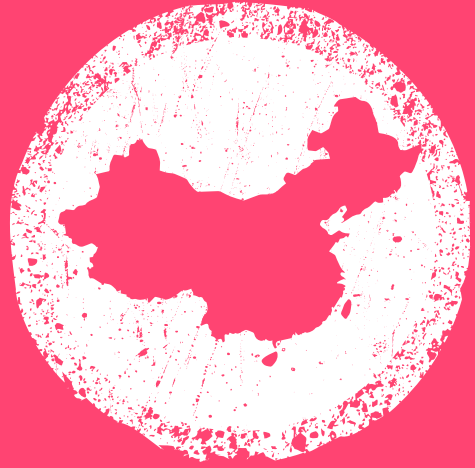


FACT SHEET

CHINA



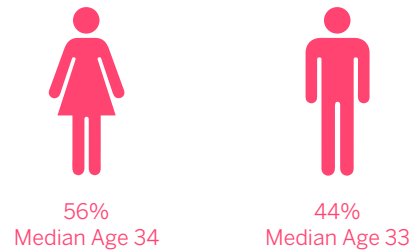
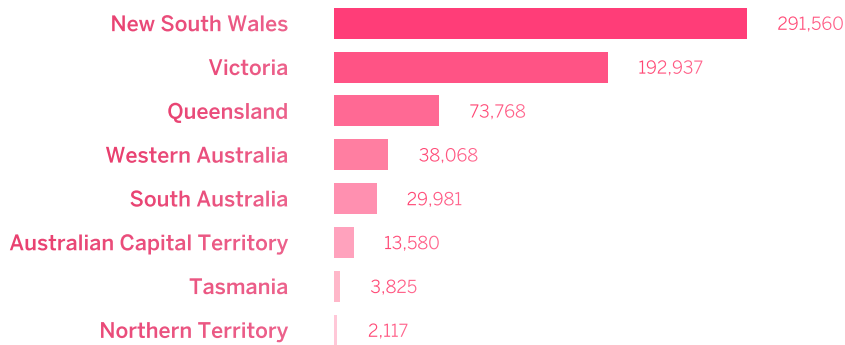
SNAPSHOT POPULATION FIGURES:

In the 2016 Australian Census against Australia's total population of 23,401,891 people approximately 645,886 people or about 2.76% of Australia's population identified as being born in Chinese Asia (China, Hong Kong, Macau and Taiwan).

VITAL STATISTICS

Estimated Population born in China (By State) **645,891**

45% identified as living in NSW



LANGUAGE ISSUES BY REGION

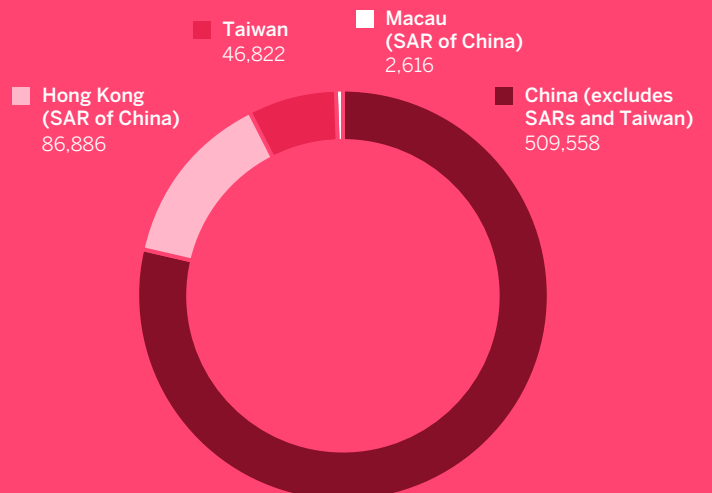
Chinese language lines by region are shifting in Australia as the early migration from the Chinese regions originally represented a larger number of Cantonese speakers. Recent high-level migration from the People's Republic of China (Mainland China) continues to see an influx of predominantly Mandarin speakers.

Approximately **74%** of the Chinese Asian population in Australia are Mandarin speakers and **26%** speak Cantonese.

KEY TAKEOUT – WRITTEN VS. SPOKEN LANGUAGE

Most people from mainland China speak Mandarin and read and write in Chinese Simplified script, whilst those from Hong Kong and some parts of Southern China speak Cantonese and also read and write in Traditional Chinese.

COUNTRIES OF BIRTH



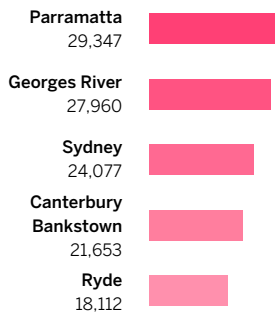
TOP 5 MAJOR LOCAL GOVERNMENT AREA BY STATE/TERRITORY

*Australian Capital Territory: Top 5 major residential suburbs in the ACT include City, Belconnen, Bruce, Franklin, and Harrison.

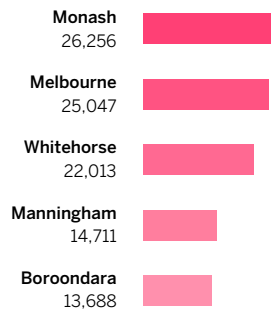
KEY OBSERVATION:

The majority of the population live in either major cities or larger suburbs. The trend appears to be towards living in city areas versus regional areas.

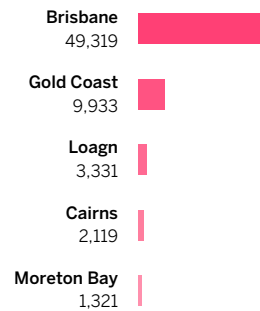
New South Wales



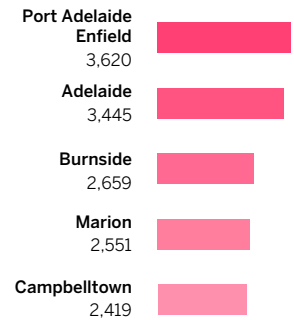
Victoria



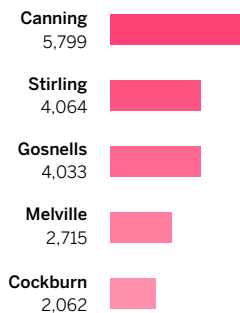
Queensland



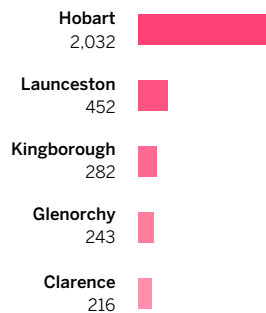
South Australia



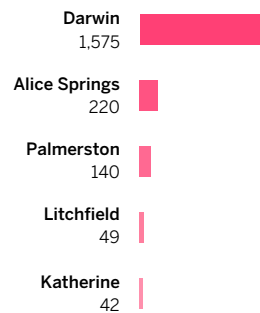
Western Australia



Tasmania



Northern Territory



VALUES AND PASSION POINTS

Cultural Opportunities (Festivals/National Days)

- Chinese New Year (usually around late January - mid February)
- Lantern Festival (the 15th day after the Chinese New Year)
- May Day Holiday (1st May)
- Dragon Boat Festival (early June)
- Mid-Autumn Festival (aka. Moon Festival, mid-late September)
- National Day Holiday (1st October)

Cultural Protocols

- Minimal body contact, but a handshake is recommended for meeting people for the first time.
- Handle objects (eg. business cards, gifts) with both hands to show respect.
- Avoid the number 4 as it has the same pronunciation as death, whereas the pronunciation of the number 8 is similar to the word for making a fortune and therefore carries meanings of prosperity and success.

Passion Points

- Dining
- Shopping
- Sports
- KTV
- Fitness
- Sightseeing

Participation in Sports and Physical Activity

- According to the 2006 Australian Bureau of Statistics General Social Survey (GSS) overall participation rate of people born in North East Asia region trend towards non-organised sport or physical activity (89.7%) compared to organised sport or physical activity (25.4%).

Key Community Structures

- Australian Youth China Association
- Chinese Students and Scholars Association
- Chinese Australian Services Association

Key Media Presence & Media Consumption

- Chinese media in Australia
Print: Australian Chinese News, Sing Tao Daily, Daily Chinese Herald, City Walker, Waiwai Magazine.
Online: Sydney Today, Mimeo Show, Youku (for videos), Australian Chinese News Weekly.
Radio: 2AC, 2CR, SBS, SBS pop Asia, MuseRadio.
TV: TVB
- Social Media: WeChat and Weibo are the most used social media in the Chinese community. Major social media outlets with big followings include WeSydney, Sydney Today, and Sydney Impression.