

Tips for Trans-Tasman trading



- **Three levels of government to get your head around**
Australia has federal, state and local governments - that means work practices and regulations differ around the country. It's important to have a good understanding of this to ensure you meet all the requirements.
- **Represent yourself or partner with someone?**
Decided how you want to trade, as a New Zealand company or set up a new one. Bear in mind Australians like dealing with Australians, even though the latter option will be more expensive.
- **ABN - Australian Business Number is essential**
You will need to register for an Australian ABN number, which is the equivalent of our IRD number. You should apply for an ABN before you start receiving business-related income or expenses. It's important to remember that business expenses will likely come before income, so an ABN should be applied for sooner than later.
- **Dress for success**
Overall, people in Australia dress more formally than in New Zealand. Sydney, Canberra and Melbourne are typically more formal than other Australian locations.
- **In-market competitors**
Do your homework and know what your points of differentiation are to any other similar products or services to yours before entering Australia.