

Building Brand Australia
Industry Engagement

Section 1

Background to the current
Brand Australia Program strategy



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The Building Brand Australia Program is four-year, A\$20 million government initiative to enhance Australia's international reputation.

Austrade is the government agency tasked with delivering the program.

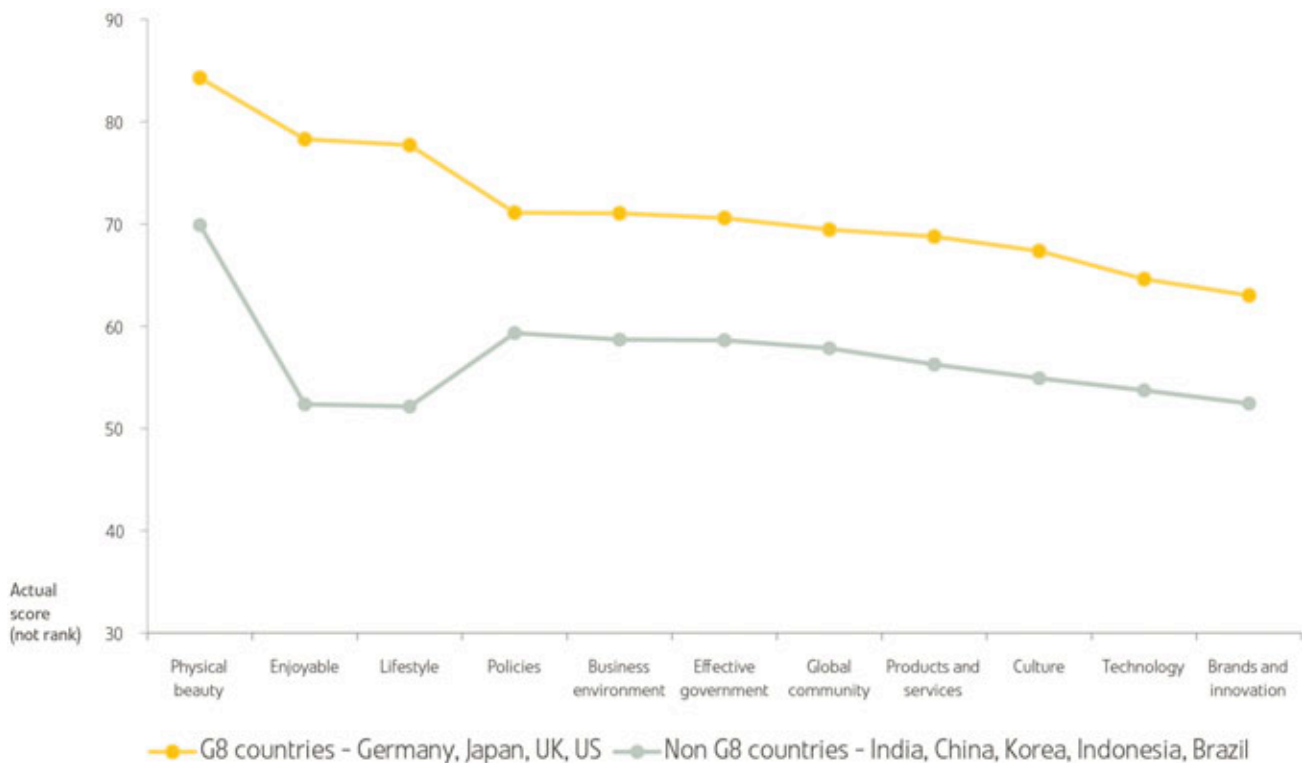
Its tasks were firstly to develop a strategic understanding of Australia's strengths and weaknesses.

And secondly to establish and activate a brand program to enrich Australia's reputation.

Evidence-based

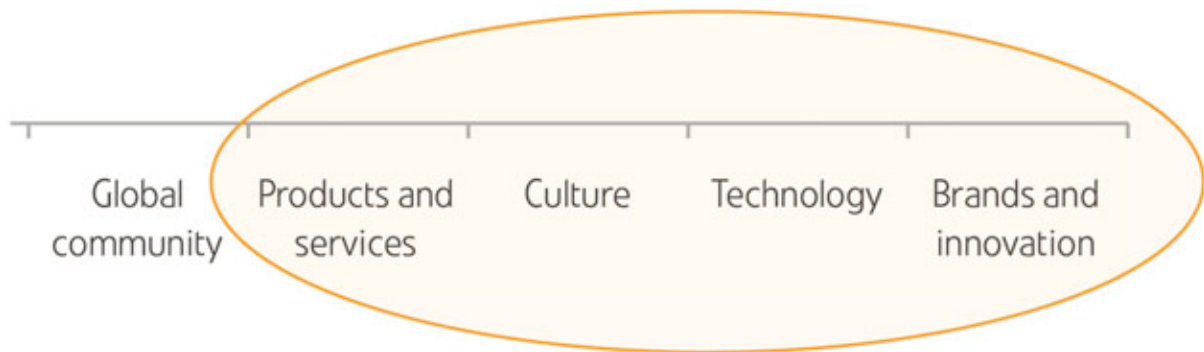
Work in the field of 'country branding' shows that having a good international reputation – 'nation brand' has a direct correlation with positive investment, export, education, tourism and skilled workforce outcomes.

The research that underpins the program has been used to develop a program strategy, which targets activity to where efforts to enhance Australia's international reputation are most needed.



The research tells us that overall Australia has a good reputation, but that it is one which is based on lifestyle and physical beauty attributes. It is not a reputation that positions Australia optimally for international business.

While the non-G8 countries consistently perceive Australia less favourably than the G8 countries, Australia's perceived strengths and weaknesses are remarkably similar across the board.



This means the areas in which the program will concentrate are clear.

But this is the result of just one of the research studies on which the program is based.

When Australia's relative areas of strength and weakness are analysed across all three studies – the areas in which we are perceived as being more weak are:

- Business
- Science
- Education
- Technology
- Creativity (arts, culture and design)
- Not-for-profit activity

and these are the focus areas of the Brand Australia Program.

Brand positioning opportunity

With the first task of developing the research base for the program underway, attention then turned to the development of the brand itself.

Again, substantial international research took place to understand the strengths and weaknesses of the proposed brand concepts.

From this research, the real opportunity and strategy of the brand program became clear.



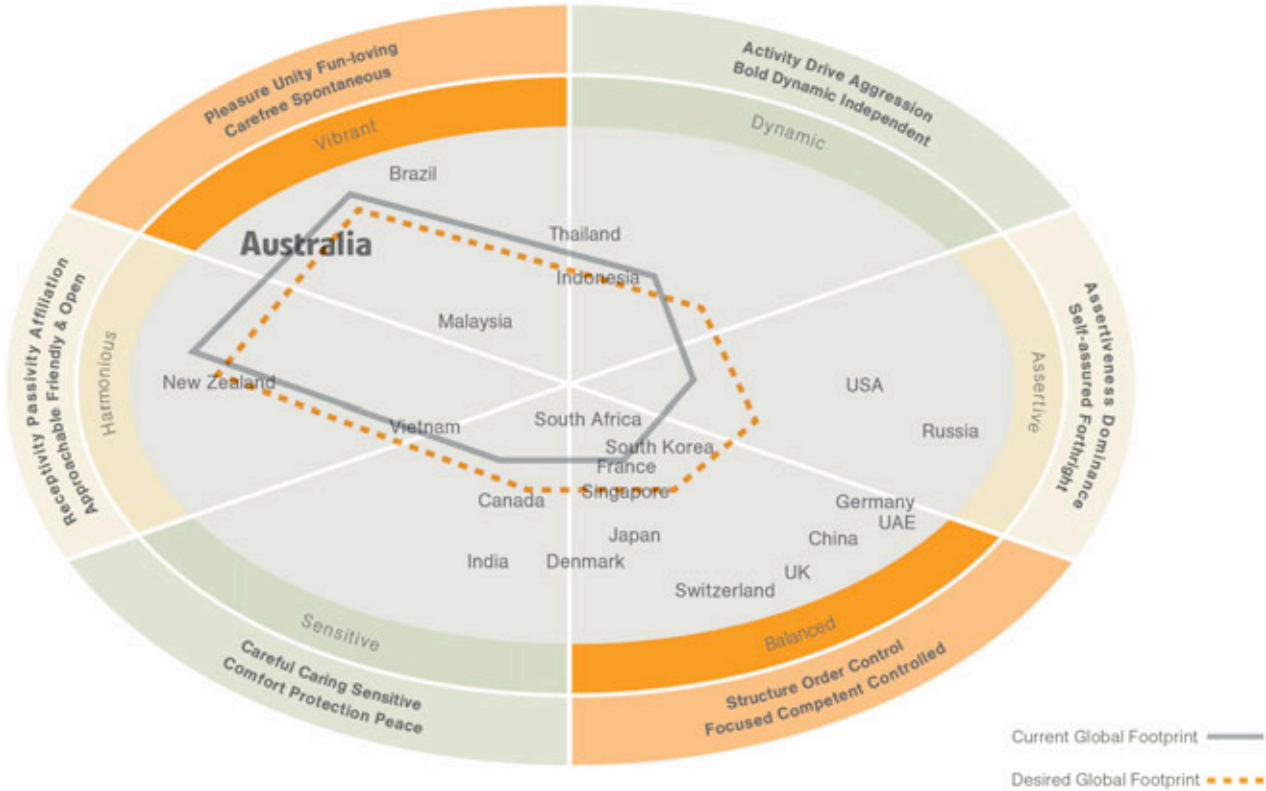
This is a brand archetype model, used to capture the emotional and rational responses to brands and to tease out subtle differences between brands.

When it was applied to nation brands, to test concepts that were in development for Australia's nation brand, it revealed a strategic opportunity.

Australia is viewed as 'positively different'. This means there is 'room' or 'space' for the world to hear our story. There is space for us to communicate clearly about Australia's capability.

By tapping into the general good feelings about Australia, there is the possibility to enhance and enrich international perceptions of Australia.

Another way to conceptualise this, is by looking at our brand footprint. Where the goal of the Brand Australia program is to stretch the perceptions of Australia into the more business focused ('assertive' and 'dynamic' areas).



When it comes to the 'Australia Unlimited' brandmark – the research shows us this brand – more than any other – both tapped into existing positive views about Australia, and readied the audience to receive messages that were more future focused and contemporary.

Read more about the Australia Unlimited brand.

Strategic Program

The final level of research that has informed the development of the Building Brand Australia program is the substantial industry consultation that took place in 2009-10.

At this time, the consensus from industry was that there was a real need for consistency in how we presented ourselves internationally (the brand), and that to effectively promote Australian capability offshore, fresh and compelling content for case studies would be required.

Our current program strategy therefore is to develop content which shows Australian capability and success, particularly in those areas where we are perceived as being weaker, which is targeted to a high level international audience across our focus markets.

In Section 2, you can find out how to contribute your industry's and/or your organisation's stories of achievement and success to the Brand Australia content platform for distribution to international media channels and online content channels.