



ASEAN 2019

Australia  
now



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now

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Connecting and  
celebrating youth.

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# Strengthening the ASEAN–Australia exchange

The Australian Government's *Australia now* public diplomacy program links people and offers opportunities to build relationships and foster mutual understanding.

In 2019 it is engaging and connecting youth audiences across Southeast Asia.

With strong ties and deep connections between Australia and the 10 member countries of the Association of Southeast Asian Nations (ASEAN), *Australia now* 2019 will showcase the vitality, diversity and innovative capability of our youth and connect future leaders across the region.

It's all about building relationships for the future.

Connect with us

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© We are connected by ocean  
Avalon Beach, Australia  
Photo: Lachlan Dempsey



# Explore, engage and exchange

Australia is a place of opportunity, natural beauty, lifestyle and offers world-class education, research, science, innovation and start-up technology, the arts, culture and sport. Come and explore with us!

*Australia now will  
share with you:*

- an innovative, contemporary and creative nation
- the cultural richness and diversity of Australia
- a safe and attractive place for people of all ages to explore, study, live and do business
- an opportunity to add young voices and ideas to the ASEAN-Australia relationship





© Australia Awards scholars.  
Photo: esh photography.

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Australia enjoys a special relationship with ASEAN and close people-to-people links. *Australia now* will enhance our strategic partnerships and cultural connections; presenting Australia as an innovative and creative partner for economic collaboration and future engagement in our 45th year of diplomatic relations.

Australian Ambassador to ASEAN, Ms Jane Duke

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## The moment is right to engage more deeply with our region

Today's young are tomorrow's innovators, creators, builders and leaders. We must empower our youth to build a vibrant and robust future.

Australia is a top destination for ASEAN youth, with 1.3 million people holidaying, studying, working or doing business in Australia in 2016-17.

Over 1 million Australians have Southeast Asian heritage.

Taken as a whole, the ASEAN region is one of Australia's top three trading partners and a growing investment partner. In 2016, two-way trade with the ASEAN countries was worth \$AUD93 billion and two-way investment reached \$AUD224.4 billion.

Australia enjoys a strategic partnership with ASEAN as a regional organisation and strong bilateral relations with each of its member countries.

## ASEAN embodies opportunity

If it were a single country, ASEAN would be the world's seventh-largest economy, and have the third-largest population in the world today.

The business landscape across Southeast Asia is being transformed by rapidly expanding cities, a growing consumer class, innovation and digital disruption, deepening integration and stronger connectivity—including with Australia.

With a population of over 637 million and a burgeoning consumer class, ASEAN countries are poised for further growth.

### *Australia now*

- Connecting future leaders across ASEAN
- Strengthening opportunities for cooperation and partnerships with Southeast Asia







Connecting future innovators, leaders,  
thinkers, creators and social change makers

© Australia Awards farewell ceremony  
at the University of Sydney.  
Photo: University of Sydney.

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# Australia now – Creating space to connect, share and collaborate

*Australia now* will engage emerging leaders, influencers and audiences across Southeast Asia.

📍 Indigenous experiences, Queensland.  
Photo: James Fisher, Tourism Australia.

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*Australia now* will accelerate youth engagement and cooperation with ASEAN through

- Youth exchange, public dialogue and a speakers series
- Food experiences and culinary showcases
- Entrepreneurship and innovation accelerators
- Australian film festivals, symposiums and skills development workshops
- Sporting events and exchange
- Discussion forums on connectivity, sustainability and other issues of regional significance.

As part of *Australia now*, you will have an unrivalled opportunity to join leading thinkers, innovators, entrepreneurs and artists from across the region, to create and collaborate, on a highly visible international platform.

It's all about building relationships for the future.







*Australia now ASEAN 2019* provides a wonderful opportunity to celebrate the bonds of friendship, understanding and opportunity between Australia and Southeast Asia. For Australia, the countries of ASEAN are more than neighbours. Almost one million Australian citizens and residents were either born in Southeast Asia or claim Southeast Asian ancestry. Alongside personal roots, we share intrinsic economic links. This includes significant two-way trade, high tourist flows, strong educational ties and substantial business exchanges.

Christine Holgate, Australia-ASEAN Council Board Chair





We invite you to  
celebrate youth across  
Southeast Asia with us.

[celebrateaustralianow.com](http://celebrateaustralianow.com)



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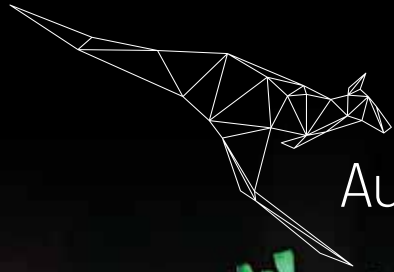
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© Asia Pacific Triennial  
of Performing Arts.  
Photo: Arts Centre  
Melbourne.





ASEAN 2019

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Deepening the links and connections  
between our communities.



**Australian Government**

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Connect with us over the  
coming months for details of  
the *Australia now* 2019 program.

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