



## 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 leaders<sup>1</sup> are overwhelming positive in their views towards Australia: 93 percent said that their overall impression is favourable or very favourable.<sup>2</sup> 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**

<sup>1</sup> 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.

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