

## CAAR Strategic Plan 2020-2030

### Our Context

In a complex social, political and economic environment we facilitate partnerships between the people of Australia and the Arab world that make up the Middle East and North Africa (MENA) region. The work of the CAAR is important for empowering people and organisations to connect and create partnerships in areas of mutual interests that lead to social and economic outcomes.

### Our Mission

Our government has empowered us:

To strengthen soft power and economic diplomacy outcomes between Australia and the MENA region by encouraging active collaboration and partnerships.

### Our Objective

To strengthen relationships by targeting priority areas of mutual interest between Australia and MENA:

#### People to People:

- Culture (*includes, but not limited to Music, Food, Arts*)
- Education
- Exchange
- Tourism
- Sports
- Gender Equality

#### Commerce:

- Trade
- Investment
- Research & Development

## Our Strategies

We will achieve this through our grant program and other activities by:

- Creating pathways for navigating the ecosystem.
- Advocating for humanity between Australia and the MENA region.
- Generating debate that reshapes Australia's policy and practices in the region.
- Fostering productive and effective partnerships with stakeholders.
- Optimising awareness of opportunities that may contribute to solutions for business.
- Strengthening our strategic narrative through recognising and celebrating CAAR successes.
- Effective employment of our financial and operational resources to support our strategic direction.

## Our Future

- We are a trusted source for Ministerial advice and policy input regarding Australia's relationship with MENA.
- We can directly attribute increased commerce and people to people activity to our grants program.
- The MENA region is perceived by Australia as an economic powerhouse.
- Our Members have strategic visibility over our operations, risks and direction.
- Our Members are recruited based on skills gaps.

## Our Behaviour

**Own it:** We will take every opportunity to advocate for humanity and create awareness of the many good people and economic opportunities in our respective countries.

**Expert:** We are willing to share our knowledge, ideas and networks to create ongoing partnerships.

**Change Agent:** We will find ways to encourage people to be open to reframing the way we connect and do business.

## Our Operating Environment

We are a non-statutory advisory board of up to 7 members. We are appointed by the Australian Government for our expertise and skills relating to MENA.

We operate under the badge of government within the Department of Foreign Affairs and Trade. Our membership include *ex-officio* Members from the Department of Foreign Affairs and Trade and Austrade.

We have a budget of \$400k. We are committed to delivering an efficient and effective grant program and activities that enhance relationships between the people of Australia and the MENA region.