



# Australian Government response to the final recommendations of Australia's Nation Brand Advisory Council

Senator the Hon Simon Birmingham, Minister for Trade, Tourism and Investment sincerely thanks members of Australia's Nation Brand Advisory Council for their leadership, advocacy and contribution to the development of Australia's new Nation Brand culminating in the Brand Advisory Council Recommendation Report in December 2019.

The Australian Government has reviewed and considered the strategic, narrative and visual chapters of the report and has accepted the recommendations of the Advisory Council. This includes the adoption of Option Two for implementing the narrative of 'uniqueness'; which simply and cleanly invites international audiences to conclude 'Australia' is the country to buy from, invest in, collaborate with, study in and visit.

The Australian Government appreciates the time, effort and insights Advisory Council members contributed, in addition to the extensive international market research and domestic industry consultation that occurred throughout the development process.

The coronavirus outbreak has disproportionately impacted Australia's international-facing businesses. While the commissioning of the new Nation Brand pre-dates the global pandemic, it will be a critical part of the recovery, as Australian exporters seek to maximise exposure for their products and services, both with existing customers, but particularly with new and diverse markets. The timing and manner of use of the brand must be carefully attuned to our circumstances.

The Australian Government appreciates the active involvement and support of the states and territories in the development and application of the new Nation Brand. A bold and unified approach to Nation Branding will deliver the greatest impact in global markets and in Australia's engagement.

The Australian Government welcomes the commitment of the Advisory Council to champion the values and personality of the brand across business and the wider community. The unified efforts of Australian governments, industries, businesses and communities in applying the Nation Brand will play an important role in strengthening Australia's engagement with the world. These collective efforts will help underpin the important focus and work of generating expanded trade, tourism and investment opportunities and growth for the benefit of all Australians.