

# Australia

## A Mature English Speaking Country Market

Tiburon Written Research  
April 11, 2019



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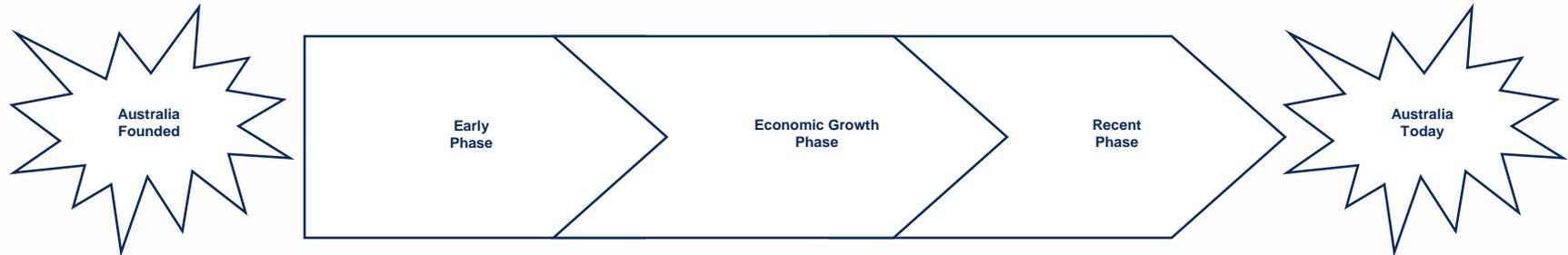


## Comments

- **Founded in 1901**
- **6 states**
  - 10 territories
- **Governor General: Peter Cosgrove**
  - **Prime Minister: Scott Morrison**
- **Web sites: [australia.gov.au](http://australia.gov.au) & [aph.gov.au](http://aph.gov.au)**

# Australia was Founded in 1901 and Has Subsequently Evolved through its Early, Economic Growth, & Recent Phases

## Australia History



Approximate Dates:	1901	1902 - 1999	2000 - 2010	2011 - 2019	2019
Key Steps:	<ul style="list-style-type: none"> <li>• 1843: First export of iron ore</li> <li>• 1901: Australia founded</li> </ul>	• --	<ul style="list-style-type: none"> <li>• 2000-2010: Economic growth</li> <li>• 2003: Governor General Michael Jeffrey elected</li> <li>• 2005: Australian media &amp; gambling magnate Kerry Packer died at the age of 68</li> <li>• 2006: Labor shortages</li> </ul>	• --	



# Australia is Not a Frequent Advertiser

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Comments
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# Australia is Not a Frequent Acquirer

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Comments
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# Australia is an Active Charitable Giver

Charitable giving

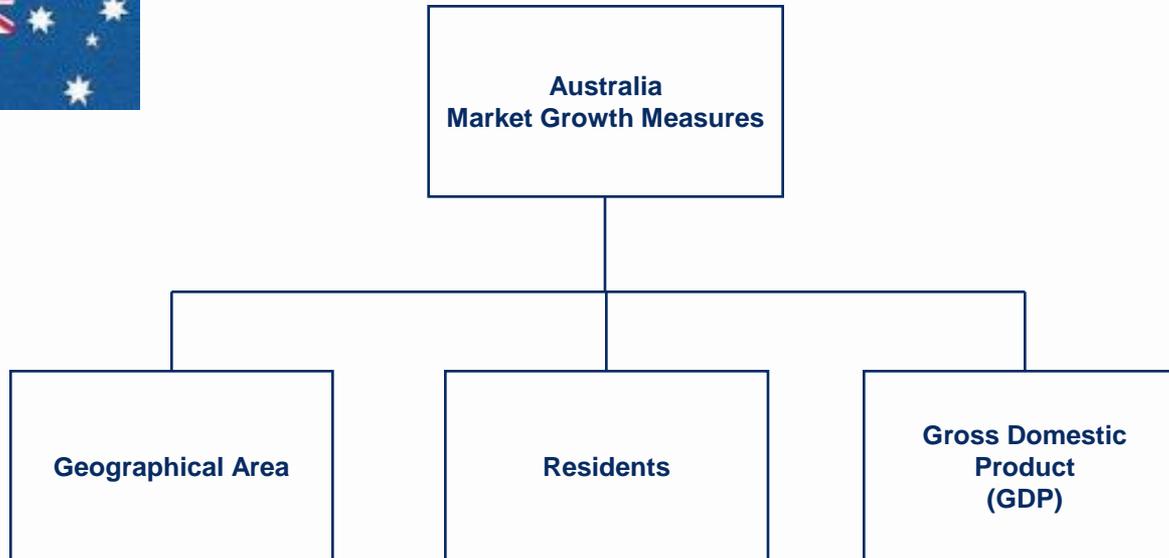
## Comments



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# Australia can Specifically be Ranked by their Geographical Area, Residents, & Gross Domestic Product (GDP)

## Australia Market Growth Measures

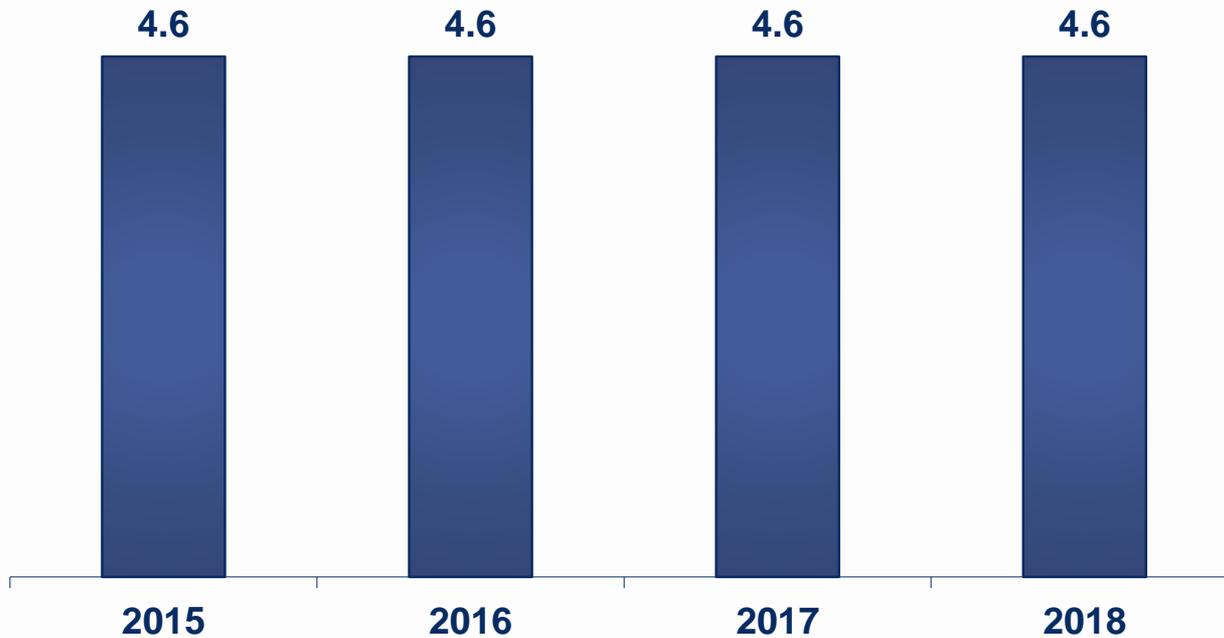


# Australia Has 4.6 Millions of Square Miles of Area, Consistent Since 2015

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## Australia Area Square Miles (Millions)

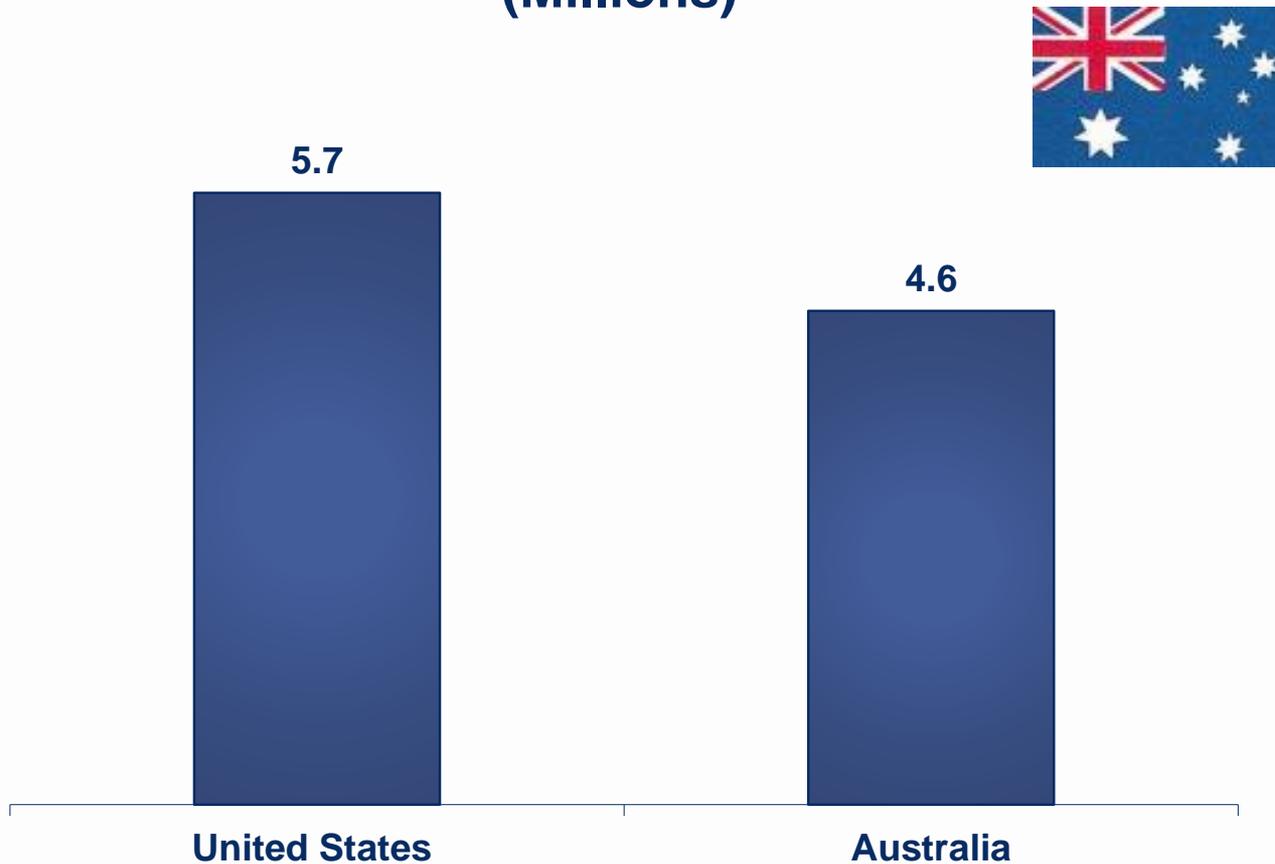


Source: 6/6/06 CIA Web Site; 4/12/06 Financial Times; Tiburon Research & Analysis

# ***Australia is Just Slightly Smaller than the United States in Terms of Area with 4.6 Million Versus 5.7 Million Square Miles***

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## **United States & Australia Area By Square Mileage (Millions)**

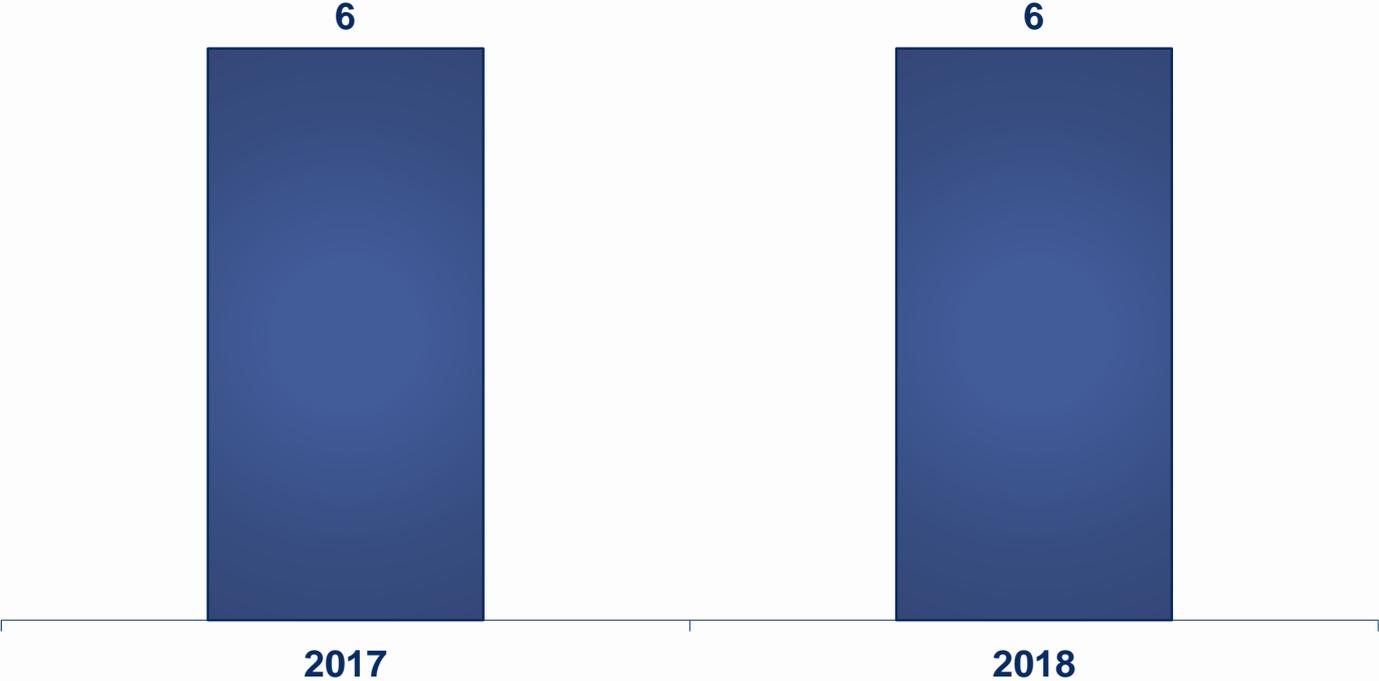


Source: 6/6/06 CIA Web Site; 4/12/06 Financial Times; Tiburon Research & Analysis

# Australia Has Six States, Consistent Since 2017



## Australia States



Source: 4/8/19 Wikipedia Web Site; Tiburon Research & Analysis

# Australia' States Include New South Wales, Queensland, South Australia, Tasmania, Victoria, & Western Australia

## Australia States

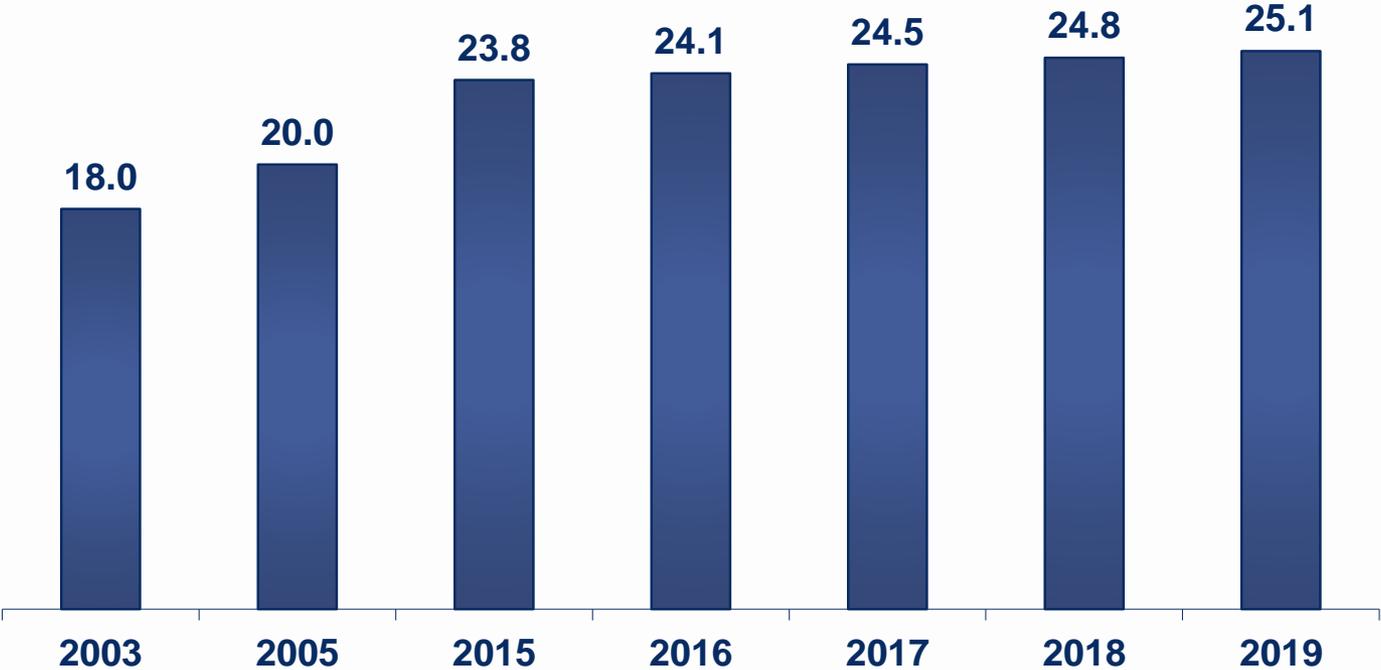
- New South Wales
- Queensland
- South Australia
- Tasmania
- Victoria
- Western Australia



# Australia Has 25.1 Million Residents, Up From 18.0 Million in 2003



## Australia Residents (Millions)

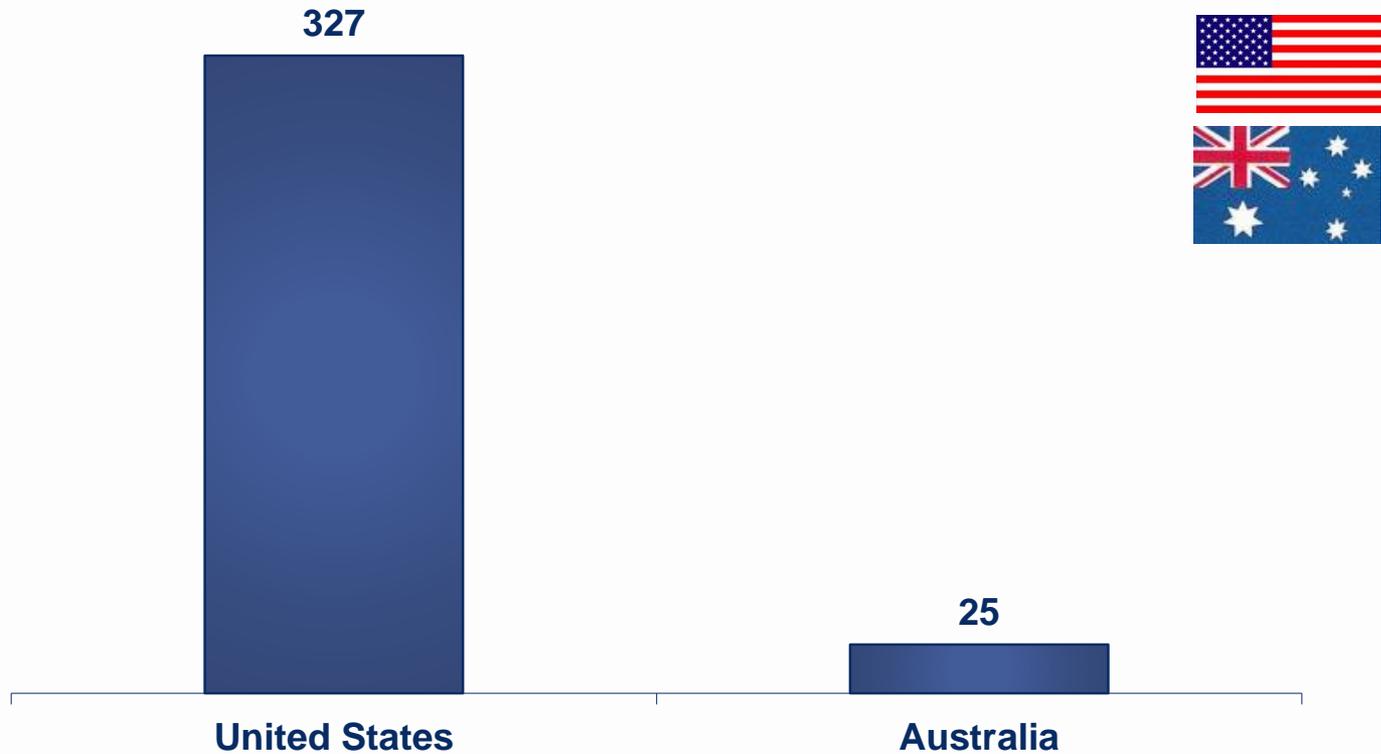


Source: 4/8/19 Worldometers Web Site; 3/28/17 Forbes; 4/12/06 Financial Times; 9/1/05 Economist Web Site; Tiburon Research & Analysis

# Australia Has Just 25 Million Residents Versus 327 Million in the United States

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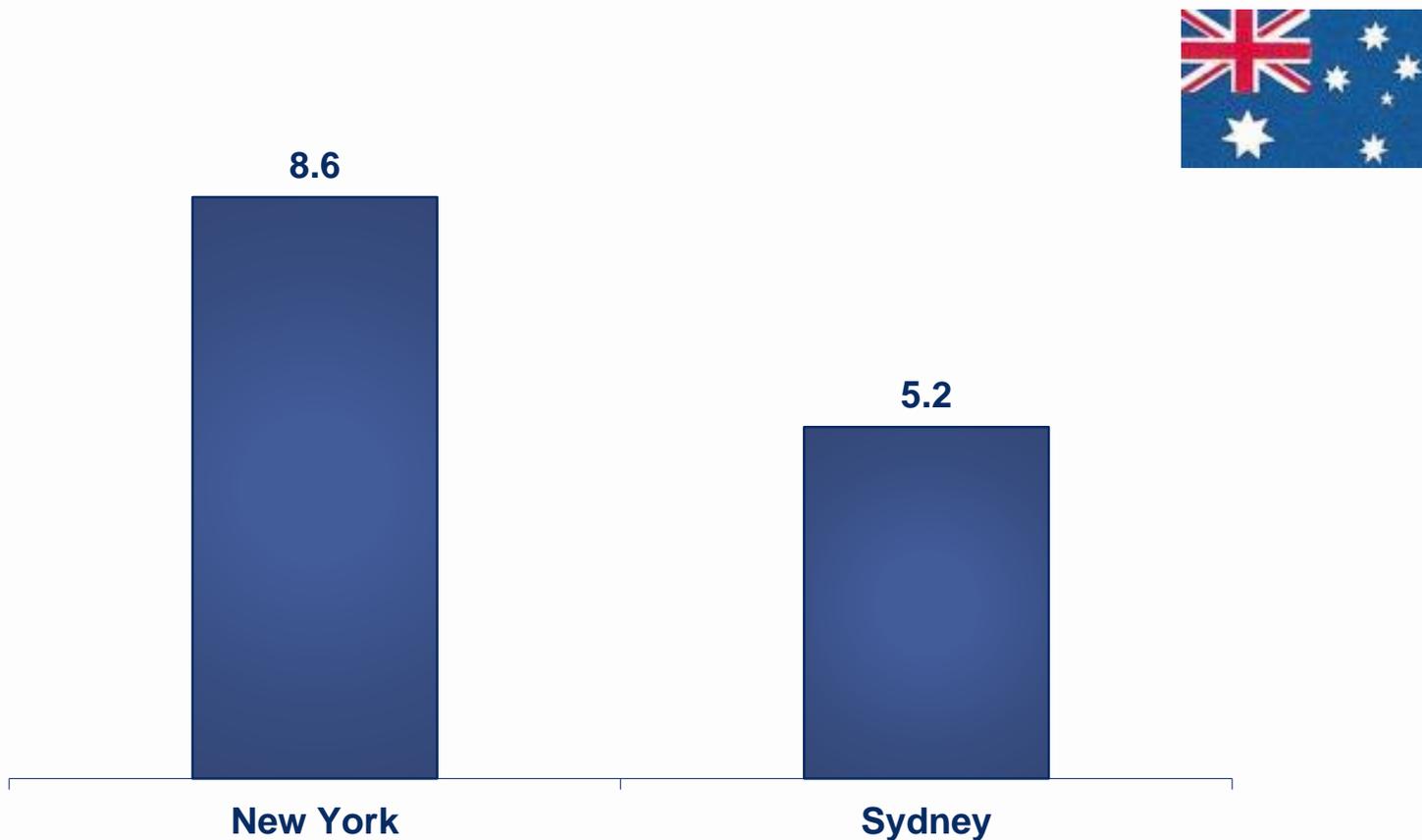
## United States & Australia Residents (Millions)



Source: 7/1/18 United States Census Bureau; 4/8/19 Worldometers Web Site; 3/28/17 Forbes; 4/12/06 Financial Times; 9/1/05 Economist Web Site; 6/1/04 Financial Times (EIU; Thomson Datastream; Elections New Zealand); Tiburon Research & Analysis

**The Largest City in the United States is New York; the Largest City in Australia is Sydney, Which is About Half the Size at 5.2 Million People**

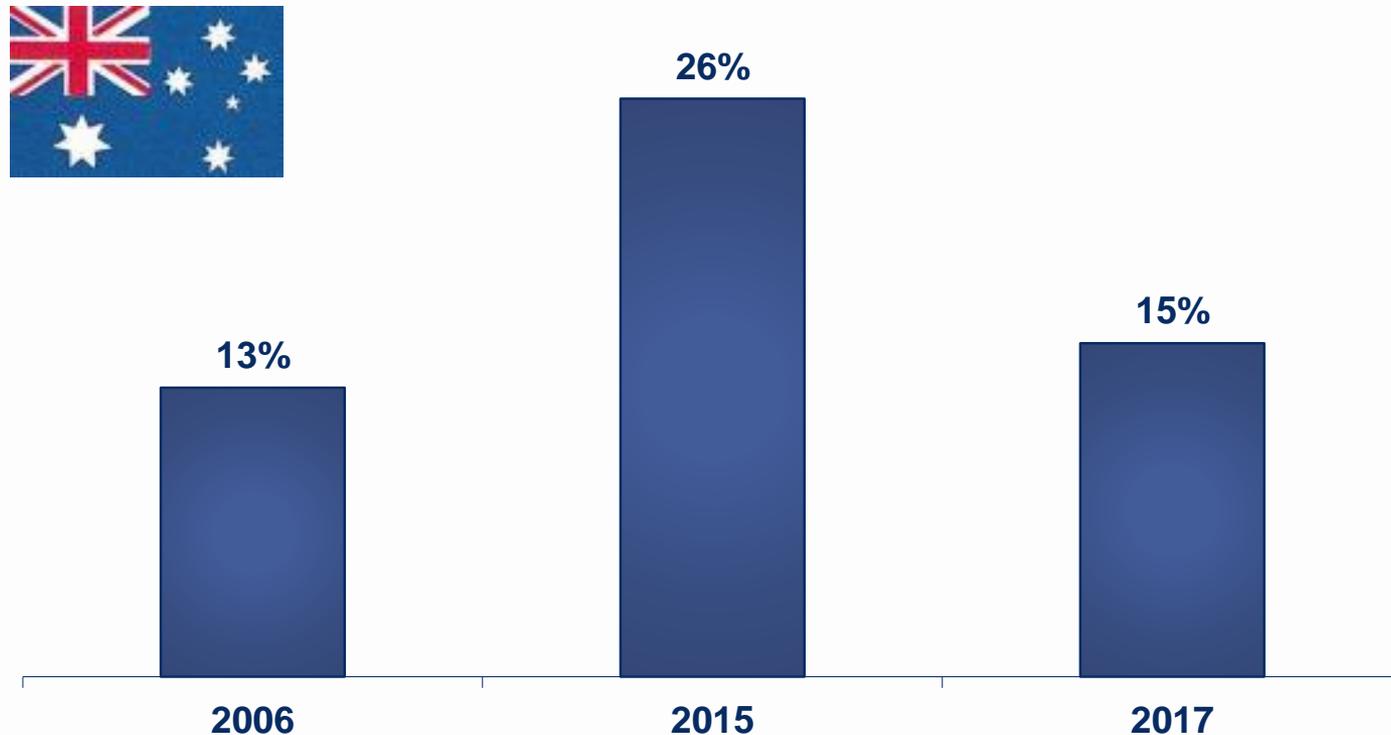
**New York Versus Sydney  
Residents  
(Millions)**



# ***Australia Has a Big Issue of a Rapidly Aging Population; By 2051, the Share of the Country's Population Over 65 Years Old is Expected to Double...***

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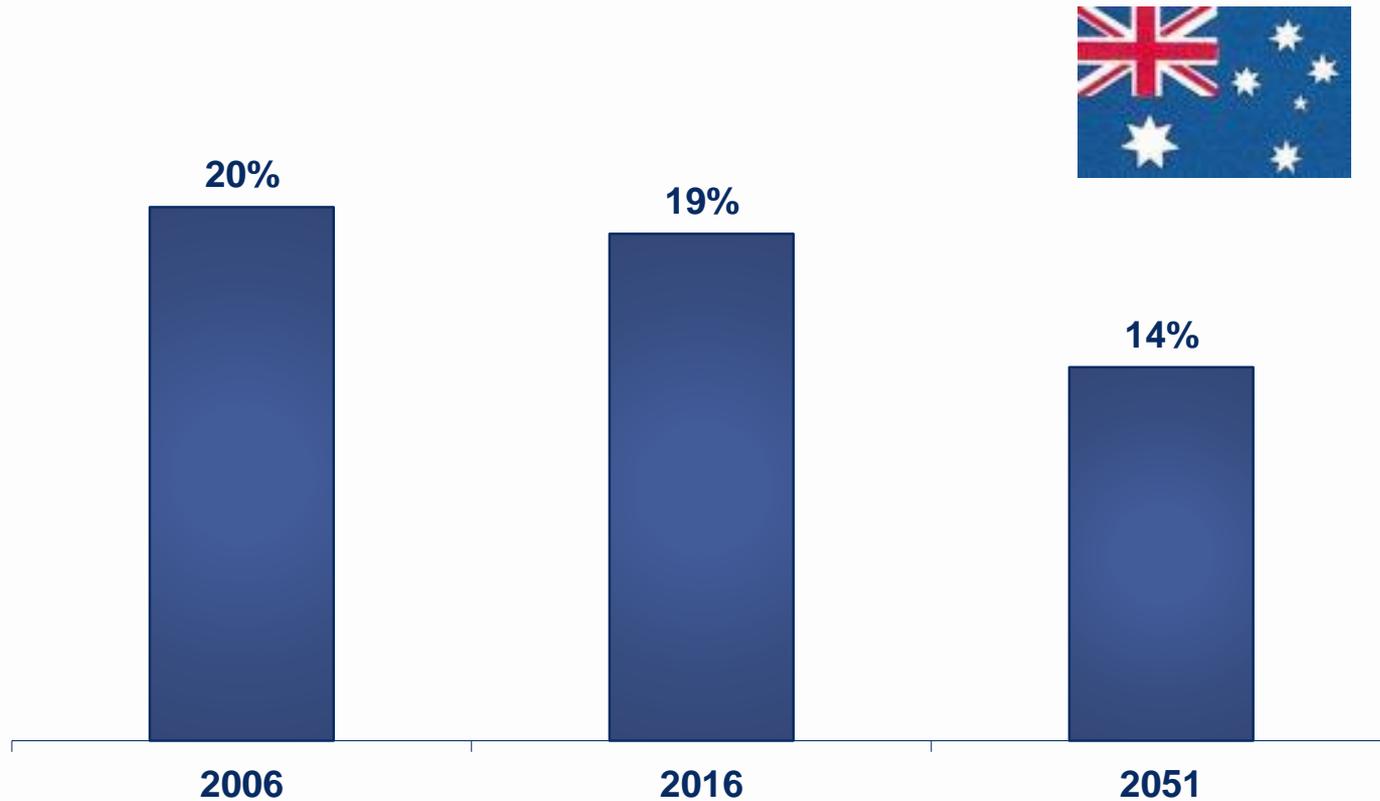
## **Share of Australian Population Over Age 65**



Source: 7/8/18 Australian Institute of Health and Welfare Report; 1/20/06 Los Angeles Times; Tiburon Research & Analysis

# At the Same Time, the Share of those Under Age 15 is Expected to Drop as Much as 25%

## Share of Australian Population Under Age 15



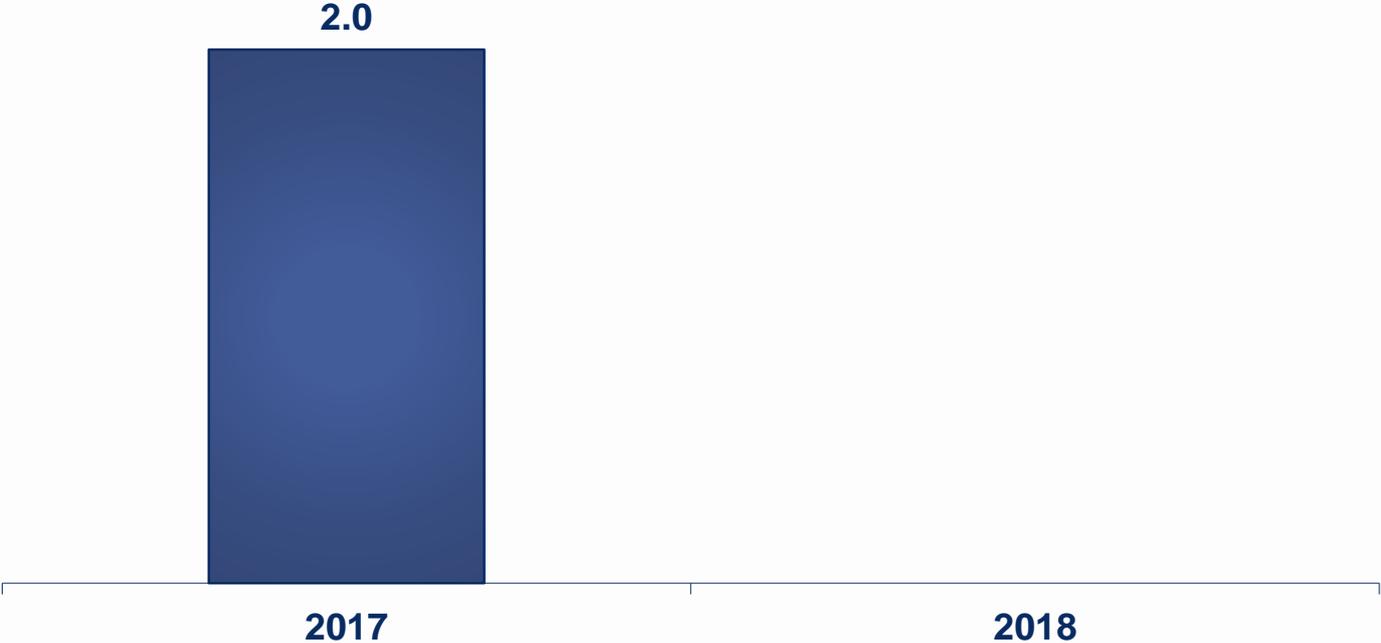
Source: 4/11/19 IDCommunity Web Site; 1/20/06 Los Angeles Times; Tiburon Research & Analysis

# Australia Has 2.0 Million Employees

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## Australia Employees (Millions)

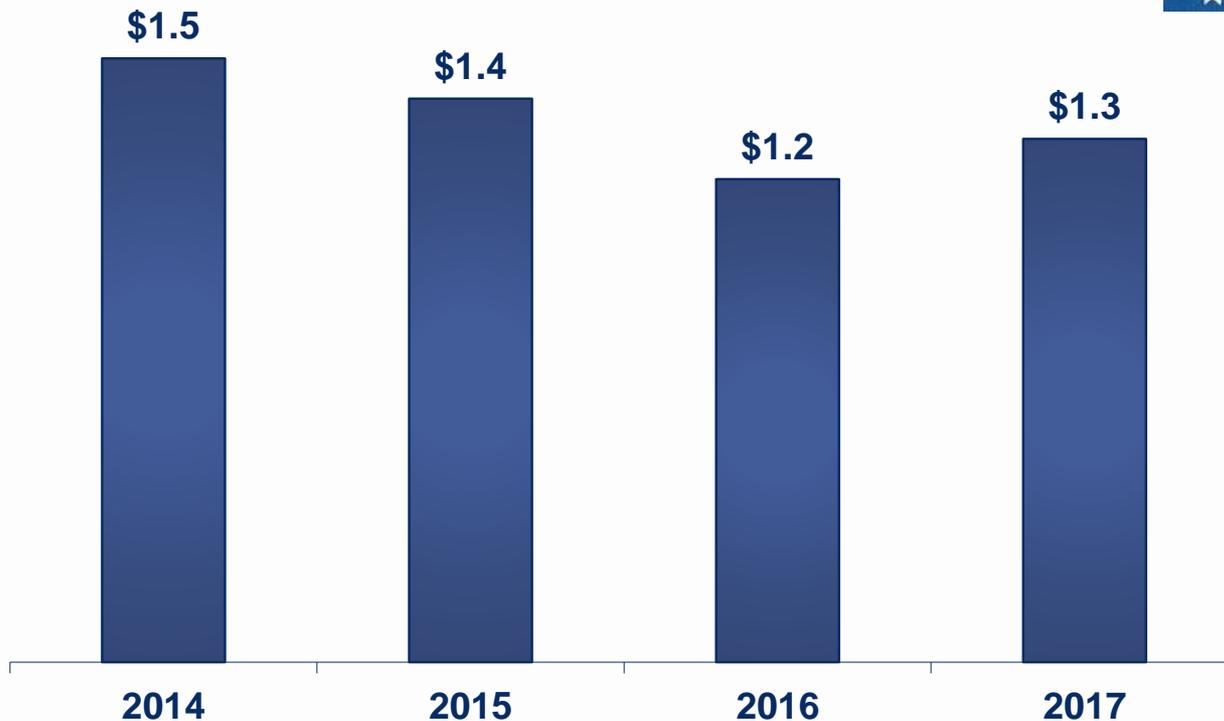


Source: 8/11/18 Australian Bureau of Statistics; Tiburon Research & Analysis

# Australia Has \$1.3 Trillion Gross Domestic Product (GDP), Down From \$1.5 Trillion in 2014

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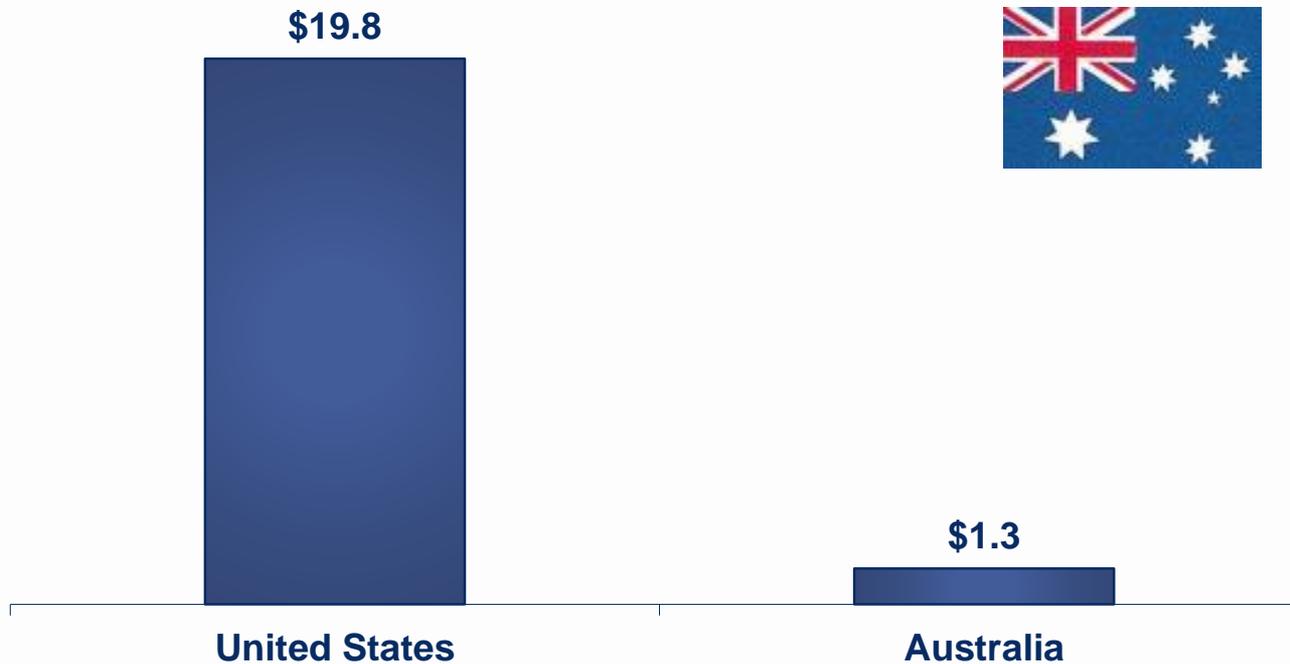
## Australia Gross Domestic Product (GDP) (\$ Trillions)



Source: 4/11/19 Wikipedia Web Site; 4/11/19 Trading Economics Web Site; Tiburon Research & Analysis

# **Australia's Gross Domestic Product (GDP) at \$1.3 Trillion is About 7% of that of the United States which is at \$19.8 Trillion**

## **United States & New Zealand Gross Domestic Product (GDP) (\$ Trillions)**

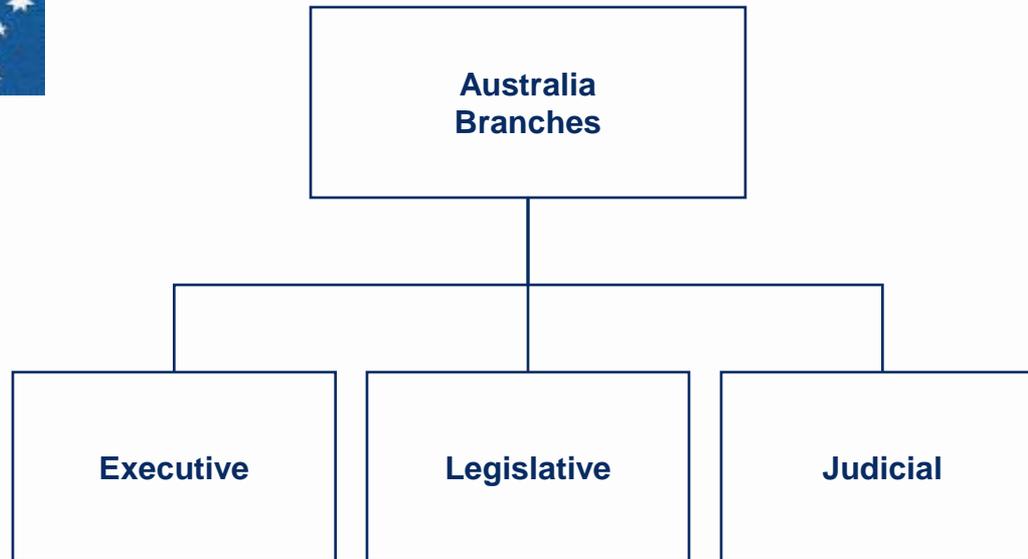


Source: 4/11/19 Saint Louis Federal Reserve Web Site; 4/11/19 Trading Economics Web Site; Tiburon Research & Analysis

# ***Australia Has Three Branches, Including its Executive, Legislative, & Judicial Branches***

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## **Australia Branches**



# Australia's First Branch is its Executive Branch

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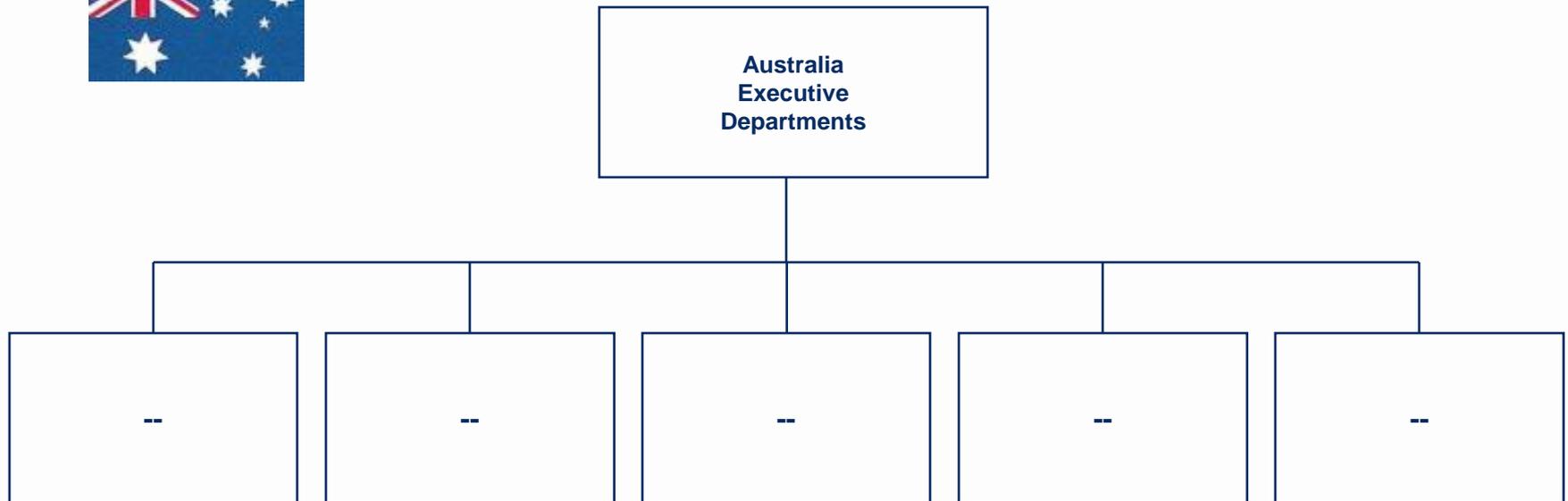
## Comments

- **Based in Canberra, Australia**
- **Prime Minister: Scott Morrison**
- **Web site: [pm.gov.au](http://pm.gov.au)**

# Australia's Executive Branch Has a Number of Departments, Including...

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## Australia Executive Departments



# Australia's First Branch is its Legislative Branch

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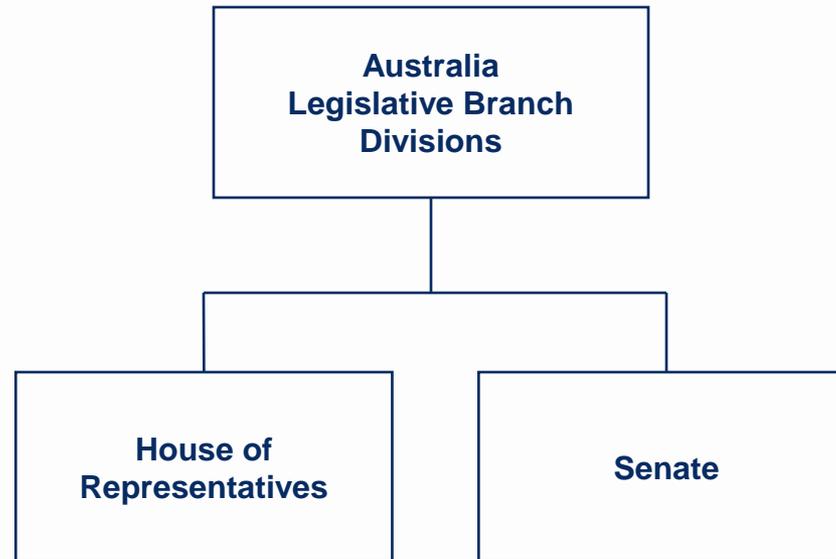
## Comments

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# Australia's Legislative Branch Has Two Divisions, Including the House of Representatives & Senate

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## Australia Legislative Branch Divisions



# **Australia's Legislative Branch's First Division is the House of Representatives**

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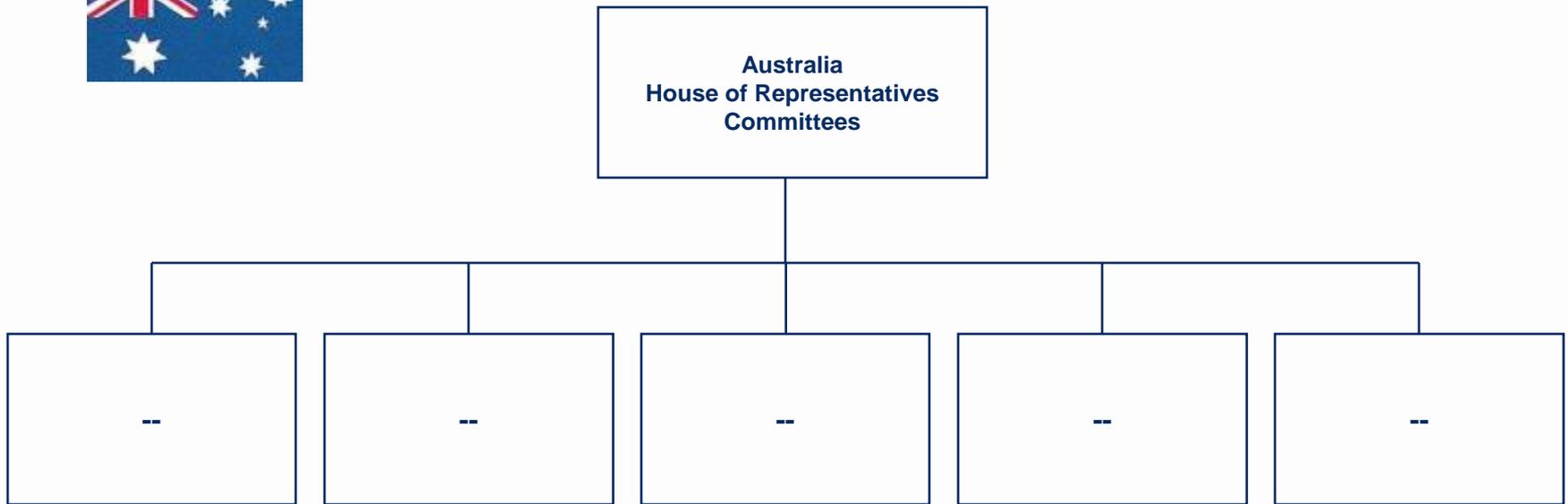


## **Comments**

- **Based in Canberra, Australia**
- **Leader of the House: Christopher Pyne**
- **Web site: [aph.gov.au](http://aph.gov.au)**

# Australia's Legislative Branch's House of Representatives Has a Number of Committees, Including...

## Australia House of Representatives Committees



# Australia's Legislative Branch's Second Division is the Senate

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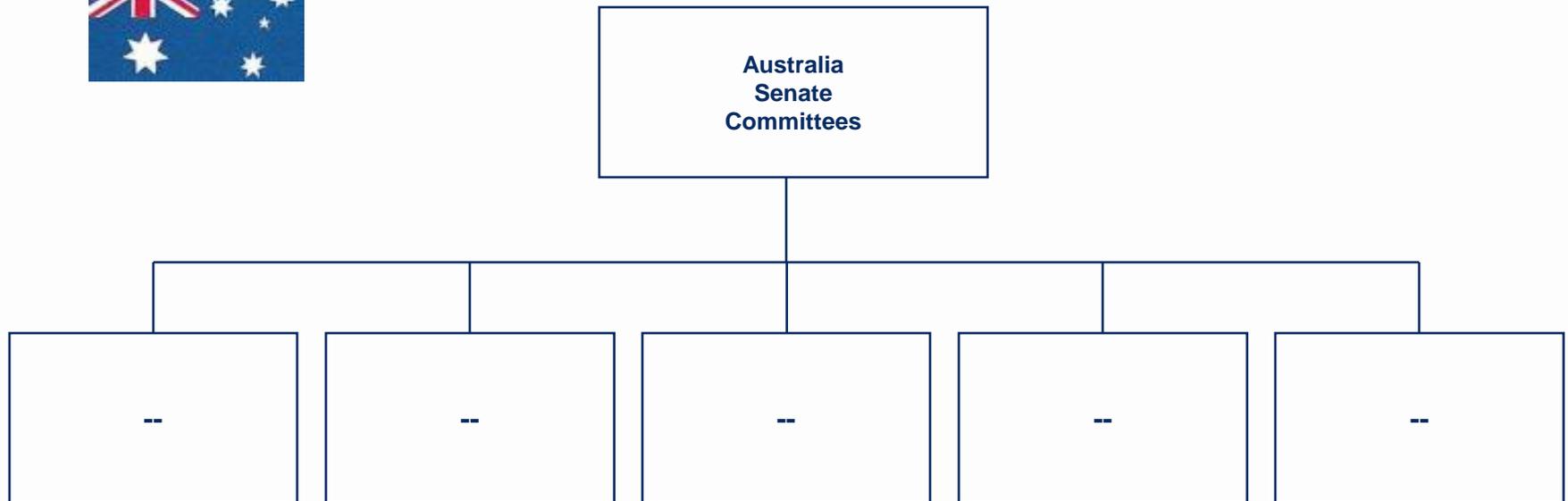
## Comments

- **Based in Canberra, Australia**
- **Leader of the Senate: Mathias Cormann**
- **Web site: [aph.gov.au](http://aph.gov.au)**

# Australia's Legislative Branch's Senate Has a Number of Committees, Including...

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## Australia Senate Committees



# Australia's Third Branch is its Judicial Branch

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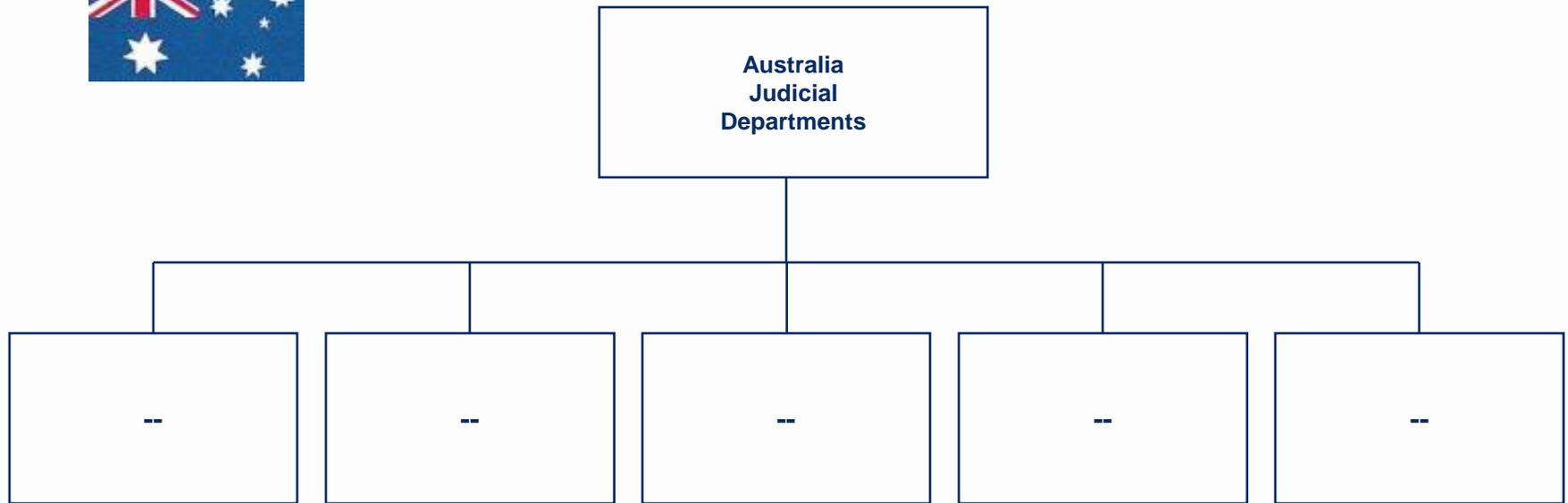


## Comments

- **Based in Parks, Australia**
- **Attorney General: Christian Porter**
- **Web site: [ag.gov.au](http://ag.gov.au)**

# Australia's Judicial Branch Has a Number of Departments, Including...

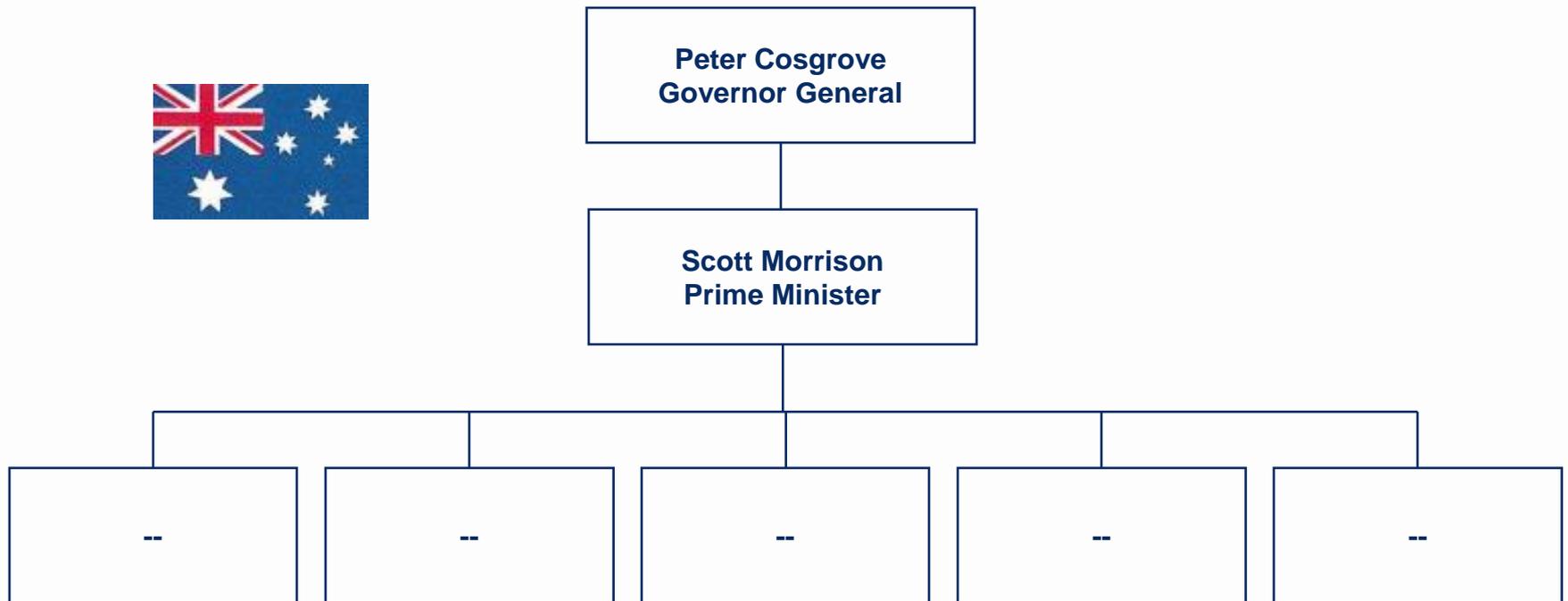
## Australia Judicial Divisions



# Australia's Executive Branch is Led by its Governor General Peter Cosgrove & Prime Minister Scott Morrison

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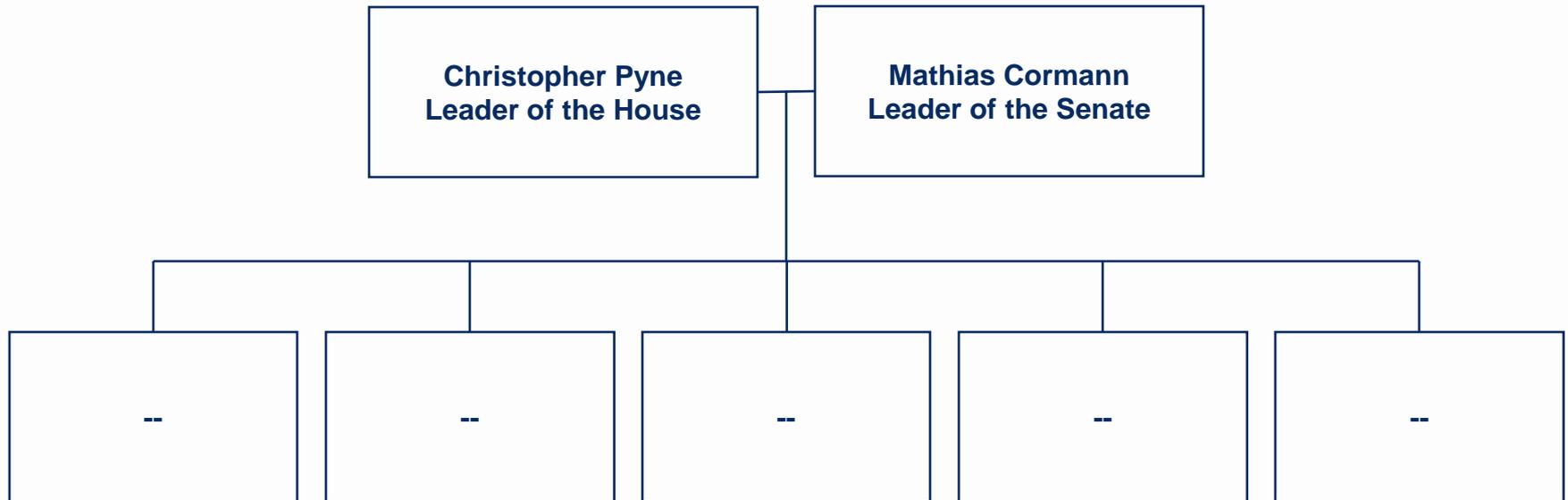
## Australia Executive Branch Organizational Chart



# Australia's Legislative Branch is Led by its Leader of the House Christopher Pyne & Leader of the Senate Mathias Cormann



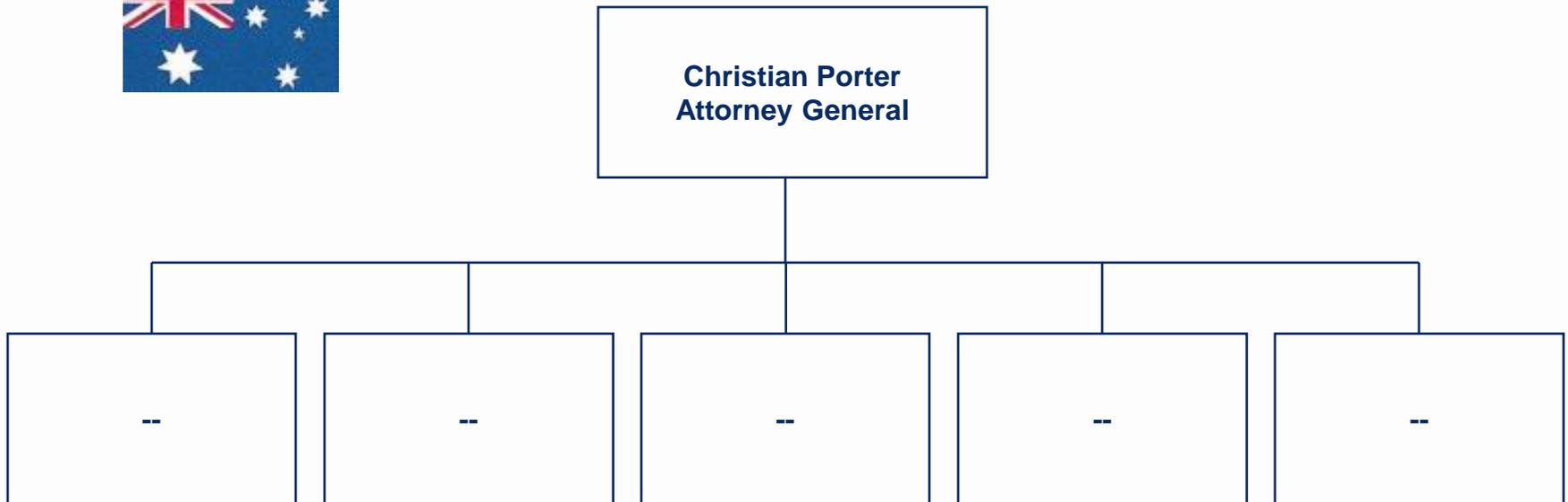
## Australia Legislative Branch Organizational Chart



# Australia's Judicial Branch is Led by its Attorney General Christian Porter

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## Australia Judicial Branch Organizational Chart



# Australia is Privately Owned

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Comments
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