

Concept Note – Exhibition of Australian Excellence

Thursday 25 January 2024

3.00pm	Exhibition opens
5.00pm	Reception (drinks, canapes and live music)
5.45pm	Formalities (welcome and performance of Australian National Anthem)
7.00pm	Exhibition closes

Recommendation:	That the High Commissioner approves this proposal to host an Exhibition and Reception to showcase Australian Excellence. The event would include exhibitions from the State Agencies and Tourism Australia. The Exhibition of Australian Excellence would be open for all staff to view from 3pm – 5pm. The exhibition would be followed by a reception with invited key stake holders. The reception would include Australian cuisine and wine along with Australian live music. Formalities would include the Australian National Anthem performed by an Australian Opera singer. This event seeks to promote Australian culinary, cultural and commercial excellence as well as showcase our modern and diverse nation to a British audience. The event would aim to leverage the outcomes of the Australia-UK Free Trade Agreement by promoting the export of Australian products, talent and design to the UK. Hosting this event at Australia House would provide a valuable and unique opportunity to communicating our strategic objectives; fostering existing relationships; and building new connections and partnerships with key stakeholders.
Proposed Date	Thursday 25 January 2024

Purpose

- Public Diplomacy on behalf of the Australian High Commission seeks to host an Exhibition of Australian Excellence. The Exhibition would aim to promote Australian culinary, cultural and commercial excellence to our UK audience.
- The Exhibition would include pop up stalls by the State Agencies and Tourism Australia showcasing 'Australian Excellence'. There will be live music by an Australian artist along with an Australian vocalist performing the Australian National Anthem.
- The Exhibition of Australian Excellence also aims to **advance the outcomes of the Australia-UK Free Trade Agreement** by expanding and exporting Australian products, creative technology, talent and design to the UK.
- The event will also provide a valuable and unique **opportunity to foster existing relationships; build new connections and partnerships;** and strengthen bilateral opportunities for **increased two-way trade, investment and tourism.**

Proposed Entertainment

- Live Australian music by Australian musician, **Alex Gibson** who played at the Tourism Australia event with Ricky Ponting at Lords. Originally from Canberra, Alex moved to London 5 years ago and has rightly earned the reputation as one of London's hardest working and most exciting musical acts.
- Australian National Anthem performed by with an Australian opera singer, **Louise Callinan** who performed the Australian National Anthem at Lords on Day 1 of the Ashes Series 2023.
- The Exhibition Hall will be transformed into an 'Australian bush' theme with rustic wine barrels, outback Australian pub (bar) and Australian natives.

Exhibitions

- Tourism Australia: Immersive pop-up Australian experience
- Queensland: Showcase of a product
- NSW: Showcase of a product
- WA: Showcase of a product
- SA: Showcase of a product
- VIC: TBC
- AusTrade: TBC

Audience

- We will formulate a strategically targeted guest list by ensuring whole-of-mission input via Branch Heads. Guests will include UK government officials, senior business leaders and arts, music & cultural institutions in the UK and media.
- Key stakeholders of the State Agencies and Tourism Australia

Draft Event Order

3.00pm – Exhibition opens for staff viewing

4.45pm – Exhibition closes for staff

5.00pm – Reception commences (drinks, canapes, music)

5.45pm – Formalities commence (HOM remarks followed by Australian National Anthem)

6.00pm – Drinks, canapes and music recommences

7.00pm – Event concludes

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Australian Government

Department of Foreign Affairs and Trade

AUSTRALIAN HIGH COMMISSION LONDON APPROVED EVENTS LIST

Date of issue: Friday 24 November 2023

Prepared by: Events London s 47E(d) [@dfat.gov.au](mailto:s47E(d)@dfat.gov.au)

The following Approved Events List gives an overview of upcoming events in Australia House as approved by the Events Decision Group.

The Branch shown in the list is responsible for coordinating guestlist nominations from across Post. Advice about the event can be obtained by contacting the primary organiser noted on the Approved Events List.

Key: Red denotes a new addition to the Approved Events List

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LEX 9736 - Documents



s 22(1)(a)(ii)

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s 22(1)(a)(ii)

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Date/Time	Venue	Event Name	Branch	Coordinator
25/01/2024 15:00-19:30	Exhibition Hall	Exhibition of Australian Excellence – Reception, Exhibition and Performance	PD	s 22(1)(a)(ii)

s 22(1)(a)(ii)

s 22(1)(a)(ii)

From: s 22(1)(a)(ii)
Sent: Monday, 13 November 2023 9:49 AM
To: Stephen Smith
Cc: Elisabeth Bowes; s 22(1)(a)(ii) ; Christian Hirst; s 22(1)(a)(ii)
Subject: Update - First Nations Working Group Meeting, Friday 10 November [SEC=OFFICIAL]

OFFICIAL

High Commissioner

On Friday we convened the First Nations Working Group. Please see an update below with recommendations and follow-up actions from our meeting.

First Nations Working Group Meeting Outcomes – Friday 10 November 2023

Participants: Christian Hirst, s 22(1)(a)(ii)

Recommendations & Actions

s 22(1)(a)(ii)

Australia Day

- Recommended approach is to focus on celebrating Australian excellence in the UK by hosting an event in late January or early February to draw-in and engage with key stakeholders early in the new year. Soft power assets to highlight could include a range of successful and talented Australians in London in the performing arts and hospitality sectors (s 22(1)(a) to work on concept note for HOM)

s 22(1)(a)(ii)

s 22(1)(a)(ii)

LEX 9736 - Documents

s 22(1)(a)(ii)

Australian High Commission

Australia House, Strand, London, WC2B 4LA

T: s 22(1)(a)(ii) **M:** s 22(1)(a)(ii)

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[We acknowledge](#) the Traditional Custodians of Country throughout Australia, and their continuing connection to land, waters and community. We pay our respects to all First Nations peoples, their cultures and to their Elders, past, present and emerging.