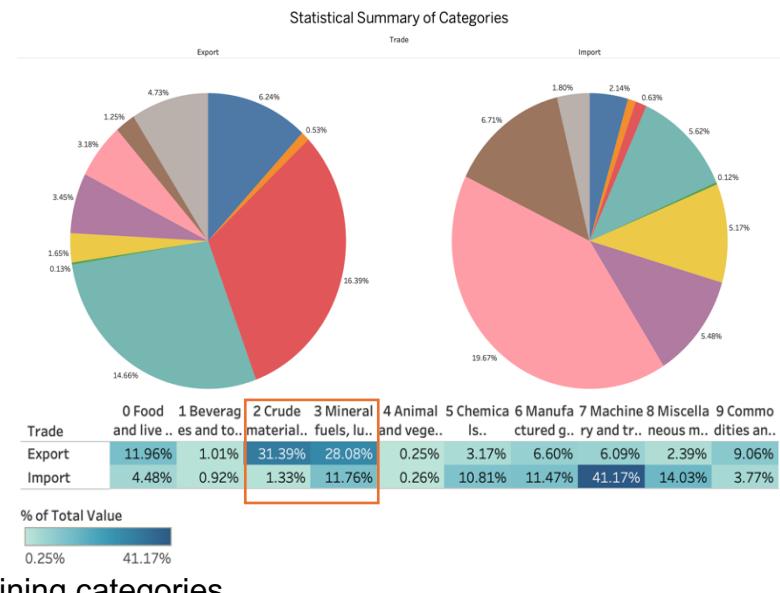


All exports have witnessed growth, with categories 2 and 3 experiencing particularly rapid increases. This is evidenced by the highlighted peak points in their yearly change rates.

These pie charts illustrate the statistical summary of imports and exports across all main categories since 1988. Each pie chart displays the percentage composition of each category. Below the charts, a table lists the percentage composition of each category for both exports and imports, with color indicating data density. The table offers additional insights into the distribution shown in the pie charts.

Data Insights:

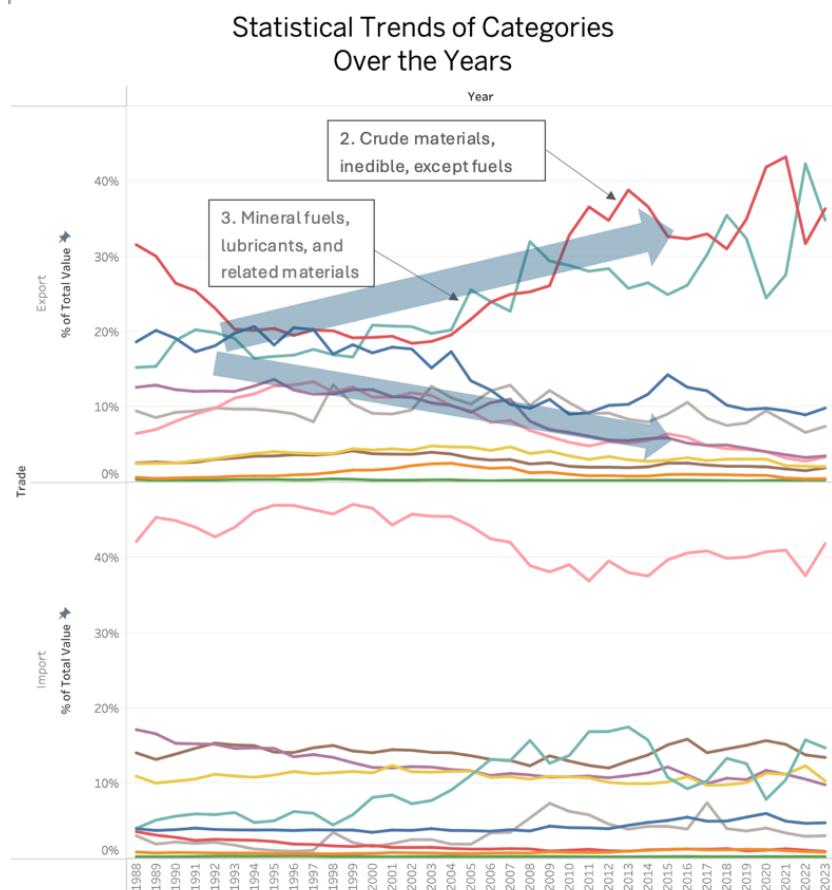
- In exports, categories 2 and 3 emerge as the top performers, with category 0 (food and live animals) leading among the remaining categories.
- Category 3 represents a significant portion of both exports, at 28.08%, and imports, at 11.76%. Conversely, category 2 holds a substantial share of exports, at 31.39%, but only a minor presence in imports, at 1.33%.



This line chart represents statistical trends of all main categories over the years.

Data Insights:

- Categories 2 and 3 exhibit upward trends, gradually occupying larger percentages over the years, while the remaining categories show downward trends. This is likely influenced by the significant growth rates observed in categories 2 and 3.
- The composition of imports remains relatively stable throughout the years.

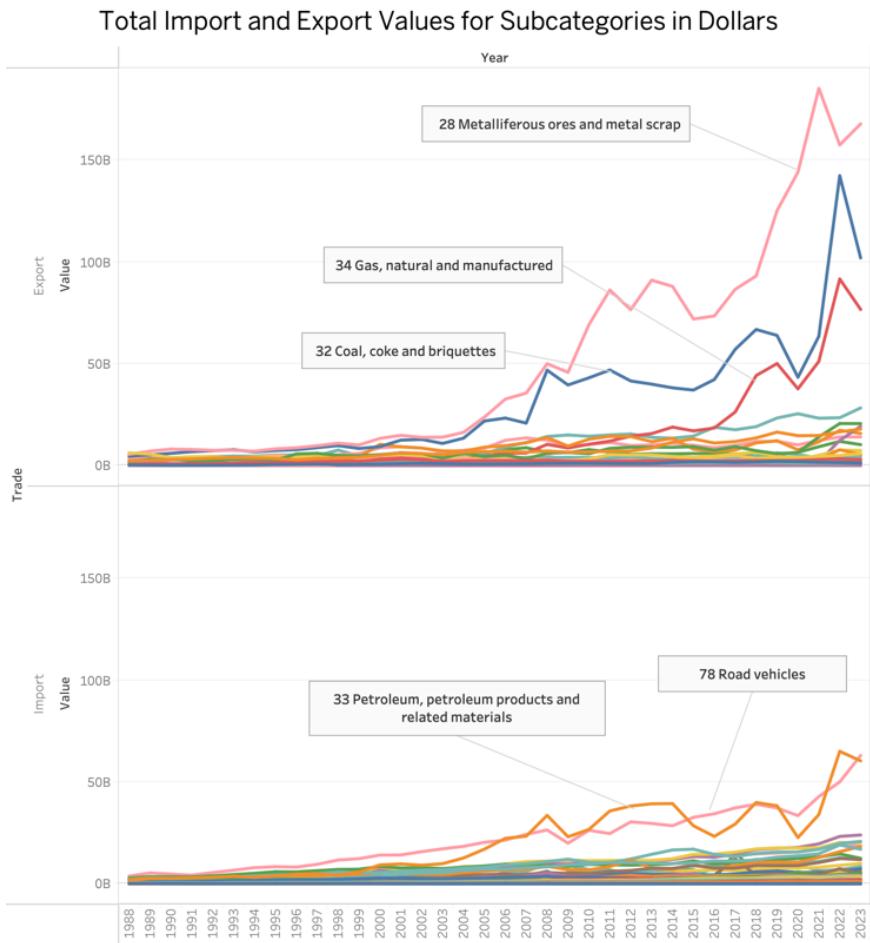


Subcategories Overview

This line chart represents the total import and export values for all subcategories since 1988. To manage the abundance of data, a color legend is omitted, and annotations are used to highlight key findings.

Data Insights:

The subcategories 28, 34, and 32 emerge as the primary drivers of exports, particularly post-2000. Conversely, subcategories 33 and 78 dominate import values.



Subcategories Visualization and Analysis

This section will discuss subcategories within each main category sequentially, with a detailed analysis of category 0 (food and live animals) presented last for in-depth examination.

Subcategories within each category will be visualized and analysed, with distinct colours representing each subcategory. The colour labels will remain consistent throughout each section of the analysis.

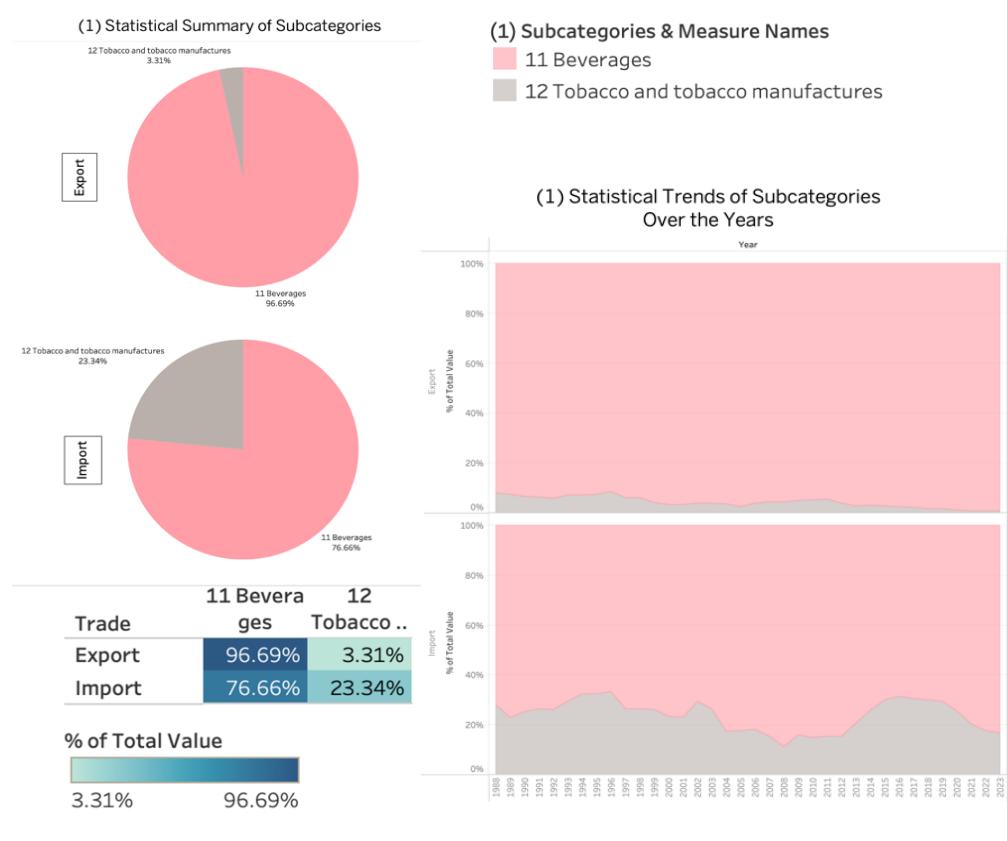
Each subcategory's analysis will commence with a series of graphs illustrating its statistical analysis. This array includes pie charts depicting the summary percentages over the years, accompanied by a detailed table of data. Additionally, 100% stacked area charts will visualize the statistical trends since 1988.

After the statistical analysis, each subsection will feature a combo chart illustrating import and export values in dollars alongside their yearly change rates since 1988. Stacked area charts represent import and export values, while line charts depict the change rates. Dual axes are utilized to accommodate varied data formats, with reference lines indicating median values for yearly change rates. Highlights are employed to emphasize notable data series, where applicable. Stacked area charts effectively showcase total value trends and trends for individual subcategories over time, offering clear differentiation between the two datasets.

Category 1 Beverage and tobacco

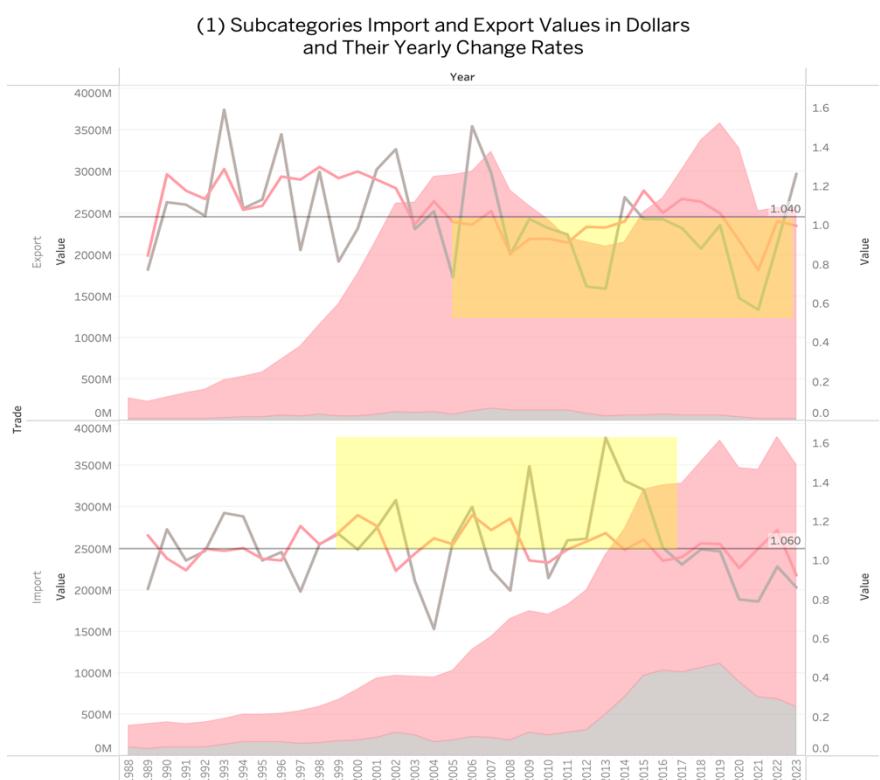
Data insights for statistical analysis:

- Beverages dominate both exports and imports, with its export percentage of the total steadily increasing over the years. Conversely, its import percentage of the total has experienced fluctuations since 1988.
- While tobacco constitutes almost a quarter of all imports, it only accounts for 3.31% of exports.



Data insights for dollar trends and yearly change rates:

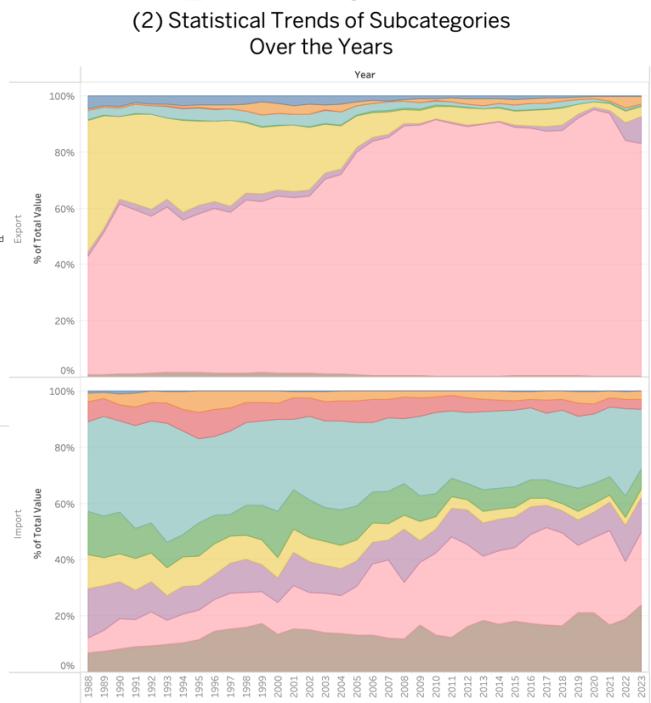
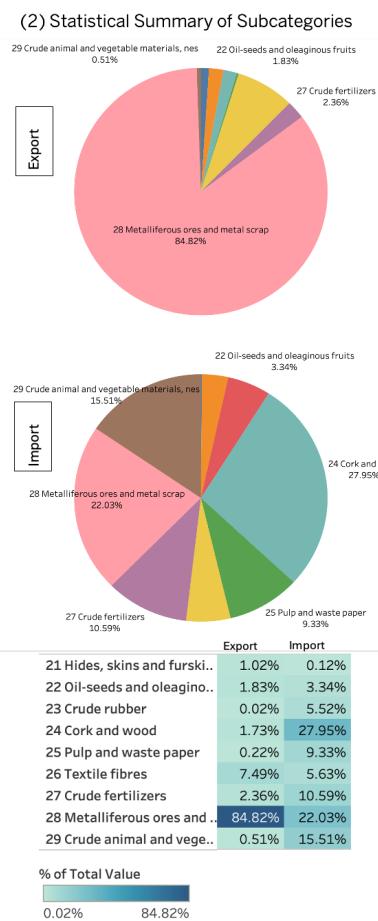
- Export values started to increase in the early years, while import values began to rise later, though at a slower rate.
- The yearly change rates for exports remained below the median for both subcategories for most years after 2005, while import yearly change rates were consistently above the median for both categories during the period from 1998 to 2016.



Category 2 Crude materials, inedible, except fuels

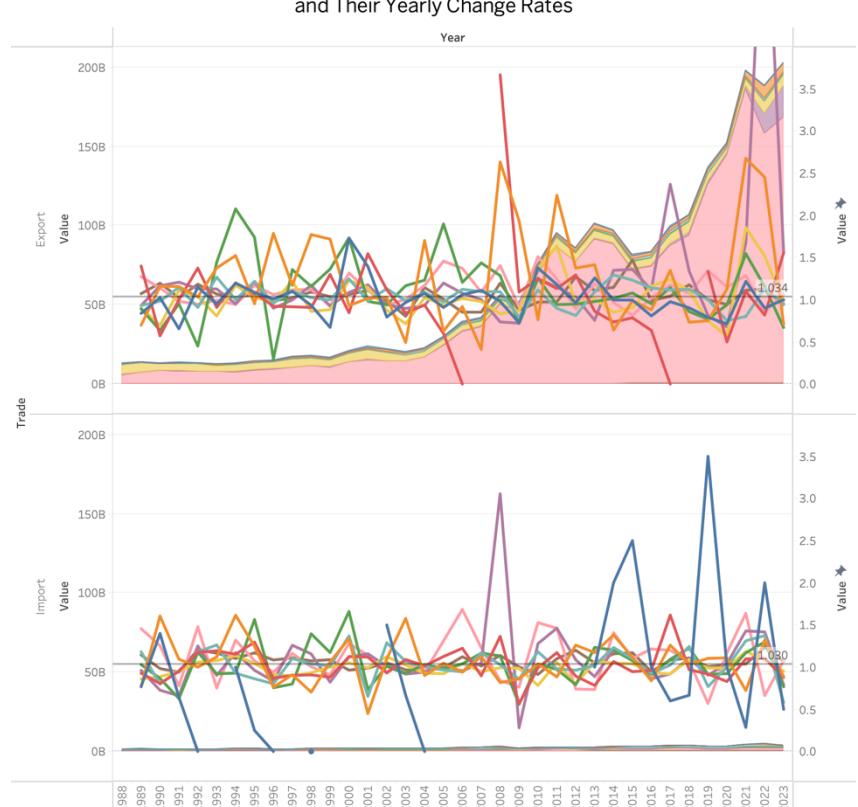
Data insights for statistical analysis:

- Subcategory 28 accounts for a significant 84.82% of all exports throughout history.
 - The proportion of total exports represented by subcategory 28 steadily rose from just over 40% in 1988 to over 80% in 2023.



Data insights for dollar trends and yearly change rates:

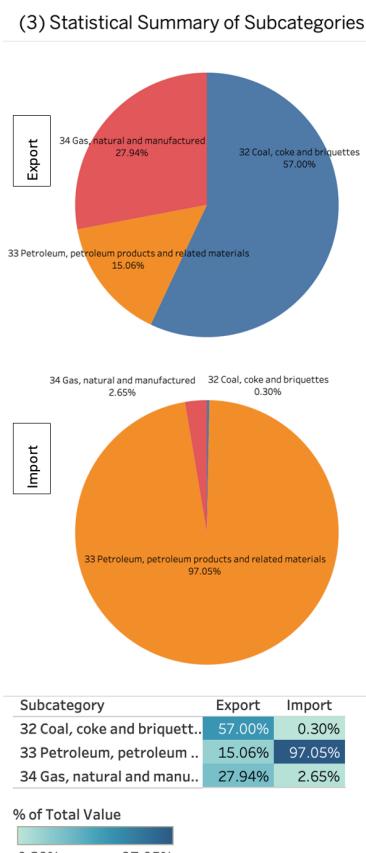
- The export value for category 2 has increased by over 10 times since 1988, with the vast majority of this growth attributed to subcategory 28.
 - The import value for category 2 is negligible.
 - The yearly change rates for all subcategories in both exports and imports exhibit significant fluctuations.



Category 3 Mineral fuels, lubricants and related materials

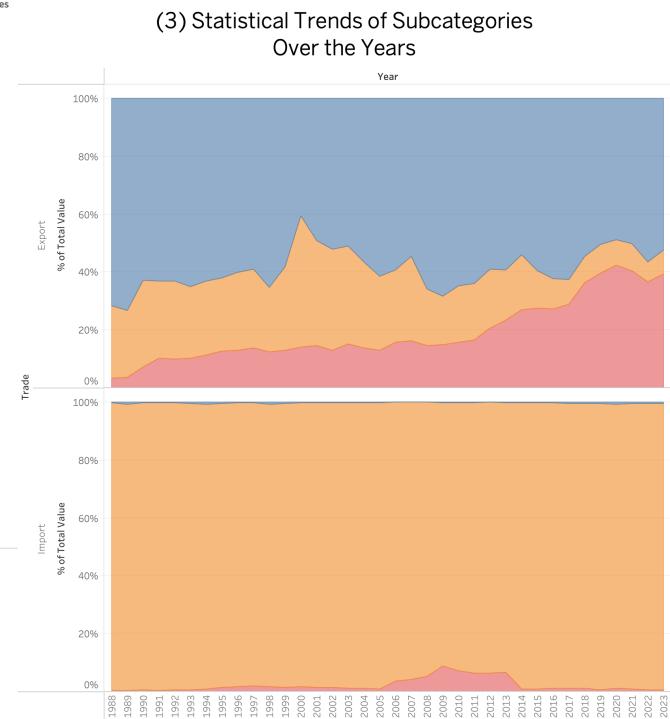
Data insights for statistical analysis:

- Subcategory 32 accounts for over half (57%) of exports, but only 0.3% of imports.
- In contrast, while subcategory 33 represents only 15.06% of exports, it accounts for a significant 97.05% of imports.
- For export, the percentage composition of subcategory 33 has shown a consistent decline since 1988.
- For import, subcategory 33 has consistently held a dominant position since 1988.



(3) Subcategories & Measure Names

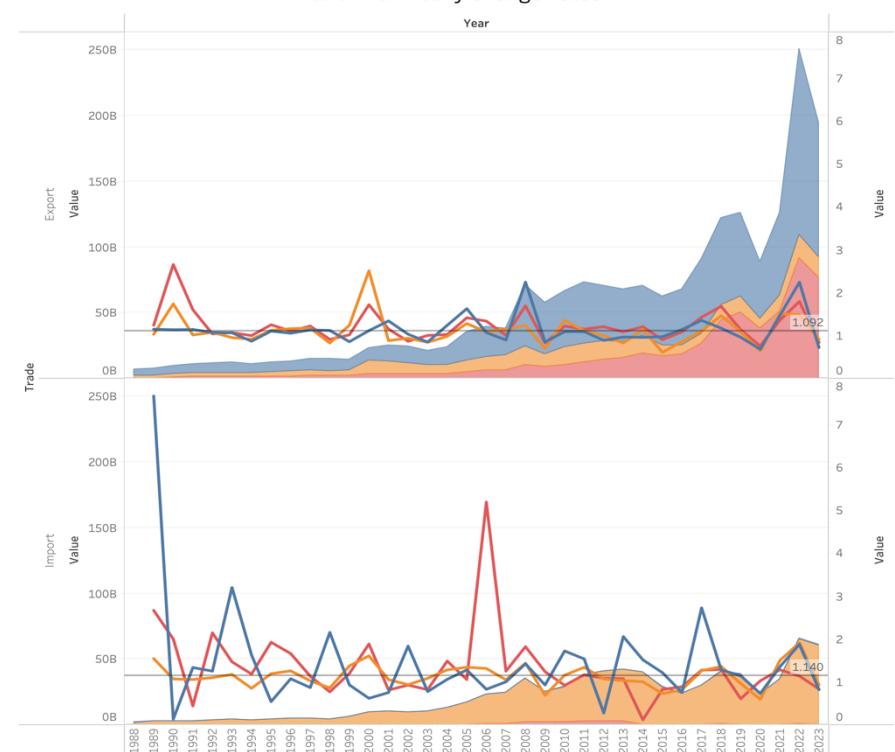
32 Coal, coke and briquettes
33 Petroleum, petroleum products and related materials
34 Gas, natural and manufactured



Data insights for dollar trends and yearly change rates:

- Both the total export and import values have increased since 1988. Exports have surged over 10-fold to exceed 200 billion, while imports have only risen to surpass 50 billion.
- Exports are predominantly driven by subcategories 32 and 34.
- The yearly change rates for exports exhibit similar patterns across all subcategories, indicating simultaneous peaks or troughs.

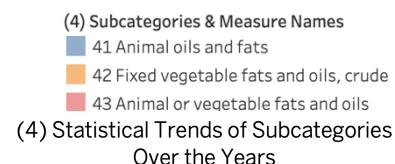
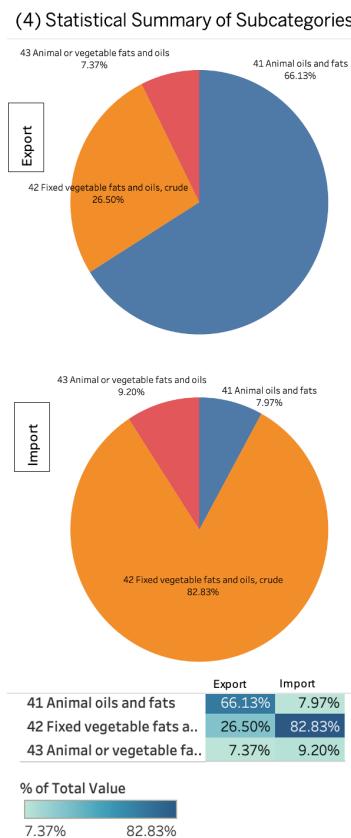
(3) Subcategories Import and Export Values in Dollars and Their Yearly Change Rates



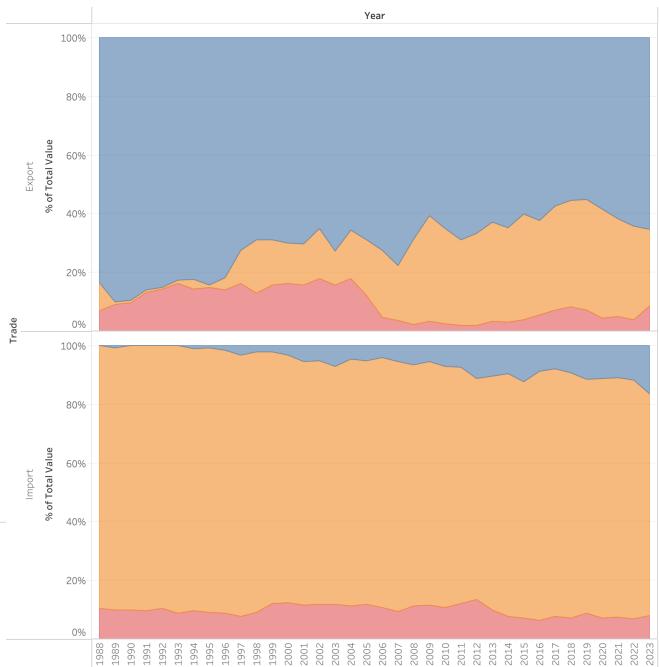
Category 4 Animal and vegetable oils, fats and waxes

Data insights for statistical analysis:

- Subcategory 41 accounts for 66.13% of exports but only 7.97% of imports.
- In contrast, subcategory 42 represents 82.83% of imports but only 26.50% of exports.
- Subcategory 43 accounts for a similar percentage in both exports and imports.
- Regarding exports, the percentage of subcategory 42 has surged significantly since 1988, consistently maintaining its dominant position in imports, albeit with a slight decrease in its share of the total.

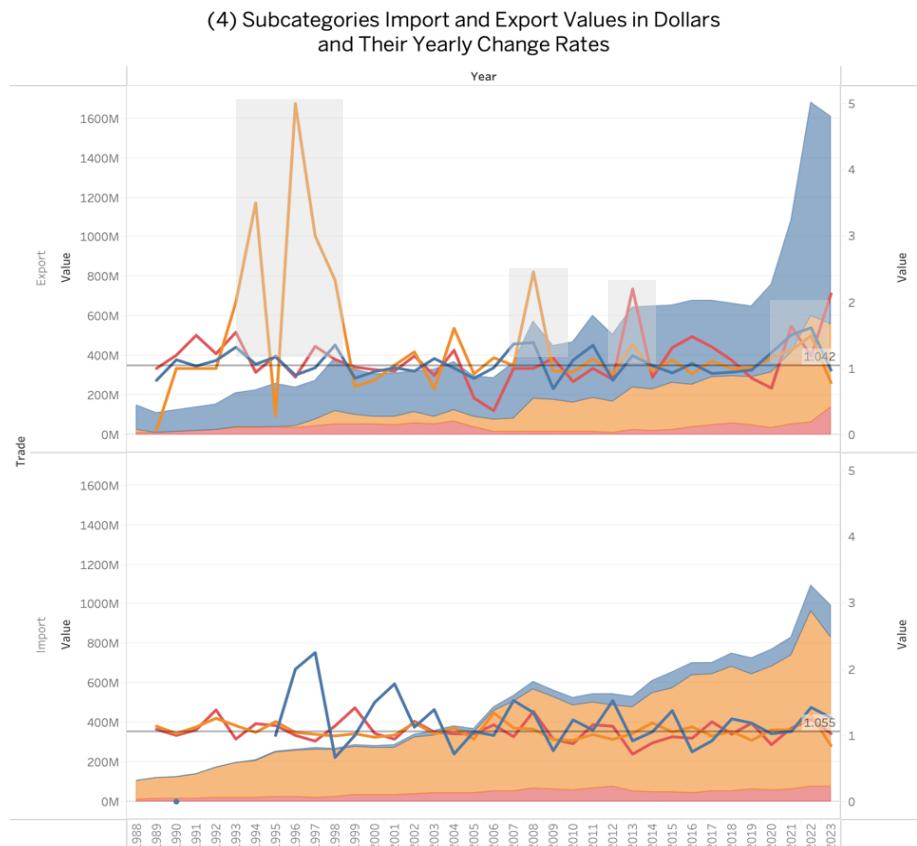


(4) Statistical Trends of Subcategories Over the Years



Data insights for dollar trends and yearly change rates:

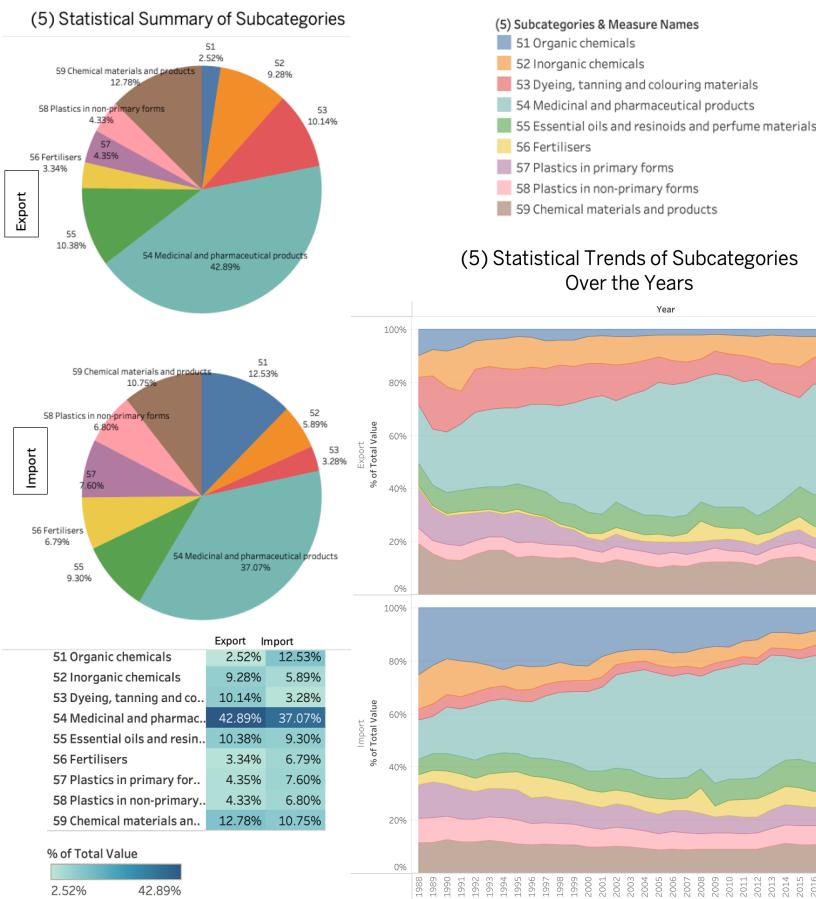
- Both total exports and imports have increased over time, with exports experiencing a more significant growth.
- There are some years where the yearly change rates for subcategory 42 surged, coinciding with increases in the yearly change rates for the other two subcategories.



Category 5 Chemicals and related products

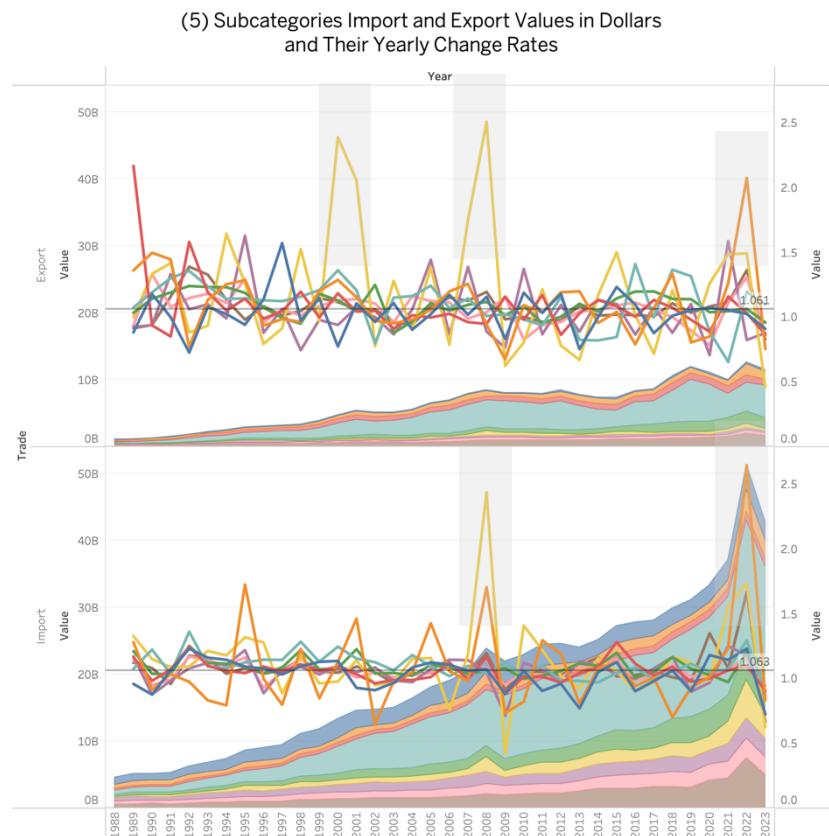
Data insights for statistical analysis:

- Subcategory 54 holds the largest share in both export and import, accounting for 42.89% and 37.07% respectively.
- Except for subcategories 51 and 53, which have significantly different proportions in export and import, the remaining subcategories exhibit similar percentages in both export and import.
- Subcategory 54 has shown a gradual increase in percentage in both export and import since 1988, while subcategory 51 has experienced a gradual decrease. The remaining subcategories have maintained consistent percentages throughout the years.



Data insights for dollar trends and yearly change rates:

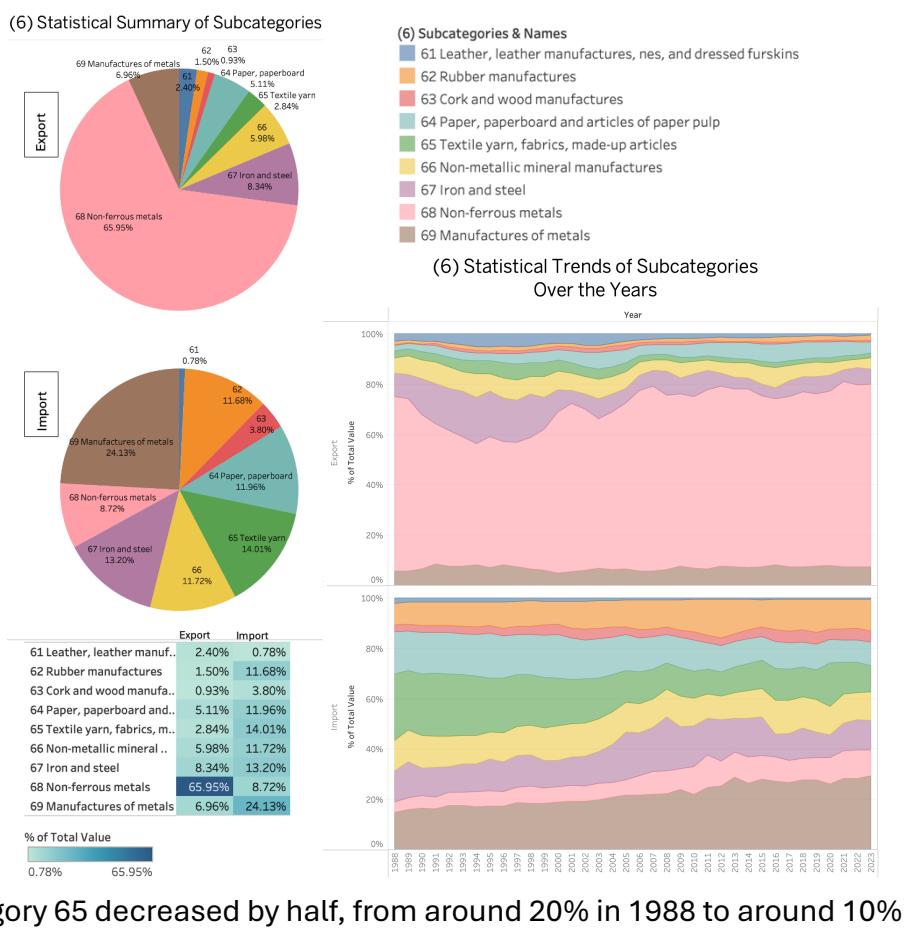
- The total value of exports has surpassed 10 billion, while the total value of imports has exceeded 40 billion.
- Subcategory 54 has been the driving force behind both exports and imports. There are some years when the yearly change rates surged for most subcategories, especially for subcategory 56.



Category 6 Manufactured goods classified chiefly by material

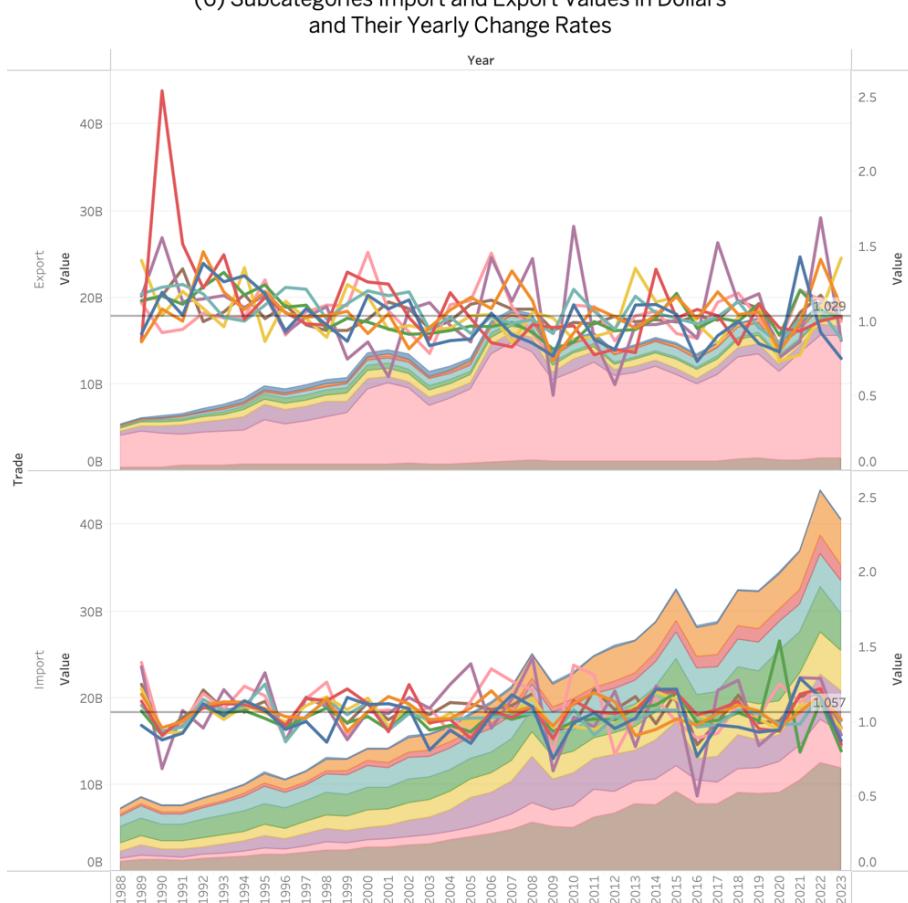
Data insights for statistical analysis:

- While subcategory 68 accounts for up to 65.95% of exports, it only represents 8.72% of imports.
- Conversely, subcategory 69 accounts for only 6.96% of exports, but it constitutes the largest portion of imports at 24.13%.
- For exports over the years, the share of subcategory 68 experienced a decline of up to 20% between 1994 and 1998, before climbing back to around 70%.
- For imports over the years, the share of subcategory 65 decreased by half, from around 20% in 1988 to around 10% in 2023.



Data insights for dollar trends and yearly change rates:

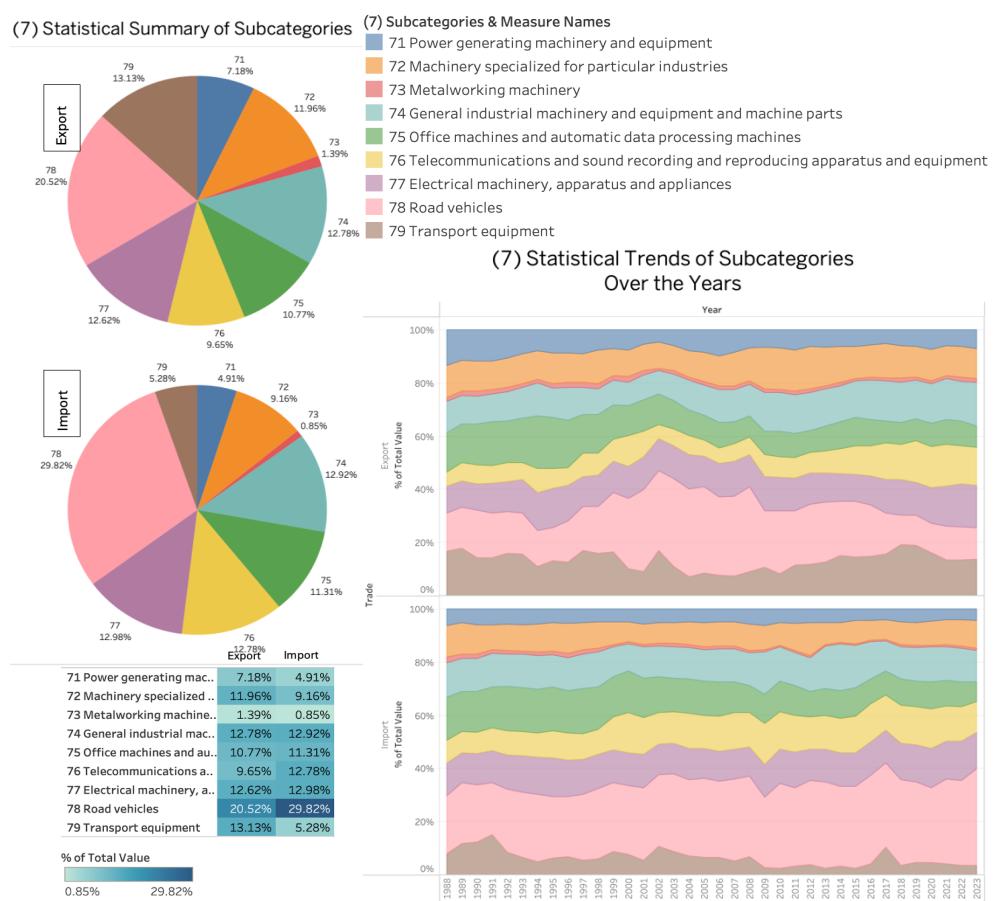
- While the total value of exports increased twofold to almost \$20 billion since 1988, the total value of imports increased more than fourfold to \$40 billion in 2023.
- In general, all subcategories experienced fluctuations around similar times, indicating they all increased and declined together, albeit at different rates.



Category 7 Machinery and transport equipment

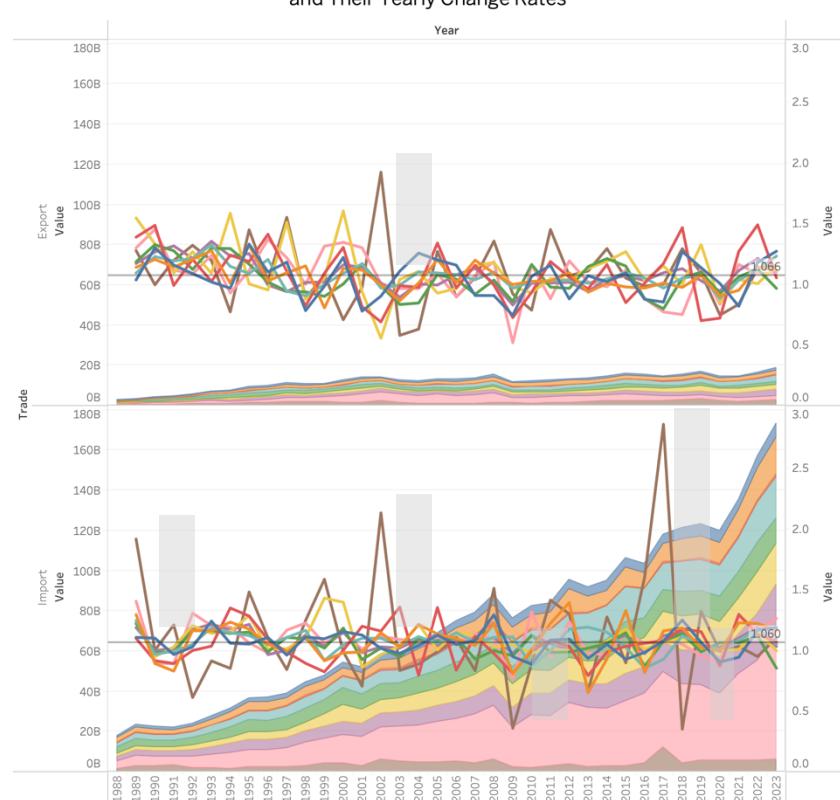
Data insights for statistical analysis:

- All subcategories contribute to export and import proportions similarly.
- Subcategory 78 holds the largest share in both export and import proportions.
- Subcategory 78 saw its percentage of total in export nearly double around 2002 before declining. Overall, there were no significant changes in the proportion of each subcategory from 1988 to 2023.
- For imports, there was a slight increase in the percentage of total for subcategory 78, while the percentages for other subcategories remained consistent over the years.



Data insights for dollar trends and yearly change rates:

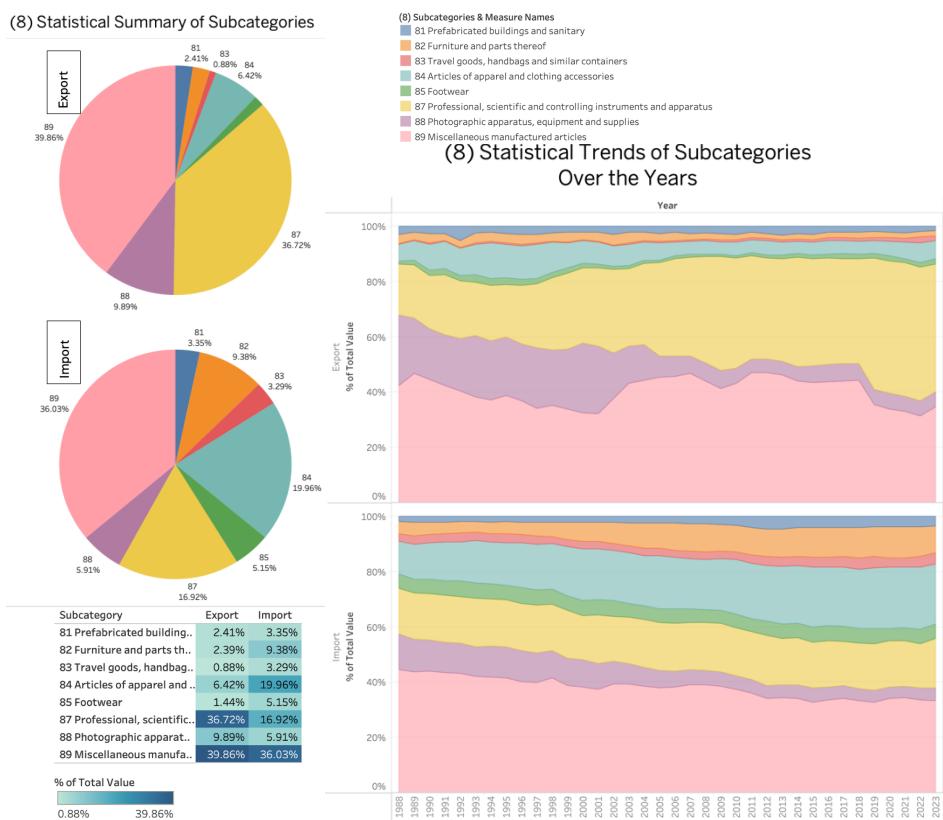
- While the total export value increased to 20 billion from 1988, the total import value surged by 8 times from less than 20 billion in 1988 to around 170 billion in 2023.
- There have been fluctuations in the yearly change rates for all subcategories since 1988, with notable peaks and valleys attributed to subcategory 79.



Category 8 Miscellaneous manufactured articles

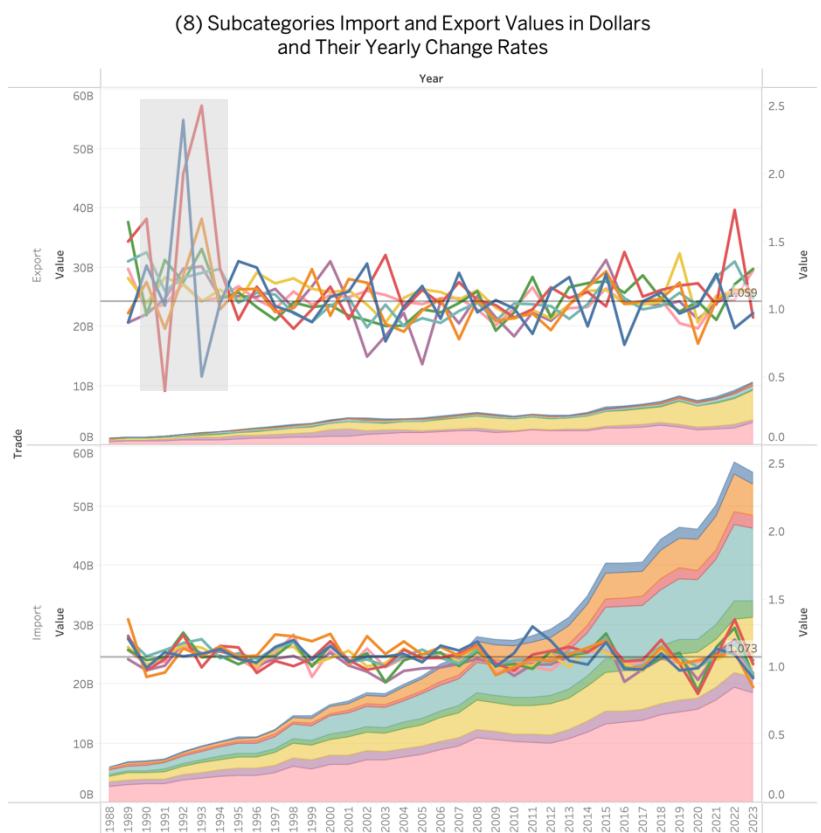
Data insights for statistical analysis:

- Subcategory 89 holds the majority share in both exports and imports.
- While subcategory 87 accounts for 36.72% of exports, it represents only 16.92% of imports.
- Subcategory 84 represents only 6.42% of exports but accounts for 19.96% of imports.
- Subcategory 88 has shown a consistent decrease in exports since 1988, whereas subcategory 87 has experienced a clear increase over the same period.
- In imports, although there has been a slight decline in the percentages of subcategories 88 and 89 since 1988, the overall distribution of percentages for all subcategories has remained relatively stable over the years.



Data insights for dollar trends and yearly change rates:

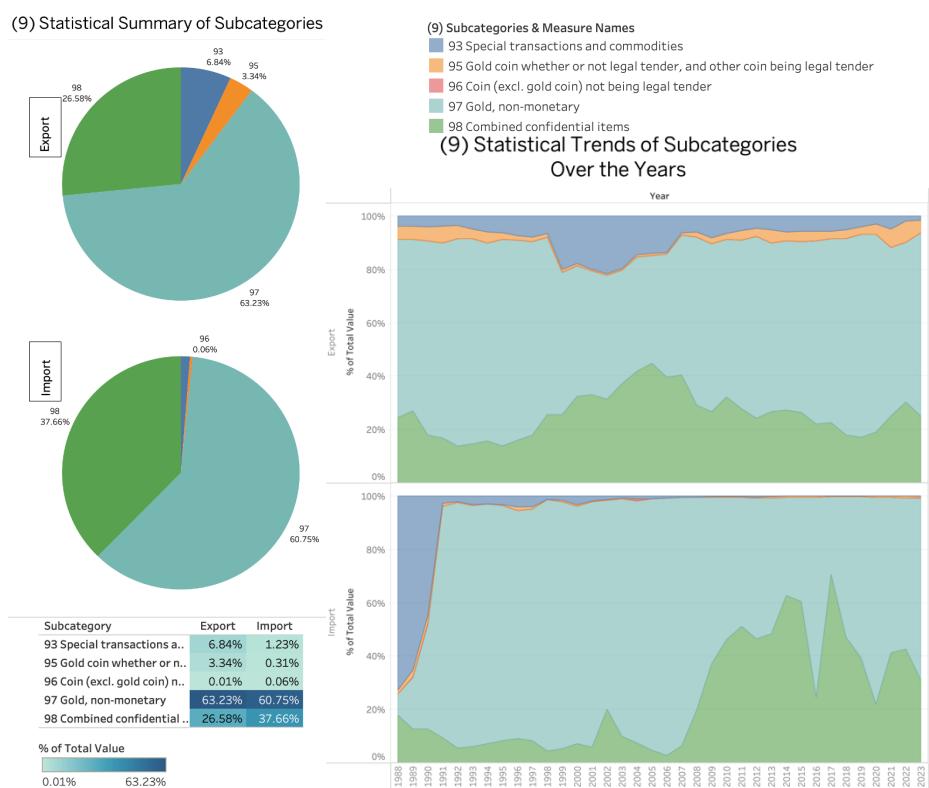
- While the total export value increased to 10 billion since 1988, the total import value surged from around 6 billion in 1988 to more than 55 billion in 2023.
- There are more fluctuations in export for all subcategories, especially before 1994.
- All subcategories steadily increased over the years, with yearly change rates following a similar pattern.



Category 9 Commodities and transactions not classified elsewhere in the SITC

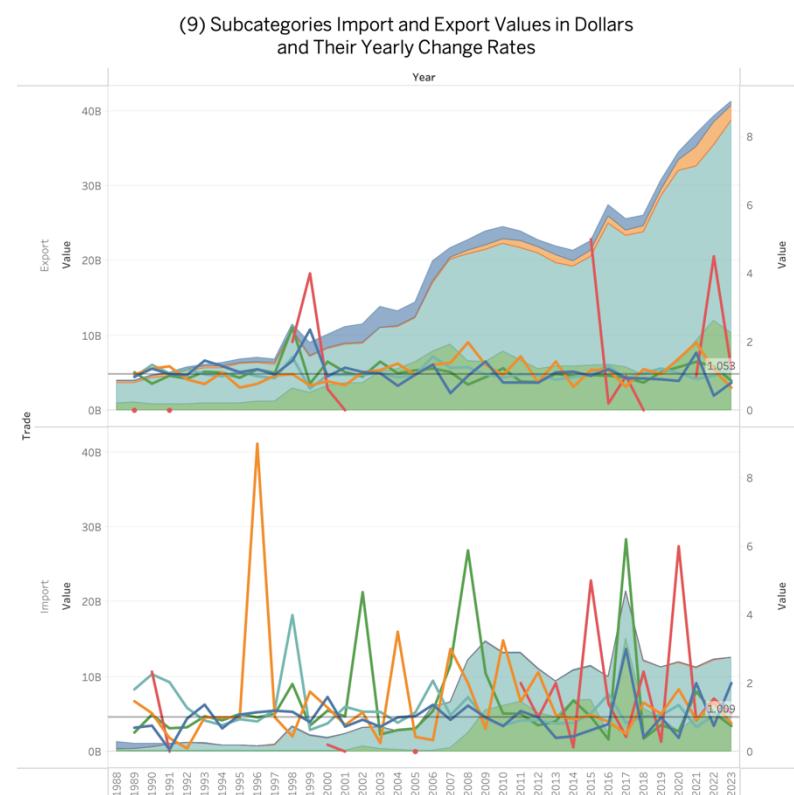
Data insights for statistical analysis:

- The ranking for each subcategory remains consistent in both export and import, with subcategory 97 accounting for more than half in both.
- In export, subcategory 97 has maintained its dominant role since 1988, experiencing a brief decline between 1999 and 2006.
- In import, subcategory 93 held more than 70% in 1988, swiftly declining to less than 5% by 1991 and continuing to decrease at a slower pace thereafter.
- In import, subcategory 98 began with less than 10% in 1988, quickly climbing to over 90% by 1991. Despite challenges from other subcategories, it maintained its dominant role until 2023.



Data insights for dollar trends and yearly change rates:

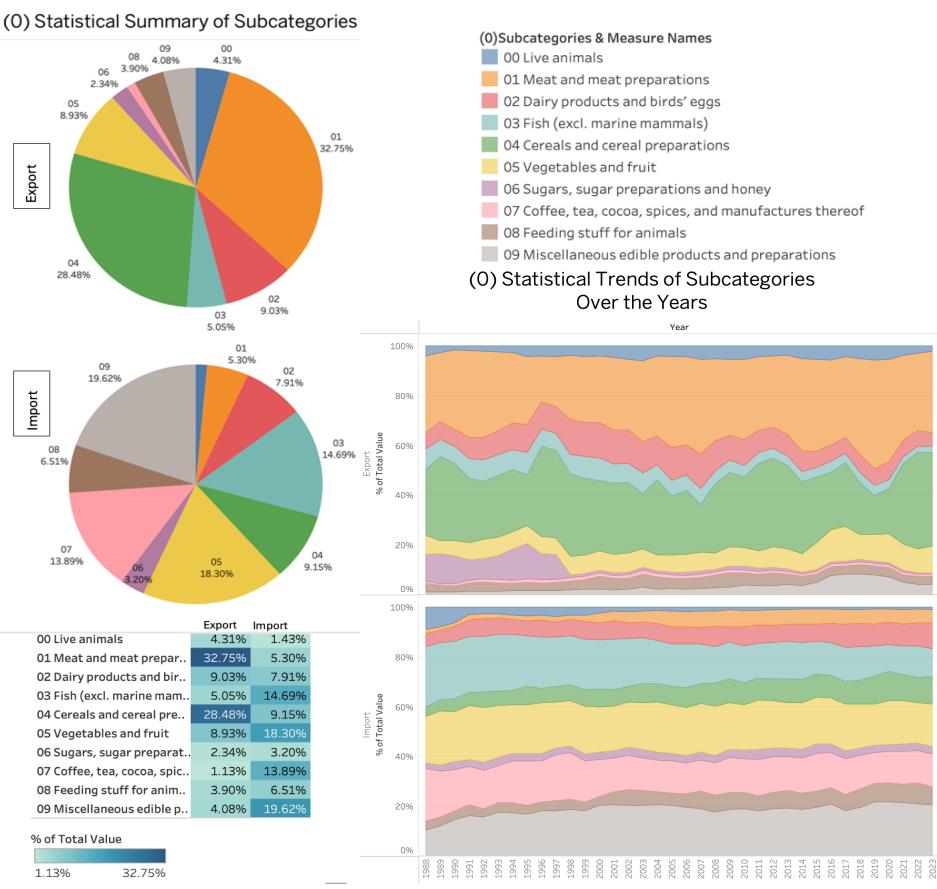
- The total export value surged to over 40 billion in 2023 from less than 5 billion in 1988.
- The total import value reached around 12 billion in 2023.
- Subcategories 97 and 98 are the key contributors to the increase in both export and import values, especially subcategory 97.
- For imports, all subcategories exhibit numerous peaks in yearly change rates.



Category 0 Food and live animals

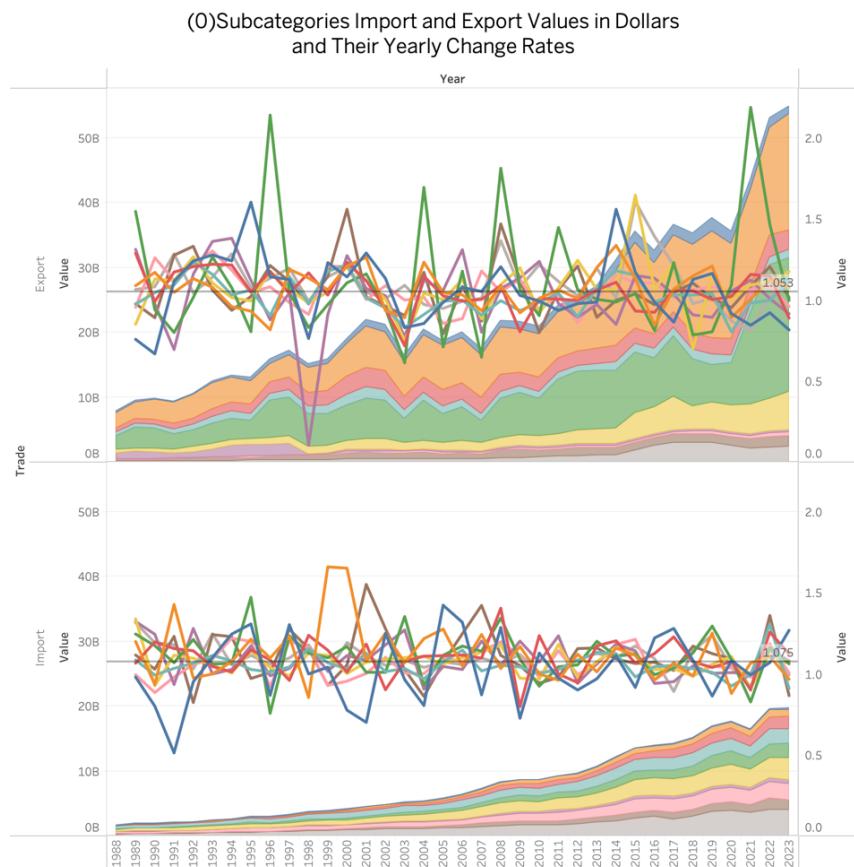
Data insights for statistical analysis:

- Subcategories 01 and 04 represent the largest shares of exports, accounting for 32.75% and 28.48% respectively.
- Subcategories 09 and 05 represent the largest shares of imports, accounting for 19.62% and 18.3% respectively.
- In exports, subcategories 01 and 04 have consistently maintained their leading positions over time, despite some fluctuations.
- In imports, the percentage composition of each subcategory has generally remained steady since 1988.



Data insights for dollar trends and yearly change rates:

- The total export value surged to around 55 billion in 2023 from less than 10 billion in 1988.
- The total import value increased to almost 20 billion in 2023.
- There are numerous fluctuations in yearly change rates over the years, particularly evident in export data. Notably, the subcategory 04 cereals and cereal preparations exhibits significant variability, warranting further examination.

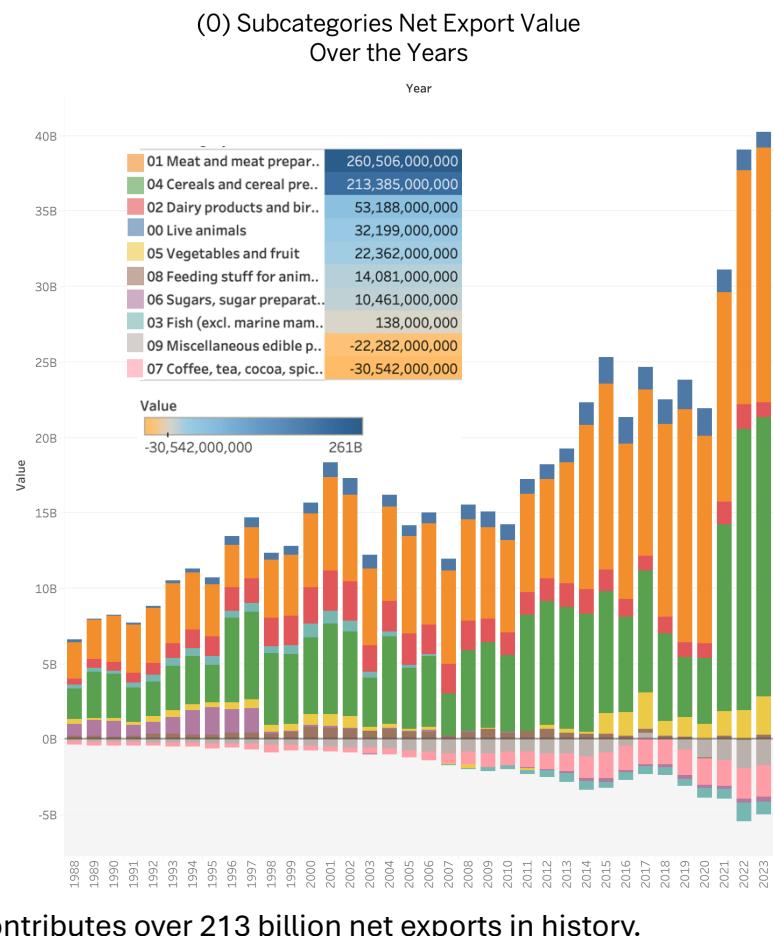


Further Visualization and Analysis of Category 0: Food and Live Animals, with Focus on Subcategory 04: Cereals and Cereal Preparations

This stacked bar chart illustrates the net export values for all subcategories within Category 0: Food and Live Animals since 1988. A corresponding summary table provides a clearer illustration, with values sorted in descending order and color-coded for easier reference.

Data insights:

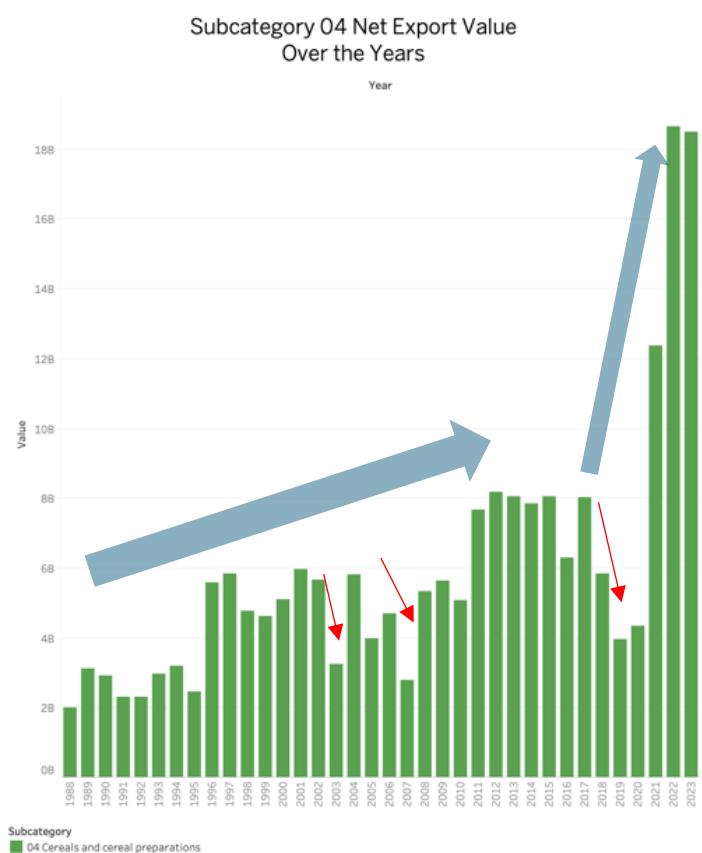
- Over the years since 1988, the majority of subcategories within Category 0 consistently demonstrate a trade surplus. Notably, subcategories 01 and 04 exhibit particularly robust leading positions in this regard.
- Overall, trade surplus prevails over trade deficit within this category.
- Subcategory 01 yields a trade surplus of over 260 billion since 1988, while subcategory 04, cereals and cereal preparations, contributes over 213 billion net exports in history.



This bar chart illustrates the net export value for "04 Cereal and Cereal Preparations" over the years, with arrows indicating significant changes in trend.

Data insights:

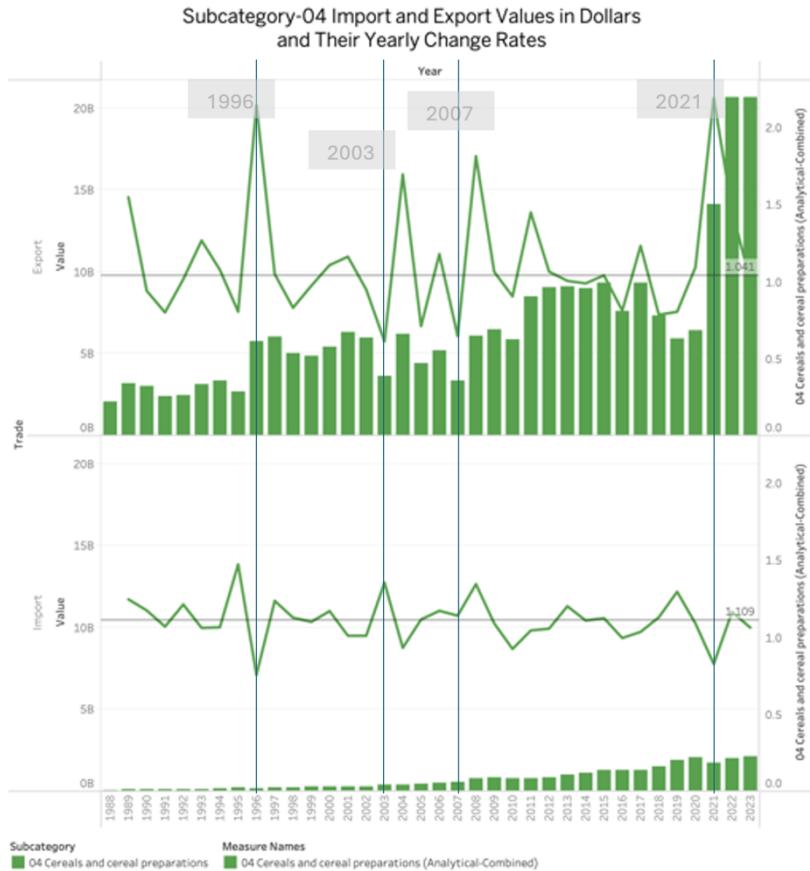
- The net export value of "04 Cereal and Cereal Preparations" exhibited robust growth from 2 billion in 1988 to over 18 billion in 2023, representing a remarkable nine-fold increase.
- Despite experiencing sudden drops in 2003 and 2007, the net export value of "04 Cereal and Cereal Preparations" demonstrated overall steady growth before 2017.
- Following a steep drop between 2017 and 2020, there was a remarkable surge, nearly doubling the value by 2022.



This combo chart illustrates the import and export values of 04 cereals and cereal preparations in dollars, along with their yearly change rates since 1988. Bar charts represent the import and export values, while line charts depict the change rates. Dual axes facilitate the display of different data formats. Reference lines indicate the median value for the yearly change rate. Droplines pinpoint significant data points, complemented by annotations for enhanced storytelling.

Data insights:

- In 2023, the export value for cereal and cereal preparations surged to 20 billion, whereas its import value remained relatively small, at around 2 billion.
- Significant fluctuations in exports have been observed since 1988, detailed analysis follows below.



Summary of big events that impacts 04 cereal and cereal preparations export performance:

1996	2003	2007	2021
Deregulation of Wheat Industry: Australia deregulated its wheat industry in 1996, granting growers more autonomy in marketing their produce and fostering heightened competition. This shift likely impacted cereal export patterns. (<i>Wheat Marketing Legislation Amendment Bill 1998 No. , 1998, 1996-97-98</i>)	Australia experienced a severe drought during 2002-03, significantly affecting agricultural output. This drought is likely to have contributed to the decline in cereal exports, given its adverse impact on agricultural production, including cereal crops. (<i>Impact of the farm season on Australian production in 2002-03 and 2003-04, 2005</i>)	In 2007, the surge in global food prices raised concerns about food security and trade dynamics. This situation likely affected Australia's cereal export volumes and prices. Despite being the world's second-largest wheat exporter, typically producing up to 25 million tons for export, the 2006 harvest only yielded 9.8 million tons. (<i>2007-2008 world food price crisis, 2024</i>)	Australia's cereal exports experienced an uptick after 2021, buoyed by the nation's active engagement in global trade forums such as the WTO, OECD, APEC, and G20. This expanded opportunities for Australian exporters in crucial markets and enhanced the international trade infrastructure. Furthermore, governmental initiatives aimed at fostering open trade and mitigating trade barriers, including those arising from COVID-19, further bolstered the increase in exports. (<i>Trade and Investment at a glance 2021, 2021</i>)

Recommendations for the Food Industry in Australia

People have become increasingly aware of the health benefits associated with plant-based diets, leading to a shift in their dietary preferences. This change underscores the potential of plant-based foods to lower the risk of noncommunicable diseases (NCDs) and other health conditions. (*Healthy diet, 2020*) This brings remarkable potential for food industry especially cereal and cereal preparations. Also, scientific research supports the notion that plant-based food production has minimal environmental impact compared to animal-based alternatives, as evidenced by their lower energy usage and reduced carbon footprint, which makes them a sustainable choice. (*Food and Climate Change: Healthy diets for a healthier planet, 2024*) As the demand for plant-based foods continues to rise globally, particularly in the cereal and cereal preparations industry, there are significant opportunities for growth.

To bolster the cereal industry in Australia, several strategic recommendations can be pursued. Firstly, the government should allocate additional resources to facilitate the creation of new and enhanced market access opportunities for businesses. This initiative is essential for expanding trade within the region and capitalizing on emerging market trends. Secondly, leveraging technological advancements presents a significant opportunity for partnerships and collaborations. By investing in collaborative ventures, Australian raw commodities can be transformed into higher-value exports for Southeast Asia. Moreover, forging alliances with partners in Southeast Asia could lead to the establishment of processing hubs aimed at adding value to Australian raw commodities. These hubs could cater to premium markets such as Japan or the Republic of Korea, thus enhancing the overall competitiveness of Australian cereals in the global marketplace. Lastly, there is ample room for capacity building and collaboration to drive the modernization and digitalization of the agri-food sector. By embracing innovation and fostering partnerships, the cereal industry in Australia can position itself for sustained growth and success in the years to come. (*Agricultural and food trade, 2015*) (*Chapter 3: Agriculture and food, 2024*)

Advantages and Disadvantages of Dashboard and Storyboard Methodologies: A Summary

Dashboards in Tableau offer several advantages. They consolidate multiple visualizations onto a single screen, making it easier to compare and analyse data. Additionally, they support interactive features like filtering and drill-down, allowing users to explore data in real-time and make informed decisions. However, dashboards can become overwhelming if they contain too many visualizations, and they require careful design to avoid clutter and maintain clarity. Moreover, they may not be suitable for conveying complex narratives.

On the other hand, storyboards in Tableau have their own set of advantages. They are ideal for presenting a sequence of visualizations that tell a cohesive story. Users can create a narrative flow by arranging interactive visualizations in a linear fashion, making it easy to communicate insights to non-technical audiences. Storyboards also support exploratory data analysis and discovery. However, they are limited to a linear, sequential presentation and may not be suitable for real-time monitoring or interactive filtering. Additionally, they require careful planning to ensure a clear and cohesive narrative.

Conclusion

In conclusion, this comprehensive report provides a thorough analysis of Australian imports and exports data from 1988 to 2023. By offering detailed insights into both imports and exports, as well as examining the 10 main categories and their respective subcategories, the report sheds light on the dynamics of the country's trade landscape. Through statistical, analytical, and dollar value perspectives, the report highlights trends, changes, and outliers within the data, providing valuable insights for strategic decision-making. With a particular focus on Category 0, specifically its subcategory 04: cereal and cereal preparations.

Australia's trade dynamics have undergone a significant shift over the years, transitioning from a trade deficit before 2010 to a consistent trade surplus thereafter. Certain categories have consistently contributed to this surplus, notably food, crude, and mineral categories, while others, such as machinery and transport equipment, have remained on the deficit side. Category 2 (crude) and Category 3 (mineral) have been instrumental in generating surplus for net exports, with subcategories 28, 34, and 32 playing key roles. Notably, Category 0 (food and live animals), ranked third for net export, with subcategory 04 (cereal and cereal preparations) playing a significant role in this achievement. Australia's prominence as a major cereal exporter is evident in the massive disparity between its export and import values in this category.

The visualization technique employed utilizes a combination of charts to present import and export data effectively. The combo chart format integrates solid line charts for import and export dollar values and dotted line charts for change rates, with dual axes accommodating the varied data formats. Colours are strategically used to differentiate between import and export data, while annotation aids in storytelling. Additionally, a reference line denotes the median value for change rates, offering context. Moreover, a stacked bar chart displays net export values for main categories, complemented by a summary table for clarity. Subcategories within each category are represented with distinct colours, ensuring consistency throughout the analysis. Each subcategory's analysis begins with statistical graphs, including pie charts for summary percentages and 100% stacked area charts to visualize trends since 1988. Subsequent combo charts illustrate import and export values alongside yearly change rates, employing stacked area charts for values and line charts for change rates. Dual axes facilitate data comparison, with droplines highlighting significant points and annotations enhancing storytelling. Overall, these visualization methods effectively convey trends and insights in the import-export data.

Last, the report offers targeted recommendations for the food industry in Australia and summarised the advantages and disadvantages of dashboards and storyboards in Tableau.

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