

# Australia

## October 2025

### Executive Summary

This country fact sheet provides key trade- and investment-related statistics for Australia. Specifically, it shows Australia's trade and investment flows with both South Africa and the Western Cape, including an analysis of top markets and products. The report highlights the largest and fastest-growing products and their sub-sectors. It also looks at tourism trends between Australia and South Africa, and those relating to Australia and the Western Cape.

### Economic Overview

Australia's gross domestic product (GDP) for 2024 was valued at USD1,665.26bn, with a y-o-y growth rate of 1.43%. The country's financial intermediation, real estate, renting, and business activities industry accounted for 32.83% of the country's gross value added (GVA) in 2024, while the tertiary sector was the leading contributing sector in the economy, responsible for 73.28% of the overall GVA.

### Trade

In 2024, South Africa's exports to Australia were valued at USD1.06bn, representing an 8.69% y-o-y decline from the USD1.16bn recorded in 2023. The country's imports from Australia totalled USD1.21bn in 2024, amounting to a 12.68% y-o-y growth – up from a cost of USD1.07bn incurred in 2023.

South Africa's dominant export product to Australia in 2024 was motor vehicles for the transport of goods. At a value of USD309.74m, this was equivalent to 29.24% of the value of the country's total exports to Australia. The country's main imported product from Australia was artificial corundum, whether or not chemically defined, costing USD655.99m. This was equivalent to 54.21% of the cost of South Africa's total imports from Australia in 2024.

The Western Cape's export receipts from trade with Australia totalled USD147.97m in 2024, which represented a growth of 24.50% y-o-y from the USD118.86m earned in 2023. The value of the Western Cape's imports from Australia increased by 84.98% y-o-y to a cost of USD81.65m in 2024, up from USD44.14m in 2023.

The province's leading export product to Australia in 2024 was fish fillets and other fish meat (whether or not minced). At a value of USD16.29m, this was equivalent to 11.01% of the value of the province's exports to Australia in 2024. In the same year, the province's leading imported product from Australia was wheat and meslin, valued at USD32.33m.

### Investments

Between January 2015 and June 2025, 23 foreign direct investment (FDI) projects from Australia materialised in South Africa, amounting to a total capex of USD422.00m. From January 2015 to June 2025, Australia directed a total of USD60.80m in FDI across three projects in the Western Cape, resulting in the creation of 33 jobs (fDi Markets, a service from *The Financial Times*, 2025. All Rights Reserved).

### Tourism

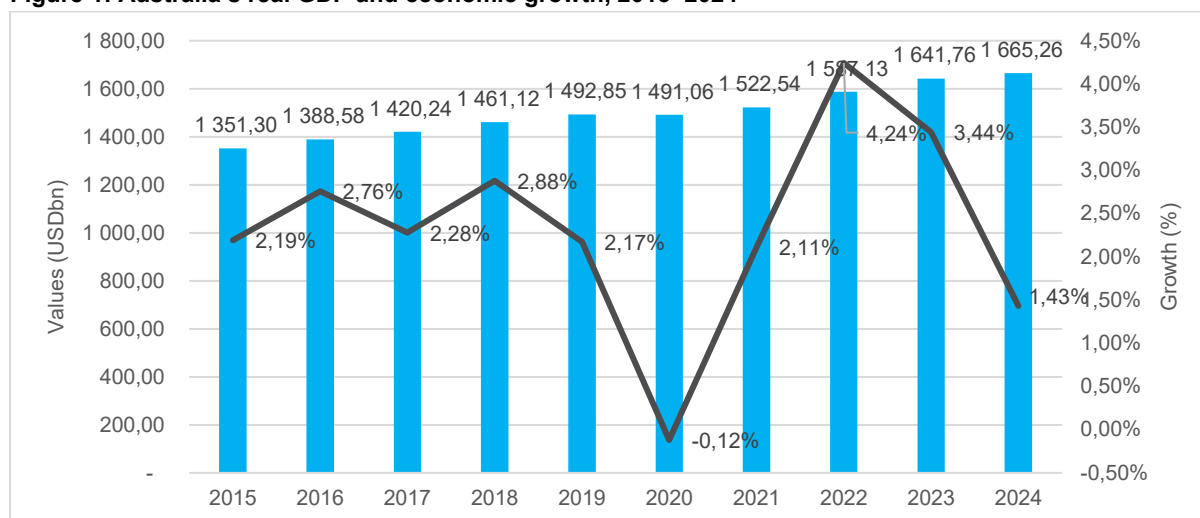
In 2024, South Africa welcomed 98,544 tourists from Australia, equivalent to a 14.25% increase in the number of visitors compared to 2023. A total of 44,693 tourists from Australia visited the Western Cape in 2024, reflecting a year-on-year increase of 27.37% in relation to 2023.

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# 1. Economic Overview

Australia is a prominent, developed economy and is a member of the G20 and of the Organisation for Economic Cooperation and Development (OECD). Its economic performance has been marked by sustained growth throughout most of the decade in 2015–2024, with only one year of contraction in that time. This occurred during the pandemic in 2020, when the GDP decreased slightly by  $-0.12\%$  to USD1,491.06bn, due to temporary economic challenges. In 2024, the country's GDP was valued at USD1.67trn (USD1,665.26bn), indicative of a y-o-y growth rate of  $1.43\%$ , up from USD1.64trn (USD1,641.76bn) in 2023. This is illustrated in Figure 1. Over the past decade, Australia's economy has shown steady and resilient growth, with the GDP rising from USD1.35trn (USD1,351.30bn) in 2015 to USD1.67trn (USD1,665.26bn) in 2024, with an annual average growth rate of  $2.34\%$ .

**Figure 1: Australia's real GDP and economic growth, 2015–2024**

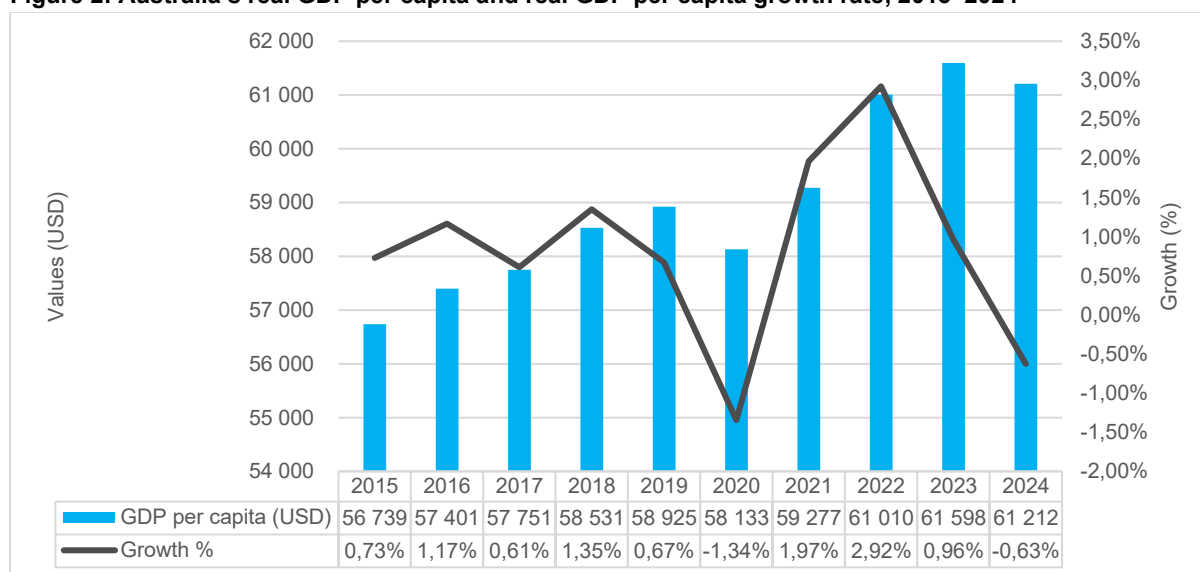


Source: World Bank (2025)

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Australia's GDP per capita has increased over the past decade, rising from USD56,739 in 2015 to USD61,212 in 2024 which represents an average annual growth rate of  $0.84\%$  during this period. The economy experienced only two years of contraction in per capita income during the review period, demonstrating overall resilience in maintaining living standards. This occurred in 2020 and 2024. Even though the GDP per capita declined slightly by  $-0.63\%$  to USD61,212 in 2024, Australia's per capita income in that year remained  $7.88\%$  higher than the 2015 baseline which reflects the country's overall economic progress in the decade.

**Figure 2: Australia's real GDP per capita and real GDP per capita growth rate, 2015–2024**



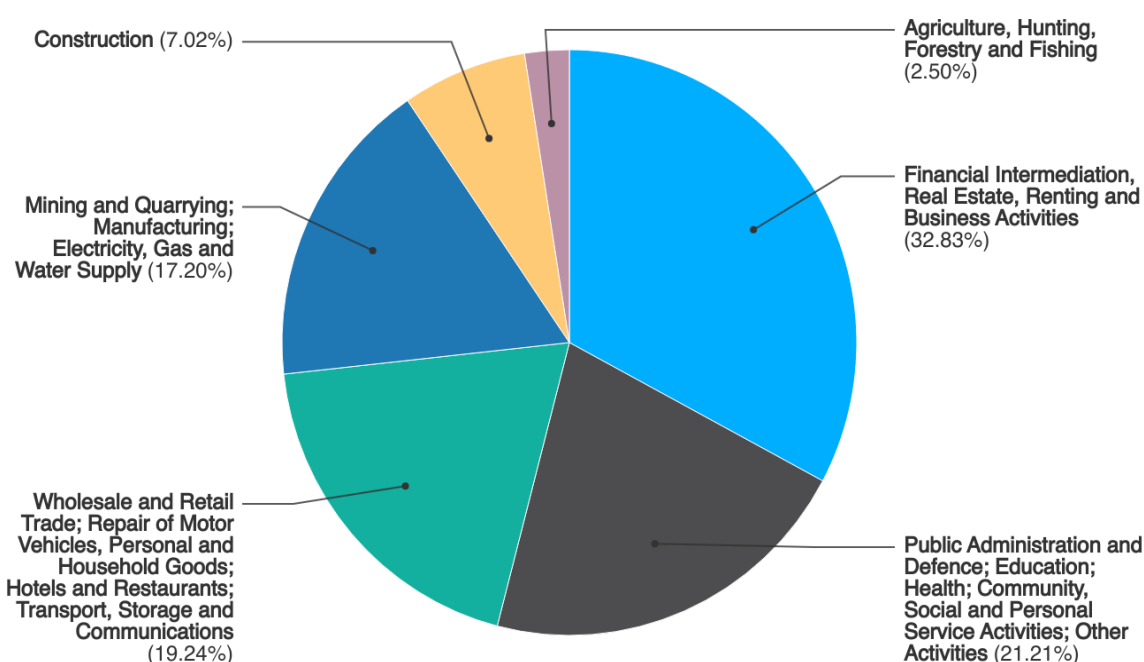
Source: World Bank (2025)

Figure 3 shows that in 2024, the tertiary sector was dominant in Australia's economy. In that year, this sector accounted for over half ( $73.28\%$ ) of the total GVA. The largest contributor within this category was financial intermediation, real estate, renting, and business activities, with a share of  $32.83\%$  of the country's GVA. This

highlights the central role of financial and professional services in Australia's economy. Other significant contributors in the tertiary sector included public administration, education, health, community, social and personal service activities with a share of 21.21%; and wholesale and retail trade; repair of motor vehicles, personal and household goods; hotels and restaurants; transport, storage and communications, which jointly accounted for 19.24% of GVA.

The secondary sector, which includes mining and quarrying, manufacturing, electricity, gas, and water supply, made up 17.20% of GVA, indicating a continued, though smaller, reliance on traditional industrial activities. The construction sector contributed a share of 7.02%, reflecting the country's stable infrastructure and housing development trends. Meanwhile, the primary sector – agriculture, hunting, forestry, and fishing – contributed the smallest share of 2.50%, underscoring the country's transition towards a service-oriented economy.

**Figure 3: Sectoral contributions to Australia's GVA (%), 2024**

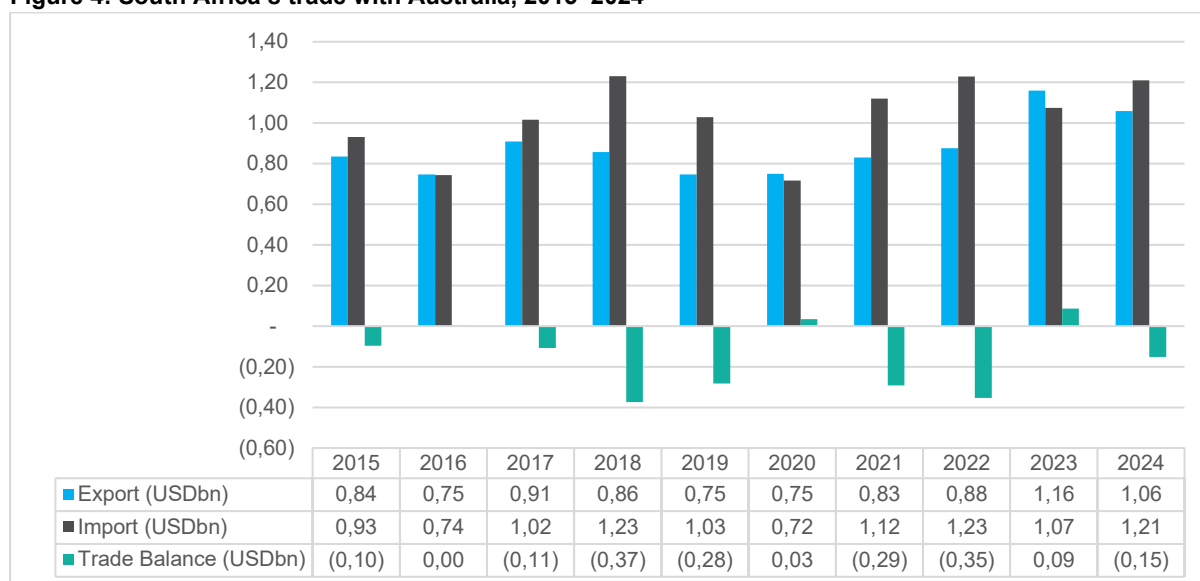


Source: Euromonitor International (2025)

## 2. Trade

### 2.1 South Africa's Trade with Australia

Figure 4 illustrates South Africa's trade with Australia from 2015 to 2024. In 2024, Australia ranked as South Africa's 21<sup>st</sup> largest global export market and its 21<sup>st</sup> largest import market. South Africa's exports to Australia totalled USD1.06bn in that year, declining by –8.69% y-o-y from the USD1.16bn recorded in 2023. Notably, a peak in export receipts (USD1.16bn) was recorded in 2023, which was driven by an improved performance in value-added exports, before slightly softening in 2024. The country's imports from Australia increased by 12.68% y-o-y to a cost of USD1.21bn in 2024, up from a cost of USD1.07bn incurred in 2023. Interestingly, costs of imports peaked in 2022 and remained relatively high through to 2024, suggesting a resilient demand for Australian imports, particularly in the industrial and agricultural sectors. South Africa recorded a trade deficit with Australia of USD0.15bn in 2024, compared to a trade surplus of USD0.09bn in 2023. Cumulatively, total trade between South Africa and Australia exhibited moderate volatility, reflecting shifting global demand patterns, exchange rate dynamics, and pandemic-era disruptions.

**Figure 4: South Africa's trade with Australia, 2015–2024**

Source: Quantec (2025)

Regarding export markets, China was the leading destination market for South Africa's exports in 2024. Table 1 illustrates that exports to that country amounted to USD12.04bn, accounting for 10.83% of the nation's total global exports in 2024. The country's exports to China recorded a five-year annual average growth rate of 5.70% in the period 2020 to 2024. Exports to the United States, South Africa's second-largest export market, were valued at USD8.54bn in 2024, while Germany was in third place, having received goods valued at USD8.35bn from South Africa. Australia ranked as South Africa's 21<sup>st</sup> largest destination market with export receipts valued at USD1.06bn, reflecting a five-year annual average growth rate of 8.09%.

On the import front, China was also the leading source market for goods imported by South Africa, with imports from this country costing USD18.61bn in 2024. Germany ranked second with total imports valued at USD9.44bn. India was in third place, with imports from there reaching a total value of USD6.87bn that year. Notably, Australia was South Africa's 21<sup>st</sup> largest import market in 2024 with Australian imports costing USD1.21bn, reflecting a five-year annual average growth rate of 7.15%.

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**Table 1: South Africa's top 10 export and import markets, 2024**

TOP 10 COUNTRIES FOR SA EXPORTS, 2024				TOP 10 COUNTRIES FOR SA IMPORTS, 2024			
RANK	COUNTRY	VALUE 2024 (USDbn)	% AVE GROWTH, 2020-2024	RANK	COUNTRY	VALUE 2024 (USDbn)	% AVE GROWTH, 2020-2024
1	China	12.04	5.70%	1	China	18.61	8.19%
2	United States	8.54	12.09%	2	Germany	9.44	1.76%
3	Germany	8.35	4.54%	3	India	6.87	15.07%
4	Mozambique	6.51	14.41%	4	United States	5.86	5.28%
5	United Kingdom	5.46	9.63%	5	Netherlands	4.91	5.37%
6	Japan	4.92	12.32%	6	United Arab Emirates	3.57	15.87%
7	India	4.61	6.71%	7	Belgium	3.15	1.06%
8	Botswana	4.30	3.30%	8	Thailand	2.99	12.50%
9	Netherlands	4.21	10.42%	9	Oman	2.97	43.35%
10	Namibia	3.84	3.34%	10	Nigeria	2.46	-5.07%
21	Australia	1.06	8.09%	21	Australia	1.21	7.15%
Total exports		111.23	5.94%	Total imports		100.54	4.57%

Source: Quantec (2025)

Table 2 shows that motor vehicles for the transport of goods was South Africa's top exported product to Australia in 2024, valued at USD309.74m. Exports of motor cars and other motor vehicles principally designed for the transport of persons (valued at USD144.14m); and exports of machinery for sorting, screening, separating, washing, crushing, grinding, mixing or kneading earth, stone, ores or other mineral substances (valued at

USD39.64m) followed in second and third place, respectively. These three products collectively accounted for 46.59% of South Africa's total exports to Australia in 2024. The fastest-growing export categories to Australia among the top 10 export products over the past five years (2020–2024) were iron ores and concentrates, including roasted iron pyrites (with a growth rate of 13,600.21%), and motor vehicles for the transport of goods (with a growth rate of 177.28%).

Artificial corundum, whether or not chemically defined, was South Africa's largest imported product from Australia in 2024. At a cost of USD655.99m, this import category accounted for 54.21% of the country's total imports from Australia in 2024. This was followed by imports of wheat and meslin, at a cost of USD129.19m, and imports of coal, briquettes, ovoids, and similar solid fuels manufactured from coal worth USD127.24m. Among the top 10 imported products, the fastest-growing import categories from Australia over the past five years (2020–2024) were barley (with an average growth rate of 1,008,532.60%) and wheat and meslin (with a growth rate of 392,279.04%). South Africa's trade with Australia thus demonstrated the country's focus on automotive and machinery exports to Australia, while imports were primarily focused on industrial materials and agricultural commodities, with extraordinary growth in grain imports.

**Table 2: South Africa's top 10 traded products with Australia, 2024**

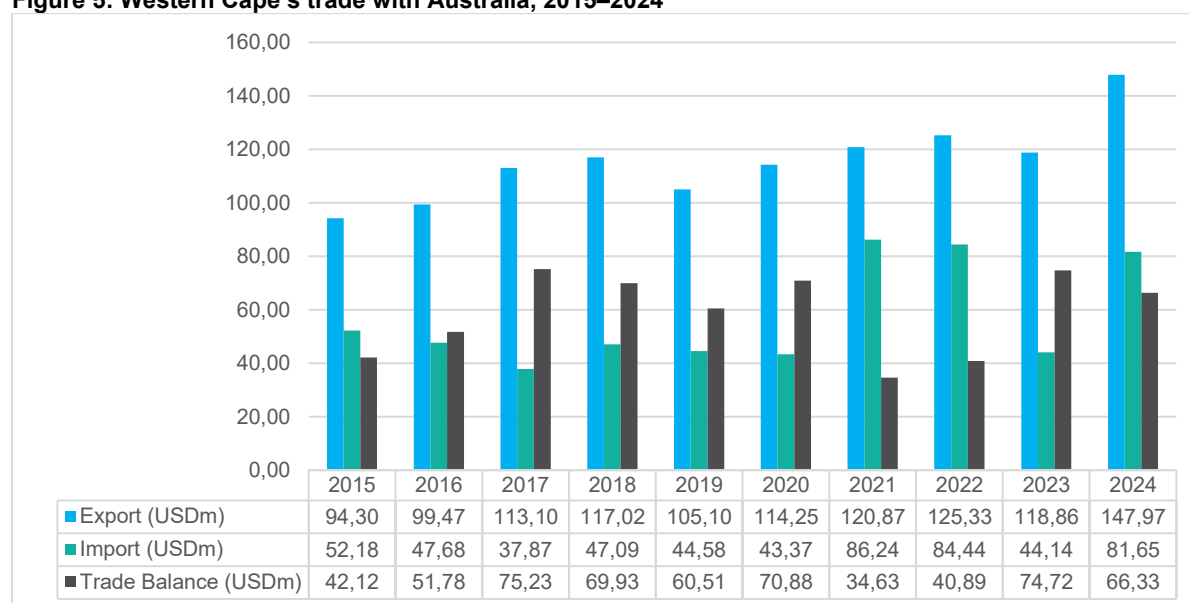
SOUTH AFRICA'S EXPORTS TO AUSTRALIA, 2024				SOUTH AFRICA'S IMPORTS FROM AUSTRALIA 2024			
RANK	PRODUCT	VALUE (USDm), 2024	AVE GROWTH %, 2020-2024	RANK	PRODUCT	VALUE (USDm), 2024	AVE GROWTH %, 2020-2024
1	Motor vehicles for the transport of goods	309.74	177.28%	1	Artificial corundum, whether or not chemically defined	655.99	7.47%
2	Motor cars and other motor vehicles principally designed for the transport of persons	144.14	39.96%	2	Wheat and meslin	129.19	392279.04%
3	Machinery for sorting, screening, separating, washing, crushing	39.64	33.72%	3	Coal; briquettes, ovoids and similar solid fuels manufactured from coal	127.24	0.10%
4	Iron ores and concentrates, including roasted iron pyrites	16.99	13,600.21%	4	Barley	13.29	1008532.60%
5	Insulated (including enamelled or anodised) wire,	16.80	41.77%	5	Edible offal of bovine animals, swine, sheep, goats, horses	12.21	9.29%
6	Medicaments (excluding goods of heading 30.02, 30.05 or 30.06)	16.69	30.82%	6	Machinery for sorting, screening, separating, washing, crushing	12.21	-2.67%
7	Fish fillets and other fish meat (whether or not minced)	16.61	28.88%	7	Parts and accessories of the motor vehicles of headings 87.01 to 87.05	11.22	18.39%
8	Parts and accessories of the motor vehicles of headings 87.01 to 87.05	14.44	36.09%	8	Motor vehicles for the transport of goods	10.20	79.24%
9	Aluminium plates, sheets and strip, of a thickness exceeding 0.2 mm	13.78	21.41%	9	Surveying (including photogrammetrical surveying),	8.76	16.50%
10	Safety fuses; detonating fuses; percussion or detonating caps	13.55	-4.47%	10	Parts suitable for use solely or principally with the machinery of headings 84.25 to 84.30	8.57	3.31%
<b>Total exports</b>		<b>1059.19</b>	<b>8.09%</b>	<b>Total imports</b>		<b>1 210.18</b>	<b>7.15%</b>

Source: Quantec (2025)

## 2.2 Western Cape's Trade with Australia

Bilateral trade between the Western Cape and Australia increased substantially over the ten years from 2015 to 2024 underpinned by the province's strong export performance and a stable trade surplus throughout the period. Australia was the Western Cape's 12<sup>th</sup> largest export partner in 2024. Local export receipts from trade with Australia totalled USD147.97m in 2024, which represented an increase of 24.50% y-o-y from a value of USD118.86m in 2023. This can be observed in Figure 5. In turn, Australia was the Western Cape's 35<sup>th</sup> largest source market for imports in 2024. Import costs from that country totalled USD81.65m in 2024, representing an increase of 84.98% y-o-y on the 2023 cost of USD44.14m. The Western Cape recorded a trade surplus with Australia throughout the entire review period, with the surplus reaching USD66.33m in 2024 compared to USD74.72m in 2023. This sustained trade surplus highlights the Western Cape's export competitiveness in this bilateral relationship and its potential as a platform for expanding South Africa's footprint in the Asia-Pacific region.

**Figure 5: Western Cape's trade with Australia, 2015–2024**



Source: Quantec (2025)

Looking at export markets, the Netherlands was the leading destination market for the Western Cape's exports in 2024 which were valued at USD1,117.80m, as shown in Table 3. The United States, South Africa's second-largest export market, placed second: the province's exports to this country were valued at USD998.98m in 2024. The United Kingdom was in third place, having received goods valued at USD933.62m from the Western Cape. Notably, Australia was the province's 12<sup>th</sup> largest destination market. During the five years leading up to and including 2024, exports to Australia reflected an annual average growth rate of 7.51%.

On the import front, and mirroring the national economy, China was the leading source market for goods imported by the province, with imports from this country costing USD3,364.25m in 2024. Oman ranked second with total imports valued at USD1,599.52m. The United Arab Emirates was in third place, with imports having reached a total value of USD1,179.12m in 2024. Australia ranked as the province's 35<sup>th</sup> largest source market, with the province importing Australian goods valued at USD81.65m. Imports from Australia grew at a five-year annual average growth rate of 26.26% from 2020 to 2024.

**Table 3: Western Cape's top 10 export and import markets, 2024**

TOP 10 COUNTRIES FOR THE WC EXPORTS, 2024				TOP 10 COUNTRIES FOR THE WC IMPORTS, 2024			
RANK	COUNTRY	VALUE 2023 (ZARm)	% AVE GROWTH, 2019-2023	RANK	COUNTRY	VALUE 2023 (ZARm)	% AVE GROWTH, 2019-2023
1	Netherlands	1 117.80	13.03%	1	China	3 364.25	5.41%

TOP 10 COUNTRIES FOR THE WC EXPORTS, 2024				TOP 10 COUNTRIES FOR THE WC IMPORTS, 2024			
RANK	COUNTRY	VALUE 2023 (ZARm)	% AVE GROWTH, 2019-2023	RANK	COUNTRY	VALUE 2023 (ZARm)	% AVE GROWTH, 2019-2023
2	United States	998.98	11.35%	2	Oman	1 599.52	39.03%
3	United Kingdom	933.62	7.66%	3	United Arab Emirates	1 179.12	14.36%
4	Namibia	752.84	-2.50%	4	India	897.78	19.10%
5	China	641.09	12.30%	5	United States	821.40	11.35%
6	Botswana	442.13	-2.36%	6	Angola	719.51	395.48%
7	United Arab Emirates	407.94	10.21%	7	Italy	686.89	20.39%
8	Germany	309.47	-1.75%	8	Saudi Arabia	613.87	-9.41%
9	Swaziland	247.57	8.42%	9	Nigeria	544.45	20.47%
10	Russian Federation	245.42	10.37%	10	Germany	534.18	0.08%
12	Australia	147.97	7.51%	35	Australia	81.65	26.26%
Total exports		11 451.53	4.73%	Total imports		17 410.37	3.68%

Source: Quantec (2025)

Table 4 shows that the Western Cape's top three export products to Australia in 2024 were fish fillets and other fish meat (whether or not minced) at a value of USD16.29m; medicaments (excluding goods of heading 30.02, 30.05 or 30.06) which were valued at USD12.27m; and yachts and other vessels for pleasure or sports; rowing boats and canoes a value of USD10.72m. These products collectively accounted for 26.55% of the province's total exports to Australia that year. Among the top 10 export products, exports of yachts and other vessels for pleasure or sports, rowing boats, and canoes attained the highest five-year annual average growth rate of 112.38%. This was followed by exports of trailers and semi-trailers; other vehicles, not mechanically propelled, which had a five-year average growth rate of 100.59%. The province's export basket reflects a blend of traditional strengths and emerging sectors, underlining growing product diversification and competitiveness in niche markets. Agricultural and agro-processing machinery, as well as products like insecticides, dried fruits, and beauty preparations, further underscore the Western Cape's evolving value-added export portfolio.

Wheat and meslin were the Western Cape's largest imported products from Australia in 2024. At a cost of USD32.33m, this import category accounted for nearly 40.00% of the province's total imports from Australia in 2024. Its dominance reflects Australia's position as a strategic supplier of staple agricultural commodities. This was followed by imports of hydrazine and hydroxylamine and their inorganic salts, at a cost of USD4.55m; and imports of undenatured ethyl alcohol of an alcoholic strength by volume of less than 80% vol. worth USD3.93m. This points to Australia's role in supporting South African manufacturing and chemical industries. Among the top 10 source products, imports of wine of fresh grapes, including fortified wines from Australia, grew at a five-year annual average rate of 756.91%. This was followed by imports of hydrazine and hydroxylamine and their inorganic salts, which showed a five-year average growth rate of 33.10%.



**Table 4: Western Cape's top 10 traded products with Australia, 2024**

WESTERN CAPE'S EXPORTS TO AUSTRALIA, 2020–2024				WESTERN CAPE'S IMPORTS FROM AUSTRALIA, 2020–2024			
RANK	PRODUCT	VALUE (USDm), 2024	AVE GROWTH %, 2020-2024	RANK	PRODUCT	VALUE (USDm), 2024	AVE GROWTH %, 2020-2024
1	Fish fillets and other fish meat (whether or not minced)	16.29	2.49%	1	Wheat and meslin	32.33	20.00%
2	Medicaments (excluding goods of heading 30.02, 30.05 or 30.06)	12.27	30.84%	2	Hydrazine and hydroxylamine, and their inorganic salts	4.55	33.10%
3	Yachts and other vessels for pleasure or sports	10.72	112.38%	3	Undenatured ethyl alcohol of an alcoholic strength by volume of less than 80 % vol.	3.93	4.71%
4	Agricultural, horticultural or forestry machinery	7.95	19.11%	4	Meat of sheep or goats, fresh, chilled or frozen	2.74	30.13%
5	Granulated slag (slag sand)	6.50	20.00%	5	Edible offal of bovine animals, swine, sheep, goats	2.73	3.28%
6	Trailers and semi-trailers; other vehicles	6.24	100.59%	6	Seeds, fruit and spores of a kind used for sowing	2.43	16.30%
7	Insecticides, rodenticides, fungicides, herbicides, anti-sprouting products	6.03	5.76%	7	Wine of fresh grapes, including fortified wines	2.28	756.91%
8	Fish, dried, salted or in brine; smoked fish	4.05	18.00%	8	Uncoated kraft paper and paperboard, in rolls or sheets	2.05	5.00%
9	Beauty or make-up preparations and preparations for the care of the skin (other than medicaments)	4.01	-4.88%	9	Butter and other fats and oils derived from milk	1.45	20.00%
10	Fruit, dried, other than that of headings 08.01 to 08.06	3.74	12.21%	10	Bread, pastry, cakes, biscuits and other bakers' wares	1.21	15.52%
<b>Total exports</b>		<b>147.97</b>	<b>7.51%</b>	<b>Total imports</b>		<b>81.65</b>	<b>26.26%</b>

Source: Quantec (2025)

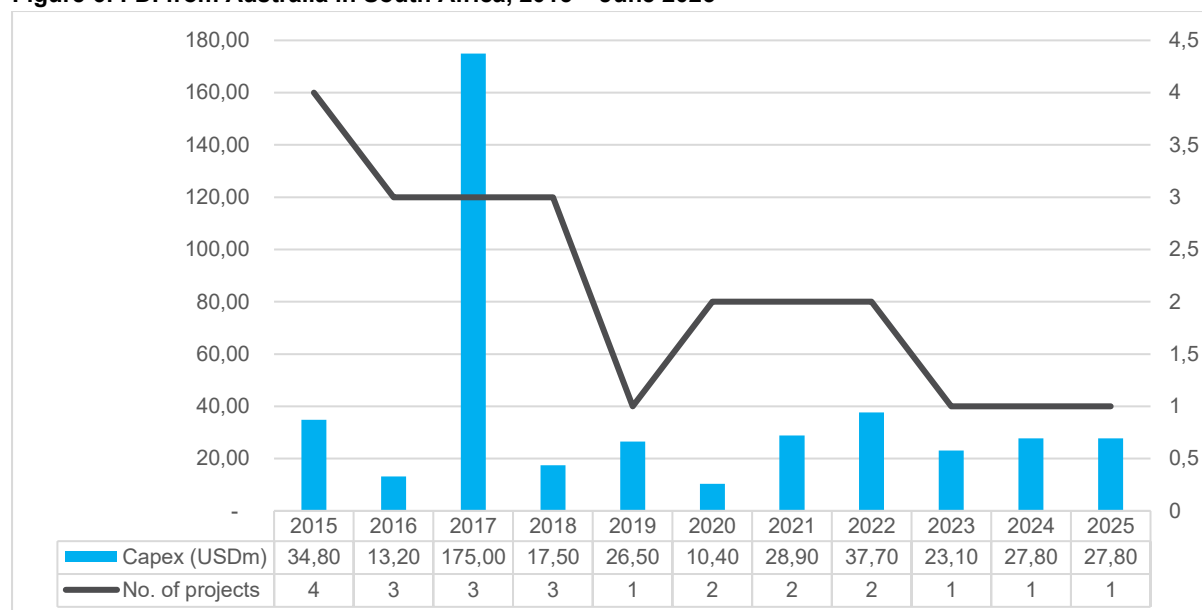
### 3. Foreign Direct Investment

This section analyses FDI flows between Australia and South Africa as well as those between Australia and the Western Cape.

#### 3.1 FDI from Australia in South Africa

Between January 2015 and June 2025, 23 FDI projects from Australia were launched in South Africa, amounting to a total capex of USD422.00m. These investments emanated from 20 Australian companies, resulting in the creation of 1,031 jobs. As shown in Figure 6, the highest investment in capex occurred in 2017 when three projects were established at a value of USD175.00m.

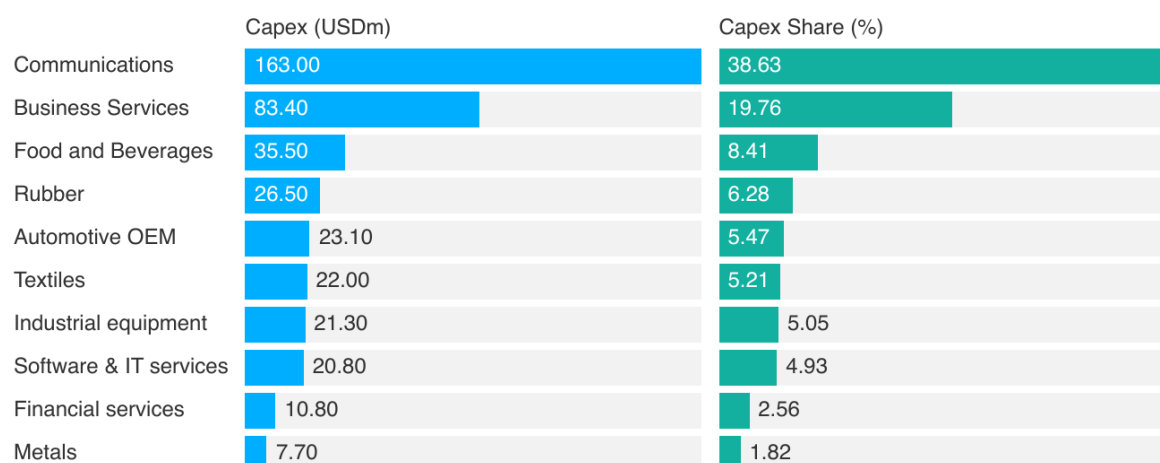
**Figure 6: FDI from Australia in South Africa, 2015 – June 2025**



Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

As indicated in Figure 7, between January 2015 and June 2025, Australia's FDI in South Africa was primarily driven by large-scale capital flows in the communications and business services sectors. According to FDI Intelligence (2025), the total Australian FDI in South Africa during this period amounted to approximately USD422.00m, with the communications sector accounting for the largest share at USD163.00m (38.63%) of total Australian FDI measured in capex. In second place was the business services sector which attracted investments amounting to 19.76% (USD83.40m) of the total capex.

**Figure 7: FDI from Australia in South African sectors (measured in capex), 2015–June 2025**

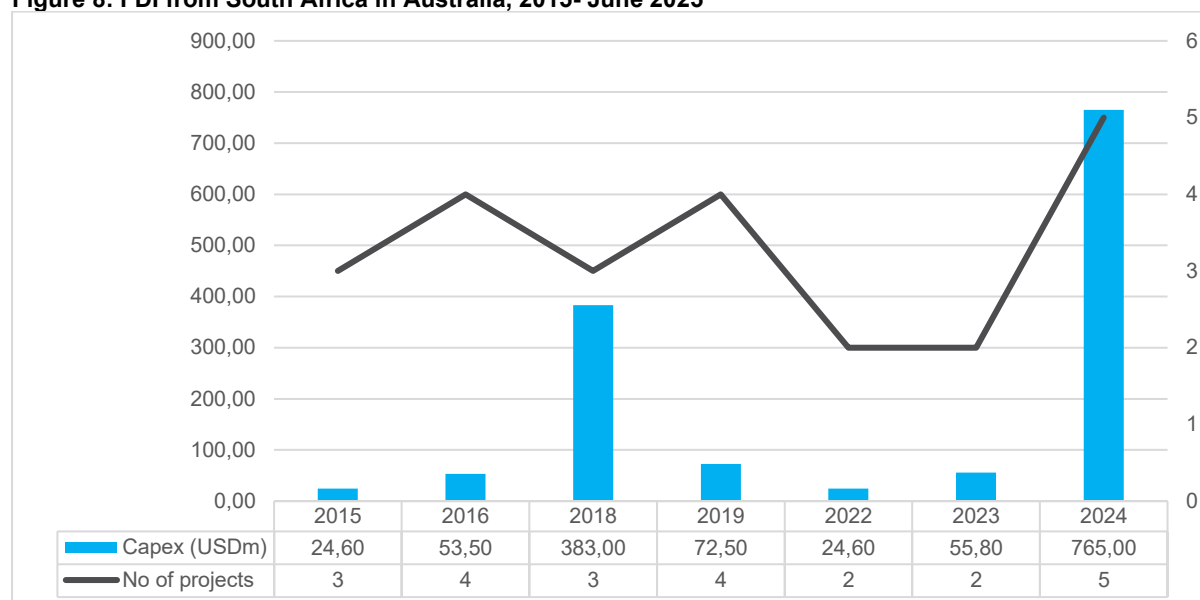


Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

### 3.2 Outward FDI from South Africa in Australia

Investments made by South African companies in Australia between 2015 and June 2025 are shown in Figure 8. During this period, three companies from South Africa launched 23 FDI projects in Australia, worth a capex value of USD1,379.00m. This ultimately led to the creation of 2,514 jobs. South Africa's largest capex injections in Australia were in 2018 and 2024, when the respective amounts of USD383.00m and USD765.00m were invested.

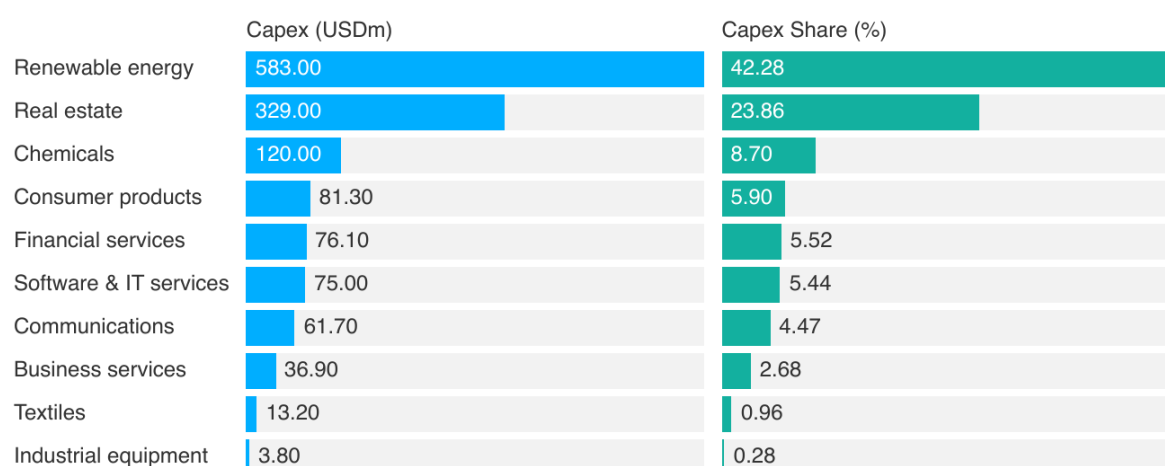
**Figure 8: FDI from South Africa in Australia, 2015- June 2025**



Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

Figure 9 shows investments that reflect both the breadth and sectoral diversity of Australia's engagement with South Africa and point to opportunities for deepening bilateral commercial ties in strategic, future-facing sectors. The renewable energy sector attracted USD583.00m across two projects, accounting for 26 jobs, which underscores the sector's growing importance to Australia's investors. The real estate sector followed, having secured USD329.00m in investments through a single project. The chemicals sector was the third-largest sector when measured in capex, with a single project valued at USD120.00m that generated 113 jobs.

**Figure 9: FDI from South Africa in Australian sectors (measured in capex), 2015– June 2025**



Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

Table 5 lists the top 10 Australian companies that invested in the Western Cape from 2015 to June 2025. Gold Fields invested USD583.00m in two projects. These generated 26 jobs. On the other hand, Growthpoint Properties invested USD329.00m, contributing significantly to the region's growing business support capabilities. Bulk Mining Explosives (BME) committed USD120.00m towards the mining infrastructure.

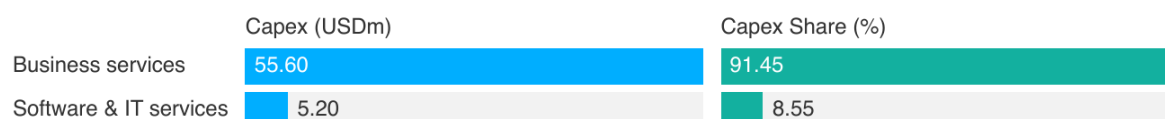
**Table 5: Top 10 companies (measured in capex) – Australia's FDI into South Africa, 2015– June 2025**

Rank	Investing companies	No of Projects	Capex (USDm)	Jobs created	Companies
1	Gold Fields	2	583.00	26	1
2	Growthpoint Properties	1	329.00	1209	1
3	Bulk Mining Explosives (BME)	1	120.00	113	1
4	David Jones	3	81.30	384	1
5	Netstar (Altech Netstar)	1	53.80	94	1
6	Youi	1	43.50	237	1
7	Investec	1	32.60	31	1
8	Drive Revenue	1	19.50	23	1
9	SYSPRO	1	19.50	23	1
10	Bosch Projects	1	12.30	21	1
<b>Total</b>		<b>23</b>	<b>1 379.00</b>	<b>2514</b>	<b>20</b>

Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

### 3.3 FDI from Australia in the Western Cape

From January 2015 to June 2025, Australia directed a total of USD60.80m in FDI across three projects in the Western Cape, resulting in the creation of 33 jobs. These investments spanned two key sectors, highlighting the significance of these sectors in the Western Cape. Figure 10 shows that the business services sector attracted the largest share of capital investment, with two projects amounting to USD55.60m and resulting in 24 jobs. This represented 91.45% of the total capex invested by Australia in the province during this period. This was followed by investments in the software and IT services sector, which received USD5.20m in capex through a single project, generating nine jobs.

**Figure 10: FDI from Australia in the Western Cape sectors (measured in capex), 2015– June 2025**

Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

Table 6 lists the top Australian companies that invested in the Western Cape from 2015 to June 2025. Invictus Partners invested USD27.80m in a single project generating 12 jobs. This was followed by Strategy & Ops Consultancy which too invested USD27.80m, contributing 12 jobs to the region's growing digital and business support capabilities. Although their employment impact was modest (12 jobs each), the high capex signals a strong commitment to expanding service-based operations in the province. In the software and IT services space, Ignition (Practice Ignition) committed USD5.20m in FDI in the Western Cape.

**Table 6: Top companies (measured in capex) – Australia's FDI in the Western Cape, 2015– June 2025**

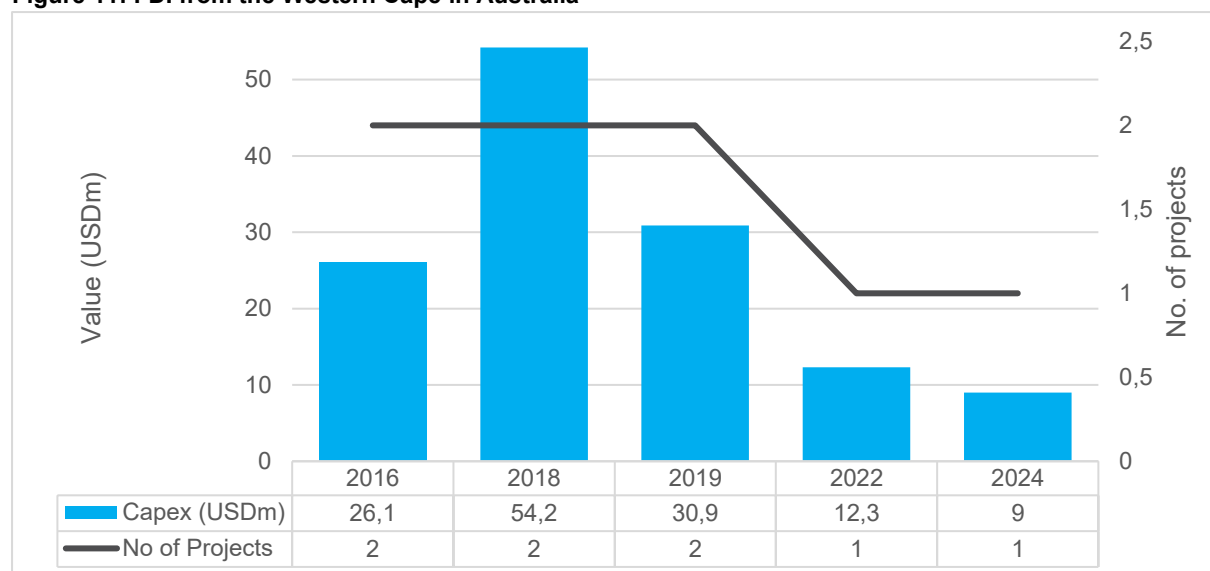
Investing companies	No of projects	Capex (USDm)	Jobs created	Companies
Invictus Partners	1	27.80	12	1
Strategy & Ops Consultancy	1	27.80	12	1
Ignition (Practice Ignition)	1	5.20	9	1
<b>Total</b>	<b>3</b>	<b>60.80</b>	<b>33</b>	<b>3</b>

Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

### 3.4 FDI from the Western Cape in Australia

Between January 2015 and June 2025, Australia attracted a total of eight FDI projects from the Western Cape, with a cumulative capex value of USD133.00m, as illustrated in Figure 11. These investments supported the creation of approximately 549 jobs across Australia (FDI Intelligence, 2025). The highest capex was recorded in 2018, when Western Cape firms invested USD54.20m across two projects, making it the most active year both in terms of project numbers and capital value.

**Figure 11: FDI from the Western Cape in Australia**

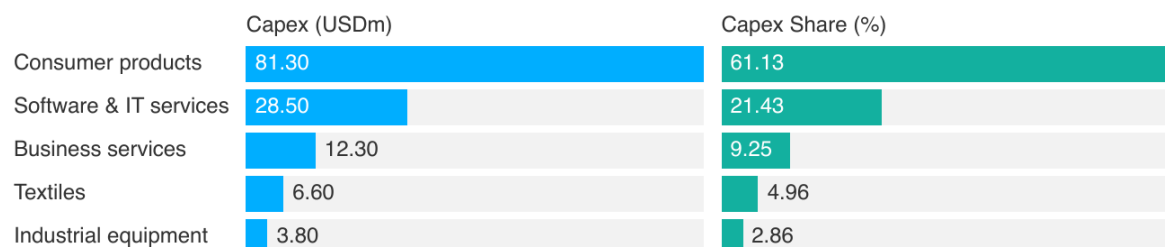


Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

The Western Cape's investments in Australia spanned across five key sectors, highlighting the diversity of the province's outward FDI portfolio (FDI Intelligence, 2025). Figure 12 shows that the consumer products sector attracted the largest share of capital investment, with three projects accounting for USD81.30m in capex and resulting in 384 jobs. This represented 61.13% of the capex invested by the province in Australia during this period. This was followed by investments in the software and IT services sector, which received USD28.50m in capex through two projects, generating 54 jobs. The business services sector attracted USD12.30m in capex in a single project, resulting in 21 jobs.

Other sectors that benefited from Western Cape investments included the textiles sector, with a capex of USD6.60m, and industrial equipment, with USD3.80m. Although the individual project values in these sectors were relatively modest, their presence signals a continued interest in niche industries in the Australian market.

**Figure 12: FDI from the Western Cape in Australian sectors (measured in capex), 2015– June 2025**



Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

Table 7 lists the top six Western Cape companies that invested in Australia from 2015 to June 2025. David Jones committed USD81.30m in capex in three projects in the consumer products sector. This generated 384 jobs, making it the largest FDI in terms of number of projects, capex, and employment created (FDI Intelligence, 2025).

This was followed by Drive Revenue which invested USD19.50m, contributing significantly to the region's growing digital and business support capabilities. Although its employment impact was modest (23 jobs), the high capex signals a strong commitment to expanding service-based operations in Australia. In the business services space, Z&Z Group committed USD12.30m in FDI.

**Table 7: Top six companies (measured in capex) – Western Capes FDI in Australia, 2015– June 2025**

Investing companies	No of projects	Capex (USDm)	Jobs created	Companies
David Jones	3	81.30	384	1
Drive Revenue	1	19.50	23	1
Z&Z Group	1	12.30	21	1
Symbiosys IT	1	90.00	31	1
Valentino	1	6.60	75	1
Blue Cube Systems	1	3.80	15	1
<b>Total</b>	<b>8</b>	<b>133.00</b>	<b>549</b>	<b>6</b>

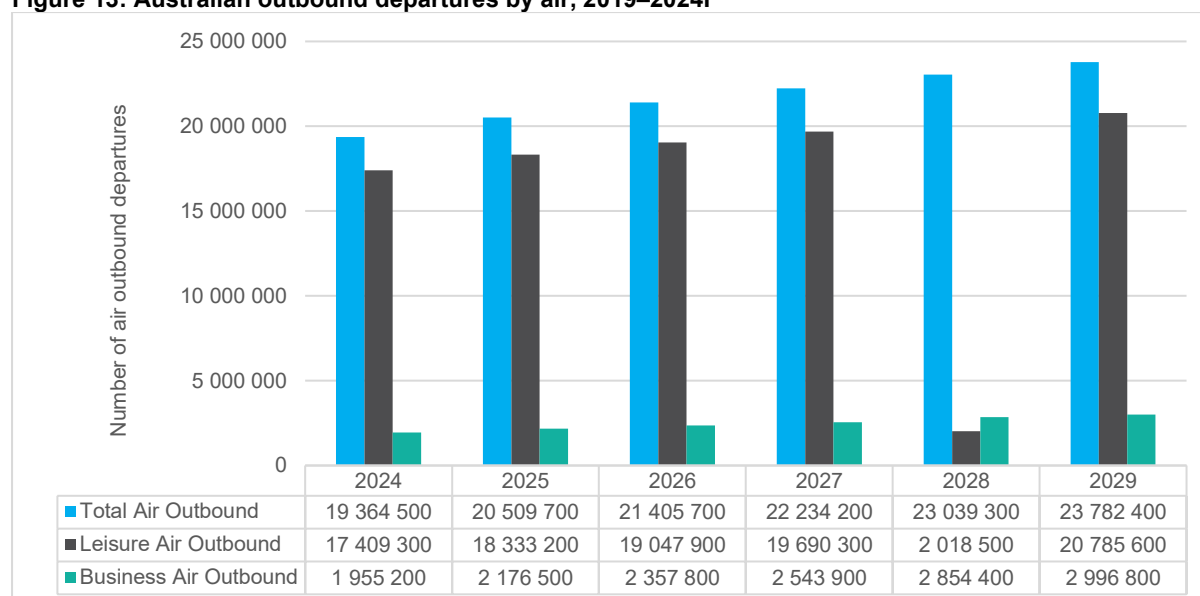
Source: fDi Markets, a service from The Financial Times, 2025. All Rights Reserved.

## 4. Tourism

### 4.1 Outbound Departures from Australia by Air

In 2024, Australia's total number of outbound departures by air reached 19.3 million, marking a 25.84% increase compared to 2023. Looking ahead, air outbound departures are projected to rise steadily, with an estimated 20.5 million departures for 2025 and a forecast of 23.7 million by 2029.

Leisure travel was the dominant segment contributing to outbound departures by air from Australia. This segment is estimated to reach 18.3 million departures in 2025 and is forecast to reach 20.7 million by 2029, highlighting the growing importance of leisure tourism for Australia's air outbound market. These figures are presented in Figure 13.




**Figure 13: Australian outbound departures by air, 2019–2024F**

Source: Euromonitor International, 2025

Note: All figures shown for 2025 are estimates (E) and forecast projections (F) for the years 2026 to 2029.

\*Air outbound includes outbound trips by residents taken on scheduled airlines, charter or low-cost carriers for business and leisure purposes.

Table 8: Australian Tourism Highlights

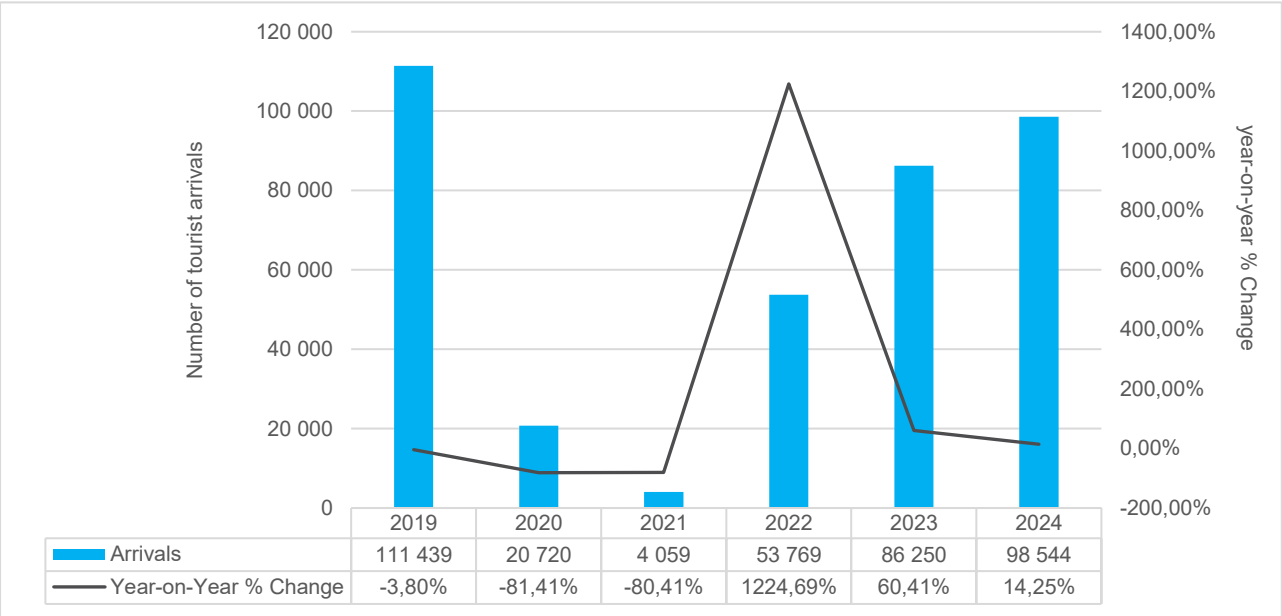
Travel Trends (2024)	
South Africa	Western Cape
Australian Tourist Arrivals 	
98 544 (14.25% increase compared to 2023)	44 693 (27.37% increase compared to 2023)
Total Foreign Direct Spend 	
R2.1 billion (4.96% increase compared to 2023)	R696 million (3.74% increase compared to 2023)
Length of Stay 	
15.8 nights (-3.8% decline compared to 2023)	10.9 nights (-6.8% decline compared to 2023)

Source: South African Tourism (2025)

4.2 Tourist Arrivals from Australia in South Africa

In 2024, South Africa welcomed 98,544 tourists from Australia, representing a 14.25% increase compared to 2023. The average length of stay was 15.8 nights. This positive upward trend reflects a stabilising and sustained interest in travel to South Africa by the Australian market, as shown in Figure 14.

Figure 14: Tourist arrivals from Australia in South Africa, 2019–2024



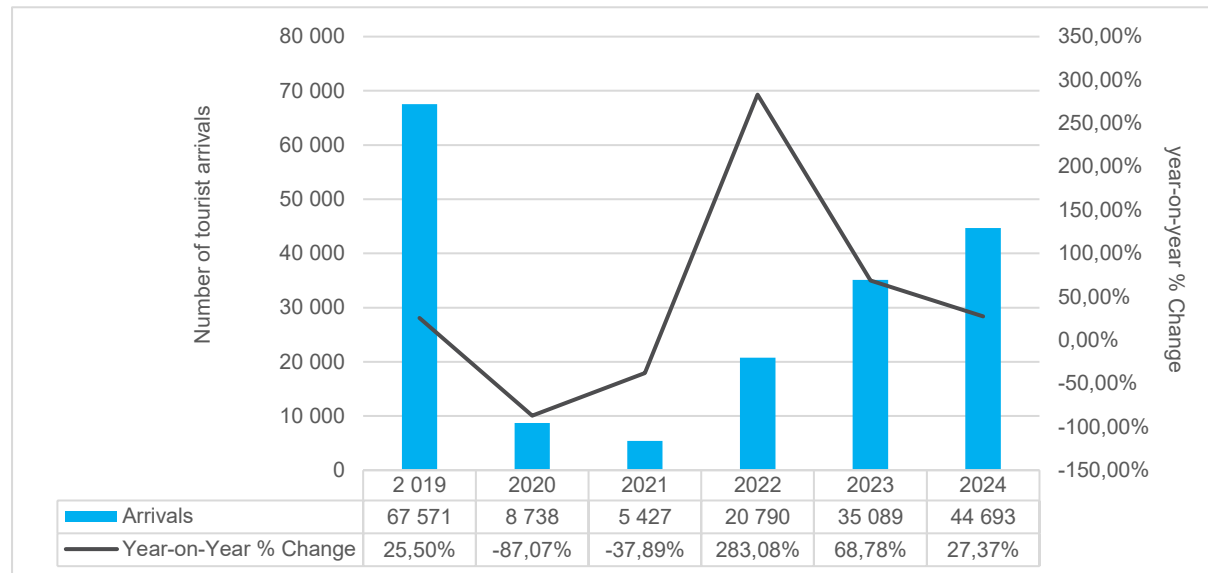
Source: South African Tourism (2025)

**\*Note: Data not available on tourist arrivals from Australia to the Western Cape.**

### 4.3 Tourist Arrivals from Australia in the Western Cape

Figure 15 shows that a total of 44,693 tourists from Australia visited the Western Cape in 2024, reflecting a y-o-y increase of 27.37% compared to 2023. The Australian market contributed R696 million in total foreign direct spend to the provincial economy, with each tourist spending an average of R16,200 and staying for an average of 10.9 nights in the province.

**Figure 15: Tourist arrivals from Australia in the Western Cape, 2019–2024**



Source: South African Tourism, 2025

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