

Australia ranks third in global Country Reputation ***Lifestyle wins out, but no advanced economy says research***

Sydney, October 19, 2009: Australia has the most appealing lifestyle in the world, and the physical beauty of our environment is highly valued among G8 nations – but we are not viewed as innovative or having an advanced economy, according to new research.

The research, compiled as part of the global Country Reputation Index and produced by the Reputation Institute in conjunction with research consultancy AMR Interactive, shows that Australia ranks 3rd out of 34 countries for its overall reputation¹, beaten to the top post by Switzerland (1st) and Canada (2nd).

However, while Australia rated highly in the overall rankings, it did not fare so well in the areas of culture, brands and innovation, technology, products and services, contribution to the global community or effective government. G8 nations surveyed about Australia's performance in these areas did not rate the country within the top 5 for any of the categories.

AMR Interactive's Reputation Practice Manager and Director of the Reputation Institute Australia, Oliver Freedman said while the results demonstrate how strong Australia's reputation is among those living in G8 countries, "this reputation is based on the physical beauty of our environment and our lifestyle, rather than an advanced economy," he said.

"In addition, we ranked lower on the scale for business environment and social welfare. This may indicate that while we are successful at marketing our landscapes and lifestyle, efforts to promote ourselves as innovative, business-friendly and technologically advanced have not made much impact."

However, despite the mixed results, Australia is viewed as a positive place to invest, with research showing that individuals in G8 nations consider our nation to be the fourth most likely to invest in.

"Despite not rating particularly well in the area of innovation, products or services, the results relating to investment bode well for future economic development," Freedman said.

The research also showed Australians have no lack of confidence in our country; in the area of self-image, Australians are more positive about themselves than any other nation included in the survey, coming first out of 33 countries, with Canada, Finland and Australia following close behind. Japan has the lowest self-image, coming in 33rd, with South Africa at 32nd.

China, Russia and India have the biggest gaps between how they view themselves and how others view them. Japan was the only country where its residents are less positive about themselves than those polled in G8 countries.

Other results from the research show that Australia is seen as the second most enjoyable country after Italy, and the second most beautiful after Canada².

¹ As rated by individuals surveyed within each of the G8 countries

² As rated by individuals surveyed within each of the G8 countries

About the Country Reputation Index:

Produced by the Reputation Institute in conjunction with research consultancy AMR Interactive the global Country Reputation Index measures the reputation of a select group of countries across the globe from Africa, Europe and Asia.

As part of the research, 33 countries rate themselves.

Polling is also conducted in each of the G8 countries (Canada, France, Germany, Italy, Japan, Russia, UK, USA), to rate 34 countries.

Polling was conducted in January-February 2009, and data in Australia was collected by AMR Interactive.

“Reputation” is measured by the degree to which people:

- Admire the country
- Trust the country
- Respect the country; and
- Think the country has an overall good reputation.

AMR Interactive is part of STW Communications Group, Australia's leading marketing content and communications services group.

Ends.

Please note – a full list of overall Country Reputation rankings for 2009 follows

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About AMR Interactive

AMR Interactive is a research consultancy that brings innovation, integration and insight to drive business success. AMR Interactive has operated in Australia for more than twenty years, offering a full range of research services to business and government. From advertising effectiveness and brand equity studies through to corporate reputation, customer satisfaction, concept testing and pricing AMR Interactive offers a complete research consultancy service. Our mission is to drive our clients' success with the best people, products & processes.

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Overall Country Reputation Ratings from G8 – Australia ranks 3rd

CountryRep™ 2009 External Scores

