



Hello, I am Austrade's sports specialist for Canada. My role is to work with organizations such as yours to help you identify and take advantage of opportunities in the Canadian sports markets. My recent research indicates strong sustained growth in this CAD\$7billion market; this represents strong market potential and an opportunity for outdoor sports products from Australia, an opportunity I thought, would be of interest to you.

If you would like to explore the viability of this market, Austrade Canada can provide a range of tailored support services:

- Familiarise yourself with the basic requirements in your export category with our quick market assessment.
- Gain an in-depth understanding of the Canadian marketplace with our tailored market report.
- Find out which companies to target with our business matching report.
- Gain invaluable feedback from potential customers by exhibiting at our annual virtual tradeshow.
- Meet with potential partners in-market using our tailored appointment service.
- Meet buyers from Canada when Austrade sponsors buyer visits to Australia.
- Hire Austrade on a 6-month retainer to help with miscellaneous tasks.

I am currently recruiting companies for my second virtual tradeshow in order to repeat and expand on last year's success in which 16 companies were promoted in-market to local customers. I have also assisted some 14 companies with the Outdoor Retailer shows in 2006 and 2007, North America's largest outdoor sports tradeshow.

Take advantage of our in-market knowledge. The benefit of hiring Austrade services derives from the continuous in-market presence this offers and the ensuing ability to quickly respond to opportunities and dilemmas in the sports market, without the expense and customary delays caused by going it alone in the export arena.

I would be delighted to discuss potential opportunities with you, and explain how Austrade can provide ongoing support for you in this dynamic market.

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"Canada - A distinct opportunity - A natural fit"

With over 32 million people it offers Australian companies 50 per cent more potential customers than Australia. With its geographic and demographic parallels, it offers Australians the opportunity to capitalize on their home-grown expertise. But most importantly it offers Australian companies both an ideal learning environment when first exporting as well as the opportunity to grow and expand.

Canada sporting goods industry:

- The Canadian sporting goods industry generated over C\$7 billion in the year 2006. The industry has grown by 9 per cent since 2001.
- The Canadian retail sales of sports equipment stood at C\$3.9 billion, C\$1.8 billion for footwear and C\$1.3 billion for sports apparel.
- The largest single equipment category, outdoors (hunting, fishing and camping), rose to C\$1.2 billion in 2006 versus C\$897 million in 2004.
- Leading outdoor sports activities driving the industry are camping, fishing, hunting, hiking, canoeing, kayaking, biking, skiing and rollerblading. Another sport that is in its upward growth phase is wakeboarding and luxury camping.
- Bicycles, exercise machines, golf clubs, camping equipment and ice hockey gear are the main categories which are pushing the Canadian sporting goods market toward the C\$7 billion mark in annual retail sales.
- Team sports (hockey, baseball, football, soccer, volleyball and basketball) equipment sales stood at C\$533.5 million in 2005.
- Canadian consumers are driven by price, brand and quality products that are endorsed by a known sporting celebrity and garments that have cross-over functionality.