
Submission to
the Australian Government White Paper on
Australia in the Asian Century

呈交澳大利亚政府“亚洲世纪”中的澳大利亚 白皮书

by the 2011 Australia-China Youth Dialogue (ACYD)



ACYD

AUSTRALIA-CHINA YOUTH DIALOGUE

澳中青年論壇

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On behalf of the 2011 Australia-China Youth Dialogue (ACYD) team and delegates, it is my great pleasure and honour to make this submission to the Australia in the Asian Century White Paper through the public consultation process. We hope that the views contained herein help the Australian Government and private sector actors appreciate the importance of developing a cohesive, long-term Austral-Asian narrative for the 21st Century and assist in identifying some priorities for action toward that end.

Founded in 2010, the ACYD aims to promote a more sophisticated cross-cultural understanding between young Australian and Chinese from 18-35 years of age by bringing together key emerging leaders from both countries. We believe that frequent and meaningful engagement between young leaders in Australia and China who are interested in furthering Australia-China relations is in the long-term benefit of Australia, China, and the Australia-China relationship. In 2010 the inaugural ACYD was held in Beijing and Shanghai. Then in 2011, the second ACYD was held in Canberra and Sydney. For 2012, the third ACYD is planned for Beijing and Chengdu.

This submission is a collaborative effort by the Australian and Chinese delegates of the 2011 ACYD. It covers a range of issues that we believe need to be prioritised by the Australian Government as it seeks to navigate the Asian Century; a century couched in the context of a rejuvenated People's Republic of China. Central to it all is the importance of developing a cohesive and compelling 'Austral-Asian narrative': a story that we tell about ourselves, defining Australia as a multicultural nation in Asia, comfortable with both our past and our future, and committed to an open, prosperous and sustainable Asia.

The perspectives contained within this document are youth perspectives. They reflect the priorities of the 2011 ACYD delegates and organisers. We hope they provide fresh insights distilled from the forthright and open discussions held throughout the 2011 ACYD. Whilst the views contained herein do not necessarily represent the views of the ACYD Executive Team, our Organising Partners, Major Sponsors or Associate Partners, they do represent the general perspectives of the 2011 ACYD delegate participants.

能代表2011年“澳中青年对话”(ACYD)团队及其所有参会代表呈交《‘亚洲世纪’中的澳大利亚白皮书》，我深感高兴和荣幸。此份白皮书是通过公开讨论的方式得以成形的。我们希望其中提出的一些观点能够帮助澳大利亚政府及私营机构认识到建立一个有凝聚力的、长远的“澳-亚对话机制”的重要性，也希望这些观点能够帮助各方确立工作重点，最终完成该机制的建立。

“澳中青年对话”开始于2010年，它把两国的未来领导者聚集在一起，旨在促进澳大利亚和中国年青人（18至35周岁）之间的跨文化了解。我们认为，有志于深化澳中关系的两国青年领袖之间要进行经常性、有意义的交流，这对于澳大利亚、中国以及澳中关系都有着长远的益处。2010年的首届“澳中青年对话”在北京和上海举行；接着，2011年第二届“澳中青年对话”在堪培拉和悉尼举行。2012年“澳中青年对话”按计划将在北京和成都举行。

本报告是参加2011年“澳中青年对话”的澳、中两国代表的共同成果，其中涵盖的一系列议题都是我们认为澳大利亚政府在其立足“亚洲世纪”的努力中所应该重视的，而“亚洲世纪”的时代背景正是中华人民共和国的复兴。所有议题的重中之重是建立一个有凝聚力、引人注目的“澳-亚对话机制”，即是要重塑我们澳大利亚自己的形象——我们是一个有着多元文化的亚洲国度，我们对自己的历史深感自豪，对未来充满期待，对建立一个开放、繁荣和可持续发展的“澳-亚对话机制”有着坚定的信念。

这份文件里所包含的都是青年人的观点，所反映的是2011“澳中青年对话”各位代表和组织者重点关注的问题。2011“澳中青年对话”期间举行了多场坦诚而开放的讨论，我们希望本文件能够展现从这些讨论中提炼出来的精辟见解。尽管其中的观点并不代表“澳中青年对话”执行团队、组织合作伙伴、主赞助商和协办合作伙伴的立场，但这些观点如实反映了2011“澳中青年对话”各参会代表的总体视角。

We hope that this document will not only help guide the Australian Government's policy-making efforts with respect to realising a prosperous, frank and respectful Australia-China relationship, but also help inform the Australian private sector's and civil society's efforts for engaging with China. Moreover, the ACYD hopes that this document demonstrates that the 'youth' perspective is an integral constituency that can present valid views on substantive issues concerning the direction of Australia-Asia and more specifically, Australia-China relations.

我们希望，这份文件不仅能够对澳大利亚政府的决策提供一些启示，帮助其建立一种繁荣、坦诚和互相尊重的澳中关系，还能为澳大利亚私营机构、民间团体提供一些资讯，帮助它们更好地与中方机构进行合作交流。此外，“澳中青年对话”组织还希望通过此份文件证明，“青年人”的观点也能够为重大议题，如澳亚关系（尤其是澳中关系）的走向，提供有价值的参考。



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This submission will also be circulated to a number of public and private sector stakeholders in the People's Republic of China.

在中国，《白皮书》将会在一些公共和私营的利益相关方之间传播。

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In 1989, Ross Garnaut reported to the then Prime Minister and Minister for Foreign Affairs and Trade on Australia and the North-east Asian Ascendancy, identifying it as “a time of great opportunity for Australia” (Garnaut 1989). At that time, Northeast Asia had emerged as one of three centres of the global economy, along with Europe and the United States (US), and Australia had emerged as a confident, welcoming country with an open economy.

Asia, led by China, is now the leading centre of global economic growth and Australia is beginning to perceive itself, and to be perceived, as part of Asia. This perception, however, is far from universal. Even where it is most strongly embraced, it is as yet a tentative one. But Australians are aware that our economic future is in Asia. Europe and the US have spent the last four years dealing with major economic challenges. The US has struggled to get unemployment below eight per cent while ten countries in the Euro area still have unemployment levels above 20 per cent. Spain and Greece both have youth unemployment rates of nearly 50 per cent (Eurostat 2012).

Since 1989, Australia’s engagement with Asia has become deeper and broader, while the opportunities from yet greater engagement have only grown. Now more than ever, Australia’s future is in Asia. This is true of our economic prosperity, our homeland security and increasingly, our cultural identity. Taking advantage of the increasing opportunities available to Australia means further engagement with the region, not just economically but also politically and culturally. This does not mean that Australia should become a southern outpost of China – Australia has its own proud cultural, political, legal, and intellectual traditions. It means that there is much to gain by creating an Austral-Asian narrative for this Asian Century.

An Austral-Asian narrative is one in which Australia embraces and is embraced by Asia. It depends on creating a self-image that identifies Australia not just as a former British colony on the Pacific Rim with important ties to the US but as a proudly multicultural liberal democracy in Asia. Our cultural affiliation and strategic partnership with the US will naturally continue, but it need not preclude friendly relations with our largest trading partners or nearest neighbours; countries with which an increasingly large portion of our population share a cultural legacy.

This submission identifies a number of priorities that the ACYD believe will help Australia capitalise on the opportunities of this Asian Century. These priorities are divided into two parts: issues that are important in moving toward an Austral-Asian narrative and those that are important in refining trade and investment strategies for this Asian Century.

One of the main drivers of Australia’s changing cultural identity is migration. In 2011 Australia had the third highest number of foreign-born residents (27 per cent), with only Hong Kong and Singapore having larger shares (ABS 2010). Of the nearly 6 million foreign born Australian residents, 1.7 million were born in Asia. Australia’s ethnoscape is moving slowly toward Asia.

1989年，罗斯·加诺特 (Ross Garnaut) 向当时的澳大利亚总理和外交外贸部长的报告称，“对于澳大利亚来说，这是一个充满绝好机遇的时代” (加诺特，1989)。当时的东北亚是与欧洲、美国并肩的全球三大经济中心之一，而当时的澳大利亚经济开放，是个踌躇满志、广受欢迎的国家。

如今，以中国为首的亚洲是全球经济增长的领跑者，而澳大利亚正开始将自身视为——同时也被他国视为——亚洲的一份子。然而，这种观念还不是普遍的共识。即便是最热切支持这一观念的地方，也还仅仅处于试探性的阶段。不过，我们澳大利亚人很清楚：澳大利亚经济的未来在亚洲。过去的4年里，欧洲和美国都在忙着处理重大的经济危机。美国经过努力已经将失业率控制在8%以下，而西班牙等国的失业率水平都在20%以上。西班牙和希腊两国的青年失业率都将近50% (欧盟统计局，2012)。

自1989年以来，澳大利亚越来越深入、广泛地参与到亚洲事务中，也从中获得了越来越多的机遇。现在比以往任何时候都更确定是：澳大利亚的未来在亚洲——对于我们的经济发展是如此，而对于我们的国土安全和文化认同感而言更是如此。要抓住眼前的诸多机遇，澳大利亚就要更多地参与到地区事务中去，这种参与不能仅仅停留在经济层面，还应扩展到政治和文化的层面。当然，这并不是说澳大利亚要变成中国在南半球的“岗哨”。事实上，澳大利亚有着自己引以为豪的文化、政治、法律和思想传统。这就意味着，建立一个澳-亚对话机制有着极其重大的意义。

通过这个“澳-亚对话机制”，澳大利亚和亚洲各国可以达到互相接纳的结果。澳大利亚将以新的形象示人，它不仅是泛太平洋地区的前英国殖民地和美国的重要盟友，还是亚洲地区一个拥有高度自信和多元文化的自由民主国家。毫无疑问，我们与美国的文化联系和战略伙伴关系将持续下去；但是，这不会阻碍我们与最大的贸易伙伴、最近的邻邦之间的友好关系。如今，越来越多的澳大利亚国民和这些邻邦的人们享有共同的文化遗产。

“澳中青年对话组织”认为，本报告指出的一系列要点将有助于澳大利亚抓住“亚洲世纪”带来的机遇。这些要点分为两部分：关于如何建立一个“澳-亚对话机制”和关于如何优化贸易和投资战略。

澳大利亚的文化认同感不断变化的根源之一在于移民。2011年，澳大利亚拥有全球第三高的外籍居民比例 (27%)，仅次于香港和新加坡 (ABS, 2010)。在这600万外籍澳大利亚居民中，有170万来自亚洲各国。澳大利亚的人种结构已经逐渐地趋向亚洲化。但是大部分的澳大利亚

But most Australians' awareness of the countries that provide the heritage of an ever-increasing number of our fellow Australians remains shallow. To build a deeper understanding of our increasingly diverse heritage requires a concerted effort by government, universities, schools, our creative industries, the media and even our sporting institutions. Doing so will pay enormous dividends.

The benefits of building an Austral-Asian narrative are not confined to richness of the soul: Australia's ongoing economic prosperity lies in Asia. The demographic and economic trends in Asia mean that our largest trading and investment partners over the course of this century will be in the Asian region.

Australia already benefits enormously from mineral and resource exports to Asia, especially China. Our tourism sector has survived the turmoil in Europe largely thanks to the increasing wealth in China and other parts of Asia. Chinese and other Asian born students have made heavy financial contributions to our education sector. Australia can continue to expand its trade and investment partnerships with China and Asia at-large.

One important dimension of our trade and investment relationships with China and Asia is our ability to help to influence the improvement of environment and employment standards – particularly in the mining and resources sector. There is some risk, however, that environment, labour and intellectual property standards may be used nefariously by special interests to create barriers to trade. The economic gains in Asia, and particularly China, over the past half century that have benefited Australia so much, have been dependent upon a model of open regionalism that must not be sacrificed.

This submission is in two parts. The first part focuses on the human level and what the government can do to help prepare the Australian people for this Asian Century. The second part focusses on the business level and what the government can do to help Australian businesses excel in the context of a rising China. Each part sets out a number of pertinent issues that the ACYD considers to be important background and context. Each part then discusses some of the important implications for Australia's long-term strategy in the Asian Century as well as a number of actions the government can take in the short to medium-term. Many of the issues prioritised in this submission are not new, such as the lack of Asian content in Australian curriculums. However, they continue to be areas that need government attention.

人对于亚洲各国的认识还很有限。为了增进澳大利亚人对于这种多元文化遗产的认识，政府、各级院校、创新型行业、媒体乃至体育机构需要通力合作。这种努力定将带来丰硕的成果。

“澳-亚对话机制”能带来的利益并不只是精神上的充实：亚洲决定着澳大利亚当前的经济繁荣。从亚洲的人种和经济发展态势来看，澳大利亚本世纪最大的贸易和投资伙伴在于亚洲地区。从亚洲国家，尤其是中国，出口的矿产资源让澳大利亚受惠颇多。我们的旅游产业幸免于欧洲的经济动荡，很大程度上得益于中国和亚洲其他国家的日益繁荣。来自中国和亚洲其他国家的留学生给我们的教育产业提供了充实的经济保障。澳大利亚将继续深化与中国和亚洲其他各国间的贸易和投资伙伴关系。

澳大利亚在提高环保要求和用人标准方面具备优势，这是我们与和其他亚洲国家的贸易和投资关系中很重要的一个方面。不过，这里也存在一定的风险，即有些别有用心特殊利益集团会用环保、劳工、知识产权等标准来阻碍双方的贸易。亚洲各国，尤其是中国在过去的半个世纪里完成的经济增长——这让澳大利亚受惠良多——依靠的是一种开放的地区主义模式，这种模式必须坚持下去。

本报告包括两节。第一节关注的是“人”的层面：政府应该采取哪些措施，让澳大利亚人民更好地面对“亚洲世纪”的到来。第二节关注的是“商业”的层面：政府应该采取哪些措施，让澳大利亚的经济在中国崛起的时代里繁荣发展。每一节都首先罗列了一些相关的事实和资料，“澳中青年对话组织”认为，这些资料提供了重要的背景和语境。接着，每一节都探讨了这些事实对于澳大利亚“亚洲世纪”长远战略的启发意义，并提出了政府在短、中期内可以采取的一系列行动。本报告中重点提及的很多事实并不新奇，比如，澳大利亚的教材中鲜有关于亚洲的内容——不过，这些问题依然需要政府的关注。

Background

The resounding sentiment to emerge from the 2011 Australia-China Youth Dialogue, held during October in Canberra and Sydney, was that the sustainability of the Australia-China relationship depends on our ability to deepen, broaden and enrich bilateral engagement between Australia and China beyond the economic and the strategic realms. Put simply, Australia's engagement with Asia generally, and China specifically, lacks a cohesive narrative. There is no vision of Australia's place in the Asian Century; a century that will be characterised by a wealthier and more powerful – in both hard and soft power terms – China.

There are many avenues for improving mutual understanding between Australia and China. In Australia, the two most fundamental and powerful forces for creating awareness and understanding are our education system and the movement of people, either as migrants or visitors. But education, migration and tourism are only part of the solution. Focused, sustained and well-resourced cultural and public diplomacy can help achieve that end, but only if it is part of a clearly defined strategic vision of Australia in Asia – an 'Austral-Asian narrative'. Such a vision needs to emerge from a sustained public conversation – it cannot be imposed from above. The government can, however, engage the creative industries, sports and the media in a concerted effort to understand and embrace China and the other countries in our region. Doing so will prove essential if Australia is to maximise the opportunities presented by the Asian Century.

Part one of this submission identifies a number of issues that are important in shaping Australia's vision for itself and how Australia relates to Asia; what is referred to in this submission as an Austral-Asian narrative. Each of these components discusses possible implications for Australia's high-level strategy and proposes some short and medium-term actions that the Australian Government may consider as part of the Australia in the Asian Century Review (the Review).

背景

“2011澳-中青年对话”给人们带来的启示在于：澳中关系能否持续发展，取决于我们能否让澳中两国关系更加深入、广泛和丰富，以及能否将这种双边关系向经济和战略领域之外延伸。简而言之，澳大利亚与亚洲各国，尤其是与中国的联系还缺少一个有凝聚力的对话机制，这个机制将引导澳大利亚在“亚洲世纪”中作出角色定位。“亚洲世纪”将见证一个更加富裕、硬实力和软实力都更加强大的中国。

增进澳中两国之间了解的方式有很多。从澳大利亚这一方来看，最根本、最有效的方式在于我们的教育系统和人员的流动（包括移民和游客）。但是，仅有教育、移民和旅游还不够。有意识地、持续性地和利用各种资源开展文化外交和民间外交有助于增进双边了解，不过，开展这些活动必须具备清晰的战略眼光——必须着眼于建立一个“澳-亚对话机制”。这一眼光应该来源于长期的公众对话，而不是政府的高压强加。不过，政府可以促进创新型产业、体育界和媒体的通力合作，让澳大利亚与中国及本地区的其他国家联系在一起，增进相互理解和包容。此举将对澳大利亚最大化地利用“亚洲世纪”带来的机遇有着重要的意义。

本部分阐述的一系列因素不管是对澳大利亚自身愿景的建构，还是对“澳-亚”对话的开展——亦即本白皮书中所谓的“澳-亚对话机制”——都有着重要意义。每一项因素的讨论中，都包含了对于澳大利亚政府高层决策的启示，并提出了一些短、中期的行动计划，澳大利亚政府或许可以将这些计划囊括到《亚洲世纪评论》（简称《评论》）中去。

Immigration has played a critical role in Australia's journey of nation-building. Asian migrants first came to Australia in the gold rush era. After federation, one of the first acts of the Federal Parliament was the Immigration Restriction Act 1901 (Cth), establishing the White Australia Policy. The policy was later relaxed as Australia turned to Europeans as a major source of migrants from a position of fear: we believed our options were to 'populate or perish'. Yet Australia's migration philosophy remained one of 'assimilation'. It was not until 1973 that Australia declared itself a multicultural country: the philosophy of assimilation was officially replaced with a philosophy of diversity. The cultural diversity that has resulted has not only enhanced the richness and vibrancy of Australian culture and society, it also represents a significant asset for our international and domestic competitiveness. While multiculturalism has always been a contested philosophy, it did not take Australia long to realise the benefits of a broader migration program were more than numerical.

From the 19th century to the present, hundreds of thousands of Chinese-Australians have made significant contributions to Australian society, culture and prosperity. The Chinese-Australian diaspora represents one of the largest and fastest growing communities of overseas-born Australians. For the first time in Australian history, China has overtaken the United Kingdom (UK) to become our largest source of migrants. The Minister for Immigration and Citizenship, the Honourable Chris Bowen MP, announced that in 2010-11, out of the total annual intake of 168,685 migrants, 29,547 were from China, or 17.5 per cent of the total, exceeding those from the UK (23,931) and India (21,768) (Bowen 2011). A vast majority of migrants from China fall within the Skilled Migrant Stream. Chinese students also represent the largest intake of international students in Australia, with one-fifth of international students in Australia coming from China. These trends reflect the increasingly important link between immigration and the strengthening of broader economic, social, political and cultural ties between Australia and our largest Asian neighbour.

In the coming decades, we expect to see greater two-way immigration flows between China and Australia. Australia will continue to be a highly attractive destination for immigrants from China. China will increasingly see circular immigration of the Chinese diaspora from Australia, as well as a growing number of Australians going to China for business, work, study and tourism. Migration, if managed wisely, can deliver immense social and economic benefits for migrants and their families and their old and new communities.

In addition to social and cultural benefits, our migration program is crucial to our economy. Australia requires a labour migration system that allows our economy to maximise the potential of the Asian Century to achieve long-term, sustainable growth. With acute labour and skills shortages in various sectors and regions across Australia, higher levels of migration in the future will need to be considered. However, increasing our immigration intake should not be a substitute for investment in local training or a guise for undercutting the wages and working conditions of Australian workers.

Australia's overseas student program has seen the inflow of large numbers of students from Asia to our universities over the past decade. The booming business of the international student market has

在澳大利亚的建国之路上，移民扮演了重要的角色。亚洲移民最早是在淘金热时期来到澳大利亚。成为英联邦成员国之后，联邦议会通过的第一项法案就是《移民限制法案》（1901），确立了“白澳政策”。这项政策后来有所松动，欧洲人成为了澳大利亚主要的移民来源，这主要是出于一种恐慌心理：当时的澳大利亚人有这样一种观念，“要么繁衍子孙，要么种族灭亡”。不过，当时依然是“同质化”的移民政策。直到1973年，澳大利亚才宣布自己是一个多元文化的国家：“同质化”的移民政策才正式被“多元化”取代。随之而来的文化多样性不仅使得澳大利亚的文化和社会更趋丰富和有活力，还增强了澳大利亚人在国内和国际范围内的竞争力。尽管多元文化主义依然存在争议，澳大利亚政府还是很快就认识到了推行更包容的移民政策所带来的巨大益处。

自十九世纪以来，成千上万的澳籍华人为澳大利亚的社会、文化和繁荣作出了重要的贡献。澳籍华人成为了澳大利亚规模最大、发展最快的海外出生国民群体之一。中国也超越英国（UK）成为了澳大利亚最大的移民来源国，这在澳大利亚的历史上还未有先例。澳大利亚移民和公民事务部长、荣誉国会议员克里斯·鲍文（Chris Bowen）宣布，2010-2011年度澳大利亚的168685名移入居民中，有29547名来自中国，占总数的17.5%，超过了英国（23931名）和印度（21768名）的移民。来自中国的移民有很大一部分属于“具备专业技术移民”。来澳留学生中，中国学生也占了最大的比例（1/5）。这些趋势也表明，移民在促进澳中两国经济、社会、政治和文化交流方面起着日益重要的作用。

在接下来的数十年中，我们希望看到澳中两国之间有更多双向的移民出现。澳大利亚将一如既往地是中国人移居海外的上佳去处，而越来越多的澳际华人会再移民回到中国，而来中国经商、工作、学习和旅游的澳大利亚人也会持续增多。只要处理得当，移民将带来巨大的社会和经济利益，造福移民者、移民者的家庭乃至他们子孙后代。

除了社会和文化上的益处，我们的移民政策还具有极其重要的经济意义。澳大利亚需要依赖一个基于移民的劳动力系统才能最大化地利用“亚洲世纪”带来的机遇，实现长远可持续发展。澳大利亚全国各地、各行各业都面临着严峻的劳动力和技工不足的问题，高端移民将是未来要考虑的重点。然而，增加移民的举措的同时，也不能荒废了本土国民的教育投入，更不能缩减本地工人的工资和无视他们的工作环境。

过去的十年当中，大批亚洲国家的留学生涌入澳大利亚求学。在留学市场火热发展的同时，也出现了对于来澳留学生保护不周的问题。一些教育服务提供商趁机剥削他们，而他们自身来到澳大利亚之后也面临着文化适应、经济和人身安全等诸多考验。政府需要整顿冗杂的学生签证体系和监管机制，增强对海外学生权益的保护，这样才能

occurred at the expense of providing them with adequate protections against predatory practices by education providers and vulnerability to cultural adjustment, economic and personal security problems. The complexities of the student visa structure and regulatory oversight mechanisms require some significant detangling in order to improve protection of the rights and interests of overseas students and to sustain a long-term competitive edge in our education sector and knowledge-based economy.

TOURISM

A significant hope for developing Australia's Austral-Asian narrative is through tourism and the people-to-people interactions that take place. By 2013 Australia expects one million Chinese visitors a year, making China the single largest tourism market for Australia. Unfortunately the number of Australian tourists visiting China is far smaller: in 2008 only 277,300 short trips were made from Australia to China, less than 5 per cent of the total number of outbound trips (ABS 2010).

While Australia is attractive to Chinese tourists for its natural beauty and cultural richness, Australia should aim for Chinese tourists to leave with a positive and nuanced impression of Australian culture that transcends basic stereotypes. These stereotypes include: Australia the farm; Australia the open-cut mine; and of course, Australia the sunny, benign holiday destination. While these are great Australian endowments that should be celebrated, there is much more to Australia than is suggested by these three stereotypes.

Re-branding and developing a national narrative is a challenging task for any nation. It goes back to the idea of telling stories – of conveying a holistic, cohesive story about Australia that is inspiring and multi-faceted; not a narrative narrowly grounded in the portrayal of Australia as a wine-swilling nation populated by bikini babes asking “so where the bloody hell are ya?”

Australia should also encourage greater outbound tourism to Asia and China in particular. Australians visiting China not only promote Australia by acting as citizen diplomats, they also develop a far greater appreciation for China and a much more informed understanding of China.

EDUCATION

The role of education, both in building an Austral-Asian narrative and in providing Australians with the skills and knowledge necessary to thrive in this Asian Century, is critical. Upcoming generations of Australian citizens will find themselves in need of an increasingly extraordinary set of skills to respond to the opportunities and challenges of the Asian century. As Australia's broad-based relationship with Asia has deepened and intensified over the last two decades – and in the face of stop-start, inconsistent funding policies for improving Australia's Asia-literacy – we face the uncomfortable reality that Australia's education system is inadequately equipped to prepare our children for the future.

The debate in Australia over Asia-literacy has tended to focus almost exclusively on Asian languages – how much funding they receive,

长期保持澳大利亚在教育产业和知识经济方面的竞争优势。

旅游

“澳-亚对话机制”的建立也有赖于其旅游业的发展和随之而来的人员流动。到2013年，预计每年会有一百万中国人来澳旅游，这将使中国成为澳大利亚最大的旅游市场。相比而言，前往中国旅游的澳大利亚游客人数就要少得多了：2008年，澳大利亚仅有277,300人次到中国进行短期旅游，还不及澳大利亚出境旅游总人次的5%（ABS，2010）。

除了美丽的自然风光，澳大利亚还希望通过其文化给中国游客留下积极的印象，让他们抛弃那些关于澳大利亚的刻板印象——比如说“澳大利亚就是个大农场”，或者说“澳大利亚就是个露天矿区”，又或者“澳大利亚是个阳光宜人的度假胜地”，等等。尽管这些都是我们引以为豪的资本，但是除此之外我们还拥有很多值得称道的地方。

重塑国家形象和建立对话机制对于任何一个国家而言都是一项艰巨的任务。其原理可跟讲故事的目的作一个类比，即是要讲一个面面俱到、引人入胜的故事来描述澳大利亚这个令人振奋、丰富多彩的国度，而不能被人狭隘地理解为一个嗜酒如命、性感姑娘满街的国家。

澳大利亚政府还应该鼓励国人多到亚洲各国——尤其是中国——去旅游。到中国去旅游的澳大利亚人除了能够扮演“老百姓外交官”的角色，还能增进和丰富澳大利亚人民对于中国的欣赏和了解。

教育

在建立“澳-亚对话机制”和提供“亚洲世纪”必需的知识技能方面，教育的重要性毋庸置疑。下面几代的澳大利亚人将发现，他们亟需更加出色的技能才能在“亚洲世纪”带来的机遇和考验面前从容不迫。澳大利亚过去二十年与亚洲之间的广泛联系在不断地深入和加强，但是我们在提高澳大利亚人对亚洲认识方面的投入却时断时续，这时我们不得不尴尬地承认，澳大利亚的教育系统还远远不能培养适应未来竞争的下一代。

过去，关于提高对亚洲认识的教育通常把讨论的焦点放在学习亚洲语言上——有多少资金投入，配备了多少老师，有多少学生在学习这些语言。语言学习确实重要：语言是理解文化的核心。但

how many teachers there are, how many students study languages at schools. Language proficiency is important: it is at the heart of cultural understanding. But Asia-literacy is broader than the study of languages and there are more pressing issues than the amount of money spent. With the cultural diversity of young Australians now broader than at any time in our history, our education system needs to adapt. Young Australians need to be taught the history, culture, art, literature, philosophy and intellectual traditions as well as languages, not just of the West but also of Asia, because they are our history, culture, art, literature, philosophy, intellectual traditions and languages.

Regardless of annual budgetary decisions, the slow-turning wheels of bureaucracy, or whatever daily media frenzy is consuming our national politics, there is one compelling image that will only come sharper into vision as time goes on. It is the image of the five-year-old child starting school today, who will be entering the workforce in 2030, just when China and India will be the undisputed global economic powers. It is our national responsibility to ensure that that child is equipped to grasp the opportunities of this new world. Our place in the region makes it our national privilege that we may fulfil that responsibility, but only if we reach for it with great energy and even greater excitement.

The challenges in achieving an Asia-literate Australia through school and university education are vast, but the payoffs are greater. At the dawn of this Asian century, it is a matter of national urgency that committed, long-term investment into Asia-literacy in Australia should start now.

CREATIVE INDUSTRIES AND THE ARTS

The creative industries such as art, music, film, performance and design are the vanguard of cultural experimentation and expression.

In the late 19th century, Australia was in the thralls of a two-decade debate over the question of federation. The people of Australia were coming to see themselves as Australians, not British. Leading this movement were Australian authors and poets who wrote about Australian life and Australian artists who painted “scenes that looked Australian rather than European” (Cameron 2000). Now, in the early 21st century, Australia’s creative industries are again at the forefront of cultural change. From small art spaces to the National Gallery of Australia, Australian, Chinese and Australian-Chinese artists communicate the diversity and creativity of China and the Chinese diaspora in Australia. They also remind Australia of its own diversity and the richness of culture we enjoy from that diversity.

Meanwhile, China is experiencing a rejuvenation of its creative industries. Art in China is relentlessly critical: the Cynical Realism – 玩世现实主义 – and Political Pop – 政治波谱 – movements of the 1990s and the art of the Ego Generation – 自我一代 – post-2000 have provided some of the strongest avenues for political commentary and self expression in China.

The creative industries do more than provide avenues for self-expression: they also communicate with outsiders. Cultural exchange through the creative industries fosters appreciation and understanding of other cultures and undermines stereotypes. The idea that Chi-

是，增强对亚洲的认识不仅仅是学习语言的问题，也不仅仅是投入多少钱的问题。如今，澳大利亚年青一代身上具有的文化多样性是以往任何时候都难以并论的，我们的教育系统必须做出调整。我们要教会这些年青人的是不仅仅是西方的知识，也包括亚洲的历史、文化、艺术、文学、哲学和思想传统，因为这些正是我们的历史、我们的文化、我们的艺术、我们的文学、我们的哲学和我们的思想传统。

年度预算的决策、效率低下的官僚体制和让政客无暇政务的媒体喧哗——这些我们都可以暂且抛开，我们需要关注的是一幅随着时间推移而显得越来越清晰的画面——一名今天开始上学的5岁小朋友到2030年就会参加工作，而那时候正是中国和印度成为世界经济无可争议的领军人物的时候。让这名小朋友学好本领，使他能够抓住新世界的机遇，这是我们国家的职责所在。我们的地理位置让我们拥有了得天独厚的优势，但是如果要达到上面描述的愿景，我们同样要付出无数的努力和投入巨大的热情。

通过各级学校的教育来建设一个对亚洲有充分认识的澳大利亚这一任务是艰巨的，但是它带来的回报也是丰厚的。在“亚洲世纪”即将到来的前夕，必须唤起国家层面的紧迫性，加大亚洲认识教育的长期投资势在必行。

创意型产业和艺术

创意型产业，比如艺术、音乐、电影、表演和设计，是文化试验和表达的先行者。

十九世纪末期，澳大利亚经历了长达二十年的关于“英联邦”的大讨论。澳大利亚的人民逐渐把自己看作是澳大利亚人，而不是英国人。而这场讨论运动的发起者是描写澳大利亚生活的作家和诗人以及描绘“澳大利亚——不是欧洲——的自然风光”的艺术家们（卡梅隆（Cameron），2000）。现在是二十一世纪伊始，澳大利亚的创意型产业再一次站到了文化转向的前沿阵地上。从不起眼的艺术空间到澳大利亚国家美术馆，处处都有澳大利亚艺术家、中国艺术家和华裔澳大利亚艺术家在相互切磋交流，展示着中华文化的多样性和在澳中国人的创新精神。从中我们也看到了澳大利亚自己文化的多样性和丰富性。

与此同时，中国正在经历一个创意型产业复兴的过程。艺术在中国扮演着重要的角色，从“玩世现实主义（Cynical Realism）”，到“政治波谱（Political Pop）”，到二十世纪九十年代的运动，再到“自我一代（Ego Generation）”的艺术，最后到“2000后”的艺术发展历程为中国的政治评论和自我表达提供了实现路径。

创意型产业要做的不仅仅是自我表达，还有与外

nese people are not innovative and can only imitate cannot survive a visit to Beijing's 798 district, the heart of Beijing's flourishing art scene. In Australia, the concept of a racist colonial outpost is undermined by the National Gallery of Australia, where Australia's rich diversity is celebrated proudly.

Because of their place in the vanguard of cultural experimentation and expression, the creative industries are an essential tool for creating an Austral-Asian narrative for this Asian century. If they are not inspired to lead the way, then Australia will struggle to move beyond the periphery of Asia, no matter how many trade deals and investment agreements are signed.

SPORT

The potential of sport to be more than 'just a game' in the Australia-China relationship remains largely unrecognised. The intercultural space of sport provides vast opportunities to forge institutional alliances and commercial partnerships between Australian and Chinese entities such as universities, schools, government bodies and even the military. The enormity of China's state-administered sporting apparatus means that there is a wealth of opportunities for Australia to engage with China in partnerships across a range of sports, although the Olympic-bias of the Chinese sports system means that opportunities are greater in Olympic sports. Sport offers a remarkably open space in China in which international exchange and consultation is actively sought and encouraged.

As a self-professed sporting nation, Australia has the capacity to extend its hand to Chinese sporting administrations, to institutional and commercial entities associated with sport in China and to the international Chinese sporting market. It is perhaps by now oft-repeated wisdom, but it bears restating: any attempt to engage with China via sport must be concerted and must show a commitment to developing sturdy, long-term relationships from which meaningful, dynamic and commercially viable exchange can develop. Sport should be identified as an avenue of cultural exchange that presents exciting opportunities for robust and sustained engagement with China in this Asian Century. Sport should feature as a central component of the Austral-Asian narrative.

CASE STUDY: RUGBY SEVENS

The sport, Rugby Sevens, provides an example of the possibilities and challenges that confront the Australia-China sporting relationship. Although existing as a state-sponsored sport program in China for over 20 years, the recent induction of Rugby Sevens into the Olympic family for the 2016 and 2020 Olympiads means that rugby has entered the mainstream lexicon of China's Olympic-oriented sport system. With a marked increase in funding and support, rugby in China is poised to expand and its expansion includes a demand for elite-level facilities, coaching, consulting and competition opportunities.

Australia, as a traditionally rugby-playing nation, with a

界的沟通。通过创意型产业带来的文化交流，增进了对他族文化的了解和欣赏，消除了成见。曾经的“中国人只会模仿不会创造”的观念早已过时，这一点只要去北京的“798”——北京蓬勃发展的艺术中心——看看就知道。而澳大利亚作为殖民地的形象也已成历史，取而代之的是澳大利亚国家美术馆里骄傲展示着的多彩文化。

作为文化试验和表达的先行者，创意型产业同时也是构建“澳-亚对话机制”的必不可少的推动力。没有这些产业的引导，澳大利亚将永远徘徊在亚洲的边缘，不管达成多少贸易和投资协定都无济于事。

体育

目前，体育在澳中关系中所起到的“游戏之外”的作用还没有得到充分的认识。体育运动中包含的跨文化交流为澳中两国的各类组织，比如各级院校、政府机构乃至军事单位之间提供了广阔的组织结盟和商业合作的机遇。中国由政府主办的体育赛事众多，这就意味着澳大利亚面临着诸多机遇，寻求与中国在各种体育项目中的合作——由于中国体育体系的“亲奥运”传统，澳大利亚和中国之间更多的合作机会是在奥运项目上。体育赛事在中国创造出了开放的空间，鼓励各方积极进行国际交流和探讨。

澳大利亚自认是一个体育大国，完全有能力与中国的体育主管部门交流，与跟体育相关的政府机构和商业组织合作，并跻身于中国的体育市场。也许这是众所周知的事实，这里再重申一次：与中国进行体育外交必须协同努力，必须要有建立稳定、长远关系的决心，必须在此关系基础上达成有意义、有活力而且有商业价值的交流。体育应当被视为文化交流的一条途径，为澳中之间良好、长期关系的发展提供诸多机遇。体育应该是“澳-亚对话机制”的核心要素。

案例分析：7人制橄榄球

7人制橄榄球是个很好的案例，可以用来说明澳中体育外交关系中面临的机遇和挑战。尽管中国推行该项运动已经有20多年，但是直到它最近被确定为2016年和2020年奥运会比赛项目之后，“橄榄球”才正式成为中国“亲奥运”体育体制中的一个热门话题。随着政府拨款和支持的显著增加，橄榄球运动在中国有着蓬勃发展的态势，这也就意味着对于高质量设备、高水平教练和指导的需求以及开展相关竞赛的机遇。

澳大利亚有着打橄榄球的传统，是享誉

reputation worldwide as a sporting country and as a geographically relative neighbour to China, is well positioned to initiate a strong, long-term partnership with China through rugby. As a global professional sport aligned with a number of commercial entities, rugby provides a space in which commercial partnerships can be forged and strengthened between Australia and China. In its brief 20-year history in China, rugby programs are already strongly embedded in over 20 of China's universities and are now emerging in high schools. Recreational rugby clubs are also being established. In addition to commercial partnerships, the opportunities for institutional alliances between schools and universities through rugby are numerous and exciting. The capacity of sports like rugby to facilitate such valuable partnerships and alliances must be recognised.

A strategy for engaging with China through the sport of rugby must include a consideration of the transnational connectedness of China's consumer market. There exists within Australia itself a Chinese consumer market for sports such as rugby, and which is in turn connected to a broader transnational Chinese-speaking population across the world. The vastness and interconnectedness of the Chinese consumer market has for some time been identified by organisations such as the AFL, which has already embarked on a strategy to engage the Chinese consumer market in Australia, China and Asia more generally. The Australian Rugby Union too, has hopes for a 'strategic embrace of Asia', although real progress in this regard is presently less visible.

MEDIA

Since media plays an important role in educating the public about their national imagination and their understanding of Australia's position in the world, a long-term media strategy is needed to facilitate cultural communication between Australia and Asian countries. Apart from repositioning Asia's role in Australian media portrayal, promoting Australia's image in Asian countries, particularly China, is also crucial for developing mutual understanding.

Mark Scott, Managing Director of the ABC, proclaimed in an address to the Asia Society that public broadcasting is the best way of influencing foreign public audiences (Scott 2010). Organisations like the Australia Network have a strong role to play in furthering understanding between the two countries as they expound content that goes beyond news and current affairs and into locally produced drama and film. The internet, too, changes the modus operandi of communication. It is worth the government's while to invest in online media forums and keep the discussion of Australia joining the Asian community in the public sphere.

The conduct of international diplomacy has changed in the context of the globalised, information age. Knowledge and exchange of culture between societies is more important than the profiles of and relations between world leaders. The potential for public diplomacy engaging young people via the use of technology is limitless but is presently under-used.

世界的体育大国；而从地理位置方面来讲，澳大利亚又是中国的近邻。因此，澳大利亚有着得天独厚的优势与中国在橄榄球方面开展深入、长期的合作。橄榄球是一种全球性的职业运动，跟橄榄球相关的商业组织很多，这为澳中之间在橄榄球项目上的商业合作提供了空间。尽管橄榄球在中国只有短短20多年的历史，中国已经有超过20所高校开设了该项目的课程，越来越多的中学也开始接触这项运动。非竞技性橄榄球俱乐部也逐渐建立了起来。除了商业上的合作关系，两国还可以通过橄榄球进行高校、中学之间的校际联谊。我们必须认识到像橄榄球这样的体育项目对于增进两国合作和促进友谊的重要意义。

通过橄榄球这一体育项目跟中国深化交流，其中不可忽略的是中国消费者市场的跨国互联性。哪怕是在澳大利亚国内，也有一个体育产品（比如橄榄球）方面的中国消费市场，这个市场又与全世界的华语地区密切相关在一起。澳大利亚橄榄球联赛（AFL）等组织早已经意识到了中国消费者市场的广阔性和互联性，开始着眼于澳大利亚、中国乃至整个亚洲的中国消费市场。澳大利亚橄榄球联盟（Australian Rugby Union）也希望“战略性地融入亚洲”，尽管现阶段还没有取得实质的进展。

媒体

由于媒体在传播澳大利亚的国家形象和澳大利亚在世界的定位方面起着重要的作用，着眼长远的媒体战略对于促进澳中文化交流具有重大的意义。一方面，我们要在澳大利亚的媒体中重新定位亚洲的角色，另一方面我们要提升澳大利亚在亚洲各国、尤其是中国的形象，这对于增进双边了解至关重要。

澳大利亚广播公司（ABC）总经理马克·斯科特（Mark Scott）在一次演讲中对“亚洲协会（Asia Society）”表示，公共广播是影响国外公共观众的最好方式（Scott, 2010）。“澳大利亚网络”（Australian Network）等组织对于促进两国间的了解有着重要的作用，因为它们播送的节目不仅有新闻和实事，还有本土的电视剧和电影。网络也改变了传统的交流方式。政府应该加大在网络媒体论坛上的投资，将“澳大利亚融入亚洲区域”的话题带入公众视野。

在全球化、信息化的时代里，国际外交的方式也发生了深刻的变化。社会与社会之间的知识、文化沟通比政府首脑之间的交流还要重要。通过技术手段的运用，将年青人引导进来，这对于公共外交来说意义非凡，但是目前相应的举措还很匮乏。

Not only is the Australian public ignorant of Chinese affairs, the Chinese mainstream also views Australia as a remote place, unimportant to China's rise beyond resource security considerations. To effectively present a holistic national image of Australia to China, media practitioners should consider the internet as an effective platform. By the end of 2009, the number of China's internet users reached 384 million. Over 80 per cent of Chinese internet users rely on the internet for news. News transmission is also diversified, with blogging and online forums being important sources of information. Effective use of the internet through regular exchanges of information between Australian and Chinese institutions, official and non-official, will help boost Australia's image and prestige among China's largely web-savvy youth.

Implications for Australia's high-level strategy for navigating the Asian Century

AUSTRALIA NEEDS TO ARTICULATE AND PROMOTE A NATIONAL VISION

Australia is a forward-looking, vibrant, multicultural country. However, some sections of the Australian community strongly adhere to the old approach of assimilation. Many people in these groups feel that their cultural identity is under threat from the demands of multiculturalism. The result is an uncertainty regarding what Australian culture actually is.

Australia's internal cultural uncertainty undermines its diplomacy and relations with our region. We are a multicultural country with a (sometimes) ambivalent attitude to racial and cultural diversity. This has allowed Australia to be painted as a racist country in response to a series of attacks on Indian students in Melbourne. It has allowed Australia to be dismissed as an upstart when the Australian Government expressed concern over the arrest of Stern Hu. It leads to hateful discussion online and creates an unwelcoming experience for many non-white Australians, migrants and tourists. One consequence of Australia's ambivalent attitude to racial and cultural diversity is that regional perceptions of Australia deem Australia not be a part of Asia. In the Asian Century, Australia needs this to change.

A MULTICULTURAL AUSTRALIA SHOULD BE AT THE CENTRE OF OUR NATIONAL VISION

Multiculturalism has been a fundamental part of Australia's social fabric for 40 years. Our cohesive, inclusive, thriving and culturally diverse society has attracted migrants from all around the world and has enabled new citizens to contribute to the social, cultural, political and economic development of this country. The principles of multiculturalism have, from time to time, come under threat from political populism, such as the controversy surrounding Pauline Hanson's anti-immigration rhetoric (referring directly to Asian immigrants) in the mid-to-late 1990s. A multicultural society built on the values of understanding, tolerance and inclusion will be critical for Australia-Asia engagement in this Asian Century and should form a core component of the Austral-Asian narrative. We must not

澳大利亚的公众群体对于中国的国情知之甚少，而中国的大多数人也对澳大利亚很陌生，认为澳大利亚只是一个偏远的、对中国的发展无关紧要、只有在考虑到资源安全问题时才会想起来的国家而已。要想在中国呈现澳大利亚的完整的形象，媒体应该利用好网络这个有效的平台。到2009年底，中国的网络用户达到了3.84亿，其中超过80%的中国网民通过网络获取新闻。新闻传播的渠道呈现多样化的趋势，博客和论坛成为了网民们重要的信息来源。通过澳中之间定期的官方或非官方的信息交流，实现对网络媒体的有效运用，将有利于提升澳大利亚在精于网络的中国年青人心目中的国家形象和影响力。

对澳大利亚立足“亚洲世纪”高层战略的启示

澳大利亚需明确提出并大力宣传其国家愿景

澳大利亚是一个高瞻远瞩、富有活力、文化多元的国度。然而，国内一些部门却视文化多元主义为民族认同感之威胁，认为移民的涌入并非双赢的事情。

澳大利亚内部的文化不确定性影响了其外交政策和与地区内其他国家的关系。这种文化不确定性导致了在墨尔本的印度留学生遭到一系列的袭击之后，外界将澳大利亚看作是一个有种族歧视倾向的国家；也导致了在澳大利亚政府表达了对胡士泰（Stern Hu）被捕一事关切之后，外界嘲笑澳大利亚是一个“暴发户”一般的国家；还导致了网络上的恶毒言论，以及有色人种澳大利亚人、来澳移民和游客的不愉快经历。澳大利亚的文化不确定性带来的最终结果是，亚洲地区其他国家不会将澳大利亚视为亚洲的一份子。澳大利亚要在“亚洲世纪”改变这一局面。

建设一个文化多元的澳大利亚是我们国家愿景的核心

多元文化主义是澳大利亚在过去四十年里社会结构的根基。我们这种有凝聚力、有包容心、文化上百花争鸣的社会形态吸引了来自世界各地的移民，同时让我们的新居民为澳大利亚的社会、文化、政治和经济发展做出了贡献。然而，多元文化主义的原则时不时地遭到政治民粹主义的攻击，比如二十世纪九十年代中后期鲍林·汉森（Pauline Hanson）所作的那个富有争议的“反移民比喻”（矛头直指亚洲移民）。在理解、包容和接纳的价值观基础上建立一个多元文化的社会，这对于澳大利亚立足“亚洲世纪”有着至关重要的意义，这也应该是“澳-亚对话机制”的核心要素。我们应该重视澳大利亚的多元文化主义

take multiculturalism in Australia for granted: it needs continual defense and improvement.

AUSTRALIA NEEDS TO DEVELOP A STRONG MEDIA STRATEGY TO PROJECT OUR NATIONAL VISION

Perceptions are shaped through the media. Modern communication technologies mean that even in China, media is a diverse and unruly beast. The Australian Government should be aware of how we are portrayed in the media in China and the rest of Asia and develop a concerted media strategy to shape Australia's image abroad.

AUSTRALIA SHOULD EMBRACE THE REJUVENATION OF CHINA'S CREATIVE INDUSTRIES

Fostering and embracing the rejuvenation of China's creative industries should be a part of an Austral-Asian narrative and high-level strategy for navigating the Asian Century. The Chinese people will chart their own course and no amount of criticism of Chinese human rights standards by the Australian Government will alter that. But the Chinese people themselves embrace universal values precisely because they are universal. Celebrating and empowering China's cultural pioneers will have a greater impact on China's political reform than any amount of reformist pressure applied to the government by outside governments and will have less risk of creating tense international relations.

Actions Australia can take within the short to medium-term

PROMOTE OPPORTUNITIES FOR PEOPLE-TO-PEOPLE EDUCATION EXCHANGE

Australia should increase support for programs that increase opportunities for people-to-people education exchange. Some high school exchange programs already exist and they should be used as models for expanding the number and quality of such exchanges.

Thanks to the school education arm of Asialink, the Asia Education Foundation, many of Australia's schools are already working hard to embrace these opportunities through the following projects:

- The Asia-Australia BRIDGE Program, which uses the latest information communication technology (ICT) to connect class rooms; and
- Study Tours, which enables Australian teachers to gain professional development, insight into contemporary Asian culture and forge people-to-people connections by joining highly specialised study tours of Asian countries.

Extending such programs should be a high priority for early action in the Australian Government's strategy for navigating this Asian Century. However, people-to-people exchange should extend beyond the realm of students to include a wider international dialogue

建设：这项工作需要坚持不懈的维护和持续不断的完善。

澳大利亚需要制定有效的媒体战略来宣传国家愿景

媒体塑造认识。现代的通讯科技意味着媒体的多元性和不可控性。政府应该认识到澳大利亚在中国和亚洲其他国家媒体中被塑造成了什么样的形象，从而制定出通力合作的媒体战略，提升澳大利亚的国际形象。

澳大利亚应对中国创意型产业的复兴报欢迎态度

支持并欢迎中国创意型产业的复兴应该是“澳-亚对话机制”和澳大利亚立足“亚洲世纪”高层决策的组成部分。中国人的发展道路自有中国人自己来描绘——澳大利亚政府对中国人权标准的任何指责都不会动摇这一点。而中国人民自己也开始接受普世价值观，因为他们自身也是世界的一份子。鼓励、支持中国的文化先行者将对中国的政治改革产生深远的影响，其影响力甚至比外国政府对其施加的任何改革压力还要大，同时还不导致国际关系的紧张。

短、中期内澳大利亚可以采取的行动

促进校际交流项目的开展

澳大利亚应该增加在高中交流项目上的支持。政府应以澳大利亚现有的高中交流项目为模板，继续提高这类交流的数量和质量。

在艾斯林科（Asialink）的分支机构——亚洲教育基金会——的帮助下，澳大利亚的许多学校都在争取交流的机会：

- “亚-澳搭桥（BRIDGE）计划”，采用最先进的信息通讯技术（ICT）联通不同国家的学生课堂；同时还推供了
- “学术访问（Study Tours）”的机会，让澳大利亚的教师能够到亚洲各国进行学术访问，提高了他们对于当代亚洲文化的理解，也增进了教育领域的人际联系。

在澳大利亚立足“亚洲世纪”战略的初级阶段，发展这类交流项目应是重中之重。然而，教育领域的人际交流不能仅限于学生和教师，还应该把学校领导和教育主管部门的相关人员都包括进来。

between teachers, school leaders and those involved in the broad education jurisdiction.

PROMOTE LANGUAGE TEACHING IN SCHOOLS AND UNIVERSITIES

Study of Asian languages has fallen in Australian schools and universities. The study of Asian languages is particularly concerning, with less than 6 per cent studying an Asian language in year 12. The low levels of Chinese language study are particularly worrying, with only 3 per cent of students taking Chinese in Year 12, more than 90 per cent of whom are of Chinese background.

There are a number of hypotheses for the causes of this decline. The difficulty of Asian languages, teacher shortages, the lack of job opportunities requiring such a skill, the lack of opportunities to study and limited interest by students are all put forward as reasons why Asian language study is falling. There are, however, certain changes that are highly likely to counter this trend.

Build demand for Asia-literacy: Even as the importance of the Asian Century is increasingly acknowledged by the mainstream Australian population, it will remain essential to continue to build demand amongst students to continue Asian languages and studies. Programs that provide opportunities for Asia-engaged Australians to connect directly to students will be valuable in marketing the value of Asia-literacy and helping students understand the breadth of opportunity available. Effort should be placed on developing creative new media resources for use in the classroom, such as film clips and websites dedicated to showing the experiences of interesting Australians working in China.

Take advantage of new technology and curriculum opportunities: Future mechanisms for teaching studies of Asia and Asian languages should be at the leading edge of new technologies. One effective example of this is the Asia Education Foundation's Asia-Australia BRIDGE Program (<http://www.bridge.edu.au>), which is currently using Skype and other new technologies to enable Australian students to talk directly with students in China and other Asian countries. The new Australian Curriculum presents an unparalleled opportunity to include Studies of Asia and Asian Languages in a diverse range of subjects, and every effort should be made to include compelling content on Asia in every possible subject from history to mathematics.

Provide incentives for school to tertiary transitions: Australia's universities have a key role to play in building Australia's collective Asia-literacy. Greater dialogue between the secondary education and tertiary systems will be important in providing incentives for Year 12 students to continue Asian language study at University. Examples of effective programs have included university open days and language classes offered over grade 11 and 12 that provide guaranteed entry into a university course or credit toward a subject. Students and academics from Australian universities could also be encouraged to become actively involved in school communities to promote the value of Asia-literacy to students, teachers and parents alike.

促进各级学校的语言教学

澳大利亚各级学校中学习亚洲语言的课程正在减少。到了十二年级，只有不到6%的学生还在学习亚洲语言。中文学习人数之少更是让人担忧——只有不到3%的十二年级学生（这些人90%以上有着华裔背景）学习中文。

对于下降的趋势有各种不同的解释，比如亚洲语言学习难度大、能用到这些语言技能的工作少之又少、学习的机会不多、学生兴趣有限，等等。然而，采取一些行动或许可以改变这一状况。

提升对于亚洲知识的需求：尽管大部分澳大利亚人都越来越深刻地认识到了“亚洲世纪”的重要性，我们仍然继续提升学生对于学习亚洲语言和亚洲相关学科的需求。开展多项计划来让那些与亚洲事务相关的国人跟学生面对面接触，这对于提高人们对于亚洲知识价值的认识有着重要意义，同时还能帮助学生了解学习亚洲知识能带来的无穷机遇。政府应该努力将创新型媒体技术运用到课堂中去，例如，可以通过视频和网站来向学生介绍澳大利亚人在中国工作的趣闻轶事。

发挥新技术优势，把握新大纲机遇：亚洲学和亚洲语言的未来教学模式应充分发挥新技术的优势。“亚洲教育基金会”（Asia Education Foundation）发起的“澳-亚搭桥计划”（<http://www.bridge.edu.au/default.asp>）就是很好的一个例子。该计划利用Skype或其他新技术让澳大利亚的学生与中国乃至亚洲其他国家的学生直接对话。新的《澳大利亚教学大纲》包括了跟亚洲学和亚洲语言学相关的大量科目，同时规定，从文科的历史到理科的数学，要不遗余力地在各个科目中加入跟亚洲相关的有价值的内容。

促进中学教育向大学教育的过渡衔接：澳大利亚的大学是向国民普及亚洲知识的中坚力量。加深中等教育与高等教育之间的联系将有助于增强十二年级学生继续学习亚洲语言的动力。例如，可以面向十一年级和十二年级的学生设立大学开放日和公开的语言课程，提供保送上大学或授予某一大学课程学分等机会。政府还应鼓励大学生和学者积极参与到学校社区的事务中，提高中小學生、老师和家长对于亚洲知识的重视。

SUPPORT EXCHANGE IN THE CREATIVE INDUSTRIES

The most effective short-term actions the government can take to empower China's cultural pioneers and embrace the rejuvenation of the creative industries in China is to support exchange in the creative industries. Providing opportunities for Chinese and Australian artists and performers to reach international audiences increases their profile and influence and provides inspiration for projects based on cultural interaction. Supporting exchange in these arenas also facilitates the mutual cultural understanding and interest that will prove essential for Australia to successfully navigate this Asian Century.

EXTEND AND DEEPEN SPORTING ENGAGEMENT

Australian sport should be encouraged by the government to extend a hand of friendship to their counterparts in China. Any engagement within a particular sport relies on the foundation of strong relationships between sporting unions and thus the initial step must be to "extend the hand" through a variety of low-cost or even no-cost ventures. These ventures could include:

- Extending invitations to Chinese counterparts to visit Australia;
- Visiting Chinese counterparts in China – the ultimate gesture of friendship from a Chinese point of view; and
- Maintaining communication with Chinese counterparts through measures as basic as including Chinese counterparts in newsletter mailing lists and inviting guests to sporting events and official functions.

The exchange of sporting resources (coaching, refereeing, consulting, facility construction, event management and competition opportunities) should also be encouraged between sporting groups. Institutional alliances and commercial partnerships can provide the necessary third party support and sponsorship of such exchange and should be readily encouraged and sanctioned by sporting codes throughout Australia. The Australia China Council, The Australian Trade Commission and The Australian Chamber of Commerce and Industry are all potential candidates who could offer funding and support for suitable ventures involving commercial and cultural integration and exchange. Many private commercial organisations seeking ways to ground their enterprise within the social and cultural fabric of either Australia or China will also be interested in the capacity of sport to facilitate valuable human relationships between Australia and China.

CONTINUE TO SUPPORT SBS, THE ABC AND THE AUSTRALIA NETWORK

The ABC and SBS carry out crucial work in building cultural awareness of China and Asia in Australia. The SBS motto of "7 billion stories and counting" is inspiring. ABC24 provides a unique opportunity to bring regional issues to the attention of the Australian public.

Similarly, the Australia Network does crucial work in building cultural awareness of Australia in Asia and should be promoted. The

支持创意型产业的交流

促进澳中两国进行创意型产业方面的交流，这是澳大利亚政府认可中国的文化先锋、支持中国创意型产业复兴最行之有效的短期措施。政府可以提供机会，让中澳两国的艺术家登上国际舞台，提升他们的形象和影响力，同时也为基于文化互动的各类交流活动打下基础。对于这类交流活动的支持还能增进双方在文化层面上的理解，为澳大利亚成功地立足“亚洲世纪”提供重要条件。

拓展深化体育交流

澳大利亚政府应该鼓励体育界人士向中国的同仁伸出友谊之手。由于任何体育项目上的交流都有赖于两国体育协会间的良好关系，所以，我们要迈出的第一步是通过各种低成本、甚至零成本的活动来“伸出友谊之手”。这类活动包括：

- 邀请中国体育界同仁来澳参观；
- 拜访中国同仁——按照中国人的观点，互相拜访是良好友谊的最好表示；
- 通过各种基本的方式，与中国同仁保持联络，如将他们收纳到通讯录中，邀请他们前来参加体育赛事和政府活动，等等。

政府还应鼓励体育团体间进行体育资源（教练、裁判、技术指导、设备建设、赛事管理和赛事机会）的交流。组织结盟或商业合作能为这类交流提供必要的第三方支持和赞助。这一系列的活动都应该遵照澳大利亚的体育规则进行奖惩。澳大利亚中国理事会（The Australia China Council）、澳大利亚贸易委员会（The Australian Trade Commission）和澳大利亚商业和工业协会（The Australian Chamber of Commerce）都会为各类促进商业、文化交流的活动提供资金或其他支持。众多希望进入中国或澳大利亚的社会和文化视野的私人机构也会对赞助体育活动感兴趣，因为体育对于促进澳中两国人民的友谊有着巨大的潜力。

继续支持“特别报道服务(SBS)” （“澳大利亚广播公司(ABC)”和 “澳大利亚网络(Australian Network)”

“澳大利亚广播公司（ABC）”和“特别报道服务（SBS）”是向澳大利亚人传播中国和亚洲文化形象的重要角色。SBS有着振奋人心的宗旨：“讲述七十亿人的故事”，而ABC24则提供了一个独特的平台，让澳大利亚人了解亚洲地区的时事。

Australia Network can play a key role in promoting a newly articulated vision of Australia. Extending the reach of the Australia Network to China is an important step. It may be done on a quid pro quo basis of offering greater access to Australia's free-to-air airwaves to a Chinese produced English language station such as CCTV News (International).

DEVELOP AN ASIA-SAVVY STRATEGY FOR TOURISM AUSTRALIA

Tourism Australia should seek to promote a culturally diverse understanding of Australia. It should also focus on regional Australia as part of a concerted attempt to spread Australian multiculturalism beyond Australia's urban centres. Above all, Tourism Australia should avoid perpetuating outdated stereotypes of Australia. Australia does itself no favours with slogans such as "where the bloody hell are ya?" A new strategy for Tourism Australia should be directly tied into a newly articulated vision of Australia – the Austral-Asian narrative of Australia in the Asian Century.

“澳大利亚网络 (Australian Network)” 在向亚洲展示澳大利亚文化形象的工作中起着中流砥柱的作用。“澳大利亚网络” 在宣传澳大利亚新的国家愿景方面也扮演着重要的角色。因此，将“澳大利亚网络” 的业务拓展至中国就显得极为关键。可以考虑提供更多的免费波段空间给中国的英语类电视频道，如CCTV (国际) 新闻频道，以此来换取“澳大利亚网络” 在中国的发展。

为澳大利亚旅游局打造“亲亚洲” 战略

澳大利亚旅游局应该致力于推动外界对澳大利亚多元文化的了解，同时，通过与各方的合作，将澳大利亚的多元文化主义延伸至都市圈以外的区域。最重要的是，澳大利亚旅游局要避免宣扬那些早已过时的关于澳大利亚的陈腐观念。打出“你这死鬼去哪儿了？ (where the bloody hell are ya?)” 这样的标语对于澳大利亚而言有百害无一利。澳大利亚旅游局的战略应该直指国家的新愿景——构建“澳-亚对话机制”，立足“亚洲世纪”。

Background

Australia has not experienced a recession since 1991 and was the only developed country to avoid recession during the global financial crisis, making our economy the envy of the world (OECD 2011). That attractive position was achieved through a combination of good management, policy and leadership as well as luck and the ability to take advantage of the opportunities presented (Possum Comitatus 2011). If Australia is to carry on this legacy, it must be bold and sensible enough to take advantage of the economic opportunities present in the unfolding Asian Century.

Australia's economic relationship with Asia is increasingly central to Australia's economic success. And central to Asia's economic success is the model of open regionalism that has driven Asian integration and trade over the past 20 years. Maintaining open regionalism and reducing non-tariff and behind the border barriers to trade is the way forward for strengthening regional economic integration.

Australia's economic relationship with China in particular has helped insulate Australia from much of the economic turmoil of recent years. China is already Australia's largest trading partner. The Australia-China bilateral trading relationship has the potential to eclipse Australia's trading relationship with the US and EU combined.

Australia also stands to benefit significantly from Chinese outbound investment. Australia was the destination of US\$5.9 billion of Chinese foreign direct investment (FDI) in 2009 compared with US\$3.3 billion that went to the US, making Australia the largest recipient of Chinese outbound FDI (USCC 2011). Australia's unexpected pole-position is due mostly to China's need for a secure supply of natural resources. But Australia has a second advantage that will become more important as China begins to invest in sectors other than natural resources: Australia is relatively well disposed toward China and China is relatively well disposed toward Australia. The flip side of this investment relationship – Australian FDI in China – is not as impressive as it could be.

In this Asian Century, Australia is well positioned to capitalise on a potential economic boon that is too great an opportunity to squander. The Austral-Asian trade and investment narrative will need to recognise these opportunities as they emerge and accordingly recalibrate Australia's trade and investment strategies to optimise Australia's prospective economic windfalls.

背景

自1991年以来，澳大利亚还从未出现经济下滑的现象，是全球金融危机中唯一幸免于经济萧条的国家，成为举世艳羡的对象（OECD，2011）。这一辉煌的成就来自于多方面的因素，包括出色的管理、良好的政策、开明的领导以及好运气和把握机遇的能力（Possum Comitatus，2011）。澳大利亚要想持续辉煌下去，必须要有进取心和洞察力，把握好“亚洲世纪”所带来的经济机遇。

澳大利亚与亚洲之间的经济联系对于澳大利亚的经济发展有着越来越重要的作用，而亚洲经济腾飞的核心在于“开放的地区主义”，这是亚洲国家在过去二十年里实现一体化和贸易发展的原动力。保持“开放的地区主义”的同时消除非关税和入境后贸易壁垒，是促进地区经济一体化的必由之路。

澳大利亚与中国的经济合作更是澳大利亚近年来免遭全球经济动荡影响的关键因素。中国目前已经是澳大利亚最大的贸易伙伴。澳中双边贸易关系的发展前景甚至超过了澳大利亚与美国和欧盟的贸易之和。

澳大利亚还从中国的境外投资中受益良多。2009年，中国的对外直接投资（FDI）有59亿美元投向了澳大利亚，与之相比，只有33亿美元投向了美国，这使得澳大利亚成为中国最大的境外投资目的国（USCC，2011）。澳大利亚这一“黑马”的表现主要来自于中国对于自然资源的需求。不过，随着中国的投资范围延伸到自然资源之外的行业，澳大利亚的另一大优势就显得愈发重要：澳中两国之间素有好感。然而，澳中投资关系的另一面，即澳大利亚在中国的对外直接投资的表现则差强人意。

“亚洲世纪”带来的经济发展机遇十分宝贵，澳大利亚需要尽力把握。澳亚贸易和投资对话机制建立起来以后，也应该充分利用这些机会，并对澳大利亚的贸易和投资战略进行相应的调整，为澳大利亚创造最大的经济利益。

OPEN REGIONALISM MUST CONTINUE TO UNDERPIN ASIA'S ECONOMIC SUCCESS

Open regionalism has enabled Australia and the Asian region to become the growth centre of the global economy. In his seminal book, *International Economic Pluralism*, Drysdale argued that regional negotiations should “be based on most favored nation principles” (Drysdale 1988). Unfortunately, Asia now has a confusing mix of preferential trade agreements, often referred to as the ‘noodle bowl of FTAs’. The problem is well known and coordinating these agreements is a high priority. The current leading candidate for coordination efforts is the Trans-Pacific Partnership (TPP). But there are concerns that the TPP could subvert the open regionalism approach with a deliberate attempt to exclude China from the regional policy-making discussions (Armstrong 2011).

Excluding China from regional policy making discussions could be achieved if the TPP continues to be the most active forum for regional negotiations but conditions on participation are set so as to be prohibitively onerous on certain countries, including China. The specific conditions that appear to be aimed at this objective relate to labour, environmental and intellectual property standards. Each of these is an important issue that must be addressed, but arbitrary compliance standards should not be allowed to become mechanisms of containment or exclusion.

Australia must endeavor to ensure that the regional negotiations do not become mechanisms of containment against a single country.

AUSTRALIA NEEDS TO WORK HARDER TO EMBRACE FOREIGN INVESTMENT

The Australian Government has demonstrated its ongoing support of FDI but there has also always been an element of opposition. Some of this opposition stems from an intuitive criticism of foreign companies, some from a sense of economic nationalism (especially when national iconography is involved), some from a mistrust of foreign government ownership of strategic resources, and some from a desire for a level of national self-sufficiency in essential industries. The reaction has been the same to each wave of FDI, including American, Japanese and now Chinese inbound investment. A particular obstacle to the Australian public's acceptance of Chinese FDI is the role of state-owned enterprises (SOEs). This is especially sensitive in industries such as farming and mining where perceptions of food security and self-sufficiency and land ownership provoke strong responses.

There is always a cost to such opposition. For instance, the public campaign against Chinalco's proposed investment in Rio Tinto in 2009 dented Australia's reputation in China as an investment friendly country (Cai 2009). It is critical that the Australian public's unease about foreign investment be addressed and resolved if Australia is to continue to appear as an attractive destination for foreign capital (Drysdale 2009).

坚持开放的地区主义，巩固亚洲的经济成就

开放的地区主义使得澳大利亚和亚洲地区成为了全球经济增长的中心。德赖斯代尔 (Drysdale) 在《全球经济多元主义》中提出，地区内的协商应该“以最受欢迎的国家为基础” (Drysdale, 1988)。可惜的是，亚洲目前的优先贸易协定错综复杂，也就是所谓的“‘一锅粥’式自由贸易协定”。这一问题由来已久，如何协调这些贸易协定成为了重中之重。现在其协调作用的主要是《跨太平洋伙伴关系协定 (TPP)》。不过，由于明文提出将中国排除在地区决策的讨论之外，该协定有可能破坏开放地区主义的传统。

如果 TPP 保持其作为地区协商最活跃平台的地位，那么将中国排除在地区决策讨论之外就将成为事实；但是，其中包含的伙伴合作条件会给包括中国在内的国家带来许多麻烦。其中，直接将目标指向排除中国的条件涉及劳务、环境和知识产权标准。这里每一条都是亟需解决的问题，但任何一方都不能任意制定执行标准来达到限制和排外的目的。

澳大利亚必须竭尽全力，阻止地区协定成为压制某一国家的机制。

澳大利亚需加大努力，吸引外来投资

澳大利亚政府一如既往地对外来直接投资 (FDI) 持支持态度，不过仍然出现了反对的声音。究其缘由，一部分来自于对于外国公司的本能性的批判，一部分来自于经济民族主义 (尤其是在民族肖像学也掺杂其中的情况下)，一部分来自于对于他国政府占有战略性资源的不信任，还有一部分来自于某些重要行业保持自给自足状态的愿望。每次出现外来投资热潮时，总会出现这样的反对言论——开始是美国的入境投资，接着是日本，现在轮到了中国。澳大利亚国营公司 (SOEs) 的存在是澳大利亚民众难以接受中国投资的重要原因。某些行业，如农业和采矿业，对于中国的投资尤其敏感。他们的食品安全、自足经济和土地所有权观念总会引发对外来投资的强烈抵触。

出现这样的抵触，总是要付出代价的。例如，2009年民众抗议中国铝业集团 (Chinalco) 对力拓公司 (Rio Tinto) 的投资计划，这一事件就破坏了澳大利亚作为友好投资目的国的形象 (Cai, 2009)。澳大利亚要想继续吸引外国资本，必须重视和处理国内民众对于外来投资的不安情绪 (Drysdale, 2009)。

Australian Governments have long recognised the benefits of FDI and should continue to promote a welcoming and encouraging environment for foreign investment in the Asian century. FDI is not only an inevitable feature of a globalised economy but is also essential, as globalisation will see Australia increasingly rely on foreign capital to maintain and improve the Australian economy in a sustainable manner. FDI injects much needed foreign capital (to infrastructure investment in particular) while delivering employment opportunities, new technical knowledge and expertise to Australia. Maintaining an open and transparent regulatory environment and engaging in dialogue with relevant industry associations is one part of ensuring that that foreign investment continues to arrive at Australia's shores for years to come. Australia has a strong tradition in this respect. But a second crucial element is ensuring the Australian public is informed of the benefits of FDI and the protections put in place by the Australian Government. Australia has traditionally been much less successful in this respect.

Despite the public outcry against Chinalco in 2009, Chinese investment in Australia has grown in recent years with support from the Australian Government. Over the last four years, all of the 180 Chinese companies that lodged applications to invest in Australia were approved, with conditions imposed on only six of those applications. Between 2007 and 2010, the Australian Government approved over \$50 billion in Chinese investments. While these figures are large, they should be considered in the context of the relative total aggregate stock of Chinese investment in Australia, which remains small compared to other countries such as the US or the UK. Much of the current alarm over Chinese ownership is exaggerated because this context is often ignored.

While the total stock of Chinese investment is still low, Chinese investment presence in Australia will continue to grow during the Asian Century as China solidifies its position as Australia's number one trading partner. Australia should capitalise on its strengths of economic openness, geographic proximity to Asia and the acumen of its people. There now exists a once-in-a-lifetime occasion for the Australian Government to recast its relationship with China and capitalise on the investment opportunities present in a range of industries, including the infrastructure, food, agriculture, education and technical services industries. In particular, Chinese FDI in Australia's agriculture sector will deliver sustained wealth for Australia and contribute towards global food security.

To reap these rewards Australia needs to embrace foreign investment, not just in its government policy but also in the minds of the Australian people. Convincing the public of the benefits of FDI will take sustained effort and the challenge will only grow as the scale of Chinese investment increases. Part of the government's high-level strategy must be selling the benefits of foreign investment to the Australian people and keeping Australia as a welcoming destination for FDI.

澳大利亚政府已经意识到了外国直接投资 (FDI) 能带来的益处。“亚洲世纪”里，政府应该继续为外来投资创造友好的环境。在经济全球化的背景下，外国直接投资 (FDI) 不仅是必要的，而且是重要的。澳大利亚要想这一时代背景下实现可持续发展，必须越来越多地依赖外来投资。外国直接投资 (FDI) 除了为澳大利亚注入亟需的资金（尤其是在基础设施建设方面），还创造了工作机会，并带来了新技术和发展经验。保持一个公开、透明的规范环境并与行业协会进行沟通，这是保障未来几年外国资本能持续来澳的措施之一。澳大利亚在这方面一直做得很好。另一方面，政府要让澳大利亚民众了解外国直接投资 (FDI) 能带来的益处，同时还要做好保护工作。政府在这一方面做得还不够。

尽管出现了2009年抗议中国旅游集团投资的事情，在政府的支持下，中国在澳投资近几年来保持了增长的势头。过去四年里申请入澳投资的全部180家中国公司都得到了批准，只有其中6家公司需要额外遵守一些条款。2007至2010年间，澳大利亚准入的中国投资总额超过了500亿美元。尽管这一数额是巨大的，但是作为在澳投资的相对总额，这一数据与其他国家（如美国、英国）相比还是较小的。当下对于“中国霸权”的恐慌言论大多是言过其实，因为他们常常忽略了上述的事实。

目前中国在澳大利亚的投资累积总额并不大，但是到了“亚洲世纪”，随着中国继续巩固澳大利亚作为其最大贸易伙伴的地位，中国在澳投资仍将呈现增长态势。澳大利亚政府充分发挥其市场开放的经济优势、邻近亚洲的地理优势和聪敏智慧的人力优势。现在正是增进澳中友谊的难得时机，澳大利亚政府应该把握住机遇，将中国的对澳投资导向诸多领域，如基础设施、食品、农业、教育和技术服务业。其中，中国对澳大利亚农业方面的直接投资将持续为澳大利亚创造财富，并为全球食品安全做出贡献。

要收获这些利益，澳大利亚需支持外来投资，这种支持不能停留在政策层面，而应该深入到澳大利亚民众的意识里。要让民众明白外国直接投资 (FDI) 的益处绝非一日之功，而随着中国投资规模的持续增大，说服民众的困难也将越来越大。政府高层决策中应该包含“还利于民”一项，即跟民众分享外来投资带来的收益，这样才能保持澳大利亚作为友好的投资目的国的形象。

AUSTRALIA SHOULD SEEK TO INCREASE PARTNERSHIPS AND JOINT VENTURES IN CHINA'S 12TH FIVE-YEAR PLAN'S SEVEN PRIORITY INDUSTRIES

China's 12th Five-Year Plan for National Economic and Social Development (2011-2015) has identified seven priority industries: new energy; energy conservation and environmental protection; clean energy vehicles; biotechnology; new materials; new IT; and high-end equipment manufacturing.

These priorities provide Australia with an opportunity in the short-term to seek to increase partnerships and joint ventures in these industries. They are all areas where Australia has particular strengths.

The first three industries are consistent with China's future energy and environment targets. Australia shares the same objectives as China for these industries and there will be scope for knowledge sharing and collaboration.

The last four priority industries are consistent with China's ambition to move up the value chain of production as its economy transitions away from a growth model based on unskilled, low-wage labour. China's goal in this respect is consistent with US and Australian desires for China to shift toward a more consumption-driven growth model, since higher value manufacturing is associated with higher wages and therefore higher domestic consumption. Australia should see China's push toward higher value manufacturing in these four industries as an opportunity for joint ventures with cutting-edge Australian technology, particularly in biotechnology, where Australia has strong capabilities, and new IT, including broadband networks where Australia is also expanding through the NBN.

China's ambitions for these industries are part of its five-year plan for 2011 to 2015 and the Australian Government and private sector should seek to engage China in these areas within this five-year horizon.

AIM TO DIVERSIFY AUSTRALIA'S TRADING RELATIONSHIP WITH CHINA

Resources, education and tourism have been the three main components of Australia's economic relationship with China to date. The government should seek to encourage the development of trade and investment relationships in other sectors. In particular, financial services, legal services, medical technology, aerospace and telecommunications equipment, wind and solar power, beer and wine.

Financial services sector

Australia's financial sector stands as one of the world's strongest and most resilient following its performance in the global financial crisis when it escaped the recessions, bank failings and financial difficulties that plagued other OECD nations. The reasons behind Australia's robust financial sector can be attributed to both excellent regulatory practice and the abundance of world-class professional capabilities

澳大利亚应该寻求与中国在“十二五规划”提及的七大优先发展产业方面进行合作和开办合资企业

中国的“十二五规划”中重点提到了七大优先发展的产业：新能源、节能环保、清洁能源汽车、生物技术、新型材料、新型信息科技和高端设备制造业。

这为澳大利亚在短期内寻求和中国在这些产业内的合作和合资提供了机遇。澳大利亚在这些领域中都拥有独特的优势。

前三大产业与中国未来的能源和环境诉求是相吻合的，而澳大利亚在这一方面有着同样的目标，所以两国会有知识共享和合作的需求。

后四大产业体现的则是中国向生产价值链上游迈进的雄心，因为中国的经济已经开始转型，不再是依靠低技术含量的廉价劳动力来发展的旧模式。中国的这一目标更美国和澳大利亚的期望是一致的，即希望中国经济向消费驱动型的增长模式转变。因为更高附加值的制造业就意味着工人更高的薪水，进而带来更高的国内消费需求。中国向这四大高价值制造业进军，澳大利亚应视之为机遇，利用澳大利亚的尖端科技——尤其是澳大利亚出色的生物技术和新型信息技术，包括澳大利亚“国家宽带网络（NBN）”大力推广的宽带网络技术——和中国方面寻求合资。

中国在上述行业的发展目标是其五年（2010-2015）计划的一部分，澳大利亚政府和私营机构应该在这五年内寻求和中国在这些领域的交流合作。

丰富与中国的贸易合作方式

资源、教育和旅游是目前澳中经济关系的三大要素。政府应该鼓励其他行业进行贸易和投资联系，尤其是金融服务、法律服务、医药科技、航空和电讯设备、风能和太阳能发电以及啤酒和白酒酿造。

金融服务业

澳大利亚幸免于全球金融危机之难，避免了经济衰退，也没有出现类似其他“经济合作和发展组织（OECD）”成员国那样的银行倒闭、金融困难的问题。在这一背景下，澳大利亚的金融业已经跻身于全球最稳定、最有适应力的行列。澳大利亚金融业的强健来源于得力的监管和大量顶尖

and skills within the sector.

China has sought to continually develop and liberalise its increasingly more sophisticated financial sector through many reforms. Recent reforms include the introduction of cross-border renminbi (RMB) settlement, promotion of a domestic bond market, introduction of regulations surrounding wealth management products and financial derivatives and encouragement of the 'going-out' of Chinese banks to overseas destinations in support of Chinese outbound activities.

There remains much opportunity for the Australia-China financial sector trade to grow in the Asian Century. Most critically, Australia's world-class financial service providers should work with China as it continues to develop its domestic financial sector in line with the 12th five-year plan. The Australian services sector possesses the requisite skills and management systems to assist China in reaching its policy goals in developing new financial services and products for the burgeoning middle-class Chinese population couched in the era of an increasingly internationalised Chinese RMB.

However, there remain several key barriers to the growth of the Australia-China financial services trade. The first of these is to establish mechanisms that provide a forum for communication of concerns and information sharing in the Chinese and Australian regulatory environment for financial services. Second, Australia will need to continue encouraging China to welcome greater foreign market participation in the domestic banking industry.

Agriculture sector

In 1961, Australia, for the first time, sold a shipment of 750,000 tons of wheat to China. Since then, agriculture trade between Australia and China has grown substantially, driven by a high degree of complementarity between Australia and China. In 2009-10, Australia exported \$3.4 billion of agricultural products to China. This figure is expected to grow as key developments in the Chinese agriculture market such as food security concerns, changing consumption patterns, increasing pollution and unsafe practices drive Chinese consumers to look overseas for their food supply. Whilst Australia has enjoyed a large share of the Chinese consumer market, it is not without competition from nations such as New Zealand (a relationship that has the added leverage of the China-NZ FTA).

Food quality and safety are two major concerns for Chinese consumers. These are both areas where Australia has renowned strengths. The complementarity between Australia and China in the agriculture sector is increasing and Australia should move quickly to take advantage of the opportunities presented.

COOPERATE WITH CHINA TO IMPROVE ENVIRONMENT AND SAFETY STANDARDS IN THE MINING INDUSTRY

The mining industry is crucial for both the Chinese and Australian economies but it is also at the coal front of many environmental and safety concerns.

Mining deaths in China still number several thousand each year (Wang 2011). The local environmental impact of Chinese mining practices is a source of political instability. And the low quality of China's coal deposits and processing practices means the carbon

的人才。

中国已经进行了多项改革，力图放宽限制，促进其日益复杂的金融行业的发展。最近的改革措施包括：批准人民币跨境结算业务，推动国内债券市场发展，加强对理财产品和金融衍生产品的监管，以及鼓励中国的银行“走出去”扶持中国的境外活动。

“亚洲世纪”里，澳中两国在金融业方面的贸易合作拥有大量的增长机遇。其中最重要的是，澳大利亚顶尖的金融服务提供商要寻求与中国的合作，按照“十二五规划”的要求发展中国的金融业。澳大利亚拥有的必备技术和管理经验能协助中国实现其既定目标，同时发展新型金融服务和金融产品，其服务群体正是在“人民币日益国际化时代”里衣食无忧的中国新兴中产阶级。

然而，澳中金融服务贸易的发展还有一系列的障碍。首先，我们需要建立一个信息共享的平台，交流双方关切的金融监管方面的问题。另外，澳大利亚要继续鼓励中国接纳更多的外来参与者进入到其金融业当中。

农业

澳大利亚1961年首次向中华人民共和国出售了750000吨小麦。从此，两国间的农业贸易迅猛发展，其根源在于两国农业很高的互补性。2009-2010年度，澳大利亚出口了总值为34亿美元的农产品到中国。这一数据还有望继续增长，这是因为，中国国内对于食品安全的忧虑在加剧、消费模式在改变、污染问题日益严重以及中国消费在国内屡屡出现食品安全问题之后开始把目光投向国外。尽管澳大利亚占据了中国农业市场需求很大的份额，来自其他国家，如新西兰（该国还因为‘中-新自由贸易协定’而具有了竞争优势）的竞争还是很激烈。

中国消费者最关心的是食品质量和安全。澳大利亚在这两方面均有优势。澳大利亚和中国在农业方面的互补性还在增强，政府应该迅速采取措施，把握机遇。

在采矿业环保和安全标准的提升方面与中国开展合作

采矿业对于澳中两国的经济都有着极其重要的意义，同时它也是环保和安全问题的多发地带。

目前，中国每年死于矿难的人数仍以几千计（Wang, 2011）。采矿行为带来的环境恶化成为了社会不稳定因素。由于煤炭矿藏质量低、采矿工艺差，中国生产的煤炭中能源碳浓度维持在较高的水平。基于以上原因，中国现在正致力于提

intensity of energy from Chinese coal is high. For these reasons, China is seeking to improve its environment and safety standards in the mining industry. Australia's mining sector has strengths in each of these areas: our safety records are exceptional, the environmental practices of our mining firms is respectable and our coal and iron ore are of the highest quality. Consequently, there is much to gain beyond financial rewards from increased cooperation and engagement in the mining and resources sectors of Australia and China.

The climate change debate in Australia often includes the refrain that no matter what changes are made in Australia, they will be made inconsequential by the growing GHG emissions from China. This line of reasoning usually leads to a defeatist conclusion, but the true conclusion of that argument is that we should help China to lower its GHG emissions. The mining industry is one area where Australia is particularly well placed to make a difference. The Australian Government should encourage our mining industry to not just see China as a consumer but to see China as a partner.

Australia's big mining companies can increase their competitiveness in the Chinese market by tying China more closely to them. One way to do that is to work with the Chinese mining industry to improve environment and safety standards. Doing so will improve their competitiveness with respect to other non-Chinese suppliers by strengthening the relationships that are so important in an industry where investments have a very long time horizon. It will also improve their competitiveness with respect to Chinese producers if it leads to the Chinese government setting standards that are closer to the current practice of the Australian industry.

Australia should work with China to improve mining environment and safety standards because the Australian people value the global environment and care about preventable deaths. They care about China's local environment because it constitutes many parts of what is beautiful in the world, because they empathise with the Chinese people who live in and rely on that environment, and because environmental problems are a source of instability in our largest trading partner. The Australian Government should recruit our mining exporters to the effort. The big miners can be reminded that raising mining environment and safety standards in China improves the competitiveness of firms with already high standards. Further, that by being part of the solution in China, they strengthen relationships, improving their competitiveness against other suppliers that are less engaged in what will continue to be their biggest market for many years to come.

ATTRACT CHINESE INVESTMENT IN AUSTRALIAN INFRASTRUCTURE

Australian infrastructure has not kept up with population growth. One result is that for the first time since World War II there is no bipartisan support for higher population growth. A larger population has been seen for decades as critical for our national security and more recently has come to be seen as central to Australia's ongoing economic success and cultural strength. Addressing Australia's infrastructure deficiencies is an urgent task.

China has embarked on a sustained infrastructure-building project for several decades with the result that it has some of the world's

高采矿业的环保和安全标准。澳大利亚在采矿业的各个层面都拥有优势：我们拥有极其出色的矿区安全纪录，采矿公司在采矿作业时严格执行环保标准，我们生产的煤炭和铁矿石质量精良。因此，澳中两国在采矿业方面加大合作交流，其意义将不仅仅局限在经济领域之内。

澳大利亚国内进行的气候变化探讨通常会涉及这样一个困境：不论澳大利亚做出多少的环保努力，都会因为中国温室气体排放的增多而变得微不足道。这一逻辑通常会得出失败主义的结论，但真正合理的结论应该是：我们应该帮助中国降低其温室气体的排放。采矿业正是澳大利亚具有巨大优势、能够产生显著影响的一个领域。政府应该引导我们的采矿业人士将中国看作是合作伙伴，而不仅仅是消费者。

通过加强与中国的交流，澳大利亚的大型采矿公司可以增强它们在中国市场上的竞争力。与中国的采矿业同仁合作，一起提高环保和安全标准，这是其中一条途径。这样做能够提升它们在面临其他非中国矿产提供商时的竞争力，这是因为，在采矿业这样投资回报周期长的行业中，良好的双边关系是至关重要的。如果能够促成中国政府制定更贴近于澳大利亚现行标准的采矿行业标准，那么澳大利亚采矿公司在面临中国本土矿产商时也会有竞争优势。

澳大利亚应与中国一起努力，提高采矿业的环保和安全标准，因为澳大利亚人爱护地球环境，也希望减少无谓的伤亡。澳大利亚人同样也关心中国的环境，不仅因为那是全球环境的组成部分，也因为他们对生于斯、养于斯的中国人满怀同情，还因为环保问题有可能影响中国——我们最大的贸易伙伴——的稳定。此外，政府应该提醒那些面向中国的矿业出口商：提升中国的行业标准就是提高自身竞争力和增进双边友谊，这样，与其他提供商相比，澳大利亚公司就能在采矿业——中国未来多年内拥有最大需求的市场——拥有竞争优势。

吸引中国投资澳大利亚的基础设施建设

澳大利亚的基础设施建设跟不上人口增长的步伐。这导致的结果之一是，澳大利亚自二战以后首次出现了两党没有同时支持人口增长的情况。拥有众多的人口曾被视为民族安全的重要保障，最近则被认为是经济辉煌和文化强盛的核心原因。解决澳大利亚的基础设施建设问题成为了当务之急。

中国的基础设施建设工程已经持续了几十年，如今已经拥有了一系列世界领先的技术。中国还有大量的资本可以投入到国际市场上。目前，澳大

best skills in infrastructure development. China also has abundant funds that it seeks to invest abroad. Australia is already the largest single recipient of Chinese investment funds because in part, China views Australia as a strategic, safe and reliable investment destination. Given the current economic and political uncertainties in Europe and the United States, Australia has a unique opportunity to attract Chinese investment and build long-term investment relationships. Australia should seek to use this opportunity to make much needed upgrades to its failing infrastructure. This is especially the case in mass transit and green energy – areas where China has particular strengths to remedy Australian shortcomings.

利亚已是中国海外投资最大的接受国，部分原因在于中国将澳大利亚视为战略性的、安全可靠的投资目的地。考虑到当前欧美各国的经济和政治动荡，澳大利亚在吸引中国投资和建立长远投资关系方面有着无与伦比的机遇。澳大利亚应该把握机遇，让陈旧落后的基础设施更新换代。尤其是在公共交通和绿色能源领域，要利用中国在这些方面的优势来弥补澳大利亚的不足。

This submission has addressed a number of areas that the ACYD believes are priorities for the Australian Government in navigating this Asian Century. The priorities have been separated into two parts. The first part focuses on building an Austral-Asian Narrative. The second part focuses on refining trade and investment strategies for the Asian Century. Within those categories the submission has endeavoured to justify a set of priorities by providing the relevant background and context. It then drew a number of long-term implications for the Australian Government and set out some short to medium-term actions the government may take to help navigate this Asian Century. Those proposals are summarised here.

The submission discussed four important implications for Australia's long-term strategy in relation to building an Austral-Asian Narrative:

- Australia needs to articulate and promote a national vision;
- A multicultural Australia should be at the centre of our national vision;
- Australia needs to develop a concerted media strategy to project our national vision; and
- Australia should embrace the rejuvenation of China's creative industries.

Proposals for short-to-medium-term actions the government can take toward building an Austral-Asian Narrative identified in the submission include:

- Promoting school exchange programs;
- Promoting language teaching in schools and universities;
- Extending and deepening sporting engagement;
- Continuing to support the SBS, the ABC and the Australia Network; and
- Developing an Asia-savvy strategy for Tourism Australia.

The submission discussed two important implications for Australia's long-term strategy in relation to refining trade and investment strategies for the Asian Century:

- Open regionalism must continue to underpin Asia's economic success; and
- Australia needs to work harder to embrace foreign investment.

Proposals for short to medium-term actions the government can take toward building an Austral-Asian Narrative identified in the submission include:

- Seeking to increase partnerships and joint ventures in China's 12th five-year plan's seven priority industries;
- Aiming to diversify Australia's trading relationship with China;
- Cooperating with China to improve environment and safety standards in the mining industry; and
- Attracting Chinese investment in Australian infrastructure.

本报告涉及了一系列要点，都是“中澳青年对话（ACYD）”组织认为对澳大利亚立足“亚洲世纪”有着重要意义的因素。这些要点分为两部分。第一部分关注的是“澳-亚对话机制”的建立问题。第二部分关注的是如何通过优化贸易和投资战略来迎接“亚洲世纪”的问题。在这些话题的讨论中，本报告列举了相关的背景和语境资料来论证这些要点，接着归纳出了对政府的启示意义，最后提出了一些短期和中期的行动计划，以期有助于政府更好地立足“亚洲世纪”。上述计划概括如下：

对政府建立“澳-亚对话机制”长远战略，本报告共讨论了四项的启示性建议：

- 澳大利亚需明确提出并广泛宣传其国家愿景；
- 建设一个文化多元的澳大利亚应是我国国家愿景的核心；
- 澳大利亚需要制定有效的媒体战略来宣传国家愿景；以及
- 澳大利亚应对中国创意型产业的复兴报欢迎态度。

对于政府“澳-亚对话机制”的建立，本报告中提出的短、中期行动计划包括：

- 促进校际交流项目的开展；
- 促进学校的语言教学；
- 拓展深化体育交流；
- 继续支持“特别报道服务（SBS）”、“澳大利亚广播公司（ABC）”和“澳大利亚网络（Australian Network）”的发展；
- 为澳大利亚旅游局打造“亲亚洲”战略。

关于澳大利亚优化贸易和投资战略来迎接“亚洲世纪”的长远战略，本报告提出了两项启示性建议：

- 坚持开放的地区主义，巩固亚洲的经济成就；和
- 澳大利亚需加大努力，吸引外来投资。

关于“澳-亚对话机制”的建立，本报告提出的短、中期行动计划包括：

- 澳大利亚应该寻求与中国在“十二五规划”提及的七大优先发展产业方面进行合作和开办合资企业；
- 丰富与中国的贸易合作方式；
- 在采矿业环保和安全标准的提升方面与中国开展合作；以及
- 吸引中国投资澳大利亚的基础设施建设。

Naturally, the Asian Century has many implications beyond those discussed in this submission. The submission has not attempted to address all the important and relevant issues or to recommend a complete blueprint of action for the Australian Government – to do so would be beyond the scope of a single submission. It has sought to highlight some areas that the contributors believe are of particular importance and some that seem not to receive the attention they need.

Above all, this submission has attempted to articulate a vision of Australia with strong and close relations in Asia (particularly China) across the spectrum of society. It is an optimistic vision. Realising that vision will take a great deal of work and effort. The delegates of the 2011 Australia-China Youth Dialogue are committed. We hope that the Australian Government shares that vision.

诚然，“亚洲世纪”对于澳大利亚的启示远不止本报告所探讨的这些。本报告无意于面面俱到地探讨相关的重要议题，亦不期望为澳大利亚政府提供整套的行动计划——这项工程不是单凭一份白皮书就可以完成的。本报告只是重点提及了一些作者认为最为重要而又没能因其足够重视的问题。

总而言之，本报告试图为澳大利亚描绘的愿景是：一个与亚洲（尤其是中国）有着紧密、友好关系的国家。这是很美好的愿景。我们深知，要实现这样美好的愿望需要付出巨大的努力。“2011中澳青年对话”的代表们正齐心协力为之奋斗。我们衷心希望澳大利亚政府也认同这一愿景。

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