



FAQ

What is Brand Australia?

- Building Brand Australia is a \$20 million program to provide an overarching, strategic approach to positioning Australia in the global marketplace.
- This is the first time Australia has committed to an overarching brand for the nation. Brand Australia is not an advertising campaign but a broad program of activities to better position Australia internationally.

What is the objective?

- The intent of the program is to ensure Australia is as highly regarded as a global citizen and global business partner, as it is a holiday destination.
- Brand Australia will provide an umbrella brand promoting Australia's many capabilities in business, science, global governance, the arts and community-building.

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.
- To maintain its competitiveness in the 21st century and continue to build productive and collaborative international relationships in business and industry, Australia needs to talk about its achievements, highlight its business capabilities and promote the very significant contribution its citizens make on the global stage.

How will it work?

- Brand Australia will use the country's many achievements, across all sectors, to position Australia to the world as a unique, strong, fair and future-focused nation.
- The next step will be to develop the brand architecture and encourage Australian government organisations and businesses to co-brand their products. This could include Australia Unlimited branding of overseas scholarships, and selected exports.

What does the logo mean?

- The logo is a representation of Australia symbolising the nation's growth and expansion. It embraces the best of Australia and speaks to the future-focused nature of its endeavours and the outward-looking approach of Australia to global affairs.

How much is this costing?

- The budget for the four-year program is \$20 million.

Where do I get more info?

brandaustralia.gov.au
trademinister.gov.au
austrade.gov.au

Austrade media inquiries

In Shanghai – David Varga: +86 (21) 6103 5611 or +86 1 3801 737 940
In Australia - Rebecca Glenn: +61 (2) 9390 2703 or +61 447 204 934