

Building Brand Australia

Background

- In August 2009, former Trade Minister Simon Crean announced a four year program called Building Brand Australia to be led by the Australian Trade Commission (Austrade). The announcement was a response to the 2008 Mortimer review of Australia's export policies and programs for the Australian Government, in which it was recommended Australia: "adopt a national brand and a national approach to the promotion of all dimensions of that brand – including trade and investment."
- Global research has consistently confirmed that as a nation Australia is known more for its beauty than its brains. While Australia regularly ranks in the top three nations in the world for our natural environment, high quality of life and friendly people, we are not as highly regarded for exports, investment, culture, innovation and education.
- In response to these research findings, the Australian Government committed \$20 million over four years to the Building Brand Australia Program to promote the diverse capabilities and achievements of contemporary Australia, and to better communicate the nation's credentials as a global business partner and global citizen. Austrade is the Australian Government agency responsible for the management of the Program. As a result of a competitive tender process, M&C Saatchi were appointed by Austrade as the creative agency for the duration of the program (2009-2013) to develop the brand; its visual identity, strategy, architecture and associated creative resources.
- As part of the tender process, a number of concepts were subject to extensive quantitative and qualitative research in 14 countries: Australia, China, Japan, India, South Korea, Indonesia, Malaysia, Vietnam, UK, Germany, France, Russia, USA, and Brazil. Approximately 1,000 people in each market – 14,000 in all – participated in the research conducted by global research firm, TNS.
- As a result of the research, *Australia Unlimited* was selected as the brand identity. A shortcut expression that visually and thematically reflects the way contemporary Australia sees itself, and the way we want to be seen by others. It is designed to reflect the positivity of the nation and its people – a creative, confident, ambitious and globally engaged country.
- In May 2010, the new brand was launched in Australia and to an international audience at the Shanghai Expo.
- Since its launch, *Australia Unlimited* has been successfully used at selected high profile events including the China International Small and Medium Enterprise Fair (CISMEF), **AustraliaLive**, BIO 2011 and World Summit on Arts and Culture.
- In 2011-12, the program moves from brand development to brand engagement and activation strategies.
- The Building Brand Australia Brand Engagement program seeks to identify brand partners from across government, peak bodies, the not-for-profit sector and the corporate sector who can use the brand to enhance their international work, and by so doing positively contribute in enriching Australia's international reputation.
- Austrade is a key brand partner and exemplary brand champion of *Australia Unlimited* use and effective application for international activities.