



Department for
Business & Trade



Using the UK's Free Trade Agreements with Australia and New Zealand

UK Business Toolkit



Contents

1. How to use the Toolkit
2. Using the business guidance
3. UK business case studies
4. Supporting the campaign
5. Help and support for UK businesses



1.

Using the Toolkit



What is the Toolkit?

The new Australia and New Zealand Free Trade Agreements (FTAs) are the first deals that the UK has negotiated from scratch following EU Exit. From 31 May 2023, businesses across the whole country can start taking advantage of the benefits of the deals.

There are actions that businesses will need to take to utilise the deals, even if they are already trading with Australia and New Zealand. The Department for Business and Trade (DBT) has developed guidance to help businesses navigate these changes, and has help and support available for businesses at every stage of their export journey.

This toolkit brings together the links to the guidance and support that businesses will need, and includes useful content for sharing information with your members.

We are grateful for your support, which will encourage more UK businesses to sell their goods and services to Australia and New Zealand and benefit from cheaper, easier and faster trade.

This toolkit contains ideas should you and your members wish to support the campaign. Everything you and your members do should be independent and the ideas provided in this toolkit aim to help but should be used as you see fit.

You can contact externalaffairs@trade.gov.uk if you have any questions about using the toolkit and/or the deals.



The new Free Trade Agreements at a glance

The Australia and New Zealand Free Trade Agreements are two new bilateral trade agreements between the UK and Australia and the UK and New Zealand. The Australia agreement was signed in December 2021, and the New Zealand agreement followed shortly after in February 2022.

As the first standalone deals that the UK agreed following EU-Exit, the deals have been tailored to the UK's strengths as a services-led economy. They are expected to increase bilateral trade with Australia by 53% and with New Zealand by 59% in the long term.

With a common language and similar business and legal practices as the UK, both Australia and New Zealand offer a wide range of opportunities for UK businesses across a number of sectors.

There are multiple benefits of the deals that will make trading easier and cheaper for businesses. They include:

- Zero tariffs on all UK exports
- More flexible rules of origin
- Simpler customs procedures
- Equal treatment and improved business environment for UK businesses
- Easier travel for UK business-people

2.

Using the business
guidance



What is the guidance and how to use it?

Business-facing guidance has been produced for both FTAs. The guidance can be found on the respective country market pages hosted on [great.gov.uk](https://www.great.gov.uk) here: [Australia](#) and [New Zealand](#).

The guidance is intended as a starting point for businesses wishing to see whether the FTA creates new export opportunities for their products and services. Not only do these assets provide a grounding for potential future exporters, they provide links to further resources.

Exporting can be daunting, but DBT has a wealth of resources available designed to support businesses of all sizes who are looking towards new overseas markets for future growth.

The FTA utilisation (FTAU) guidance forms the ‘researching’ and ‘learning’ segments of a typical export journey (see right).

- RESEARCHING** if you have never exported before, sign up to access the resources on [great.gov.uk](https://www.great.gov.uk) which includes step-by-step guidance and lessons on how to get started [**FTAU Guidance**]
- LEARNING** consult our [market guides](#) to find out about local market opportunities, including all countries where a trade agreement is in place [**FTAU Guidance**]
- PLANNING** if you have an exporting plan, or want advice on setting one up, you can see if you are eligible for support from an [International Trade Adviser](#) (ITA) and the [International Markets Service](#) (DIT regional-based support overseas). You can also sign up for [DIT's Export Academy](#) which will give you the know-how to sell to customers around the world by learning from experts in international trade
- PREPARING** when you are ready to export, you can use the [Check Duties and Customs for Exporting Goods](#) tool to see what paperwork is required
- EXPORTING** you can reach out to the [Export Support Service](#) at any time during your journey for more support and signposting

What is the guidance and how to use it?

The guidance for each country is divided into two types:

Thematic guidance in business-friendly language on key FTA areas aimed at supporting businesses in understanding the overall FTA framework and signposting to next steps, and other support services DBT offers.

Sector-specific explainers that are holistic guides for businesses looking to understand market opportunities, FTA benefits for their sectors, and how to operationalise their export plans.

The sector-specific explainers also contain easy to follow quick guides for rules of origin, as well as overview guides for goods and services.

**FTA EXPORT GUIDE: NEW ZEALAND
TEMPORARY BUSINESS TRAVEL**

Department for
Business & Trade

**MADE
IN THE UK SOLD TO
NEW ZEALAND**

OVERVIEW

Business travel is an important contributor to enabling more trade and investment. The UK-New Zealand Free Trade Agreement (FTA) will bring greater certainty and access for British professionals looking to deliver services in person in New Zealand. The FTA applies to business professionals under the following categories:

-  Business visitors
-  Independent professionals
-  Intra-Corporate Transferees
-  Installers and Services
-  Contractual Service Suppliers

For contractual service suppliers, New Zealand has committed to allowing UK business persons across a number of key sectors to deliver contracts in New Zealand. This includes professionals such as accountants and financial service providers.

3.

Case Studies



British confectionery companies celebrate Valentine's Day Down Under as trade deals set to slash tariffs

“The trade deals with Australia and New Zealand will help us reduce the landed cost of our organic chocolate bars into the two countries.

“One of the big barriers to entry are the costs involved in getting the goods in, and this will allow us to help any potential distributor margins and permit the product to be a more viable opportunity in the market.”

Oliver Shorts, Chief Chocolatier, Seed & Bean's in a [gov.uk press release](#)



Landmark post-Brexit trade deals to come into force this month driving economic growth across the UK



“With the advent of the new UK-Australia Free Trade Agreement, we can now approach the mobility of our architects through simplified and liberated arrangements for transfers between our studios.”

Mark Middleton - Global Managing Partner, Grimshaw (Architects) in a [GOV.UK press release](#)

**THE CLASSIC
COUPLE
GIN & TONIC
ARE A BRITISH
FAVOURITE.**



**THE DUO WANTED
TO TREAT
THEMSELVES TO A
HOLIDAY IN SUNNY
AUSTRALIA.**



**IT WAS A
NATURAL CHOICE,
WITH AUSSIES
THIRSTY FOR
BRITISH QUALITY...**



**...NOT TO MENTION
A NEW UK TRADE
DEAL WITH
AUSTRALIA.**



Head of Marketing for Australia and New Zealand at Fever-Tree, Caroline Wood, said: “We look forward to the opportunities presented by the new trade deal to introduce even more Australians to great-tasting G&Ts.”

Brighton Gin Managing Director, Kathy Caton, said: “Australia has been on our export target list from our earliest days of selling overseas. Since falling in love with the country when travelling there in the 90s, it now boasts one of the world’s greatest food and drink scenes.”



4.

Supporting the campaign



About the campaign

To inform businesses of the new opportunities they can take advantage of now that the deals have entered into force, and to signpost DBT guidance and support, we will be running a multi-channel communication campaign focused on business utilisation.

The campaign will sit under the Made in the UK, Sold to the World (MiUK) Campaign in the UK, and the GREAT: International Markets Campaign in Australia and New Zealand. The MiUK brand is the face of DIT's domestic marketing/communications activity, which aims to encourage UK SMEs to start exporting or expand their existing international sales. The GREAT Campaign showcases the very best of the UK, inspiring the world to collaborate, visit, study, live, work and do business here.

Example activity includes: print advertising, a social media campaign, a case-study led story campaign, partner activity (such as webinars and thought leadership) and email marketing.

The core focus of the campaign is using insight-driven language to communicate practical information to businesses in an accessible and easy-to-understand way.

Campaign style guide

- Use simple language, avoiding trade jargon
- Use action-oriented messages, setting out up-front what they need to do to benefit, or if no action is required
- Use targeted messaging, preferably tailored for a sector specific audience
- Share tangible examples of how their business could benefit from using an FTA, using case studies to 'show not tell'



Headline messaging

- The UK's world class, comprehensive FTAs with Australia and New Zealand have entered into force. This means UK businesses right across the UK can now trade under their terms and enjoy a range of benefits, including
 - The removal of almost all tariffs making it cheaper to buy and sell goods
 - Flexible rules of origin
 - Simpler customs clearance processes
 - Easier business travel
 - Better digital trade opportunities
 - More investment opportunities
 - More government procurement opportunities
- The FTAs make selling goods and services between the UK and these countries cheaper, easier and faster, and help businesses right across the UK seize new opportunities in these exciting markets.
- Some of the provisions in the new FTA will apply automatically. With others, there may be actions businesses need to take first before they can benefit. The action(s) they will need to take depends on the type of goods or services they are buying or selling.

Social media copy

We would be grateful if you could use the hashtag #SoldToTheWorld across all social media channels, particularly LinkedIn, when posting any FTA-related content. Please also tag us if you are planning any independent commentary. Our social channels are: [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

Here is some suggested copy which you are welcome to amend and use if appropriate:

Australia example: Businesses can now use the Australia trade agreement 🤝

The deal opens up plenty of new opportunities for UK businesses, with benefits like zero tariffs & improved market access. Find out more about growing your business in Australia 📄 great.gov.uk/Australia #SoldToTheWorld

New Zealand example: Businesses can now use the New Zealand trade agreement 🤝

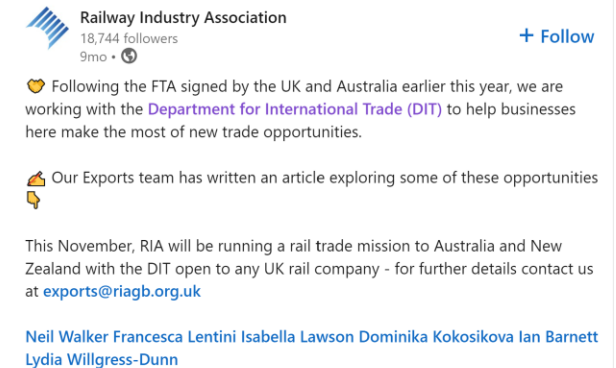
The deal opens up lots of new opportunities for UK businesses, with benefits like zero tariffs & improved market access. Find out more about growing your business in New Zealand 📄 great.gov.uk/new-Zealand #SoldToTheWorld

Writing thought leadership for LinkedIn

We encourage you to write and share thought-leadership articles about the opportunities for UK businesses in Australia and New Zealand from 00:01 on 31 May. It's a great way to inspire businesses to utilise the FTAs. Here are a few tips:

- **Word count:** We recommend about 400 to 800 words.
- **Content:** Think about what you want to achieve with the piece, what your specialism is and what advice/experience you can share. How can you relate your expertise and knowledge to a particular problem that needs to be solved? Introduce your topic and expand on your problem with 3-4 solutions as key points. Your conclusion is your call to action, e.g. Find more information on trade and investment opportunities with Australia and New Zealand on [great.gov.uk](https://www.gov.uk/great). We suggest you include a suitable image to accompany the piece. [Here's a good thought leadership example](#).
- **Platform:** Post it on your personal or business's LinkedIn channel as an article. Tag DBT, and add #SoldToTheWorld so we are made aware of it and can potentially reshare it.

You are welcome to get in touch with externalaffairs@trade.gov.uk if you have any ideas.



Railway Industry Association
18,744 followers
9mo •

Following the FTA signed by the UK and Australia earlier this year, we are working with the [Department for International Trade \(DIT\)](#) to help businesses here make the most of new trade opportunities.

Our Exports team has written an article exploring some of these opportunities

This November, RIA will be running a rail trade mission to Australia and New Zealand with the DIT open to any UK rail company - for further details contact us at exports@riagb.org.uk

Neil Walker Francesca Lentini Isabella Lawson Dominika Kokosikova Ian Barnett Lydia Willgress-Dunn



RIA Exports article | Australia and the CPTPP • 1 page Industry Association
The voice of the UK rail supply community

Australia and the CPTPP | Market opportunities and getting ready for exports and trade

The UK's departure from the EU has given the nation an opportunity to forge new alliances and strengthen partnerships around the world. This includes the UK-Australia Free Trade Agreement (FTA) and the CPTPP – a trading bloc of 11 members and some of the biggest economies in the world, which aligns with one of our key priority rail export markets for the UK and will help us trade more easily.

SMALL BUSINESS FAQ's
ON USING FREE TRADE AGREEMENTS



5.

Help and support for
UK businesses



Links

DBT can advise on doing business abroad and help put businesses in touch with other people who can help such as lawyers and distributors. Here are the relevant links for businesses to find out more information about using the Australia and New Zealand FTAs and further support available. Please direct any businesses who need more support from DBT to the Export Support Service in the first instance.



[Export Support Service \(ESS\)](#)

Businesses can contact us online with questions or to find out more about support available to them.



[International Trade Advisor](#)

(England only, except London) If a business lacks the expertise or contacts to explore a new overseas market, international-trade advisers (ITAs) may be able to help.



[International Markets Service](#)

If a business has an export-ready product or service they may be eligible for DBT's international market support. The service provides one-to-one help from in-market advisers, market intelligence and introductions to private-sector service providers.



[Check Duties and Customs for Exporting Goods](#)

When a business is ready to export, they can use the Check Duties and Customs for Exporting Goods tool to see what paperwork is required.



[Using a trade agreement](#)

Businesses can also find out more about the 70+ trade agreements the UK has with other countries and how they can use them to make doing business internationally easier and faster.