



**WEBINAR**

# **WHY CHINA'S POST-COVID "NEW NORMAL" IS GREAT FOR AUSTRALIAN BRANDS**

**THURSDAY 14 MAY**

**1:30 PM - 2:30 PM CHINA TIME**

**3:30 PM - 4:30 PM AEST**



Scan the QR code or visit  
<http://topurl.cn/2KL>  
for registration

**RSVP**



**Jerry Clode**  
Founder  
The Solution





# The West Australian



The West **LIVE** FROM 8.45AM

Today's show: WA Premier Mark McGowan & Australian Medical Association WA boss Andrew Miller

Hit play at [thewest.com.au](http://thewest.com.au)



## 'Collateral damage' risk for WA

JENNE BRAMMER & PETER LAW

West Australians are at risk of becoming "collateral damage" in the rising Federal political tensions with China, warns Mark McGowan.

The Premier was responding to reports the Asian superpower was preparing to slap industry-crippling tariffs on Australian barley and had also banned four abattoirs from exporting meat to China.

Moves to introduce tariffs on imported barley — the majority of which comes from WA — and pushback on abattoirs has raised significant concerns for the State's key export industries.

Agriculture Minister Alanah MacTiernan held an emergency meeting with WA China Consul General Dong Zhihua in Perth on Monday after it was revealed China could impose tariffs of about 80 per cent on barley imports. The proposed tariff follows an 18-month investigation into allegations Australian barley had been dumped on the Chinese market.

Ms MacTiernan said the feedback from Madam Dong was that despite appreciating the role of the WA Government in fostering good relations with China, the issue was ultimately a Federal matter.

Mr McGowan said yesterday that he had also raised the barley tariffs with the Prime Minister. He said he offered the State Government's support "for any national efforts in terms of supporting our primary producers with our largest marketplace". The Premier said that as

CONTINUED PAGE 9

## FARMERS HIT AGAIN IN COVID-19 FALLOUT

# SHH! DON'T MENTION TRADE WAR

### Government tries to hose down rift talks as China bans abattoirs - but experts leave little doubt it's 'retribution'

LANAI SCARR

China has followed its talk of sanctions on Australian barley with moves against our beef but the Federal Government is refusing to acknowledge what experts say is obvious — that Beijing has fired the first shots in a trade war. It comes amid revela-

tions Federal Cabinet discussed late last year concerns over Australia's economic dependence on China. Trade Minister Simon Birmingham was at pains yesterday to reject any suggestion China was retaliating for the Government's push for a global probe into the origins of COVID-19 by clamping

down on our imports. "Australia's not in any sort of war," he said, speaking after China suspended imports from four Australian abattoirs. But Perth USAsia Centre research director Jeffrey Wilson described the move as "retribution" given China had recently raised the prospect of a consumer boycott of

Australian beef and wine. "This is not about technical issues... Australia now finds itself in a trade war," Dr Wilson said. Iron Ore Research's Philip Kirchlechner said it was "highly likely" to be linked to the coronavirus inquiry.

FULL REPORTS PAGES 8-9

Some @#\$\$%  
has gone  
down since  
I started  
putting this  
together

pandemic that focused on China suspend imports from four large government had struck "similar land," she said. "Most of our trade "a key international partner". tries around the world."

# Beijing poses \$17bn threat to farmers in trade war

## INDUSTRIES

### EXCLUSIVE

PATRICK COMMINS  
ECONOMICS CORRESPONDENT

The risk of escalating action by China to restrict our farmers' access to its massive market would pose a "substantial" threat to Australian agricultural exports worth close to \$17bn.

Fears of a one-sided "trade war" emerging between Australia and the communist country have heightened this week, after China suspended meat imports from four Australian abattoirs and threatened to slap tariffs of more than 70 per cent on barley as soon as this weekend.

Agricultural, forestry and fishery exporters are particularly reliant on the Chinese market. The sector sent just under a third of all its exports, by value, to China last year — \$16.8bn of the \$53.3bn total international sales for the year, according to Department of Foreign Affairs and Trade data.

In comparison, manufactured goods exporters sell less overseas and are also relatively less reliant on our largest trading partner. There were \$6.1bn worth of manufactured goods exports to China last year, accounting for only a tenth of that sector's total.

CBA agricultural commodity strategist Tobin Gorey said the risk of rising Chinese protectionism was "a substantial threat" to the sector and that China was "a big market for beef".

Australian producers sold \$2.7bn worth of beef to China last year, or a quarter of the \$10.8bn total export sales for the year, according to the DFAAT data.

Barley sales to China were worth a much smaller \$600m last year, but that accounted for a much larger share of the \$1bn in total barley overseas sales, showing how vulnerable the industry is to adverse Chinese trade rulings.

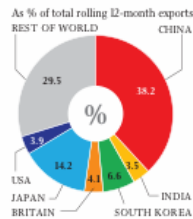
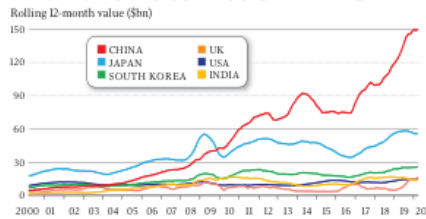
Wool producers are even more reliant on our largest trading partner, more than three-quarters of the \$3.2bn in total exports last year went to that country. A quarter of



Barley farmer Barry Large and son Braxton, 3, on the family's farm at Miling, 220km northeast of Perth

COLIN MURTY

### EXPORT VALUE TO OUR BIGGEST MARKETS



### EXPORTS TO CHINA

|                          | \$bn (2009)  | % of all exports |
|--------------------------|--------------|------------------|
| MINERALS AND FUELS       | 118.8        | 47%              |
| AG, FISHING AND FORESTRY | 16.8         | 32%              |
| OTHER GOODS              | 8.1          | 28%              |
| MANUFACTURING            | 6.1          | 11%              |
| <b>TOTAL EXPORTS</b>     | <b>149.8</b> | <b>38%</b>       |

### Selected agricultural commodities

|                     | \$bn | % of all exports |
|---------------------|------|------------------|
| BEEF                | 2.7  | 25%              |
| WOOL                | 2.4  | 76%              |
| ALCOHOLIC BEVERAGES | 1.2  | 36%              |
| DAIRY               | 0.6  | 26%              |
| BARLEY              | 0.6  | 57%              |

Source: The Australian, using DFAAT data

Some @#\$%  
has gone  
down since  
I started  
putting this  
together

# Tony tried to warn us

The Wuhan coronavirus has hit us for six, and we need to know just where it came from — but we should also note the words of Tony Abbott, who raised the alarm in 2005



ALAN JONES

Alan Jones hosts Jones & Credlin on Tuesday nights at 8pm and Richo & Jones on Wednesday nights at 8pm  
sky news

We can be proud of the fact that it was our Prime Minister who made the first call, anywhere in the world, to label the Chinese disease as a pandemic.

Now, sensibly, he is asking powerful world leaders, including China, to consider an independent committee headed by a world health expert to inquire into the origins of the outbreak.

In a perverted sense of logic, elements of the Chinese administration want an inquiry, down the track, by the World Health Organisation, the same outfit which, despite reports circulating as early as December about the virus, failed to investigate.

Indeed, the WHO, right up to mid-January, publicly endorsed Chinese insistence that there was no human-to-human transmission.

The former New York Mayor Rudy Giuliani, speaking on New York talkback radio last month, was not far off the mark when he said: "They sent over a million people around the world — 1.5 million — almost like ambassadors carrying the disease ... what's wrong with them? They have no conscience. It's really a tragedy. This is directly caused by the Chinese Communist Government and by the choices they made ..."

I have spoken before about the American social scientist Steven Moshier.

Admittedly, he has a bit of a cloudy academic past, but only because he has done extensive research work in China.

He is the founding member of an outfit called "A Committee on the Present Danger: China".

Moshier wrote a piece on February 22 referring to an emergency meeting held by Chairman Xi in which the Chairman reportedly said, among other things, that lab safety is "a national security issue".

Chairman Xi did not admit that the coronavirus had escaped from one of the country's bio-research labs.

But Moshier did write, re the virus escaping: "The very next day, evidence emerged suggesting this is exactly what happened at the Chinese Ministry of Science and Technology released a new directive titled 'Instructions on Strengthening Biosafety Management in Microbiology Labs that Handle Advanced Viruses



to snakes, bats and even a cute scaly little anteater called a pangolin as the source of the virus.

But, snakes don't carry coronaviruses and bats aren't sold at the seafood market.

The evidence he said, therefore, points to research being carried out at the Wuhan Institute of Virology and he further argues the virus may have been carried out of the lab by an infected worker or crossed over into human beings when they unknowingly dined on a lab animal.

The point is simple.

A world inquiry is urgent.

And it must be an inquiry conducted by an entity that does not offer China the power of veto.

people dying, as being dangerously incapacitated economically?

It is clear that the Chinese Communist Party is determined to emerge from COVID-19 in a stronger, strategic position than pre-coronavirus.

We can't afford China to grow strategically stronger simply because of the West's conspicuous economic weakness.

#### ABBOTT SAW IT COMING

It would do no harm to dust off a speech made by Tony Abbott, as Health Minister, in May, 2005, in Ottawa, in which he argued: "It's impossible to say if and when and how a pandemic might develop, but it could be a worldwide biological version of

60 per cent of the flu victims were aged between 20 and 45."

Prophetically he said: "Although the WHO would formally declare that any new pandemic had broken out, it may be prudent for Australia to commence border security measures beforehand."

"Well though we have done, many would argue we could have closed our borders much earlier.

Abbott said: "Once a decision to impose border security measures had been made, every incoming passenger would be required to make a health declaration; thermal scanners would operate at international airports to detect possible flu cases on entry and quarantine isolation areas would be established."

Did this happen?

Abbott made the further point: "Not since World War II have Australians had to cope with very large numbers of premature deaths. Australians are unused to contemplating the possibility of death on a massive scale ... it is hard to discuss potential disasters outside people's ordinary experience without generating the sort of lurid headlines which make some scoff and others panic."

"It's important," he wrote, "not to overreact to potential threats. On the other hand ... people and their governments need to take credible threats seriously and take reasonable and proportionate precautions against them. If a deadly flu pandemic ever seems imminent, no preparations will be enough."

Abbott, in 2005, very much ahead of his time.

Surely, in any "National Cabinet", Tony Abbott's knowledge would be invaluable.

#### BATTY OVER BATS

One final point which disturbs all Australians.

Why, when push turns to shove, do bats come first and human beings second?

These things are vermin, they are pests and they are dangerous.

Here in Australia we now have 97 deaths, and the whole world is talking

Some @#\$\$%  
has gone  
down since  
I started  
putting this  
together



THE AUSTRALIANS STILL  
HAVE 2 BONE TO PICK  
WITH US, SIR

JUST TELL THEM  
WE DON'T WANT  
NO BEEF

**Some @#\$%  
has gone  
down since  
I started  
putting this  
together**



THE  
**CHINESE**  
CORONAVIRUS

**FOX NEWS**  
10:01 MT

**PEOPLE IN POWER SPENT WEEKS MINIMIZING THE PROBLEM**

• **TUCKER CARLSON** tonight • **#Tucker**

QUARANTINE ANYONE ARRIVING FROM OVERSEAS FOR 14 DAYS... DECISION TO DO SO COMES AHEAD





**RELIEF &  
REAKONING**

**FOX NEWS**  
channel

**CHINA HAS BLOOD ON ITS HANDS FOR CORONAVIRUS**

**FOX NEWS ALERT**

**INGRAHAM ANGLE**  
**MOMENTS AWAY**  
**HHS SEC ALEX AZAR**



▶ **MATT GAETZ (R) | FLORIDA CONGRESSMAN**

**GAETZ: WE NEED TO STOP TAXPAYER FUNDS FROM GOING TO WUHAN LAB & CHINESE "WET MARKETS"**



**Trading  
in China is  
like surfing**

**...**



INVESTMENT

# Tim Hortons eyes China coffee drinkers with Tencent investment – TechCrunch



Published 1 day ago on May 12, 2020  
By Megan Johnson



May 13



Tim Hortons to open  
**1,500**  
new stores in China



bryanadams • Follow



**bryanadams** CUTS LIKE A KNIFE. A song by me. Tonight was supposed to be the beginning of a tenancy of gigs at the @royalalberthall, but thanks to some fucking bat eating, wet market animal selling, virus making greedy bastards, the whole world is now on hold, not to mention the thousands that have suffered or died from this virus. My message to them other than "thanks a fucking lot" is go vegan. To all the people missing out on our shows, I wish I could be there more than you know. It's been great hanging out in isolation with my children and



97,359 views



**Not all  
waves are  
good, but  
persist, and it  
will change  
your life**





# Laying blame for virus firmly at China's door

CLARE Rudkin, are you serious "Twiggy right in not blaming China" (QT 06/05)?

The Chinese are to blame. Every piece of evidence points directly at them. And to suggest to put Kevin Rudd the dud in charge crazy, to say the least.

Let's look at China's history, the bird flu, China, SARS, China. Swine flu, China.

And now this, again China. It has also been proven they knew about the virus but did not alert anyone, in fact they did nothing at all except allow hundreds of thousands of infected people to leave China and spread the virus worldwide.

To add salt to the wound, China is now profiteering from the virus, in the form of test and medical supplies.

You say, poor China, but recently Australia was called by China, the chewing gum on the shoe of China, to be scraped off (as seen on 60 Minutes).

China must be held accountable now – it must be shown that the world will not tolerate being treated with such contempt.

**GARY REID, Raceview**

## Face facts, Ipswich is a regional area

WHY is Karana Downs resident Simone Karandrews (pictured) petitioning the Queensland State Government to change the area of North Ipswich from a regional area to a metropolitan area?

All this is because Ms Karandrews decided to live in the outer Brisbane suburb of Karana Downs and has now found out that she no longer has all the benefits of living closer to the centre of Brisbane.

So Ms Karandrews now has to



pay more for postage and has to wait a few more days to receive her mail, so this is now a good reason for her to stir up the local Karana Downs community and petition the State Government to change the classification of Karana Downs and to also include North Ipswich.

While I sympathise with Ms Karandrews whose life must be devastated by the lack of city services at Karana Downs, changing the classification of North Ipswich from a regional area into a metropolitan area is not in Ipswich residents' best interests.

Ipswich accrues the benefit of being in a regional area due to its location.

In my opinion, this is not something a Brisbane resident living at Karana Downs needs to be petitioning the Queensland State Government for on Ipswich resident's behalf.

If Ms Karandrews is so passionate about the interests of Ipswich residents, she may be better off starting a petition to move Karana Downs back out of Brisbane and into Ipswich again.

**BARRY ANTHONY, Chuwar**

V1 - AUSE01201MA

# COMMENTARY

## IT'S TIME TO MEND CHINA TIES

*Our standard of living depends on good relations*

**ROBERT GOTTLIEBSEN**



In most disputes there are two sides. In the case of the current trade dispute with China there most certainly are.

Our farmers and any other part of the nation that gets caught up in the dispute need to understand that Australia's actions have made a substantial contribution to what we are now seeing. Right has not always been on our side.

On Barrie Cassidy's One Plus One interview series on the ABC, Australia's most respected public servant of recent decades, Dennis Richardson, said that Australia must be friends with China and allies with the US. Richardson has worked with both sides of politics and was a former chief of staff for

Bob Hawke when he was the prime minister. John Howard appointed him director-general of ASIO and later he was Australian ambassador to the US and then secretary of the Department of Foreign Affairs and Trade and secretary of Defence.

The Richardson strategy is exactly what we should have embraced but, in my view, (not necessarily Richardson's) we have not always acted in a way that is consistent with being a "friend" to China.

Paradoxically, as so often happens in these situations, the trigger for the latest dispute — Scott Morrison's call for an independent international inquiry into the origins of COVID-19 — was totally justified. Indeed, China later agreed to a World Health Organisation inquiry.

But our history of "unfriendly" actions caused China to be enraged and led to the current actions. In setting out some of our "unfriendly" actions I want to emphasise that the Chinese have also made mistakes.

For a long time relations with China were good.

As far as I can tell the downward slide actually started in 2008, when former prime minister Kevin Rudd lectured students at Beijing University in Mandarin.



**Kevin Rudd at Beijing University in 2008**

AFP

The Chinese suffered a century or so of outside rule and during that time they were constantly lectured, and they now hate being lectured with a passion — especially when it comes from a small country like Australia.

For an Australian PM to lecture Chinese in China and in Mandarin over human rights and other matters created deep-seated rage. It might have faded, but when Julie Bishop became foreign minister, the lecturing continued and extended to other politicians. Government officials would often lecture Chinese officials they met in China. And each Australian lecture caused the memory of 2008 to be rekindled.

Former ANZ chief executive Mike Smith explained that with a touch of arrogance, Australians

believe that their democratic system is far superior to China and that we like to lecture the Chinese, not only advocating our own system but denigrating the Chinese system.

The Chinese believe that their system with its central party control is far better for China than a democracy, even though under their totalitarian system those who oppose the central authorities do not fare well, raising many human rights issues in Australian terms.

Another contributor to the breakdown is that in China everyone understands that most of the Chinese newspapers only carry material approved by the state.

They think that Australian newspapers have the authority of the government.

It is not healthy for two nations who depend on each other not to have a dialogue at all levels and that danger is doubled by the fact that Australia, at least in Chinese eyes, is drifting further and further into the American camp.

As it happens, China's relations with the US are far better than with Australia because the Chinese understand what Donald Trump is trying to achieve. There is a clear respect for the opponent.

Around the middle of 2018 a delegation of Australian business people in China were told of the building Chinese anger and that we would receive what we might describe as a "rap on the knuckles" as punishment for our bad behaviour. And, sure enough, some six months later, China was true to its word. They targeted our soft underbellies like students, coal, apartments and agriculture but the blows were not severe.

Large Chinese apartment developers were told to sell their big Australian land holdings.

In the Chinese view the latest Morrison lecture was simply a continuation of Rudd and Bishop. We have no standing and are not listened to. Worse still, we are now set to be punished again.

We need to change tack and stop lecturing and start working with the Chinese in areas where

we agree and have common interests. The trouble is that lecturing China is now good local politics in the COVID-19 world.

So where can we agree? One of the great concerns of China is that the world will not be able to supply sufficient food to feed its population. China's own food production is being affected because at least 20 per cent of its arable land has been polluted and the figure could be as high as 50 per cent. The rising Chinese middle class no longer trusts Chinese food.

While China looks to Australia as an increasing source of clean food it must be concerned at our lack of investment in water and other infrastructure. Let's start there. And we can extend that to the fact that we supply 60 per cent of China's iron ore and 45 per cent of its natural gas.

We are also important suppliers of bauxite and copper. Bauxite is the raw metal for aluminium, and aluminium and copper will be increasingly important in tele- coms and lighter vehicles. China understandably wants to diversify supply sources. How can we help it feel more secure with Australia?

Again, in the words of Dennis Richardson: we can be friends with China while still being allies of the US. And our standard of living depends on it.



**COVID**

**Like everywhere**

**Was HUMAN**

**Not political**







# THE ANALECTS OF CONFUCIUS

---

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



# 1 COMPETENCY QUOTIENT



- ✖ The “Western” response portrayed as **grossly incompetent**
- ✖ Perception of **scientific leadership** shattered by recent events in US/UK
- ✖ Australia is singled out amongst a handful of others, **as an exemplar** of containment and management







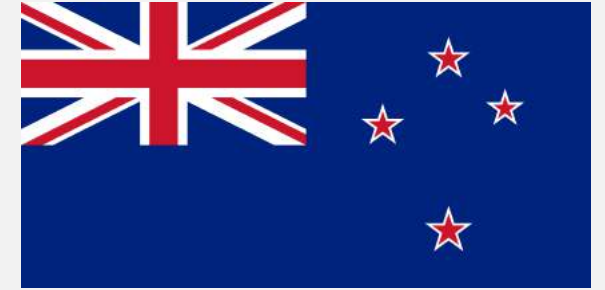
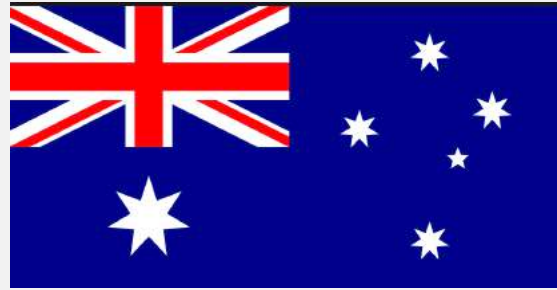
LBC

# TRUMP SUGGESTS USING DISINFECTANT 'INJECTION' FOR COVID-19

CORONAVIRUS



# **Australia, is a BIG Small Country**

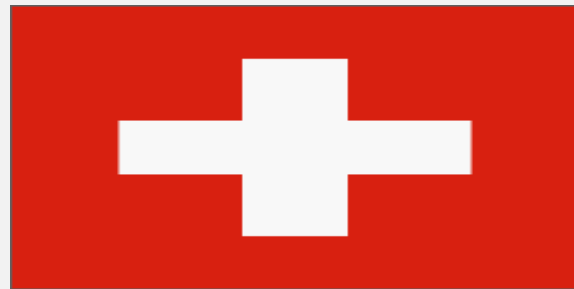
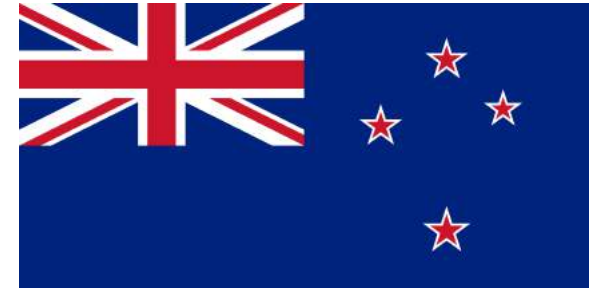
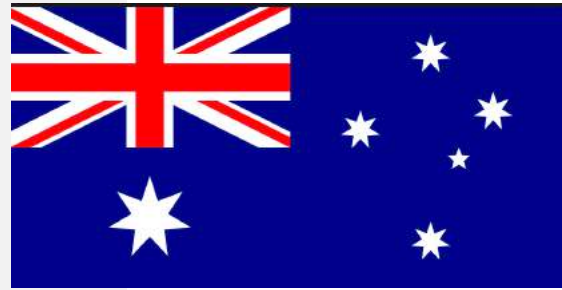


**Australia, is also  
Small BIG Country**

**Australia, is a  
BIG Small Country**



**Australia, is also  
Small BIG Country**





# 1 COMPETENCY QUOTIENT

**Why is this great for Australian brands?**



**This is our chance to build our credibility as a competent international market**



**Key opportunity entrench our scientific, manufacturing and innovation equities**



**Do not confuse 'home comms' with 'China comms' – keep it progressive and future-facing (we are not US/Europe)**

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



## 2 INTERNATIONAL REBOUND



- 🦠 Before COVID, local consumers moved towards domestic brands
- 🦠 As they can, consumers **will move-back** to international brands
- 🦠 They are particularly motivated to **offset risk at this time**, particularly in terms of family and health



## 2 INTERNATIONAL REBOUND

**Why is this great for Australian brands?**



**Provides 'leg up' in key primary sectors with competitive clutter**



**Provides a window for Australia to double-down on competitive advantages**



**However, to take advantage Australian brands must communicate premium cues**















|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



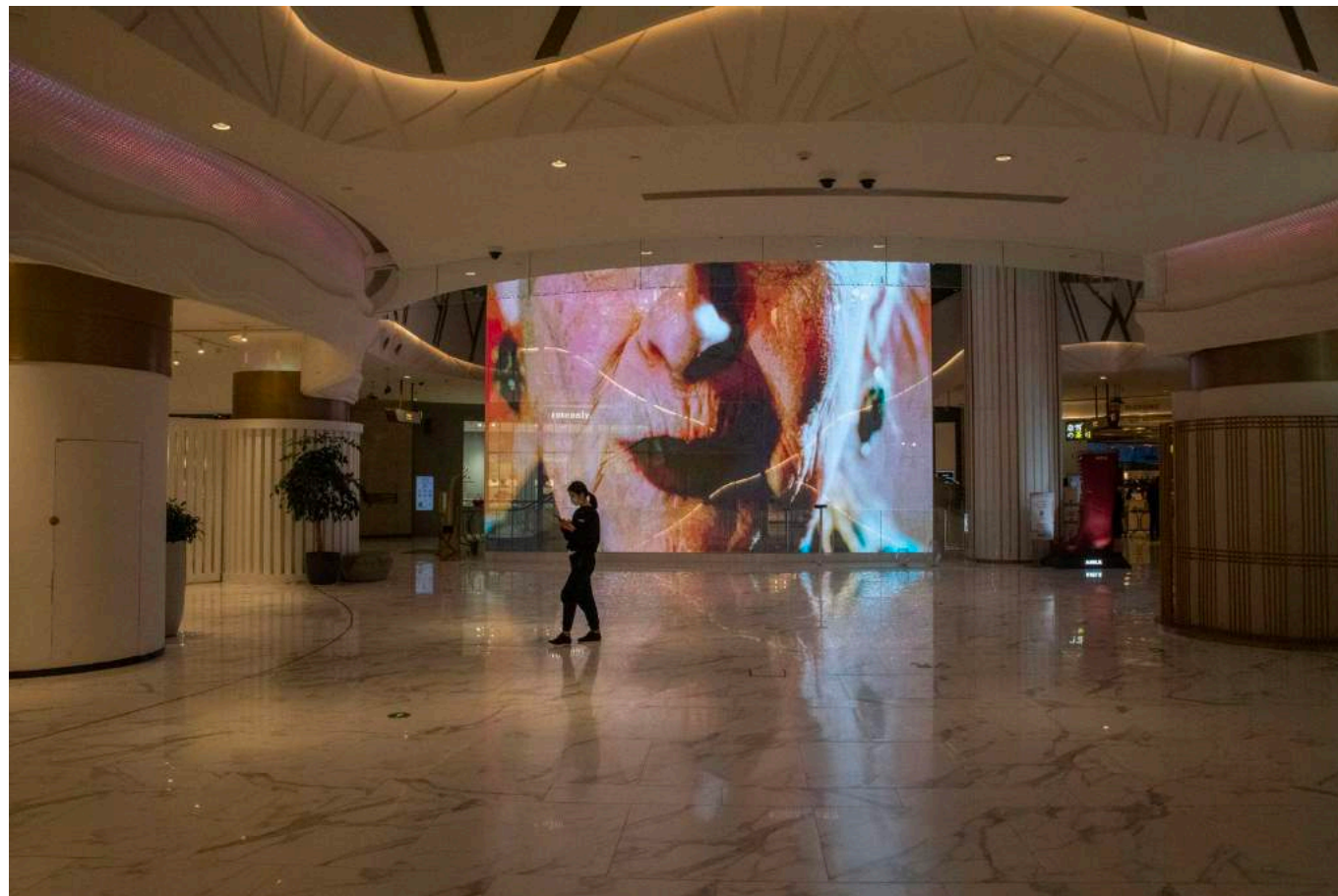
# 3 REVENGE PREMIUMISATION



- ❖ It is neither – revenge saving or revenge spending, **instead ...**
- ❖ China's established professional class, will now focus on **enhancing the quality** of the products they buy
- ❖ The **range of non-compromise items** in the shopping trolley has expanded

| Post-00s   | Post-90s   | Post-80s  | Post-70s   | Post-60s   | SILVERS  |
|--|--|---|--|--|--|
|   |   |   |   |   |   |
| <p><b>Rev-Sav*</b><br/><b>Failure</b></p>  | <p><b>Selective<br/>Premium</b></p>  | <p><b>Quality<br/>Driven</b></p>  | <p><b>Lifestyle<br/>Driven</b></p>   | <p><b>Experience<br/>Driven</b></p>  | <p><b>Savouring<br/>Moments</b></p>  |
|  |  |  |  |  |  |

**For a country that's experienced an essentially uninterrupted boom throughout the living memory of anyone younger than fifty broad-based economic pain is deeply unfamiliar.**



**Bloomberg Businessweek**



# 3 REVENGE PREMIUMISATION

**Why is this great for Australian brands?**



**Across the board our exports are positioned a premium**



**Chance for us to 'dial-up of premium' to meet local expectations**



**In this context, important to identify how your brand can be a premium icon**

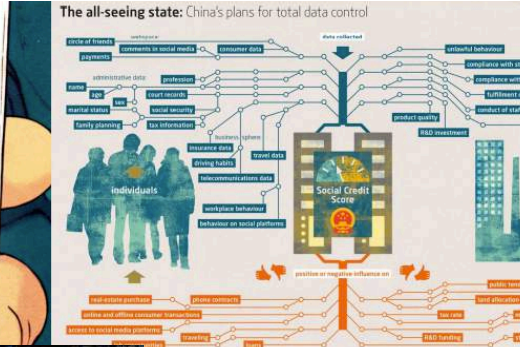
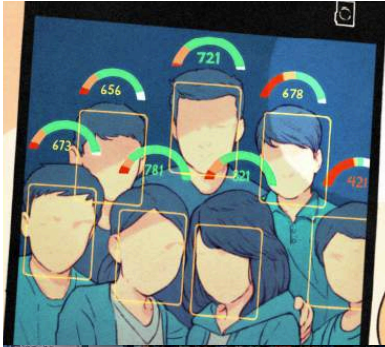
|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



## 4 HEALTH AS INVESTMENT



- ❗ The scare of COVID has impacted how locals **assess their future health**
- ❗ Gone are the days of flirting with all manner of health supplements and TCM
- ❗ Increasing health profiling, creates focus on comprehensive and credible ways to **build and protect health** over long-term





BREAKING NEWS

# Australia-China Partnership Aims to Boost Smartphone Health Testing

*Grant of almost \$940K from the Australian Government through Australia-China Science and Research Fund issued for smartphone disease detection.*





## 4 HEALTH AS INVESTMENT

**Why is this great for Australian brands?**



**Allow to build on existing foothold in health supplements and wellbeing**



**Time to present Australia as nation focused the future food culture and health outcomes**



**Opportunity in Post-COVID to bring product and Aussie lifestyle together**

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



# 5 SEEKING TRANSPARENCY



- ❗ **Natural levels of panic and confusion in early days of China's lock-down**
- ❗ **Psychologically this created heightened concern around misinformation**
- ❗ **The effect is similar, but more profound, than the melamine crisis**

# NURTI-TECHNOLOGISTS



**Australia as smaller and more nimble than big agricultural powers**



**Strong integration of new technologies into agriculture and horticulture**

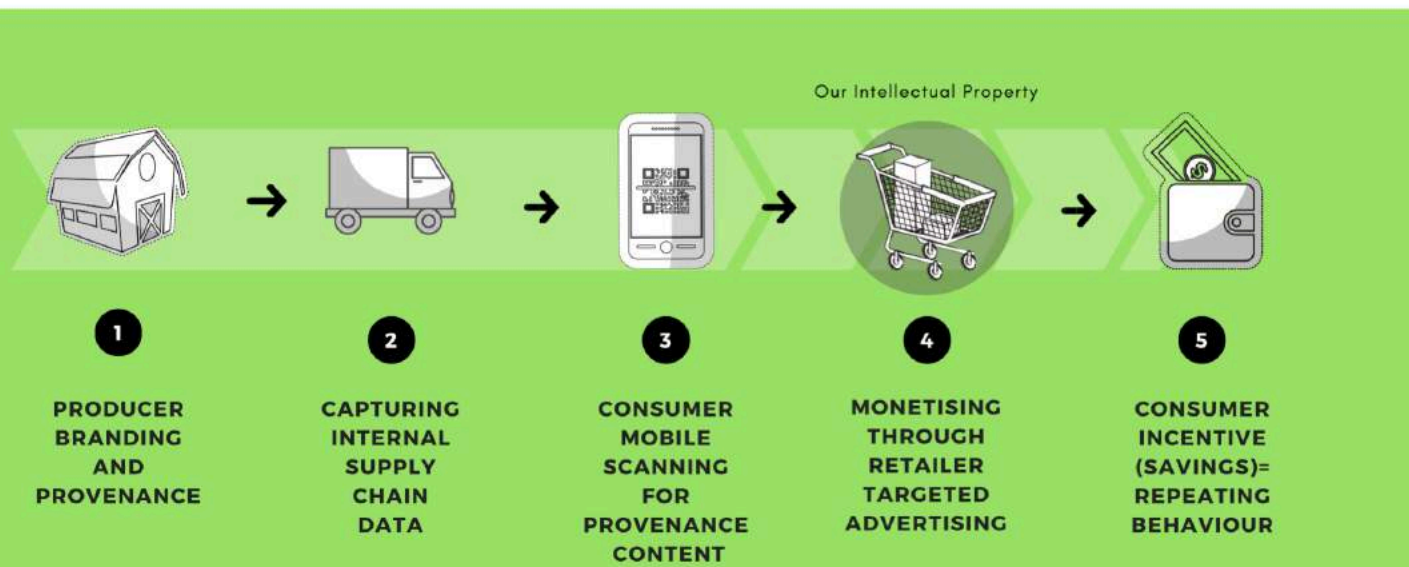


**Perception that Australia scientifically distills and condenses the best in nature**

# Fresh Supply

END-TO-END SOLUTION

## INCENTIVISED BLOCKCHAIN



WE SHARE THE PEOPLE, PLACE, AND STORY...



BECAUSE THERE IS MORE TO A BRAND THAN JUST THE PRODUCT.



# 5 SEEKING TRANSPARENCY

**Why is this great for Australian brands?**



**Australians are an honest bunch, we do what we say, and say what we mean**



**Locals want us to tell deeper stories to provide personal trust and credibility**



**Our advantages in ag-tech/AI are an intuitive way for us to 'open up'**

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |





## 6 MY KIDS AREN'T PERFECT



- Time in lock-down has made parents acutely aware of their child's faults
- Key observations have focused on **poor social skills** and digital addiction
- Coming out of lock-down, parents will be focused on **'upskilling'** their kids

# FREE RANGE KIDS



**Kids are free to roam, explore, and learn in nature**



**Aussie kids are confident in the water, and confident in life**



**This is an ideal childhood that Chinese parents can not give their children**



6

# MY KIDS AREN'T PERFECT

**Why is this great for Australian brands?**



**Locals who travel to Australia marvel at how free Aussie kids are**



**Aussie parenting is highly aspirational to locals scared they getting it wrong**



**Big opportunity for education, also for the way we communicate as brands**

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



# 7 FEMININITY ON FIRE 🔥



- 🦠 **Chinese women did most of the heavy-lifting during lockdown**
- 🦠 **They did this heroically. Post-COVID they demand further recognition**
- 🦠 **Getting on-side with Chinese women, especially mums, is pivotal to success**

CHINA SEX & GENDER

# Papi Jiang Receives Online Backlash for Giving Son Her Husband's Surname





#日常有价 母爱无价#



一瓶海飞丝  
妈妈做我的发型师

P&G  
爱在日常 才不寻常

#日常有价 母爱无价#



一颗碧浪凝珠  
我也能帮妈妈洗衣服

P&G  
爱在日常 才不寻常







# LORNA JANE

MOVE, NOURISH, BELIEVE  
 - promoting the philosophy  
 - empowering women

## GLOBAL EXPANSION - CHINA



MOVE  
NOURISH  
BELIEVE  
000

5

欢迎来到Lorna Jane

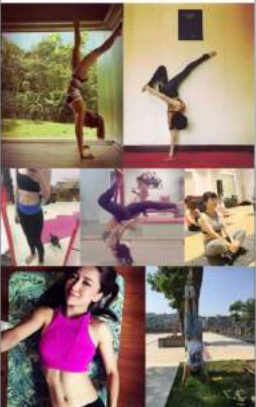
Hi, 我是Lorna Jane Clarkson, 欢迎来到“跃互动”!  
在这里, 我将与你们分享“动养信”的跃动生活哲学。



继续

**BALANCED**

000  
LORNA JANE  
GIRLS



**SHOW OFF**

000  
LORNA JANE  
GIRLS

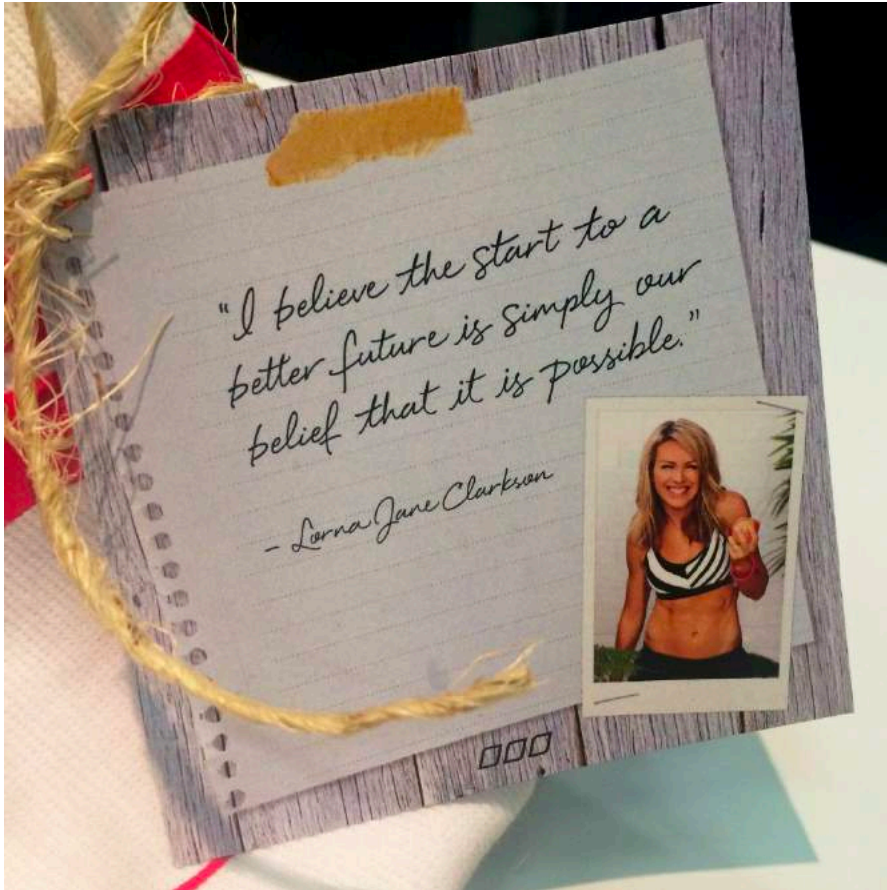


**STRONG**

000  
LORNA JANE  
GIRLS




**3,371**  
LORNA JANE GIRLS





# 7 FEMININITY ON FIRE 🔥

**Why is this great for Australian brands?**



**Australian culture and brands exude confident and inspiring femininity**



**This proud part of our culture is uplifting to underappreciated local women**



**Now is the time to bring out the femininity and heroine in your brand**

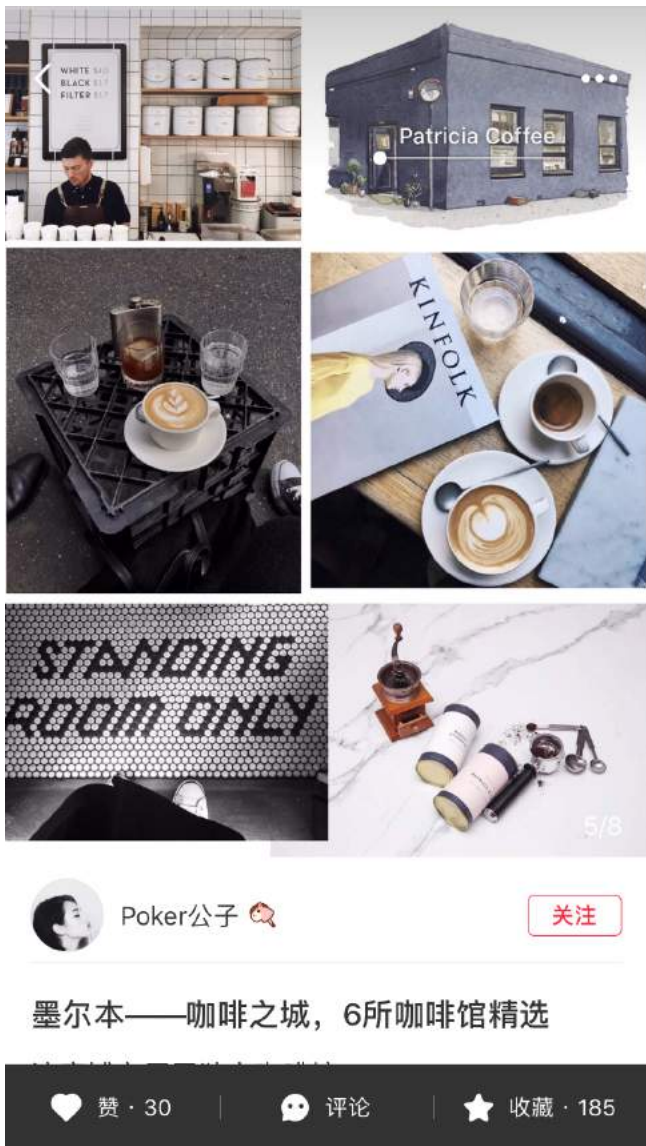
|   |  |   |   |  |
|---|--|---|---|--|
| <b>COMPETENCY<br/>QUOTIENT</b><br><br><b>1</b>    | <b>INTERNATIONAL<br/>REBOUND</b><br><br><b>2</b> | <b>REVENGE<br/>PREMIUMISATION</b><br><br><b>3</b> | <b>HEALTH AS<br/>INVESTMENT</b><br><br><b>4</b> | <b>SEEKING<br/>TRANSPARENCY</b><br><br><b>5</b>  |
| <b>MY KIDS<br/>AREN'T PERFECT</b><br><br><b>6</b> | <b>FEMININITY<br/>ON FIRE</b><br><br><b>7</b>    | <b>GEN Z<br/>ZOOTOPIA</b><br><br><b>8</b>         | <b>CHANNEL<br/>CONDENSATION</b><br><br><b>9</b> | <b>HEAD-START<br/>HEARTLAND</b><br><br><b>10</b> |



# 8 GEN Z ZOOTOPIA



- ❖ **Gen Z in China see themselves differently to other generations**
- ❖ **Expect them to withdrawal further from other cohorts **and seek their own personality****
- ❖ **The world they knew is gone, **they need an identity boost****



Poker公子

关注

### 墨尔本——咖啡之城，6所咖啡馆精选

赞 · 30 | 评论 | 收藏 · 185



Poker公子

关注

### 墨尔本——咖啡之城，6所咖啡馆精选

这座城市属于独立咖啡馆。

“咖啡之城”——墨尔本，可以说是世界上拥有最多精品咖啡馆的城市，这里大多数咖啡馆都自己烘焙豆子，同时还会按照精品餐厅的标准来打造餐食。

赞 · 30 | 评论 | 收藏 · 185







# 8 GEN Z ZOOTOPIA

**Why is this great for Australian brands?**



**An increasingly lost generation looking for new places to inspire them**  
**They are your future, nurture them now**



**As NYC and London lose gloss, Melbourne and Sydney take their place**



**Australia's young Chinese Australians are a key bridge**

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



# CHANNEL CONDENSATION



- ❗ When China was locked-down, big tech providers flourished
- ❗ However, due to the tricky logistical and political situation, **only the big players could take calculated risks**
- ❗ In this context, **big tech increased dominance**, niche players struggled







# CHANNEL CONDENSATION

**Why is this great for Australian brands?**



**Convenient - Makes a complex choice simpler, direct and targeted**



**Allow co-operative courtships of the China's Big Tech to Oz's advantage**



**Provide context for co-branding ,shift from tactical to long-term relationships**

|  |   |  |  |   |
|--|---|--|--|---|
| <p><b>COMPETENCY QUOTIENT</b></p> <p><b>1</b></p>    | <p><b>INTERNATIONAL REBOUND</b></p> <p><b>2</b></p> | <p><b>REVENGE PREMIUMISATION</b></p> <p><b>3</b></p> | <p><b>HEALTH AS INVESTMENT</b></p> <p><b>4</b></p> | <p><b>SEEKING TRANSPARENCY</b></p> <p><b>5</b></p>  |
| <p><b>MY KIDS AREN'T PERFECT</b></p> <p><b>6</b></p> | <p><b>FEMININITY ON FIRE</b></p> <p><b>7</b></p>    | <p><b>GEN Z ZOOTOPIA</b></p> <p><b>8</b></p>         | <p><b>CHANNEL CONDENSATION</b></p> <p><b>9</b></p> | <p><b>HEAD-START HEARTLAND</b></p> <p><b>10</b></p> |



# 10 HEAD-START HEARTLAND



- 🦠 **Post-COVID, Chinese are excited to travel internationally again**
- 🦠 **Due to uncertainties in Europe and US, these destinations are “out for a while”**
- 🦠 **Don't be surprised if you see an **Australia/NZ/China/Singapore Travel Bubble** rise to the surface soon**









**Join the fight**  
to stop the spread of  
COVID-19

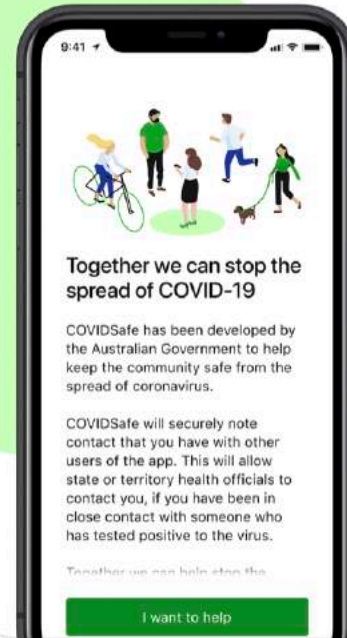


**Get notified quickly**  
if you come into  
contact with  
COVID-19



Even if you don't  
know the person

Your identity is  
**safeguarded**



**You're in control**  
of your information



**We need your help.  
Please download  
the COVIDSafe  
app today.**

**Download the  
COVIDSafe app today.**

Download the COVIDSafe app today to keep yourself and your community safe by helping our health workers to notify you quickly if you've come in contact with someone who has Coronavirus.

With your privacy protected by law, COVIDSafe keeps a secure note of other users you've been near if you have to go out. So, if they test positive for Coronavirus, you'll be notified. It'll help us stop the spread sooner, so we can all get back to the things we love.

Visit [health.gov.au](https://health.gov.au)

Download the COVIDSafe app

Available on the App Store | Get it on Google Play

Authorised by the Australian Government, Canberra

**Health**

GOLDEN MATRIX  
**自由构造**

**绿码护体  
潮行天下**

GREENLIFE

**上天猫  
绿码潮衫手到擒来**

**上支付宝  
申请个人专属健康码**

绿码护体，潮行天下

支 天猫 绿码变潮了

# LANDS OF OZ



Australia contains an immense diversity of landscapes and ecosystems



Outside of the big smoke, there are unique places that need more attention



In five years - Barossa, Tasmania and Daintree as top-of-mind for Chinese middle-class shoppers





# 10 HEAD-START HEARTLAND

**Why is this great for Australian brands?**



**Chance to think of China as our principal tourists – rethink it from their perspective**



**Moment to move past Australian stereotypes and highlights states/regions**



**Gives us opportunity to build location and experience into our China branding**



**Australia  
and China  
relations are  
FOREVER ...**

