

MEDIA RELEASE



OriginsInfo – For Immediate Release

Everyone for Tennis

Tennis is one of Australia's most multicultural sports. New independent analysis of Australia's best players forms the basis for OriginsInfo's latest research report.

Coinciding with our national day of celebration of everything Australian – including our uniquely successful cultural diversity – OriginsInfo releases its latest analysis of cultural diversity among its high achieving tennis competitors.

The OriginsInsight report, "Everyone for Tennis!" compares cultural diversity among Australia's top tennis players with the cultural diversity of the wider Australian population.

The report profiles 5,935 male and female players from the Tennis Australia rankings. Using robust market-leading name analysis techniques its analysis reveals 42.5% of leading tennis players have a culturally and linguistically diverse (CALD) heritage compared with 36.9% of the Australian population.

The detailed research shows a prominent over-representation of names reflecting Western and Eastern European background – in particular those with a Croatian, Serbian, Polish, Russian, German and Franco-Belgian heritage. Also well represented are players with a Greek and Japanese background.

On the other hand, players with Anglo-Celtic heritage, while numerically dominant, are markedly under-represented – 57.5% compared with 67.4% in the wider population. Asian representation is variable. Korean and Chinese Mandarin are both considerably better represented than Cantonese, Vietnamese, Filipino and Indian.

The report also compares the current profile with that of 2007. Analysis revealed that while overall representation from CALD communities has grown, the most significant growth has occurred from players with Oceanian (Indigenous Australian and Pacific Islander) names followed those of African, Hispanic, South Asian and Islamic heritage.

Michael Dove, principal researcher at OriginsInfo, commented, "These results suggest a preference for recent migrants, and their children, for sports that are less team-based. Similar research for AFL and cricket shows a contrasting picture with a strong bias towards players of Anglo-Celtic heritage and a marked under-representation of CALD players."

Findings were arrived at using sophisticated name analysis algorithms to precisely group candidate data by cultural origin. This technology is also used by government, commercial and other organisations to accurately measure cultural diversity and develop culturally-aware communication.

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About OriginsInfo

OriginsInfo helps organisations understand the cultural dimensions of customers, markets and employees.

By using pioneering name analysis techniques, the Origins solution provides clients with insight into their engagement with multicultural Australia, supporting strategic planning and enabling organisations to deliver customised and better targeted communications.

Applied to customers or prospects, Origins provides a unique view of:

- cultural make-up of the customer base,
- success and opportunity by cultural community,
- potential for customer service improvement,
- detailed mapping of where prospects live,

Organisations gain powerful insight through measurement and recognition of the cultural dimensions of prospects and customers. This information drives identification of new markets, supports evidence-based business decisions, and aids creation of culturally-appropriate communication.

Many public and private organisations in financial, insurance, telecommunications, energy, sport and government services rely on OriginsInfo to measure cultural diversity

In partnership with Diversity Council Australia, Origins data recently underpinned ground-breaking project to understand the cultural dimensions of senior executives and boards among the ASX Top 200 companies.

www.originsinfo.com.au

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24 January 2016