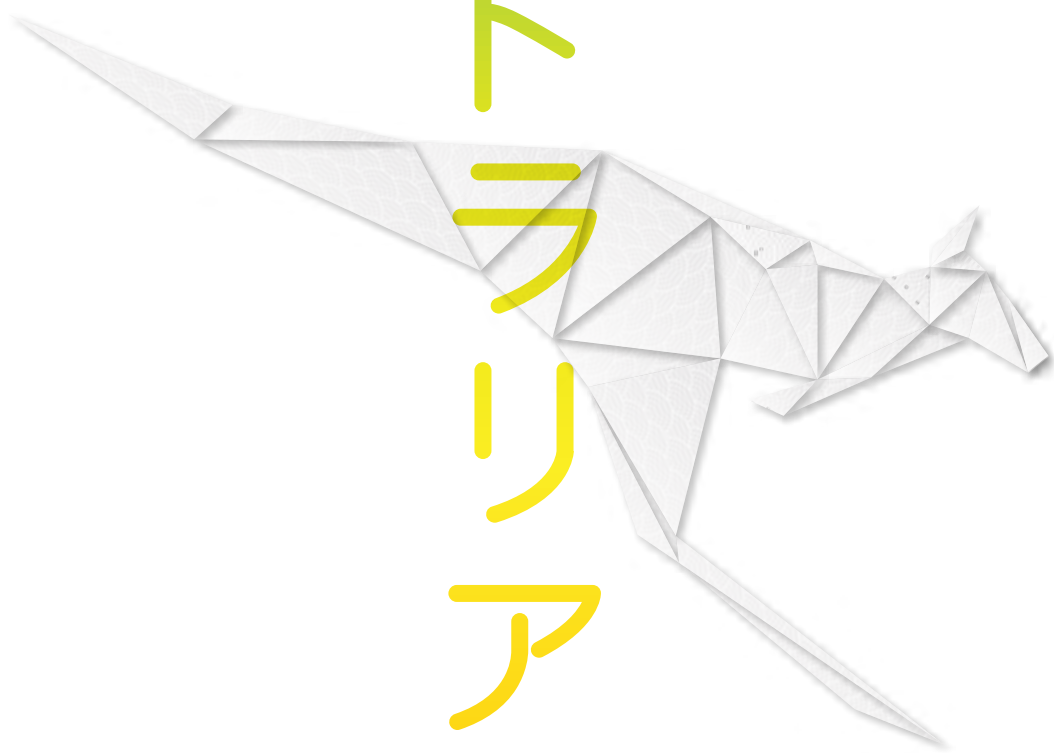



オーストラリア  
now



JAPAN 2018

Australia  
now

A photograph of a man and a woman standing on a rocky ridge in a desert landscape, with their arms raised in celebration. The scene is bathed in the warm, golden light of a setting or rising sun, creating a hazy, atmospheric effect. In the foreground, there are tall, thin, dark plants that look like grass or reeds. The background shows rolling hills and mountains under a bright, orange sky.

# We invite you to celebrate Australia with us in Japan

Arkaroola, Flinders Ranges,  
South Australia  
Photo: Maxime Coquard,  
Tourism Australia

## Become an *Australia now* partner

*Australia now* is a celebration of Australian innovation, culture and lifestyle in Japan throughout 2018. Recognising our strong ties and people-to-people links, *Australia now* will promote Australia's creative excellence, diversity and innovation and strengthen networks and collaboration. It's all about building relationships for the future.

Join the conversation



Australianow



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[japan.embassy.gov.au](http://japan.embassy.gov.au)



"Australia enjoys a strategic partnership with Japan, a country with which we have shared values and interests. *Australia now* will enhance our cultural connections and demonstrate contemporary Australia as a creative and innovative partner, strengthening economic collaboration between our two countries."

Hon. Richard Court AC  
Ambassador to Japan





A person with dark hair tied back, wearing a white lab coat, is shown from the side in a laboratory or clinical setting. The background is blurred, showing shelves with various items. A yellow geometric line drawing of a kangaroo is overlaid on the lower right portion of the image.

"The trade and investment relationship between Australia and Japan has never been stronger. It is timely for our two business communities to celebrate these achievements and set our sights on building an even brighter future."

Sir Rod Eddington AO  
President of the Australia Japan Business Co-operation Committee

The moment is right  
for Australia to engage  
more deeply with Japan.





*Australia now* will engage Japanese society through three themes:

- **Innovation**  
Science, research and innovation
- **Creativity**  
Design and creativity
- **Australian lifestyle**  
Sport, tourism and culinary excellence



Japan is a vital strategic and economic partner for Australia. With deep bilateral ties, Australia and Japan share a special relationship based on common values and strategic interests.

Japan is Australia's second largest overseas source of foreign direct investment after the United States and remains our second-largest export destination.

*Australia now* will strengthen Australian – Japanese relations and promote Australia as a key destination for tourists, innovators, researchers and investors.

Highly successful promotions have already taken place in countries such as Germany, Brazil, Turkey, Indonesia, India and the United States.

Astronomer Naomi McClure Griffiths at Parkes. Credit: CSIRO

Richard Tognetti & the Australian Chamber Orchestra  
Photo: Simon van Boxtel



# *Australia now* – impress, connect and engage in the lead up to the Rugby World Cup 2019 and the Tokyo 2020 Olympics and Paralympics

Australia is a place of natural beauty, enviable lifestyle and offers world class opportunities in sport, the arts, culture, education, science, technology, finance and investment.

Japan is renowned as an innovation leader with a rich and unique culture.

*Australia now* will:

- **Promote Australia's finest**  
entrepreneurs, artists, innovators and thinkers  
on a vibrant international platform
- **Raise Australia's profile** as an innovative,  
contemporary and creative nation
- **Explore Australia's liveable cities**  
and sustainable design culture to address  
challenges of the future such as energy  
and food security, healthcare and ageing







"The Australian love of sport will be on show at the *Australia now* festival in Japan throughout 2018. In the lead up to the 2019 Rugby World Cup and the 2020 Tokyo Olympics and Paralympics, *Australia now* will offer fantastic opportunities for players, sports fans and business people to enjoy world-class events whilst networking with an array of stakeholders in business and government."

Bill Pulver  
CEO of Australian Rugby Union



Bledisloe Cup Qantas Wallabies vs  
New Zealand All Blacks, ANZ Stadium, Sydney  
Photo: Karen Watson, ARU Media

Australian Rugby Sevens star, Ellia Green  
Photo: Karen Watson, ARU Media





Monash Art Ensemble together  
with David and Daniel Wilfred, premier  
Paul Grabowsky's Nyilpidgi at the 2015  
Melbourne International Jazz Festival  
Photo: Laki Sideris

Elena Virtue, Photo: CSIRO



## *Australia now* — building relationships for the future.

Partners from government, business, cultural, education, sports, science and research institutions will join us to build these relationships.

- Demonstrating Australia's capabilities in innovation, science and technology
- Promoting Australia as an attractive investment and tourism destination
- Highlighting Australia's world-class arts, business, research and education sectors
- Presenting Australian excellence and capability in sport and sport integrity
- Reaching out to young and influential Japan
- Illustrating Australia's culturally rich and diverse background, unique Indigenous history and vibrant art, architecture and design practice



*Kunkun*, 2008 by Nora Nangapa, Nora Wompi, Bugai Whyllouter and Kumpaya Girgaba, Martumili Artists, acrylic on canvas, 124.5 x 294 cm. National Museum of Australia.





Demonstrating Australia's cultural richness and diversity where, like Japan, contemporary society draws on its ancient past.

We will join with some of Japan's best cultural festivals and venues to stage headline events in Tokyo along with smaller scale projects and collaborations in key locations across Japan.

## Australia now program

Offering exchange and engagement through inspired events, specially curated programs and dialogue to elevate interest and bring our respective communities together



### Program Highlights

- High profile sporting events
- Contemporary visual art events
- Artist-in-residence programs
- Contemporary and classical music and theatre events
- Performing arts
- Australian architecture and design displays
- Outdoor film festivals
- Beach culture and surfing events
- Literature events
- Panel discussions and dialogue including innovation and science forums
- Premium Australian food and wine events and tasting opportunities
- Focus on youth leadership and participation
- Australian participation in key Japanese festivals such as the Echigo – Tsumari Triennale and Tokyo Jazz Festival

And there are more surprises to come...

Follow us over the coming months for *Australia now* announcements and the *Australia now* program



Australianow



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Bondi Beach, Sydney,  
New South Wales  
Photo: Jeremy Bishop

Patrick Tjungurrayi's painting, Canning  
Stock Route Country,  
2007, is installed at the National  
Museum of Ethnology, Osaka.  
Photo: National Museum of Australia



## Join the celebration in Japan



Yolanda Lowatta  
Iore, Bangarra Dance Theatre  
Photo: Jacob Nash

As an *Australia now* sponsor you will have an unrivalled opportunity to join leading Australian thinkers, innovators, entrepreneurs and artists to promote your business on a highly visible international platform in one of the world's most exciting cities.

Your logo on *Australia now* material and program events will speak to business leaders and audiences throughout Japan - one of the most populous and innovative countries in the world.

Above all, you'll have helped to celebrate Australia, its diversity and creativity.

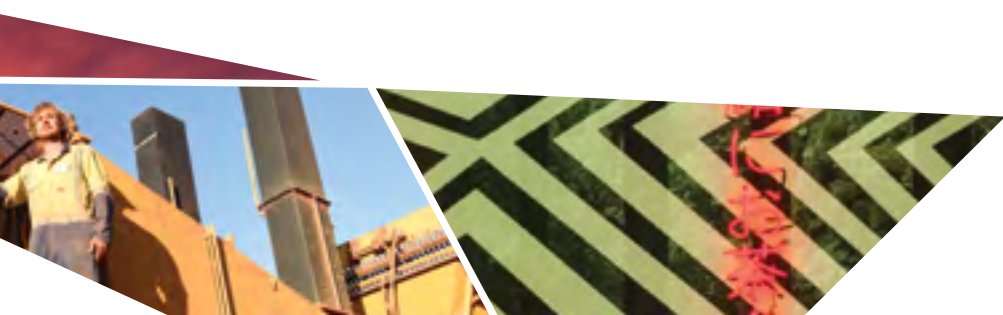
*Australia now* partners enjoy:

- Association with this major festival of Australian culture in Japan
- Partnership recognition on *Australia now* marketing collateral (including printed program information, website and advertising campaign)
- Increased brand exposure to existing and new international stakeholders
- On-site branding through signage and displays at *Australia now* events and recognition in media kits, releases and interviews
- Networking opportunities with government and business leaders, creative industry specialists, science and technology experts, leading architects, urban designers, innovators and sporting identities from Australia and Japan
- Invitation packages to the *Australia now* launch, official gala opening events and ticketed program events



Celebrate Australia, its diversity and creativity.







## Partner benefits and opportunities

*Australia now* offers a wide range of sponsorship opportunities.

The Australian Government is committed to working with *Australia now* partners to promote and elevate the best of Australia.

Partners of *Australia now* will support the Australian Government to deliver a dynamic festival that will engage Japanese audiences, reach valued stakeholders and develop future networks.



To discuss sponsorship options for your company or organisation, please contact:

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Fushimi Inari Taisha, shrine in Kyoto  
Photo: Ms Haline Ly, Whale Design Co,  
Japan Tourism

We look forward to tailoring packages to your needs or facilitating sponsorship of a particular *Australia now* event.

|  | Platinum             | Gold                | Silver             | Bronze             |
|--|----------------------|---------------------|--------------------|--------------------|
| Amount<br>(cash or in-kind)  | AUD 250K+<br>JPY 20M | AUD 100K+<br>JPY 8M | AUD 75K+<br>JPY 6M | AUD 50K+<br>JPY 4M |
| <b>Events</b>  |                      |                     |                    |                    |
| Exclusive reception hosted by the Australian Ambassador to Japan at the Ambassador's residence for the partner and 80 guests       | ●                    |                     |                    |                    |
| Exclusive dinner hosted by the Australian Ambassador at the Ambassador's residence   | 12                   | 8                   |                    |                    |
| Exclusive dinner hosted by a senior embassy official for partner guests  |                      |                     | 12                 | 8                  |
| Guest appearance by the Australian Ambassador at a partner event   | ●                    |                     |                    |                    |
| Speaking opportunity at a specific program or associated event   | ●                    | ●                   | ●                  | ●                  |
| Special venue hire rate for one event at the Embassy Reception Hall or Garden in 2019  | ●                    | ●                   |                    |                    |
| VIP invitations to the <i>Australia now</i> Launch   | 20                   | 14                  | 10                 | 4                  |
| Invitations to official <i>Australia now</i> opening and ticketed program events   | 20                   | 14                  | 10                 | 4                  |
| Opportunity for exclusive tailored events  | ●                    |                     |                    |                    |
| For governments: guaranteed content from their state/territory   | ●                    | ●                   | ●                  |                    |
| <b>Branding &amp; Promotion</b>  |                      |                     |                    |                    |
| On-site branding at specific <i>Australia now</i> program events and official functions*   | ●                    | ●                   |                    |                    |
| Partnership recognition in speeches at select <i>Australia now</i> program events  | ●                    | ●                   | ●                  | ●                  |
| Partnership recognition on all <i>Australia now</i> marketing collateral<br>*tiered subject to partnership level                   | ●                    | ●                   | ●                  | ●                  |
| Advertisement in official <i>Australia now</i> program   | ●                    |                     |                    |                    |
| Product placement opportunities at select events (to be agreed)  | ●                    | ●                   | ●                  |                    |
| Tailored promotion, including possibility of naming rights and signage for a stage, cinema screen or venue entrance (to be agreed) | ●                    | ●                   |                    |                    |
| <b>Media Exposure</b>  |                      |                     |                    |                    |
| Media exposure in traditional newspaper media  | ●                    | ●                   |                    |                    |
| Partnership recognition in media interviews  | ●                    |                     |                    |                    |
| Dynamic and sustained social media campaign via Facebook, Twitter and Instagram  | ●                    | ●                   | ●                  | ●                  |
| Rights to content for own web and social media platforms   | ●                    | ●                   | ●                  | ●                  |
| Feature on website or pinned social media post for a set time period   | ●                    | ●                   | ●                  | ●                  |
| Trademarks, partner's web links and testimonials included in <i>Australia now</i> digital media                                    | ●                    | ●                   | ●                  | ●                  |
| <b>Exclusivity</b>   |                      |                     |                    |                    |
| Exclusive right to industry sector within a partnership tier (available by negotiation)  | ●                    | ●                   |                    |                    |
| *The above table is indicative and subject to any existing contracts or arrangements which may affect such privileges.             |                      |                     |                    |                    |
| As appropriate   |                      |                     |                    |                    |

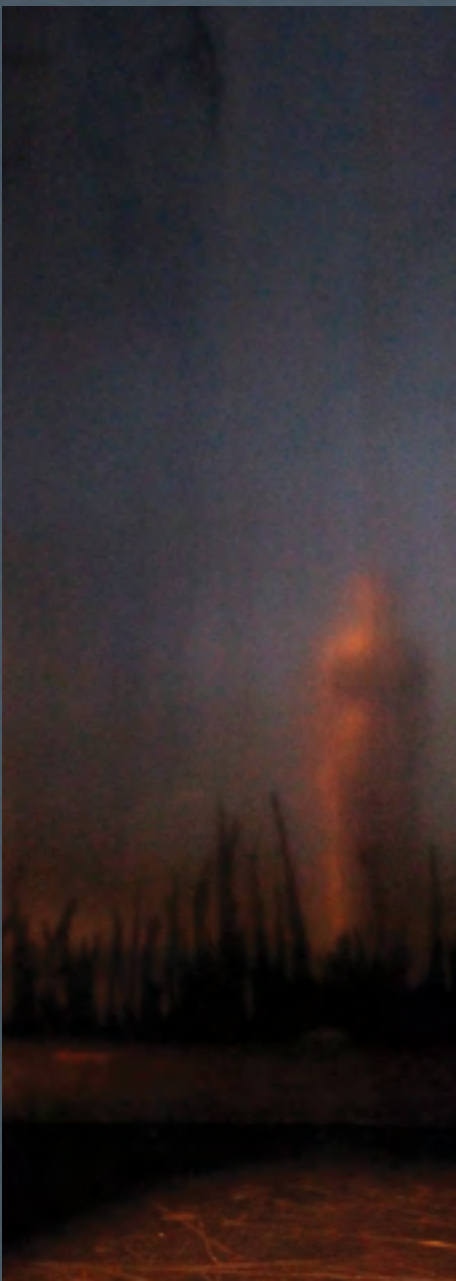
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With deep bilateral ties,  
Australia and Japan share  
a special relationship based  
on common values and  
strategic interests.

Waratah Photo: Ms Haline Ly, Whale Design Co, Japan Tourism  
Back to Back Theatre's *Ganesh Versus the Third Reich*, Photo: Jeff Busby  
Cameca Local Electrode Atom Probe,  
University of Sydney  
Hiatus Kaiyote in Japan Photo: Wondercore Island  
Two scientists inspecting algae. South Australian Research and  
Development Institute Photo: Nick Bowers © The Kitchen 2010







It's all about building  
relationships for the future.

*Australia now* will promote cultural  
exchange and cooperation across  
a variety of fields.







A woman with blonde hair, wearing a wide-brimmed hat, a plaid shirt, and tall leather boots, is sitting on a wooden bench. She is looking off to the side with a slight smile. The background shows a wooden structure with a lattice pattern.

We invite you to  
celebrate Australia  
with us in Japan

Follow us over the coming months  
for *Australia now* announcements  
and the *Australia now* program



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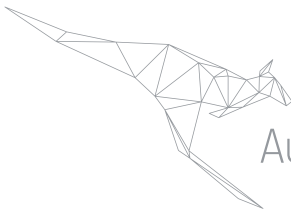
*Australia* Director Baz Luhrmann (centre), Actors Nicole Kidman (left) and Hugh Jackman (right), courtesy of Screen Australia





Australian Government

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