



Research

Anholt-GfK Roper Nation Brands Index

The Anholt-GfK Roper index measures the image of 50 nations annually. For the last two years Australia has ranked 9th. The index examines six dimensions of competence: exports, governance, culture, people, tourism, immigration and investment.

Key findings:

- Australia's highest rankings are in the People and Tourism categories. It is also rated one of the most desirable places to live and work.
- Another strength in the country's reputation is in Governance.
- The weakest areas of Australia's reputation are in the categories of Culture and Exports – although they are still competitive.
- Australia ranks 2nd behind only Canada and just ahead of the US as a place people would like to live and work for a substantial period of time.

Reputation Institute

The Reputation Institute's country survey of 22,000 consumers in the G8 countries (UK, France, Germany, Italy, Russia, USA, Canada and Japan), rates the reputations of 34 countries in Europe, the Americas, Asia and Africa.

Key findings:

- Australia has an extremely strong reputation ranking third behind Switzerland and Canada.
- Australia's reputation is built on positive perceptions of physical beauty, lifestyle and provision of enjoyment for both visitors and residents.
- Australia is perceived as offering a strong business environment.
- However, attributes related to business environment such as technology, quality products, and services and inventiveness were less well perceived for Australia.

TNS Research for Building Brand Australia

As part of the Building Brand Australia program, TNS Global was commissioned to research Australia's brand positioning in 14 countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Korea, Malaysia, Russia, UK, US and Vietnam.

This quantitative and qualitative research was designed to provide insights into Australia's current and desired brand positioning. It involved interviews with approximately 14,000 consumers and over 130 in-depth interviews with stakeholders across the 14 international markets.

The research undertaken validated other research which shows Australia is perceived to be a vibrant, friendly and welcoming nation, supported by values of positivity, energy and practical solutions. It also served to identify a 'creative territory' for Brand Australia that was found to be consistently motivating across stakeholder and consumer groups both in Australia and overseas.

The 'Australia Unlimited' concept was found to best deliver to this creative territory. In addition the 'Australia Unlimited' concept was found to convey a strong sense of professionalism and future focus. These elements were consistently cited by stakeholders as being key for industry adoption and support of the brand and in keeping with the desire for Australia to be perceived in a more contemporary and multi-dimensional light.

In China

In China, the TNS research showed Australia's environment is a strong advantage for its agricultural and natural products. Chinese consumers recognise that Australia's social cohesion combined with a stable business environment and diverse economy are what make it a strong nation. Australia was also seen as a good place to study or visit, with the general view amongst Chinese consumers that Australia is a dynamic, diverse and happy nation.