

What Makes Australia Great:

Pride, Teamwork, Freedom, Fun, Community

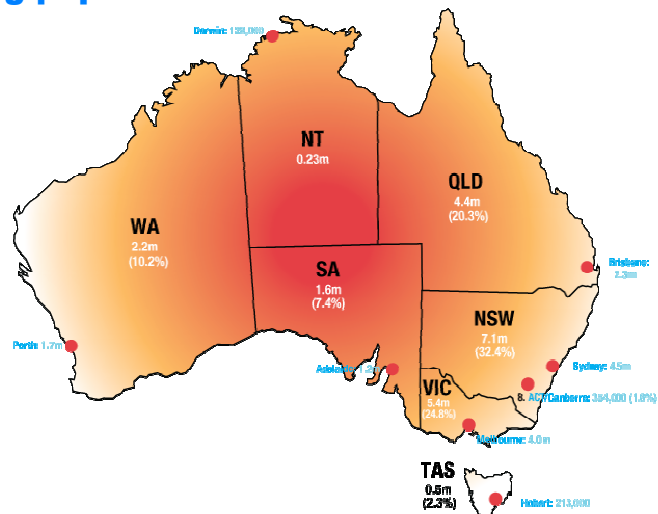
Active 09

Friday 27 November 2009

Presented by Mark McCrindle



Changing population



Changing attitudes

Tradition →
Reputation →
Sit & Listen →
Long-term needs →
Content →
Authority →

Changing attitudes

Tradition → Innovation
Reputation →
Sit & Listen →
Long-term needs →
Content →
Authority →

Changing attitudes

Tradition	→	Innovation
Reputation	→	Recommendation
Sit & Listen	→	
Long-term needs	→	
Content	→	
Authority	→	

Changing attitudes

Tradition	→	Innovation
Reputation	→	Recommendation
Sit & Listen	→	Try & See
Long-term needs	→	
Content	→	
Authority	→	

Changing attitudes

Tradition	➔	Innovation
Reputation	➔	Recommendation
Sit & Listen	➔	Try & See
Long-term needs	➔	Short-term wants
Content	➔	
Authority	➔	

Changing attitudes

Tradition	➔	Innovation
Reputation	➔	Recommendation
Sit & Listen	➔	Try & See
Long-term needs	➔	Short-term wants
Content	➔	Process
Authority	➔	

Pride



Pride

“Australians are legendary for their generosity and ability to collaborate to get things done. We also have a great sense of humour and a larrikin nature that endears us to all.”

Ian, Belair SA.

“We have a great culture. Only in Australia can you call a complete stranger ‘mate’.”

Jacinta, Melbourne

Teamwork



Teamwork

“One of the best things about Australians is our willingness and enthusiasm to support our fellow countrymen and women” Rohan, NT

“Aussies get a job done. Whether getting a bogged four-wheel drive off the beach or standing in front of a cricket wicket- its the same dog, different leg action so to speak” Brian, Sydney

Freedom



Freedom

“This country opens the doors to those wanting to learn and grow. Where I come from if you have no money you have no education. Thank you Australia.” Prasad, Noble Park, VIC

“What makes Australia great is its affordable lifestyle - you don't need to be rich to have a good life here.”
Kelly, Moore Park, NSW

Fun



Fun

“We’re living in the granny flat of the world and throwing one hell of a party” Shelly, Darlinghurst NSW

“Only in Australia is a redhead called “Bluey”- and where else would you get a day off for a horse race?” Dan, Melbourne

Community



Community

“You do not need to be ANYONE to be someone in Australia! It's the “come over for a cuppa” kind of attitude that makes an Aussie an Aussie” Woo, Highgate Hill Qld.

“I love it that the Aussie BBQ comprises snags, followed by lasagne and fried rice” Natsi, Sydney

McCrindle Research

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