

Bloom Consulting

Countries Regions and Cities

London and Madrid

September 1st 2018

Australia commissions Bloom Consulting to assist on the Nation Brand of the Country.



Kickoff meeting between Austrade, Bloom Consulting and the Nation Brand Advisory Council - Canberra, Australia June 2018

Austrade the Australian government department responsible for international trade has been given the mandate to create the new Nation Brand strategy of Australia and has commissioned Bloom Consulting to assist on the development of the strategy.

This project is a unifying initiative for the Country. Australia's Nation Brand will be built upon and draw on the Country's competitive, sustainable and unique attributes, representing all Australian industries, services and citizens. Through a set of all-embracing policies and initiatives, Australia's Nation Brand will help improve the Country's reality, drive Australia's competitive edge and enhance even more its international reputation, and, in doing so, positively change perceptions of the country.

The project scope encompasses analyzing the current global reputation of Australia and identifying specifically what the necessary strategy and steps are required to position the Nation Brand in a way that it can contribute to the development of Australia.

This large-scale Nation Branding Project commenced during the second half of 2018 and will take six months to complete. During that period Bloom Consulting specialists will provide advice on developing the Nation Brand strategy plus the best way to structure and manage the implementation of the project while assessing the reputation of Australia around the globe.

More information about the project here:

<https://www.austrade.gov.au/nation-brand>

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand and City Brand strategies for governments around the world, and collaborate with Prime Ministers, Presidents and mayors, as well as tourism bureaus and trade and investment agencies. Bloom Consulting have worked extensively in the field of Country Branding, having worked with over 65 Countries Regions and Cities in 5 Continents. In addition, Bloom Consulting are official data partners of the World Economic Forum, having contributed data to the recently published Travel and Tourism and Competitiveness Report 2017.

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