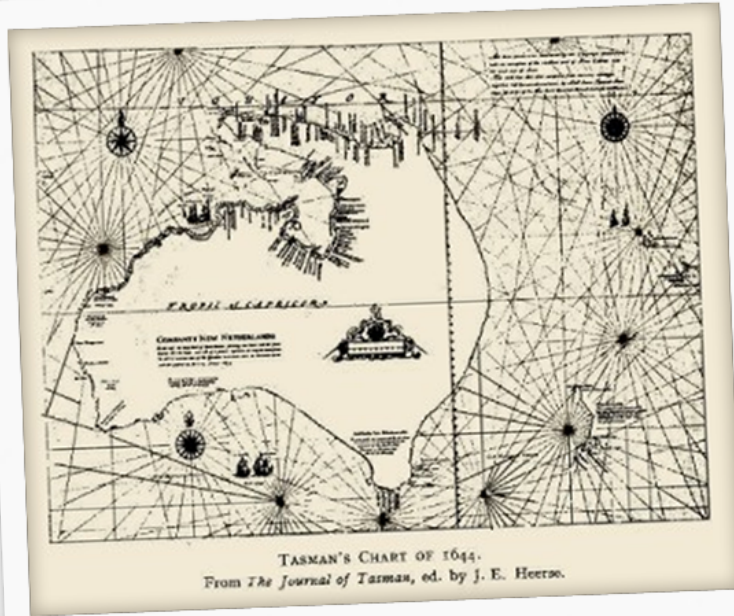


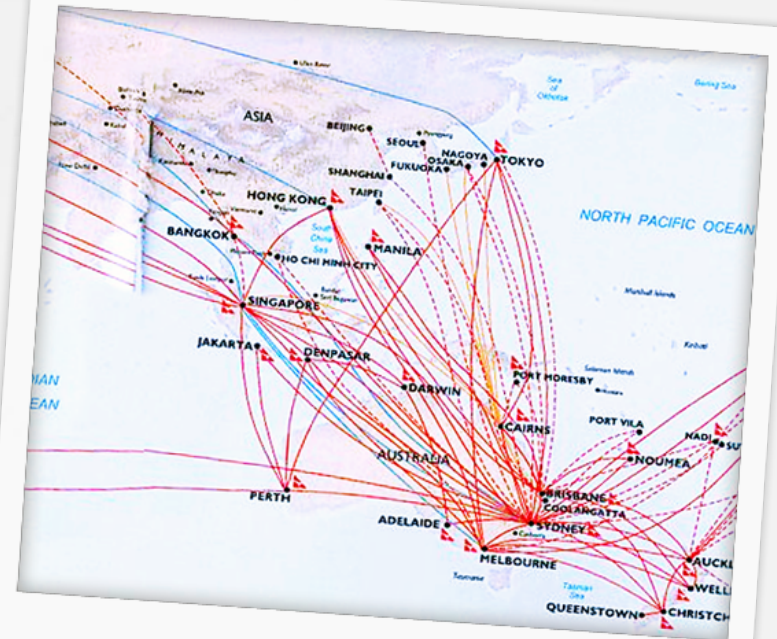
DEFINING THE AUSTRALIAN IDENTITY 5 SHIFTS

THE NEW AUSTRALIAN IDENTITY

SHIFT 1: GLOBAL IDENTITY



TYRANNY OF
DISTANCE



NEW EPICENTRE
OF WORLD

THE NEW AUSTRALIAN IDENTITY

SHIFT 1: GLOBAL IDENTITY



ISOLATION,
INDEPENDENT,
SEPARATED



GLOBAL
CITIES

THE NEW AUSTRALIAN IDENTITY

SHIFT 1: GLOBAL IDENTITY



INSIGNIFICANT
DOWN UNDER
CULTURAL CRINGE



INFLUENCER
REGIONAL LEADER
CULTURAL EXPORTER

THE NEW AUSTRALIAN IDENTITY

SHIFT 1: GLOBAL IDENTITY

*“We don’t seem inhibited by the fact
we’re at the end of the world...
we feel as big and as worldly as everyone else”*

Forrest, West Pennant Hills, Sydney

THE NEW AUSTRALIAN IDENTITY

SHIFT 1: GLOBAL IDENTITY

*“Our eternal optimism
“She’ll be right mate” in a world of negativity!”*

Susan, Clifton Beach, QLD

THE NEW AUSTRALIAN IDENTITY

SHIFT 2: RELAXED COMPLEXITY



CLICHÉS



SOPHISTICATION

THE NEW AUSTRALIAN IDENTITY

SHIFT 2: RELAXED COMPLEXITY



SELF DEPRECIATION



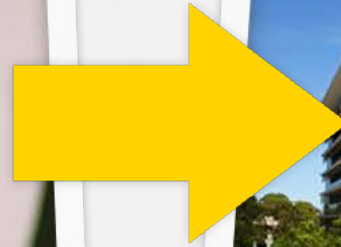
SELF CONFIDENCE

THE NEW AUSTRALIAN IDENTITY

SHIFT 2: RELAXED COMPLEXITY



SUCCESS
IN SPORT



TECHNOLOGY
MEDICAL, BUSINESS

THE NEW AUSTRALIAN IDENTITY

SHIFT 2: RELAXED COMPLEXITY

“There’s more to it than beaches. Australia is a major contributor to medical studies and a leader in sports technology.”

Zachary, East Lyons River, WA

THE NEW AUSTRALIAN IDENTITY

SHIFT 2: RELAXED COMPLEXITY

*“We’re living in the granny flat of the world
and throwing one heck of a party”*

Shelley, Darlinghurst, NSW

THE NEW AUSTRALIAN IDENTITY

SHIFT 3: RICH DIVERSITY



FOOD &
FESTIVALS



WAY OF
LIFE

THE NEW AUSTRALIAN IDENTITY

SHIFT 3: RICH DIVERSITY



ETHNO-CENTRIC



POST-CATEGORY

THE NEW AUSTRALIAN IDENTITY

SHIFT 3: RICH DIVERSITY

“The fact that on an average day, I can have bacon and eggs for breakfast; sushi for lunch; and Greek for dinner. While in between, I can squeeze in some yoga; a French film; and marvel at Indigenous art”

Tammy, Bulleen, VIC

THE NEW AUSTRALIAN IDENTITY

SHIFT 3: RICH DIVERSITY

“I love it that we can call a complete stranger “mate””

Jacinta, VIC

THE NEW AUSTRALIAN IDENTITY

SHIFT 4: URBANISED SOCIETY



OUTBACK



URBAN LIFE

THE NEW AUSTRALIAN IDENTITY

SHIFT 4: URBANISED SOCIETY



**BEACH &
BURBS**



**URBAN,
CAFÉ CULTURE**

THE NEW AUSTRALIAN IDENTITY

SHIFT 4: URBANISED SOCIETY



QUAINT &
NOSTALGIC



CITY LIFESTYLE

THE NEW AUSTRALIAN IDENTITY

SHIFT 4: URBANISED SOCIETY

“You can always rely on someone to help you when you need it. Last week I locked myself out when off for my morning run and had no phone, money, anything. A local cafe owner let me use his phone to call a locksmith, and made me a free breakfast whilst I waited. This type of thing seems really normal in Australia”

Duncan, Double Bay, NSW

THE NEW AUSTRALIAN IDENTITY

SHIFT 4: URBANISED SOCIETY

“Waking up knowing I don’t live in Melbourne lifts my mood on an almost daily basis”

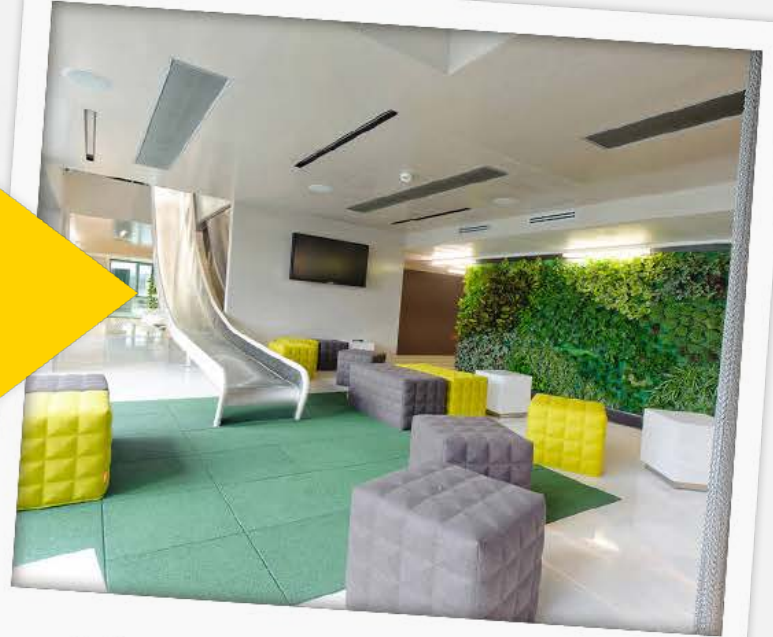
Peter, Tregear Heights, NSW

THE NEW AUSTRALIAN IDENTITY

SHIFT 5: CONFIDENT INGENUITY



LAND OF THE
LONG WEEKEND



HARD-WORKING
& FUN

THE NEW AUSTRALIAN IDENTITY

SHIFT 5: CONFIDENT INGENUITY



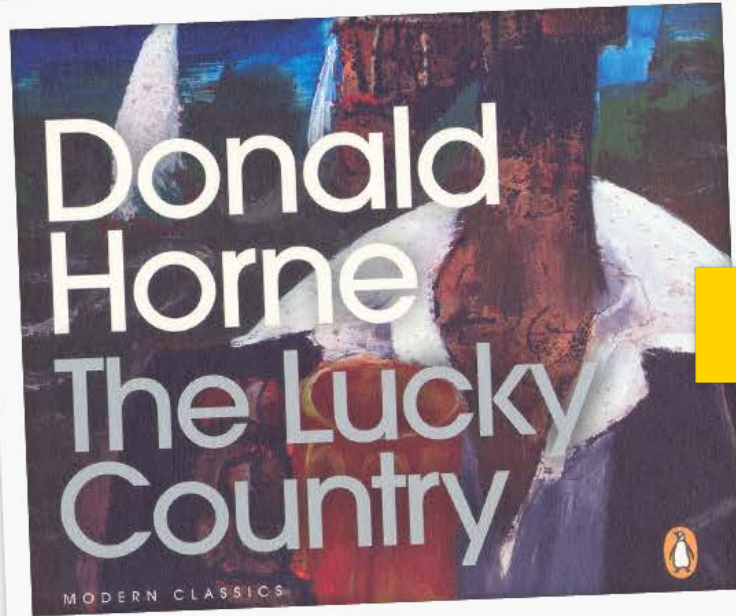
NO WORRIES
IT DOESN'T MATTER



NO WORRIES
WE'LL SORT IT OUT

THE NEW AUSTRALIAN IDENTITY

SHIFT 5: CONFIDENT INGENUITY



LUCKY COUNTRY



CAN-DO ATTITUDE

THE NEW AUSTRALIAN IDENTITY

SHIFT 5: CONFIDENT INGENUITY

“Community is where our confidence and resilience stems from. When down and out and all hope is lost we come together as one”

Karen, NSW

THE NEW AUSTRALIAN IDENTITY

SHIFT 5: CONFIDENT INGENUITY

“Where else in the world do you get a day off for a horse race?!”

Dan, Albanevale, VIC