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# Communicating development in an economic downturn

Fiona McLean - AusAID



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# Market research May/June 2009

- > Quantitative – 3,600 people
- > Qualitative – 20 focus groups
- > Choice modelling – 450 online surveys
  
- > Australian aid is 0.34% GNI and will rise to 0.5% by 2015-16



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# Market research objectives

- > To determine current support in Australia for the overseas aid program
- > Explore and understand how the 'mind-sets' towards overseas aid vary across the community
- > Understand how knowledge will alter support, in a positive way, for overseas aid



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# Market research summary

- > 82% of Australians approve of Australia giving overseas aid to developing countries
- > More than half of them agree the emphasis should be on both emergency and long term aid
- > Combating HIV/AIDS, other preventable diseases in developing countries, and ensuring peace around the world are the most important issues for Australians



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- > Compared with the amounts spent on defence and social security, Australians agree that the government should spend more (42%) or at least the same amount on overseas aid (41%)
- > Despite the global recession, 77% of Australians think we should spend more, or at least the same amount on aid



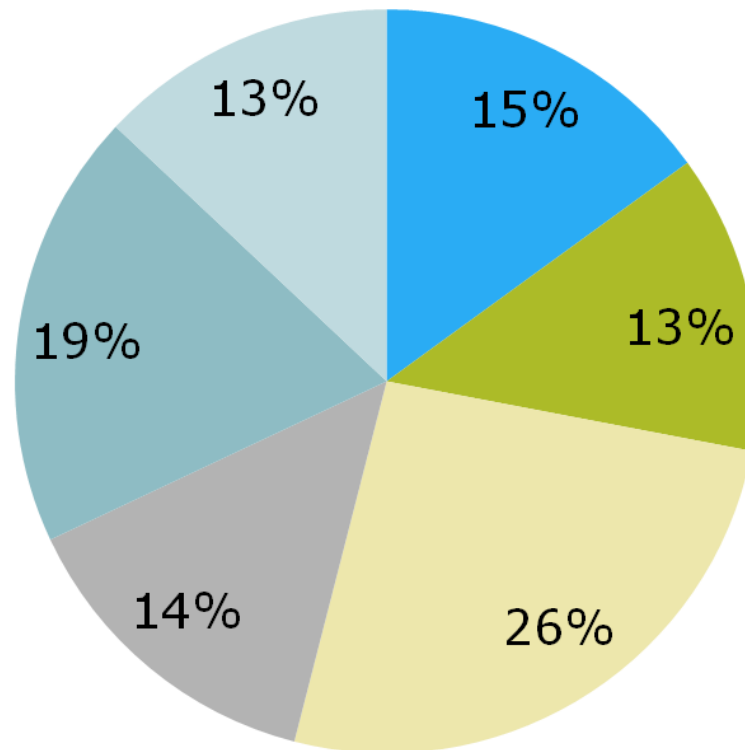
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- > 77% think Australia is a lucky country and should share its wealth (16% disagree)
- > 56% think Australia's own stability is more important at the moment (36% disagree)
- > 60% think the global recession is hurting developing countries more than Australia (32% disagree)



# Community segments



- focus on our own backyard
- other's first, we're lucky
- it makes sense
- inward looking but want status quo
- the investors
- haven't given it much thought

# Communications recommendations

	<b>Others first, we're lucky – 13%</b>	<b>It makes sense – 26%</b>	<b>Investors – 19%</b>
<b><i>Disposition towards Australia's overseas aid program...</i></b>			
<b>Willingness to listen</b>	High	Moderate to High	High
<b>Key messages</b>	<p>The global recession is hurting developing countries more than Australia</p> <p>We are a lucky country and should share our wealth</p> <p>Overseas aid is an investment</p>	<p>The global recession is hurting developing countries more than Australia</p> <p>We are a lucky country and should share our wealth Overseas aid is an investment</p>	<p>Countries we have helped help us as well</p> <p>We are a lucky country and should share our wealth</p> <p>Overseas aid is an investment</p>
<b><i>How to communicate...</i></b>			
<b>Distribution channels for all segments</b>	<p>Media stories</p> <p>Information from strong spokespeople</p> <p>Talk back radio</p> <p>Internet sites</p>		

# Communications recommendations

	<b>Focus on our own backyard - 15%</b>	<b>Inward looking, want status quo - 14%</b>	<b>Never thought about it - 13%</b>
<b><i>Disposition towards Australia's overseas aid program...</i></b>			
<b>Willingness to listen</b>	Low and closed  <i>Need to address empathy and awareness</i>	Low but open  <i>Need to address empathy and awareness</i>	Low but open  <i>Need to address awareness</i>
<b><i>Key messages...</i></b>	Australia doesn't "pull its weight"  We are helped in return  Aid is an investment	Effectiveness  Build empathy (we are comparatively rich)  Investment in shoring up borders	Australia doesn't "pull its weight"  Aid is an investment
<b><i>How to communicate...</i></b>			
<b>Distribution channels</b>	Media stories  Information from strong spokespeople  Talk back radio  Internet sites		



# Key drivers of support for aid

**Message - other**

**How much is spent on overseas aid**

**Message - Infrastructure**

**Where overseas aid is spent**

**Message - Better health**





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## Media strategy

- > Continue our concentration on TV and radio stories
- > Consider talk back radio
- > Tailor messages in our media releases
- > Look at potential of blogs and greater interactivity of website



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Thank you