



Australian Government

Australian Trade and Investment Commission

# **AUSTRALIA-UNITED KINGDOM**

## **Free Trade agreement**

### **CAMPAIGN**

## **MARKETING TOOLKIT**

Last updated: 16 December 2021

An aerial photograph of a dense forest at sunset. The sun is low on the horizon, casting a warm, golden glow over the trees. In the foreground, the roof of a building is visible, partially obscured by the trees. The overall scene is peaceful and scenic.

# **It just got easier and cheaper to export your products and services to the UK. Go further, faster with us.**

The Australia–United Kingdom Free Trade Agreement (A-UKFTA) was signed on Friday 17 December 2021, and is expected to enter into force during the course of 2022.

We're inviting you to discover the growth and diversification opportunities available under the new FTA.

This toolkit provides a range of digital resources and copy to help your industry understand the new trading opportunities, and how Austrade can help them convert these into real export gains.

See also [www.austrade.gov.au/aukfta](http://www.austrade.gov.au/aukfta) for links to the formal FTA text and resources for exporters.

Trade experts are available to provide board room briefings and speakers at industry events/conferences. There are also opportunities to partner with Austrade on joint webinars/presentations. Please contact [nicole.cosgrove@austrade.gov.au](mailto:nicole.cosgrove@austrade.gov.au) for more information.

# CONTENTS

<b>Using this toolkit</b>	<b>4</b>
<b>Tracking engagement</b>	<b>4</b>
<b>Accessing resources</b>	<b>4</b>
<b>Marketing copy</b>	<b>5</b>
<b>DFAT outcomes documents</b>	<b>6</b>
<b>Messaging copy examples</b>	<b>7</b>
<b>Digital assets</b>	<b>8</b>
<b>Video</b>	<b>8</b>
<b>Website and email banners</b>	<b>9</b>
<b>Social media tiles</b>	<b>10</b>
<b>Download and share</b>	<b>12</b>



# USING THIS TOOLKIT

## Tracking engagement

To help us track campaign activity we have created unique tracking links. We ask that you use the appropriate URLs provided with the marketing copy when promoting the campaign assets.

Long URL: [www.austrade.gov.au/aukfta](http://www.austrade.gov.au/aukfta)

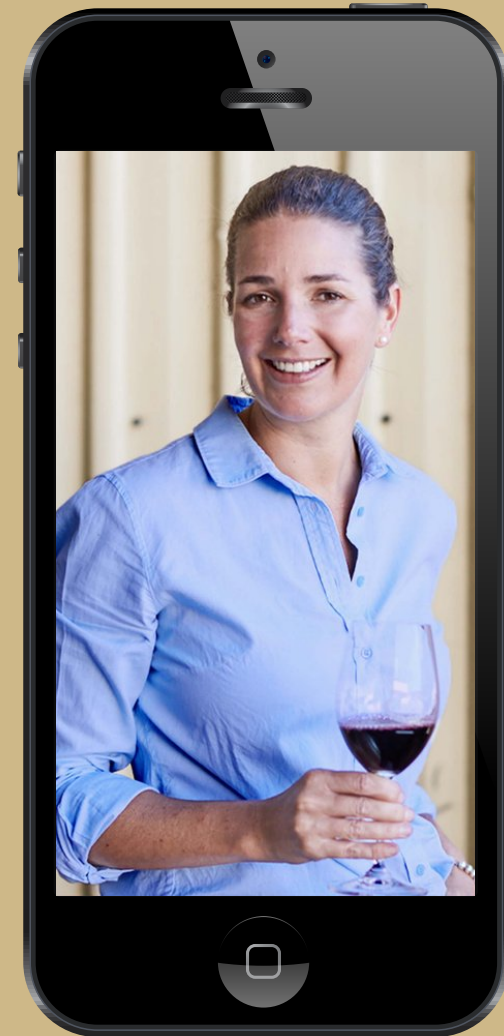
Short URL: <https://bit.ly/3rB2rO1>

## Accessing resources

Marketing copy and digital assets are available from ShareFile. You can navigate through all resources via the link below or select the download link to specific assets from the following pages.



[Access ShareFile](#)





# MARKETING COPY

Now that the FTA has been signed, this campaign is about inspiring Australian goods and services exporters to look at the UK market as a diversification opportunity, or as a familiar market that offers new growth opportunities.

We want exporters to understand that Austrade is here to support them at all stages of the export journey.

To help you share the messaging, we have developed marketing copy and visual assets for a range of channels including:

- Email/eNewsletters
- Social media
- #Hashtags



[Download marketing copy](#)



# A-UKFTA OUTCOMES DOCUMENTS

## Australian Department of Foreign Affairs & Trade

Now that the FTA has been signed, the Australian Department of Foreign Affairs and Trade (DFAT) has prepared the following A-UKFTA outcomes documents:

- Benefits for Australia
- Benefits for farmers
- Benefits for service professionals
- Benefits for service suppliers
- Benefits for SMEs
- Benefits for students
- Benefits for tech innovators
- Benefits for environment
- Benefits for the workplace
- Benefits for women



[Download DFAT outcomes documents](#)

The image shows the cover of the 'Benefits for Australia' outcomes document. At the top is a banner with the Sydney Opera House and the text 'AUSTRALIA - UNITED KINGDOM FREE TRADE AGREEMENT'. Below this is a large photograph of a historic shopping arcade. A blue semi-transparent box on the left contains the title 'Benefits for Australia' and a paragraph: 'Tying together the shared threads of history, and our commitment to open, rules-based trade, the Australia-United Kingdom Free Trade Agreement (A-UKFTA) will deliver mutual benefits and create a closer and stronger economic future for us both.' Below the photo, the section 'Key Outcomes' is followed by two paragraphs of text. At the bottom left is the Australian Government crest and the website 'dfat.gov.au/aukfta'. The bottom right features a decorative gold-colored pattern.

**AUSTRALIA - UNITED KINGDOM**  
FREE TRADE AGREEMENT

### Benefits for Australia

Tying together the shared threads of history, and our commitment to open, rules-based trade, the Australia-United Kingdom Free Trade Agreement (A-UKFTA) will deliver mutual benefits and create a closer and stronger economic future for us both.

#### Key Outcomes

The United Kingdom is Australia's fifth largest trading partner. Once the A-UKFTA is in force, it will open up new commercial opportunities for Australian business and promote job creation. It will eliminate tariffs on trade in goods and remove red tape that slows trade down.

Building on our exceptional people-to-people links, the A-UKFTA will enhance mobility pathways for workers and young people who wish to work in the UK, while making it easier for Australian service companies and professionals to do business there. It will deepen our already strong investment ties with our second largest source of foreign investment.

Australian Government  
December 2021. More information on the Australia-United Kingdom Free Trade Agreement is available at [dfat.gov.au/aukfta](https://dfat.gov.au/aukfta)

# MESSAGING COPY EXAMPLES



[Download marketing copy](#)

AUDIENCE	LINKEDIN	HASHTAGS
<b>Generic</b>	<p>The Australia–United Kingdom Free Trade Agreement (A-UKFTA) has now been signed. When it enters into force, the A-UKFTA eliminates tariffs on goods, enhances mobility pathways for workers and young people, and makes it easier for Australian service companies and professionals to do business in the UK.</p> <p>Find out how @Australian Trade and Investment Commission (Austrade) can help you discover growth opportunities under the new FTA. We'll help you go further, faster: <a href="https://bit.ly/3rB2rO1">https://bit.ly/3rB2rO1</a></p>	<p>#aukfta #ausbiz</p>
<b>Wine</b>	<p>The Australia–United Kingdom Free Trade Agreement (A-UKFTA) has now been signed. The agreement will see the immediate elimination of tariffs on Australian wine upon entry into force. This milestone agreement removes customs duties of around \$43 million per year and provides Australian wine exporters with an opportunity to diversify and increase profitability.</p> <p>Find out how @Australian Trade and Investment Commission (Austrade) can help you discover growth opportunities under the new FTA. We'll help you go further, faster: <a href="https://bit.ly/3rB2rO1">https://bit.ly/3rB2rO1</a></p>	<p>#aukfta #ausbiz #ABEI #aussiewine</p>



# DIGITAL ASSETS

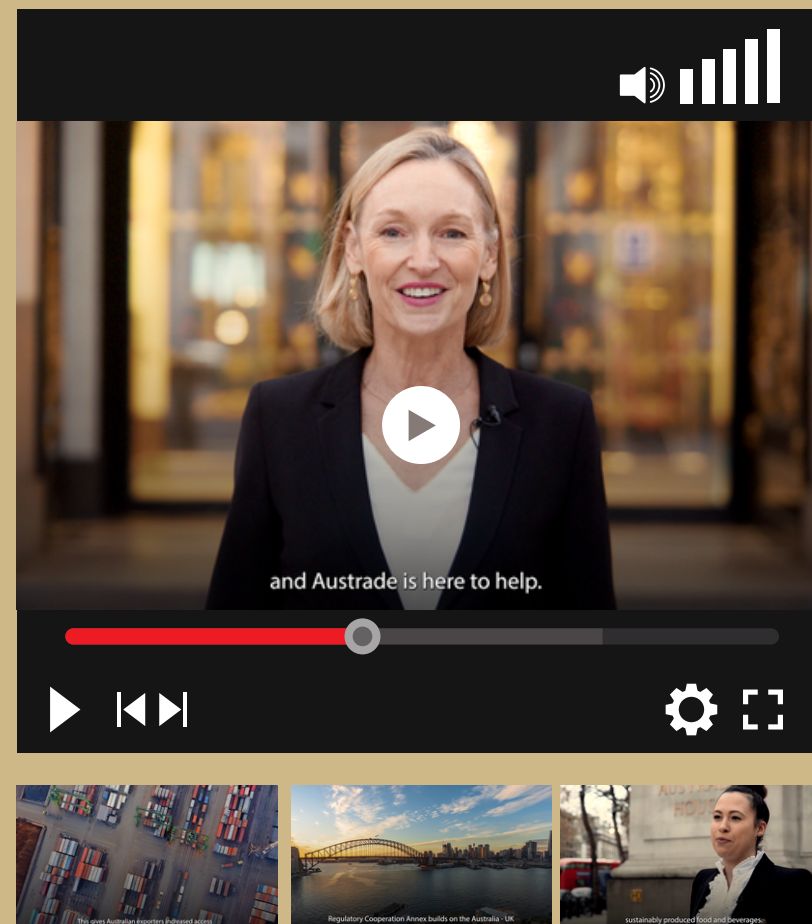
## Video

Two short videos are available of Austrade UK Trade Commissioners outlining some of the key trade and investment opportunities under the A-UK FTA.

We also have a video briefing available on YouTube from the Australian Department of Foreign Affairs and Trade (DFAT) and Austrade that outlines some of the specific sector outcomes in the agreement.



[Download videos](#)



# Website and email banners

Two generic website banners and email banners are available. Please refer to the marketing copy for supporting content.



[Download banners](#)



# Social media tiles

Two generic static social tile options per priority are available at Facebook, LinkedIn and Twitter size recommendations.

Please refer to the marketing copy for supporting social posts.



[Download social media tiles  
Facebook \(1200x630 px\)](#)



[Download social media tiles  
LinkedIn & Twitter \(1200x628 px\)](#)





## Seafood



## Sheep Meat



## Beef



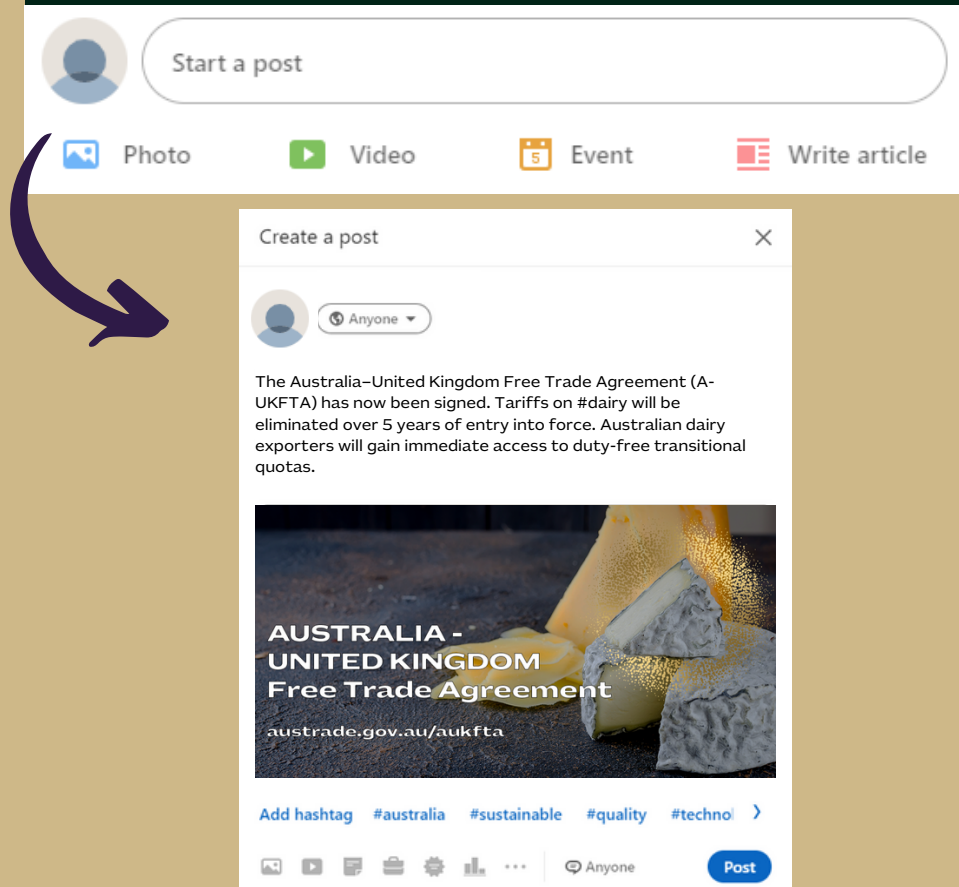
## Dairy



# Examples of how you can share content

## Got a LinkedIn profile?

Login to your account and choose a video or social tile and copy you'd like to share and 'start a post'.



## Do you have a stakeholder who can share content via their agency newsletter?

Send them the suggested email copy and an email banner image to help make sharing a breeze.





**AUSTRALIA**

**THANK YOU**

For more information about this campaign contact  
**[nicole.cosgrove@austrade.gov.au](mailto:nicole.cosgrove@austrade.gov.au)**