

# Building Brand Australia

## FAQs

### What is nation branding?

A nation brand represents a country as a whole. Successful nation branding identifies gaps between a country's reputation and its actual capabilities and contributions, then addresses these with a program that better communicates the country's offering.

The way a nation is perceived internationally can have a substantial impact on the ability of that country to excel in areas such as trade, investment attraction, tourism, and in its cultural and diplomatic relations with other nations. With the growing power of international media, the low cost of travel and the rise in consumer spending power, we need a strong brand in order to compete for skilled labour, trade and investment. A strong, positive nation brand encourages people to choose Australia when they want to do business, buy products or invest.

The benefits of a strong brand for Australia include:

- increased visibility of Australia's strengths as a global citizen and business partner.
- Increased opportunities for Australia to influence decision making on global issues such as climate change, poverty, peace and security.
- Improved opportunities for Australian citizens to compete on the world stage.
- Increased confidence for Australians to think and talk about their country in a positive and contemporary way and be proud of its achievements.
- Better global understanding and respect for Australia's values, strengths and way of life

### What does the Building Brand Australia program do?

In 2010, the Australian Government committed A\$20 million over four years to the Building Brand Australia Program, with the aim of developing and activating a brand identity that reflects the confidence, creativity and ambitions of contemporary Australia, and the contribution that talented Australians are making to issues of global interest.

The Building Brand Australia program provides an overarching, strategic approach to positioning Australia in the global marketplace and is being developed and implemented by the Australian Trade Commission (Austrade).

Global research confirms that 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 so strongly associated with business, technology and innovation.

In light of this research (read more [here](#)), the objective of the Brand Australia program is to enrich Australia's reputation by building awareness of contemporary credentials in business, science, education, technology, creativity and global engagement.

The starting point was to measure Australia's existing reputation and use this knowledge as a basis for taking steps to improve it. This research helped inform the development of Australia Unlimited; a contemporary brand identity for Australia.

Currently, a communications strategy is focussed on gathering and promoting meaningful stories that tell the story of Australia Unlimited. A brand engagement strategy is focussed on strengthening and establishing mutually beneficial partner relationships with organisations that have an interest and role in promoting Australia internationally. Read more about these opportunities here.

## Why is this necessary?

Global research shows that while Australia has a great reputation, it is built largely on positive perceptions of the natural beauty and lifestyle it offers. It is not as highly regarded in relation to its technology, products and services, or inventiveness.

Country perception is becoming an increasingly important factor on the global stage, determining what to buy, who to do business with and where to visit. The way we are perceived as a country can't be left to others to define. It is our role to shape and redefine what Australia stands for today.

Being a 'quiet achiever' is not going to cut it in the 21st century. Australia needs to talk about its achievements, highlight its business capabilities and promote the very significant contribution its citizens make on the global stage.

## What does the logo mean?

Australia is already well known for its friendly people, spectacular environment, resources and lifestyle. But this is only part of our story. Contemporary Australia is a confident, creative and outward looking nation, with a strong economy and an abundance of talented people.

A powerful optimism lies at heart of Australians, and this in turn drives our country forward and offers unlimited possibilities. We've defined it as Australia Unlimited – a simple, modern and beautiful brand identity inspired by our ancient land, positivity and unique global outlook.

## How can I get involved?

The Brand Australia Program seeks brand partners to further the program's objectives with target audiences in priority international markets.

- › If your core business, activity, event or program involves the presentation of Australia to an international audience we would like to hear from you.
- › If your core business is the international marketing of Australian educational services, we recommend you consider using the 'Future Unlimited' brand.

You can use Australia Unlimited by:

- › applying the 'Australia Unlimited' brand mark on your marketing collateral. This is defined as cooperative marketing.
- › applying the brand (brandmark and assets, using the brand guidelines) across specific international events, meetings and exhibitions.

The Brand Program also has limited funds available to sponsor activities that substantially add to the program or impact of existing international activities.

## Where has it been used?

Highlights from 2010-11 include FIFA World Cup (Johannesburg), Australian Export Awards Winners and Hall of Fame Dinner, Forbes Global CEO Conference, China International SME Fair, Commonwealth Games, (Delhi), FilmInk ipad launch, Australia Day address, Bio International Convention, Innovation Road Show to Europe and Latin America's premier mining event – Exponor.