Indonesia and Australia

A research report on:
The perceptions of Indonesians and Australians
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Great relationships are, of course, built on trust, understanding and shared empathies.

It is often said, irrespective of political beliefs, that the relationship between Indonesia and Australia is of critical importance to both nations’ future prosperity.

For Indonesians, Australia is geographically close and offers skills and expertise in areas like education, health, infrastructure, logistics and services.

For Australians, Indonesia is a gateway to Asia, with many complementary and shared aspirations around quality of life, families, education, health and sustainable cities.

For both nations, it makes a great deal of sense to be partners - working together and succeeding together in an increasingly complex world. Both nations are resource-dependent, yet both are aware of the need to develop value-adding industries of the future.

Great relationships are, of course, built on trust, understanding and shared empathies. Yet for too long Australians have shown an indifference and at times an ignorance of Indonesia, despite the popularity of Bali as a holiday destination. At the same time, there has been a desire to learn more about the Indonesian view of Australia.

The research in this report represents a considered attempt to better understand perceptions of Australians towards Indonesia and Indonesians towards Australia. Qualitative and quantitative research has been conducted in both nations and the findings are presented side by side. One goal is to start a fresh bi-national public debate about ways to improve awareness and understanding; another is to provide insights to governments, policy-makers and key decision-makers.

The research, while comprehensive, is not exhaustive. Ongoing research will be required to build a knowledge base that, it must be hoped, will be influential in bringing the two nations closer together.

This report is an initiative of the Australia-Indonesia Centre (AIC), working with market research group EY Sweeney. The AIC was established in 2014 to improve relationships between the two nations by pursuing solutions to shared national challenges via collaborative research, relationship-building initiatives and attitudinal studies. EY Sweeney - formed after Sweeney Research joined Ernst & Young in 2014 - draws on the global reach of EY to offer analysis, strategies and services for its clients.

We hope you find this report thought-provoking and valuable.

Paul Ramadge
Director
The Australia-Indonesia Centre

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Partner
EY Sweeney
About the research

Background

EY Sweeney was commissioned to conduct a comprehensive study on the attitudes of Indonesians to Australia and the attitudes of Australians towards Indonesia.

The study involved both qualitative research and quantitative research in Indonesia and Australia.

The Australian phase of the study was conducted over the period October to November, 2015.

The Indonesian phase of the study was conducted across February to June, 2016.

This report presents the key findings from the research. While there were two distinct studies across both nations, the research from each of the countries has been presented side by side in this summary report to allow the reader to easily absorb and contrast the key findings.

Objectives

The aim of the research study was twofold and was defined as follows...

- To understand the awareness, perceptions and knowledge of the citizens of each country towards the other nation
- To identify the influences and drivers of attitudes and perceptions

Methodology

The research involved 24 focus groups and over 4,000 surveys across both countries, as outlined opposite.

The design of the methodology and the sample structure was set in place after careful consideration and through a consultation process involving the AIC, EY Sweeney, academics and research experts in Indonesia. The aim was to confirm the research approach was robust and the sample structure as comprehensive as feasible across each country.

It is important to note that specific parameters were set in place for the Indonesian research to reflect the focus of the AIC and to take into account some of the challenges of conducting research in Indonesia. This saw the quantitative surveys conducted face to face (vs. online) to maximise reach and some specific screening criteria were also included as outlined opposite and in the appendix. This needs to be taken into account when interpreting the survey results.

The areas of coverage in the focus groups and in the surveys were mirrored in Indonesia and Australia.
### Fast facts: The perceptions of Indonesians and Australians

#### Outlook - next 10 years
- Economic prosperity will improve
  - Indonesia: 82%
  - Australia: 34%
- Standard of living will improve
  - Indonesia: 81%
  - Australia: 25%

#### Biggest impact on prosperity (top 5)
- 63% Employment
- 43% Corruption
- 40% Education
- 35% International trade
- 32% Infrastructure

#### China: Biggest trading partner
- Indonesia: 63%
- Australia: 75%

#### China: Important country for our future
- Indonesia: 43%
- Australia: 90%

### The perceptions of the other country

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<thead>
<tr>
<th>Factor</th>
<th>Indonesia</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic prosperity improves</td>
<td>87%</td>
<td>43%</td>
</tr>
<tr>
<td>Standard of living improves</td>
<td>64%</td>
<td>37%</td>
</tr>
<tr>
<td>China dominates perceptions and casts a long shadow</td>
<td>43%</td>
<td>19%</td>
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### The relationship: Indonesia and Australia

#### Favourability scores for the other country

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<th>Indonesia</th>
<th>Australia</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>China dominates perceptions and casts a long shadow</td>
<td>43%</td>
<td>19%</td>
</tr>
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</table>

#### Factors perceived to make the biggest difference in engagement moving forward (top 3)

1. **Good understanding of the other country**
   - Indonesia: 66%
   - Australia: 29%
2. **Believe the other country is a good neighbour**
   - Indonesia: 84%
   - Australia: 63%
3. **Believe the other country is an important trading partner**
   - Indonesia: 65%
   - Australia: 51%

### The role of the government
- **Want their Government to strengthen relationship**
  - Indonesia: 77%
  - Australia: 51%

- **Want other Government to strengthen ties**
  - Indonesia: 83%
  - Australia: 60%
Introduction

The story of Indonesia and Australia is often one that focuses on the differences. The spotlight invariably turns to the cultural and religious divide, the differences in the structure and development of the economies, contrasts in business practices, the polarity in population size and the high profile issues of recent years, amongst many other topics. There’s certainly truth in all of this and each country can be positively or negatively differentiated in many ways and from many different angles.

However, spend time talking to Indonesians and Australians about their aspirations and outlook for the future, as we have at length through the course of this study, and it is clear that some rich seams of consistency emerge in terms of what is considered important and where they see themselves going in the future. There is more alignment in terms of values and aspirations than may initially be assumed.

Similar sentiments echoed through the discussions around the focus on family values and on protecting cultural identity, along with passionate discourse on seeing improvement in the things that matter most to individuals - the universal pillars of education, health, security, infrastructure and environment. The challenges across all of these elements are different in the two countries, but the level of hope on future direction is the same. This alignment on core values in the communities provides an important backdrop when looking for some of the common ground on which to start to build engagement strategies.

There is close to universal recognition that both countries are at critical junctures - a point in time that will shape how well, or otherwise, the future will unfold for each nation.

The start-points and challenges are unique for each country, but there is general consensus that future prosperity will be underpinned by their relative strength of presence on the global stage.

Success in the future will be also predicated on the prevailing level of confidence in the community – the extent to which the citizens of Indonesia or Australia look to the future and see improvement in their way of life and the fortunes of the country. Interestingly, this was where one of the biggest divides emerged.

Outlook on the future

Indonesians were generally optimistic and positive. It is seen as a country that is making significant internal progress, albeit experiencing major growing pains along the way. The perceived momentum is somewhat tempered by internal and often inter-related challenges, but nonetheless they are positive about what they see on the horizon. There is a vision, a sense of progression, but equally an appreciation that they have a long way to go to get where they want to be. In the course of the research, Indonesia was described by Indonesians as 'developing, not yet developed'.

In contrast, in Australia we saw a genuine undercurrent of anxiety emerge and the outlook on Australia’s fortunes over the next decade was subdued. Significant levels of pessimism came to the surface when the future was explored. Australians revel in certainty, but this seems more elusive than ever. There was also a degree of myopia cutting through, with a desire to ‘protect what we've got’. This is challenging terrain because it points to a lack of long term confidence and a protectionist mindset.
Future prosperity dependent on connection

Regardless of their disposition, the people of both nations recognise that future prosperity will be dependent on the level of connection with other countries. Prosperity won’t be achieved in isolation – relationships are important. Australians talk of the need for the country to continue to embed itself in the global economy; Indonesians are looking for support to develop and for the country to better project itself on the world stage.

Interestingly, when Indonesians and Australians reflect on connecting with other nations and partnering for joint benefit, the default is to focus on the more traditional and prominent relationships. In this regard, China dominates. Australians don’t typically look to Indonesia and the reverse holds true from the Indonesia perspective. The countries are in close proximity on the map, but the distance in the minds of the people is significant.

Indonesians on Australia

Indonesians were more open-minded and receptive to Australia (than the reverse), generally viewing their southern neighbour in a favourable light. Australia ranked 3rd in terms of overall favourability (87% ‘favourable’ towards Australia) and was seen to have the level of development to which many Indonesians aspire. Indonesians were generally more knowledgeable and positive about Australia and, most significantly, there was more ‘warmth’ in the way they talked about the country.

There was some negativity, even resentment, at what was regarded as some of Australia’s political posturing in recent years, but this did not seem to be deep-set. The playback was that coverage of Australia in Indonesian media, while not prominent, is generally more neutral or positive than negative.

There is also greater awareness of the characteristics of Australia and the people as a function of elements like the coverage in the school system and the strong tertiary education connection. Essentially, the image of Australia isn’t weighed down in the same way as the image of Indonesia is in Australia by the negative coverage that has been so prominent in recent years.

Australians on Indonesia

The impact of the negative issues over the past decade (and related coverage) is shown in the perspective of Australians to their nearest geographic neighbour which was more negative than positive (43% overall ‘favourable’ towards Indonesia, 47% overall ‘unfavourable’). We saw that knowledge about Indonesia (excl. Bali) was limited, the extent and understanding of the size and composition of the country was minimal and the level of either indifference or negative sentiment was pronounced.

The research has underlined that there are some significant misconceptions in Australia about Indonesia and a stark lack of basic knowledge about the country. In fact, and as foreshadowed, the main associations with Indonesia tend to revolve around the major incidents they have seen depicted
in the media over the past decade - boat people, executions, live cattle trade and terrorism. The weight of this negative media coverage (without a counterpoint) means that Indonesia can be seen by some in Australia as having a hard edge. At the extreme end of the spectrum, we did encounter some intense vitriol towards Indonesia.

Stop at these headlines and a pall is cast over the potential to better connect Australians with Indonesia. However, there is more to it than that and the research has identified ways to address some of these significant perceptual barriers.

**Connecting the people**

Building a rational argument for connecting the two nations is important. Indonesians have an appreciation of how Australia could partner with Indonesia to fulfil its ambitions (commodities, tourism, education and infrastructure). Australians need to be educated on why Indonesia is economically relevant for Australia (beyond tourism) and it needs to be put in the context of local communities to resonate. The ‘how will this benefit me’ story. At the moment, there is little appreciation of what trade links Indonesia has with Australia.

However, building the connection between the nations is not only about economics and trade. That’s certainly important, but the rational benefit is only part of the narrative. The opportunity lies in developing greater rapport and forging a tighter connection between the people - the cultural and social engagement. Understanding and appreciation at that level will help create affinity and that’s a bedrock for then creating stronger economic ties.

**Leverage the common ground**

The similarities across the two countries need to be shown as greater than the differences, the unique elements celebrated and the misconceptions directly addressed. Throw the spotlight on the common ground and illustrate the potential. Indonesians, while more positive about Australia and generally knowledgeable, still tended to gravitate to the tourism oriented imagery of the country and key current exports to Indonesia (primarily agriculture and education). They didn’t tend to have a comprehensive understanding of how Australians live or appreciate how Australians view Indonesia. Of particular note is that Indonesians want to know that Australians respect them as a nation, care about the success of the country and are prepared to work together. Conveying this sense of commitment will be critical to success.

Australians typically have strong associations with Bali, but the province can be seen in a different light to the rest of Indonesia. Australians sense that Indonesia must have a rich history and culture, however it’s a void for many. This is an interesting dynamic given that, as a population, Australians are well travelled; a large proportion are born overseas; and they consider themselves globally aware. The relative lack of knowledge about Indonesia underlines the scale of the challenge.

Alongside the lack of cultural appreciation, there is also little real recognition of the Indonesian way of life. Those familiar with the country talk of the extraordinary family values and
the warmth of the local people. The challenge lies in generating this appreciation at a mainstream level - getting Australians to think about Indonesians as people and not Indonesia at a more generic country level.

**Building rapport**

The charter for this project was to provide a comprehensive perspective on how Indonesians and Australians view each other and to act as a source of insight and inspiration for discussions around the development of meaningful and effective strategies to draw the people of each country closer together.

The research has shown that the distance to be traversed in building a closer relationship between the two countries is significant - particularly from the Australian side of the Timor Sea.

However, while it is relatively easy to talk of the differences and to focus on the barriers, what the research has shown is that there is a latent receptiveness in both countries - significant proportions of people were positive about both nations working more closely together and there is an expectation for both governments to do more.

This receptiveness can be leveraged if the ‘connection strategies’ are multi-faceted, medium to long term in timing and balanced across key rational and emotional engagement pillars.

Strengthening trade to deliver mutually beneficial economic outcomes is imperative and expected; but it is important to recognise that international relations and trade can be somewhat ethereal to someone not directly involved in that area. There are more important day to day things for people to focus on, so the key is to make it meaningful - to convey the ‘what’s in it for me, my family and my community’ in a local/regional context. That applies in both countries.

What also emerged clearly in the research is that the economic ties will be strengthened if the cultural and social connection is improved. Much greater affinity between the people needs to be built - particularly in Australia. If there is rapport, then the distance that currently exists between the two nations can be reduced. Its about getting the people to ‘know’ each other and from that trust can be built.

Both countries need to be made real and relatable, for the opportunity is there and, ultimately, it will help both countries realise their potential over the next decade and beyond.
Perceptions of change: Next 10 years

Factors influencing the prosperity of Indonesia

Factors influencing the prosperity of Australia

Note: Additional areas were covered in Indonesia.
The perceptions of Indonesians and Australians

1 Outlook: Different levels of optimism prevail

There is a clear sense in the communities of both countries that the nations are at critical junctures in their development – points in time that will shape how well, or otherwise, the future will unfold. In this context, the current mood and mindset of Indonesians and Australians combined with how they feel about the future has a critical bearing on how favourably they look across their border to other nations. It affects their level of optimism, the degree of introspection and their receptiveness to building stronger ties with other countries. Appreciation of this mindset in the development of relevant strategies is fundamental to bringing Indonesia and Australia closer together.

Exploration of the prevailing mindsets in Indonesia and Australia saw quite different outlooks emerge. In Australia at the time the research was conducted, there was a subdued, if not pessimistic, outlook. In contrast, Indonesians were far more buoyant and optimistic. While it is important to acknowledge that the countries are coming from different start-points in terms of expectations and aspirations, as well as being on quite different trajectories, the difference in outlook over the next decade were nonetheless stark. It means the narrative that is required in each nation to connect and to convey the opportunity to deepen the relationship will need to be quite different.

The Indonesian perspective

The Indonesians involved in the research were far more optimistic than the Australians surveyed and there was a genuine sense in Indonesia that the country is making progress.

Some impatience and frustration around the speed of change did come to the surface and the general optimism was tempered by many often inter-related internal challenges (infrastructure, bureaucracy, population growth, floods, etc.). However, they are predominately positive about what they see on the horizon in ten years’ time...

- 82% predict economic prosperity in Indonesia to improve;
- 81% predict the standard of living in Indonesia will improve;
- 76% believe that safety and security will improve.

It underlines the level of hope and positivity in Indonesia around the future direction.

In the Indonesian research, the spotlight was also thrown on four additional areas and ‘improvement’ was forecast across all over the next ten years...

- Infrastructure (90% improve);
- Education (88% improve);
- Community development (83% improve); and
- International trade (84% improve).

Perhaps the key headline is that fewer than 10% of Indonesians surveyed felt that the nation’s prospects would ‘worsen’ on any of the dimensions evaluated.

Perceptions of change of next 10 years: net ‘improve’

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Indonesia</th>
<th>Australia</th>
</tr>
</thead>
<tbody>
<tr>
<td>International trade</td>
<td>+81</td>
<td>+28</td>
</tr>
<tr>
<td>Economic prosperity</td>
<td>+77</td>
<td>-6</td>
</tr>
<tr>
<td>Standard of living</td>
<td>+76</td>
<td>-22</td>
</tr>
<tr>
<td>Security and safety</td>
<td>+70</td>
<td>-17</td>
</tr>
</tbody>
</table>

The figures show the net score – the percentage who said the dimension would ‘improve’ less the percentage who said it would ‘worsen’. Excludes those who selected ‘stay the same’ or ‘unsure’.

The perceptions of Indonesians and Australians | 11
The population size and the regional complexity of Indonesia did see some geographic differences emerge, but overall they largely held true to the national perspective. The key differences were...

- Denpasar and Batam were significantly less optimistic across all areas except community development.
- Makassar and Palembang were more optimistic across all areas.

The drivers of the overall optimism in Indonesia and the reasons for the differences with Australia are many and varied. Based on what was heard in the qualitative research it is a function of an interplay of the following factors...

- **Developing, not developed**... The self-assessed perspective of Indonesians on the status of their country is that the country is evolving, but still has a way to go. This helps to drive the high proportions of Indonesians who are positive about what the future holds ten years from now.

- **Leadership and positive messaging**... President Jokowi is seen as a strong leader who is focused on key areas like infrastructure, development, public amenity and public services. His approach seems to resonate - a well articulated vision and strong leadership. There was also positive playback on other leaders at a national and regional level.

- **Confidence building**... There is acknowledgement that Indonesia hasn't (yet) made its mark on the world or projected itself on the global stage. Indonesians are passionate and proud, but acknowledge that as a nation the country lacks the confidence and self belief of peer countries.

- **Shifting social and cultural awareness**... An overlay is the appreciation of the cultural and social shifts that are occurring - acknowledgement of the socio-economic disparity and the urban-rural divide; the need to improve education; environmental challenges (floods and fires); and managing the impact of ‘Western’ influences on culture.

When we look at the factors influencing the future prosperity of Indonesia relative to Australia, there were some similarities across the two countries (e.g. employment), but there are different dynamics at play. Largely, Indonesians focus on the core fundamentals of the economy (and society more broadly), with Australians looking more towards ‘maintaining quality of life’ issues. In Indonesia the focus beyond employment was on...

- Corruption and anti-corruption efforts coming in as second most important in Indonesia;
- Education and training recognised more strongly in Indonesia and as critical;
- International trade and business;
- Infrastructure and related development.
The Australian perspective

Australians still believe they live in ‘the lucky country’ in terms of the lifestyle afforded and they will wax enthusiastic about the virtues of their way of life; but equally there has been an awakening over the past decade about the level of reliance on the global economy and the impact of any tumult. The certainty of the past has been diluted and that is unsettling.

Most significantly, there was a subdued outlook on Australia over the next ten years. Economies are built on confidence and how people feel is integral to growth, so this subdued outlook is a significant consideration that does influence how people feel about other nations. What emerged in the Australian research is that there is a reasonable degree of pessimism out there around where the country will be in ten years’ time. More people had a negative outlook than a positive one across three of the four areas explored.

- 40% believe economic prosperity in Australia will worsen;
- 47% believe the standard of living in Australia will decline;
- 46% are worried about safety and security.

Certainty is the holy grail, but significant numbers of Australians feel it is more elusive than ever. This outlook provides an important contextual backdrop for understanding how Australians view ‘Asia’ more generally and Indonesia specifically. The reserved outlook on the future direction of Australia flows through to where Australians see the country in an international context.

There is a belief that Australia’s political leadership has lacked impact and presence on the global stage in recent years. There was a sense (at the time of the research in late 2015) that the current Liberal National Party (LNP) government is considered to present a much more confident, refined and progressive image, but equally this is likely to have wavered as 2016 has unfolded based on the recent election campaign.

Regardless of the current federal political and parliamentary challenges, assuredness and presence is important because there is an opportunity to evolve the discussion around ‘Asia’ and, in particular, Indonesia – to talk of the importance and significance of Australia’s nearest neighbour.

The research leaves little doubt that Australians appreciate the importance of Asia. Three-quarters (76%) of the Australians who took part in the research see Asia as the most important region for Australia. Beyond that, it is fragmented across other regions and there was only low level attribution (Europe and North America – selected by only 4% of respondents each).

With the importance of ‘Asia’ etched in people’s minds, the opportunity is to articulate, in a meaningful way, why Indonesia, as one of the biggest economies in the region, is relevant to Australia and how it will benefit people in their local area.

However, this dialogue needs careful management. Some Australians look at the Indonesian opportunity alongside a perceived threat relating to economic strength of...
Indonesia and security concerns (the military/sovereign state and terrorism). For example, while talk of the size of the Indonesian population and the performance of the economy does underline the size of the opportunity, at the same time, emotionally, it can be frightening or confronting for many Australians. Time and time again in the focus groups when the basic facts on the size of Indonesia were presented, we heard the sentiment expressed… “I didn’t realise Indonesia was that big.”

There is a fragility in Australia at the present time and significant concern about future direction. This is a critical variable as Australians are looking more than ever for clarity and confidence. Australia’s top five rated factors influencing the future were – employment, housing affordability, education and training, taxation reform and terrorism.

What the research on the outlook across both countries highlights is the different points in the evolution of the nations. Australians focus on factors that further enhance quality of life (taxation reform, housing affordability, etc.); conversely, Indonesians are strongly focused on a developing nation's fundamentals (such as addressing corruption and infrastructure).

Australians are forecasting significant headwinds across key measures of prosperity as they look to the future, whereas Indonesians believe they have the potential to pick-up long awaited tailwinds to hit the future with a full sail. While the start points and expectations are markedly different, the reality is that ‘the story’ around why Australia and Indonesia should be closer needs to be crafted to connect with the domestic mindset and the feelings about the future in each country.

Indonesians want a reason to believe their optimism is warranted, while Australians are looking for leadership and greater certainty that there won't be any compromise of lifestyle in the future. What unites the two nations is the acknowledgement that a successful future for both countries is about connecting with other countries. Prosperity will come from better and broader global interaction.

What also unites them is that any discussion about the future will only resonate if it is compelling at a personal and relatable level by people in each country. There needs to be awareness and understanding of the direct benefit to the community in a local context – the ‘what's in it for me’ proposition.
There is a clear sense in the communities of both countries that the nations are at critical junctures in their development.
**Countries in the region of Indonesia: Total mentions**

- Malaysia: 43%, 80%
- Singapore: 23%, 77%
- Australia: 13%, 49%
- Japan: 5%, 38%
- China: 5%, 34%
- Thailand: 3%, 29%
- USA: 3%, 22%
- Philippines: 17%
- Saudi Arabia: 14%
- UK: 12%
- South Korea: 1%, 11%
- India: 1%, 10%
- Vietnam: 9%
- Germany: 7%

**Countries in the region of Australia: Total mentions**

- New Zealand: 55%, 71%
- Indonesia: 14%, 44%
- Papua New Guinea: 1%, 24%
- China: 6%, 21%
- Malaysia: 1%, 16%
- Japan: 2%, 14%
- Singapore: 2%, 12%
- Fiji: 2%, 8%
- Thailand: 8%
- Vietnam: 5%
- Other: 5%, 29%
- Don't know of any: 14%, 26%

*Base: Total sample (n=2,103)*

Q3a. When you think of countries in the same region as Indonesia, which country FIRST comes to mind?

Q3b. Which other countries come to mind?

*Base: Total sample (n=1,958 exc. invalid responses)*

Q3a. When you think of countries in the same region as Australia, which country FIRST comes to mind?

Q3b. Which other countries come to mind?
2 Awareness of regional neighbours: Solid base, but opportunity to increase

An important dimension in connecting the two nations lies in confirming that those in the community see the other country as being 'in the region' and that they regard them as a neighbour.

It was interesting to see that similar proportions of Indonesians (49% mentioned Australia) and Australians (44% mentioned Indonesia) saw the countries as being in the same region. This is important headline benchmark data that can be tracked in future years and points to the latest opportunity to build a deeper connection.

The Indonesian perspective
Indonesians will tend to look north to Malaysia (80% mentioned) and Singapore (77% mentioned) in terms of countries they immediately associate as being in the region. It is a function of the stronger historical connections and greater cultural affinity as an 'Asian' neighbour, although there is equally significant rivalry.

Australia is typically seen as a ‘Western’ continent that sits outside of ‘Asia’, albeit in close geographic proximity to Indonesia. It is seen as being in the region on the map, but not regarded in the same way as other regional countries.

What could be called ‘proximity awareness’ is an important first step in forging closer links and genuinely feeling like neighbours. People need to firstly be aware that the countries are close on the map and effectively in the same region, despite the different characteristics.

The Australian perspective
Australians immediately look to New Zealand (71% mentioned), with Indonesia coming in second on the list (44% mentioned). Awareness of Indonesia being close to Australia and ‘in the region’ is partly a function of Bali and also the broader coverage in the media in recent years. This awareness is important in building a sense of connection across the populations, but specific knowledge about the country (beyond Bali and recent headline issues) is low, goodwill is limited and there are concerns about the country being unsafe and unstable.
Indonesia's trading partners

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>China</td>
<td>63%</td>
</tr>
<tr>
<td>Japan</td>
<td>40%</td>
</tr>
<tr>
<td>Singapore</td>
<td>25%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>23%</td>
</tr>
<tr>
<td>Australia</td>
<td>21%</td>
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<tr>
<td>USA</td>
<td>19%</td>
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<tr>
<td>South Korea</td>
<td>7%</td>
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<tr>
<td>Saudi Arabia</td>
<td>6%</td>
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<tr>
<td>Thailand</td>
<td>6%</td>
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<tr>
<td>UK</td>
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<tr>
<td>India</td>
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<tr>
<td>Germany</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
<tr>
<td>Don't know of any</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,103)

Q6a. Which of the following countries are of most importance to Indonesia in the future?

Contribution of specific countries to Indonesia's future

Australia's trading partners

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>75%</td>
</tr>
<tr>
<td>Japan</td>
<td>19%</td>
</tr>
<tr>
<td>United States of America</td>
<td>17%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>11%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>7%</td>
</tr>
<tr>
<td>India</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>Don't know of any</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: (n=1,978 exc. Invalid responses)

Q4. Which countries are currently Australia's biggest trading partners?

Contribution of specific countries to Australia's future

Base: Total sample (n=2,008)

Q6a. You selected Asia as a Region of importance in the last question. Within Asia, which of the following countries are of most importance to Australia in the future?

Q6b. Although you did not select Asia, which of the following countries are of most importance to Australia in the future?
3 \textbf{Trade: China dominates and casts a long shadow}

China is dominant in the eyes of both Australians and Indonesians.

While China tops the tables, there is strong belief in both countries around the relative importance of both Indonesia and Australia to each other.

The potential that exists and future recognition of the relative importance is further underlined when the contribution of specific countries in the region to prosperity were explored – Australia ranked fifth in the survey of Indonesians; with Indonesia ranking third in the Australian survey.

\textbf{The Indonesian perspective}

When asked about Indonesia’s trading partners, China dominated the list – nominated by 63% as the country’s biggest trading partner. Australia ranked fifth with 21%.

When questioned about countries of most importance to Indonesia’s future, we saw...

\begin{itemize}
  \item Indonesians rank Japan (45%) slightly ahead of China (43%) at the top of the ladder;
  \item USA (38%), Singapore (29%) and Australia (27%) coming next in order.
\end{itemize}

The complexity of positioning the ‘importance of Australia’ across Indonesia is evident when some of the regional differences are explored...

\begin{itemize}
  \item Australia was ranked significantly lower in terms of being important to Indonesia’s future in Jakarta (4th with 19%), Bandung (7th with 16%), Semarang (5th with 11%) and Padang (5th with 18%);
  \item Conversely, Australia’s importance was ranked significantly higher in Surabaya (1st with 54%) and Makassar (2nd with 45%). Based on the qualitative research and insight on each of these Indonesian cities, these differences are likely to be driven by the extent of ‘outward focus’ and being two of the most easterly cities in the sample group.
\end{itemize}

While the metrics emphasise the potential and the complexity, we also know that there are some unique challenges when talking about trade to the general public...

\begin{itemize}
  \item Trade needs to be brought into the foreground. While perhaps not surprisingly, trade is not something that is top of mind for many in both countries.
  \item Trade is linked with prosperity at a national level, but how this translates to personal benefit is often not clear.
  \item It’s challenging for a population to embrace the detail of what other countries have to offer when there is minimal understanding of their own country in this area.
\end{itemize}
The Australian perspective

Across the Australians surveyed, China dominated the list of biggest trading partners (75% mentioned). Indonesia ranked fourth (11% mentioned).

Looking to the future, China again topped the table (90% mentioned), with Indonesia coming in third (38% mentioned).

What is particularly interesting when the trade story (understanding, associations and sentiment) was explored qualitatively was the way people think about trade, or, as was often the case, don't really think about it.

In Australia, there was an inability to talk about what Australia imports from Indonesia or to talk about any large/prominent Indonesian companies. It was more about what Australia ‘sells’ – beef, wheat, education. Tourism was also a key dimension.

Perhaps the greatest challenges in connecting Australians with Indonesians are...

• The lack of awareness of the existing nature of trade – particularly relative to other countries.
• Negativity around the live cattle export (amongst other issues).
• Lack of appreciation of the size and economic scale of Indonesia.
• Fear of being over-reliant. The sentiment is ‘we want to benefit, but not be reliant’.
• A lack of trust and rapport.

The research revealed an important distinction across the two countries around how trade is viewed. Indonesians will talk more of who the country ‘buys’ from (i.e. imports); whereas Australians talk more of who the country ‘sells’ to (i.e. exports). This import – export dynamic holds relevance in positioning the two countries.

Regardless of how they think about trade, the global economic strength and importance of China, Japan and the USA carried through in the research.

Importantly, what also emerged is a positive foundation for building the future dialogue around Indonesia and Australia. Its something that can be brought to life if specific mutually beneficial trade initiatives are expressed in a local/regional context within each nation. It makes it more meaningful and compelling.
Unsurprisingly, China is dominant in the eyes of both Indonesians and Australians.
Knowledge and understanding of other countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Good understanding</th>
<th>Moderate understanding</th>
<th>Little to no understanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>56%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>52%</td>
<td>30%</td>
<td>17%</td>
</tr>
<tr>
<td>Japan</td>
<td>50%</td>
<td>28%</td>
<td>21%</td>
</tr>
<tr>
<td>USA</td>
<td>43%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>China</td>
<td>43%</td>
<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>40%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Thailand</td>
<td>24%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>South Korea</td>
<td>24%</td>
<td>32%</td>
<td>44%</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>23%</td>
<td>30%</td>
<td>47%</td>
</tr>
<tr>
<td>India</td>
<td>19%</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td>Philippines</td>
<td>18%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>16%</td>
<td>29%</td>
<td>59%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>14%</td>
<td>28%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,103)
Q8. How well do you feel you know and understand each of the following countries?

Desire to learn more about Australia

<table>
<thead>
<tr>
<th>Response</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57%</td>
<td>37%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,103)
Q14a. Would you like to learn more about Australia?

Desire to learn more about Indonesia

<table>
<thead>
<tr>
<th>Response</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>39%</td>
<td>42%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,008)
Q14a. Would you like to learn more about Indonesia
## Associations with Australia

<table>
<thead>
<tr>
<th>Association</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Unsure/DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progressive</td>
<td>89%</td>
<td></td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Beautiful</td>
<td>86%</td>
<td></td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Highly educated</td>
<td>85%</td>
<td></td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Clean</td>
<td>84%</td>
<td></td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Prosperous</td>
<td>83%</td>
<td></td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Strong economy</td>
<td>83%</td>
<td></td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Developed</td>
<td>82%</td>
<td></td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Clever</td>
<td>80%</td>
<td></td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Powerful</td>
<td>75%</td>
<td></td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Peaceful</td>
<td>74%</td>
<td></td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Safe</td>
<td>73%</td>
<td></td>
<td>23%</td>
<td>3%</td>
</tr>
<tr>
<td>Wonderful</td>
<td>73%</td>
<td></td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Open minded</td>
<td>73%</td>
<td></td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Friendly</td>
<td>68%</td>
<td></td>
<td>26%</td>
<td>3%</td>
</tr>
<tr>
<td>Multi-cultural</td>
<td>68%</td>
<td></td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Inclusive</td>
<td>68%</td>
<td></td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Caring</td>
<td>66%</td>
<td></td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Respectful</td>
<td>60%</td>
<td></td>
<td>31%</td>
<td>3% 7%</td>
</tr>
<tr>
<td>Fair</td>
<td>57%</td>
<td></td>
<td>32%</td>
<td>3% 8%</td>
</tr>
<tr>
<td>Trustworthy country</td>
<td>53%</td>
<td></td>
<td>36%</td>
<td>5% 6%</td>
</tr>
<tr>
<td>Regional leader</td>
<td>49%</td>
<td></td>
<td>34%</td>
<td>5% 12%</td>
</tr>
<tr>
<td>Trustworthy people</td>
<td>47%</td>
<td></td>
<td>41%</td>
<td>8%</td>
</tr>
<tr>
<td>Misunderstood</td>
<td>37%</td>
<td></td>
<td>40%</td>
<td>7% 15%</td>
</tr>
<tr>
<td>Religious</td>
<td>37%</td>
<td></td>
<td>40%</td>
<td>11% 11%</td>
</tr>
</tbody>
</table>

**Base:** Total sample (n=2,103)

Q10. The next part of this survey is primarily about the country of Australia. To what extent do you agree or disagree that each of the following words and phrases apply to Australia?

## Associations with Indonesia

<table>
<thead>
<tr>
<th>Association</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Unsure/DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religious</td>
<td>68%</td>
<td></td>
<td>16%</td>
<td>6% 9%</td>
</tr>
<tr>
<td>Beautiful</td>
<td>45%</td>
<td></td>
<td>29%</td>
<td>14% 12%</td>
</tr>
<tr>
<td>Friendly</td>
<td>36%</td>
<td></td>
<td>32%</td>
<td>22% 10%</td>
</tr>
<tr>
<td>Multi-cultural</td>
<td>35%</td>
<td></td>
<td>26%</td>
<td>29% 10%</td>
</tr>
<tr>
<td>Powerful</td>
<td>26%</td>
<td></td>
<td>33%</td>
<td>30% 11%</td>
</tr>
<tr>
<td>Misunderstood</td>
<td>24%</td>
<td></td>
<td>37%</td>
<td>25% 14%</td>
</tr>
<tr>
<td>Trustworthy people</td>
<td>22%</td>
<td></td>
<td>34%</td>
<td>33% 11%</td>
</tr>
<tr>
<td>Wonderful</td>
<td>21%</td>
<td></td>
<td>37%</td>
<td>31% 12%</td>
</tr>
<tr>
<td>Clever</td>
<td>19%</td>
<td></td>
<td>40%</td>
<td>27% 14%</td>
</tr>
<tr>
<td>Peaceful</td>
<td>19%</td>
<td></td>
<td>32%</td>
<td>40% 10%</td>
</tr>
<tr>
<td>Regional leader</td>
<td>18%</td>
<td></td>
<td>33%</td>
<td>34% 14%</td>
</tr>
<tr>
<td>Progressive</td>
<td>18%</td>
<td></td>
<td>31%</td>
<td>40% 11%</td>
</tr>
<tr>
<td>Strong economy</td>
<td>18%</td>
<td></td>
<td>32%</td>
<td>34% 16%</td>
</tr>
<tr>
<td>Prosperous</td>
<td>16%</td>
<td></td>
<td>35%</td>
<td>37% 12%</td>
</tr>
<tr>
<td>Inclusive</td>
<td>15%</td>
<td></td>
<td>35%</td>
<td>35% 15%</td>
</tr>
<tr>
<td>Fair</td>
<td>14%</td>
<td></td>
<td>31%</td>
<td>44% 11%</td>
</tr>
<tr>
<td>Open minded</td>
<td>14%</td>
<td></td>
<td>27%</td>
<td>49% 10%</td>
</tr>
<tr>
<td>Trustworthy country</td>
<td>13%</td>
<td></td>
<td>33%</td>
<td>44% 10%</td>
</tr>
<tr>
<td>Safe</td>
<td>12%</td>
<td></td>
<td>26%</td>
<td>53% 9%</td>
</tr>
<tr>
<td>Clean</td>
<td>9%</td>
<td></td>
<td>24%</td>
<td>54% 12%</td>
</tr>
</tbody>
</table>

**Base:** Total sample (n=2,008)

Q10. The next part of this survey is primarily about the country of Indonesia. To what extent do you agree or disagree that each of the following words and phrases apply to Indonesia?
Knowledge, understanding and associations: Broader in Indonesia, limited in Australia

The level of knowledge and understanding about a country combined with the associations that come to mind are important foundations for building affinity.

What emerged in terms of a self assessment of their level of knowledge and understanding is that both Australia and Indonesia were down the rankings relative to other nations in the region (both countries were ranked sixth). There was also a gulf in terms of the desire to learn more - with 57% of Indonesians, compared to 39% of Australians, wanting to learn more about the other country.

In order to understand and assess the type of attributes associated with Indonesia and Australia, a series of words and phrases were presented to the people who took part in the survey. The statements were informed by the qualitative focus groups in each country and help illustrate what is driving the underlying sentiment and what the focus needs to be in the future.

The Indonesian perspective

As foreshadowed, Indonesians feel most culturally similar to those nations immediately north (Malaysia and Singapore). Those two countries, along with Japan, are perceived to be more closely aligned.

However, whilst feeling part of the region, there is a sense that Indonesians don't feel strongly connected in the region. The distinction is important.

In the qualitative research, the Indonesians involved didn't typically talk of strong partnerships or connections with neighbours. In fact there was discussion of feeling somewhat removed.

This is partly due to local rivalries with Malaysia, Thailand, Philippines and Singapore; but also a sense of isolation and a desire for a strong regional ally.

Despite Australia being ranked down the ledger (6th), more Indonesians do feel like they have some understanding of Australia than Australians do of Indonesia. This understanding was, on the whole, underpinned by exposure to iconic Australian imagery (landscapes, flora and fauna, Opera House etc.) and the impact of education.

Many have heard first or second hand accounts of life in Australia from those who had studied in Australia - which seems to be recalled with a sense of pride and enjoyment. Education is an important connection point for Indonesians. It creates a means of connecting with the people of Australia and builds rapport. It also has a halo effect, positively influencing the perceptions of the family and friends of students.

When the analysis turns to the associations Indonesians have with Australia, a positive picture emerges. Australia is seen to be progressive - close to nine in ten Indonesians

43% of Australians felt they have a ‘good understanding’ about Australia

19% of Australians felt they have a ‘good understanding’ about Indonesia
surveyed (89%) assigned this attribute. The technological and intellectual advantages that are seen in Australia were discussed in the focus groups as being world leading, particularly in agriculture and mining.

Alongside this perception of being progressive are the positive perceptions around the (comparatively) low levels of poverty and the high levels of consumerism and prosperity.

Australians are believed to have a great deal of freedom, not being constrained by traditional cultural and religious beliefs. This freedom is perceived to be enjoyed to its fullest, but it is viewed as both a positive and a negative (i.e. too hedonistic).

This cultural liberty is counter balanced by the belief that Australians are disciplined and hard-working. This discipline delivers a strong economy, as well as clean and functioning cities.

Some more emotive attributes did emerge spontaneously in the qualitative research and also drew strong positive association in the survey. The two of particular relevance are ‘caring’ (66%) and ‘respectful’ (60%). They were frequently heard in Indonesian focus groups as positive attributes and they are fundamental to driving Indonesian perceptions.

Regardless of the familiarity and positive associations, there is still a sense that Australia could do more to project a positive image in the world (84% of Indonesians agreed).

The Australian perspective

Despite its close proximity across the Timor Sea, the growth in the economy and the scale of population, Indonesia isn’t a country that is top of mind for many Australians. They certainly have a perspective on how they feel (which is overall more negative than positive), but it’s not a prominent country, with the tendency to look past Indonesia to the focus on China.

There is also a vacuum when it comes to knowledge about Indonesia – only one in five Australians (19%) feel they have a ‘good knowledge and understanding’ of Indonesia.

There is a belief that Indonesia hasn’t projected itself into Australia and six in ten people (63%) agreed that Indonesia should try to put forward a more positive image in the world.

The evaluation of the top associations with Indonesia play out the challenges in Australia around how Indonesia is viewed and why the nations aren’t currently closer.

At an overall level, the results around the associations highlight that Indonesia has significant work to do if there is a goal of building ‘brand Indonesia’ with Australians.

The only attribute, where more than half of the respondents agreed applied to Indonesia, was ‘religious’. The concern that some Australians have towards Islam and the lack of understanding of the moderate nature of Islam in Indonesia means that associations with ‘religion’ can be framed negatively. ‘Islam’, to those with little exposure, conjures
images of the Middle East extremism/terrorism they see on the news. There is also residual recall of the Bali bombings.

Overall, there was a high degree of neutrality and disagreement for nearly all the words and phrases explored with Australians about Indonesia. In the qualitative research, we also saw some quite caustic criticism emerge on the high profile issues outlined earlier.

Reading across the Australian research, what it again emphasises is the limited understanding, knowledge and appreciation of Indonesia among most Australians. Imagery is currently more negative than positive and it sees Australians as more apathetic than engaged. In terms of building the relationship, critical dimensions of focus include creating associations with Indonesia of: trustworthy people, trustworthy country, inclusive, fair, open-minded, safe and clean.

A particularly important perception that needs to evolve in order to bring the countries closer from an economic perspective is for Indonesia to be seen as progressive in the eyes of Australians. It needs to embed a more contemporary image, while concurrently conveying the traditional culture, family values and history.

The positioning of Indonesia in Australia is one of the most fundamental challenges involved in bringing the populations of the country closer together. We have seen awareness and knowledge is low and the associations are more neutral/negative than positive. Indonesia needs to stand for more in the eyes of Australians than the negative coverage they have seen in the media in recent years.
To bring the countries closer from an economic perspective, it is important for Indonesia to be seen as progressive in the eyes of Australians.
### Indonesian perceptions of other countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Very Favourable</th>
<th>Unfavourable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Japan</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td>Australia</td>
<td>21%</td>
<td>79%</td>
</tr>
<tr>
<td>USA</td>
<td>20%</td>
<td>80%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>China</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>South Korea</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>India</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Thailand</td>
<td>5%</td>
<td>95%</td>
</tr>
<tr>
<td>Philippines</td>
<td>4%</td>
<td>96%</td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,103); 'don't know' responses not shown

Q7. Please select if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable overall opinion of each of the following countries?

### Australian perceptions of other countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Very Favourable</th>
<th>Unfavourable</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>52%</td>
<td>48%</td>
</tr>
<tr>
<td>Japan</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>Singapore</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td>China</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>South Korea</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>Thailand</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>India</td>
<td>7%</td>
<td>93%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>7%</td>
<td>93%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Philippines</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>6%</td>
<td>94%</td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,008); 'don't know' responses not shown

Q7. Please select if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable overall opinion of each of the following countries?

Figures show 'very' and 'somewhat' favourable/unfavourable reported together for overall favourability score.
# Favourability: Mixed reactions, different dynamics

‘Favourability’ is one of the most important metrics in building the relationship as it measures how people feel about each country. In the survey we asked people about their degree of favourability/unfavourability across a range of countries in the region. Perhaps the most important benchmark in looking at the results is ‘very favourable’ which captures those with the most positive disposition towards a country.

There are clear differences between how Australians and Indonesians feel towards other nations and each other.

## The Indonesian perspective

A high proportion of Indonesians said they were ‘favourable’ towards Australia (87% of everyone surveyed – very/ somewhat favourable combined). This sees Australia rank third on the list.

When the percentage who selected ‘very favourable’ is explored, Australia falls back to fourth, with 22% of the Indonesians surveyed feeling ‘very favourable’ towards Australia.

While strongly positive across all locations where the research was conducted, it did peak in Makassar (100% ‘favourable’).

Whilst there can be methodological impact on these types of questions (more positive in part due to face to face methodology required in Indonesia), there is a clear difference in mindset and attitude towards other countries. Indonesians are more positive than Australians at an overall level and this is illustrated in the results for other countries.

Although some negative associations with holidaying Aussie tourists in Bali remain, Indonesian attitudes toward Australia are often informed and influenced by positive events and perceptions:

- World-class education
- High-quality produce (beef, milk, wheat)
- Positive iconography and media / popular culture coverage

## The Australian perspective

Over four in ten (43%) Australians surveyed said they are ‘favourable’ towards Indonesia, with 47% falling at the other end of the spectrum.

Only 6% said they were ‘very favourable’ towards Indonesia which saw the country close in rankings to six other regional nations (Thailand 9%, India 8%, Malaysia 7%, Vietnam 7% and Philippines 6%). This relative standing is important because it shows that Australians are also reserved in the extent of their favourability towards other regional neighbours.

## Favourability

<table>
<thead>
<tr>
<th>Country</th>
<th>Very favourable</th>
<th>Somewhat favourable</th>
<th>Somewhat unfavourable</th>
<th>Very unfavourable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>22%</td>
<td>64%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Australia</td>
<td>6%</td>
<td>37%</td>
<td>34%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Indonesia**

Base: Total sample (n=2,103); ‘don’t know’ responses not shown

Q7. Please select if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable overall opinion of each of the following countries?

**Australia**

Base: Total sample (n=2,008); ‘don’t know’ responses not shown

Q7. Please select if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable overall opinion of each of the following countries?

excl. ‘Don’t know’ responses
In the context of Indonesia, the overall research suggests the favourability results are driven by limited true understanding and awareness; as well as the interplay of negative issues that dominate what people ‘hear’ about Indonesia (boat people, live cattle trade, executions, corruption, terrorism, etc.).

Interestingly, those living in states with more direct exposure to Indonesia were more positive (e.g. 55% favourable in Western Australia).

Of all the critical measures in the study, favourability is perhaps the most important and challenging in terms of bringing the countries together.

It’s clear that the effort needs to be on helping to get Australians to think more favourably about Indonesia. The negative issues in recent years tend to be the strongest top-of-mind associations with Indonesia and will take time to dissipate. There also needs to be proactivity in positioning Indonesia and the first step is to deepen knowledge about Indonesia and to concurrently address the prevailing misconceptions.
There are clear differences between how Australians and Indonesians feel towards other nations and each other.
### Perceived relationship between Indonesia and Australia

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia has a strong and positive relationship with Australia</td>
<td>73%</td>
<td>19%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Indonesia is more important to Australia than Australia is to Indonesia</td>
<td>70%</td>
<td>17%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Australia is a safe and stable country</td>
<td>69%</td>
<td>23%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Australia is a good neighbour to Indonesia</td>
<td>66%</td>
<td>25%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Basic education about Australia should be improved in Indonesian schools</td>
<td>59%</td>
<td>25%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

Base: Total sample (n=2,103)

Q12. To what extent do you agree or disagree with each of the following statements about Australia and Indonesia?
6 Strength of relationship: An imbalance in the level of connection

Being perceived as ‘a good neighbour’ and having a strong and positive relationship were considered key benchmarks when assessing the level of connection between the two countries.

Overall, and as reflected in the earlier sections, the Indonesians surveyed are more positive than the Australians involved in the research.

Australians were more restrained, with the results showing people drawn in quite different directions - some positive, others neutral or unsure, and some at the negative end of the spectrum.

The Indonesian perspective

Indonesians are, on the whole, positive about Australia and the nature of the relationship...

• Close to three-quarters (73%) agreed with the statement ‘Indonesia has a strong and positive relationship with Australia.’

• Two-thirds of those surveyed (66%) agreed that ‘Australia is a good neighbour to Indonesia’.

The perceptions are positive, but we did see in the qualitative research that the relationship can be deepened. Indonesians do not necessarily feel they have a deep level of connection to Australia, or in fact a strong connection to any country.

Whilst feeling connected to Asia in general, Indonesians can feel that they don’t have a strong voice in the region and can feel they are more on the periphery - both geographically and socio-politically.

Indonesians respect Australia, but the relationship is more at arm’s length - neighbours without being friends or allies.

From an Indonesian point of view, Australia has an Anglo-Western culture and therefore is more closely aligned with other western countries. Indonesia, on the other hand views its culture, people, lifestyle and geographic positioning as being Asian.

This was illustrated by the reference in the focus groups to Australia being a continent and therefore not perceived to be part of Asia. This observation alone impacts the level of connection between people of the two nations.

The Australian perspective

The proportion of Australians rating Indonesia in a positive light across the statements explored in the research is relatively low. Many of those surveyed were neutral or negative.

Good neighbour to the other country

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Neutral/Unsure</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesians on Australia</td>
<td>66%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Australians on Indonesia</td>
<td>29%</td>
<td>47%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Strong and positive relationship with the other country

<table>
<thead>
<tr>
<th></th>
<th>Agree</th>
<th>Neutral/Unsure</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesians on Australia</td>
<td>73%</td>
<td>22%</td>
<td>5%</td>
</tr>
<tr>
<td>Australians on Indonesia</td>
<td>24%</td>
<td>52%</td>
<td>24%</td>
</tr>
</tbody>
</table>
• Only 29% agreed that *Indonesia is a good neighbour to Australia*

• Similarly, only a quarter (24%) agreed that *Australia has a strong and positive relationship with Indonesia*

• The area of most contention was in safety and stability – 45% disagreed that *Indonesia is a safe and stable country*

The qualitative research showed that there are a significant number of misconceptions about the true size and scale of Indonesia and its role in the global economy, so its perceived importance to Australia is diminished.

While the ‘distance’ in terms of the importance of Indonesia to Australia is critical to bridge, so too is the ‘emotional’ distance. While it is imperative to build the credentials of the Indonesian economy, the first step is to seek to build affinity and trust amongst the Australian population.

Some of the commentary to emerge in the focus groups underlines the challenge. There’s often a phrase that emerges in research that captures the prevailing mindset and *Indonesia was described as ‘more of an acquaintance or work colleague, than a friend’.*

Without something positive and new to engage and inspire Australians, this type of perspective is unlikely to change.

**Factoring in the domestic context is critical in developing engagement strategies.**

In Indonesia, thinking should be around deepening the understanding of what Australia can contribute to the country as it continues on its current growth trajectory. Within this it is important for Australia to not just been seen as connected to Indonesia, but connected to (and part of) Asia.

In Australia, thinking should be more about shifting the coverage and exposure pendulum to the positive side and get Australians thinking about all of the positive aspects of Indonesia. This is not necessarily a media issue, as news will invariably be reported, but more about reflecting on how to engage Australians in different ways to shift perceptions. The need to counteract all of the negativity of recent years is pronounced.
The research has shown that Indonesians are more positive than their Australian counterparts.
### Indonesia should have closer ties with

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore</td>
<td>46%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>39%</td>
</tr>
<tr>
<td>Japan</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Australia</strong></td>
<td><strong>34%</strong></td>
</tr>
<tr>
<td>China</td>
<td>29%</td>
</tr>
<tr>
<td>USA</td>
<td>27%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>21%</td>
</tr>
<tr>
<td>South Korea</td>
<td>8%</td>
</tr>
<tr>
<td>Thailand</td>
<td>7%</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>5%</td>
</tr>
<tr>
<td>India</td>
<td>4%</td>
</tr>
<tr>
<td>Philippines</td>
<td>4%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>2%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>2%</td>
</tr>
<tr>
<td>None of the above</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Base:** Total sample (n=2,103)

Q9c. Still looking at the countries on this card, which if any, should Indonesia should have closer ties with?

### Australia should have closer ties with

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand</td>
<td>53%</td>
</tr>
<tr>
<td>China</td>
<td>49%</td>
</tr>
<tr>
<td>Japan</td>
<td>46%</td>
</tr>
<tr>
<td>Singapore</td>
<td>34%</td>
</tr>
<tr>
<td><strong>Indonesia</strong></td>
<td><strong>30%</strong></td>
</tr>
<tr>
<td>India</td>
<td>29%</td>
</tr>
<tr>
<td>South Korea</td>
<td>27%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>23%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>20%</td>
</tr>
<tr>
<td>Thailand</td>
<td>19%</td>
</tr>
<tr>
<td>Philippines</td>
<td>17%</td>
</tr>
<tr>
<td>None of the above</td>
<td>10%</td>
</tr>
</tbody>
</table>

**Base:** Total sample (n=2,008)

Q9c. Still looking at the countries on this card, which if any, should Australia should have closer ties with?
The future: Receptive to a deeper relationship

The research shows there are a number of challenges in building the relationship, but what is most important is that the significant proportions of the populations of both countries have an ‘open-mind’ around building a deeper relationship. To capitalise on this disposition, the legacy perceptions need to be addressed.

To understand the level of endorsement of building closer ties by the people surveyed in each country, some specific questions were asked around future connections. The results clearly illustrate the opportunity.

Indonesian perspective

A third of Indonesians surveyed (34%) put Australia forward as a country with which Indonesia should have closer ties. This saw Australia rank fourth on the list – ahead of China and the USA.

Across the board, Indonesians were open and positive about building the relationship.

We saw in the qualitative sessions that Indonesians are keen to better connect with other countries – in the region and further afield. This represents an opportunity for Australia-Indonesia relations, provided it is a sentiment that is reciprocated.

Australian perspective

While there is significant work required to bridge the gap, there is a receptiveness in the community. Three in ten (30%) Australians surveyed put Indonesia forward as a country with which Australia should have closer ties. Indonesia was fifth on the list of nations covered in the research.

This aligns well with the earlier findings about strengthening ties and the importance of Indonesia to Australia’s future.

The tectonic shifts in the structure of the global economy and the underlying sense of concern about Australia’s future prosperity creates the right environment to start to re-shape perceptions of Indonesia. The critical challenge is around managing sentiment.

The opportunity lies in leveraging the mindset that a stronger relationship is required.

84% of Indonesians agreed that Australia should try to put forward a more positive image in the world.

63% of Australians agreed that Indonesia should try to put forward a more positive image in the world.
The perceptions of Indonesians and Australians

**Expectations of the ‘other’ government**

83% of Indonesians agreed that the Australian government should try to actively strengthen ties with Indonesia.

60% of Australians agreed that the Indonesian government should try to actively strengthen ties with Australia.

**Expectations of their own government**

77% of Indonesians agreed that the Indonesian government should try to actively strengthen the relationship with Australia.

51% of Australians agreed that the Australia government should try to actively strengthen the relationship with Indonesia.

**Education strategy**

Basic education about Australia should be improved in Indonesian schools.

Basic education about Indonesia should be improved in Australian schools.

---

Base: Total sample (n=2,103)

Base: Total sample (n=2,008)
Government: Strong expectations for more to be done

There was a clear message from both Indonesians and Australians that the respective Governments should be doing more. There were strong levels of agreement that each government should look to actively strengthen ties.

Both Australians and Indonesians endorsed the view that their Governments take the lead on facilitating improved perceptions and relationships between the two countries.

Indonesian perspective

There is consensus that the Indonesian government should try to actively strengthen ties with Australia. Three-quarters (77%) of the Indonesians who took part in the research supported this proposition.

It aligns with the desire to see Indonesia ‘projecting out’ to the world and Australia is seen as a potentially important part of the equation.

There was also strong support for the Australian government to do more amongst the Indonesian respondents - 83% agreed that the Australian government should try to actively strengthen ties with Indonesia.

With citizens of both nations having low awareness of how their countries interact on an international and export basis, there is a clear need for Governments to take a leading role in facilitating greater levels of cross border interaction and collaboration.

Of particular interest to Indonesians was the Australian government opening up pathways to working and studying in Australia. Travel, education and trade topped the list.

Australian perspective

There was also a belief that basic education about Australia should be improved in Indonesian schools (59% agree).

While not to the same level as seen in the Indonesian research, half of all Australians surveyed (51%) agreed that the Australian government should try to actively strengthen the relationship with Indonesia. This is an important finding in the context of the results reported earlier around the sentiment in Australia.

Similarly, six in ten Australians surveyed (60%) agreed with the statement that the Indonesian government should actively strengthen ties with Australia.

There was also the reasonable endorsement of the idea that basic education about Indonesia should be improved in Australian schools (43% agree; only 19% disagree).

The level of support for the governments of both countries to do more underlines the opportunity to further generate connections that have a benefit to both nations - economic, social and cultural.
Improving the relationship with Australia

Travel and tourism between the countries: 49%
Student exchange visits: 43%
Growing trade between the countries: 39%
Business partnerships / joint ventures: 37%
Research cooperation and technology exchange: 37%
Education in Australian schools about Indonesia: 14%
Trade agreements: 30%
Indonesian cultural events in Australia: 27%
Education in Indonesian schools about Australia: 26%
Cooperation on defence: 25%
Language study (Bahasa Indonesia/English): 21%
Australian cultural events in Indonesia: 21%
Cooperation on migration / immigration: 21%
Television documentaries about the countries: 13%
Improved media coverage: 11%
Sister cities: 6%
Don't know: 2%

Base: Total sample (n=2,103)
Q15. If Australia and Indonesia are to build and maintain great relationships between the two countries and the people of both countries, which of the following ideas do you believe would make the biggest difference?

Improving the relationship with Indonesia

Growing trade between the countries: 50%
Trade agreements: 46%
Travel and tourism between the countries: 46%
Education in Indonesian schools about Australia: 38%
Business partnerships / joint ventures: 35%
Education in Australian schools about Indonesia: 35%
Cooperation on migration / immigration: 34%
Cooperation on defence: 33%
Improved media coverage: 31%
Student exchange visits: 28%
Television documentaries about the countries: 27%
Indonesian cultural events in Australia: 26%
Australian cultural events in Indonesia: 25%
Sister cities: 14%
Another factor: 4%
Don't know: 13%

Base: Total sample (n=2,008)
Q15. If Australia and Indonesia are to build and maintain great relationships between the two countries and the people of both countries, which of the following ideas do you believe would make the biggest difference?

Interesting aspects of Australia

Holidays in Australia: 55%
Business opportunities for Indonesians in Australia: 48%
Opportunities for education in Australia: 45%
Working in Australia: 39%
Joint ventures; between companies: 33%
The economy: 30%
Culture: 25%
Australian investment in Indonesia: 19%
History: 14%
Agriculture: 12%
Politics: 10%
Religion: 9%

Base: Respondents also expressed interest in learning more (n=1,207); ‘don’t know’ responses not shown
Q14b. What aspects of Australia would you be most interested in learning about?

Interesting aspects of Indonesia

Culture: 72%
History: 58%
Food: 50%
The economy: 49%
Holidays in Indonesia beyond Bali: 42%
Joint ventures; between Australian and Indonesian companies and organisations: 39%
Politics: 35%
Business opportunities for Australians in Indonesia: 31%
Holidays in Bali: 24%
Religion: 22%

Base: Respondents also expressed interest in learning more (n=780)
Q14b. What aspects of Indonesia would you be most interested in learning about?
Engagement

The aim of the research was to identify and benchmark the attitudes, perceptions and drivers that exist in each country. It has produced some deep insights and a powerful ‘fact base’ to generate discussion and promote thinking about how the countries can be brought closer together.

The research has certainly emphasised the importance of the opportunity and the scale of the challenge. It has also shown what is required is a medium to long term approach that is holistic in nature. An approach that focuses as much on the ‘people’ side and building emotional engagement as on the economic benefits.

At an overarching level, three key points emerge when reflecting on the project and thinking about engagement.

- **Think local, not international**: International relations are not top-of-mind for most. Whilst this sounds obvious, it is an important consideration when thinking through engagement strategies. It is important for nations to engage with each other’s citizens on topics of interest or in areas where the personal benefit is clear.

- **Rapport requires understanding and empathy**: At the start of the report, the point was made that the differences between the two countries are profound and there are significant domestic complexities. However, when you sit down and listen to people talk about their lives, their aspirations and ‘what’s important’, many similarities emerge. It underlines that building greater connection and trust will only occur by demystifying and building the levels of understanding. There can only be rapport if there is respect and an appreciation of the shared values.

- **Think beyond economic benefit**: There is no simple solution to bringing the people of Indonesia and Australia closer together for the benefit of both nations. It requires a strategy that needs to be underpinned by a number of pillars – economic, political, social, cultural, and so on. It also requires a different focus in each country as the mindset, challenges and opportunities are different.

Through all of this, there was support for the countries to be brought closer together - although the terrain is more challenging in Australia. Over the next few pages we look at the specific consideration for each of the countries.

**The Indonesian perspective**

The image of Australia in Indonesia is not the challenge. ‘Favourability’ towards Australia was comparatively high and there was a strong positive sentiment around building the relationship. The main consideration is around how the relationship can be deepened.
1. Celebrate diversity and affinity

The diversity of Australia, particularly the multi-cultural profile, is little known but a powerful consideration in thinking about engagement. Within this, the presence of Islam (and by virtue, Mosques) in Australia is an important consideration. There was a positive reaction to the (little known) diversity of Australia when it was covered in the focus groups.

An enhanced cultural connection and dialling down the perception that Australia is a completely British influenced Anglo-Saxon nation is important for strengthening relationships.

2. Partners in the region

Indonesians are looking for deeper connections in the region – true partners and allies rather than ‘friendly’ rivals. There is potential for Australia to play a role in this regard – sitting broadly within the region, but regarded as ‘outside’ Asia as a Western continent.

The opportunity needs to be one that is characterized by a balanced relationship and underwritten by appreciation. This will help to emphasise Indonesians regional importance.

3. Mutually beneficial outcomes

There is optimism in Indonesia around what the future holds. One of the greatest opportunities to bring Indonesia closer to Australia lies in how Australians can help the country grow.

There is recognition that Australia can directly assist (more so than it currently does) across the areas of education, infrastructure, agriculture and technology.

The power of tertiary education is an important connection point – both for the benefit delivered and the way it also connects with the family and friends of the student. Many people we encountered in the focus groups knew (or knew of) somebody who had been exposed to Australian universities.

4. Empowerment and respect

The cultural dynamics are different and the engagement strategy needs to focus on the positive empowerment of Indonesia.

Indonesia is a proud nation and not one that welcomes arrogance or political posturing from others. This has been an issue in recent years and care must be taken to frame the partnership conversation as helping and collaborating in Indonesia’s development, rather than instructing and potentially being seen as patronising.

The Australian perspective

In Australia, there needs to be an awakening to Indonesia. The misconceptions around the people, their way of life and their values need to be addressed. The economic significance of Indonesia is relevant, but the most immediate and important challenge lies building knowledge and generating greater empathy.
1. Soften the image

Alongside the limited awareness of Indonesia in Australia (beyond Bali), the country can come across as having a hard edge. It's a function of the dominance of negative issues in Australian media and it is a significant barrier.

Perceptions of this hard edge make it challenging to convince Australians that it is a country with which they could be close friends. Success in engaging Australians will be dependent on building personal affinity and instilling a belief that there can be a genuine partnership built on trust.

Moderating and ‘softening’ the perception of Indonesia is not simple, but the solution lies in part in elevating the cultural side of Indonesia - the women, the families, the values, the lifestyle and so on. These are the most powerful counterpoints to the current imagery. Those involved in the research who had spent time in Indonesia (again, beyond Bali) spoke of the warmth of the local people and their admiration of the family values. This powerful and defining characteristic of the country simply doesn't come through amongst those who have little conception of Indonesia.

2. Bring Indonesia to life

In the research, we saw that knowledge and understanding of Indonesia was relatively low. There was a sense that the country must have a rich history and culture, however it is a void for many Australians. At a contemporary cultural level, there is no awareness of Indonesian celebrities, films, music, destinations, and all the related social and cultural hallmarks of the country.

From a business perspective, there is little awareness of Australian companies that are doing well in Indonesia. By the same token, there is little or no awareness of Indonesian organisations, companies or brands. Without these cultural and business reference points, it’s hard for attitudes to shift and trust to be built.

Trust is an outcome and it comes, over time, from consistent experiences and exposure. At the moment, many Australians have limited exposure and consequently it is hard to find the common ground required to build the required rapport.

3. Position Indonesia as progressive

Indonesia needs to be seen as more dynamic and developed in the eyes of Australians. Perceptually, the country can be seen as more undeveloped than advanced and that’s a barrier for building the relationship. The perceptions and attitudes need to be transformed around contemporary Indonesia.

4. Define the opportunities/outcomes

As Australia moves towards 2020 and beyond, there is a need for the political leadership to better define where Australia is heading and how prosperity will be maintained, if not enhanced. There is an undercurrent of anxiety around the shifts in the global economy and this creates an opening to talk about Indonesia. The opportunities exist around articulating the benefit to Australia and, most importantly, to local communities in Australia. It’s about defining the benefit ‘for me, my family and my friends.’
5. Affirm Australia's standing

One of the clearest and most important insights to emerge revolves around the absolute need to manage perceptions around the 'pendulum of power' - making sure it doesn't swing too far towards Indonesia in the eyes of Australians. People need to feel that Australia does have equity and balance in the relationship. Without this, Australians feel threatened.

Indonesia isn't seen as safe and stable by many and concerns come to the surface around security and economic presence - particularly when Australians reflect on the size of Indonesia.

The shift in perceived power between Australia and Indonesia that came to light when the facts around Indonesia were presented in the qualitative research was immediate, clear and confronting. The concerns were around the size of the country, the growth of the economy and the scale of Indonesia's Muslim population. The latter is a function of a lack of appreciation of the religion and the negative associations from Middle Eastern terrorist extremism.

Much of this is a direct function of a lack of knowledge about Indonesia and a lack of contact with Indonesians. Australians don't understand or appreciate the country and they are influenced by all of the negative media coverage.

As engagement and intervention strategies are developed, they should be multi-layered and focused on the medium to long term.

At the heart of any strategy needs to be a focus on building a much greater 'emotional connection' between the two countries. Its about elevating the level of understanding and empathy to create true rapport.

Over time, that will build trust. Improved trust will also deliver the right environment to strengthen the economic ties that are important for the future prosperity of both nations and the aspirations of the people.
A medium to long term approach that focuses as much on the ‘people’ side and building emotional engagement as on the economic benefits is required.
The focus on attitudes at the Australia-Indonesia Centre

Why taking a fresh look at perceptions is critically important

When the Australia-Indonesia Centre (AIC) was established in late 2013 – by the leaders of both nations after official talks in Jakarta – it was agreed that one of the new centre’s core objectives would be to improve Australians’ understanding and appreciation of contemporary Indonesia and, likewise, Indonesians’ understanding and appreciation of contemporary Australia.

The AIC has addressed this challenge in a variety of ways. Initiatives include:

- Leadership programs that bring together Indonesian and Australian leaders from the fields of diplomacy, finance, trade, politics and academia to build friendship and share knowledge.
- A series of Indonesia Now workshops in Australian cities to promote debate about contemporary Indonesia and the opportunities for greater collaboration.
- Support for the relaunch of the Australia-Indonesia dialogue with government and non-government partners in Australia and Indonesia.
- Multi-million-dollar collaborative research programs in energy, infrastructure, health, resilient communities and food and agriculture that have brought together more than 200 leading researchers.

Each initiative brings people from both nations together, creating opportunities to talk in new ways, share stories and ideas, and build valuable and sustainable networks.

The AIC’s complementary initiative - the foundation for future initiatives - is to build a knowledge base on perceptions and attitudes.

Working with key advisers from government, industry, academia and communities, the concept started with acknowledgement that there is an opportunity to reshape how Australians view Indonesia, noting misconceptions driven in part by major incidents that have played out in the media in recent years.

The AIC Board has given important guidance on the need to conduct research on perceptions in both nations and present the findings at the same time.

EY Sweeney, in collaboration with Indonesian research firms, has brought market-leading experience to the challenge, designing qualitative and quantitative surveys in both nations. For the first report, the interviews and questionnaires covered issues such as:

- The mood and mindset of Indonesians and Australians.
- How Indonesians and Australians rate the importance of relationships in Asia.
- The countries seen as most important for trade.
- Knowledge and understanding of other countries.
- Strengths and weaknesses in the Indonesia-Australia relationship.
- How both nations are perceived – positive and negative images.
- The extent to which Indonesians and Australians see opportunities to build closer relationships.
- What Indonesians and Australians expect from their governments.

The AIC believes it is critically important to conduct this research on a regular basis, so as to deliver an evidence-based guide for governments and key decision-makers as they consider ways to improve the relationship.

It is envisaged that the AIC/EY Sweeney research will create opportunities for other research to be conducted by Indonesian and Australian academics. In all of this, the AIC is committed to improving the Indonesia-Australia relationship - in the short, medium and long term.
Appendix:
Approach to sampling in detail
Methodological approach - Indonesia

The fieldwork approach was designed in conjunction with local leading practice approaches. Designed in conjunction and with advice from local market research specialists, GfK Jakarta and Illuminate Research Jakarta, this took into account the following important factors:

- **Knowledge**: The research focused on Indonesian citizens who have some knowledge about other countries outside of Indonesia.

- **Qualitative structure**: The sample covered Indonesians within social economic status of; A, B or C. This was in order to focus coverage on the audiences most likely engaged with (or think about) international relations.

- **Quantitative face to face**: Random intercept face to face interviewing is the more inclusive and representative approach in Indonesia. Internet penetration in Indonesia is estimated at approximately 20% (17.1% in 2014 according to the World Bank) and Australia above 85%. This means that Indonesian internet users are likely to be overly biased to early adopters, digitally savvy and high income Indonesians. Advice from local market research specialists was that online panels of respondents in Indonesia are not sufficiently robust, in either numbers of panellists or quality control measures for an appropriate sample. Accordingly, face to face interviewing was employed at malls across both mid-week and weekends to gain access to both working and non-working Indonesians.

- **Socio-economic coverage**: Coverage of different socio-economic groups (based on minimum household expenditure), life-stages and ethnicities. Fieldwork utilised quotas rather than post-collection weighting to ensure coverage of the target population.

- **Focus groups in Bahasa**: Jakarta based qualitative research agency, Illuminate Research, conducted all focus groups in Bahasa, with Indonesian moderators. Representatives from EY Sweeney and the AIC viewed the sessions live.

- **Surveys in Bahasa**: Local fieldwork collaborators, GfK Indonesia conducted and managed all quantitative fieldwork. All interviews (both qualitative and quantitative) were conducted in Bahasa by local, professional and fully briefed Indonesian interviewers.

- **Generic introduction**: Potential respondents were approached at random with the following introduction: “We are conducting a survey about a range of topics important to Indonesians. The survey won’t take long to complete and is completely confidential and anonymous.”

- **No Australia reference upfront**: There was no indication that the study was in relation to Australia until after key awareness, understanding and favourability ratings were provided on a range of countries.

- **AIC only revealed at the end**: There was no indication of who had commissioned the study until questionnaire completion.

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The fieldwork approach was designed by EY Sweeney in line with leading practice for the Australian market. It took into account the following factors:

- **Qualitative approach**: Focus groups were conducted across five locations, split by life-stage and other factors.
- **Qualitative online approach**: With high levels of national internet penetration (over 85%) an online survey is the most representative approach for commercial research and was used in Australia.
- **Weighted data**: Data weighted to latest Australian Bureau of Statistics Census data on age, gender and location.
- **Socio-economic coverage**: Coverage of different socio-economic groups (based on household income), life-stages and ethnicities.

To manage the impact of interviewer or unconscious bias factors, the following approach was undertaken:

- **Local experienced moderators**: All focus groups were conducted by local, professional and fully briefed moderators.
- **Accredited online panel**: ISO accredited online panel provider.
- **No Indonesia reference upfront**: As in the Indonesian study, there was no indication that the study was in relation to Indonesia until after key awareness, understanding and favourability ratings were provided on a range of countries.
- **AIC only revealed at the end**: There was no indication of who had commissioned the study until questionnaire completion.

### Australia: Qualitative research

#### 10 focus groups

<table>
<thead>
<tr>
<th>Target market</th>
<th>Melbourne</th>
<th>Adelaide</th>
<th>Sydney</th>
<th>Perth</th>
<th>Townsville</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young adults - aged 18-25</td>
<td>1 x med-high SES</td>
<td>1 x low-med SES</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SINKS/DINKS - aged 26-39</td>
<td>1 x low-med SES</td>
<td>1 x med-high SES</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Young families - aged 16-39</td>
<td>1 x low-med SES</td>
<td>1 x med-high SES</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Older families - aged 40-55</td>
<td>1 x low-med SES</td>
<td>1 x med-high SES</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Empty nesters/retirees - aged 56+</td>
<td>1 x med-high SES</td>
<td>1 x low-med SES</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
</tr>
</tbody>
</table>

### Australia: Quantitative research

#### 2,008 online interviews

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-34</th>
<th>35-49</th>
<th>50-69</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2008</td>
<td>972</td>
<td>1036</td>
<td>458</td>
<td>607</td>
<td>943</td>
</tr>
<tr>
<td>NSW/ACT</td>
<td>690</td>
<td>338</td>
<td>352</td>
<td>159</td>
<td>214</td>
<td>317</td>
</tr>
<tr>
<td>VIC/TAS</td>
<td>556</td>
<td>264</td>
<td>292</td>
<td>130</td>
<td>169</td>
<td>257</td>
</tr>
<tr>
<td>QLD</td>
<td>394</td>
<td>191</td>
<td>203</td>
<td>85</td>
<td>116</td>
<td>193</td>
</tr>
<tr>
<td>WA</td>
<td>213</td>
<td>103</td>
<td>110</td>
<td>51</td>
<td>61</td>
<td>101</td>
</tr>
<tr>
<td>SA/NT</td>
<td>155</td>
<td>76</td>
<td>79</td>
<td>33</td>
<td>47</td>
<td>75</td>
</tr>
</tbody>
</table>

**Maximum margin of error at 95% confidence interval**
- 2.2%
- 3.1%
- 3%
- 4.6%
- 4%
- 3.2%
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