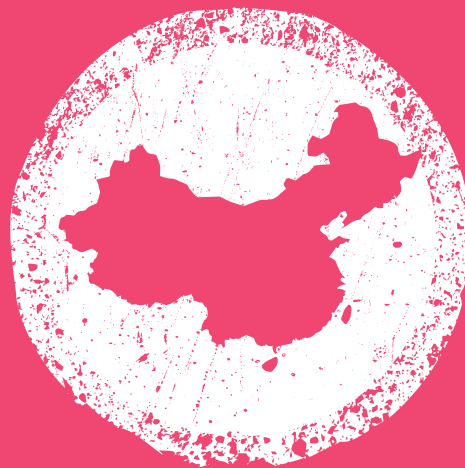


FACT SHEET

CHINA

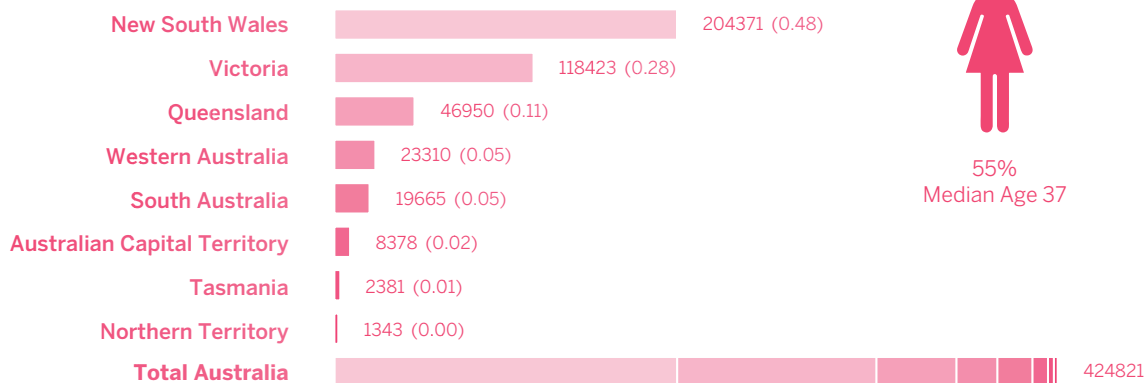


SNAPSHOT POPULATION FIGURES:

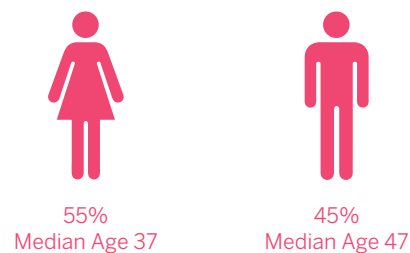
In the 2011 Australian Census against Australia's total population of 24,176,691 people approximately 424,821 people or about 1.7% of Australia's population identified as being born in Chinese Asia (China, Hong Kong, Macau and Taiwan).

VITAL STATISTICS

- Estimated Population born in China (By State and Total Australia)
424,821
- 48%** identified as living in NSW



POPULATION BORN IN CHINA (BY STATE AND TOTAL AUSTRALIA)



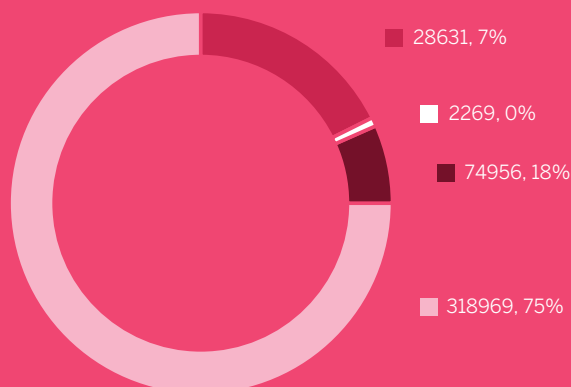
LANGUAGE ISSUES BY REGION

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) has seen an influx of predominantly Mandarin speakers.

Approximately 347,600 (**82%**) of the population are Mandarin speakers and 77,225 (**18%**) speak Cantonese.

KEY TAKEOUT – WRITTEN VS. SPOKEN LANGUAGE

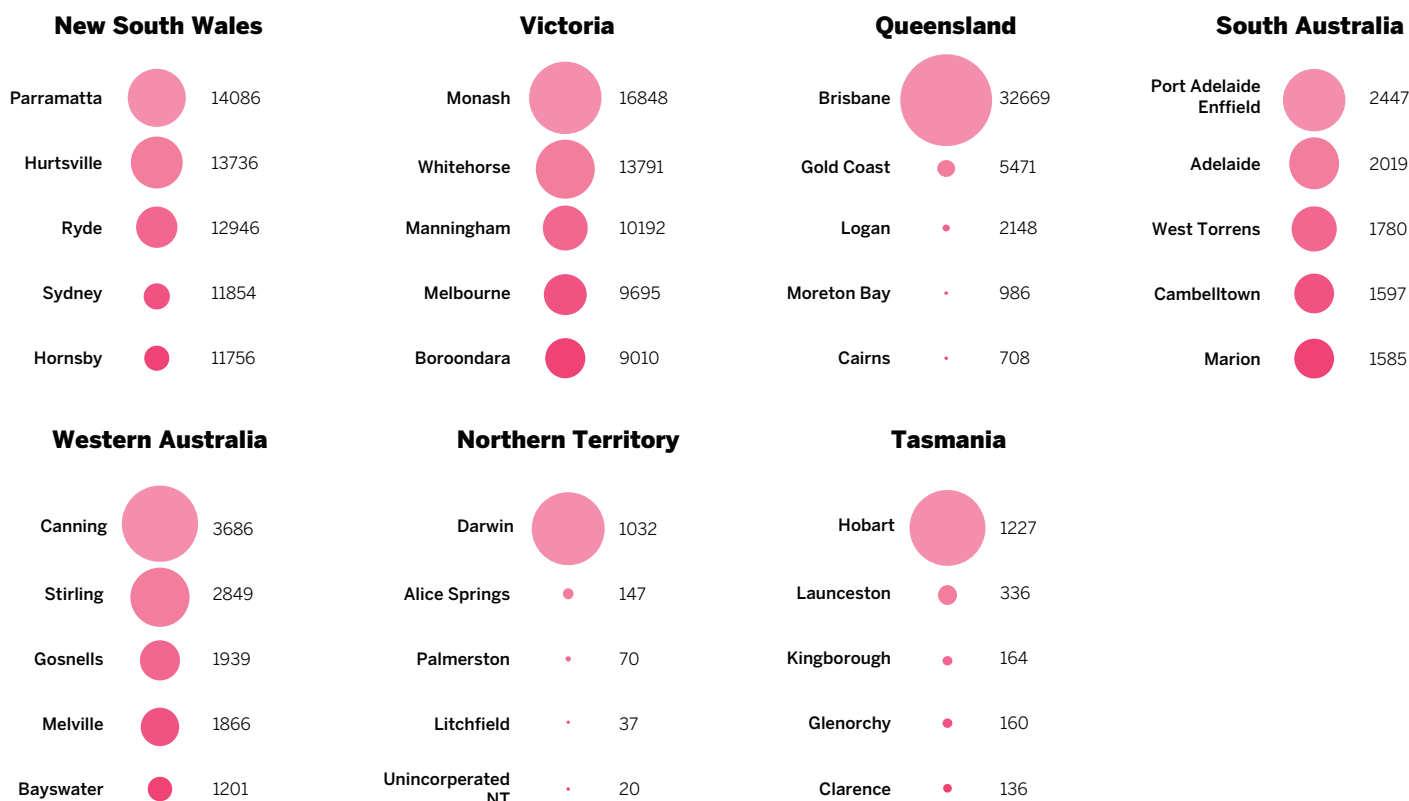
People from mainland China speak Mandarin and read and write in Chinese Simplified script, whilst those from Hong Kong and some parts of Southern China speak Cantonese and also read and write in Traditional Chinese.



- China (excludes SARs and Taiwan)
- Hong Kong (SAR of China)
- Macau (SAR of China)
- Taiwan

TOP 5 MAJOR LOCAL GOVERNMENT AREA BY STATE/TERRITORY*

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



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

- Appropriate eye contact
- Minimal body contact
- Handle things with both hands to show respect
- Avoid number 4 as it has the same pronunciation as death

Passion Points

- Dining
- Shopping
- KTV
- Sightseeing

Sports and Physical Activity

- Soccer
- Basketball
- Table Tennis

Key Community Structures

- Australian Youth China Association
- Chinese Students and Scholars Association
- Chinese Australian Services Association
- The Federation of Chinese Associations (Victoria)
- Australian Chinese Community Association of NSW
- Chung Wah Association (WA)
- Chinese Regional and Business Associations

Key Media Presence & Media Consumption

- Print: Australian Chinese News, Sing Tao Daily, Daily Chinese Herald, City Walker, Waiwai Magazine, Business Circles, B.Q., United Times, The Pacific Daily, The Melbourne Daily.
- Online: Sydney Today, Mimo Show, Australian Chinese News Weekly.
- Radio: 2AC, 2CR, Niche Radio (National Mandarin and Cantonese)
- 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.
- TV: TVB