

## The Most Googled Australians: People to Watch Out In 2025

Discover the most searched personalities in Australia. Discover the top personalities making waves in sports, entertainment, and pop culture in our guide!



**Melbourne, Australia Jan 14, 2026 ([Issuewire.com](http://Issuewire.com))** - Rocket Agency is an award-winning full-service digital marketing agency of 50+ experts. Core focus is on fueling the growth of our clients through digital channels and high-performing creative. We've been around long enough to know that success requires the best people, and for those people to bring to the table a blend of technical brilliance, marketing smarts and business savvy. Add to that our radical commitment to our clients and their results and you have Rocket, an agency focused on true partnerships with our clients.

### The Most Searched Australians in 2024

Over the past few decades, Australia has consistently produced a wealth of high-profile individuals. From the worlds of sports to entertainment, Australians have left an incredible mark on the global stage, excelling in their fields and gaining worldwide recognition. But among all the celebrities, athletes, and influential figures out there, you might be curious about who were the most prominent Australian personalities over the past year.

To answer this question, Rocket Agency, a premier digital marketing agency in Sydney delved into Google search trends to pinpoint [the most Googled Australians of 2024](#). By gathering data from IMDb, Spotify, Google Trends, and relevant social media platforms, they were able to create a comprehensive, unbiased, and accurate picture of Australia's most popular figures.

## Who Are The Most Searched Australians in Australia?

Australia's most-searched personalities over the past year highlight the nation's passion for sports and entertainment. In terms of local search trends, here are the key Australian figures dominating Google:

- **Alex De Minuar (#1)** claims the top spot thanks to traffic spikes caused by major tennis tournaments.
- **Jacob Elordi (#2), Hugh Jackman (#3), Margot Robbie (#4), Nicole Kidman (#7), Julian Assange (#8)** and **Chris Hemsworth (#10)** have topped the boards indicating strong local interest in film and television.
- **Sam Kerr (#5), Daniel Ricciardo (#6), and Josh Giddey (#9)** are the remaining athletes who have bagged a place in the top 10, reflecting a strong and diverse taste for sports.

## Who Are The Australians With The Highest Search Volume Growth in Australia Over The Past 12 Months?

This section highlights the Australian figures who saw the most substantial year-on-year growth in terms of search volume. The findings below showcase how major achievements in sports and entertainment effectively capture local interest.

- **Alex De Minuar (#1)** once again claims the top spot. This shouldn't be a surprise since fresh talents that perform well quickly gain traction amongst fans.
- **Arianne Titmus (#3), Alan Jones (#6), Rachel Gunn (#7), Jelena Dokic (#8), Emma Mckee (#9), and Arisa Trew (#10)** placing high on the list once again emphasises the strong local interest for sports. It's also worth noting that recent events like the Paris 2024 Olympics have caused increased interest in Australian athletes who have participated in the event.
- **Travis Fimmel (#2), Tones and I (#2), and Nicole Kidman (#5)** are the only non-athletes in the top 10. Their continued success in entertainment has significantly contributed to the spike in their search volumes.

## Who are The Most Searched Australians Worldwide?

Many Australians transcend local fame and achieve global recognition. From established icons to rising stars, here are the Australians who have become household names around the world.

- **Margot Robbie (#1)** maintains the top position, largely due to her consistent success in Hollywood. She continuously plays major roles in high-profile films, consistently establishing her presence in global entertainment.
- **Nicole Kidman (#3), Hugh Jackman (#4), Chris Hemsworth (#5), Heath Ledger (#7), and Russell Crowe (#9)** consistently rank high in search volumes indicating that veteran Australian talent remains dominant.
- **Jacob Elordi (#2) and Milly Alcock (#10)** earned their place as young and rising stars. This is thanks to their success in their breakout roles in Euphoria and House of

The Dragon.

## Who Are The Australians With The Highest Search Volume Growth Worldwide Over The Past 12 Months?

Thanks to their remarkable performances, these Australians gained enhanced international recognition. Comprising mostly of actors, here are the figures with the biggest increase in global search volume over the past year:

- **Nicole Kidman** (#1) leads the charge solidifying her place as a global icon. Her international appeal remains strong thanks to her continued success in the film industry.
- **Hugh Jackman** (#2), **Russell Crowe** (#3), **Heath Ledger** (#6), **Travis Fimmel** (#8), **Deboralee Furness** (#9), and **Cate Blanchett** (#10) dominate the top ranks. As entertainment veterans, they consistently attract interest as globally recognised figures.
- **Leah Halton** (#4) and **Samara Weaving** (#7) are rising stars in the influencer and acting scene. Interestingly, long-time singer and actress **Kylie Minogue** (#5) has experienced a great increase in search interest.

## Who are The Most Searched Non-Australians in Australia?

Thanks to their remarkable performances, these Australians gained enhanced international recognition. Comprising mostly of actors, here are the figures with the biggest increase in global search volume over the past year:

- **Taylor Swift** (#1) dominates the list as a global music icon. On another note, rising artists such as **Sabrina Carpenter** (#3), **Olivia Rodrigo** (#6), and **Billie Eilish** (#7) sitting in the top 10 indicates Australia's strong interest in international pop stars.
- **Donald Trump** (#2), **Kamala Harris** (#4), **Joe Biden** (#8), and **Elon Musk** (#9) have also experienced substantial search interest. This can be mainly attributed to the recently concluded 2024 Presidential Election of the United States.
- **Kate Middleton** (#5) and **Barry Keoghan** (#10) are the last figures in the top 10. Search interest for Kate Middleton is constantly high due to her affiliation with the royal family while Barry Keoghan's success in the film industry has led to a great year-on-year increase.

## Why Do These Search Trends Matter for Marketers?

The search trends from the past 12 months provide invaluable insights into audience behaviour, interests, and evolving cultural priorities. The figures above paint a better picture of how well Australians are engaged with sports, entertainment, and global affairs. For marketers, this data is more than just a list—it's a clear-cut guide to business success. Here are our key takeaways from the data provided.

### Viral Moments Matter

Rising stars like Rachael Gunn (Raygun) (#7 in AU Growth) and Leah Halton (#4 in WW Growth) demonstrate how viral events or standout achievements can trigger significant search spikes. While events like the Paris Olympics only come every once in a while, it's important to take note of events that can potentially produce viral moments.

## **Aussies Love Sports**

Across all lists, some of the most searched figures are athletes like Alex De Minaur and Sam Kerr. Moreover, women's sports are seeing a surge in search interest, with Sam Kerr and Mary Fowler leading the charge. Overall, these trends indicate the increasing media coverage of women's sports.

## **Entertainment Remains Supreme**

The top 10 across all data sets made are mostly actors and musicians. Even Australian actors like Heath Ledger who have already passed away continue to gain traction thanks to his amazing performances so it's important to note the value of sentiment. However, marketers should stay on the watch for both veteran and rising stars in the entertainment industry since this data may help them find the best advocates for their brands.

## **International Affairs Are of Great Interest**

The search interest for American politicians like Donald Trump, Kamala Harris, and Joe Biden indicates the strong interest of American media and politics in the Australian public. With the current state of international affairs, the data shows that Australians are strongly invested in global political developments.

## **Monitor Search Trends to Maximise Your Marketing Strategy**

The search trends gathered by Rocket Agency offer marketers valuable insights into audience interests, cultural dynamics, and emerging trends. By understanding the figures that captivate Australians, brands can craft campaigns that resonate deeply with their target audiences. By aligning with the enduring influence of prominent Australian figures, businesses will be able to create relevant and impactful marketing strategies. Staying attuned to these shifts ensures brands remain connected, culturally aware, and poised for success in a fast-evolving landscape.

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Source : Rocket Agency

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