


AUSTRADE Building Brand Australia  
**Australia Unlimited**  
A context for promoting the  
international education sector

14 October 2010



“Being the quiet achiever won’t cut it  
these days”.

Rt Hon Simon Crean MP, Former Minister for Trade  
(Brand Australia Launch, 14 May 2010)

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## Program Goals

Increase visibility of Australia's strengths as:

- A global citizen
- A constructive global contributor
- A global business partner
- A world-class destination

Enhance the ability of Australians to succeed in the global marketplace

Contemporise the way Australians think and talk about the nation

Improve global understanding and respect for Australia's strengths, capabilities and values

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## Some Key Challenges

More than a logo

Extend and build on established brand strengths

Long-term reputation building

Overseas impact, domestic support

No centrally-enforceable mandate

Diversity of strengths, skills, assets and capabilities

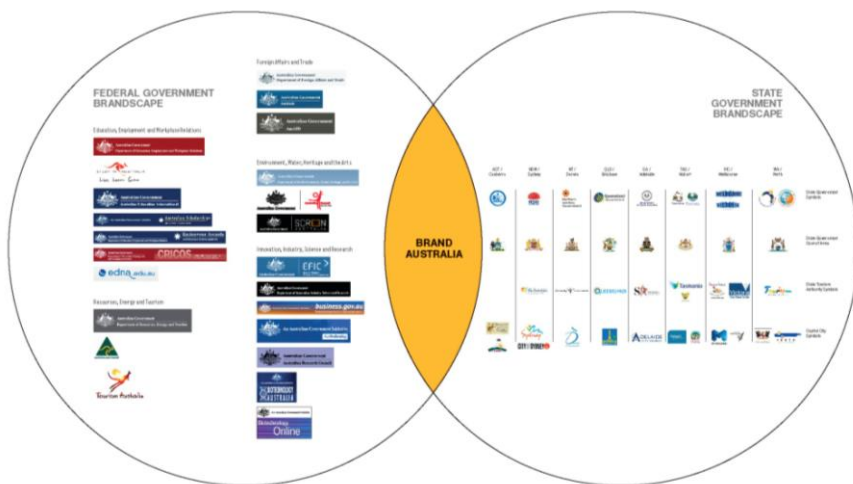
Trade and investment versus leisure/ tourism alignment

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## Market Brandscape

## National & State Brandscape



## Global Brandscape (1)



Trade

Tourism

Trade

Tourism

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## Global Brandscape (2)



Trade

Tourism

Trade

Tourism

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## Where Australia Sits Today

### The Perception 'Gap'



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## Key Perceptions & Associations

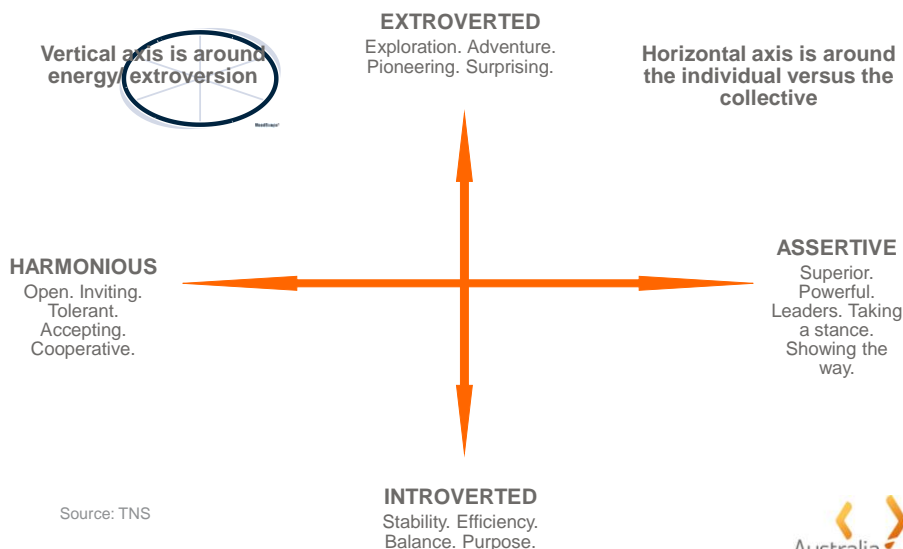
Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Quality of life, beautiful country</li> <li>Land of opportunities</li> <li>Free and fair society</li> <li>Buoyant, optimistic consumers</li> <li>Opportunities for enjoyment and entertainment</li> <li>Good humoured, fun, welcoming</li> <li>Multi-cultural compassionate</li> <li>Safe tourist destination</li> <li>Survived the GFC well</li> <li>Good education system</li> <li>Easygoing, adaptable</li> </ul>	<ul style="list-style-type: none"> <li>Not visible, not much in the news, not often heard/ talked about</li> <li>Lacks sound diplomatic skills</li> <li>Does not value culture over more functional things</li> <li>Does not take a long-term view</li> <li>Does not invest heavily in innovation</li> <li>Does not provide a stage for companies to learn</li> <li>Does not stand out, is not different</li> </ul>

Source: TNS

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## Country Map Tool

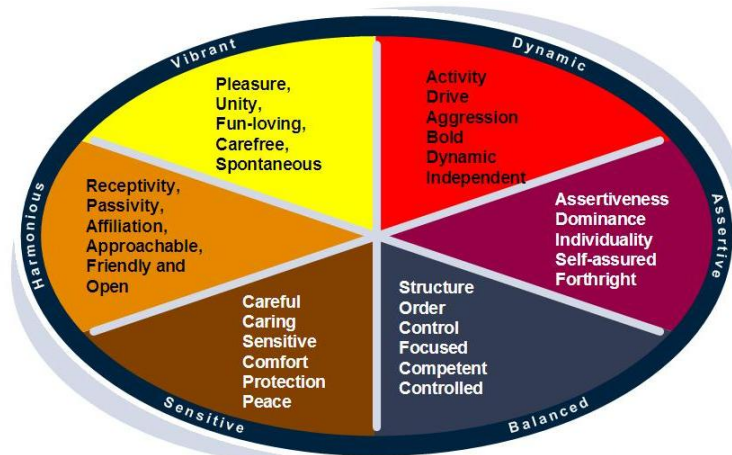


Source: TNS

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## Understanding the Segments



Source: TNS

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## Where Australia Currently Sits

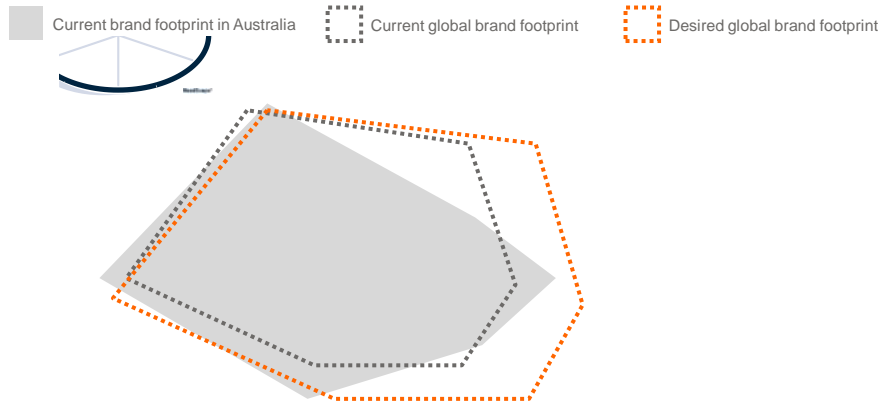


Source: TNS

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## Stretching the Brand Footprint

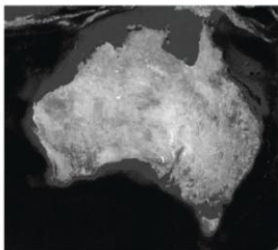


Source: M&C Saatchi, TNS

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## Brand Identity Inspiration



**A CONTINENT NATION:**  
PROPERTY OF AUSTRALIA.  
UNREFUTABLE SYMBOL THAT  
UNIFIES US FROM ALL BACKGROUNDS.



**BEYOND THE SURFACE.**  
LIMITLESS.  
OPTIMISTIC.

**CONFIDENT  
CONTEMPORARY  
AUSTRALIA**

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Brand Identity



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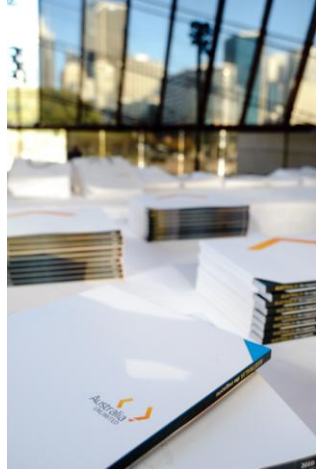
Program Launch



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## Program Launch



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## Magazine



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## China International SME Fair



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## Brand Launch Video



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Thank you