

## Outcome 3

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**Public understanding in Australia and overseas of Australia's foreign and trade policy and a positive image of Australia internationally**

### OUTPUT 3.1

#### **EFFECTIVENESS**

Public information and media services on Australia's foreign and trade policy

Projecting a positive image of Australia internationally

Freedom of information and archival research and clearance

#### **QUALITY AND QUANTITY**

### ADMINISTERED ITEMS FOR OUTCOME 3

#### **QUALITY AND QUANTITY**



*Australian High Commissioner to India, Penny Wensley, visited a rehabilitation centre in Kolkata, which received funding under the department's direct aid program. Photo: Mr P.N. Srivastava.*



*Minister for Foreign Affairs, Mr Alexander Downer, and Minister for Trade, Mr Mark Vaile, launched the design for the Australian pavilion at the 2005 World Expo, Aichi, Japan, in Canberra in February 2004. Also pictured are Parliamentary Secretary to the Minister for Trade, Mrs De-Anne Kelly, Japanese Ambassador to Australia, His Excellency Mr Kenzo Oshima and Mrs Kazuko Oshima. Photo: AUSPIC/David Foote.*



## PERFORMANCE INFORMATION FOR OUTCOME 3

### **Effectiveness indicators—overall achievement of the outcome**

Indicators to assist in assessing the success of the department's contribution to the achievement of this outcome are:

- Australians provided with comprehensive, relevant, up-to-date information on Australia's foreign and trade policy
- Effective promotion of accurate and positive perceptions of Australia overseas.

TABLE 12. FINANCIAL AND STAFFING RESOURCES SUMMARY FOR OUTCOME 3

Public understanding in Australia and overseas of Australia's foreign and trade policy and a positive image of Australia internationally

	Budget* 2003–2004 (\$'000)	Revenue from other sources	Actual 2003–2004 (\$'000)	Variation (actual less budget) (\$'000)	Budget** 2004–2005 (\$'000)
<b>Administered expenses</b>					
Grants and contributions	21 485	0	21 396	(89)	21 899
Australia's participation at 2005 World Expo in Aichi, Japan*	1 741	383	2 124	0	26 722
<b>Total administered expenses</b>	23 226	383	23 520	(89)	48 621
<b>Price of departmental outputs</b>					
Output 3.1—Public information services and public diplomacy	49 777	0	56 499	6 722	48 969
<b>Appropriation from government for departmental outputs</b>	49 777	0	56 499	6 722	48 969
Revenue from other sources	567	0	2 023	1 456	698
<b>Total price of departmental outputs</b>	50 344	0	58 522	8 178	49 667
<b>Total resourcing for Outcome 3</b> (Price of departmental outputs plus administered expenses)					
	73 570	383	82 042	8 089	98 288
* Full-year budget, including additional estimates					
** Budget prior to additional estimates					
			<b>2003–2004 Budget</b>	<b>2003–2004 (Actual)</b>	<b>2004–2005 (Estimate)</b>
<b>Average staffing level (number)*</b>			224	223	222

\* Includes overseas locally engaged staff

## OUTPUT 3.1:

Public information services and public diplomacy

### **3.1.1 PUBLIC INFORMATION AND MEDIA SERVICES ON AUSTRALIA'S FOREIGN AND TRADE POLICY**

#### **Overview**

The past year saw substantial public interest in foreign and trade policy developments.

We built a strategic approach to the media contributing to successful public information campaigns on major policy initiatives, including the Australia–United States Free Trade Agreement (AUSFTA), the Regional Assistance Mission to Solomon Islands (RAMSI) and passports developments.

The department implemented a broad trade advocacy and outreach program. We fine-tuned our public diplomacy activities to respond more effectively to community interests about specific government trade policy priorities and to increase understanding of broader issues such as globalisation. Our efforts focused on expounding the potential benefits for individuals and their communities of engaging in further trade liberalisation.

Other foreign and trade policy issues to attract significant media attention included Iraq, counter-terrorism, security, proposed free trade agreements (FTAs) with China and ASEAN, travel advisories, events in Papua New Guinea and Indonesia and maritime boundary negotiations with East Timor.

The internet has become the department's principal tool for disseminating information and advice quickly to mass audiences in Australia and overseas. The department's prompt dissemination of material on AUSFTA in February 2004 was an example of our strategic use of the Internet to provide information on a key Government policy objective.

#### **Media services**

The department's active and systematic engagement with Australian and international media helped provide informed and positive coverage on foreign and trade policy issues.

We responded to 6700 requests for information from media outlets, including rural, regional and online media, community radio, pay television and industry publications. This reflected a return to more normal levels after 15 000 information requests

the previous year, relating mostly to the Bali bombings and associated consular matters. We maintained a round-the-clock media duty roster, providing high-quality and timely information.

We provided portfolio ministers, parliamentary secretaries and the Prime Minister's Office with strategic media advice and support for events and initiatives including RAMSI, the memorial service for the Bali bombings in October 2003, the Regional Ministerial Meeting on Counter-Terrorism in February 2004, the APEC Leaders' Meeting in October 2003, the World Trade Organization (WTO) Ministerial Conference in Cancún in September 2003, the Cairns Group Ministerial Meeting in Costa Rica in February 2004, and the launch by Mr Downer and Mr Vaile of Australia's participation in the Aichi Expo in Japan in February 2004.

Iraq continued to attract strong parliamentary, media and wider public interest, generating a significant workload for the department. In the lead up to the June political transition, we prepared a publication, *Iraq—the Path Ahead*, at Mr Downer's request, setting out the Government's policy on Iraq. This booklet was distributed to foreign governments through our overseas network and through diplomatic missions in Canberra. We responded to a high volume of public inquiries and correspondence and liaised with the Iraqi Australian community in Australia.

The department continued to refine its media monitoring processes. We made improvements to our departmental database of portfolio relevant articles and journalists, which enabled us to audit media coverage on an ongoing basis. Our media planning combined the reactive and the strategic, allowing us to manage everyday issues effectively while providing flexibility to respond to emerging issues. We have strengthened interaction between the department and the media.

One-on-one interviews and briefings remained the most popular means of communication for journalists and proved to be highly effective in ensuring well-informed media coverage on portfolio issues. We arranged 750 of these briefings, with the AUSFTA among the most popular topics of discussion. The department held 34 general media briefings on key trade and foreign policy topics and ministerial visits, compared to 35 similar briefings in the previous year.

We issued over 340 media releases on behalf of portfolio ministers and parliamentary secretaries and 13 departmental media releases, with the majority of these resulting in media coverage. Our continued outreach with technical and industry publications has provided us with more opportunities to distribute information on foreign, trade and other departmental matters to a wider audience.

Electronic versions of our media releases remain a popular and cost-effective means of disseminating information. Many journalists now access them direct from our website, and over 700 contacts registered on our media contact database receive these releases via email. Just under half of these contacts are trade-related.

## Internet

Demand for material on the department's website increased significantly over the year, with the website registering over 770 000 page-views per week by June 2004 (up from under 500 000 at the end of June 2003).

In early 2004, we redesigned the website to give more prominence to current foreign and trade policy issues on the home page and to implement the Government's decision on Australian Government branding. We also implemented behind-the-scenes changes to provide more efficient update of content and make the site more accessible to people with disabilities. Information about contemporary Australia was given greater profile on the home page.

As soon as the AUSFTA negotiations closed in February 2004, the draft text was made available on a special website, followed soon after by the final text. The site also contained a comprehensive set of resources such as 'plain English' guides to the agreement, answers to frequently asked questions, and other reports and fact sheets. Public interest in the site was dramatic, with page views of the site jumping from 2000 a week before the release of the draft text to over 105 000 page views a week when the new site went live. Similar websites were established for the Thailand–Australia Free Trade Agreement and to help with public submissions on the Australia–China Trade and Economic Framework.

The department made active use of the Internet to inform Australians of developments in bilateral and multilateral trade negotiations. This included weekly updates on developments in the WTO Doha Round negotiations and regular WTO-related information bulletins—the weekly WTO Doha Round Bulletin and newsletters on WTO dispute settlement and the WTO services and intellectual property negotiations. These bulletins were provided by email to subscribers. The department's website also provided email addresses for public and business comment or feedback on trade negotiations.

Travel advisories and country-specific information were the most visited areas of the website during the year. As a result of the department's continued promotion of its travel advisory service, subscriptions by email grew to over 42 000 users. We also created a new website in support of the Government's *smartraveller* travel information campaign, providing a consolidated source of travel information for members of the public.

The department produced **Asialine** Online—a web-based magazine providing a free email-based service to around 950 registrants. Asialine Online targets Australian businesses, organisations and individuals with an interest in the Asian region. New articles were added each month, providing snapshots across a range of issues in individual countries and the region.

We positioned the department's website behind a new security firewall to upgrade protection from malicious attack, and to ensure continuous availability to the public. We also continued to relocate overseas post websites to Canberra to improve security and content management.

### Trade advocacy and outreach

The department has developed a wide-ranging communications strategy that makes use of print, audio and electronic media to inform the Australian public of the benefits of international trade. An increased use of our website to provide important information on trade policy as soon as it is available has enabled a wide audience covering industry, media, NGOs and the general public to access information in a short timeframe. We sought to tailor information to different audiences, based on age, gender and regional location, so as to ensure the information provided was relevant and accessible. For instance, younger Australians have been provided information through the use of promotional postcards. An example of outreach to regional Australians was the production of a brochure on the positive impact of trade on the Northern Territory.

Importantly, we have ensured that these messages have been reinforced by people-to-people links, established during outreach activities conducted by Mr Vaile, Mrs Kelly, international visitors and senior departmental staff. These activities allowed key messages to be delivered to industry and community groups across all states and territories.

#### Understanding globalisation

Eminent UK economist and author Professor Diane Coyle delivered the second Globalisation lecture series—sponsored by the department—in May 2004. Professor Coyle delivered a series of lectures titled *Globalisation by the people, for the people*. They helped to counter some negative views and misperceptions about globalisation. They attracted substantial media attention.

Professor Coyle delivered lectures in Canberra, Wollongong, Sydney, Townsville, Brisbane, Ballarat and Melbourne. She undertook an extensive program of meetings with business, government and community groups, including secondary students.

The department's Globalisation lecture series is an important part of the department's ongoing commitment to providing information to the community. It provided the Australian public with an opportunity to hear a respected international figure talk on globalisation, and to discuss issues of interest to them. Austrade's Chief Economist, Mr Tim Harcourt, also participated in the lecture series.

## Trade publications

### *Economic analysis*

The department launched four new economic analytical reports aimed at identifying opportunities for Australian trade and investment, the threat to commerce posed by terrorism, and at promoting the benefits of trade liberalisation. *China's industrial rise: East Asia's challenge* considered China's increasingly dynamic and competitive manufactured export sector and whether it was 'hollowing out' North and South-East Asian economies. The report found that, provided regional government policies continued to encourage flexibility, East Asia and Australia should benefit significantly from China's industrial rise. We attracted around 180 people to the launch of the report and it received positive media coverage.

*Combating terrorism in the transport sector: Economic costs and benefits* found that countering the risk of terrorism imposed enormous costs on the transport system and required significant effort from both government and industry. While it was impossible to remove completely the risk of terrorist attacks, security measures in the transport sector designed to counter terrorism could add certainty and stability to the global economy, raise investor confidence and facilitate trade. The report was released in June 2004 at the APEC Ministers Responsible for Trade meeting in Chile.

*South-South trade: Winning from liberalisation* found that developing countries accounted for around one-third of global trade and that merchandise trade between developing countries increased twice as fast as world trade over the past decade. However, developing country tariff barriers were significantly higher than those of developed countries and around 70 per cent of the tariffs faced by developing country exporters were applied by other developing countries. This pointed to developing countries having much to gain from reducing their own trade barriers. The report was also released at the APEC Ministers Responsible for Trade meeting in Chile.

*African renewal: Business opportunities in South Africa, Botswana, Uganda, Mozambique and Kenya* helped Australian companies take advantage of emerging opportunities in these five African economies through analysis of current economic, trade and investment policies and the business environment. The department presented the main findings of the report at functions in Melbourne and Perth.

## Commercial and statistical services

The department produces a wide range of statistical publications about Australia's international trade relationships. These assist policy-making and business decisions and contribute to community understanding of trade issues. In 2003-04, we distributed over 3300 publications to a wide range of users in the public and private sectors. They included a successful and popular new publication, *Australia's trade by state and territory*, launched by Mr Vaile at the National Trade Consultations in Hobart

in May 2004. It is the first of our statistical publications to present information at other than the national level.

Much of the statistical information we hold is available on a fee-for-service basis for Australian businesses and researchers interested in overseas markets. Our statistical consultancy service answered 8587 queries (see output 1.3 on page 124 for more information on services provided to business).

A set of country and economy fact sheets, including economic and demographic data for over 165 of Australia's trading partners and summaries of their trade with Australia, is available on the department's website at [www.dfat.gov.au/geo/fs/index.html](http://www.dfat.gov.au/geo/fs/index.html). The fact sheets are a valuable resource for Australian business people travelling overseas.

### **Other public information activities**

The department appointed a new publications officer and set up a central registry to gather and disseminate information about all publications we prepare. This has provided a single point of contact for people outside the department wishing to make enquiries about our publications. The registry has also made more efficient the process of collating information about departmental publications for various reporting purposes. Details of how to contact the publications officer are available on our website.


#### *Speeches*

The department's speechwriters, in consultation with ministers' offices and relevant areas of the department, prepared over 200 ministerial and senior executive speeches. These constitute an important part of increasing awareness and understanding of Australia's foreign and trade policies among both domestic and international audiences.

#### *Consultative activities*

The close relationship between international and domestic policies means that wide-ranging consultation within Australia is an important element of the department's efforts to advance the national interest overseas. This type of consultative interaction represents our main form of engagement with non-government organisations (NGOs).

The department supported several standing consultative bodies chaired by our Ministers—the Foreign Affairs Council (Mr Downer), the Australia International Cultural Council (Mr Downer), the Trade Policy Advisory Council (Mr Vaile) and the World Trade Organization Advisory Group (Mr Vaile).



The department regularly consults industry, NGOs and community groups in the course of negotiating trade agreements with other countries and on the WTO Doha Round negotiations (see output 1.3 for more information).

We regularly engaged relevant NGOs on security-related and human rights issues. We conducted biannual human rights consultations with NGOs. Where possible, Mr Downer participated in these consultations, which covered the full range of human rights issues. We continued to provide the Secretariat for the National Consultative Committee on Peace and Disarmament—involving NGOs, churches, academics and others—and organised its annual meeting to discuss policy issues and developments relating to arms control, disarmament and non-proliferation. We also liaised with the Australian Network of the International Campaign to Ban Landmines.

### *Treaties*

The Australian Treaties Database lists the treaties signed or that came into force each year. We maintain the database at [www.info.dfat.gov.au/treaties/](http://www.info.dfat.gov.au/treaties/). The department links the database to all government legislation and regulations passed or issued pursuant to Australian treaty action since 1983.

We conducted a highly successful seminar on treaty-making, as well as presenting a popular exhibition in the R G Casey building titled *Antarctica—Treaty territory*.

### 3.1.2 PROJECTING A POSITIVE IMAGE OF AUSTRALIA INTERNATIONALLY

#### Overview

The department strengthened its extensive public diplomacy efforts, providing new tools to overseas posts and divisions to help them promote Australia internationally. The tools included:

- new briefing material, including a weekly key-messages brief
- reformed websites to promote greater consistency, accessibility and clarity of information
- new training programs in public advocacy for staff
- a comprehensive handbook on public diplomacy distributed to staff in overseas posts responsible for public diplomacy programs.

Extensive international media reporting of Australia during the year covered Australia's position on Iraq, regional cooperation on security and counter-terrorism issues, Australia's role in the Regional Assistance Mission to Solomon Islands (RAMSI), Australia's strong economic performance, the free trade agreements with the United States and Thailand, and the simultaneous visits to Australia of the Presidents of the United States and China. There was consistently positive media coverage of our posts' promotion of Australian arts, culture, education, investment, technology and tourism. We responded to some critical coverage on, for example, Australian travel advisories. Reporting on people smuggling, asylum policies and immigration issues continued to decline.

Close monitoring of international reporting on Australia enabled the department to respond quickly through targeted public affairs material and our websites, and to counter media or public misconceptions. Our posts responded to negative or inaccurate international reporting on the maritime boundary negotiations with East Timor, the Redfern riots in February 2004, the Government's immigration and asylum policies, the fire-bombing of Chinese restaurants in Perth in February 2004, kangaroo culling and other issues involving animal welfare and livestock exports, including the *MV Cormo Express* incident.

The department supported public advocacy of the Government's active policy approach in the Pacific region, securing widespread coverage of an interview with the Prime Minister.

## International public diplomacy

Our posts overseas conducted 3400 public diplomacy briefings, events and initiatives over the year (attended by more than one million people) to promote Australia's foreign and trade policy interests, to foster an accurate and contemporary view of Australia and to dispel stereotyped or dated images of Australia.

- An integrated series of events and activities marked the thirtieth anniversary of Australia's dialogue partnership with ASEAN, including cultural events in Australia's ASEAN posts, the publication of a booklet to mark the anniversary and a visit to Australia by a group of senior ASEAN editors and journalists under the department's International Media Visits program.
- The embassy in Athens supported a series of activities to maximise exposure of Australia's Indigenous heritage, cultural and artistic diversity and creativity, technical expertise and business opportunities in the lead up to the 2004 Athens Olympics. These included hosting a major event to mark the official opening of the Indigenous cultural exhibition, *60 000 Years in the making—Indigenous Australia now*, sponsored as Australia's contribution to the Cultural Olympiad.
- As part of the 'Australia: Pacific Partner' campaign, the high commission in Apia jointly hosted, with the Samoan Police, Prisons and Fire Services, the *Partners in Pacific peace* exhibition, highlighting the bilateral relationship and the importance of Australia's involvement in regional cooperation.
- The embassy in Abu Dhabi hosted a lecture series on 'Australia's strategic interests in the Middle East—a historical overview' for key decision-makers and academics at the Emirates Centre for Strategic Studies and Research. The series was presented by an academic from the Australian National University's Strategic and Defence Studies Centre.
- The embassy in Beijing organised the first-ever Australian film festival in China, resulting in a number of possible film projects being discussed with Chinese film-makers.
- The consulate-general in Los Angeles collaborated with state governments, business, Austrade, the Australian Tourism Commission, Invest



*"Travel, Work, Discover" – a banner on the façade of the Australian Embassy in Paris promoted the new Working Holiday Program agreed between Australia and France in November 2003.*

Australia and Qantas to present an integrated series of high-profile activities during 'Australia Week 2004'. They promoted the theme *Australia—A great place to do business, service products, invest and visit* and involved the participation of over 200 US companies.

- With the support of the Australian International Cultural Council and the Australia Council, the department presented *Ancient future*, a major Australian arts festival in Japan from July until December 2003. The festival highlighted Australia's cultural diversity. It exhibited contemporary and Indigenous works across a number of art forms, including dance, music, theatre, film and visual arts. The festival featured a gala concert by the Australian Chamber Orchestra attended by the Crown Prince and Crown Princess and exhibitions including *Spirit country: Contemporary Australian Aboriginal art* and artist Patricia Piccinini's *We are family*.

We introduced a number of initiatives to improve the effectiveness of our public diplomacy activities overseas. These included:

- the establishment of a key-messages brief—a weekly cable providing summaries of government policies on foreign affairs, trade and economic issues as well as up-to-date advice on economic developments which our overseas posts use to respond to public inquiries, advocate Australian policy positions and publish in newsletters and media releases
- six regional public diplomacy workshops conducted for our missions in Africa and the Middle East, Europe, North and South America, North Asia, the Pacific and South and South-East Asia. These updated Australia-based and locally engaged staff responsible for public diplomacy activities, provided them with a clear strategic framework and underlined the need for public diplomacy activities to be closely integrated with key foreign and trade policy objectives
- production of a detailed *Public diplomacy handbook*, providing advice and practical guidance to staff
- a public advocacy strategies and skills training program, developed to help departmental officers develop communication strategies for targeted domestic and foreign audiences advocating Australia's foreign and trade policies and initiatives.

### **Public affairs material**

We continued to use the internet as our major platform for distributing international public affairs material, but also produced some hard-copy publications for direct distribution to target audiences overseas. These included special 'one-off' publications to mark specific events and foreign language versions of our reference booklet, *Australia in brief*, and *Australia Now* fact sheets.

This material was distributed with key messages, talking points and background information on specific issues to international media representatives and other key target groups to contribute to an increased understanding of Australia's perspectives and to lead to more balanced and accurate international reporting.

Initiatives over the year included:

- publication of hard-copy foreign-language versions of *Australia in brief* in Arabic, Chinese, French, German, Japanese, Vietnamese and, in electronic form only, Italian. The publication provides a contemporary view of Australia, highlighting its trade, investment and new economy credentials and way of life
- an updated version of *Australia fastfacts*—a comparative statistical brochure highlighting Australia's economic, trade, ICT and investment strengths
- a publication to mark the thirtieth anniversary of Australia's dialogue partnership with ASEAN
- the updating and expansion of our series of 60 *Australia Now* fact sheets. New titles included *Australia and the South Pacific*, *Australia and Human Rights*, *Quarantine in Australia* and an integrated set of ten fact sheets on Australia as an innovative world trader
- a publication to mark the first anniversary of the Regional Assistance Mission to Solomon Islands
- a stand-alone exhibition illustrating aspects of contemporary Australia, including our strong technology credentials, which will be made available to our overseas posts to support their public diplomacy objectives.

### **Special visits program**

The Special Visits Program (SVP) is the department's premier visits program. It is targeted at bringing to Australia influential individuals who can—on their return home—contribute to a greater understanding of Australia's policies and institutions. The SVP allows the department to build a valuable long-term network of international contacts likely to be in positions that deal with issues of direct relevance to Australia's interests. The department organised 28 visits this year, including:

- two visits from Japan focused on agricultural issues (including food safety) and regional security matters
- a visit by Hong Kong's Secretary for Education and Manpower, Professor Arthur Li, contributing to Hong Kong's acceptance of the high quality of Australian post-secondary education, underpinning further development of educational ties between Australia and Hong Kong

- a visit from the Republic of Korea focusing on the Australian information technology and communications and education sectors
- a visit by the ASEAN Secretary-General as part of our celebration of the thirtieth anniversary of Australia's dialogue partnership with ASEAN
- visits from Indonesia and Singapore contributing to the development of links with moderate Islamic leaders in South-East Asia
- a visit from Indonesia by a leading economist and political commentator focusing on Australia's financial and corporate regulation
- two visits from Thailand promoting benefits of the Thailand–Australia Free Trade Agreement to Australian business audiences
- visits from Malaysia, the Philippines and Pakistan encouraging links with younger political leaders, as well as in the case of the Philippines and Pakistan highlighting concepts of good governance and the health sector respectively
- a visit from a senior European Commission official explaining to Australian business and academics the implications of the European Union's Single Market for Financial Services
- a visitor from a leading international trade research institution in Brazil, covering future cooperative activities with Australian research institutions and dialogue on economic modelling—particularly on the benefits of agricultural trade liberalisation
- a visit by a leading economist and author from the United Kingdom, Professor Diane Coyle, to participate in the second globalisation lecture series, which included a number of rural and regional centres.

### **International media visitors**

The department's International Media Visits (IMV) program, which provides for targeted working visits by senior international journalists and commentators, generated significant international media coverage in support of Australia's foreign and trade policy objectives.

A total of 41 overseas media representatives were assisted to visit Australia under the IMV program. They came from Argentina, Barbados, Brazil, China, Chile, Egypt, France, Germany, India, Indonesia, Italy, Japan, the Republic of Korea, Malaysia, Mexico, Nepal, the Philippines, Singapore, Spain, Thailand, the United Kingdom, the United States and Vietnam.

These visits generated positive reporting in influential media outlets on subjects such as Australia's innovation and scientific achievements; the continuing strong performance and resilience of the Australian economy; Australia's strengths as an international investment destination; Australia's agricultural trade liberalisation policy, particularly in the WTO; the benefits of the Australia–United States Free Trade Agreement (AUSFTA); and Australia's strong level of engagement with the Asia–Pacific region.

Feedback on the IMV program from participants, our overseas posts and external clients has been uniformly positive.

Highlights for the year included:

- a visit by US agricultural journalists that generated positive commentary on the innovation and efficiency of Australia's agricultural sector and the benefits of AUSFTA
- a visit by journalists from ASEAN countries as part of the celebration of Australia's 30 years of dialogue partnership status, which generated positive articles across the region and underlined Australia's continuing strong level of engagement with ASEAN.

The department's International Media Centre in Sydney also provided resident and foreign media with background information, briefings, advice and logistics support to help them report accurately on Australia.

## **Cultural visitors**

The Cultural Awards Scheme (CAS) continues to be a successful and important visit program for the department. The program sponsors visits to Australia by cultural journalists, festival organisers, gallery and museum directors, performing arts administrators and artists.

During 2003–04, 14 visitors from 13 countries visited Australia under this program. Several of these visits were planned in cooperation with key partners, including the Sydney Biennale, the Australia Council and the Australian Film Commission. CAS participants praised the organisation and value of the visits in providing them with accurate, contemporary perceptions of Australia.

Participants during the year included: directors of leading art galleries, such as Vincent Tidoli, Director of Tate Modern (London); directors of international arts festivals, such as Jaime Suarez, Programming Director of Mexico's Cervantino Festival; museum directors, including Mohammad Kargar, Director of the National Museum of Iran; arts media representatives; chief curators; and opinion makers. While in Australia, CAS visitors met with leaders in the Australian cultural community, previewed touring productions, profiled individual arts practitioners and participated in Australia's major arts festivals.

The Cultural Awards Scheme also supported the international delegates programs for the inaugural Australian Contemporary Music Market held in Brisbane in July 2003 and the Australian Performing Arts Market held in Adelaide in February 2004. Both programs provided CAS visitors with a snapshot of contemporary export-ready Australian performing arts.

### **Promotion of Australia through our cultural assets**

The department continued to use art and culture as a platform for projecting a positive and contemporary image of Australia internationally.

#### *Australia International Cultural Council*

The Australia International Cultural Council (AICC) is the peak consultative group for the promotion of Australian culture overseas. It is also the department's primary vehicle for delivering high-quality events overseas, aimed at projecting a positive image of Australia, advancing foreign and trade policy interests, and promoting the export of Australian cultural products. Chaired by Mr Downer, the AICC comprises senior figures from the arts community, business and government arts agencies. The department provides the AICC secretariat and plays a lead role in delivering AICC programs, particularly through our network of overseas posts. We work closely with the Australia Council for the Arts and the Australian Film Commission, both of which are represented on the AICC. In July 2003, a new Council was appointed to develop the AICC's forward program to 2010.

AICC promotions during the year included the *Ancient future—Australian arts, Japan 03* promotion in Tokyo, a continuation of the successful *Embassy Roadshow* series of Australian film mini-festivals, and the development of *OzArts Online*, an interactive service to promote Australian art overseas. The AICC also made a significant contribution to the *G'Day LA*, Australia Week 2004 in Los Angeles, funded cultural events to commemorate the thirtieth anniversary of Australia's dialogue partnership with ASEAN, and supported the participation of *The Tankstream Quartet* at events in Denmark to celebrate the marriage of the Crown Prince and Ms Mary Donaldson.

#### *Supporting Australian artists overseas*

The department complemented the work of the AICC through the Cultural Relations Discretionary Grants (CRDG) program, which provides seed funding to help high-quality Australian artists and companies take their work overseas. The objective of the program is to project abroad an image of a creative, sophisticated, diverse and technologically advanced Australia in support of the Government's key foreign and trade policy objectives.

During 2003–04, the CRDG program provided funding for 22 projects in China, Germany, Greece, Hungary, Ireland, Italy, Japan, Republic of Korea, Mexico,

Netherlands, Portugal, South Africa, Switzerland, United Kingdom and United States. Funding was provided to a diverse range of arts companies and organisations, including music, dance, theatre, visual arts and craft, physical theatre and circus. Organisations assisted under the program included Australian contemporary dance company *Expressions*, which performed at the Festival de Mexico en el Centro Historico, Mexico City; *ModernWhite*, a contemporary design company which was helped to exhibit at Stilwerk, Germany; and *Back2Back* Theatre Group, which toured to Switzerland and Germany.

Artists participating in the program represented the diversity of the Australian community. They included people with intellectual disabilities, youth, multicultural and Indigenous representatives, reinforcing Australia's reputation as a tolerant, multicultural society. CRDG projects also helped facilitate direct links between Australia's arts and culture industries and overseas markets, helping promote Australia's cultural exports.

The department also funded the Australian Visual Arts Touring Program and Fine Music Touring Program, which aim to project a positive image of contemporary Australian cultural excellence and diversity through the presentation of high-quality Australian visual art and music in South and South-East Asia.

#### *Indigenous Australian culture*

The department's Aboriginal and Torres Strait Islander program projects a positive image of contemporary Indigenous peoples and cultures in Australia internationally through a range of cultural and other programs.

The program produced and launched a major touring exhibition of photographs—*Kickin' up dust*—depicting four Indigenous cultural festivals. The department worked closely with the Yothu Yindi Foundation, Goolarri Media Association, Torres Shire Council, the Tasmanian Aboriginal Centre and Canberra-based company Liquid SPA to produce the exhibition which celebrates the diversity and dynamism of Australia's Aboriginal and Torres Strait Islander cultures.

This and the department's other touring exhibitions—*Kiripuraji* (artwork and objects from the Tiwi Islands) and *Seasons of the Kunwinjku* (paintings and photographs from Arnhem Land) were shown in more than 18 major cities in 15 countries in South-East Asia, North Asia, Europe and North America.

The Aboriginal and Torres Strait Islander program encourages posts to use the exhibitions to support their foreign and trade policy objectives. For example, our post in Geneva presented the *Seasons of the Kunwinjku* exhibition to celebrate Australia's presidency of the Commission of Human Rights. In Los Angeles, the *Kickin' up Dust* exhibition was used to support the post's *G'Day LA* Australia Week event held in January 2004.

### *Embassy Film Roadshow*

The department continued to support the *Embassy roadshow*—a film initiative funded by the AICC and co-managed by the department and the Australian Film Commission. The program aims to project a contemporary image of Australia and to promote the Australian film industry through a series of stand-alone Australian film mini-festivals. It has proven to be a low-cost, highly effective public diplomacy tool, with posts reporting a strong demand for the films from overseas audiences. There were ten new films added to the collection in the past year, including the Academy Award-winning short film, *Harvie Krumpet*. Posts in 20 countries and 24 cities hosted *Embassy roadshow* film festivals in 2003–04.

### *Sports diplomacy*

In conjunction with the Australian Sports Commission, the department continued to oversee the Australia South Pacific Sports Program 2006 (ASP 2006), a program which has provided sports development assistance in 14 countries in the South Pacific since 2001. The program enjoys considerable support in the region.

## **Bilateral engagement: creating people-to-people links**

Bilateral foundations, councils and institutes work with businesses and community groups to facilitate people-to-people links. Through their activities, they also promote a positive, accurate and contemporary image of Australia internationally. The department provides the secretariats for these bodies.

### *Australia–China Council*

The Australia–China Council (ACC) funded a range of educational and cultural programs aimed at expanding people-to-people contacts and underpinning the further development of bilateral relations. The Council's major programs provided a number of scholarships for young Australians to study in China and promoted Australian studies in China. The ACC continued to provide support for the maintenance of the Shanghai Library's Australian Collection.

The ACC's Year in China program (formerly Young Scholars program) provided five Australian secondary school graduates with the opportunity to spend a year at Liaoning University in Shenyang. We moved the program from Beijing to allow for greater contact with various Chinese communities. In a further expansion of its successful Beijing and Taipei Residency programs, the Council offered the first Hong Kong and Shanghai Residencies. With these extra residencies, an additional twelve residencies were able to be granted in 2003–04 for individuals to undertake a range of projects, from severe acute respiratory syndrome (SARS) research to collaborative academic work to a variety of artistic pursuits. The continuing exchange with the Taipei Artist Village saw two Taiwanese artists visit Australia.

### *Australia–India Council*

The Australia–India Council (AIC) continued to promote collaboration between Australia and India in support of Australia’s foreign and trade policy interests. Through its program, the AIC promoted a greater understanding and appreciation in India of Australia as a sophisticated and dynamic country. The AIC also sought to engender greater awareness and appreciation of India in Australia. Key AIC activities to promote these aims included teacher and media exchanges, visiting fellowships, artists-in-residency, development of an ‘understanding Australia’ website in Hindi, academic conferences, including a security round table and a conservation and heritage preservation workshop. The AIC-sponsored Border–Gavaskar Cricket scholarship program provided specialist coaching to young Indian cricketers at the Australian Cricket Academy.

### *Australia–Indonesia Institute*

The Australia–Indonesia Institute (All) initiated and supported a range of activities which expanded and strengthened people-to-people contacts between Australia and Indonesia. The All continued efforts to promote greater mutual religious understanding between Australia and Indonesia by supporting visits to each country by prominent Muslim community leaders to better inform perceptions of Islam in Australia and Indonesia. The AIA also negotiated a new training program in Australia for Indonesian teachers at Islamic higher education institutions in order to strengthen mainstream Islamic education in Indonesia.

The All increased understanding and encouraged more sophisticated reporting on Indonesia in the Australian media by hosting a visit to Indonesia by nine senior Australian media editors. It assisted an expansion of the study of Australia in Indonesian universities through support for the establishment of an Australian Studies Network. The All’s support for successful exchanges and visits by students, teachers and arts performers broadened contact between young Australians and Indonesians and opened the way to improved knowledge about each other’s culture and society.

### *Australia–Japan Foundation*

The Australia–Japan Foundation (AJF) is a statutory body and FMA agency, and is therefore required to submit its own annual report to Parliament. The AJF’s annual report contains a detailed account of its activities over the year.

### *Australia–Korea Foundation*

The Australia–Korea Foundation (AKF) continued to play an important part in the Government’s efforts to broaden and deepen relations with the Republic of Korea.

The AKF’s *Investigating Australia* study kit was updated and upgraded. The bilingual kit was made available in CD-ROM format and on the Internet at [www.auskorea.com](http://www.auskorea.com).

In October 2003 the revised kit was distributed to 3000 Middle Schools in the ROK. In January 2004 the kit was demonstrated to teacher groups and textbook authors, with a view to incorporating it into the ROK schools' curriculum.

During the second half of 2003, the AKF exhibited at seven regional art centres in the ROK historically significant photographs of Korea taken by Australian photographer, George Rose in 1904. In 2004 the AKF produced a high-quality book of the Rose photographs, *1904 Korea through Australian eyes*. The book received wide media coverage in the ROK and co-publisher, Korean book company Kyobo, advised that the Rose book was at one stage number four on its 'best seller' list.

Following the May 2003 Australia–Korea Broadband Summit, the AKF identified 'e-health'—the use of emerging technologies, especially the Internet, to improve or enable health and health care—as an area capable of broadening and deepening the Australia–Korea relationship. Throughout 2003–04, AKF Board member Professor Mike Miller conducted a feasibility study and enlisted the Samsung Medical Centre, Seoul National University Hospital, Samsung Electronics and the Korean Ministry of Information and Commerce as partners in collaborative 'e-health' trials scheduled to begin in 2004–05.

#### *Council on Australia Latin America Relations*

The department supported the Council on Australia Latin America Relations (COALAR) as a vehicle to promote Australian commercial, educational and cultural interests in Latin America. In addition to trade-related activities, COALAR hosted a Latin American student seminar to increase awareness of the benefits of studying in Australia. The council adopted a cultural strategy to better promote Australian art and culture in Latin America, sponsored visits to Australia by Latin American journalists and identified additional priorities for its second term, including tourism. Following the success of its first term in which Council activities helped raise Australia's profile in Latin America, the Government renewed COALAR for a further three years. The department will continue to provide administrative support for the council.

#### *Council for Australian–Arab Relations*

In the relatively short time since it was established in December 2002, the Council for Australian–Arab Relations (CAAR) has begun to implement a broad and innovative program of work in support of its mandate to strengthen Australian–Arab relations. In 2003–04, the Council funded the visits of two Australian journalists to a number of Arab countries to explore their various links to Australia. It initiated a business speakers' program and the Young Professionals Exchange Program, designed to give young Arab and Australian business people and university students the chance to pursue individually tailored learning opportunities in Australia and selected Arab countries. In 2003–04, CAAR also decided to develop a teachers' resource kit on Australia for use in Arab schools, initially in Kuwait, the UAE and Qatar.

## Direct Aid Program

In 2003–04, the department dispersed \$3 526 000 in Direct Aid Program (DAP) funds, through 45 posts, to projects in over 70 countries. The DAP is a flexible small grants scheme which aims to tackle humanitarian hardship while supporting the Government's international relations and public diplomacy goals. The diversity and scope of the projects funded can be seen from the following examples:

- purchase of furniture and equipment for an Arab kindergarten in North Gaza
- repair of a bore hole and replacement of water tanks built in 1926 in Mvuma, Zimbabwe, to reduce electricity costs and improve water quality
- a campaign in Pohnpei, Federated States of Micronesia, to raise community awareness of the high nutrient value of easily accessible local fruits and vegetables, in order to address health issues such as vitamin A deficiency in children, chronic diabetes and heart disease.



*Australian Ambassador to Argentina, Sharyn Minahan, visited a bakery on the outskirts of Asunción, Paraguay, which received funding under the department's direct aid program to buy industrial baking equipment.*

## ABC Asia Pacific satellite television service

Now in its third year of operation, the ABC Asia Pacific (ABCAP) satellite television service made significant strides in expanding and strengthening its service in 2003–04. The service is funded by the Government under contractual arrangements managed by the department. ABCAP is now available in 33 countries in the region on more than 150 broadcasting platforms. The service is available in approximately 6.5 million homes and is conservatively estimated to be available in over 150 000 hotel rooms.

The service has strengthened its programming significantly over the past year. It operates 24 hours a day with 60 to 70 per cent of programs produced in Australia. Twenty-five per cent of programming is news and current affairs, with ABCAP-commissioned programs dominating the line-up. Audience research and feedback has confirmed that ABCAP's program mix provides its competitive advantage in a crowded regional TV market. In addition to regionally focused news and current affairs, the service also broadcasts educational and children's programs, lifestyle, drama, sports and general entertainment.

Access to ABCAP's website, [www.abcasiapacific.tv](http://www.abcasiapacific.tv), has also grown quickly, recording almost 120 000 page-views per week (up from 50 000 in October 2003).

ABCAP continued to help the department broadcast community awareness announcements for the benefit of Australians living and working throughout the Asia–Pacific region. In addition to broadcasting a travel warning message on-screen in the aftermath of the Marriott Hotel bombing in Jakarta in August 2003, ABCAP also screened the *smartraveller* campaign promoting the department's travel advisory service, and advice on the new M-series Australian passport launched in December 2003.

### **3.1.3 FREEDOM OF INFORMATION AND ARCHIVAL RESEARCH AND CLEARANCE**

#### **Freedom of information**

The *Freedom of Information (FOI) Act 1982* extends the right to the Australian community to obtain access to information held by the Government. Access is limited only by exemptions protecting essential public interests and the business and private affairs of people about whom departments and statutory authorities may hold information.

The department processed 68 requests from the public during the review period. About one-third of these applications were complex requests for a substantial volume of information on sensitive topics. The outcomes of applications are indicated in Table 13. The limited number of applications not completed within the statutory deadline generally reflected the volume or complexity of the information requested. In these cases we kept applicants advised of progress.

The department strengthened its capacity to meet its obligations under the Act by bringing the FOI Unit into a new Information Resources Branch, established in September 2003 to provide improved senior-level management of a range of information functions. The department was proactive in managing FOI applications, liaising closely with applicants in an effort better to meet their requests for information. In a number of cases, senior departmental staff briefed applicants outside the formal FOI process, achieving a better service from the applicants' perspective.

We also made significant efforts to improve the processing time for applications. These efforts were supported by the implementation of a new FOI database to improve the monitoring and tracking of all FOI applications. These changes resulted in only one complaint being made to the Commonwealth Ombudsman about the department's handling of an application, down from three in the previous year.

There was a small increase compared with the preceeding year in the number of applicants who sought an internal review of the department's original decision and in the number of applicants who appealed the department's decisions to the Administrative Appeals Tribunal (AAT). The department is awaiting decisions in two of the three cases which went to the AAT (with the third expected to be heard in July 2004). There were no AAT cases from 2002–03 held over to 2003–04 for decision.

**TABLE 13. REQUESTS PROCESSED UNDER THE FREEDOM OF INFORMATION ACT 1982**

	2003-04	2002-03	2001-02
<b>Requests for information</b>			
Access granted in full	13	8	11
Access granted in part	27	19	25
Access refused	22*	20	8
Requests transferred or withdrawn	16	16	12
<b>Total</b>	<b>68</b>	<b>63</b>	<b>56</b>
<b>Requests subject to review or legal appeal</b>			
Subject to internal review (s.54)	9	5	4
Subject to AAT appeal (s.55)	3	1	1
Ombudsman	1	3	2

\* Eighteen applications were refused on the grounds that no documents existed (s.24A); two applications were refused as all documents were subject to exemption under Part IV provisions; one application was refused as the documents were created by an exempt agency (s.7) and one application for the amendment of personal records (s.48) was also refused.

The department's Section 8 statement is at Appendix 5.

### *Privacy Act 1988*

No complaints were received in the department under the *Privacy Act 1988* during the reporting period.

### **Historical publications and information**

The department continued to research and prepare publications on Australia's foreign and trade policy history. These publications are an important resource for scholars and also help to explain the department's functions and activities to the public.

In September 2003, the department hosted in Canberra the Seventh International Conference of Editors of Diplomatic Documents. The conference is hosted every two years by a country that publishes volumes of official diplomatic documents. The Seventh Conference was attended by delegations from Canada, France, Germany, Ireland, Israel, Italy, Japan, Netherlands, United Kingdom and United States. As this was the first time that the conference had been held in the southern hemisphere, the department invited countries from Australia's immediate region to send observers. Observer delegations attended from China, India, Indonesia, Pakistan, Sri Lanka, Thailand and Vietnam. Delegates at the conference delivered presentations on the status and future plans of diplomatic documents editing programs in their respective countries.

In May 2004, Mr Downer approved the launch by the department of a new ad hoc series of short historical monographs, *Australia and the world: The foreign affairs and trade files*. The series will be geared to informing the general reader about events and issues from Australia's foreign affairs and trade history, drawing on information researched directly from the government's old working files. The first publication in the series, *Australia and the origins of the Pacific Islands Forum*, was written to commemorate the thirty-fifth meeting of the Forum, which took place in Apia in August 2004.

During the year in review we dealt with 112 requests for historical information from public and official researchers. In most cases we answered these using departmental material.

### **Historical research and access**

Departmental records more than 30 years old are available for public access under the *Archives Act 1983*. The National Archives of Australia refers highly classified records back to the department for expert assessment of whether or not sensitivities relating to intelligence, security, defence or international relations remain in these records before public release.

Table 14 describes requests assessed by the department under the Act. During the year in review, we received 464 files from the National Archives to be assessed for public access. Of these, 299 files were completed, with 222 containing at least one exemption on national security or international relations grounds. We referred 12 files to other agencies (ASIO and the Department of Defence) and 12 requests to foreign governments (United Kingdom, United States and New Zealand) for clearance. We completed ten requests for clearance from foreign governments (United Kingdom and United States) and 12 requests from other agencies. There were no requests for internal review and no appeals against our decisions to the AAT. We granted one application for special or privileged access to records not available to the public.

**TABLE 14. REQUESTS ASSESSED UNDER THE ARCHIVES ACT 1983**

	2003–04	2002–03	2001–02
Files received	464	461	922
Total files assessed	375	546	–
Files completed	299	490	974
Number of folios assessed	81 643	107 591	190 562
Open access	77	198	313
Wholly or partly exempt	222	275	661
Subject to review	0	1	17
Subject to appeal	0	0	0

The decline in the number of folios and files completed for assessment compared to the previous year reflected a reduction in staff and completion of other access review work equivalent to a further 175 files (43 750). The decline in files completed in the two years since 2001–02 reflected a change in the method of collating statistics. Until and including 2001–02, file assessments were counted as completed when they were referred to another agency for advice. Since then, records have been counted as completed only when they have been returned and a decision taken by the department.

The department and the United Kingdom Foreign and Commonwealth Office signed a revised memorandum of understanding (MOU) on the review and release of shared documents. The revised MOU provides guidelines that allow each government to release an historical shared document without notifying the other government if the document is considered no longer sensitive. This has expedited public access in both countries to non-sensitive documents and reduced the need for each country to refer records to the other.

## Output 3.1 Quality and Quantity Information

### Quality indicators

- Satisfaction, particularly of ministers, with the provision and impact of public diplomacy and information activities in Australia and the degree to which a positive image of Australia is projected internationally and Australia's profile raised
- Timeliness and relevance of cultural and media activities and publications
- Number of departmentally processed Freedom of Information and Archives requests not subject to requests for review and appeal

### Quantity indicators

- Number of Australian performing groups, artists, exhibitors and other cultural visitors supported
- Number of public briefings given by departmental staff in Australia and overseas
- Number of other public diplomacy/cultural activities organised
- Number of media-related inquiries handled by the media liaison section
- Number of visits organised under the International Media and Special Visits Programs and the Cultural Awards Scheme
- Number of publications produced and number of copies distributed
- Number of statistical services provided to external clients
- Number of treaties maintained on, and added to, the international treaties database
- Number of Freedom of Information requests processed
- Number of records assessed for international relations sensitivities before release under the *Archives Act 1983* and number of completed requests for archival information

## Satisfaction with public diplomacy

Mr Downer commented favourably on the special publication produced to mark the first anniversary of the Regional Assistance Mission to Solomon Islands (RAMSI), as did the Solomon Islands' Prime Minister Kemekeza. We also received positive feedback on the booklet from the RAMSI Special Coordinator and principals of Australian agencies involved in the mission.

Mr Downer also responded positively to the development and design of a logo to commemorate the thirtieth Anniversary of Australia's dialogue partnership with ASEAN. The logo was part of a series of initiatives to commemorate the anniversary during 2004. Mr Downer endorsed another of the activities for this anniversary, presiding over the launch of the publication, *ASEAN & Australia—celebrating 30 years*, at the ASEAN Ministerial Meeting in Jakarta.

The Managing Director of the Australian Broadcasting Commission (ABC), Mr Russell Balding, acknowledged in a letter to the Secretary the cooperation between the department and the ABC and thanked the department for its assistance in the ABC's efforts to expand the reach of its international services.

The International Media Visits program was effective in projecting a positive image of Australia. The feedback from participants, our overseas posts and external clients was uniformly positive, with some media visitors commenting that the program was the best in which they had participated. Senior media representatives from India, Malaysia, Mexico and the United States all commented favourably on the program.

Mr Tony Butcher, Media Manager, Study Adelaide, described an international education writers' tour to promote educational opportunities in South Australia as 'an outstanding success'.

Visitors coming to Australia under the Department's **Cultural Awards Scheme** spoke highly of the program and the opportunity it provided to raise awareness of Australia's rich cultural assets. Some significant outcomes from individual Cultural Awards Scheme visits during 2003–04 included:

- the Sydney Dance Company toured in Noumea, New Caledonia at the invitation of Director of Programming at the Tjibaou Cultural Centre, Dominique Clement-Larosiere
- Brisbane-based Expressions Dance Company toured in Mexico City following the visit of Centro Historico Festival Director, Jose Areal

- feature articles appeared in a leading Thai architecture magazine on Australian architecture and on the Australian winner of the International Pfitzer Prize for Art, Glenn Murcott, following the visit of Art4D Editor, Mongkon Ponganutree
- the Sydney Youth Orchestra and the Queensland Youth Symphony Orchestra were invited to perform at Italy's prestigious 2004 Euro Mediterraneo Festival following the visit of Festival Director, Enrico Castiglione.

Considerable positive feedback about the department's website was submitted by users via the site's feedback page. Users commented favourably on the new design of the home page, the site's content and its accessibility. The small amount of negative feedback received was related mainly to technical problems with the site, and was resolved quickly.

## **Publications**

The department's publication *Iraq—The path ahead* attracted positive feedback from several foreign governments, including their representatives based in Australia.

Both *Combating terrorism in the transport sector: Economic costs and benefits* and *South-South Trade Winning from Liberalisation* attracted considerable media interest, including local and international media attention. Economics editor Ross Gittins ran a feature on the *South-South* report in *The Age* and the *Sydney Morning Herald*. The Prime Minister quoted the findings of the *Combating terrorism* report in his 23 June speech to the Business–Government Forum on National Security. The Department of Transport and Regional Services asked for 200 copies of the *Combating terrorism* report for distribution at the APEC Transport Minister's meeting. Singapore's *Business Times* ran a page-one story based on the report.

The Market Information and Analysis section produces a set of ten trade statistical publications each year. These publications are widely used and well regarded by a range of client groups such as business, other government departments (both federal and state), and educational institutes. A survey of users conducted during 2003–04 indicated a high level of satisfaction with these publications. Some comments given in the feedback from the survey included 'data from the department has been excellent and easy to use', 'excellent publications' and 'very satisfied with the format and presentation of trade information'.

## **Freedom of Information requests**

Of the 68 Freedom of Information requests processed, 59 were not subject to review and appeal.

### Quantity information for output 3.1

Indicators	2003–04	2002–03
Number of Australian performing groups, artists, exhibitors and other cultural visitors supported	1 634	1 616
Number of public briefings given by departmental staff in Australia and overseas	1 985	2 517
Number of other public diplomacy/cultural activities organised	1 463	1 608
Number of media-related inquiries handled by the media liaison section <sup>1</sup>	6 700	15 250
Number of visits organised under:		
International Media Program	41	42
Special Visits Program	32	31
Cultural Awards Scheme	15	21
Number of publications produced and number of copies distributed <sup>2</sup>	473	419
Number of statistical services provided to external clients	8 587	8 805
Number of treaties maintained on, and added to, the international treaties database <sup>3</sup>	2 677	2 659
Number of Freedom of Information requests processed	68	63
Number of records assessed for international relations sensitivities before release under the <i>Archives Act 1983</i> and number of completed requests for archival information <sup>4</sup>	674	824

1 This figure reflects a return to more normal levels after 15 000 information requests in 2002–03, relating mostly to the Bali bombings and associated consular matters.

2 The department continues to distribute a substantial number of publications in hard copy form. However, given our increasing use of the website to disseminate publications—including to our overseas posts—the quantity of hard copy documents distributed has become a less meaningful indicator.

3 For information on treaties, see the Australian Treaties Database at [www.info.dfat.gov.au/treaties](http://www.info.dfat.gov.au/treaties).

4 The figure reflects the variability of public requests for access to departmental records and a lower number of such requests in 2003–04.

## Administered items for Outcome 3

### Grants

#### Quality indicator

- Grants administered in accordance with Government guidelines on the administration of the Discretionary Grants Program

#### Quantity indicator

- Number of grants

Grants were administered in accordance with Government guidelines on the administration of the Discretionary Grants Program. See Appendix 11 for a full list of discretionary grants made under the department's International Relations Grants Programs.

#### Quantity information

Nine grants were administered in 2003–04.

### *ABC Asia Pacific (ABCAP) television service*

#### Quality indicator

- ABCAP television service to meet its contractual obligations with the department in regard to the quality, coverage and management of the new television service

#### Quantity indicator

- ABCAP's performance measured by the tests and assessments prescribed in the DFAT–ABCAP contract.

Key indicators were met.

## Quantity information

ABCAP is currently available in 33 out of 35 countries in range of the present satellite footprint. It is available to be accessed in 16.8 million households via re-broadcast arrangements and an unknown number via its free direct-to-home signal. ABCAP estimates that it is available in over 200 000 hotel rooms across the region. The number of unique accesses to the ABCAP website, [www.abcasiapacific.tv](http://www.abcasiapacific.tv) has grown from 50 000 per week to almost 120 000 per week over the course of 2003–04.

## *Australian participation in the 2005 World Expo—Aichi, Japan*

### Quality indicator

- Australia's participation at the Expo will provide an opportunity to further develop Australia–Japan relations across a range of areas, including economic, cultural, environment and people-to-people links

### Quantity indicator

- Performance is measured by a range of quantitative and qualitative indicators described in project documentation

The Government provided the department with additional funding of \$35 million to support Australia's participation at the 2005 World Expo in Aichi, Japan. This comprises \$1.7 million in 2003–04, \$26.8 million in 2004–05 and \$6.5 million in 2005–06. The funding will meet the cost of preparation, design, construction and operation of a pavilion during the six-month Expo, to be held from March to September 2005.

The preparatory work for the Australian pavilion has entailed considerable planning and development by the department. The preparation, design, construction and operations programs for the Australian pavilion are proceeding on time and on budget.

## Quantity information

Indicators such as the number of stakeholders, sponsors, and visitors to the pavilion and numbers of participants in the business promotion programs, and number of performances by Australian artists will be unable to be measured until 2004–05.