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Title:

**Assessing Market Potential –
A Case Study of the Chinese Speaking Population in Australia**

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Abstract:

The diversity of Australia's population means that there are clear opportunities for companies and organisations to include cultural considerations in policy, issues management and marketing strategies. Too often marketers homogenise non-English speaking communities, and marketing decisions are based on very narrow perceptions and experiences. The Chinese market is both complex and large, with 401,357ⁱ people across Australia speaking a Chinese language at home. This represents 14% of all persons who speak a language other than English at home. By looking at various demographic variables such as English language proficiency, recency of arrival, age, area of residence and income - and overlaying this with various marketing considerations - it is possible to cut through the maze and open up a world of possibilities in accessing and servicing niche (and high-value) communities.

ⁱ Data Source: Australian Bureau of Statistics, *2001 Census of Population and Housing*.