

Albany and Madrid

June 15th 2021

Bloom Consulting will perform a study on the new Great Southern Region Place Brand strategy



Bloom Consulting has been commissioned by the Great Southern Development Commission (GSDC) to assess the risks and challenges of developing a new Place Brand strategy for the Great Southern Region in Australia.

The aim of this project will be to understand current stakeholder buy-in of the project and provide the initial understanding of Place Branding benefits for the region. In order to do so, Bloom Consulting will carry stakeholder consultations, analyze available documentation, and showcase relevant case studies.

Bloom Consulting will provide GSDC with assessment of the viability of the project, providing the recommendations moving forward.

We cannot wait to start working with this amazing region located in the south of Western Australia!

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 worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

www.bloom-consulting.com