

Australia



Welcome



Where is Australia?

Australia is an island nation surrounded by the Pacific Ocean, Southern Ocean and Indian Ocean. It lies south-east of Asia and south-west of North America.

Capital: Canberra | Population: 23-million



Time difference

South Africa is between six and eight hours behind Australia.



Population

Australians are a mix of settlers of English (46%), Irish (10%), Scottish (9%), people of other descent and Indigenous Australians.

Over the past 30 years Australia encouraged immigrants, especially from South-East Asia.

The influx of new settlers resulted in Australians redefining themselves as a multicultural, multi-faith society.

Population density is three per square kilometre, one of the lowest in the world.

Two out of every seven Australians were born in another country, with millions of immigrants making up the country's population.

Estimated population by 2050 is 42-million.

Australia's indigenous population – Aboriginals and Torres Strait Islanders – is under one million.



Economy

Eastern Australia is home to Australia's service and financial industries and the capital city, Canberra.

Western Australia contains Australia's natural resources: iron ore, gold, oil and natural gas.

Business freedom, investment freedom and freedom from corruption have enabled Australia to achieve and sustain an economically 'free' status.

It is the world's 12th-largest economy and a top-performing nation across the board, from health to wealth, ease of doing business and education.

With a low unemployment rate, low inflation and a highly skilled workforce with links to the fast-growing Indo-Pacific region, Australia's economy promises future prosperity.



Australian manners

Australians are generally friendly, down-to-earth individuals who are mindful of not coming across as opinionated.

Most loathe pretentiousness, but place high value on being genuine and sincere.

Australians generally admire modesty, humility and a good sense of humour.

On average they do not brag about academic or other achievements and tend to mistrust those who do.

They are generally self-deprecating about their success, yet fiercely competitive, especially on the sports field.

The trend is to arrive on time if invited to dinner, and not more than 15 minutes late for a barbecue or party.

Business cards are exchanged during initial introductions.

Australians get down to business quickly, with little small talk beforehand.

They appreciate brevity and are not impressed with too much detail.

Australians speak very directly, often with a touch of humour and self-deprecation.

Australians are fairly comfortable using profanity that would be unacceptable in other countries.



Make an Australian's day

Greetings are informal and relaxed, with a handshake or smile sufficing.

The greeting is usually 'G'day' or 'G'day, mate', which may sound patronising, but is quite acceptable.

Non-Australians would say 'Hello' or 'Hello, how are you?'

Australians prefer to use first names, right from the initial meeting, so follow their lead.

Australians enjoy braais (barbecues) and beer.

Bring out your sense of humour – Australians love a good laugh.

Be punctual when dealing with Australians.

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Australian manners

If you say something offensive, you will be told immediately.

Punctuality is important. Rather arrive a little early than late.

They generally frown upon others having private conversations within earshot.

The UK and Egypt also compete strongly with South Africa with their historical and cultural offerings.

In the 'nature/wildlife' experience market, South Africa faces strong competition from Kenya. Visiting natural attractions and watching wildlife are the most common activities of Chinese travellers in South Africa.

Businesses can capitalise on this by offering specials on safaris, a chance to explore off the beaten path, or the possibility of visiting surrounding countries.

The proportion of high-income earners (earning more than R20 000 per month), travelling from China to South Africa, increased from 30% in 2004 to 62% in 2008.

More than one in two Chinese holiday takers are between the ages of 15–34 years. Two in three are between the ages of 25 and 44.

Over two-thirds of Chinese travellers to South Africa are males.

Chinese holiday takers prefer to take short trips of three days or less.

The Western Cape and Gauteng see the majority of Chinese travellers – some 80% overall.



Language

English. Around 20 of the original 300 indigenous Australian languages remain in use today.