

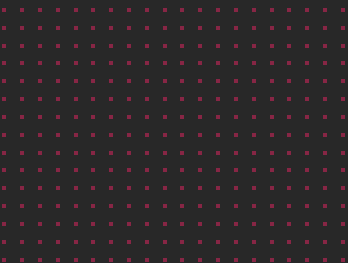


SECRETS & LIES

CHAPTER TWO

UNCOVERING THE UNDERBELLY OF
AUSTRALIA'S NATIONAL IDENTITY

WPP AU
NZ



SECRETS & LIES

NATIONAL IDENTITY
IS THE SECOND PART OF
A MAJOR NATIONAL STUDY
UNDERTAKEN BY WPP AONZ.

DO OUR
LONG-HELD
'TRUTHS' ABOUT
WHO WE ARE AND
WHAT WE WANT
AS A NATION STILL
HOLD UP?

WHAT ARE
THE VALUES
WE HOLD DEAR?

HOW PROGRESSIVE
ARE WE AS A
NATION?

HOW DO WE FEEL ABOUT ISSUES LIKE
AUSTRALIA'S IMMIGRATION OR EDUCATION
POLICY, MULTICULTURALISM, TECHNOLOGY
AND INNOVATION, DIVERSITY AND EQUALITY?

ARE WE AS FAIR
AS WE LIKE TO
THINK WE ARE?

AND WHAT DOES
FAIRNESS MEAN
TO US?

IS AUSTRALIA
STILL THE LAND
OF OPPORTUNITY?

WHAT DO WE SEEK FROM OUR LEADERS
AND POLITICIANS? WHAT'S THE TRUTH OF
OUR NATIONAL CHARACTER? AS A NATION,
WHERE DOES OUR FUTURE LIE?

THESE QUESTIONS ARE ALL ANSWERED IN PART TWO OF SECRETS & LIES.

WELCOME TO SECRETS & LIES



JOHN STEEDMAN
Acting CEO
WPP AUNZ

As the largest creative transformation business in Australia and New Zealand, WPP AUNZ is invested in getting under the skin of our clients' customers. This involves constantly building our knowledge to better understand the behaviour of Australians and New Zealanders. This is what keeps us on top of our game.

In Chapter 1 of Secrets & Lies, we looked at how Australians and New Zealanders view their identities. We revealed the secrets and lies that they tell themselves, and each other, in contrast with how they project themselves back to the world. It was a fascinating insight into emotional drivers and how these impact our support for brands, causes or organisations. Secrets & Lies is based on comprehensive research conducted by WPP AUNZ agency Colmar Brunton. Colmar Brunton has done an outstanding job of conducting in-depth interviews as well as a survey of more than 2,500 Australians and 1,500 New Zealanders.

To supplement Chapter 2: National Identity, we surveyed an additional 2,500 Australians and 1,500 New Zealanders in April 2019 through our research company Lightspeed. Lightspeed has created a representative sample mirroring the geographic breakdown of our two nations. This attention to statistical detail is why Lightspeed is fast becoming a beacon of research excellence in the WPP AUNZ world.

We also partnered with Michael Henderson, one of the region's most respected anthropologists, to add another layer of rigour and help us understand the research.

INTRODUCTION

FROM CEO

This chapter focuses on the relationship we have with our country and how this relates back to our identity. What do we seek for our nationhood? How progressive are we as a nation? Are we as 'fair' as we like to think we are? Is Australia still the land of opportunity? What does this all mean for our corporate and political leaders?

With a bruising and often divisive Federal election just behind us and in an era of globalisation and identity politics, the Australian research reveals an uneasy tension between the aspirations we have for our country and our own personal self-interest. But we're encouraged by the appetite that exists for big, progressive ideas and the yearning for a positive narrative for our country. This presents enormous scope for both business and our governments if they can connect that vision with our aspirations as individuals. The research is a fascinating look into the complicated and complex nature of who we are as individuals, and how we view ourselves in terms of our nationality.

As with Chapter 1, we've used this work to analyse the implications and opportunities for marketers, communicators, policymakers and leaders. We wanted to understand whether or not our deeply held truths about our country still stand up. We wanted to explore the values we hold dear and how these impact decisions to vote, buy, recommend or support a brand, organisation or cause. We wanted to help our clients better understand the people they're trying to connect with.

We're excited by this work and feel confident that you'll find fascinating and interesting insight in this latest chapter.

HOW TO USE THIS RESEARCH

There are some definitive ways for the private and public sectors to use this research. For the private sector, *Secrets & Lies: National Identity* will help inform a very different communication strategy. For the public sector, it shapes policy development and drives substantive discussions about real issues.

Ultimately, it offers a point of view on what business could do better and provides government with an opportunity to step up on the issues that will take our nations from good to great.

ABOUT MICHAEL HENDERSON

Michael Henderson is a leading anthropologist, born in the UK, raised in Africa and educated in New Zealand. He works around the world studying human behaviour and motivation. Anthropologists study culture and the various symbols, rituals, norms, artefacts and ceremonies that combine in a unique manner to structure and activate the culture in daily life. For the past 35 years, Michael has immersed himself in studying what makes people tick and how this is influenced by the culture in which people have been born or chosen. Michael is the author of eight books on culture, values, performance, human meaning and motivation.



MICHAEL HENDERSON
ANTHROPOLOGIST



UNDERSTANDING NATIONS, TRIBES AND THE NEED TO BELONG

FOREWORD

MICHAEL HENDERSON | ANTHROPOLOGIST

Human beings are social animals. We like to belong. We need to belong. We choose to belong. Why is that?

Through a combination of ethics and evolution, human beings have discovered that we have a far better chance of survival if we cooperate and collaborate with others. By socialising in groups, we also discovered that being together enriches our experience of being alive. We enjoy the enormous emotional and psychological benefits of friendship, humour, learning, encouragement, love, acknowledgment and the recognition that we can only find in belonging with others.

None of these emotional benefits replace the need for food and shelter. But in many respects they've become incredibly important to our sense of wellbeing. Surviving is one thing. Surviving alone is an entirely different proposition because of the emotional isolation it would bring.

If we're predisposed to gravitate towards and share our lives with others, how do we know who to belong with beyond our immediate family? How did our ancestors determine who to let into their inner circle and who to keep out?

Every human being evaluates strangers through two primary and almost instantaneous filters. In anthropology these are referred to as Approachability and Capability. In other words, our brains quickly assess whether the stranger is friendly (Approachable) and their physical prowess through our assessment of their strength and speed (Capable).

When we recognise someone as being Approachable and Capable, we trust them and they become friends or reliable acquaintances. When we assess people as unapproachable and Capable, or Approachable but incapable, our trust in them is eroded.

Research by biological anthropologist Robin Dunbar indicates that humans can remember up to 150 faces while remaining confident in their assessment of Approachability and Capability in others. Beyond 150 faces we doubt our assessment. This explains why most traditional tribes had no more than about 150 members and why this is also the average number of genuine connections to Facebook 'friends'.

Beyond 150 people, the brain relies on concepts and symbols to replace the role of faces and personalities in assessing others. This is where the concept of nations plays a role. When a population grows into hundreds of thousands or hundreds of millions, our brain can't 'track' that many faces. We use nations as an anthropomorphic means of understanding who we are as a people.

In our minds, a nation's behavioural traits are the equivalent of a personality. The name of the nation is the equivalent of a person's name. The nation's flag plays the role of a person's face.

The sense of belonging to a nation can be a powerful human experience, eliciting deep emotions of nationalism, pride, loyalty and gratitude. In this way, the concept of belonging to a nation offers a means for individuals to gain a sense of belonging in a larger social context.


However, where a nation is a larger contextual reference point for belonging, we're hardwired as a species to place ourselves within the localised environment of 150 familiar human faces. We might be Australian, but we live in Sydney. More specifically, we live in a tribe or village within Sydney.

This is why, for example, people who live in Sydney place a large emphasis on establishing a more precise location when meeting a fellow Sydneysider. Which tribe are they from? What Approachability and Capability do we associate them with?

Within a city there are many suburbs. And within a suburb many tribes exist. A tribe might take the form of a church or sports club, a business or education network, cultural groups or a physical location like Parramatta.

WHERE A NATION OFFERS A GENERALISED SENSE OF BELONGING, A TRIBE OFFERS A SPECIFIC SENSE OF BELONGING. ONE PERSON BELONGS TO MANY DIFFERENT TRIBES AND IN DOING SO HAS ACCESS TO A SENSE OF AUTHENTICALLY LIVING THE LIFE THEY ASPIRE TO.

AS NATIONS GROW IN POPULATION, COMPLEXITY AND MULTICULTURALISM, AS WELL AS SOCIAL AND ECONOMIC MOBILITY, WE SENSE THE DILUTION OF APPROACHABILITY AND CAPABILITY TRAITS WE ASSOCIATED WITH THEM.



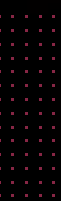
WE USE OUR TRIBES
TO GROUND, CONNECT
AND FIND OURSELVES,
RECONFIRMING WHO
WE ARE AND WITH
WHOM WE BELONG.



SECRETS
& LIES

PART ONE

RESEARCH HEADLINES

- 
1. A COUNTRY DESPERATE FOR PROGRESSIVE IDEAS
 2. EQUITY VERSUS EQUALITY
 3. A SECOND LANGUAGE IS ANOTHER WAY OF LOOKING AT THE WORLD AND AT BRANDS

1
CH
RESEARCH

PROGRESSIVE
IDEAS

A COUNTRY DESPERATE FOR PROGRESSIVE IDEAS

THE LIE A NATION DEEPLY DIVIDED

THE TRUTH A NATION MOSTLY UNITED

Our research uncovered a variety of issues that matter to Australians. But this is a nation that's desperate for **leadership** and waiting to hear some **remarkable ideas**.

Politicians, fringe groups and the media have each played their part in giving a good deal of attention, space and oxygen to the extremes of our society. For all the noise, our research proves that these voices represent a negligible percentage of the total Australian population. The opposing edges of the debate exist but the great majority of our population, the 'sensible centre', agree on one serious and substantive theme.

That theme is progress.

A PROGRESSIVE AUSTRALIA

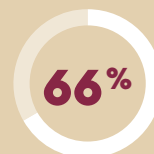
As Australians, we're desperate for big ideas that will solve some of the major issues we face as a nation.

66% of Australians say the political debate has been hijacked by the fringes. They feel that there's not nearly enough discussion about the issues that will shape our country's future – issues like technology, education, diversity, talent, our future workforce, welfare, immigration, intellectual property, and what real leadership looks like now, and in the future.

Two-thirds of Australians don't feel heard or represented by their politicians. The research shows that politicians have very little sense of how most Aussies are really thinking and more importantly, feeling.



of Australians say
the political debate
has been hijacked
by the fringes



of Australians don't
feel represented by
their politicians





TECHNOLOGY HAS CONNECTED EVERYTHING IN OUR WORLD.

ARE WE BEING LEFT BEHIND?

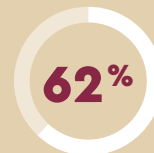
HOW WILL TECH GIVE US A LEG UP? WHERE IS AUSTRALIA'S
FUTURE SUCCESS GOING TO COME FROM?

ARE OUR KIDS SMART ENOUGH TO COMPETE? ARE WE?

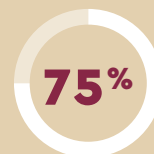
WHO IS THE ARCHITECT OF THIS COUNTRY'S FUTURE?

WHO'S DOING ALL THE BIG THINKING BECAUSE IT DOESN'T
SEEM TO BE COMING FROM THE GOVERNMENT OR IN FACT
FROM EITHER SIDE OF POLITICS. HAVING A COUNTRY RICH
WITH NATURAL RESOURCES AND AN AGRICULTURAL INDUSTRY
WAS A LUCKY BREAK. WHERE TO NEXT IS WHAT MANY
AUSTRALIANS WANT TO TALK ABOUT.

FEMALE AGED 46



of Australians say we've lost pride in
who we are as a nation



of us are yearning for a more positive
narrative from our political leaders

62% of Australians say we've lost pride in who we are as a nation. We want to know what's great about Australia aside from the obvious natural beauty, democracy and rule of law. Where do we derive our pride as a nation from and is it enough that we're a friendly, down-to-earth nation of welcoming sports-lovers? Should there be something more substantive about our national character?

"WE'RE VERY DOWN-TO-EARTH AND PRETTY WELCOMING, PLUS WE HAVE THE BEST CLIMATE IN THE WORLD. OF COURSE, EVERYONE WANTS TO COME HERE. IT'S A BLOODY GREAT PLACE TO LIVE. BUT WHAT ELSE DO WE WANT TO BE KNOWN FOR?"

MALE AGED 36

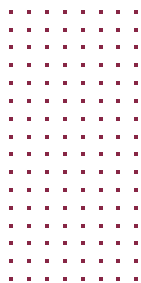
Perhaps the most telling statistic is that 75% of us are yearning for a more positive narrative from our political leaders. Our research clearly shows that there's an absence of leadership and vision.

I WORRY THAT THIS COUNTRY HASN'T HAD A TRUE LEADER FOR SOME DECADES NOW. THE LAST BIG THING THIS COUNTRY DID WAS FLOAT THE DOLLAR AND CREATE MEDICARE BACK IN THE DAYS OF HAWKE. MAYBE YOU CAN SAY THE GST WAS SOMETHING BIG. I'M NOT SURE. WHAT'S THE NEXT BIG MOMENT FOR THIS COUNTRY? WHAT GETS US FROM THE LUCKY COUNTRY TO AN OUTSTANDING COUNTRY? YES, WE'RE A BEAUTIFUL COUNTRY, AND EVERYONE WANTS TO VISIT HERE OR LIVE HERE BUT WHERE'S THE SUBSTANCE? I FEEL LIKE AUSTRALIA IS LIKE ONE OF THOSE BEAUTIFUL SUPERMODELS. THEY ARE FAMOUS FOR 15 MINUTES BUT ONCE THE LOOKS GO, WHAT DO THEY DO NEXT?

MALE AGED 55

MULTICULTURAL AUSTRALIA

Despite some negative media reporting, almost two-thirds of Australians say that the very best thing about Australia is its rich and diverse multicultural population. Not **one** of the best things but **the** best thing. When it comes to immigration policy, 61% of Australians want a policy shaped towards a more progressive and technology-driven Australia. They don't want to see less immigration, they want to see an Australia that can face the challenges of the future with a confident, future-ready labour force.



"OUR BIRTH-RATE IS NOT NEARLY HIGH ENOUGH TO FUEL OUR ECONOMY SO A LOT OF OUR POPULATION GROWTH NEEDS TO COME FROM IMMIGRATION. I THINK IT'S BEEN A BIG SUCCESS STORY FOR OUR ECONOMY AND FOR OUR SOCIAL FABRIC OVER THE LAST 80 YEARS. IT'S THE NEXT 80 YEARS WE NEED TO START PLANNING FOR. THERE ARE PROBABLY TENS OF THOUSANDS OF IMMIGRANTS WHO ARE SMART, AMBITIOUS AND CAPABLE BUT THEY'RE BORN IN THE WORST PARTS OF THE WORLD. REAL HELL-HOLES. WHERE THERE'S NO HOPE, JUST WAR AND UNREST AND THEY WANT A TICKET OUT. LET'S GET THEM TO SOLVE OUR INNOVATION CHALLENGES, ENERGY CHALLENGES AND INFRASTRUCTURE CHALLENGES AND IN EXCHANGE OFFER THEM CITIZENSHIP IN AUSTRALIA."

MALE AGED 44



Almost two-thirds of
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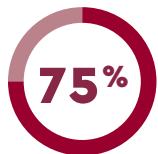


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EDUCATION POLICY

But it's in education policy where our research showed the greatest need for leadership and truly progressive ideas.

75% of Australians say our education system needs a complete overhaul. A stunning lack of innovation and thinking in primary and secondary education has left three-quarters of us wondering how we'll get the next generation of Australians ready for the future.



of Australians say
our education system
needs a complete overhaul

“
**OUR EDUCATION SYSTEM
HASN'T REALLY CHANGED
SINCE I WENT TO SCHOOL
AND I'M 54. THAT'S INSANE.
WE NEED TO THROW OUT THE
CURRENT CURRICULUM AND
START WITH A BLANK PIECE
OF PAPER. WE KNOW SO
MUCH MORE ABOUT HOW TO
SHAPE YOUNG MINDS. WHAT
ARE THE BIG, REVOLUTIONARY
IDEAS WE CAN VOTE ON AS A
NATION WHEN IT COMES
TO EDUCATION?**

FEMALE AGED 54



**WE NEED TO GET
TO A POINT WHERE
WE CAN AGREE
THAT THE TALENT
IS AS EQUALLY
DISTRIBUTED AS
GENDER IN THIS
COUNTRY. IF WE
HAVE A 50/50
GENDER SPLIT
OR THEREABOUTS
SURELY THE
TALENT IS JUST
AS EVENLY
DISTRIBUTED?**

MALE AGED 29

GENDER EQUALITY

75% of Australians think we can easily promote women into key positions whilst still supporting the ideals of a meritocracy. Australians do not see equality and meritocracy as mutually exclusive. 50% of our population is male. 50% is female. Surely 50% of our best and most talented Australians are female?



of Australians think we can easily promote women and into key positions whilst still supporting the ideals of a meritocracy

2
EQUITY **VS**
RESEARCH **EQUALITY**

EQUITY VERSUS EQUALITY

THE LIE

WE WANT EQUAL ACCESS TO
OPPORTUNITY FOR EVERYONE

THE TRUTH

EQUALITY IS A MYTH

The notion of equality finds itself in the top three most important national values in our research, behind safety and freedom. The idea of equality has long been treasured in a nation that prides itself on fairness. A 'fair go' is, after all, part of the Aussie vernacular. And trotted out in almost every federal election.

To be clear, equity **is** about giving everyone what they need to be successful. Equality is about treating everyone the same.

We don't all start from the same place.

Background, family circumstance, money and the opportunity these all afford, collectively represents the X factor.

The inconvenient truth is that we're not entirely comfortable giving too much help to those who need it most. We want everyone to have a 'fair go' but only if they're not getting more opportunity than the rest of us.

We believe many policies aimed at achieving equitable outcomes result in a total lack of fairness. This in turn fuels resentment towards those who benefit from these policies.

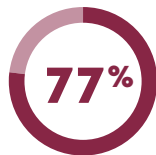
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I DON'T BEGRUDGE AUSTRALIANS WHO ARE IN GENUINE NEED AND ESPECIALLY THE CARERS OF DISABLED AND ELDERLY WHO I CONSIDER TO BE HEROES, BUT I CAN'T HELP FEELING THERE ARE MORE THAN A DECENT PERCENTAGE OF PEOPLE WHO THINK ILLEGAL WELFARE IS A RIGHT. HOW DO WE SORT THE GENUINE FROM THE FAKERS SO THAT WE CAN GIVE MORE MONEY TO THE GENUINE AND HELP THE FAKERS INTO GAINFUL EMPLOYMENT?

FEMALE AGED 42

A SOCIAL SAFETY NET

77% of Australians agree that welfare payments are the best way to protect those in our society who need real help, but they say we need a fairer and more innovative way of assessing what 'real need' constitutes.



agree that welfare payments are the best way to protect those in our society who need real help



IF YOU TAKE A CLOSE LOOK AT MOST SUCCESSFUL OR FINANCIALLY COMFORTABLE AUSTRALIANS, THEY DIDN'T INHERIT IT, THEY WORKED BLOODY HARD FOR IT. THEY SACRIFICED TIME WITH FAMILY, WORKED WEEKENDS, DIDN'T TAKE FLASH HOLIDAYS, IT WAS ALL DOWN TO HARD YAKKA. SOMETHING THAT IS EASY TO FORGET WHEN YOU'RE ENVYING SOMEONE'S SUCCESS BECAUSE YOU DON'T HAVE THE SAME FOR YOURSELF. THIS ENTITLEMENT NONSENSE HAS GOTTEN IN THE WAY OF ACTUAL WORK. IF YOU SHOW ME SOMEONE WHO COMPLAINS THEY HAVEN'T GOT THEIR FAIR SHARE, I'LL SHOW YOU SOMEONE WHO LIKELY NEVER TOOK THE BIG RISKS OR LIVED WITH THE WORRY AND SLEEPLESS NIGHTS OF SOMEONE WHO BUILT SOMETHING FROM SCRATCH.

MALE AGED 49





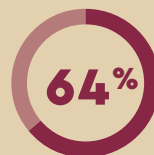
I WORRY THAT AUSTRALIA WILL GO THE WAY OF AMERICA. I STILL WANT AUSTRALIA TO BE A COUNTRY WHERE YOU CAN ARRIVE WITH NOTHING AND A GENERATION LATER YOU'VE BUILT SOMETHING. I THINK IT'S STILL POSSIBLE BUT ONLY IF OUR GOVERNMENT MAKES IT A PRIORITY.

FEMALE AGED 30

EQUAL OPPORTUNITY

64% say that equal opportunity used to be the Australian ethos but it increasingly feels harder to attain.

There's a sentiment that working hard no longer guarantees success. This could lead to an increasing number of Australians feeling they're treading water rather than getting ahead.



say that equal opportunity used to be the Australian ethos but it increasingly feels harder to attain

RICH VERSUS POOR

75% say the gap between rich and poor is widening.

I HAVE NO EVIDENCE FOR THIS, BUT I FEEL LIKE THE RICH ARE RICHER IN AUSTRALIA AND THE POOR ARE POORER. THAT THE DIVIDE IS GROWING. IT JUST LOOKS THAT WAY AND FEELS THAT WAY IN OUR SOCIETY.

FEMALE AGED 31

THIRTY YEARS AGO, IT SEEMED THAT THE GREAT MAJORITY OF AUSTRALIANS HAD ROUGHLY THE SAME LIFESTYLE. THERE MIGHT HAVE BEEN PEOPLE WITH NICER CLOTHES, A BETTER CAR OR FLASHIER HOUSE, BUT THERE WAS NO GLARING CHASM BETWEEN US. NOW THAT GAP SEEMS LARGER AND, WORSE STILL, INSURMOUNTABLE IF YOU'RE ON THE WRONG SIDE OF IT.

MALE AGED 60

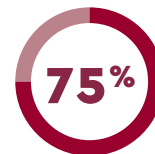
THE COST OF LIVING

But perhaps the most overwhelming sentiment is this one. We feel that to get our share of the Australian dream (buy a home, support a family, have a decent lifestyle) we need to work so much harder and for longer hours every week.

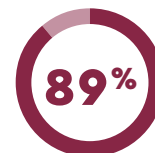
89% say you should be able to support a family and buy a home without needing to work two jobs.

I NOW WORK A SECOND JOB ON WEEKENDS AND MY WIFE DOES TELEMARKETING FROM HOME ON WEEKNIGHTS WHEN THE KIDS HAVE GONE TO SLEEP. BETWEEN US WE HAVE FOUR JOBS AND ARE EACH WORKING SOMEWHERE BETWEEN 55 TO 60 HOURS TO AFFORD OUR MORTGAGE AND PAY FOR THE KIDS' EXTRAS AND AFTER-SCHOOL ACTIVITIES.

MALE AGED 37



Say the gap between rich and poor is widening



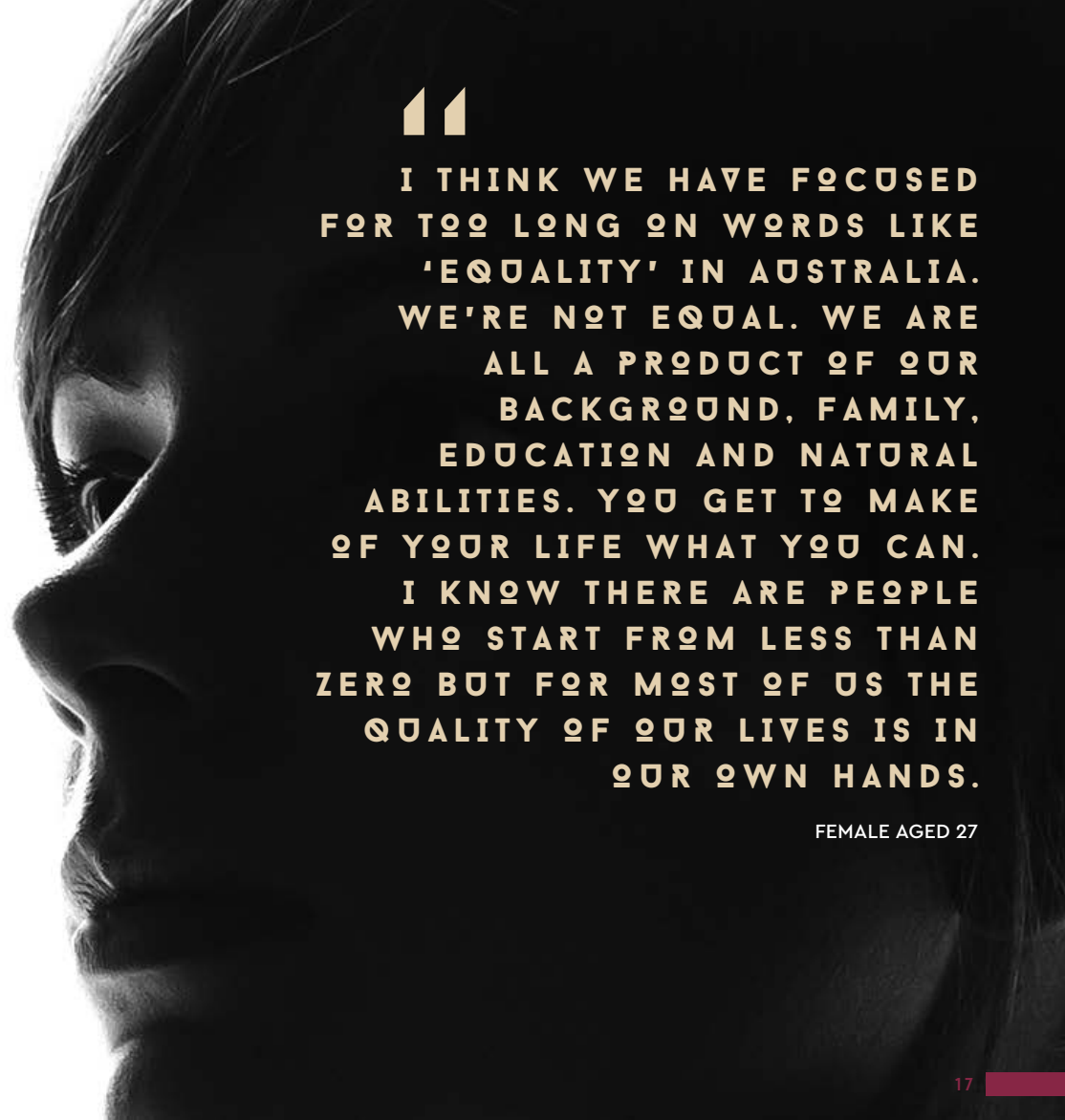
Say you should be able to support a family and buy a home without needing to work two jobs



BORN EQUAL?

Yet for all this talk of equality, we overlook the most obvious fact. We're not born equal. Some of us are born with greater intellectual capability, some of us are born with a unique skill, some of us are born into wealthier, more supportive families.

60% agree that if you give two people the exact same opportunity, one person will take it and the other will stay in the same place. No amount of equality can factor in ambition, talent, luck and good old-fashioned hard work.



**I THINK WE HAVE FOCUSED
FOR TOO LONG ON WORDS LIKE
'EQUALITY' IN AUSTRALIA.
WE'RE NOT EQUAL. WE ARE
ALL A PRODUCT OF OUR
BACKGROUND, FAMILY,
EDUCATION AND NATURAL
ABILITIES. YOU GET TO MAKE
OF YOUR LIFE WHAT YOU CAN.
I KNOW THERE ARE PEOPLE
WHO START FROM LESS THAN
ZERO BUT FOR MOST OF US THE
QUALITY OF OUR LIVES IS IN
OUR OWN HANDS.**

FEMALE AGED 27

A SECOND LANGUAGE IS ANOTHER WAY OF LOOKING AT THE WORLD AND AT BRANDS

THE LIE
YOUR BIRTHPLACE SHAPES A
GOOD PORTION OF YOUR VALUES

THE TRUTH
SPEAKING PREDOMINANTLY
IN A LANGUAGE OTHER
THAN ENGLISH IS THE GREAT
DETERMINING FACTOR IN
SHAPING MANY ATTITUDES

Australia remains one of the world's multicultural success stories. Largely harmonious, cohesive and inclusive with generations of migrants building on the foundations of the last. We celebrate our diversity but reductive comparisons between those born here versus overseas masks real difference.

Language, in fact, is the biggest determining factor. Whether third generation, Aussie born and bred or not. And this isn't a niche portion of our population. A language other than English is spoken regularly in 21% of Australian households.

Across the research there was a consistent pattern of significant difference in responses between those that spoke English at home versus a language other than English (LOTE). In fact, the significant differences in results based on LOTE are three times more apparent than because of where you were born.

IF YOU SPEAK PREDOMINANTLY IN ANOTHER LANGUAGE – NO MATTER IF YOU WERE BORN IN AUSTRALIA OR NOT, NO MATTER IF YOU SPEAK ENGLISH FLUENTLY OR NOT, NO MATTER HOW EDUCATED, OR NOT – YOUR VIEW OF THE WORLD IS DIFFERENT.

The best way to describe this view of Australia is 'internationalist'. This segment has evolved beyond multiculturalism. They are outward looking, extremely well-travelled, comfortable straddling two cultures. They index highly as early adopters of technology, food trends, new brands and new business models.

For any brand or organisation seeking to seed something new, this is the audience to target first. Whether by their acceptance of living comfortably across two cultures, constantly translating between different languages, they're supremely comfortable with change. What is difficult to most, comes naturally to them. They have grown up in a world where using more than one language is the norm and this pluralism has shaped their identity.

For issues like education policy and economic policy, these dual-language speakers lead the pack when searching for progressive solutions. They're twice as likely as English-only speakers to start a small business. It may be that they are children of migrants from places with far less opportunity or that they were raised in a culture of optimism with high expectations of success. It may be that straddling two cultures brings with it a richness that needs to be lived to be understood.

SECOND LANGUAGE

3 RESEARCH



72% of Australians say there's a richness that comes with being able to speak more than one language



62% of Australians wish they had learnt another language growing up



58% of Australians believe the brain works differently when it thinks in several languages



41% of Australians say their ability to speak a language other than English (even if it's only a few key words) gives them an entirely different perspective on the world

WE HAVE SEVERAL HYPOTHESES

What we know for sure is that the lexicon, vocabulary, passion and sense of belonging that a language other than English creates, carries more emotional weight for a significant portion of our population. It carries with it differing values and attitudes about Australia, society and identity.

This means there's enormous opportunity for the public and private sector to embrace this largely optimistic spirit through the many languages of Australia.



WHEN I'M IN A SUPERMARKET DOING MY SHOPPING AND LOOKING AT WHAT TO BUY, I TRANSLATE THOSE INGREDIENTS AND BRANDS INTO MY NATIVE LANGUAGE. I'M THINKING ABOUT HOW TO ADAPT IT TO A RECIPE I HAVE IN MY (NON-ENGLISH) COOKBOOK AND HOW I USE THIS PRODUCT SO DIFFERENTLY TO THE WAY IT'S INTENDED. THEY MIGHT THINK THEY'RE SELLING ME A BOX OF ROSES CHOCOLATES AS A GIFT TO TAKE TO A BARBEQUE BUT IN OUR CULTURE, WE ALWAYS HAVE A BIG BOWL OF CHOCOLATES ON THE TABLE (LIKE FRUIT) FOR VISITORS WITH SMALL CHILDREN WHO NEED A TINY, INDULGENT SNACK.

FEMALE AGED 33

WHEN YOUR FAMILY LIVES ALL AROUND THE WORLD BUT COMES FROM THE SAME SMALL VILLAGE IN CHINA, THEN ONE THING THAT UNITES YOU ALL IS THAT LANGUAGE AND ESPECIALLY THE DIALECT THAT ONLY THOSE IN THAT VILLAGE UNDERSTAND. THE SAYINGS, THE TURNS OF PHRASE, THE INTONATION, NO MATTER HOW ASSIMILATED INTO YOUR NEW LANGUAGE AND CULTURE YOU MIGHT BE, YOU'LL ALWAYS REVERT BACK TO YOUR MOTHER TONGUE BECAUSE NOTHING ELSE CAN QUITE CAPTURE THE SPIRIT OF THE CONVERSATION.

FEMALE AGED 26

THERE'S A CREATIVITY THAT COMES FROM STRADDLING TWO LANGUAGES. YOU'RE THINKING IN REAL TIME AND UNLESS OTHER PEOPLE IN THE ROOM SPEAK IN A LANGUAGE OTHER THAN ENGLISH YOU FEEL YOU HAVE A REAL COMPETITIVE ADVANTAGE.

MALE AGED 38

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A LOT OF COMPANIES HAVE NEVER REALLY CONSIDERED THE BEAUTY OF ANOTHER LANGUAGE. HOW SIMPLY USING THAT LANGUAGE IN COMMUNICATION IS A WELCOME MAT FOR THE BRAND TO AN ENTIRELY NEW SEGMENT. WHAT A SIMPLE TRICK AND YET NO ONE EVER USES IT.

MALE AGED 44

PART TWO

WHAT YOUR BUSINESS,
ORGANISATION OR BRAND
NEEDS TO CONSIDER

SO HOW SHOULD GOVERNMENT AND
THE PRIVATE SECTOR EXPLOIT THESE
FINDINGS FOR THEIR BENEFIT?

SECRETS
& LIES

BY ROSE HERCEG

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Rose has built a career as one of Australia's most respected futurists and social forecasters. BRW Magazine named her the number one innovative thinker in the country. As Chief Strategy Officer, Rose consults to WPP AUNZ clients across its 80 operating companies on emerging trends, marketing strategy and innovation.

1. AUSTRALIANS ARE SCREAMING OUT FOR PROGRESSIVE IDEAS

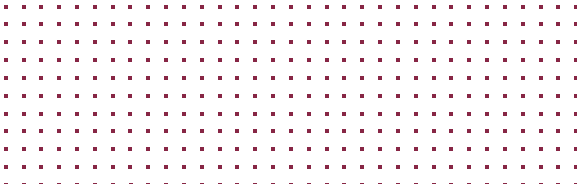
They want detailed, thoughtful, substantive solutions in two key areas:

- Economic policy with an understanding of how technology will shape and inform it
- Education policy and how we might overhaul the entire curriculum at every level

Australians want serious conversations about serious topics, especially when it comes to identifying where tomorrow's economic growth will come from and who will have the knowledge to run with it.

When it comes to education policy, where is the practical or tangible discussion of what a future education programme might look like? What skills are required in the future? What do we need to overhaul our education system so that we're competitive on the world stage? Occasional sound bites get thrown around but there's no substantive change to education policy that the Australian electorate can debate. Where are the ideas for tomorrow?

When it comes to the private sector, progressive ideas (and business models) would find a very receptive audience.





THOUGHT STARTERS PROGRESSIVE IDEAS

1 FRIENDSHIP-FAMILY LOAN

This could be a bank creating a 'friendship-family loan' like a unit trust or equity and shares system. It would capitalise on the rapid and continuing growth of single-person households, where those in purely platonic relationships join forces to buy a home. Almost one in three in our society will likely never marry in their lifetime but they still seek to create a 'home' rather than a house. This progressive take on the new and emerging definition of 'family' would be welcome relief to the growing number of Australians who have created and chosen their own families beyond formal and traditional definitions – either through biology or marriage.

2 LIFE INSURANCE NO FINE PRINT


What if an insurance company pays out life insurance benefit in full in advance if a person is diagnosed with a terminal illness and given less than 12 months to live. No fine print. Simply a progressive approach to helping those when they need it most.

3 PREMIUM TIME SHARE

Or a car company that has the courage to recognise that there's a significant segment of the car-loving population (those who would never default to a rideshare or car rental service) who would embrace the opportunity to drive multiple car brands over the course of a year. Three months in a BMW, three months in a Tesla, three months in a Jeep and three months in a Mini Cooper. This would be an entirely progressive business model to take the car-owner market by storm.

4 TOTAL HOME DECOR UPGRADE

A home design business might offer to remove and replace the entire contents of a home overnight and replace it with an entirely new look. This would be an attractive proposition for people who believe their home environment determines every aspect of their wellbeing.



5 FULL-SERVICE HARDWARE

A hardware retailer could match hardware products with skilled tradespeople who follow you home and install, fix, correct or replace whatever you've purchased immediately.

6 UTILITIES ONE STOP SHOP

Who wouldn't like a utilities company that sells everything under one, simple contract? Water, gas, electricity, internet, phone, insurances, streaming services and everything your home needs in a single bill. It could go a step further and bundle the home loan including a five-year term for all other services in exchange for a significant, upfront discount.

7 CUSTOMISE YOUR FLIGHT

Airlines could sell their seats in a far more progressive way so that passengers customise the entire journey. They might purchase an economy-class ticket but with a first-class meal and champagne. Or a business class ticket with no food because they never eat when flying.

A GROWING NUMBER OF PEOPLE EXPECT THESE HIGHLY PROGRESSIVE BUSINESS MODELS AND IDEAS FOR PRODUCTS OR SERVICES FROM CORPORATE AUSTRALIA. BUT VERY FEW OF THEM EVER MAKE IT TO CONSUMERS. THE SAME MODEL, THE SAME PRODUCT, THE SAME SERVICE – DELIVERED IN THE SAME WAY AS IT HAS BEEN FOR DECADES – IS STILL THE ORDER OF THE DAY. THIS IS ASTONISHING AND DISAPPOINTING BUT EASILY FIXED BY PROGRESSIVE BRANDS AND COMPANIES.



2. IT'S TIME TO TALK OPENLY ABOUT EQUITY VERSUS EQUALITY

If we desire a society where the distance between the 'haves' and the 'have nots' is a gap rather than a gulf, then we need to talk seriously about taxation, entitlements and the social safety net. Is tax too low for the rich? Are entitlements too small for those trying to claw their way out of near-poverty? Has Australia outgrown the 'fair-go' ethos? Is Australia being outpaced and outgunned by newer ideas and harder workers in a global economy? Is the downside of being a lucky country, without a history of war or civil unrest, that we're unequipped to compete with nations toughened by failure, defeat and the fight for survival? Are we too soft for our own good?

Do we spend our resources making sure that those with the least are given what they need to catch up with those that have the most? Is this unfair to those who have more and should they be given the opportunities to accelerate even further? What kind of a society do we want? And is there a danger of creating a mediocrity where we all drown together in a sea of average?

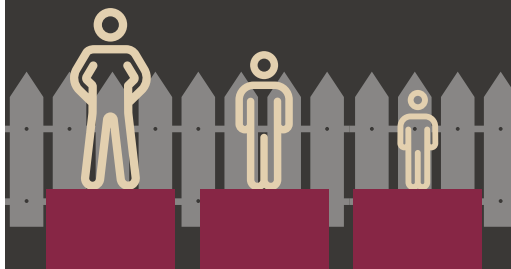
WHEN IT COMES TO CORPORATE AUSTRALIA, HOW DO WE PROMOTE EXCELLENCE AND PROGRESS IN A COUNTRY THAT'S NERVOUS ABOUT ELITISM? THE TENSION BETWEEN EXCELLENCE AND EGALITARIANISM IS CONSTANT. TO BE AN OUTSTANDING BUSINESS IN AUSTRALIA MEANS TO OUT-INNOVATE THE REST OF THE WORLD. THIS WOULD BE A NEW REALITY FOR AUSTRALIAN BUSINESS. IT WOULD NECESSITATE THE MOST CUTTING-EDGE THINKING COMING OUT OF AUSTRALIA.

A Lemonade (perhaps the world's most advanced business model when it comes to insurance and currently headquartered in New York) should have come out of Australia, a Kotak Mahindra (an open banking platform in India allowing 400 million middle class Indians to open an account online in 90 seconds) should have come out of one of the big four Australian banks. A Rent the Runway should have been engineered by a Westfield or a Stockland or a Vicinity. A Birchbox should have been founded in Australia given the average spend women make on skincare, hair and make-up.

The tired, traditional argument is that the business community in Australia is risk-averse. Or that the size of our market is too small to encourage serious innovation. Is it time to recognise that a country affording the great majority of its population a very good standard of living, without the serious societal issues plaguing so many other countries, makes us too comfortable to strive for greatness? The biggest success stories are usually borne of great poverty or great disadvantage.

IS THERE A WAY THAT WE CAN CREATE A NEW DIVISION INSIDE EVERY SUCCESSFUL AUSTRALIAN BUSINESS WHOSE SOLE PURPOSE IS TO BEHAVE AS THOUGH THE BUSINESS IS UNDER IMMEDIATE THREAT AND MUST BE SAVED? A scenario-plan based on impending doom to mobilise thinking and create conditions to force new thinking and new operating model discoveries. It's no accident that the founders of our most successful businesses tend to be migrants escaping abject poverty or persecution, from Frank Lowy, John Saunders and Harry Triguboff to today's young founders like Niklas Olsson.

EQUALITY



EQUITY



MAYBE THE ANSWER
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FAKE ENEMY TO FIND REAL INNOVATION

One immediate action every successful business can take right now – every Aussie bank, telco, retailer, resources company, agricultural business, in fact every single thriving Australian-based business – is to create a Turmoil Unit. A unit that games and scopes a scenario whereby the business is attacked by an unexpected enemy. This will force the kind of thinking that innovators possess. It might be an extreme reaction but this bountiful country is simply too good and too easy a place in which to live. Maybe the answer is to create a fake enemy that forces groundbreaking thought.

3. LANGUAGE IS MORE THAN WORDS. IT'S CULTURE.

For brands, marketers and public service, this country has 207 languages and 197 nationalities. Yet every piece of mainstream communication is in English. Almost every piece of content shared through a social channel is in English. If technologies like addressable television can show different content to different audiences whilst they're all watching the same programme, think of the possibilities with language.

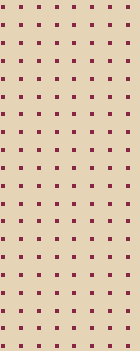
Language is more than the words. Language is culture. Language is identity. Language is spirit. Speaking more than one language is how one-third of us relate to this country. They swim between two or more lanes. They dip in and out. They see brands and companies through multicultural eyes.

Simply translating the message verbatim into another language isn't the answer. Getting to the guts of their culture is the key. Understanding that the sensibilities and the mindset of this segment is different to that of Australians who speak only English is the key to understanding their character. It shapes their attitudes to the biggest consumer categories in the world – automotive, banking, food, grocery, retail, travel and fashion to name a few.





IMAGINE THE IMPACT OUR
BIGGEST BUSINESSES WOULD
HAVE IF THEY RAN THEIR
FLAGSHIP COMMUNICATION IN
MANDARIN, ARABIC, ITALIAN
OR GREEK? FOUR OF THE
MOST-SPOKEN LANGUAGES
IN AUSTRALIA. NO SUBTITLES.
DURING A FOOTBALL
GRAND FINAL.

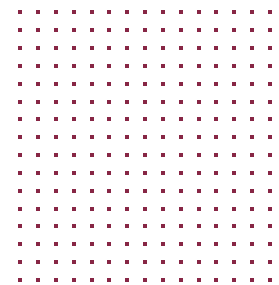


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It's time to have a serious conversation about marketing to people who speak more languages than English. And it's also time to recognise that more than five million Australians speak both English as well as their second language very well. They're fluent in both. They pay allegiance to both cultures. Why do most companies fail to recognise that almost one in four Australians lives inside two or more cultures?

This richness and duality bring with it plenty of business opportunities, particularly at special times of the year like Easter and Christmas. Less obvious examples include religious holidays, saints' days, name days and even days that make perfect sense to a specific group but seem a little unusual to the rest of us (May the fourth be with you, Star Wars fans).

Almost every culture has days that are steeped in history and tradition. They celebrate them with food, beverages, gifts and fanfare but very few businesses are marketing to these occasions. A more informed events calendar for our biggest cultural groups with specific products and services directed toward them would result in some lucrative new business opportunities.



ABOUT THIS STUDY

Secrets & Lies is based on comprehensive research commissioned by WPP AUNZ and conducted by two of its specialist research and insights companies: Colmar Brunton and Lightspeed.

The Australian research comprised extended face-to-face interviews with a broad range of consumers. It focused on understanding how people feel about a range of life aspects, how they act and how this interplays with personal, social and national identity. These interviews were conducted during June 2018 across a range of capital city, regional and remote locations.

Based on the outcomes of the initial qualitative phase a questionnaire was developed, with further refinement then made following cognitive testing.

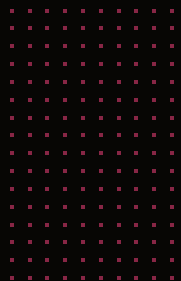
The second stage of fieldwork comprised a national survey of 2,500 Australians aged 18 years and over. It measured people's attitudes and behaviours regarding a range of personal, social and national identity factors. The survey was conducted online, with fieldwork taking place in July and August 2018. The sample was designed to ensure accurate age, gender and location representation.

A third stage of fieldwork was conducted in April 2019 with an online survey of a further 2,500 Australians and 1,500 New Zealanders, again designed to ensure a representative sample.

SECRETS & LIES

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