WHY CHINESE?
We already know

• China is one of the world’s oldest and richest continuous cultures, over 5000 years old.
Which languages are most widely spoken?

Top 25 World Languages:
- Chinese, Mandarin
- Spanish
- English
- Hindi
- Bengali
- Portuguese
- Russian
- Japanese
- German, Standard
- Javanese
- Chinese, Wu
- Telugu
- Vietnamese
- Marathi
- French
- Korean
- Tamil
- Western Panjabi
- Italian
- Urdu
- Chinese, Yue
- Egyptian Spoken Arabic
- Turkish
- Chinese, Min Nan
- Gujarati
- Rest of World
China is the second largest economy in the world.
China plays important roles in world affairs.
Who is the biggest trade partner in Australia?

• Today, China is Australia's largest trading partner
Chinese is important for your career!

- People who can speak Chinese will be in biggest demand in Australia

- Because trade between Australia and China is greater than with the rest of the world combined
We are serious!!!

• In 2008, Kevin Rudd said he wanted 12 per cent of Australian students to be fluent in an Asian language by 2020
Asian Century

• In 2013 Julia Gillard launched the Government's Asian Century white paper and pledged to increase the focus on students learning as a priority an Asian language Chinese (Mandarin), Hindi, Indonesian and Japanese
Great minds think alike

- Tourism Australia said the China inbound market by 2020 has the potential to contribute $7 billion to $9 billion annually.
- The statistics back the decision by Queensland's richest man, Clive Palmer, to buy the Hyatt Coolum and focus on the China market.
If they all can learn it, so can you!

• Each year more and more students around the world whose mother tongue is not Mandarin are studying it with enthusiasm and success.
Sir Alex Ferguson CBE:

“All I can advise, is that you keep working at your languages. Foreign languages are exciting and interesting - keep up the hard work, it will be worth it in the end.”