

# Repositioning ACRE to lead rural renewal—and inspire a global movement

July 2025





# The Organisation



**Established in 2013, the Australian Centre for Rural Entrepreneurship (ACRE) exists to reimagine what's possible for rural Australia.**

By embedding entrepreneurial learning in schools, supporting place-based innovation, and catalysing community-led enterprises, ACRE builds the capacity of rural communities to lead their own change.

Its bold vision: thriving rural communities driven by young people and entrepreneurship, with a proven model that could be replicated globally.





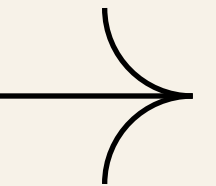
# The Challenge



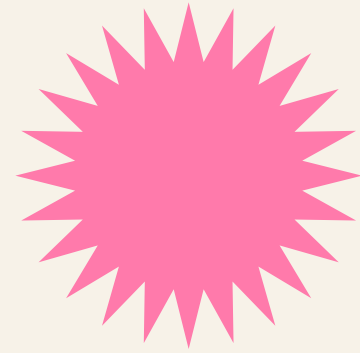
**Despite years of impact on the ground, ACRE's brand wasn't working hard enough to unlock the next level of influence:**

- A fragmented identity and complex brand story
- Difficulty communicating its value to funders, policymakers and media
- Missed opportunities to scale proven models across new regions and sectors

ACRE needed a brand that could inspire belief, drive influence and scale impact nationally—and beyond.







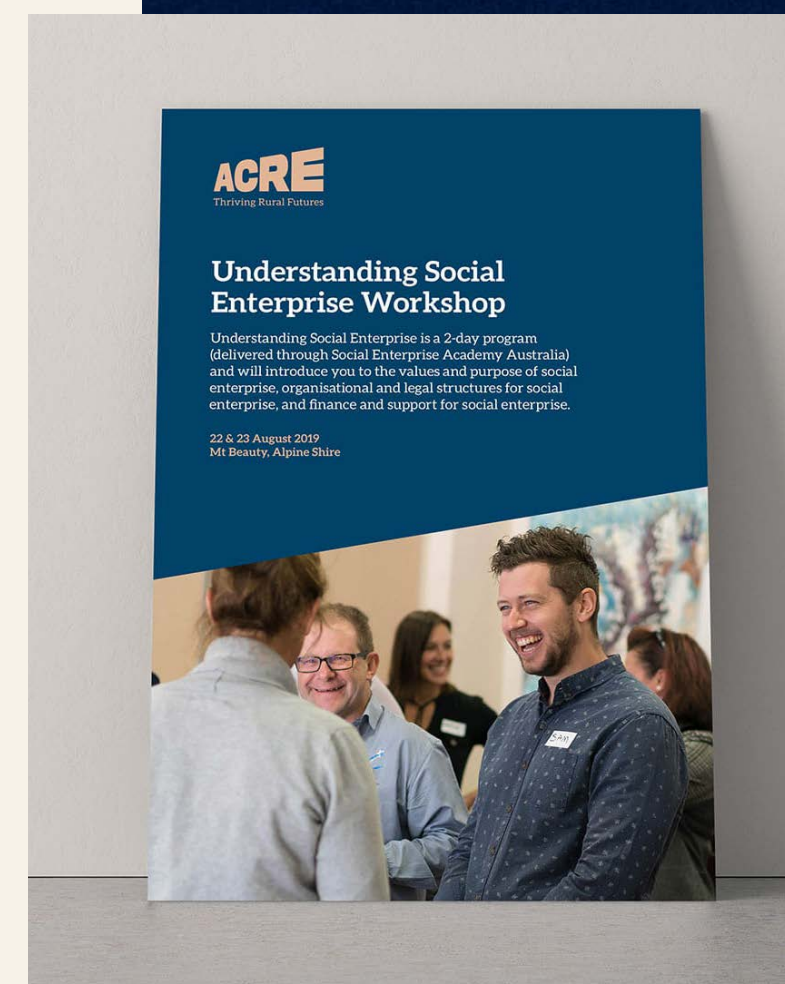
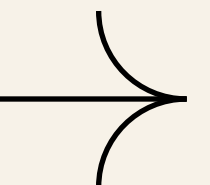
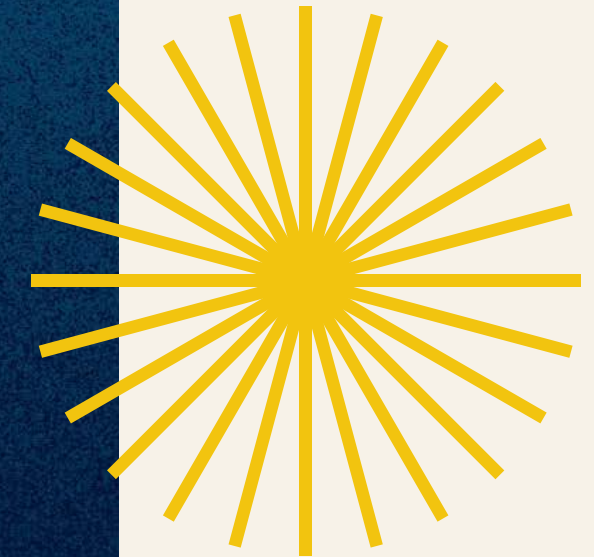
# The Project



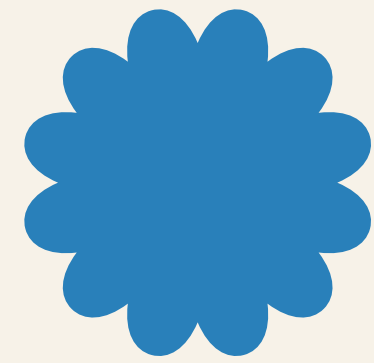
**In partnership with Taylor & Grace, ACRE undertook a bold brand transformation:**

1. Developed a clear, cohesive brand strategy that captured ACRE's essence
2. Designed a new logo, tagline and messaging system with wide stakeholder input
3. Created a proprietary visual model to communicate ACRE's proprietary methodology
4. Unified a suite of sub-brands under a single system
5. Equipped the team with a flexible, future-ready identity to grow with the organisation

This wasn't just a refresh—it was a reorientation around purpose, with a brand built to lead change.







## The Impact (5 Years On)



### A Platform for National Leadership

ACRE is now firmly established as the leading voice on rural entrepreneurship in Australia—trusted by funders, governments, educators and communities.

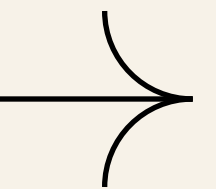


*“The brand gave us legitimacy and clarity. It helped us cut through and build trust at the national level.”*

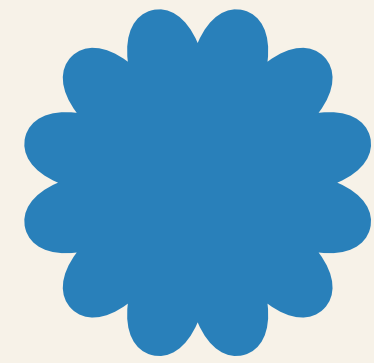
—Matt Pfahlert,  
CEO and Co-Founder

### Major Funding and Strategic Partnerships

The new brand helped ACRE attract significant new partners and transformational investment, including from:



This unlocked program expansion and impact at scale—including embedding entrepreneurship education in rural schools and enabling new social enterprises.



# The Impact (5 Years On)



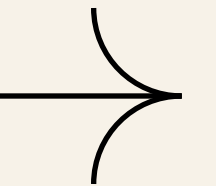
## Internal Alignment and Momentum

- Staff and partners now speak with a unified voice
- The brand language and strategy shape internal decision-making
- A renewed culture of confidence, clarity and purpose drives the work

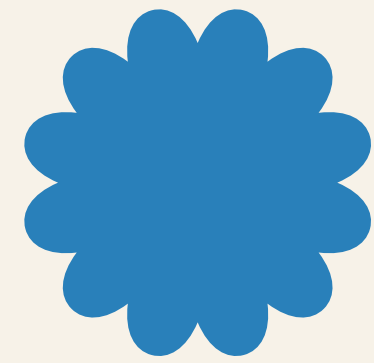
## Recognition in Rural Communities

The rebrand resonated across regional Australia:

- Gave communities hope and confidence in ACRE's model
- Enabled greater engagement with local councils, educators and changemakers
- Accelerated the formation of rural-led, place-based enterprise initiatives







# The Impact (5 Years On)

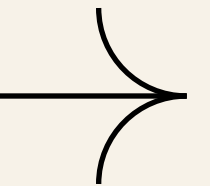


## Igniting Global Potential

Today, ACRE is on the cusp of something bigger.

The credibility and clarity of its brand has opened doors to international collaboration, positioning ACRE to convene a global impact network grounded in its rural entrepreneurship model.

- ACRE is now exploring shared learning and replication beyond Australia
- International partners are recognising the potential of ACRE's methodology
- The brand is enabling ACRE to move from national exemplar to global catalyst



*“We’ve always known our model was globally relevant. The brand gave us the confidence, clarity and credibility to begin convening something much bigger.”*

—Matt Pfahlert





## Looking ahead



**As ACRE helps shape rural policy and builds new global collaborations, its brand continues to serve as a platform for influence, alignment and action.**

*“The rebrand wasn’t just a design change. It was the start of a new chapter—for our team, for the communities we serve, and for what’s possible in rural renewal globally.”*

—Matt Pfahlert







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that change  
the world**

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