

Exporters to harness the power of Australia's nation brand

October 2012, Sydney – The Brand Australia Program today announced a new partnership with the Export Council of Australia to trade on Australia's status as one of the world's most popular nations.

The Export Council of Australia is the peak industry body for the Australian export community. Under the arrangement, the Council will licence its members to use *Australia Unlimited* logos, images and digital content, encouraging the uptake of consistent national branding.

The Government launched *Australia Unlimited* in 2010 through the Austrade-managed Brand Australia Program, aiming to broaden perceptions of the country as a modern, innovative economy.

Research shows Australia's reputation has improved since then, with global studies now consistently showing Australia is one of the world's most admired nations.

The Reputation Institute's latest annual CountryRepTrak survey, for example, found people in G8 advanced economies now rank Australia second out of 50 countries on economic, social and aesthetic factors.

Austrade's Executive Director of Australian Operations, Tim Beresford said there had never been a better time to partner with *Australia Unlimited*.

"A strong country brand is the best gift a nation can give its exporters," Mr Beresford said.

"The more others trust, admire and respect Australia, the more likely they are to invest in our people, ideas and products, and to send their children to study in our universities.

"*Australia Unlimited* feeds into this positive sentiment, as well as providing exporters with a convenient way of harnessing it," Mr Beresford said.

Executive Director of the Export Council of Australia, Ian Murray said the Council had been a strong supporter of the Brand Australia Program and was proud to become an official partner.

"In 2009, the Export Council of Australia participated in a series of discussions about the importance of the image Australia projects for exporters, and the ways in which industry might benefit from and contribute to

updating Brand Australia. Those conversations resulted in the Building Brand Australia Program,” Mr Murray said.

“When Australian exporters think about their international marketing strategy, they should be thinking about how to make the most of their ‘Australianness’, and how to emphasise qualities, ideas and skills that will help enhance Australia’s image over time.

“The best way to make the most of ‘Australianness’ of course, is to use the *Australia Unlimited* brand and we will be helping our members to do so,” Mr Murray said.

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About *Australia Unlimited*

Building Brand Australia is the Australian Government’s nation brand program, represented by *Australia Unlimited*. The campaign aims to build on the reputation held by Australia’s people, lifestyle and natural resources and to promote its creative, intellectual and commercial credentials to a global audience.

The *Australia Unlimited* iPad magazine and website tells the story of contemporary Australia through the achievements of its people in creative arts, business, science and humanitarian endeavours around the world. To explore a different side of Australia, visit www.australiaunlimited.com, download the free iPad or iPhone magazine from the App Store, or follow @AusUnlimited on Twitter.

About the Export Council of Australia

The Export Council of Australia (ECA) is the peak industry body for the Australian export community. The ECA is the next step in the evolution of the Australian Institute of Export (AIEx) which, for over 50 years, has had the interests of Australian exporters at heart.

Owned by its members, and steered by a Board and a Council of Industry specialists, the ECA is a not-for-profit organisation that has the development of Australia’s resources via the promotion of Australian industry in international markets as its primary goal. The ECA represents large, medium and small exporters.

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