



How Chinese Business Leaders View Australia

In February 2015 ACRI commissioned Zogby Research Services to conduct a poll of Chinese business leaders on their attitudes towards Australia.

1. Chinese business leaders¹ are overwhelming positive in their views towards Australia: 93 percent said that their overall impression is favourable or very favourable.² This compares with:

98 percent for Germany
96 percent for Canada
92 percent for Singapore and New Zealand
84 percent for South Korea
81 percent for the United States
78 percent for Russia

2. Chinese business leaders are clear in their evaluation that the bilateral economic relationship carries weight.

76 percent said that **Australia** is an **important or very important economic partner to China.**

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71 percent said that the **economic relationship between Australia and China** has become **more important** over the past **5 years.**

3. Chinese business leaders feel supported by governments in both countries.

81 percent said that the **Australian government** is **welcoming** of **closer economic ties with China**

90 percent said that the **Chinese government** is **welcoming** of **closer economic ties with Australia.**

76 percent were aware of the **China-Australia Free Trade Agreement (ChAFTA)**

4. Seventy-four percent said that they see **Australia** as an **attractive or very attractive destination for overseas investment.** This compares with:

67 percent for **Germany** and the **United States**

61 percent for **Canada**

55 percent for **New Zealand**

47 percent for **South Korea**

5. Chinese business leaders consider Australia an important actor in the Asia-Pacific region: 76 percent said that **Australia** plays a **significant or very significant role.** This compares with:

70 percent for **South Korea**

42 percent for **Thailand**

40 percent for **Indonesia** and **Malaysia**

¹ The poll took the form of an online survey of 1010 respondents. Respondents had at least a college degree, have been working for at least five years, are employed as a director, chief officer, administrator, or other company executive, and have home assets of more than 500,000 RMB.

² Based on a confidence interval of 95 percent, the margin of error in the survey is +/-3.1 percentage points.