

# Bloom Consulting

Countries Regions and Cities

London and Madrid

February 21<sup>st</sup> 2022

## Australia has launched its Nation Brand



Bloom Consulting holds workshops to develop the Nation Brand of Australia

Bloom Consulting worked closely with the Australian Trade and Investment Commission (Austrade) to develop the Australia Nation Brand strategy and it is finally here!

This large-scale project began in the second half of 2018. Bloom Consulting was asked to develop a unified and consistent representation of Australia's capabilities to improve the country's global competitiveness across different sectors.

The project began with establishing a comprehensive understanding of international perceptions and evaluating the performance of Australia's Nation Brand as part of the study.

Bloom Consulting then focused its attention on an international strategy that would build on Australia's reputation overseas in the areas of export, foreign direct investment and talent. Part of this process was to define and identify Australia's Central Idea and develop a Nation Brand Strategy, including a framework and consistent narrative to create an effective Nation Brand.

Bloom Consulting identified, through research, local consultations and workshops what would culminate in a Central Idea that reflects what Australia represents. The Central Idea of Australia became 'optimism'. A distinctive feature of Australians' character is to think positively about everything they do. Australians with their youthful spirit and smiles do have a «good feeling about the future».

The Bloom Consulting team visited different states and territories to engage and explain to key stakeholders its research, Central Idea and how all those involved in developing Australia's Nation Brand can do so on brand.

**Bloom Consulting**, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having carried out projects on five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

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During this time, Bloom Consulting conducted workshops and webinars with a total of 104 total participants ranging from Board Members to CEOs and business managers to marketers.

As a result of those (and ongoing) efforts, Australia's Nation Brand strategy became a genuinely national endeavor. It has the active support of a nation-wide network of Australia brand builders across different sectors and industries, in and outside Australia, such as governments and ministries at national, state and territory levels, associations, youth and cultural agencies, and the community.

It was a great honor for the Bloom Consulting team to work with Australia's Nation Brand!

Welcome to Australia's Nation Brand: [brandaustralia.com](http://brandaustralia.com) A lot is still to come; the website is just a teaser for a range of projects.

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