

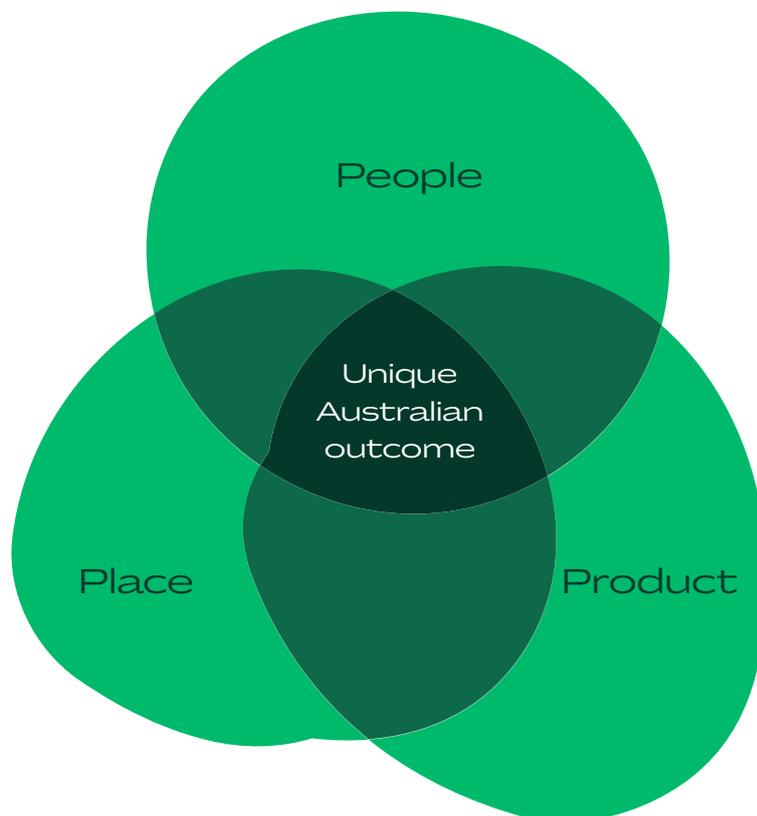
A step-by-step guide to

Telling Australian stories using Australia's Nation Brand

This guide draws on Australia's Nation Brand to help you create your organisation's own uniquely Australian story. It takes you through seven simple steps and provides space for you to type your answers as you go. Or you can choose to print this document and write your answers - it's up to you!

By the end of this document, you should have an outline for a unique Australian story that will inspire and engage others. Use it to develop presentations, speeches or case studies for your organisation.

Australia's Nation Brand storytelling framework combines people, place and product to create a uniquely Australian outcome.



Why we need to create uniquely Australian stories

Creating new stories with Australia's Nation Brand storytelling framework helps to:

- 1.** Celebrate diverse stories that leverage our fame as a beautiful travel destination to create a more balanced narrative.
- 2.** Demonstrate the idea of irrepressible optimism.
- 3.** Increase the perception of Australia on the world stage as creative, resourceful, trustworthy and fair.

How we create Australian stories

We create new stories by:

- 1.** Using the storytelling framework that combines people, place and product.
- 2.** Deliberately integrating the behaviours of Australia's Nation Brand into the story.
- 3.** Emphasising the values that are relevant to you – choose from creative, resourceful, trustworthy and fair.



Let's begin:

What industry are you representing in this story?

Step 1:

Name your story

Don't spend too much time thinking about this – it won't appear anywhere.

Write it down here:

Also write it at the top of the framework on the last page.

Step 2:

Choose the values you'll represent

Which of the three core values of Australia's Nation Brand do you need to dial up?

Overall, the most important value to emphasise is creativity & resourcefulness, which is Australia's edge in innovation. However, in some sectors, it may be important to promote another value listed below.

Place a tick in the box below.

Creativity & resourcefulness

Australia brings creativity and resourcefulness to some of the biggest problems in the world. We solve them differently and in clever ways. We have an amazing track record of innovation, from creating the Hills Hoist clothes line, to inventing Wi-Fi.

Trustworthy

If there's a tight spot, or a storm on the horizon, we're the partner you'd want at your side. We're trusted because we deliver on what we promise. We put ourselves and our ideas out there for the benefit of people all over the world.

Fairness & mateship

Whether it's in our own backyard or not, we always look out for one another, because that's what mates do. We are proud of our multicultural, merit-based society that gives us our 'we're in this together through thick and thin' approach to life.

Now write this value in the box next to **Key value** at the top of the last page of this document.

Step 3:

Celebrate the people

We need to show how the people in your story demonstrated irrepressible optimism.

- a. Write down the names of the people or group of people that are involved in the story. If it's not one person, that's okay. Write down a few names, or give this group a name.

- b. Now think about the way this person or group approached the creation of the products or services. Which of the following most demonstrates their behaviour? (tick one below)

The **positive attitude** they brought and demonstrated

Their **outward looking** approach

Their determination to **make it happen** in not just any way, but the best way

The **free thinking** they brought to the table

- c. Next, think about two examples of how they demonstrated this behaviour. Fill in the table below with as many words as you like.

| Person or group | Behaviour | Example 1 | Example 2 |
|-----------------|-----------|-----------|-----------|
| | | | |



Step 3 continued:

Celebrate the people

- d. Think about how you can now start to bring these elements together. Fill in the boxes below to help kick start your writing.

The people of
demonstrated
through
and while working on this initiative.

What's the shortest way you can write this? Write or type this below.

Take the wording that you wrote directly above and place this into the **PEOPLE** circle on the last page of this document.

You've now completed the **people** element of your story. Now, let's consider the **place**.

Step 4:

Consider the role of place

We need to show the world that it's not just the people in Australia that are important, but the places too. It's about providing the Australian edge to the stories we tell.

- a. Write down the name of the location at the heart of the story.

- b. Think about what is unique about that place. What makes this place not just different to the rest of Australia, but the rest of the world? Is it community spirit? Is it natural beauty? Perhaps it's the fantastic collaboration that occurs in the area. Or the fact that a high number of start-up organisations are based in the area. Maybe it's the soil that grows the best produce. Write down two reasons in the table below.

| Place: | Unique factor 1: | Unique factor 2: |
|--------|------------------|------------------|
| | | |



Step 4 continued:

Consider the role of place

- c. Think about how you can start to bring these elements together. Fill in the boxes below to help kick start your writing.

The place
is unique because of its
and and without this,
the product or service would not exist.

What's the shortest way you can write this? Type or write your answer below.

Take the wording that you wrote directly above and add it into the **PLACE** circle on the last page of this document.

You've now completed the **place** element of your story. Let's consider the **product** or service.

Step 5:

Celebrate the product, service, policy or initiative created

Write the product or service here:

Also fill in the **PRODUCT** circle on the last page of this document with the answer above.

Step 6:

Articulate the uniquely Australian outcome

It's now time to bring the three previous elements together and celebrate the unique outcome. Write your people, place and product in the relevant boxes below.

“Thank goodness for the amazing that
BEHAVIOUR

demonstrated.
PERSON OR GROUP

Together with the from the place of
UNIQUE FACTORS

they unlocked the
LOCATION PRODUCT OR SERVICE

Think about the shortest way you can write this that gets to the heart of the story. Type or write this below.

Add the wording above to the box called **UNIQUE AUSTRALIAN OUTCOME** on the final page of this document.

You're there! You've outlined your unique Australian story.

The final step is making sure you tell the story in an Australian way.

Step 7:

Check your tone of voice

We need to make sure we're telling stories in an Australian way. That's what our tone of voice helps you to do.

Personality

Visual and verbal tone

Down-to-earth

From drought, to bushfires, and economic transition we have no shortage of reasons to keep a healthy sense of perspective. We know we can get through things together.

Friendly

No matter the challenges we face, we never drop our trademark friendliness. It's this ability to keep morale up no matter what that makes us good friends, workmates and trusted business partners.

Optimistic

It's our optimism that makes us so resilient and determined. It enables us to get back on our feet time and time again. The belief in our people, place, products and services is the foundation of our irrepressible optimism.

Clever

Our resourcefulness and creativity mean that we don't always follow convention. We do, however, always push to reach for new and unexpected frontiers, no matter the odds.

Dynamic

We're good in a crisis because we've always had to be agile and quick moving. From the First Australians, to our multicultural modern nation, our unique blend of people and experience unlock adaptability.

Keep doing

This is what we're known for. At a minimum, we need to not directly contradict these. Good to maintain.

Emphasise

Compelling and the cornerstone of our spirit.

Dial up

These are areas Australia is less well known for. We need to focus on dialling these up.



Your uniquely Australian story

Name of your story:

Key value:

