

Australia's relationship with

FLORIDA

KEY FACTS

- **Population:** 20.9 million (3rd most populous state), 2017 estimate
- **Major Cities:** Tallahassee (Capital), Jacksonville (Largest), Miami, Orlando, Tampa
- **Gross Domestic Product (GDP):** \$883.1 billion (2017)
- **GDP Growth:** 2.2% (2017)
- **% College Educated:** 38%
- **Median Household Income:** \$48,900 (2017)
- **Key Industries:** Finance, Tourism, Aerospace & Aviation, Agriculture
- **Known for:**
 - "Floridians"
 - No personal income tax
 - John F Kennedy Space Centre
 - Jacksonville Military Port
 - Saint Augustine is the oldest European settlement in North America

ECONOMIC RELATIONSHIP

Exports from Florida to Australia grew by 9% between 2010 and 2013, supporting over 8,300 jobs in the state.

- **Two-Way Trade (goods only):** \$855 million (2019)
- **Australia's Exports to Florida (goods only):** \$295 million (2019)
- **Florida's Exports to Australia (goods only):** \$560 million (2019)
 - Fertilisers, Aircraft Parts, Pleasure Boats, Medical Devices

PEOPLE TO PEOPLE LINKS

160,000 Australians travel to Florida each year as their primary destination in the U.S. In 2013, Australian visitors spent over \$620 million in Florida.



- **Sister Cities:**
 - Fort Lauderdale – Gold Coast QLD
 - Clearwater – Wyong NSW
- **Representation:** Australia's relationship with Florida is managed by the **Consulate General in Washington DC**

AUSTRALIAN COMMUNITY

- **Australian Community:**
 - South Florida Aussie-Kiwi Club (Broward County)
 - Australian/NZ Expats Social Group
- **Australian Business Associations:**
 - Australian American Chamber of Commerce of Florida
555 Winderley Place, Suite 300
Orlando/Maitland, Florida 32751
- **Australian Sporting Clubs:**
 - Tampa Bay ARFC
 - Fort Lauderdale Fighting Squids
- **Australians Living in Alabama:**
 - Greg Norman (golfer)
 - Elle MacPherson (model)
 - Aaron Brooks (chef)
 - Stuart Appleby (golfer)
 - Rod Laver (tennis player)
 - Fred Stolle (tennis player)

POLITICAL ENVIRONMENT

- **Governor:** Ron DeSantis (R), next election in 2022
- **2016 Presidential Outcome:** Trump 49.1%
- **Senators:** Rick Scott (R), Marco Rubio (R)
- **House:** 14 Republicans, 13 Democrats

AUSTRALIAN BUSINESS

34 Australian firms operate out of Florida across sectors of financial services, healthcare, heavy manufacturing and more. Notable examples include:

- **Adacel Technologies:** Headquartered in Orlando, Adacel Technologies is a world-leading developer of advanced simulation and control systems for aviation and defence, including for the U.S. military.
- **Cardno:** An environmental services firm that manages project throughout the state from 19 different Florida offices.
- **CSL Plasma:** Headquartered in Boca Raton, CSL Plasma is a subsidiary of Australia's CSL Limited that runs a network of plasma collection centres throughout the United States.
- **Sonic Healthcare:** Provides medical diagnostic services and is one of the top 50 companies on the Australian Securities Exchange. Its Southeast headquarters in the U.S. is located in Orlando.
- **Westfield:** One of the world's largest retail property groups. It owns six shopping malls across Florida.
- **LocalMeasure:** Sydney-based company that recently opened a Miami office to provide its digital customer experience platform to South Florida's tourism and hospitality industry.

GLOBAL BUSINESS

Florida's large economy, educated workforce, good infrastructure and proximity to Latin America make it an attractive place for businesses. Notable companies with headquarters in Florida include:

- **Citrix:** Headquarters in Fort Lauderdale.
- **Burger King:** Founded in Jacksonville and currently headquartered in Miami-Dade County.
- **Hertz:** Headquarters moved from New Jersey to Estero, Florida in 2015.
- **Office Depot:** Headquarters in Boca Raton.
- **PGA Tour:** Headquarters in Ponte Vedra Beach.

UNIVERSITY PARTNERSHIPS

There are over 12 formal agreements between Australian institutions and universities located in Florida. Notable partnerships include:

- **Rollins College** (near Orlando) offers an Australian studies minor
- **Florida International University's** Shark Bay Ecosystem Research Project studies the remote Western Australian seagrass ecosystem. It is a partner of the University of Western Australia.
- **The University of Florida** is working with Australian researchers to study Anthrax in Eastern Australia.

CULTURE

With a warm and temperate climate, a large economy and good infrastructure, Florida hosts a number of significant events throughout the year. Major events include:

- **PGA Golf**
- **ATP Tennis**
- **Dytona 500**
- **Calle Ocho:** Annual Cuban Street Festival in Miami
- **Orange Bowl:** Annual college football Atlantic Coast championship game
- **MBA All Star Game:** Hosted in 2017
- **NFL Super Bowl:** To be hosting in 2020

SCIENCE & INNOVATION

- **Entrepreneurship Ranking:** 7th (based on new firm births as a share of total businesses in the state, rank out of 51)
- **Tech Jobs Ranking:** 36th (based on share of engineers and computer scientists in the workforce, rank out of 51)
- **BERD Intensity Ranking:** 33rd (based on business expenditure on R&D per dollar of state output, rank out of 51)
- **New Economy Index Ranking:** 24th (based on composite index that reports on the innovation-driven economy, rank out of 51)