

# Introducing Australia's Nation Brand

## Our Brand Promise

“Our irrepressible sense of optimism **drives everything we do.**”

## What is a Nation Brand?

It defines how we act, speak and look across everything we do, because when we talk to the world with one voice, our voice becomes stronger.

## Why a Nation Brand?

The world knows us for our sunny weather, beautiful landscapes and unique wildlife, but these attributes just scratch the surface. Australia's Nation Brand provides a unifying consistent approach for promoting the breadth of Australia's people, places, products and services internationally.

## How We Act

Our optimism is present in the behaviours we show to the world. We build trust, we're resourceful and creative, and we value fairness and mateship.

## How We Speak

We tell unique Australian stories that showcase our people, places and products. Our tone of voice is positive, clever, down-to-earth and friendly.

## How We Look

Our look draws inspiration from our rich culture, our landscape and the sunny optimism of our people.



Find out more at  
[brandaustralia.com](http://brandaustralia.com)