

# Case Study

Repositioning ACRE  
to lead rural renewal  
and inspire a global  
movement



benefolk

# 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

## ACRE undertook a bold brand transformation:

Our partnership with ACRE has spanned many years, supporting not only brand evolution but broader organisational strategy and planning. This has helped clarify priorities, strengthen focus, and create the conditions for successful new venture launches and future growth.

- Developed a clear, cohesive brand strategy that captured ACRE's essence
- Designed a new logo, tagline and messaging system with wide stakeholder input
- Created a proprietary visual model to communicate ACRE's proprietary methodology
- Unified a suite of sub-brands under a single system
- 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)

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## 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)

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## 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, CEO and Co-Founder

# The impact (5 Years On)

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

