

Victoria's China Strategy

For a New Golden Era



Dai Gum Loong in his first Bendigo Easter Festival Parade 2019
Photo courtesy: Golden Dragon Museum, Bendigo, Australia

VICTORIA
State
Government
Australia

Acknowledgement of Country

The Victorian Government acknowledges Aboriginal and Torres Strait Islander people as the Traditional Custodians of Country.

We respectfully acknowledge all First Peoples of Victoria and celebrate their enduring connection to land, skies and waters.

We thank First Peoples for their care of Country and contributions to Victorian communities. We honour and pay our respects to First Peoples' Elders past and present.

Victoria's China Strategy: For a New Golden Era was developed in close consultation with more than 200 Victorian, Australian, Chinese, and global organisations, who we thank for their valuable insights and contributions.

From the Commonwealth Government to local government, industry to community, and Victoria to China - this Strategy recognises the importance of consistent and collaborative partnerships at all levels. We look forward to continuing close consultation with these partners to build connections for growth.



Melbourne, Victoria



Chengdu, China

Contents

Foreword from the Premier of Victoria	2
Foreword from the Consul-General of the People's Republic of China in Melbourne	3
Foreword from Victoria's Commissioner to Greater China	4
Executive summary	5
Strategy on a page	6
Introduction	8
Strategic provincial partnerships	9
Objective 1: Support targeted economic engagement with China to drive growth and prosperity	11
Agribusiness	12
Health and life sciences	15
Creative industries and sport	19
Objective 2: Strengthen Victoria's reputation as a global destination for Chinese visitors, students, researchers, and investors	23
Education	24
Visitor economy	26
Innovation and investment	29
Objective 3: Celebrate and collaborate with Victoria's Chinese community to grow our State together	33
Community	34
Cultural exchange	36
Literacy and capability	39
Next steps	44



Chinatown, Melbourne, Victoria.
Image credit: Visit Victoria

Foreword from the Premier of Victoria

Victoria is an old friend of China.

The first Chinese migrants arrived in Victoria during the gold rushes of the 1800s – many coming to my own hometown of Bendigo, and Victoria's goldfields.

Every corner of our State has been shaped and influenced by Chinese Victorian families and businesses.

Today, China is one of Victoria's most valued partners.

When I announced that Victoria would be developing a new China Strategy in the 2024 *Economic Growth Statement*, the reason was simple – it's for our future.

Strengthening and deepening Victoria's relationship with China delivers jobs, growth and stability.

Our shared strengths across areas such as education, innovation, and agriculture make our two regions perfect partners.

Yet, our connection to China is so much more than just trade – it's about trust. That trust is built on people.

Victoria is proud to be home to one of Australia's largest Chinese communities.

Victoria must always be a place where Chinese migrants, students, and visitors feel welcomed and appreciated. That's what I stand for.

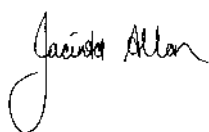
This Strategy recognises the special role Chinese Victorians have played in the life of our State.

It also recognises the many paths Victoria and China can take together for our shared future.

With new opportunities for collaboration identified in partnership with industry and community, this Strategy will deliver real results for Victoria and China alike. Our goal is to become the go-to international partner for Chinese business and industry, supported by our two sister-state relationships with Jiangsu and Sichuan Province.

Victoria: the destination of choice to visit, learn, innovate and invest.

That's the next chapter in our journey. Together, we'll share in the success.



Hon. Jacinta Allan MP
Premier of Victoria



Foreword from the Consul-General of the People's Republic of China in Melbourne

Victoria has always been at the forefront among Australian states in developing relations with China.

Learning with pleasure that the Victorian Government is set to release a new China Strategy, I, as the Consul-General of the People's Republic of China in Melbourne, would like to extend my warmest congratulations on this good news. I hold high expectations for the future and look forward with great confidence to ever closer cooperation between China and Victoria.

In 2016, the Victorian Government released its China Strategy, which significantly deepened the partnership between Victoria and China. Victoria's sister-state relationships with Jiangsu and Sichuan continue to flourish, while city-to-city cooperation, showcased by Melbourne's collaboration with Tianjin, Nanjing, and Chengdu, is also thriving.

China has remained Victoria's largest trading partner for many years, accounting for around one quarter of Victoria's total international trade. China is also Victoria's largest international tourism market and source of international students. Over 400,000 Chinese tourists visited Victoria between April 2024 and March 2025, and more than 60,000 Chinese students pursued their studies across the State. Moreover, the vibrant Chinese community of around 450,000 people has made a significant contribution to Victoria's economic, social, and cultural development, serving as a vital bridge for promoting exchanges and cooperation between Victoria and China.

China is steadily advancing its Chinese modernisation, promoting high-quality development, accelerating the development of new quality productivity, and promoting high-level opening-up. These new developments will bring fresh and continuous impetus to cooperation between China and Victoria, and the launch of the new Victorian China Strategy is an opportunity to further strengthen cooperation with Victoria. With a more proactive and open attitude, we will extend the list of mutually beneficial cooperation, expand the pie of complementary strengths, and enable cooperation to deliver more fruitful and accessible benefit to both peoples.

The hope of the China-Australia relationship lies in the people, its foundation is in our societies, its future depends on the youth, and its vitality comes from exchanges at subnational levels. Subnational cooperation is an integral part of the China-Australia Comprehensive Strategic Partnership and plays a vital role in promoting bilateral relations. At present, thanks to the joint efforts of China and Australia, the relationship between the two countries maintains a positive momentum of improvement and development. This creates a favourable environment for cooperation between China and Victoria, while the deepening of China-Victoria relations will, in turn, provide greater impetus for the further development of China-Australia relations.

I am convinced that the successful implementation of this new China Strategy will elevate Victoria's cooperation with China to a new high, and we will see more opportunities and successes of such joint endeavour. My colleagues at the Consulate-General and I myself will work tirelessly to forge ahead the sustained growth of Victoria's collaboration with China!



Fang Xinwen
Consul-General of the People's Republic of China in Melbourne



Foreword from Victoria's Commissioner to Greater China

Victoria's China Strategy: For a New Golden Era sets a clear direction for advancing one of our State's most strategically significant international relationships.

It recognises both the depth of Victoria's long-standing engagement with China and the importance of ensuring this connection continues to serve our long-term economic, social and policy interests.

Our ties are well established, underpinned by sister-state relationships with Jiangsu and Sichuan and supported by five dedicated Victorian Government Trade and Investment offices in-country. This presence reflects one of the most extensive subnational footprints in the region, underscoring a clear commitment to sustained on-the-ground engagement. Having recently commenced my term as Victoria's Commissioner to Greater China, I am proud to lead this network and implement a Strategy that will deepen sectoral ties, strengthen collaboration, and deliver meaningful outcomes.

The Strategy targets areas where Victoria holds a distinct competitive advantage, including agribusiness, education, health and life sciences, clean energy, and creative industries. It provides a practical roadmap for boosting trade and investment, expanding partnerships, and positioning Victoria to seize opportunities emerging across a rapidly changing regional landscape.

I look forward to working with our partners across government, industry and the community to realise this vision and reinforce Victoria's reputation as a confident, capable and globally connected State.



Leigh Howard
Victoria's Commissioner to Greater China



Executive summary

Victoria's China Strategy: For a New Golden Era renews Victoria's friendship with China for the future.

It updates Victoria's framework for deepening our important and long-standing relationship with China in a complex and dynamic global environment.

For the next five years, the Strategy will support Victorian businesses and organisations to expand their reach in China, opening doors for new commercial and people-to-people ties, and ensure Victoria's diverse strengths are showcased and leveraged in-market.

Victoria is already a national leader and destination for meaningful engagement with China.

Victoria will build on that status and continue to strengthen our reputation as a preferred destination for Chinese visitors, students, researchers, and investors, while deepening our engagement with Victoria's Chinese community.

Looking to the future, our partnerships across industry, community, and government align with Victoria's long-term goals of innovation, productivity, and economic prosperity.

Above all, given the strength and leadership of the Chinese diaspora in Victoria, our approach will be community-focused, ensuring that benefits flow to local communities, support job creation, and reflect the diversity and values of all Victorians.

The Strategy aims to deepen our relationship with China across our areas of mutual strength to achieve the following:

- **Agribusiness:** Victoria is a leading source of China's premium food and fibre imports and a preferred partner for agricultural innovation.
- **Health and life sciences:** Victoria's world class medical research and health technology sectors are equipped and supported to work effectively with their Chinese counterparts.
- **Creative industries and sport:** Victorian and Chinese creative and sporting organisations enjoy enduring and commercially beneficial exchange.
- **Education:** Victoria is a favoured destination for Chinese international students and Victorian institutions are growing partnerships in China.
- **Visitor economy:** Victoria, including regional Victoria, is the Australian destination of choice for Chinese visitors.
- **Innovation and investment:** Victoria and China share stronger bilateral research, investment, and commercial outcomes across priority sectors, including clean energy.
- **Community:** Victoria's Chinese communities feel represented, included, safe, empowered, and understood.
- **Cultural exchange:** Victoria and China share greater mutual understanding and appreciation of each other's cultures, histories, and societies.
- **Literacy and capability:** Victoria is recognised as a national leader in Chinese language and capability.

The new Strategy outlines ambitious actions for the next five years, providing a roadmap for government, industry, communities, and all partners to work together to deliver shared prosperity.

Strategy on a page

Our vision

Victoria is a national leader for engagement with China and a destination of choice to visit, learn, innovate, and invest. By focusing on our priority areas and working across government, industry, and our multicultural community, we drive jobs, growth, and prosperity for all.

Our values



Targeted

Towards the sectors and regions that generate the greatest outcomes for effort



Agile

Resilient to uncertainty and reflecting changes in the geopolitical environment



Consistent

Government, industry, and community working together to achieve economic and policy goals



Future-facing

Positioning Victoria at the forefront of emerging opportunities with China



Community-focused

Drawing on the expertise of the Chinese community, and ensuring that benefits flow back to Victorians

Our strategic objectives

REACH

Support targeted economic engagement with China to drive growth and prosperity

ATTRACT

Strengthen Victoria's reputation as a global destination for Chinese visitors, students, researchers, and investors

NURTURE

Celebrate and collaborate with Victoria's Chinese community to grow our State together

Our action areas



Agribusiness



Health and life sciences



Creative industries and sport



Education



Visitor economy



Innovation and investment



Community



Cultural exchange



Literacy and capability



Port of Melbourne, Victoria

Introduction

Victoria's relationship with China is significant and our 2016 China Strategy successfully positioned Victoria as a partner of choice for economic and cultural cooperation. In 2025, this five-year Strategy will turn a new page in our relationship – identifying opportunities for further collaboration.

Victoria and China share long-standing ties that support economic prosperity and the cultural richness of our State. Victoria has long recognised China as a key partner in driving economic growth, jobs, and education, and fostering people-to-people ties. China is one of Victoria's largest trading partners and a key source of international students and visitors.

Victoria is Australia's most globally connected State, and that is reflected in our large in-market presence with five China-based Trade and Investment Offices. Victoria is also the only Australian State with two sister-state relationships in China. Our relationship with Jiangsu Province is our oldest, while our newest sister-state is Sichuan Province. It reflects a connection with China that is deep, diverse, and evolving.

Our connections have their foundation in our people. Since the first Chinese migrants arrived more than 150 years ago, Victoria has been home to a significant and influential Chinese community. Today, almost a third of Chinese Australians call Victoria home, and make a significant contribution to our economic, social, and cultural landscape.

Our engagement is also guided by Victoria's commitment to sustainable, inclusive, and innovation-driven economic growth, as outlined in the *Economic Growth Statement* and the *Victorian Industry Policy*. These foundational policies set clear priorities: boosting productivity through advanced manufacturing and clean energy, supporting workforce development and skills transition that sets us up for the future, and fostering deeper global connections to drive trade and investment.

Victoria's China Strategy: For a New Golden Era aligns with these goals by providing a modern framework for our engagement with China.

We will generate new opportunities for Victoria's unique and world-class offerings to **reach** the Chinese market, consolidate our strong reputation to **attract** talent and opportunity to Victoria, and continue to **nurture** those communities who already call Victoria home.

By targeting our effort in the sectors and regions of existing strength and emerging opportunity, we will build enduring partnerships that support the State's long-term prosperity, our proud multicultural society, and our competitiveness abroad.

Strategic provincial partnerships

Victoria will prioritise collaboration with key Chinese provinces and municipalities that align with Victoria's economic strengths and strategic priorities.

Jiangsu Province



Since 1979, Victoria and Jiangsu Province have enjoyed an enduring sister-state relationship that is the oldest for both states, and which has delivered jobs, trade, and stronger cultural connections. Known for its robust industrial base, high-tech capabilities, and educational institutions, Jiangsu is a major economic hub in China that is home to major corporations and decision-makers, including in the tourism and business events sectors. Jiangsu and Victoria share strengths across education and cultural sectors, with both Melbourne and Jiangsu's capital of Nanjing recognised as UNESCO Cities of Literature.

Sichuan Province



Sister-states with Victoria since 2016, Sichuan Province has a rapidly growing economy that serves as a gateway to western China. Sichuan has strengths in agriculture and technology, and is also the focus of China's growing creative sector. Its capital, Chengdu, is home to over 7,000 gaming companies, including Perfect World, IGG, Qingci Games and Tencent. In 2022, the revenue of Chengdu's gaming and associated industries reached A\$12.5 billion, accounting for one-eighth of China's total. Chengdu is also the heart of the Chinese animated film industry and was most recently known for the film *Ne Zha 2*, which became the highest grossing animated film of all time. Chengdu's cultural and sporting offerings are globally recognised: the first Chinese city to host the World Games, the host of the Australian Open Asia-Pacific Wildcard Play-off, and it is one of UNESCO's Cities of Gastronomy, alongside Bendigo.

Shanghai Municipality



Shanghai is a global financial and innovation centre with strong international connections. It has long boasted the highest GDP of any Chinese city, the world's largest container port to facilitate international trade, and hosts the regional headquarters of more than 1,000 multinational corporations. Shanghai continues to strengthen its advanced scientific, research, and technological capabilities, with a large talent pool and significant investments in R&D accelerating technological breakthroughs. Shanghai's strengths also extend to the creative sector, as home to Design Shanghai, Asia's leading international design convention. It is also a UNESCO City of Design, alongside Geelong.

Beijing Municipality



In addition to being the heart of Chinese Government and home to eight UNESCO World Heritage Sites, Beijing has a strong focus on innovation, with significant research ties and an established science and technology ecosystem. More than 100 of the largest Chinese companies are based in Beijing, and it has the highest number of Fortune Global 500 companies of any city in the world. Beijing's economy is supported by a strong professional services industry and fintech sector.



Victoria's sister-states in China

Jiangsu Province
(since 1979)

Sichuan Province
(since 2016)



Victorian Government Trade and Investment offices

Shanghai

Nanjing

Chengdu

Beijing

Hong Kong

Guangdong Province



Guangdong is the largest province in China by GDP and population, as well as being a global manufacturing and innovation centre. Out of all Chinese provinces, it is the top exporter, second-largest importer, and one of the largest destinations for FDI. It is home to major economic hubs including Guangzhou and Shenzhen, three major ports, and hosts three of China's six Special Economic Zones (Shantou, Shenzhen, and Zhuhai) that were established to attract greater overseas investment. Guangdong has the highest number of high-tech firms and cultural and education institutions in China and is the country's largest source of invention patents.

Zhejiang Province



Zhejiang is the second-largest exporter of Chinese provinces, home to one of China's largest ports, Ningbo-Zhoushan Port, and the world's largest small commodities market, Yiwu Market. It is the fourth-largest province by GDP and boasts some of the highest levels of income in China per capita. Zhejiang has a booming creative, sport, and digital economy, including many of China's high-tech firms such as Alibaba, NetEase, and Hengdian World Studios, and is a national leader in advanced manufacturing and invention patent registrations. It is the second largest importer from Australia and third largest exporter to Australia out of Chinese provinces.

Shandong Province



As a major agricultural producer with growing manufacturing and innovation sectors, Shandong is one of China's economic powerhouses. It is the third-largest province by GDP, second largest by population, and is the location of the major maritime trade hub of Qingdao and leading international businesses such as Tsingtao, Haier, and Hisense. Shandong is a major producer of crude steel and has China's largest pharmaceutical industry. In the creative sector, Qingdao is often referred to as the 'home of Chinese cinema'. Shandong also hosts the highest number of health supplement businesses in China, complementing Victorian strengths in the sector.

Chongqing Municipality



Chongqing is a major economic centre in China's western growth corridor and the most populated city in China, which is increasingly attracting FDI from major foreign companies. It has one of China's largest inland ports along the Yangtze River, and enhancing Chongqing's trade connectivity has become a national priority, with the municipality featuring in the New International Land-Sea Trade Corridor – an initiative to link western China and Southeast Asia through integrated rail and sea logistics networks. Chongqing has a strong tertiary education sector, with one of the highest number of universities per capita in China.

Our action areas



Agribusiness



Health and life sciences



Creative industries and sport



Education



Visitor economy



Innovation and investment



Community



Cultural exchange



Literacy and capability

Objective 1: Support targeted economic engagement with China to drive growth and prosperity

Victoria's opportunity

China is one of Victoria's most significant economic partners. Our relationship has continued to strengthen since the signing of the China-Australia Free Trade Agreement in 2015. As China's economy continues to evolve – shifting toward premium consumption, services, technology, and health – Victoria is well-positioned to respond with innovation, capability, and high-quality products and services.

Strategic priorities

Victoria will leverage its unique industry capabilities and deepen collaboration with China in areas where there is strong and growing demand for Victorian expertise, products, and services including:

- Premium agricultural exports and innovative AgTech solutions
- Medical research and health technologies, including clinical trials; and Beauty, Wellness and Personal Care (BWPC) products
- Creative and sports industries

Our commitment

The Victorian Government is committed to deepening economic engagement with China that is focused on mutual value creation in key sectors to support growth, encourage innovation, and cement our mutually beneficial people-to-people ties.

Victoria will support activities that:

- Advance shared priorities in identified target sectors
- Showcase Victoria's strengths, innovation, and commercial opportunities
- Prioritise skill and capability building
- Strengthen regulatory and market readiness of Victorian businesses

What success looks like

- Victoria is a leading source of China's premium food, fibre, and BWPC imports, and a preferred partner for agricultural innovation.
- Victorian medical research and health technology sector are equipped and supported to collaborate effectively with their Chinese counterparts.
- Victorian and Chinese creative and sporting organisations enjoy enduring and commercially beneficial exchange.



Victoria is Australia's largest food and fibre exporter, and a centre for premium food and beverage products. Despite accounting for just three per cent of Australia's landmass, our innovative and export-oriented agribusiness sector produces more than a quarter of the nation's food and fibre exports. In 2023-24, Victoria's total food and fibre exports grew to a record value of \$20.1 billion, reaching the 2030 target set out in *Strong, Innovative, Sustainable: A New Strategy for Agriculture in Victoria* six years ahead of schedule. With the *Victorian Industry Policy* identifying food manufacturing as a priority sector, the Victorian Government will increase our support for Victorian exporters and innovators to build confidence operating in China and open doors for future collaboration.

China remains Victoria's largest food and fibre export partner, with exports in this sector reaching almost \$5 billion in 2023-24. Exports to China have increased in recent years and the Victorian Government is committed to supporting our producers and exporters to continue this growth.

Victoria works closely with Austrade through its TradeStart program to support our regional producers and exporters, while dedicated Victorian Government trade managers deliver personalised, one-on-one support for regional Victorian businesses to get export ready and extend their global reach.

Victoria is at the forefront of agricultural innovation in Australia, with a strong focus on productivity, sustainability, and global competitiveness. AgTech is also central to Victoria's strategy to adapt to climate variability and ensure food security. Through targeted funding and programs, the Victorian Government has supported producers to increase the adoption of digital tools, precision agriculture, and farm automation to reduce costs, increase yields, and make data-informed decisions. This includes technologies for water-efficient irrigation, low-emission fertilisers, carbon farming, and soil health monitoring – key to achieving our target of net zero emissions by 2045.



Victoria produces

27%

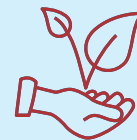
of the nation's food
and fibre exports



Victoria's total food
and fibre exports

\$20.1b

2023-24



Victoria's food and
fibre exports to China

\$5b

2023-24



Dairy Australia Scholarship Program

CASE STUDIES

Dairy Australia

Dairy Australia has fostered strong engagement between Victoria and China for over 25 years through tailored in-market activities, including technical training, industry seminars, and the long-running Dairy Australia Scholarship Program.

This program has built an alumni network of over 400 Chinese dairy professionals and positions Victorian dairy as a high-quality, sustainable choice.

Supported by the Victorian Government, the initiative benefits Victorian farmers, with 77 per cent of Australia's dairy exports in 2024 coming from Victoria.

Dairy Australia continues to promote high quality dairy, including cheese, and highlight Victoria's world-leading sustainability credentials to secure future growth, resilience and good will with China.

Balco Australia

Balco Australia is a leading Australian-Chinese joint venture company processing and exporting Australia's premium oaten hay and straw products to international markets. Balco operates a major hay processing facility in Raywood, Victoria, which became the first in Australia to export organic hay to China, creating new market opportunities for organic produce in the region.

Balco Australia is building a sustainable agricultural ecosystem through strategic supply chain investment and research and development collaboration with the University of Melbourne. Its growing presence in Victoria enhances the State's reputation as a premium agricultural exporter and aligns with Victoria's priorities in regional economic growth and value-added agriculture.



Victoria and China are developing solutions to climate-related agricultural challenges. China's expertise in AgTech is growing strongly as it seeks to modernise and improve the efficiency and sustainability of food production systems. There are abundant opportunities to partner with Victoria's world-leading institutions and precincts, including CSIRO's National Food Innovation Centre, the Monash Food Innovation Centre, and La Trobe University's AgriBio Centre in Bundoora. Knowledge exchange in climate adaptation strategies, carbon farming, and regenerative practices can further foster mutual prosperity through joint development of smart farming tools, projects in sustainable land and water use, and pilot programs for AgTech solutions.

China's middle-class consumers are increasingly prioritising fresh and healthy produce, with emphasis on nutritional value, ingredient integrity, and products and brands that favour ethical and sustainable practices. Victoria's premium product range is ideally equipped to service this demand: from premium and organic produce (including meat, dairy, fruits and seafood) to functional foods (e.g., royal jelly and medicinal honey) to value-added products (e.g., vacuum-packed goods, nutritional formula).

The e-commerce market in China accounts for around half the world's e-commerce sales and shapes industry and consumer behaviour. Major platforms in-market such as Alibaba and JD.com provide direct access to Chinese consumers. Victorian producers are well-positioned to make the most of Victoria's reputation as a premium producer and AgTech innovator to better access China's booming online promotional campaigns and direct-to-consumer e-commerce market.

Goals			
Goal 1 Greater market penetration and reach in China for Victoria’s value-added agricultural goods exports	Goal 2 Better capability and understanding of China’s market, regulations, and consumer trends across Victoria’s agribusiness sector	Goal 3 Victorian businesses and educational institutions are supported to strengthen innovative partnerships with China in agricultural technology and sustainable practices	
Actions			
Action 1 Leverage government-to-government and industry partnerships to strengthen Victoria’s reputation as a preferred supplier of safe, healthy, and premium agricultural products	Action 2 Support Victorian businesses with destination marketing and brand promotion initiatives, including through e-commerce platforms	Action 3 Uplift industry capability and support for agribusiness bodies, including through market training and insights	Action 4 Facilitate innovative agricultural research and technology partnerships and platforms

Health and life sciences

Victoria is a global leader in health and medical research. The *Victorian Industry Policy* recognises that adopting health and digital technologies is key to easing workforce pressures and improving service delivery across Victoria's care economy, our largest employing sector. These advances not only support better living standards for a growing and aging population, but also contribute to a more flexible labour market, enabling greater participation in sectors that drive value-add and export growth.

Both Victoria's *Economic Growth Statement* and *Health and Medical Research Strategy 2022-2032* set out our commitment to continuing to build Victoria's medical research and health technologies capabilities. This includes through the development of a skilled and diverse workforce, and enhancing partnerships between research institutions and industry to translate research into practical health solutions and commercial opportunities.

Our medical research institutions and universities have long-standing partnerships with Chinese counterparts. Victoria's health and medical research ecosystem is world-class, and includes the Peter MacCallum Cancer Centre, Hudson Institute of Medical Research, National Ageing Research Institute, Murdoch Children's Research Institute, Walter and Eliza Hall Institute of Medical Research, and the Peter Doherty Institute for Infection and Immunity. These institutions and other organisations support bold research initiatives that address global health challenges together with Chinese and global partners. Initiatives include sample processing, manufacturing, scientific knowledge exchange, innovation and research collaboration, clinical trials and capability building across infectious diseases prevention, ageing, pandemic preparedness, computational biology, HIV, Hepatitis B, respiratory infections, maternal and child health, aged care, RNA technologies, vaccines, cell therapies, microbiome therapeutics and others.

Victoria has competitive advantages to support the progress of clinical trials for medical product development. In 2023, Chinese companies were responsible for 15 per cent of all global clinical trials. With our robust infrastructure, efficient regulatory processes, research and development tax incentives and diverse patient population, there is a growing opportunity for Victoria to be a partner in these clinical trials. Victoria is known for the high quality and collaborative nature of its health and life sciences sector, and is a competitive location for global export of clinical trials run locally.

Our medical research and health technologies sector is well-placed to deliver high quality products for an international market. Victoria's \$12.7 billion commercial health technology industry employs more than 50,000 highly skilled people. More than 70 per cent of Australia's top 25 health technology and pharmaceutical companies are based in Victoria, with the sector generating \$3.82 billion in exports, including 56 per cent of Australia's pharmaceutical products. Victoria is also increasingly growing its share of complex products like medical devices.

Victoria's commercial health technology sector:



Value

\$12.7b

in revenue



Employs more than

50k

highly skilled people

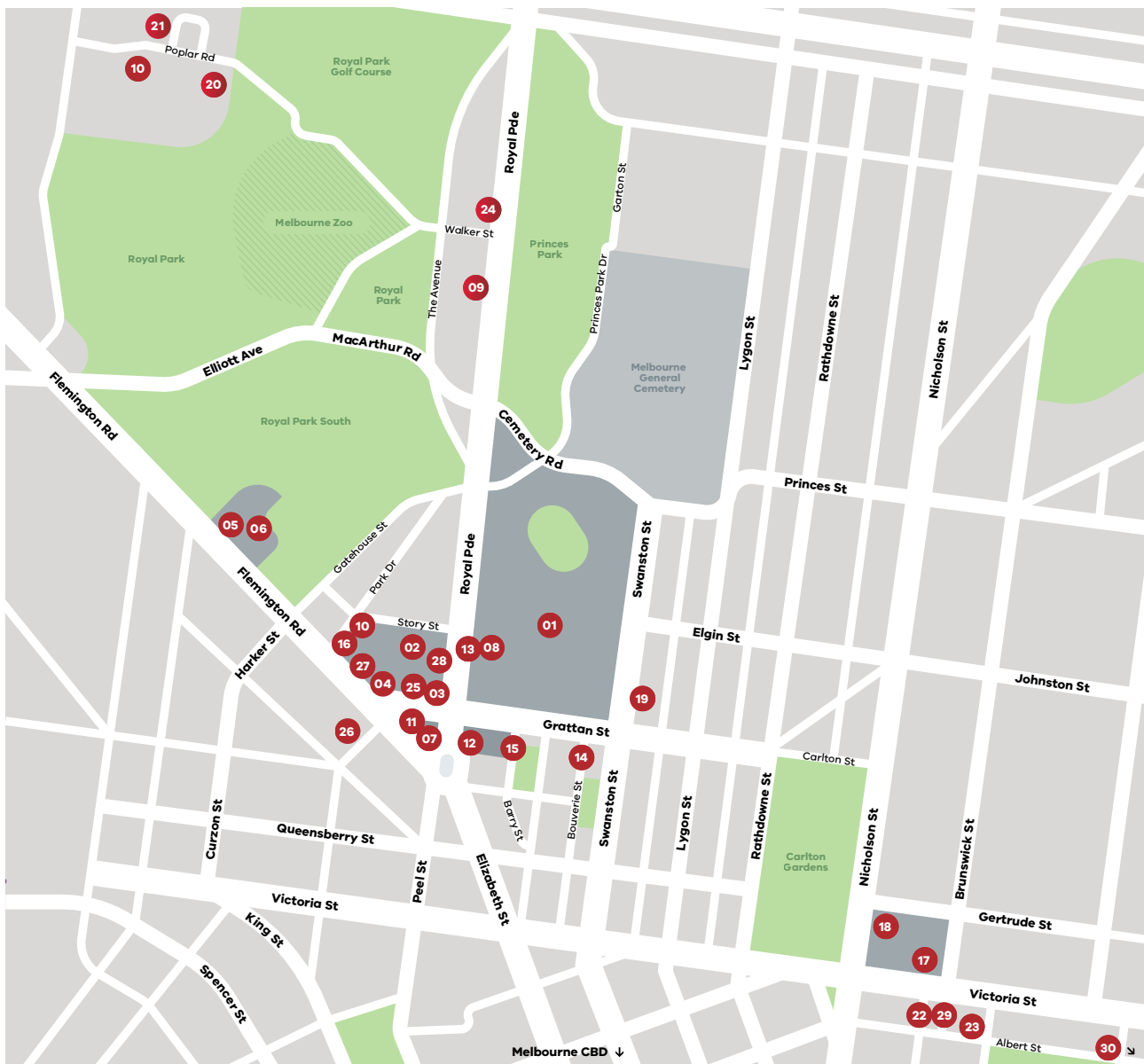


Generates

\$3.82b

in exports

Melbourne Biomedical Precinct



- | | | |
|---|--|--|
| 1. The University of Melbourne | 12. Peter Doherty Institute for Infection and Immunity | 22. Centre for Eye Research Australia |
| 2. Walter and Eliza Hall Institute | 13. The Melbourne Brain Centre | 23. Bionics Institute |
| 3. The Royal Melbourne Hospital | 14. Melbourne Bioinformatics | 24. Monash Institute of Pharmaceutical Science, Monash University (Parkville Campus) |
| 4. The Royal Women's Hospital | 15. Biomedical Research Victoria | 25. BioGrid Australia |
| 5. The Royal Children's Hospital | 16. The Bio21 Molecular Science and Biotechnology Institute | 26. Australian Genome Research Facility Ltd |
| 6. The Murdoch Children's Research Institute | 17. St Vincent's Hospital Melbourne | 27. Frances Perry House |
| 7. Peter MacCallum Cancer Centre | 18. St Vincent's Institute of Medical Research | 28. Melbourne Private Hospital |
| 8. The Florey Institute of Neuroscience and Mental Health | 19. Dental Health Services Victoria | 29. The Royal Victorian Eye and Ear Hospital |
| 9. CSIRO (Parkville) | 20. Orygen, the National Centre of Excellence in Youth Mental Health | 30. Baker Heart and Diabetes Institute |
| 10. CSL (Poplar Road and Bio21 Institute campuses) | 21. The National Ageing Research Institute | |
| 11. Victorian Comprehensive Cancer Centre | | |

CASE STUDIES

Peter MacCallum Cancer Centre

The Peter MacCallum Cancer Centre is proud to collaborate with BeOne Medicines (formally BeiGene), a global oncology company with major hubs in Beijing, Cambridge (U.S.), and Basel, committed to delivering innovative and accessible cancer treatments for more patients around the world.

The partnership began in 2013, with Peter Mac leading the first-in-human trials of BeOne Medicines' early pipeline. Since then, Peter Mac has grown to become the largest recruiting site for BeOne Medicines' clinical trials in Australia, leading more than 15 first-in-human studies and contributing to over 20 presentations at major international cancer congresses.

Led by Professor Jayesh Desai, Associate Director of Clinical Research at Peter Mac, this collaboration has helped accelerate BeOne Medicines' clinical development globally — supporting the rapid translation of early research into meaningful treatment options for patients

Walter and Eliza Hall Institute of Medical Research

The Walter and Eliza Hall Institute of Medical Research (WEHI) is an independent medical research institute in Parkville, and in recent years has prioritised strengthening partnerships with Chinese institutions to improve health outcomes in both countries.

WEHI is building partnerships with eight leading universities in China through a 10-week research internship program – the International Student Program In Research Experience (InSPIRE).

Since 2016, InSPIRE has given more than 140 talented students from China the opportunity to gain research experience at WEHI and partner research institutions in Victoria. The program has had a lasting impact through fostering international research collaborations, and with many InSPIRE alumni returning to Victoria for postgraduate study.

Walter and Eliza Hall Institute of Medical Research (WEHI)





Peter MacCallum Cancer Centre

Victoria is proud to already be home to world-class biomedical facilities and companies including CSL, BioNTech, and Moderna, and a growing number of Chinese startups are actively looking to establish in Victoria. The Melbourne Biomedical Precinct (Parkville) and Monash University innovation precincts are two of Australia's leading centres of medical research, playing a critical role in driving innovation, improving health outcomes, and contributing significantly to Victoria's knowledge economy. Victoria's attractive value proposition in this sector is built on strong regulatory systems and research excellence, diverse industry capabilities, a pipeline of highly skilled workers from world-class universities, and government support for Victoria's startup ecosystem.

Victoria leads Australia in exports across the Beauty, Wellness and Personal Care (BWPC) sector. Victoria also has a long history of exporting premium 'Made in Australia' vitamin and nutritional supplements to discerning Chinese consumers. In 2023, our BWPC exports accounted for over a third of Australia's total exports in this sector, with China remaining the largest export destination. Major Victorian companies, including Swisse Wellness, Ego Pharmaceuticals, and Life-Space are producing and exporting high-quality and trusted health and beauty products to Chinese consumers.

Goals			
Goal 1 Increased Victorian health technology, pharmaceutical, and BWPC exports to China	Goal 2 Victoria is a hub for clinical trials, including from China	Goal 3 Partnerships with leading Chinese medical research institutions and companies are facilitated across priority focus areas	
Actions			
Action 1 Strengthen export readiness of Victorian industry	Action 2 Enhance attraction of clinical trials and related investment activity in Victoria	Action 3 Support joint research translation and commercialisation pathways with Chinese firms	Action 4 Promote research mobility and talent exchange



Creative industries and sport

Victoria is Australia's creative industries capital. Creative industries contribute more than \$40 billion annually to Victoria's economy, including through exports and cultural tourism, and employ around 9 per cent of the State's workforce across visual and performing arts, screen, digital games, music, design, architecture, fashion, literature publishing, and more. Creative industries are considered one of the world's fastest growing sectors and are predicted to account for 10 percent of global GDP before 2030.

China's creative industries sector is poised for significant growth over the next decade, driven by robust government support, technological advancements, and evolving consumer preferences. China's entertainment and media industry, including video games and e-sports, is projected to reach almost US\$480 billion in total revenue by 2027, and continues to grow faster than the global average. The Chinese box office also routinely breaks records and in 2025, the Chinese animated film *Ne Zha 2*, created in Victoria's sister-state of Sichuan Province, became the highest-grossing animated film of all time.

Victoria is a premier destination for film and television. Known for its industry capabilities in visual effects and post-production, our screen sector contributes over \$3 billion annually to Victoria's economy. Docklands Studios Melbourne is a state-of-the-art studio precinct and home to the world's largest virtual production facility, while the Melbourne International Film Festival is one of the world's oldest film festivals, showcasing more than 200 films annually, attracting an audience of more than 160,000 in 2024.

Victoria and China's screen industries are already collaborating. Under the 2007 *Australia-China Film Co-Production Agreement*, more than \$4.3 million has already been invested in co-productions since its signing. While the number of foreign films allowed for theatrical release each year are limited, co-productions with Victorian filmmakers are treated as domestic films and exempt from this quota, allowing better reach to Chinese audiences. Successful Victoria-China co-productions include *The Whistleblower* and *The Longest Shot*. Other projects like *Blacklight* and *Better Man* – the largest movie ever filmed in Victoria – were produced with financing from Chinese company Sina Studios.

China is one the largest global markets for digital games, with US\$42.6 billion in revenue and 668 million digital games players recorded in 2023. With the advent of 'mini-games' embedded in mobile apps like WeChat, China's gaming industry continues to experience rapid growth, offering new opportunities to partner with innovative Victorian developers.

Victoria leads Australia's digital games industry, with a mature and diverse game development sector. We are home to major international subsidiaries, such as Sledgehammer Games, Keywords, and Electronic Arts, and globally recognised independent developers including Beethoven and Dinosaur, Summerfall Studios, and House House. Melbourne International Games Week and the Australian Centre for the Moving Image are major features of Victoria's diverse digital games ecosystem, showcasing the cultural and economic impact of games to a global audience.

Victoria's creative industries:



Contribute

\$40b

annually to Victoria's economy



Employs around

9%

of the State's workforce



China's entertainment and media industry projected to reach almost

US\$480b

in total revenue by 2027



China is one the largest global markets for digital games with

US\$42.6b

in revenue in 2023

CASE STUDIES

Better Man

Released in 2024, the Robbie Williams biopic, *Better Man*, was a partnership between Docklands Studios Melbourne and Sina Studios – a Chinese film studio specialising in investing and producing international films.

The film was directed by Victoria's Michael Gracey, and the Academy Award-winning Wētā FX provided VFX in Victoria and established a permanent Australian base shortly afterwards. The film created almost 3,000 jobs for Victorians, and injected \$142 million into the State's economy.

Better Man would go on to win nine AACTA Awards in 2025 and a swathe of international nominations, including an Academy Award nomination for Best Visual Effects and a BAFTA nomination for Best Special Visual Effects.



Qingci Games

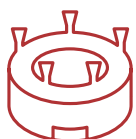
Qingci Games is a leading game developer and publisher in China. In 2025, it established the digital games studio UltraPlayers in Victoria as part of its global footprint. UltraPlayers, located on Collins Street in the heart of Melbourne, aims to provide localised developing and publishing services worldwide for its games, catering to the diverse needs of players around the world.

As Australia's digital gaming hub with the most studios and largest games workforce in the country, Victoria is an attractive destination for Chinese companies looking to innovate through international partnerships.



Victoria and China share strengths in the design sector. More than 195,000 people in Victoria are employed in the design industry, which contributes around \$7 billion annually to the Victorian economy. China is home to five UNESCO Cities of Design, with its proud and long history of design complementing modern expertise and innovation. Victoria is home to Australia's first and only UNESCO City of Design – Geelong – and in 2021, our design capabilities were showcased in our sister-state of Jiangsu at Suzhou Design Week through the *Victorian Sustainable Design Showcase*.

Victoria is Australia's sporting capital, known for its sporting culture, major event expertise, and industry capabilities across the sports ecosystem. Victoria has over 50 professional sports teams and is home to more than 30 of Australia's leading national sporting organisations, including Tennis Australia, Swimming Australia, Athletics Australia, Basketball Australia, Table Tennis Australia, and the Australian Football League.



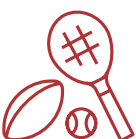
Victoria is Australia's sporting capital, with Melbourne the only city in the world to host both a tennis Grand Slam and a Formula 1 Grand Prix



Three Victorian education institutions

Top 10

globally for sports science



China's sports industry sector value expected to reach

US\$700b

by 2025

Victoria has an internationally recognised major sporting events calendar that leverages our comprehensive network of stadia, arenas, high-performance facilities, world-class sports and entertainment precincts, and community sport facilities. Melbourne has six international-standard sports venues in the heart of the city, including the 100,000 seat Melbourne Cricket Ground and is the only city in the world to host a tennis Grand Slam and a Formula 1 Grand Prix. Melbourne is also home to eight of Australia's best golf courses, collectively known as the 'Sandbelt', and will host the Presidents Cup for a fourth and fifth time in 2028 and 2040. Victoria's annual Spring Racing Carnival showcases our world-class racing credentials, anchored by the Melbourne Cup – one of the world's most renowned annual horse races.

Victoria's thriving sport ecosystem drives advancements in SportsTech and innovation.

Victoria is leading the nation in SportsTech, home to over 320 (almost 40 per cent) of Australia's SportsTech businesses. Innovation clusters include the Victoria University Institute for Health and Sport, La Trobe University Sport Performance Hub, Deakin Centre for Sport Research, the Australian Sports Technology Network, and the Victorian Institute of Sport. In 2024, three Victorian education institutions were ranked in the top ten globally for sports science, including Deakin University (1), Victoria University (7) and La Trobe University (8).

China's sports industry is rapidly growing, with production value expected to reach almost US\$700 billion by 2025. Victoria's comprehensive sport ecosystem, world-class sports industry capabilities and major events expertise make Victoria an ideal partner of choice for reciprocal partnerships and business collaborations.

Goals		
Goal 1	Goal 2	
Victoria’s creative and sport industries benefit from enhanced market access opportunities	Victoria is a partner of choice for collaboration with Chinese counterparts across sport, content, products, and services	
Actions		
Action 1	Action 2	Action 3
Promote and build demand for Victorian creative and sport industry capability and content	Strengthen connections and opportunities for creative and sporting institutions, organisations and businesses	Support Victorian creative and sports industries with regulatory and market readiness



Australian Open. Image credit: Tennis Australia, Nick La Galle

Objective 2: Strengthen Victoria's reputation as a global destination for Chinese visitors, students, researchers, and investors

Victoria's opportunity

Victoria is recognised for its cultural diversity, globally renowned education and research institutions, innovative industries, and exceptional tourism experiences – in Melbourne and across regional Victoria.

Victoria is well positioned to continue offering world-class experiences and attracting investment that supports Victoria's long-term economic and social priorities, strengthens people-to-people links, deepens cultural understanding, and positions Victoria as a trusted, open, and globally engaged partner.

Strategic priorities

Victoria will deepen collaboration with China in mutually beneficial areas, including:

- International education – including through our universities, TAFEs, and schools
- Visitor economy
- Clean energy and innovative technologies

Our commitment

The Victorian Government is committed to reaffirming and expanding Victoria's role as a preferred destination for Chinese visitors, students, researchers, and investors. Through this, we will build shared prosperity, unlock innovation, and forge lasting connections between our communities.

Victoria will support engagement that:

- Facilitates productive exchange of knowledge and expertise
- Grows Victoria's global standing
- Supports prosperity and productivity in key service sectors

What success looks like

- Victoria is a favoured destination for Chinese international students and Victorian institutions are growing partnerships in China.
- Victoria, including regional Victoria, is the Australian destination of choice for Chinese visitors.
- Victoria and China share stronger bilateral research, investment, and commercial outcomes across priority sectors, including clean energy.



Education

Victoria is the Education State. We are home to a world-class education system, from our high-quality schools to vocational training, to globally recognised universities. Melbourne's reputation as a welcoming and multicultural city with a thriving arts, food, and culture scene has earned us the title of Australia's best student city.

International education has been Victoria's largest services export since 2002. In 2024, the sector generated \$15.9 billion and included around 330,000 international enrolments in Victoria, of which 64,300 were Chinese international students (almost 30 per cent of Australia's total Chinese international enrolments). International students also drive significant tourism outcomes for the State, including visitation to regional Victoria.

Our strong in-market presence is also delivering Victorian education across China, including through transnational education (TNE) partnerships with Chinese institutions. As of 2025, Victorian universities and TAFEs share 141 different partnerships with Chinese institutions across 23 provinces and cities, enabling transnational learning, research collaboration, and student and staff exchanges to deliver shared outcomes.

Victoria's international education sector:



Generated

\$15.9b

2024



Chinese enrolments in Victoria

64.3k

2024

Chinese international students contribute immensely to Victoria's multicultural and economic life, supporting the local economy, bringing important skills and ideas, giving back to community, and acting as ambassadors for cultural exchange and connection.

The Victorian Government has always stood by the Chinese and international student community, from the *Stronger Together* campaign in 2020, where public landmarks were lit up in solidarity with Chinese communities, to the range of direct support services offered through Study Melbourne.

At the school level, the Victorian Certificate of Education (VCE) is delivered at 23 schools across China, and more than 8,000 students have graduated since delivery commenced in 2003. With nearly 90 per cent of VCE Offshore graduates pursuing further education in Australia, our TNE school programs are a valuable starting point for a lifelong connection between Victoria and China.

China has an increasing demand for work-ready graduates with tangible skills in priority sectors. Victoria's high-quality universities, vocational education and training ecosystem, and our TNE offerings support Chinese students throughout their studies and as they enter the workforce, whether in Victoria or back home in China. The Victorian Government also supports Victorian education providers to collaborate with Chinese counterparts – whether that is helping to identify appropriate partner institutions, navigating the regulatory process for establishing new programs, or creating the best possible environment for Chinese students coming to study here.

Increasing competition for global talent means Victoria must keep outperforming. Through a 2023 Joint Statement, the Victorian Government is already working with the Chinese Government to improve the environment for our education providers across the school, tertiary, vocational, and international education sectors. We will continue to work hard to keep Victoria as a favoured destination for Chinese students.

CASE STUDIES

University of Melbourne

The University of Melbourne has longstanding partnerships with Chinese institutions. Since 2011, the China Scholarship Council (CSC) – University of Melbourne PhD Scholarship program has supported many Chinese PhD candidates to study for a PhD at Melbourne. In 2023, the partnership was renewed to jointly fund up to 45 new PhD candidates and 25 visiting PhD scholars annually, with a total co-investment of over \$75 million through to 2027.

In 2024, the University of Melbourne's Offshore China Office was expanded to support research and training activities, strengthening ties with the CSC and other Chinese partners. The University of Melbourne has particularly strong links with Shanghai Jiao Tong University, including Melbourne's only joint PhD program with a Chinese partner, launched in 2020, with over 20 candidates enrolled in the program to date, and the first two completions in 2025.

Fuzhou Melbourne Polytechnic

Fuzhou Melbourne Polytechnic (FMP) is a Sino-foreign cooperative institute between Melbourne Polytechnic and Minjiang University, one of the first of its kind in China.

Students can enrol in a dual award program and earn both a Chinese diploma and Australian vocational or higher education qualification. Through engagement with the international community, FMP aims to train students with an authentic 'international vision,' an understanding and awareness of international rules and the possession of international professional standards.

FMP students are given opportunities to participate in two-way study tours and articulation pathways enabling them to complete further study in Melbourne. FMP continues to develop innovative models of training delivery that will enhance outcomes and expand the successful partnership



Goals			
Goal 1 Victoria is a favoured destination for Chinese students seeking a great education overseas	Goal 2 Victoria’s transnational education offerings in China are expanded	Goal 3 Victoria’s tertiary education providers are recognised for producing work-ready graduates	
Actions			
Action 1 Strengthen employment pathways for students by using our business and community links	Action 2 Build a strong value proposition for Victoria’s TAFE network in China	Action 3 Support Victorian providers to establish transnational education programs in China	Action 4 Promote Victoria as Australia’s safest and most welcoming destination for international students

Visitor economy

Victoria-China tourism ties help create deeper and more enduring connections between our people. Chinese visitation to Victoria creates lasting benefits, helping to showcase our economic and cultural strengths while inspiring new opportunities for joint business ventures.

China has long been Victoria's most significant international tourism market. With a population of over 1.4 billion and a growing middle class, China's demand for international travel is expected to rise more than any other country in coming years. Modern visitors are becoming more discerning, creating growing demand for personalised, flexible, and memorable travel experiences.

In 2024, Chinese visitors spent more in Victoria than visitors from the next six countries combined. By 2029, it is expected that one in every five international overnight visitors to Victoria will be from China, or around 800,000 each year.

It is a demand that has also been recognised by the Commonwealth Government, including through the signings of a Memorandum of Understanding in 2025 with the Chinese Government on tourism cooperation, and between Tourism Australia and Trip.com to promote Australia as a premier tourist destination for Chinese travellers. Through Visit Victoria and our international network, we are committed to expanding this already significant relationship, building on the *Experience Victoria 2033* strategy and its long-term vision to cement Victoria as a world leading visitor destination by 2033.



By 2029, it is expected that

800k

international overnight visitors to Victoria will be from China



Flights between Australia and China

40%

fly into Melbourne Airport

Our well-established air connections with China make it easy to visit friends and family, do business, study at our world class educational institutions, or explore all Victoria has to offer.

Seat capacity on direct routes to and from China reached historic heights in 2024 and is set to increase even further. 40 per cent of all flights between Australia and China fly into Melbourne Airport, connecting Victoria directly to nine Chinese cities via 54 weekly flights with nine of China's largest airlines. In addition to established connections to cities such as Shanghai, Beijing, and Guangzhou, passenger demand for Victoria as a visitor destination is increasing across China, including from Nanjing, Chengdu, and Hangzhou.

The compact diversity of Victoria's experiences is a key part of our State's globally recognisable brand. Victoria is a modern, vibrant, multicultural State that is recognised by Chinese visitors for its unique cultural attractions and creative experiences. Across the State, our world class restaurants, natural wonders, wildlife, wineries and produce have long been a drawcard for Chinese visitors, while Melbourne remains Australia's sporting, cultural, and major events capital. With the Nyaal Banyul Convention and Event Centre in Geelong set to open in 2026 (and serviced by nearby Avalon Airport), regional Victoria is also well placed to support the flow of business events to our State.

Victoria is a hub for business events.

The Melbourne Convention Bureau and Visit Victoria, working with partners like Tourism Australia, drive visitation and boost regional economies. Business events serve as a significant channel for attracting Chinese visitors who contribute to regional economic development, knowledge exchange, and long-term investment. Victoria can significantly grow its share of business events and deliver meaningful economic benefits across both metropolitan Melbourne and regionally.

The Victorian Government will continue promoting Victoria's brand in China to keep raising awareness of our world class tourism offering in a competitive global environment.



Geelong waterfront
Image Credit: Visit Victoria

CASE STUDIES

Melbourne Airport

Melbourne Airport is accelerating Victoria's aviation growth while deepening China connections that drive tourism, trade and investment. In 2025, seat capacity on China routes surged 15 per cent year-on-year, surpassing pre-pandemic levels.

Working in partnership with the Victorian Government, Melbourne Airport has delivered expanded services, including China Eastern's increase to 10 flights weekly and a new Nanjing route, China Southern's expansion to double daily services during high season, and Sichuan Airlines' increase to daily services in high season.

Melbourne Airport's revitalised WeChat mini-program and targeted trade campaigns have elevated Melbourne's profile across key Chinese markets. These initiatives directly support Victoria's ambition to become a world-leading visitor destination by 2033.



Melbourne Convention Bureau

The Melbourne Convention Bureau (MCB) works to position Melbourne as a premier destination for international business events, including conferences, meetings, exhibitions, and incentive programs.

MCB is actively engaged with China through several strategic initiatives aimed at strengthening relationships and growing its presence in the region.

MCB's Regional Director based in Shanghai, is specifically focused on servicing the China business events market, ensuring a proactive and immediate connection with key clients and allowing MCB to stay closely attuned to the needs and developments in the market.

Through MCB's China focused strategies and activities, Victoria is well positioned to significantly grow its share of Chinese business events and deliver meaningful economic benefits across both metropolitan Melbourne and regionally.



Goals			
Goal 1 Victoria is a premier leisure tourism destination for visitors from China who want to experience our sport, culture, and events	Goal 2 Victoria unlocks new opportunities in China for meetings, incentives, conferences, and exhibitions	Goal 3 Victorian regions are supported to attract more Chinese visitors with high quality experiences, accommodation, food, and wine	
Actions			
Action 1 Deepen government-to-government engagement for joint tourism promotion	Action 2 Support destination marketing and industry partnerships to increase awareness of Victoria as a premium visitor destination	Action 3 Encourage greater dispersal of Chinese visitors across Victoria	Action 4 Facilitate further air connectivity with China and enhance ‘gateway services’ at Melbourne Airport in collaboration with the Commonwealth



Innovation and investment

Victoria is open for business. Our economic growth agenda is guided by the *Economic Growth Statement* and *Victorian Industry Policy* that outline our State's strengths, skills, and priorities for future prosperity. To reduce delays and cut red tape, we have created an 'Investment Front Door' to ensure a streamlined, single point of entry for investors through Invest Victoria, the Victorian Government's dedicated investment promotion agency, and an Investment Coordinator General.

Victoria wants more foreign investment in the State's economy. We are identifying and facilitating targeted investments that fill supply chain gaps and foster the capabilities required for future economies. The \$150 million Victorian Investment Fund (VIF) will provide domestic and international investors support to secure business investment that creates jobs, promotes innovation, and underpins Victoria's long-term economic growth in priority sectors. The Victorian Government also helps Victorian businesses attract and retain talent from around the world through the Global Talent Attraction Fund.

Investment and innovative solutions from global leaders can accelerate Victoria's response to pressing challenges. This includes supporting Victoria's net-zero emissions and clean energy targets, which will require us to rapidly innovate across solar, wind, energy storage, and zero emissions vehicles. Attracting investment and capitalising on these opportunities is critical to achieving our goals. Victoria is also leading on key circular economy initiatives, including standardising household recycling, a cash-for-cans scheme, and banning single-use plastics.

China has world-leading capabilities in green technology innovation and manufacturing, with strengths in batteries, solar, wind turbines, and electric vehicles. China is increasingly investing in clean energy technologies for the green economy to position itself as a global leader in climate response, and there are significant opportunities to deepen cooperation. Prospective foreign investors may need to navigate federal regulatory processes, including Australia's Foreign Investment Framework. The Victorian Government will help investors engage early with the Commonwealth Government for support through this process.



Victoria's startups valued at

\$132b

2024 Victorian Startup
Growth Report



Victoria's emissions target

Net-zero

by 2045



Goldwind Australia

CASE STUDIES

Goldwind Australia

Chinese leading wind turbine manufacturer Goldwind maintains a strong footprint in Victoria through the development of two major wind farm projects – Stockyard Hill and Moorabool – both situated near Victoria’s regional city of Ballarat. Stockyard Hill stands out as one of the largest wind farms in Australia.

Victoria’s thriving renewable energy sector, rich natural resources, and strong commitment to reaching a 65 per cent renewable energy target by 2030 create compelling opportunities for global investors to drive innovations in sustainable energy.

Huifu Payment

Huifu Payment, a leading Chinese fintech company, launched its Australian headquarters in Melbourne in early 2025. The investment marks a significant milestone in Huifu Payment’s global expansion strategy, bringing its innovative digital payment solutions to the Australian and New Zealand markets.

The Melbourne headquarters aims to provide local merchants with a comprehensive digital payment solution, enabling the efficient integration of multiple electronic payment methods. Huifu Payment’s decision to establish its regional base in Melbourne reinforces the city’s reputation as a leading global fintech hub. With a thriving ecosystem of innovative startups and industry leaders, Melbourne continues to attract world-class fintech investment.



Victorian companies are already collaborating with Chinese counterparts, including through a recent partnership between Melbourne-based Envirostream Australia and Chinese battery manufacturer Hithium Energy to recycle its lithium ion batteries from Lightsource BP's Woolooga solar farm. Victoria's clean energy capabilities are supported by world-leading R&D infrastructure and cutting-edge research, including through Deakin University's Battery Research Innovation Hub, Institute for Frontier Materials, and Hycel Technology Hub; Swinburne University's Victoria Hydrogen Hub; the University of Melbourne's Energy Institute; and the Monash Energy Institute.

Victoria is on track to be one of the world's leading startup hubs within the next five years, with the 2024 Victorian Startup Growth Report showing that Victoria's startups are now valued at \$132 billion. Victoria offers significant opportunities for investment into an established fintech ecosystem of over 330 fintech start-ups, including unicorns such as Judo Capital, MYOB, and PEXA – as well as global fintech companies such as Worldline, Square, Revolut, Stripe, Transfermate, GoCardless, and TradePlus 24.

Our fintech talent pool outperforms other jurisdictions across the region and is one of the most highly educated in Australia, with over 70 per cent of our tech workers holding a bachelor's degree or higher. HealthTech startups are also thriving in Victoria, operating in one of the world's largest biotech clusters alongside global companies like Moderna and BioNTech, and successful homegrown companies, such as CSL, PolyNovo, Mesoblast, Clinuvel, and Telix Pharmaceuticals.

China is the fastest growing and most dynamic global market for emerging digital technologies and innovation. Victoria is well positioned to attract Chinese investment in our digital technologies industry, as our economy benefits from a large and growing workforce of highly skilled digital technology professionals, strong business skills, and exceptional innovative problem solvers.

Goals		
Goal 1 Government-to-government, institutional, and business collaboration contributes to Victoria's clean economy goals	Goal 2 Victoria is China's preferred partner in Australia for innovation collaboration	Goal 3 Chinese investment in Victoria generates economic benefit across key sectors
Actions		
Action 1 Foster joint development and deployment of clean economy solutions	Action 2 Develop innovation platforms to identify and pursue collaborative opportunities	Action 3 Attract innovative and high-tech industry investment to Victoria



Shanghai, China

Objective 3: Celebrate and collaborate with Victoria's Chinese community to grow our State together

Victoria's opportunity

Victoria embraces its multicultural identity as a core strength. Victoria's Chinese community is part of our history and essential to our future. Representing one of the largest and most dynamic ethnic communities in Victoria, the Chinese diaspora contributes significantly to business, cultural exchange, and community leadership and is vital to the State's social, cultural, and economic fabric. Together, we are building a Victoria that celebrates diversity, empowers its communities, and maximises its unique global opportunities.

Strategic priorities

The Victorian Government is:

- Empowering community leaders and enhancing inclusion and mutual understanding
- Promoting cultural exchange and amplifying the contribution of the Chinese community
- Drawing on the expertise of diaspora networks for economic and cultural collaboration

Our commitment

The Victorian Government recognises that deepening connections with the Chinese community offers a unique opportunity to amplify Victoria's multicultural identity, enrich the lives of all Victorians, and unlock new avenues for collaboration with China across trade, investment, research, education, and the arts.

These are the benefits of an inclusive society where diverse cultures thrive, and community connections drive cultural exchange, innovation and economic prosperity.

What success looks like

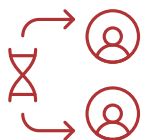
- Victoria's Chinese communities are represented, included, safe, empowered, and understood.
- Victoria and China share greater mutual understanding and appreciation of each other's cultures, histories, and societies.
- Victoria is recognised as a national leader in Chinese language and capability.



Community

Supporting Victorian community, particularly Victoria's Chinese community, is at the heart of Victoria's China Strategy. Victoria's biggest asset is its people - and Victoria's people are multicultural. Diversity and cultural understanding bring forth new ideas, extends our skills, attracts businesses, and creates new jobs. Recognising the importance of this, the Victorian Government released Victoria's Multicultural policy statement, *Victorian. And Proud Of It.*, which outlines the Government's plan to ensure every Victorian has the opportunity to be part of the State's success and enjoy the social, cultural, and economic benefits of living in Victoria.

Victoria is home to the second-largest Chinese-born community in Australia, with more than 427,000 Victorians having Chinese ancestry and 170,000 Victorians born in China. More than 220,000 Victorians speak Mandarin, and 82,000 speak Cantonese. Chinese migrants first arrived in Victoria in large numbers during the gold rush of the 1850s, and by 1861, comprised almost 7 per cent of the Victorian population. Over the next century, Chinese migration fluctuated, and since the 1990s, the Chinese community has seen steady growth, with many Chinese migrants coming to Victoria for education, to pursue economic opportunities, and join family members already in Victoria.



427k

Victorians have Chinese ancestry



170k

Victorians born in China

The Victorian Government has long supported our Chinese community. Like all multicultural communities, Chinese Victorians are not a monolith and have a unique range of needs and aspirations. Recognising this, the Victorian Government has invested in both specific, community-led projects and larger, whole-of-government initiatives. In 2024, we launched the Chinese Community Infrastructure Fund to support organisations to build and upgrade community spaces that enable Chinese Victorians to connect with community, maintain a sense of belonging, and preserve cultural heritage.

Our Multicultural Festivals and Events program has provided more than \$7 million to support Chinese community events and infrastructure since 2014. This includes the two Chinese community museums in Victoria – the Museum of Chinese Australian History in Melbourne, and the Golden Dragon Museum in Bendigo – which work to enrich the understanding of Chinese Australians through the celebration of Chinese history, heritage, and culture.

Despite being an integral part of the community, the Chinese diaspora is underrepresented in leadership roles across Australia. Diversity in leadership benefits all Victorians as it enables better decision making, informed by a wide range of perspectives and experiences. Language and cultural differences remain a barrier for many Chinese Victorians to full participation in Victorian life. It highlights the importance of tailored in-language resources and supports, as well as the vital role that community groups and Chinese community leaders play in engaging with Chinese Victorians and diaspora.

Chinese community organisations play an important role in engaging with the Chinese diaspora on key issues and help to publicise information more effectively in-language across the community, like on matters of public health, safety, and civic engagement. They often also act as important ambassadors for Victoria, broadcasting the cultural and economic strengths of our State to friends, family, colleagues, and alumni in China.

CASE STUDIES

Chinese Community Council of Australia, Victoria Chapter

The Chinese Community Council of Australia, Victoria Chapter (CCCAV) is a key advocacy body representing the interests and voices of Chinese Victorians.

Since 2008, CCCAV has collaborated with grassroots organisations, volunteers, and policymakers to address community needs through information sessions, civics education, cultural events, forums, and public consultations. CCCAV share vital updates on public health, safety, government services, community events, and civic participation.

CCCAV champions public campaigns that support reconciliation, celebrate Chinese heritage, and foster intercultural understanding. Committed to a harmonious multicultural society, CCCAV stands against racism and prejudice and actively works towards a cohesive, inclusive Victoria through advocacy, connection, and civic engagement.

Victorian Government Chinese Community Infrastructure Fund

The Victorian Government supports the Chinese community through targeted grant programs, including the Chinese Community Infrastructure Fund (CCIF) program.

CCIF has actively supported Chinese community organisations to upgrade, renovate, extend, and construct community facilities, helping to give Chinese Victorians safe and secure places to celebrate and share their histories and traditions, build connections, and thrive.

Funding under the program has contributed to the construction and upkeep of major projects supporting Victoria's Chinese community, including the Heavenly Queen Temple Society in Footscray, the Bright Moon Buddhist Temple in Springvale South, the Avalokitesvara Yuan Tong Monastery in Deer Park, and the Chinese Association of Victoria in Wantirna.

Goals		
Goal 1 The Chinese community is represented in leadership roles and actively contributes to community-focused decision-making	Goal 2 The Chinese community has fair and equal access to public services and enjoys everything Victoria has to offer	Goal 3 Victoria's Chinese community feels valued, safe, respected, and supported
Actions		
Action 1 Support Chinese Victorians to pursue public leadership positions	Action 2 Support the Chinese community's inclusion, safety and belonging in Victoria	Action 3 Improve Chinese language access and communication



Cultural exchange

Victoria is Australia's home of culture.

Understanding, sharing, and celebrating different cultures is a trademark of Victoria's proudly multicultural society. Since the gold rushes of the 1800s, Victoria has been shaped by global influences that have helped establish our inclusive cultural identity. Today, our ties extend across the world through family, friends, colleagues, and alumni.

Victoria is home to a thriving arts sector, internationally renowned events and festivals, more live music venues per capita than any other city, and museums, libraries, galleries, and theatres across the State.

Victoria is the national leader in visual and performing arts and Melbourne is recognised for its rich, innovative, and diverse publishing sector as a UNESCO City of Literature. Our cultural institutions are amongst the oldest and most visited in Australia. Victoria also proudly celebrates the creative, cultural and artistic practices, and heritage of First Peoples – the oldest continuous culture in the world.

Victoria and China share a rich history of cultural exchange, nurturing a strong, collaborative and reciprocal friendship.

For more than 200 years, Victorians of Chinese heritage have made a significant contribution to Victoria's economic, social, and cultural development, while strengthening important people-to-people links with China. The Chinese concept of 'guanxi' emphasises the importance of these ties, where trusted personal connections developed over time can be an important precursor to collaborations, partnerships, and long-term outcomes.

Chinese culture, both traditional and contemporary, has enriched both its own society and other cultures across the globe.

China is home to 59 UNESCO World Heritage Sites – the second most of any country in the world, and its diverse range of regional cuisines are savoured and celebrated internationally. It is the origin of world-famous traditional art forms including calligraphy, ceramics, opera, and martial arts, and the fireworks and dragon dances of the Spring Festival are instantly recognisable all around the world.

Longstanding partnerships have led to deeper cultural exchange with China across Victoria.

Victoria's sister-state relationship with Jiangsu Province was established in 1979 – the first for Jiangsu and the oldest of its kind in Australia. More recently, Victoria's newest sister-state relationship with Sichuan Province is Australia's first in China's fast-developing west. 20 Victorian towns or regions hold sister-city relationships in China, engaging in important economic and cultural exchange right across our State. Chinese national, subnational, and municipal governments are deeply integrated, and through close collaboration between all levels of government in Victoria, we can create robust, enduring, and outcome-driven partnerships with Chinese cities and provinces. Victoria's leading cultural institutions also hold strategic partnership agreements with their Chinese counterparts, offering key platforms for enduring cultural exchange.



Melbourne
UNESCO City of Literature



Geelong
UNESCO City of Design



Ballarat
UNESCO City of Craft
and Folk Art



Bendigo
UNESCO City of Gastronomy

Contemporary Chinese culture is heavily influenced by a unique combination of its embedded traditions and rapid modernisation.

Cultural exchange between Victoria and China is an opportunity to understand and celebrate each other's unique histories and traditions, while blending this with a more modern appreciation for our societies today. The Melbourne Symphony Orchestra and China's National Centre for Performing Arts recently conducted a digital performance exchange, broadcasting performances on each other's streaming platforms to reach both Chinese and Victorian audiences.

The National Gallery of Victoria (NGV) is also improving accessibility for Chinese visitors through its Community Ambassadors program, with multilingual international students volunteering to welcome visitors and support a range of NGV programs and activities in English, Mandarin, and Cantonese.

While political and economic contexts can change, cultural and personal ties are enduring and provide important foundations to our longstanding relationship. The Victorian Government is committed to reciprocal cultural engagement and opportunities for shared cultural experiences here and in China.

Victoria-China cultural partnerships

The Australian Ballet



National Ballet of China

Melbourne Symphony Orchestra



Sichuan Symphony Orchestra
National Centre for Performing Arts
Shanghai Philharmonic Orchestra

National Gallery of Victoria



The Palace Museum
Shaanxi History Museum
Emperor Qinshihuang's Mausoleum
Site Museum

Museums Victoria



Nanjing Museum
Capital Museum
Shanghai Science and Technology Museum

State Library of Victoria



Nanjing Public Library
Sichuan Public Library

CASE STUDIES

Museum of Chinese Australian History

The Museum of Chinese Australian History sits in the heart of Melbourne's China Town, where it has celebrated Chinese-Australian history, heritage and culture for the last 40 years. The Museum promotes people-to-people links, showcasing the deep-rooted ties between both communities as a springboard to a long-term meaningful and prosperous future. The *One Million Stories* exhibition is a permanent installation at the Museum, showcasing stories of Chinese Migration, from more than 200 years ago when the first Chinese migrants arrived in Australia until the present day. This exhibition has toured Nanjing, Shanghai, Tianjin, and Chengdu from 2020 to 2023.

Our Story is the first ever historical account of the relationship between First Nations and Chinese people in Australia. An exhibition at the Museum and a book, it brings together personal accounts, oral histories, historical photographs, and archival documents alongside works from eight contemporary artists of Aboriginal and Chinese descent, tracing the legacy from the gold rush and colonial settlement to today. The exhibition is at the National Museum of Australia until early 2026, before touring China once again.

The Museum and the Australian Consulate General in Guangzhou have partnered to create an exhibition for Southern China: *Shared Connections – Cantonese Stories in Australia* – to be staged in late 2025.

The Australian Ballet

The Australian Ballet is based in the heart of the Melbourne Arts Precinct in Southbank.

The Australian Ballet has, over 45 years of experience working in China and with Chinese partners, built enduring connections with dancers and dance lovers, bringing joy and inspiration to audiences across the country.

Through nine tours to China, The Australian Ballet has forged partnerships with some of China's best known and loved ballet institutions, including the National Ballet of China, the Shanghai Ballet, Shanghai Performing Arts Festival, and the National Centre for Performing Arts Dance Festival. These connections have seen opportunities for The Australian Ballet to perform in world class venues, showcasing Australian talent on the global stage. These links have also provided the foundation for exchange and professional development opportunities for dancers and those working behind the scenes.



Goals		
Goal 1 Victoria is a partner of choice for cross-cultural collaboration with China	Goal 2 Victoria and China benefit from enhanced cultural understanding and shared cultural experiences	Goal 3 Cultural institutions develop new content and reach new audiences through digital platforms
Actions		
Action 1 Promote and celebrate the history and contribution of Chinese Victorians through cultural exchanges	Action 2 Support cultural, creative and educational institutions to attract and develop new cultural experiences, reach new audiences, and provide skills development opportunities	Action 3 Strengthen existing and facilitate new local government partnerships in China to support people-to-people, economic, and cultural exchanges



Literacy and capability

Victorians come from more than 200 countries and speak over 260 languages. At the last Census, one in every 15 Victorians claimed Chinese ancestry. As China continues to be one of Victoria's major international partners, advancing modern understandings of China will support Victorians to effectively engage in business activity domestically and internationally, while also enriching engagement with our local communities.

Effective engagement with China depends on high levels of cultural literacy and a mutual understanding of history and languages.

Victoria promotes China expertise through education, professional development, and cultural events. Across Victorian Government schools, Chinese remains the most-studied language, contributing almost 20 per cent of total language enrolments. Victorian school students engage with their Chinese peers through more than 80 sister school partnerships, and through dedicated programs like the *Victorian Young Leaders to China* and the *Global Design Challenge China*.

Victoria's higher education providers play a crucial role in developing China expertise.

China Studies is offered at many of Victoria's leading universities, giving our students the opportunity to learn Chinese language and develop cultural knowledge. At the same time, Chinese international students remain an integral part of Victoria's student population. Personal connections developed on campuses between local students and their Chinese peers present valuable opportunities for cultural exchange. Institutions such as the University of Melbourne's Centre for Contemporary Chinese Studies also facilitate China-related research, teaching, and engagement and help position Victoria as a hub for China-related expertise.



1 in 15

Victorians have Chinese ancestry



Across Victorian Government schools, Chinese is the most-studied language

20%

of total language enrolments



Golden Dragon Museum, Bendigo Victoria.
Image credit: Visit Victoria

For Victorian businesses, China capabilities are key to capturing commercial opportunities.

China’s business sector is large, unique, and diverse, and expanding a business into China can be daunting. Victoria is home to several civil society organisations that upskill professionals across various sectors including Asia Society Australia, Asialink, and the Australia China Business Council. Programs such as the Asia Society’s Executive Briefing series and China Primer program connect industry with influential leaders to provide updates on the Chinese market, and support professionals with practical knowledge on how to work with China across key sectors. Similarly, the Australia China Business Council’s China Capability Program provides Victorian industry bodies with necessary knowledge and insights to navigate the Chinese landscape through mentorship and hands-on learning opportunities. Programs like these are also supported by the Victorian and Commonwealth Governments to expand their scope and reach, including through the National Foundation for Australia China Relations, who seek to improve China capabilities through competitive grants programs and targeted training and capability initiatives.

New technologies present opportunities for Victorians to develop a deeper understanding of China.

While the value of face-to-face communication is undeniable, new technologies mean engagement with Chinese counterparts to promote cross-cultural literacy can occur more regularly, embedded into the everyday life of Victorians. Victorian companies such as Meg Languages are delivering innovative models of cultural exchange, including cultural education programs that virtually connect Victorian and Chinese school students.

In an ever-changing geopolitical environment, the value of China-specific expertise is higher than ever.

Through this Strategy, the Victorian Government will support continued investment in China capabilities to open new commercial and cultural opportunities for years to come, ensuring that Victoria remains the preferred engagement partner for Chinese industry and government.

Goals		
Goal 1 Victoria is recognised as a leading hub for China-related expertise	Goal 2 Victorian workforce is China-literate and culturally competent across sectors	Goal 3 Victoria has the most China-literate public sector in Australia
Actions		
Action 1 Develop and implement a statewide ‘China Capability Development Framework’ for industry and government	Action 2 Work with Victorian universities and civil society organisations to uplift China expertise and capability in Victoria	Action 3 Promote Chinese language and cultural literacy in schools and tertiary education

CASE STUDIES

Victorian Young Leaders to China program

The Victorian Young Leaders to China (VYLC) program is a key Victorian Government initiative supporting Year 9-10 students studying Chinese.

Through virtual engagement with Chinese peers and university teachers, students strengthen language skills, cultural literacy and global competence. The program features interactive learning, including virtual tours of iconic sites like the Great Wall of China and a team-based challenge in Melbourne's Chinatown.

With over 2,500 participants since 2014, VYLC builds meaningful people-to-people links and supports long-term relationships between Victorian and Chinese communities, contributing to sustained intercultural understanding and a deeper appreciation of Chinese language and culture.



Australia China Business Council's China Capability Program

The Australia China Business Council's China Capability Program equips peak industry bodies and their members with practical tools to navigate China's complex evolving landscape.

Delivered via an online portal, the three-month program provides structured, applied learning underpinned by a capability framework. It builds organisational fluency across six key dimensions, including strategy, networks, and localisation.

By fostering the professional growth of Victorian industry and engaging the underrepresented Chinese diaspora, the program delivers more effective market engagement, stronger stakeholder relationships, and greater intercultural agility.





Xuanwu Gate on the ancient city wall of Nanjing, China.

Next steps

Strategy review mechanism

The Victorian Government will ensure this Strategy remains relevant and effective by conducting a comprehensive midpoint review by the end of 2028. This review will assess progress against goals, consider evolving geopolitical and economic contexts, and incorporate stakeholder feedback.

A final evaluation will be delivered after the conclusion of the Strategy to assess outcomes achieved, understand lessons learned, and provide future directions and recommendations.



Lunar New Year celebration, Melbourne.
Image credit: Visit Victoria. Nicole Cleary

Published by the Department of Premier and Cabinet,
1 Treasury Place, Melbourne 3002

Authorised by the Victorian Government

© State of Victoria, September, 2025

vic.gov.au

Creative Commons

This work is licensed under a Creative Commons Attribution 4.0 licence, visit the Creative Commons website (<http://creativecommons.org/licenses/by/4.0>).

You are free to re-use the work under that licence, on the condition that you credit the State of Victoria (Department of Premier and Cabinet) as author, indicate if changes were made and comply with the other licence terms. The licence does not apply to any third-party images, photographs or branding, including Victorian Government and Department logos.



ISBN 978-1-923294-35-6 (Print)

ISBN 978-1-923294-36-3 (pdf/online)

Image credit

Cover image: Dai Gum Loong in his first Bendigo Easter Festival Parade 2019
Photo courtesy: Golden Dragon Museum, Bendigo, Australia

Disclaimer

This publication may be of assistance to you but the State of Victoria and its employees do not guarantee that the publication is without flaw of any kind or is wholly appropriate for your particular purposes and therefore disclaims all liability for any error, loss or other consequence which may arise from you relying on any information in this publication.

Accessibility

For an accessible version of this publication, visit
vic.gov.au/victorias-china-strategy-for-a-new-golden-era

