



Australian Government



# Council for Australian-Arab Relations (CAAR)

## Strategic Framework

### 2022-2024

The aim of the CAAR is to broaden and strengthen Australian-Arab relations. The work of the Council empowers people and organisations to connect and create partnerships in areas of mutual interest for Australian and Arabic communities. The Council supports and promotes the work of institutions, groups and individuals that conduct activities in pursuit of social, political and economic outcomes.

#### CAAR Mission

To strengthen people-to-people links and cross-cultural understanding between Australia and the Middle East and North Africa (MENA) region by encouraging active collaboration and partnerships that support Australia's foreign policy, trade, social and cultural interests.

#### Key Priorities 2022-2023

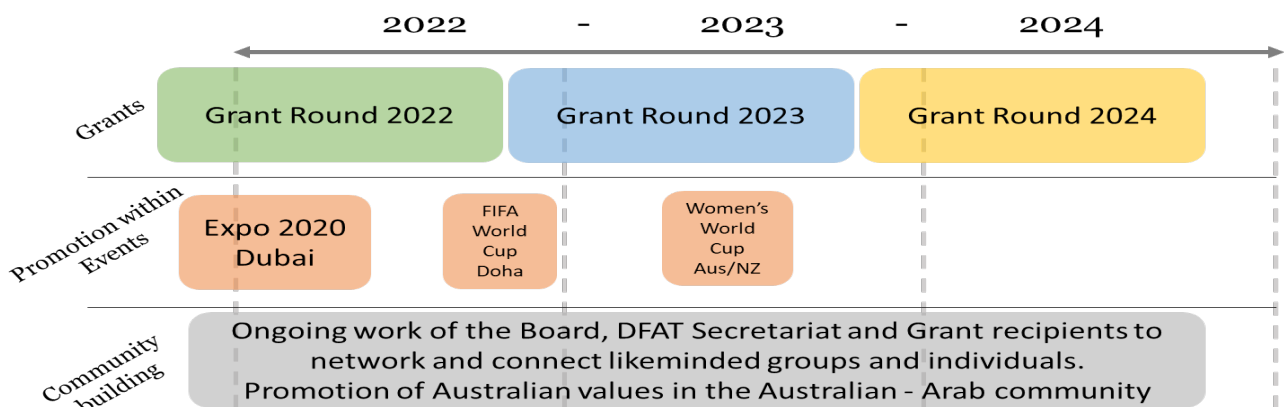
The CAAR directs effort and resources towards priority sectors that strengthen relationships by targeting priority areas of mutual interest between Australia and the MENA. Priorities are reviewed annually. For 2022-2023, priorities are:

1. Innovation and Sustainability (including Climate Change innovations)
2. Health and Sport
3. Social Cohesion and Gender Equality (including Diversity)
4. Arts and Culture

#### Ways and Means

The CAAR has three 'Lines of Effort' to achieve the mission. These include:

1. an annual grant round,
2. promotion of priority interests at cross-cultural events
3. the ongoing connecting of individuals and community groups to likeminded entities for collaboration.



### Line of Effort 1: Grants

The annual grant cycle is the key 'Line of Effort' for promoting the CAAR's priorities through the fiscal resource. Through the provision of monetary grants, the CAAR can support community or institutional projects that promote the CAAR's agreed priorities for that cycle.

The cycle involves three phases, each commencing with a meeting of the CAAR Board.

**Project Phase:** From November to February, the main effort of the project phase is the promotion of the recently awarded grants, and their respective projects. Promotion is conducted by individual Board members in their communities, the Secretariat through official media, and DFAT Posts as well as State and Territory Offices with linkage to projects.

The Board meeting at the start of this phase, will present and consider priorities for the new grant round, as well as evaluation of current CAAR strategy and governance.

**Application Phase:** The application phase commences with announcement of the new grant round. A key effort during this phase is community outreach to encourage applicants who are aligned with the agreed priorities for that round.

**Grant Phase:** The main effort of the grant phase is the Secretariat's management of Board recommendations for the approval of grant applications.

*Note: The cycle is displayed graphically at Annex A.*

### Line of Effort 2: Promotion Within Events

Events are an opportunity for the CAAR to potentially align with and help promote its priorities and work through digital media. This line could also empower community events through networking and endorsement/promotion. The UAE hosted Dubai Expo 2020 was key in identifying priorities for Financial Year 2021-22 CAAR grant applications. Future events could include major sporting or cultural events such as the FIFA World Cup 2020 and Women's World Cup 2023.

### Line of Effort 3: Community Building

This is the CAAR's means of public diplomacy and diaspora outreach. Board members, DFAT Posts, DFAT State and Territory Offices, past grant recipients and other stakeholders form a network which can connect individuals and groups across the Australian and Arab community. This 'Line of Effort' is un-resourced and not anchored to major events. It can simply involve facilitation of relationships between likeminded groups who are seeking to collaborate in an area of the CAAR's priorities. It also includes the sharing of events and information between the Secretariat and the Board members.

At each November to February Board Meeting 1, the Council will discuss successful community building activities and share ideas for future work in this line of effort.

#### Line of Effort 1 – Grants:

- Grant round was conducted within the timeframe specified in the Strategic Plan.
- Grant recipients were successful in their projects as described in their applications.
- Projects led to tangible outcomes or received public recognition with direct association to CAAR's priorities.

#### Line of Effort 2 – Promotion within events:

- Promoted event was linked to grant projects.
- Promotion of event was linked to community building activities.

- Activities led to tangible outcomes or public recognition in direct association to the CAAR's priorities.

#### Line of Effort 3 – Community building:

- Stakeholders conducted un-resourced outreach, leading to a tangible outcome within CAAR's priorities.

The CAAR strategic 'Lines of Effort' are supported through a Communication Plan at Annex A. The Communication Plan ensures that each 'Line of Effort' is appropriately empowered to reach its target audience for advocacy, messaging and provision of information (for example to communicate grant guidance to prospective applicants).

## ANNEX A

### CAAR Grant Round Annual Cycle Communication Plan

