

PRELIMINARY REPORT

オーストラリア now



JAPAN 2018

Australia
now



Executive Summary

Photo credit: Australian Chamber Orchestra/Christie Brewster

Australia now Japan 2018 marked the largest celebration of contemporary Australia in Japan since the 2006 Australia–Japan Year of Exchange. A public diplomacy initiative of the Department of Foreign Affairs and Trade (DFAT), *Australia now* was managed by the Australian Embassy in Tokyo in collaboration with *Australia now* sponsors, State and Territory governments, and partner organisations in Japan and Australia.

Australia now Japan 2018 took the form of an eight-month campaign from 5 April to 10 November 2018, featuring 40 major programs across 28 Japanese major cities and prefectures. Around 250 Australians representing the science, technology, agriculture, architecture, design, medical, financial, sporting, artistic, music and hospitality sectors travelled to Japan to participate. The campaign saw more than 220 individual events and over 420,000 people had a direct experience of one of those events. *Australia now* reached audiences across Japan through more than 45 media features on Japanese press, radio and TV, and 2.0 million impressions on social media.

Feedback from senior Japanese government, business and media partners indicated that

Australia now 2018 substantially lifted Australia’s profile in Japan in the lead-up to Japan’s hosting of the G20 and Rugby World Cup in 2019 and Olympics and Paralympics in 2020. The program sparked renewed interest in cooperating with Australia in non-traditional sectors such as agritech, medical research and sustainable living, and introduced new audiences to Australia’s world-class lifestyle and cultural offering with visits by the Australian Chamber Orchestra, Bangarra and 35 touring groups.

Audience surveys at highlight events indicate the program improved Australia’s reputation as a place to visit, study and invest. Australian partners confirmed plans to use momentum generated through *Australia now* to pursue new activities in Japan.

 420,000 attendees	 45 articles Nationwide media coverage	 6 Goodwill ambassadors
 40 program elements	 2.0 million social media impressions	 35 touring groups
 220 individual events	 25,000 shares, likes and comments social media engagements	 250 Australian travellers
 28 cities and prefectures	 \$1.5 million sponsor support	 Team Australia approach
 120 co-organising partners	 \$1.7 million Australian Government support	

"By reinforcing how much we have to learn from each other and by working together, *Australia now* has complemented our deepening strategic and economic relationship with Japan."

Senator the Hon Marise Payne
Minister for Foreign Affairs

"By working with our commercial and program partners to bring together all the different parts of our relationship, *Australia now* has given new impetus to a relationship that is already a model of stability and friendship."

Mr Richard Court AC, Australian Ambassador to Japan

"The *Australia now* event on hydrogen brought together many representatives from the Japanese government, businesses and academia involved in hydrogen, and provided a platform to effectively engage with these stakeholders."

Dr Alan Finkel, Australia's Chief Scientist



Australia now Japan 2018 Sponsors

The Australian Government expresses its thanks to *Australia now* Japan 2018 sponsors: Woodside, Rio Tinto, BHP, ANA, Japan Airlines, New South Wales Government, Government of Victoria, Qantas, Sumitomo Mitsui Banking Corporation/SMBC NIKKO Securities Inc., True Aussie Beef, Tourism Australia, JTB, INPEX CORPORATION, Government of Western Australia and the Australia-Japan Foundation.



Curated program

Australia now Japan 2018 presented a curated eight-month program featuring Australian ideas, research, sport, music, art, dance, theatre, cuisine, travel and education, amplified by a large-scale, multi-layered communications strategy.

Australia now saw 40 major programs introducing contemporary Australia to Japan across the themes of innovation, lifestyle and creativity.

By designing and layering over 220 separate events around the major programs, the campaign maximised opportunities for engagement, exchange and dialogue. Events included public lectures and workshops, exhibitions and festivals, VIP and networking receptions, opening and closing events, direct collaborations, schools and grassroots exchanges, and media conferences and interviews.

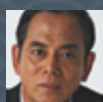
Through a combination of grassroots and feature events, the campaign was able to attract both large public audiences (over 420,000 in total) and select, targeted groups of senior Japanese business, government and community leaders (around 2,000).

The campaign represented a combined Team Australia effort. Australian Government departments, State and Territory agencies, *Australia now* sponsors, and partner organisations made use of the *Australia now* platform to pursue new partnerships and amplify existing activities. The campaign relied on collaboration with 120 co-organising partners, and a further 300 collaborating partners.

Targeted communications

The busy events program was delivered in concert with a communications strategy designed to amplify key program messages.

The communications program was headlined by *Australia now* Goodwill Ambassadors, six well-known Australian and Japanese celebrities who lent their support to promoting the campaign.



Toshio Shiba AM
Actor, Australia PR Ambassador



Kyoko Maya
Actress



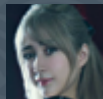
Tetsuya Bessho
Actor, Radio DJ



Chris Glenn
Radio DJ, Author



Keiko Kojima
TV/radio personality, Essayist



Sarah Àlainn
Vocalist, Violinist, Composer

Leveraging the Embassy's and partner media networks, the program featured in over 45 articles in Japanese national and local newspapers, TV, radio and news agencies, including NHK, Nikkei Shimbun, Yomiuri Shimbun, Jiji and Kyodo. Advertising and advertorials in Yomiuri Shimbun and Asahi Shimbun featured in over 8 million printed copies.

Japanese media conducted interviews with visiting Australian business leaders, performers, artists and scientists, reinforced through *Australia now* press releases and media conferences.

The program was projected and shared through a busy Twitter and Facebook stream of 532 *Australia now* posts, supplemented by third-party posts by *Australia now* Goodwill Ambassadors and program partners. Official *Australia now* social media feeds (twitter.com/australianow, facebook.com/AustralialnJPN) recorded over 25,000 engagements and 2.0 million impressions. Launched to coincide with visit to Japan by Prime Minister Malcolm Turnbull in January 2018, the bilingual AustralialnJPN2018.com website was an important conduit for sharing program information, in-depth interviews, media releases and the monthly *Australia now* e-newsletter.

Sponsor logos were displayed prominently at all major *Australia now* events, official functions and on the official printed program, advertorials and marketing collateral.

Wide geographic spread

Australia now activities took place in 28 prefectures across Japan. Given the program's focus on Japanese decision makers and influencers, most *Australia now* took place in Japan's major cities of Tokyo, Nagoya, Osaka and Yokohama. Major activities outside the large cities include the Questacon Science Circus Tour, Earth Dinosaur Tour and the Yidaki: Didjeridu and the Sound of Australia exhibition at the 2018 Echigo-Tsumari Festival.

Australia now Japan 2018 Locations

1. Aichi; 2. Aomori; 3. Chiba; 4. Ehime;
5. Gifu; 6. Gunma; 7. Hiroshima;
8. Hokkaido; 9. Hyogo; 10. Ibaraki;
11. Iwate; 12. Kanagawa; 13. Kochi;
14. Kumamoto; 15. Kyoto; 16. Mie;
17. Miyagi; 18. Nagasaki;
19. Nara; 20. Niigata; 21. Osaka;
22. Saitama; 23. Shimane;
24. Shizuoka; 25. Tochigi;
26. Tokyo; 27. Toyama;
28. Wakayama



Indigenous Australia

Building on Japan's strong interest in Australia's unique Indigenous cultures, *Australia now* featured visits by Yorta Yorta soprano Deborah Cheetham AO, actor Uncle Jack Charles and Ilbjerri Theatre, didjeridu master Djal Gurruwiwi, and the Yidaki: Didjeridu and the Sound of Australia major touring exhibition. The program concluded with Bangarra Dance Theatre's performances on 9–10 November at one of Asia's leading contemporary dance venues, Saitama Arts Theater.

Pursuing Shared Challenges

The program had a strong emphasis on showcasing and increasing awareness of Australia's innovative ability and history. The program started new conversations on how Australia and Japan can address shared economic and societal challenges through delegations represented by Australia's Chief Scientist Dr Alan Finkel AO, National Farmers' Federation CEO Tony Mahar, AgriFutures Australia Managing Director John Harvey, Universities Australia, National Health and Medical Research Council, Commonwealth Scientific and Industrial Research Organisation (CSIRO), AusBiotech, Questacon and Australian universities.

Lifestyle Superpower

Visitors experienced firsthand a taste of Australia's world-famous lifestyle through lifesaving and rugby exchanges, Australian food and wine showcases, and a highly-popular outdoor short film festival at Mori Building's Roppongi Hills, run in collaboration with Flickerfest and the Australia and New Zealand Chamber of Commerce in Japan. The Mori Building also hosted the UNIVERSAL PRINCIPLES / UNIQUE PROJECTS architecture exhibition, curated by Wendy Lewin, featuring twelve unique Australian architecture projects chosen for their environmentally responsibility, resource friendliness and sympathy to context. The exhibition recorded 190,000 visitors and resulted in a feature film and a 154-page feature in one of Japan's leading architectural magazines.

Combatting Discrimination

Visits by Tasmania's Mature Artists Dance Experience (with Graeme Murphy), Victoria's Back to Back Theatre and Workplace Gender Equality Agency Director, Libby Lyons, shared perspectives on how Australia is tackling discrimination, whether based on age, disability or gender.

Creative Nation

Australia's creative powers were showcased through tours by the Australian Chamber Orchestra, artist Heather B Swann, Terrapin Puppet Theatre, Last Great Hunt, Erth Dinosaur Theatre, Hossein and Angela Valamanesh, musician Paul Grabowsky AO, Henry Jock Walker, Lucy Guerin Inc, author Helen Garner, and an exhibition by renowned printmaker, Jörg Schmeisser, at Machida City Museum of Graphic Arts.

"The rich program has demonstrated how both Australians and Japanese embrace innovation, while respecting tradition. Woodside has been very proud to sponsor *Australia now* in Japan."

Dr George Gilboy, Chief Representative Japan, Woodside
(*Australia now* Platinum Partner)

"The program has been another exciting way to showcase the partnership between both nations and Australia's innovative spirit and important contributions to Japan. I congratulate the Australian Government on an outstanding *Australia now* Japan 2018 program."

Mr Chris Salisbury, Chief Executive Iron Ore, Rio Tinto
(*Australia now* Platinum Partner)



Australia now Japan 2018 Program by Theme

Innovation

1. Australian Studies Association of Japan Annual Conference; 2. Doing Digital Methods: Interdisciplinary Interventions; 3. Australian Agri-tech Showcase @ Nikkei AG/SUM; 4. Australia–Japan Medical Research Symposium; 5. Australia's Hydrogen Future Seminar with Australia's Chief Scientist Dr Alan Finkel AO; 6. Study in Australia Fair 2018; 7. Australian Life Sciences Showcase at BioJapan 2018; 8. Australia Japan Innovation and Research Symposium; 9. Australian Fintech Showcase at Fintech Japan 2018; 10. Australia–Japan Science Diplomacy and Public Policy Forum; 11. Science Circus Tour Japan 2018

Lifestyle

12. Australian Beef, Lamb and Wine Promotion 2018; 13. Women's Rugby Exchanges; 14. Australia–Japan Touch Football Exchange; 15. Mountain premiere/preview screening; 16. Chichibunomiya Minato Rugby Festival 2018; 17. Australian Short Film Theatre in Roppongi-Powered by Flickerfest; 18. UNIVERSAL PRINCIPLES / UNIQUE PROJECTS: Architecture Re-Setting the Agenda; 19. Gender equality in the workplace – 23rd International Conference for Women in Business; 20. Introduction of Australian Surf Lifesaving Competition to Japan through Lifesavers Exchange; 21. ANZCCJ Gourmet Food and Wine Garden Party; 22. Australia–Japan Men's Rugby Exchanges

Creativity

23. Ilbjerri Theatre – Jack Charles v The Crown; 24. Australian Chamber Orchestra Special Opening Concert for Australia–Japan Foundation 2018; 25. NMAO 40th Anniversary Exhibition "TRAVELERS: STEPPING INTO THE UNKNOWN" Special lecture; 26. Watch, touch, and learn! Dinosaur Zoo; 27. Hossein Valamanesh & Angela Valamanesh at the 2018 Echigo Tsumari Art Triennale; 28. New Owner; 29. Yidaki: Didjeridu and the Sound of Australia; 30. YOU AND ME AND THE SPACE BETWEEN; 31. Australian Jazz Journey 2018; 32. Little Penguin Cup; 33. "THE FROCK" by Graeme Murphy & Mature Artists Dance Experience; 34. Split at Dance New Air Tokyo; 35. I let my body fall into a rhythm; 36. small metal objects; 37. This House of Grief Book Launch; 38. Touring of the Hindmarsh Prize 2018 exhibition; 39. Bangarra Dance Theatre: Spirit 2018 / I.B.I.S.; 40. Jörg Schmeisser Retrospective: Neverending Journeys

Australia now objectives achieved:



Strengthen Australia–Japan ties



Substantially raise Australia's profile in Japan as an innovative, contemporary and creative nation



Promote Australia as key destination for innovation, investment, study, research and tourism



Create and consolidate partnerships, collaborations and people-to-people links



Japanese partners

Aichi Art Center; Art Front Gallery; Australian Studies Association of Japan; BioJapan 2018; BUoY Arts Centre Tokyo; Chiba Institute of Technology; Chichibunomiya Minato Rugby Festival; Dance New Air Tokyo; Echigo Tsumari Art Triennale; ewoman, Inc.; Festival/Tokyo 2018; Fintech Japan 2018; Gendai Kikakushitsu Publishing; GOMA; International Conference for Women in Business; Iwate Cultural Promotion Agency; Japan Association of National Universities; Japan Lifesaving Association; Japan Science Museum Association; Japan Touch Association; Kanagawa Arts Theatre; Kochi Mirai Science Center; Machida City Museum of Graphic Arts; Minato Rugby Association; Ministry of Foreign Affairs; Mori Building Co. Ltd; Musashino City; Nagoya City Science Museum; Nara City Hall; Nara University High School; National Museum of Art, Osaka; NEC Green Rockets; NHK Enterprises Inc; NIKKEI Inc; Osaka Innovation Hub; Osaka Science Museum; Osaka University Center for the Study of Co*Design; Program for Education and Research on Science and Technology in Public Sphere; Ritsumeikan University; Saitama Arts Foundation; Saitama Arts Theatre; Sapporo City; Shinkenichiku-sha Co Ltd; Shizuoka Performing Arts Center; Suntory Sungoliath; Tact Festival; The Executive Committee for the Lifesaving Patrol Competition; The Japan Association of National Universities; The National Museum of Emerging Science and Innovation (Miraikan); The University of Tokyo; Tokamachi City; Tokyo Chamber of Commerce and Industry; Tokyo Jazz Festival; Tokyo Metropolitan Theatre; Tokyo University of the Arts; TOMORROW Films; Toyama Glass Art Museum; Toyama Glass Studio; University of Tsukuba; Waseda University; World Gold Theater 2018; Yomiuri Otemachi Hall; Yomiuri Shimbus



Australian partners

ACT Brummies; AgriFutures Australia; Alana Kushnir; Asialink Arts; AusBiotech; Austrade; Australia and New Zealand Chamber of Commerce in Japan; Australia Council for the Arts; Australia's Chief Scientist Dr Alan Finkel AO; Australia–Japan Foundation; Australian Chamber Orchestra; Australian Consulate-General Osaka; Australian National University; Back to Back Theatre; Bangarra Dance Theatre; Canberra Glassworks; Creative Victoria; CSIRO; Deborah Cheetham AO; Department of Education and Training; Department of Industry, Innovation and Science; Djal Gurruwiwi and the Yolngu people of Arnhem Land; Flickerfest; Graeme Murphy; Heather B. Swann; Helen Garner; Henry Jock Walker; Hossein Valamanesh and Angela Valamanesh; Ilbjerri Theatre; Lucy Guerin Inc; Mature Artists Dance Experience; Michael Bugelli Gallery; Monash University; National Farmers' Federation; National Health and Medical Research Council; National Museum of Australia; NSW Waratahs; Paul Grabowsky AO; Potter Museum of Art; Questacon; Rio Tinto Professorial Fellow Jenny Corbett; RMIT; Rugby Australia; Screen Australia; South Australian Museum; SproutX; Stranger Than Fiction Films; Surf Life Saving Australia; Surf Life Saving Queensland; Tasmania Performs; Terrapin Puppet Theatre; The Hindmarsh Prize; The Ian Potter Museum of Art; The Last Great Hunt; Touch Football Australia; Universities Australia; University of Melbourne; University of New South Wales; Victorian Government; Wendy Lewin Architects; Workplace Gender Equality Agency Director Libby Lyons

