

Australia's relationship with

# Nevada



## KEY FACTS

- **Population:** 3.08 million (2018)
- **Major Cities:** Las Vegas, Henderson, Paradise, Reno (2016)
- **Gross Domestic Product (GDP):** Nevada GDP is \$169.3 billion, ranking 32nd in the United States
- **GDP Growth:** In 2018, Nevada real GDP grew 3.2%
- **Key Industries:** In 2018, the largest industry in Nevada was finance, insurance, real estate, rental, and leasing. This industry accounted for 20.5 percent of Nevada GDP and had 2.7 percent real growth. The second largest industry was arts, entertainment, recreation, accommodation, and food services, which accounted for 16.5 percent of Nevada GDP and had 0.9 percent real growth
- **Known for:** Entertainment, gambling, libertarian laws, silver, gold, desert

## ECONOMIC RELATIONSHIP

Priority Sectors for the Australia-Nevada economic relationship:

- **Two-Way Trade (goods only):** \$US 164.3 million
- **Australia's Exports to Nevada (goods only):** \$US 37.4 million (2016)
- **Nevada's Exports to Australia (goods only):** \$US 126.9 million (2016)

## TOURISM

- **370,150 Australians visited Nevada in 2018,** ranking 4th in the world

## PEOPLE TO PEOPLE LINKS

Australia's main people-to-people link with Nevada is via tourism. In recent years there have also been research partnerships established between Nevada

and Australian universities, including work on unmanned aerial systems and health care between the Queensland University of Technology and the University of Nevada, Reno.

- **Sister Cities:** There are no sister city relationships between Nevada and Australia
- **Representation:** Australia's relationship with Nevada is managed by the San Francisco Consulate-General (12 Austrade staff)
- **Consul-General and Senior Trade and Investment Commissioner:** Chris Oldfield
- **Defence Personnel:** 9

*In 2013, Australian visitors spent \$263 million in Nevada*

## AUSTRALIAN COMMUNITY

- **Australian Football:** Las Vegas Gamblers
- **Notable Australian cultural identities:**
- Human Nature (performing at the Venetian)
- Thunder from Downunder (performing at the Excalibur)
- Australian Bee Gees (performing at the Excalibur)
- Colin Miller (test cricketer)

## AUSTRALIAN BUSINESS

Over 17 Australian firms operate out of Nevada, in sectors including engineering, oil and pharmaceutical. Notable firms include:

- ALS Minerals, ALS Tribology, ALS USA, Inc
- Aristocrat Technologies, Inc.
- Ainsworth Game Technology
- Billabong
- Cardno ATC, Cardno WRG
- Dyno Nobel Inc
- Eagle Aviation Resources, Ltd.
- Lend Lease
- Mercury Fuels
- ProThera, Inc.
- Recall

*Australian firms employ over 600 people in Nevada (2017)*

## GLOBAL BUSINESS

There are two Fortune 500 companies headquartered in Nevada:

- Las Vegas Sands Corp - the pre-eminent developer and operator of world-class Integrated Resorts that feature luxury hotels; gaming; retail; dining and entertainment; Meetings, Incentive, Convention and Exhibition facilities; and many other business and leisure amenities.
- MGM Resorts International: a global entertainment company featuring best-in-class hotels and casinos, state-of-the art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings.

## UNIVERSITY PARTNERSHIPS

There are 5 active university partnerships between Australian Institutions and Universities in Nevada State that date back more than 8 years. This includes 3 student and 2 staff exchange programs.

- **University of Sydney** gambling treatment clinic and research unit and **University of Nevada** international gaming institute – gambling research including the study of addiction.
- **University of Queensland** and **University of Nevada** - autonomous technology research in autonomous vehicles, air quality, exhaust emissions, and hydrological sciences.
- For the first time a group of **Macquarie University** students from the School of Engineering travelled to Battle Mountain, Nevada, to compete in the World Human Powered Speed Challenge 2017.

## PRIVATE SECTOR PARTNERSHIPS WITH UNIVERSITIES

- Australian firm STAR Water Solutions recently joined WaterStart, a group of organizations from Nevada's private and public sectors hoping to spur economic growth in the water sector, in research and innovation. The company will work with Desert Research Institute (DRI), the environmental research branch of the Nevada System of Higher Education
- STAR Water Solutions is the second Australian firm to join the WaterStart coalition. Queensland-based engineering company RedEye is helping the Southern Nevada Water Authority and Las Vegas Valley Water District to incorporate cloud-base software into their operating systems, which will increase efficiency by enabling wireless design collaboration. <https://waterstart.com/premier-queensland-waterstart-take-part-roundtable-focused-water-innovation/>
- The University of Nevada in Reno has taken an equity stake in Australian aerial delivery drone developer Flirtey, after the local startup inked a research and development (R&D) deal with the university. The deal will see Flirtey, which was founded by CEO Matthew Sweeney and engineering students at the University of Sydney, develop its technology in collaboration with the University of Nevada in a bid to tackle the market in the United States once it opens up to commercial drone delivery.

## MAJOR EVENTS

Nevada is host to a number of significant events, including:

- **Burning Man:** Annual counterculture festival held in the Black Rock Desert
- **Viva Las Vegas:** Annual rockabilly festival
- A plethora of world class entertainment acts, sporting events and conventions held in Las Vegas which draw an international crowd.