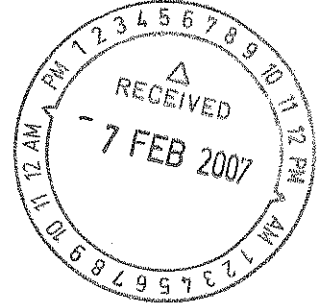




**Australian Government**  
**Department of Foreign Affairs and Trade**

8 February 2007



The Secretary  
Senate Foreign Affairs, Defence and Trade References Committee  
Suite S1.57  
Parliament House  
CANBERRA ACT 2600

Dear Secretary

Please find attached 12 copies of the Department of Foreign Affairs and Trade's submission to the *Senate Inquiry into the nature and conduct of Australia's public diplomacy*, requested by Senator David Johnston, Chair of the Senate Standing Committee on Foreign Affairs, Defence and Trade, in his letter to The Hon. Alexander Downer MP, Minister for Foreign Affairs, on 15 November 2006.

Yours sincerely

A handwritten signature in black ink, appearing to read 'L. Strahan'.

Dr Lachlan Strahan  
Assistant Secretary  
Images of Australia Branch





**Australian Government**

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**Department of Foreign Affairs and Trade**

**Submission by the Department of Foreign  
Affairs and Trade  
to the**

**Senate Standing Committee on Foreign  
Affairs, Defence and Trade**

**Inquiry into the nature and conduct of  
Australia's public diplomacy**

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## Executive Summary

The Department of Foreign Affairs and Trade is pleased to contribute to the *Inquiry into the nature and conduct of Australia's public diplomacy* by the Senate Standing Committee on Foreign Affairs, Defence and Trade.

DFAT carries the primary responsibility for implementing Australia's public and cultural diplomacy programs on behalf of the Government to advance our foreign and trade policy objectives. Our public diplomacy (PD) programs are carried out on three, interconnected levels: managing the news cycle and responding to the story of the day; running proactive PD projects over several weeks or months; and building long-term relationships. These programs engender a greater understanding of Australia's identity, values and ideas, ensuring that our international image is contemporary, dynamic and positive.

The department has developed a two-pronged PD strategy. We retain a team of PD specialists and in 2005-06 had a total of 229 staff (including locally engaged employees at overseas missions) dedicated to PD work. More importantly, we have integrated PD into the policy fabric of the department's work as a core, mainstream activity. Every DFAT officer overseas has a role in promoting the department's PD objectives.

Images of Australia Branch manages the department's main internationally-focused PD programs and coordinates overall PD activities; however, across the department, issues-based public advocacy (including on trade, counter-terrorism, arms control, environment and human rights) is vigorously pursued domestically and internationally. Parliamentary and Media Branch carries principal responsibility for media outreach and accordingly has an important role to play in explaining our foreign and trade policy objectives to domestic audiences as well as promoting informed and positive international media coverage of Australian affairs. The interface between the department and the Australian public on trade issues is managed by the Trade Advocacy and Outreach section. Nine bilateral foundations, institutes and councils, implement PD projects in their geographical regions.

DFAT spent \$93.5 million on PD in 2005-06: \$53 million on general PD activities and \$40.5 million on particular PD programs. This level of funding allows the department to implement a wide range of dynamic, nimble and cost-effective PD programs to advance Australia's foreign policy and trade goals in both domestic and international arenas. DFAT delivers quality PD programs which provide Australian taxpayers with value-for-money and compare well with the activities of countries with much larger PD budgets.

The department works with a wide range of other Australian organisations, both governmental and non-governmental, to develop and deliver Australia's public diplomacy programs. Many of our programs would not be possible without the active cooperation of other federal government agencies, state and territory governments,

foundations, and various private bodies from cultural groups and companies through to universities and think tanks. The nature of this cooperation varies, from information –sharing and co-funding through to joint management of projects. A series of standing and ad hoc structures are used to coordinate PD efforts to maximise synergies.

We use various mechanisms, especially annual reviews, to assess the effectiveness of our PD programs and to ensure that our activities reflect the Government’s priorities of the day. Many of the outcomes of our PD programs are necessarily incremental, long-term and not easily quantifiable. The department regularly enhances its PD programs. Several changes were implemented in 2006, such as recasting the International Cultural Visits program.



## **1. Overview**

### **Historical backdrop**

The nature of international relations was transformed during the twentieth century as the control and dissemination of information became more important in an era of mass politics and mass communications. Diplomacy or statecraft could no longer be simply defined as negotiations between sovereigns or governments, with the main channels of communication being exchanges between officials. The American academic Joseph Nye has argued that the power of attraction can be an important complement to more traditional forms of power based on economic or military clout. He draws a distinction between 'hard' and 'soft' power: 'Soft power works by convincing others to follow, or getting them to agree to, norms and institutions that produce the desired behaviour. Soft power can rest on the appeal of one's own ideas or the ability to set the agenda in ways that shape the preferences of others.'<sup>1</sup> Coined in the mid-1960s, 'public diplomacy' (PD) became the standard term to describe a government's actions to inform and influence the populations of other countries.

Australia's information service started in 1939 when the Department of Information was set up soon after the Second World War broke out. It was abolished in 1949 and replaced by the Australian News and Information Bureau (ANIB) under the Department of the Interior. ANIB took over all the functions of the former department, except Radio Australia, which was transferred to the then Australian Broadcasting Commission. Since that time, Australia has consistently maintained an external PD capacity, variously known as the Australian Information Service, Promotion Australia, the Australian Overseas Information Service and the International Public Affairs Branch.

Promotion Australia, the Department of Foreign Affairs and the Department of Trade merged in 1987 to form the Department of Foreign Affairs and Trade (DFAT), which assumed the primary responsibility for developing and implementing Australia's PD programs on behalf of the Australian Government. In the 1990s, the public affairs and cultural relations branches were rationalised and combined. A new branch – Images of Australia – was established in 1999 to draw together DFAT's PD activities and more closely align them with the department's broader policy objectives.

### **Contemporary context**

Globalisation, especially rapid changes in information technology, the spread of democracy and the pervasiveness of foreign information programs have made nimble, creative and well-targeted PD even more important in advancing Australia's national

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<sup>1</sup> Nye, Joseph S. *Soft power: the means to success in world politics*, PublicAffairs, New York, 2004  
DFAT Submission to  
Senate Standing Committee on Foreign Affairs, Defence and Trade  
Inquiry into the nature and conduct of Australia's public diplomacy

interest. Public opinion has become a more influential element in the formation of foreign and trade policy around the world. The range of entities which play a direct part in international relations, from NGOs and protest movements to the media, think tanks and corporations, has greatly expanded, presenting all governments with new PD challenges. At the same time, the dividing line between domestic and international issues has become even less distinct. Modern methods of mass communication mean some domestic stories are disseminated quickly and widely around the world. PD has become a standard arm of statecraft.

### **Australian public diplomacy today**

DFAT has ensured that Australia's PD effort has remained effective, flexible and hard-headed in this environment. Our PD programs are not carried out as ends in themselves. Rather they are firmly tied to the advancement of Australia's foreign and trade policies to the benefit of all Australians, promoting a better understanding of Australia's identity, values and ideas overseas and a better understanding of Australia's foreign and trade policy agenda in Australia. The introduction to DFAT's PD handbook notes: 'Public diplomacy contributes to our national security by helping to build understanding about Australia and its place in the world as a stable, sophisticated, tolerant and culturally diverse nation. It contributes to our economic prosperity by promoting Australia as a source of innovative and high quality goods and services, as an attractive place to visit and as a country which offers international students first rate educational opportunities.' Both countering misconceptions about Australia, particularly those that threaten to damage our interests, and promoting a positive national image are vital.

The department works with a wide range of other Australian organisations, both governmental and non-governmental, to develop and deliver Australia's public diplomacy programs. Many of our programs would not be possible without the active cooperation of other federal government agencies, state and territory governments, foundations, and various private bodies from cultural groups and companies through to universities and think tanks. The nature of this cooperation varies. At times, the department enlists the assistance of other bodies to help implement a DFAT PD program. On other occasions, the department decides to support the PD activities of other bodies which can play a role in promoting our foreign policy and trade goals. Likewise, this cooperation takes different forms, from information-sharing and co-funding through to joint project management.

Our PD programs are carried out on three, interconnected levels:

- managing the news cycle, responding to the story of the day and promoting specific policy initiatives or outcomes
- running PD projects over several weeks or months involving a more proactive approach, shaping our national image in a more structured way with a higher level of planning

- building long-term relationships and understanding of Australian culture and values.

The department implements these three elements in tandem to ensure that our PD efforts promote Australia's foreign and trade policy goals in a coordinated and multi-layered way. This multi-layered approach means that our PD has greater depth and resilience. Our PD programs are in turn based on core messages and target particular audiences. For instance, some of our PD activities are pitched at the mass level, while others seek to influence more precise targets, such as decision-makers. Effective follow-up reinforces our efforts.

Cultural diplomacy (CD) is an important arm of the department's PD programs. CD activities are often a particularly effective means of achieving our PD objectives because they influence people in other countries in a more subtle manner. Cultural projects can provide a more neutral platform for projecting an image of Australia and generating a better understanding of our values. Where audiences might be wary of more official, apparently political PD activities, CD can foster a sympathetic environment in which to pursue foreign and trade policy goals

The department's PD efforts are guided by three other broad considerations. It would be counter-productive for Australia to spread its PD resources too thinly by attempting to implement its PD activities in too many countries. Effective PD must be realistic and calibrated in a context of finite human and financial resources and competing budget demands. The department therefore concentrates its PD on key regions, including Asia and the South Pacific, and key bilateral relationships, from Japan, China and Indonesia through to the United States and the major Europeans, where Australia has particularly important national interests at stake.

PD, like any other marketing, involves competition for attention and influence. The department's PD programs have been developed to give Australia a competitive edge over other countries in key regions or in relation to certain issues. For instance, our trade advocacy is unashamedly geared to promoting Australia's economic interests, often in competition with and even at the expense of other countries. In other contexts, however, we collaborate with bilateral, regional and multilateral partners to promote global messages. In cases where Australia shares common concerns with other countries, such as the promotion of good governance and the rule of law, the department consults with other countries to identify ways in which we can work together more effectively to advance our common aims. Competing PD efforts in such instances would be self-defeating.

A third consideration rests on the recognition that any country's image is shaped by various sources, many of them beyond the control of governments. The mass media and popular culture affect how overseas audiences view Australia. At times, this creates extra challenges for the government's PD efforts. But this is an inevitable and natural feature of a pluralist society and indeed, this very diversity reflects one of the

government's key PD messages that Australia is a tolerant, open, democratic society based on the rule of law.

### **Measuring impact**

The department uses various tools to monitor the impact of our PD programs:

- All departmental PD programs must report annually. The results are reviewed by the senior executive and included in the department's annual report.
- Departmental officers conduct 'exit' interviews with all participants in the International Media Visits and International Cultural Visits programs. The results of these assessments are then used both to inform policy considerations and refine the programs themselves.
- Posts monitor local press coverage, both by journalists who have visited Australia under the IMV program and those who have not. IAB produces monthly summaries of this reportage, which are distributed widely inside the department and to other federal government agencies.
- Posts are required to submit annual PD plans and to report at the end of each financial year against stated performance indicators and objectives. These PD reports generally provide anecdotal indications of attitudinal shifts achieved as a result of our PD efforts.
- The nine bilateral foundations, councils and institutes evaluate the effectiveness of their programs at the conclusion of each activity and continue to monitor the impact of their projects over the medium term. They report to their boards which comprise government and non-government members.
- The department conducts modest opinion surveys at times to judge the wider impact of PD activities, often in conjunction with other agencies. For instance, the department is co-funding Australia Network's (AN) quantitative and qualitative polling concerning the impact of AN programming in particular target countries.

These reporting mechanisms allow the department to track the outcomes of its PD programs. It should be recognised, however, that measuring the impact of public and cultural diplomacy is a notoriously difficult task for all governments. Even a country as large and as powerful as the United States which devotes considerable resources to

PD,<sup>2</sup> finds it hard to gauge the impact of its PD programs. Edward Murrow, a leading American broadcast journalist and later head of the United States Information Agency in the 1960s, once quipped that no cash register would ring when a mind was changed. While our trade advocacy is very much directed at securing trade outcomes, public diplomacy in its broadest sense is necessarily incremental, subtle and long-term. Building trust and shaping a national image require patience. For instance, the dividends of a successful exchange or visits program may not become apparent for some years. Assessing the impact of PD efforts at a wider societal level is even more difficult given resource constraints, which will remain.

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<sup>2</sup> In 2005-06, the State Department had 1,127 PD officers (1,067 PD generalists and 60 PD specialists such as English-language teachers, information resource officers and print experts. This total **excludes** locally engaged staff working on PD programs at post. The State Department spent around \$423million on overseas PD in 2005-06 (covering salaries, administration and programs). Domestic PD expenditure is funded through a separate congressional appropriation for which figures are not currently available.

## **2. Current public diplomacy programs and activities**

### **2.1 Current resourcing**

#### **2.1.1 Budget**

In 2005-06, the department's expenditure on its public diplomacy work with both domestic and international audiences totalled almost \$93.5 million. (See pp 57-59 for details.)

#### **2.1.2 Staff establishment and training**

The department has a two-pronged staffing strategy towards PD. In 2005-06, we had a total of 229 staff - generalist, PD specialists and locally engaged employees at overseas missions - dedicated to PD work. More importantly, we have integrated PD into the policy fabric of the department's work as a core, mainstream activity. Every DFAT officer pursuing Australia's foreign and trade policy objectives is expected to use PD tools to advance these policies. Officers at our overseas missions are at the forefront of our PD efforts. Heads of Mission are expected to show strong leadership in ensuring that their posts run effective and targeted PD activities.

Several parts of the department perform key PD roles. Images of Australia Branch manages the department's general public diplomacy programs, with three sections covering (1) general PD activities, including advocacy and publications, (2) cultural diplomacy and (3) international media and world expos. IAB is currently staffed by an assistant secretary, 3.5 directors and nine other officers. Branches across the department are responsible for issue-specific PD programs (for example trade, counter-terrorism, arms control, environment and human rights), working in consultation with IAB (see pp 31-39). Nine foundations, councils and institutes carry out many PD activities in a bilateral context (see pp 39-45).

Parliamentary and Media Branch (PMB) engages strategically with domestic and international media to encourage balanced reporting on Australian affairs and policies and thereby foster local and overseas audience support for the Government's international agenda. PMB's 24-hour service, which in 2005-06 responded to more than 10,600 requests for information from Australian and international media, facilitated mostly informed and positive coverage of foreign and trade policy issues. This service is underpinned by an ongoing program of targeted individual and group briefings to journalists, joint press conferences during important bilateral and regional meetings, and distribution of media releases on portfolio matters. In 2006, for example, PMB's active media management contributed to successful campaigns for the promotion of the launch of the Asia-Pacific Partnership on Clean Development and Climate, the inaugural ministerial meeting of the Trilateral Strategic Dialogue and ongoing negotiations for bilateral free trade agreements.

The department uses a range of training programs to provide all staff with a solid understanding of PD and to equip them with the tools to implement PD activities

effectively. Two departmental publications, the *Public diplomacy handbook* (2005) and *Public advocacy techniques* (2006), provide guidance on how to use PD effectively and how to develop and implement a public advocacy plan. We intend to develop electronic training packages to complement these manuals.

IAB has developed a PD intranet website for use by all PD officers across agencies represented at posts. The site incorporates reference material on all elements of PD activity drawing together many of the resources developed by DFAT. It provides a forum for posts to exchange information on activities, events, visiting speakers and cultural groups. We also manage a PD Bulletin Board on which is posted a range of PD material for use by posts as background for media releases, newsletters and HOM speeches or to assist their representation in international conferences.

IAB runs PD training programs and workshops in Canberra and overseas every year:

- Public advocacy workshops in Canberra assist staff to develop practical public advocacy strategies that address particular issues and challenges. In recent years, these workshops have covered a range of topics, including free trade, trade in genetic material, regional and bilateral relations, people smuggling, and quarantine.
- IAB runs regional PD workshops overseas for posts to ensure our advocacy efforts advance clearly defined policy objectives through coherent messages and outcomes-focused activities. In 2006, we hosted three regional PD workshops involving 60 Australia-based and locally engaged staff with PD responsibilities from 24 Asian posts, 30 from 15 Middle East and African posts, and 26 from eight Pacific posts. IAB will hold similar workshops for posts in Europe and the Americas in the first half of 2007. Run over two days, the workshops cover the full gamut of PD issues and allow staff at posts and their colleagues from Canberra to discuss challenges and issues. We engage local consultants, including journalists, to address the workshops on themes such as: the regional economic and business climate and its implications for our PD; regional media; and Australia's image in the relevant region. We have invited senior executives of Australia Network to participate in geographically relevant PD workshops.

## **2.2 Public diplomacy programs**

### **2.2.1 Australian diplomatic missions - PD Programs**

All posts have an important PD role. The department currently runs funded PD programs in 85 locations overseas with a total annual budget of \$1.6 million. In 2005-06, our posts conducted more than 3000 public diplomacy activities to promote our foreign and trade policy interests and project an accurate and contemporary view of Australia. Our PD activities range from public advocacy campaigns (such as a joint Indonesia-Australia public information campaign on illegal fishing) to major, high

profile events such as Australia's contribution to the development and opening of France's Musée du quai Branly (Indigenous art museum) to the perennials of PD tradecraft (such as the production of speeches, media releases, op-ed pieces for local papers, newsletters; networking with officials, business people, academics and other opinion shapers; and the organisation of seminars, cultural programs and displays).

**Highlights of our PD programs around the world from 2004-06:**

- Jakarta had outstanding outcomes from its management of a joint Indonesia-Australian information campaign against illegal fishing aimed at national stakeholders and at provincial fishing villages, explaining risks associated with illegal fishing
- Bangkok developed an Australian Studies teaching resource kit in the local dialect of Yawi (a Muslim area in south Thailand) to improve perceptions of Australia and relations with local officials
- Beijing organised the first-ever Australian film festival in China, significantly raising Australia's profile as a film-making nation and laying the groundwork for future collaboration between Australian and Chinese Film makers
- Manila hosted a forum to promote the *Anti-violence Against Women and Children Act*, highlighting Australia's initiatives regarding the status of women and our cooperation with the Philippines on human rights issues
- Vientiane organised an international conference on *Mining expertise in South East Asia* to promote Australian mining expertise and the benefits of foreign direct investment to senior officials and ministers visiting Laos for the ASEAN Economic Ministers Meeting
- Kuala Lumpur promoted Australia as a provider of high quality education and an attractive destination for international students through an exhibition on education and Bell Shakespeare Company's performance *Actors at Work*
- Hanoi underscored Australian Government concerns regarding child trafficking and child labour issues in conjunction with a cultural program incorporating a performance by The Australian Girls Choir during an Asia-European Meeting
- Paris facilitated the inclusion of Australian Indigenous art in France's Musée du quai Branly, ran a cultural program in conjunction with the opening of the museum and used these events to convey strong, positive messages about Australia's Indigenous people and culture. The embassy worked closely with private sector partners and attracted significant corporate sponsorship for Australia's involvement

(continued...)



**Highlights of our PD programs around the world from 2004-06 (continued) :**

- Los Angeles has carved out a high profile niche for its Australia Week (*G'day LA*) promotion despite the intense competition for public and media attention in the United States. The *G'day LA* model, with its coordinated promotion of Australian exports, culture and education in cooperation with a strong commercial contingent, is a benchmark of excellence in multifaceted PD programming. The *G'day* program has been expanded to encompass activities in both Los Angeles and New York (*G'day USA*).
- Ottawa organised a Think Australia Month, a series of public events which took place across Canada to highlight Australia's accomplishments in education, trade, health research, literature and film
- London promoted Australia as a sophisticated, culturally rich country with world class artists and performers through a cultural exhibition developed in conjunction with six elite local art galleries dealing in Australian art
- Athens hosted a major event to mark the official opening of the Indigenous cultural exhibition, *60,000 Years in the Making – Indigenous Australia Now*, sponsored as Australia's contribution to the Cultural Olympiad
- Apia hosted the *Partners in Pacific Peace* exhibition, with the Samoan Police, Prisons and Fire Services, highlighting the cooperative nature of the bilateral relationship and the importance of Australia's involvement in regional cooperation
- Abu Dhabi, with the assistance of an ANU academic from the Strategic and Defence Studies Centre, hosted a lecture series on *Australia's strategic interests in the Middle East – a historical overview* to key decision-makers and academics.

IAB undertakes regular reviews to ensure that the department's PD programs remain relevant and meet their stated objectives. We conduct annual consultations with geographic and subject expert areas of DFAT and six-monthly budget reviews to ensure that IAB's resourcing of PD activities continues to reflect the department's foreign and trade policy priorities.

### **2.2.2 PD Central Contingency Fund**

The department operates a PD contingency fund which offers supplementary funding to small and medium sized posts with limited PD budgets to run additional PD projects. The fund enables the department to maintain a more flexible, responsive approach to its PD responsibilities. Posts with annual public diplomacy allocations of \$20,000 or less are eligible to apply for supplementation reflecting recognition that public diplomacy budgets of this size are often largely committed on recurring or non-discretionary expenditure.

Under the PD Central Contingency Fund, posts propose activities with specific and well-defined objectives, key messages and target audiences, and where appropriate, reflecting a 'Team Australia' approach, drawing together other agencies at post or relevant Australian companies or institutions. Bids incorporate sponsorship ideas or cost-sharing arrangements with other stakeholders, and must be supported by media and promotional strategies to maximise the impact of the proposed event or campaign. This fund has been used successfully in recent years to support:

- a visit to Asia by a moderate Muslim Australian to discuss Islam in Australia and promote Australia's reputation for social cohesion and religious and ethnic tolerance
- a regional visit by Australian education experts to promote Australia's credentials as an education service provider and dispel misconceptions regarding international recognition of Australian qualifications
- a mining symposium to target government officials from ASEAN countries and mining companies from around the region at the ASEAN Economic Ministers meeting
- a major targeted event to mark the official opening of an exhibition of Indigenous art in the lead up to the Athens Olympics.

Joint bids from regional posts have been approved, for example a whole of Africa focus to promote Australian mining expertise, skills and technology, as well as Australia's relationships with African nations, through participation at the African Mining Indaba, the most important mining conference in Africa.

### 2.2.3 Publications

IAB develops and distributes a range of materials to support the PD activities of our posts. The department's signature information publication for foreign audiences, *Australia in Brief*, is currently being updated. The 48<sup>th</sup> edition is scheduled for release in March 2007. Produced in a handy pocket-size, *Australia in Brief* contains information on all aspects of contemporary Australia from politics and economics through to culture and the environment plus some handy hints for visitors. Posts affirm the value of the publication in promoting an accurate and positive image of Australia. An IAB-designed fold-out map of Australia complements *Australia in Brief*.

In cooperation with other agencies, IAB maintains a suite of online fact sheets for use by posts in responding to media and other enquiries, and in general PD promotions about Australia. The 65 titles in the series cover a wide range of contemporary issues, including Australia's scientific achievements, workplace relations in Australia, our environmental record, our defence and security policies, the Australian Muslim community and health care in Australia. **Appendix 1 (pp 61-73)** contains both the full list of fact sheets and several examples.

The department produces publications for specific bilateral, regional and thematic PD purposes. Recent examples of such publications include:

- *ASEAN and Australia – celebrating 30 years*, a publication launched by Mr Downer in Jakarta in July 2004 to mark the 30<sup>th</sup> anniversary of Australia’s formal dialogue partnership with ASEAN
- *One Year On: A photographic record* of the Regional Assistance Mission to Solomon Islands, published 2004
- *Australia-China: A photographic record*, which was released in 2002 to commemorate the 30<sup>th</sup> anniversary of the establishment of diplomatic relations between Australia and the People’s Republic of China
- *Australia and the Netherlands 1606 – 2006*, commemorating 400 years of contact between the two countries
- *Weapons of Mass Destruction: Australia's Role in Fighting Proliferation*, highlighting the extent and nature of the contemporary threat posed by WMD and Australia's multidimensional strategy to address that threat, October 2005
- Edited volumes of documents on Australian foreign policy such as *Australia and the Formation of Malaysia 1961–1966* (published 2005), *The ANZUS Treaty 1951* (published 2001) and *Australia and Papua New Guinea 1966-1969* (published 2006).

IAB is also close to completing a short *Australia film* which will present a positive and accurate view of contemporary Australia to a varied international audience. The film is episodic, covering topics such as Australian society and culture, foreign policy, trade and innovation, and captures the sophisticated and unique character of the country. Posts will be able to use the segments separately or together as a lengthier feature.

In addition to its own publications program, IAB distributes public diplomacy material for a variety of federal and state government agencies.

The department’s Economic Analytical Unit (EAU) produces high-quality, in-depth analytical publications on international economic issues of medium to long-term importance to Australian policy interests for audiences in Australia and overseas. Since its establishment in 1990 (initially as the East Asia Analytical Unit), the EAU has published 43 major reports (a full publication list is attached at **Appendix 2, pp 74-76**). Alignment of the EAU’s work program with Government policy priorities is ensured through extensive consultation within and outside the department, culminating in approval of the forward work program by the department’s senior executive. The Unit is currently staffed by an Executive Director, eight economists, and an office manager.

The Unit's principal aim is to inform public debate within Australia on economic issues likely to have an important bearing on current or future trade, economic or, in some cases, foreign policy. However, its publications are also utilised as valuable public diplomacy tools by overseas posts. Recent examples include the February 2006 publication *Unlocking China's Services Sector*, launched by the then Minister for Trade Mr Vaile with the subsequent launch of a Chinese language translation in Shanghai in April 2006 by the Chief Negotiator on the Australia-China Free Trade Agreement; and *ASEAN – Building an Economic Community*, launched by Mr Downer in Sydney in July 2006, which attracted significant interest from ASEAN policy-makers in the context of negotiations on an ASEAN-Australia-New Zealand Free Trade Agreement.

The EAU assesses the utility of its publications in informing domestic and international debate on Australia's foreign and trade policy priorities by using the following indicators: demand for copies of the publications, including from relevant overseas posts and their interlocutors; the extent and quality of media coverage surrounding the launch of publications; the extent to which findings of the report are cited in other publications or speeches; and the extent of interest generated by reports, as demonstrated by follow-up invitations to make presentations.

The department also produces a wide range of general publications which promote our economic and trade credentials to international audiences and which detail and explain the Government's strategies for advancing Australia's national trade interests to domestic stakeholders. The Annual Trade Statement (most recently launched by then Minister for Trade, Mr Vaile, in 2006) is a key report on the Government's current trade policies and initiatives. We publish trade statistical material providing information on the composition and direction of Australia's international trade in goods and services. Drawing on official Australian and international statistical sources, the department's trade statistical publications offer comprehensive coverage of trade information to policy makers, researchers, the business community and the general public.

Fostering an accurate and informed understanding of Australia's foreign and trade policies in the past is another facet of the department's PD efforts. The Historical Publications and Information Section undertakes research, publishes and lectures on the history of Australian foreign and trade policy. These programs help explain the department's functions and activities to domestic and international audiences and document for important bilateral partners the history of our more significant diplomatic relationships. Where appropriate, we collaborate closely with other foreign ministries and research institutes in the production of edited volumes on Australian foreign policy. The choice of edited volumes and occasional papers published reflects contemporary foreign and trade policy imperatives (see **Appendix 3, pages 77-79** for a complete list of DFAT's historical publications). For example, during the Australia-Japan Year of Exchange in 2006, the department produced a booklet (in English and Japanese) on the 1976 Basic Treaty between Australia and Japan which was launched

by Prime Minister Howard. Likewise, it released a document volume on Australia and the Cairns Group for the 20<sup>th</sup> anniversary meeting of the Cairns Group in late 2006.

In 2005-06, the department responded to 175 requests for historical information from public and official researchers based in Australia and overseas. This service adds to the body of balanced and comprehensive material about Australian foreign and trade policy available in the public arena, setting our current objectives and priorities in an accurate historical context.

#### **2.2.4 Speaking engagements and lecture programs**

The department conducts an active program of speaking engagements in Australia and overseas. Ministers, parliamentary secretaries, senior officials and other departmental officers use speeches and presentations to promote understanding of Australia's foreign and trade policy priorities to international audiences and domestic stakeholders.

Four permanent lecture programs enhance the department's engagement with the public regarding Australia's international agenda:

- In August 2005, the Minister for Foreign Affairs, Mr Downer, launched a new series of lectures on Australian diplomacy and trade policy. The target audience for these lectures is the diplomatic corps, foreign and trade policy experts and senior business figures. The lectures provide a significant opportunity to present to the Government's views on the challenges, enduring and new, that confront the department and to highlight the Government's strategies in advancing Australia's interests. Mr Downer delivered the inaugural *Biennial Sir Arthur Tange Lecture in Australian Diplomacy* and in 2006, the then Minister for Trade Mr Vaile delivered the inaugural *Biennial Sir Alan Westerman Lecture in Australian Trade Policy*, outlining Australia's trade policy agenda for the future.
- In May 2006, the department and the National Archives of Australia (NAA) jointly hosted the inaugural *R G Neale Lecture* as part of an annual series to mark the release of previously unavailable records under the 30 year rule of the Archives Act 1983. These departmental records will be released to the public each year at the time the R G Neale Lecture is delivered.
- In May 2007, a new annual lecture series, the *Sir James Plimsoll Lectures*, will commence. These lectures on Australian foreign and trade policy, are jointly sponsored by the department, the University of Tasmania and the Tasmanian Branch of the Australian Institute of International Affairs.

#### **2.2.5 Website Services**

The internet continues to be a principal tool for communicating advice and information quickly to mass audiences in Australia and overseas to explain new policies, outline Australia's position on current affairs, and provide up-to-date advice

to Australian travellers on conditions in travel destinations around the world. In addition to the department's primary website ([www.dfat.gov.au](http://www.dfat.gov.au)), many of Australia's overseas missions have individual website addresses. These websites provide a range of information about Australia, including local cultural and public diplomacy programs and activities managed by the particular Australian mission.

The department's website provides a one-stop shop for domestic and international audiences to access a range of departmental publications with information about Australia's foreign and trade policies. These publications include recent policy white papers, past annual reports, the corporate plan, ministerial and departmental media releases and major speeches. The department's publications officer can be contacted through the website.

The central website links to other sites hosted by the department which play a critical role in the dissemination of information to Australia-based and overseas clients. For example, [www.smartraveller.gov.au](http://www.smartraveller.gov.au) is the Australian Government's travel advisory and consular assistance website, providing Australians with the latest travel advice on issues including safety and security, health and entry requirements. Passports information and services are accessible through [www.passports.gov.au](http://www.passports.gov.au). Special interest websites provide an online guide to issues such as bilateral free trade agreements with information to help Australians, especially the business sector, benefit from these trading arrangements.

The department's websites are designed for maximum accessibility and include facilities for subscription to information services, registration of travel plans, registration for departmental events, information requests and feedback. [www.dfat.gov.au](http://www.dfat.gov.au) is well-utilised, providing an average of 769 000 page views per week representing approximately 350GB of downloaded content.

## **2.2.6 Engagement with media**

### **2.2.6.1 International Media Centre**

IAB manages the department's International Media Centre (IMC) in Sydney, which plays an integral role in generating informed international media coverage on Australia to advance key trade and foreign policy objectives. Located in the same building as the department's NSW state office, the IMC runs the International Media Visits program and liaises with the Foreign Correspondents Association. It maintains a resource centre which can be used by visiting foreign journalists or foreign correspondents based in Australia.

### **2.2.6.2 International Media Visits program**

The department brings senior international journalists and commentators to Australia under the International Media Visits (IMV) program. IMV visitors are given tailored programs focused on particular issues, normally taking in several major cities and at

times regional or remote centres. They meet a wide range of people, including ministers, officials, business-people and academics. The IMV program engenders informed media coverage, builds goodwill and establishes relationships between leading foreign journalists and Australians.

In 2005-06, the program hosted 16 separate media visits involving 63 journalists, including: two groups of trade and economic editors from China to promote our objectives in the Australia-China FTA negotiations; our first media contingent from Iraq; a senior editor from *Papua New Guinea Times* to coincide with the 30<sup>th</sup> anniversary of PNG's independence; and four senior defence journalists from Malaysia, Thailand, Cambodia and Indonesia to observe the 'Pacific Protector 06' counter-proliferation exercise, which was run by the Department of Defence.

Another 18 journalists visited under the program in the first half 2006-07, including: senior Japanese economic editors, whose program was aimed at building support for bilateral FTA negotiations; a Cambodian foreign editor; and two editors from Hong Kong and Chile, who participated in a trade and agriculture program to coincide with the 20<sup>th</sup> anniversary meeting of the Cairns Group. A full list of the IMV visitors for 2005-06 can be found at **Appendix 4 (pp 80-83)**.

The collection and dissemination of news is continuing to change rapidly. Regional media organisations, which transcend bilateral relationships and reach audiences across national boundaries, are playing a more important role. The IMV program responds flexibly to the evolution of media networks, targeting appropriate representatives as they emerge.

### **2.2.6.3 Foreign Correspondents Association**

Foreign correspondents based in Australia are an important target audience for the department's PD programs. Based in Sydney, the Foreign Correspondents Association (FCA) currently has more than 120 members, including journalists from many of Australia's important partners in the Asian region. Overseas audiences derive much of their information about Australia from the reports written by foreign correspondents.

The IMC organises information programs for members of the FCA to visit different parts of Australia, including an annual visit to Canberra involving ministerial level and senior officials briefings. In the first half of 2006, the IMC arranged programs for FCA members in Canberra and South Australia. The Canberra program included calls on ministers, a meeting with the Senate Foreign Affairs, Trade and Defence Committee, and round tables with senior officials. The department also organises briefing sessions for the FCA, usually held in Sydney. For instance, the Minister for Foreign Affairs, Mr Downer, spoke to the FCA about *Australia's Foreign Policy Priorities* in November 2006.

#### 2.2.6.4 Overseas media monitoring and issues management

Our overseas posts monitor coverage of Australia in the local press, submitting both monthly summaries and reports on particular emerging or contentious issues as they arise. IAB develops strategies to respond, ensuring that negative stories do not have an adverse cumulative effect. Targeted information and public affairs campaigns play an important role in influencing official perceptions and the public image of Australia. They counter misconceptions about Australia's way of life, its immigration and refugee policies and the extent to which Australia welcomes foreign trade and investment. Our campaigns help to promote Australia as a country which welcomes foreign tourists, students and investors.

The department uses three tools to shape foreign media coverage and address misconceptions:

- IAB prepares talking points for posts to respond to specific issues. This work is necessarily reactive, often requiring rapid responses to media stories as they appear.
- IAB develops coordinated strategies to address areas of particular significance to Australia. Two examples illustrate this kind of pro-active and sustained issue management. We have conducted information programs better to inform people in the region and elsewhere about Australia's policies on security issues and counter-terrorism, placing op-ed pieces by the Minister for Foreign Affairs, Mr Downer, in local media and arranging interviews for visiting international media representatives. Similarly, we have countered allegations of racism in Australia with coordinated media campaigns, distributing statements by the Prime Minister, the Minister for Foreign Affairs and other leading Australians condemning incidents such as the Cronulla Riots. We have issued fact sheets on Islam in Australia, highlighting the valuable contribution that Muslims have made to Australian society. We have also produced video/DVD footage featuring young Australian Muslims talking openly about their experiences growing up in Australia. Such campaigns require close cooperation with other agencies, including the Department of Prime Minister and Cabinet and the Department of Immigration and Multicultural Affairs.
- IAB produces a weekly Key Messages Brief (KMB) to assist posts in accurately representing Australia's position on major foreign and trade policy issues. Posts use the KMB to brief local journalists, governments and opinion-makers. During 2006, we developed and coordinated 157 individual items in 47 briefs, covering a wide range of issues including: Australia's stance on the WTO Doha round and our bilateral FTA negotiations; our engagement in the Middle East and our efforts to fight terrorism; Australia's support for efforts to stop the proliferation of weapons of mass destruction and implement UN action against North Korea and Iran; events in East Timor and South Pacific;



Indigenous issues, multiculturalism and Islamic communities in Australia; and environmental questions such as climate change and whaling.

#### **2.2.6.5 Australia Network**

The department manages the Government's five year contract (2006-2011) with the Australian Broadcasting Corporation (ABC) to provide a television service to the Asia Pacific region called Australia Network. Australia Network contributes to the government's public diplomacy objectives through the delivery of high quality and contemporary programming in education, arts, culture and drama, as well as a credible, independent news and current affairs service. Programming on Australia Network must meet a minimum requirement of 70 per cent Australian content, be high quality, contemporary and relevant to the region, and include some original production. The editorial independence of the Network is crucial, underlining Australia's strong commitment to free and inquiring media.

An Editorial Panel has been established to assist the management team of Australia Network with broader policy issues and to strengthen the interface between the service and the broad community. The panel comprises senior representatives from key sectors including media, communications, think-tanks, industry, finance and education. The department is represented on the panel at Deputy Secretary level. It is expected the panel will hold meetings at least twice a year with the first meeting scheduled for February 2007.

Australia Network has four correspondents based in the region (covering China, India, Indonesia and the Pacific), with another two in Canberra. It also taps into the ABC's network of foreign correspondents and its general news departments. With 415 rebroadcaster partners, the AN footprint currently covers 41 countries and is available in over 10 million homes. Its audience reach provides unparalleled opportunities to promote Australia's engagement in the Asia-Pacific region by fostering public understanding of Australia, its people and its strategic and economic interests. The Network is seeking to extend its footprint even further.

Australia Network has achieved impressive audience growth with separate signals for India, East Asia and the South Pacific delivering programs at times appropriate to local audiences across three major time zones. In the latest audience survey for 2006, it had nearly 6.5 million researched viewers across the region, 98 per cent of them local Asians and Pacific Islanders. Australia Network has achieved major growth in the Indian market, achieving a monthly audience exceeding five million viewers with availability in more than ten million households. Its weekly audience in Hong Kong now totals 72,000; the AN audience has recently grown by 36 per cent in Taiwan following the introduction of new digital cable systems.

A companion website [australianetwork.com](http://australianetwork.com) has achieved strong growth, with online accesses more than doubling in 2006 to reach 250,000 per week. Education content is very popular, attracting half the website traffic. With the rapid convergence of

communications technology, there are more opportunities to use the Australia Network companion website to present information and images of Australia and Australian perspectives on the world.

#### **2.2.6.6 Radio Australia**

Radio Australia is another example of an institution which, while operating autonomously, complements aspects of Australia's broad PD efforts in the region. Within some of our target markets there are places which television and other media have not penetrated but where audiences do listen to radio. Even in urban environments with access to all media, audience reach surveys indicate that radio is experiencing a boom and is a major media platform in congested urban areas. Radio Australia's audience reach in Asia and the Pacific has grown to over 100 million through an expanding network of 160 free-to-air local rebroadcasts and 24-hour FM relays in 40 countries. Regular weekly audiences in the region are estimated at some 20 million.

In China, Radio Australia programs in Mandarin are relayed on 20 major stations including China National Radio which claims an audience reach of several hundred million<sup>3</sup>. The recent availability of the Radio Australia satellite service over South Asia offers new audiences. In Europe, North America and Africa, Radio Australia programs in English are available through World Radio Network to an additional 100 FM and cable outlets. The department cooperates on an ad hoc basis with Radio Australia including through facilitation of linkages, such as program sharing, between Radio Australia and counterpart radio networks within the Asia Pacific region.

Radio Australia distributes radio and online content in seven languages: Indonesian, Mandarin, English, Pidgin, Vietnamese, Khmer and French. Its multilingual website attracted over 18 million accesses in 2006, including a fast growing number of podcast downloads.

Radio Australia's independent and critical reporting of domestic and international current affairs lends integrity to Australia's reputation for freedom of expression. Its reporting reinforces Australia's role as a credible contributor to regional dialogue on political, economic, social and cultural issues.

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<sup>3</sup> As these audience reach figures have not been independently verified by Radio Australia, it uses its own figures of over 100 million as a conservative indication of audience reach.

## 2.2.7 Cultural programs

### 2.2.7.1 The Australia International Cultural Council

Established in 1998 and chaired by the Minister for Foreign Affairs, the Australia International Cultural Council (AICC) is Australia's peak consultative group for the promotion of Australian culture overseas. It draws together representatives from government, the arts and cultural community and business with a common interest in more effective international showcasing of Australian arts and culture.

The AICC is one of the government's most important cultural diplomacy tools. It has several inter-related aims. The AICC uses a wide range of high quality cultural products to project a positive image of Australia and engender a greater understanding of our identity and values to advance our foreign and trade policy interests. AICC programs seek to engage, inform and influence target audiences and showcase Australia's cultural diversity and the quality of our cultural output. At the same time, the Council promotes Australian cultural exports and consolidates institution-to-institution links, thereby encouraging longer-term cooperation and cultural exchange. The work of the Council is complemented by the activities of the International Cultural Visits program and the Cultural Relations Discretionary Grants (see pp 27-29).

With an annual budget of \$1 million from the department, the Council supports and funds Australian cultural campaigns in priority countries in Asia, North America and Europe. These focus country programs run over several months to two years and involve a wide range of activities. They take advantage of prestigious cultural events in the target countries such as film festivals or major cultural promotions. The AICC is also responsible for developing strategies to coordinate the international cultural activities of government agencies in order to deliver major promotional platforms in these markets. A senior officials group – comprising DFAT, the Australia Council, the Department of Communications, Information Technology and the Arts, Austrade, the Australian Film Commission, Tourism Australia and a representative of State and Territory Arts agencies – advises the Council.

Major AICC successes include:

- *Celebrate Australia 2002* at the Shanghai International Arts Festival, which celebrated the 30th anniversary of the establishment of diplomatic relations between Australia and the People's Republic of China
- an ASEAN program in 2004 celebrating the 30th anniversary of the Australia/ASEAN dialogue partnership
- the *oZmosis* program in Singapore in 2005 commemorating the 40th Anniversary of Independence

- *Undergrowth-Australian Arts UK* in 2005-06, a two year multi-faceted arts program
- *AusArts India* in 2005-06 promoting Australia's credentials as a tolerant, dynamic and contemporary country.

The AICC has also contributed to successful cultural programs at World Expo 2000 in Hanover, the World Economic Forum in Davos in 2001, the Commonwealth Heads of Government meeting in Coolom in 2002, the Royal Danish Wedding in 2005 and the Australia-Netherlands 400<sup>th</sup> Anniversary commemorations in 2006. The Council has developed a forward schedule for its country promotions and will run programs in 2007 in France (as feature country for the annual summer festival in Paris) and Malaysia (to mark the 50<sup>th</sup> anniversary of Malaysian independence).

The Council funds the Embassy Film Roadshow (see below) and co-funds the pilot online arts resource *OzArts Online* ([www.ozarts.com.au](http://www.ozarts.com.au)).

### **2.2.7.2 Embassy Film Roadshow**

The *Embassy Roadshow* is a package of contemporary Australian feature films, documentaries and short films that enables our posts to create their own film festivals. It is funded by the AICC and managed by IAB and the Australian Film Commission. Australian film events showcase developments in our film industry and project contemporary images of Australia. *The Embassy Roadshow* also provides a cost effective but evocative platform for advancing Australia's national interests more broadly. It generates strong local media coverage and creates opportunities for networking with politicians, business people and key contacts from cultural industries at opening night receptions and other events hosted by our posts.

Beginning in Kuala Lumpur in March 2001, the *Embassy Roadshow* has now travelled to some 50 countries. New titles are added each year to the collection, which now contains around 55 features and 30 shorts. We enhanced the *Roadshow* in 2002 by creating the *Spanish Tour*, a set of 10 Spanish subtitled features. *The Spanish Tour* has travelled to five South American countries and various locations throughout Spain on three separate tours. With the aim of attracting more Middle Eastern audiences, we recently developed a set of six Arabic-subtitled films which were made available for tour from the second half of 2006.

In 2005-06, the *Roadshow* toured to 18 countries and 22 locations, including: Kathmandu, Taipei, Manila, Lisbon, Hanoi, Ho Chi Minh City, Danang, Pretoria, Cape Town, Gaborone, Dhaka, Nuku'alofa, Amman, Malta, Moscow, Port Louis, Athens, Bangkok, Berlin, Munich, The Hague and Ottawa.

### 2.2.7.3 International Cultural Visits program

The International Cultural Visits (ICV) Program is one of the department's long-standing public diplomacy tools. Formerly named the Cultural Awards Scheme, the program is run by IAB and organises visits to Australia by senior and influential arts representatives and cultural media from a range of countries. It promotes awareness of the diversity, excellence and sophistication of Australian cultural product, enhances links and networks, and improves commercial opportunities for the Australian arts industry.

Since its inception in its present form in 1997, the ICV program has facilitated around 15 visits annually (more than 140 in total). Ten separate visits involving 14 cultural representatives visited under the 2005-06 program (see **Appendix 5, pages 84-87**). In addition, the department provided \$60,000 from the ICV budget to the Australia Council to support the attendance of key international delegates at the 7<sup>th</sup> Australian Performing Arts Market (APAM), held in Adelaide in early 2006. More than 180 delegates from 28 countries attended APAM 2006; 68 delegates from 16 countries were provided with financial support. The budget for the ICV program during 2005-06 totalled \$198,000.

IAB selects ICV visitors in accordance with the department's broad PD objectives following a process of nomination and consultation involving overseas posts and geographic divisions. Underlining the department's cooperation with other entities, IAB also consults the Australia Council and other cultural bodies, which sometimes act as co-sponsors. The Biennale of Sydney and the Australian Film Commission co-sponsored two visits in 2005-06. Visits can be themed around specific festivals or events on the Australian cultural calendar, including the Sydney Festival, the Melbourne International Film Festival, the Biennale of Sydney, the Australian Performing Arts Market and the Australian International Music Market.

Like many other PD activities, the ICV program is a long-term investment, building relationships and influencing perceptions. Tangible outcomes are not always immediate – visual arts exhibitions for example may take several years to curate and festivals or performing art venues program product up to two years in advance. The ICV program was refined significantly in 2006 to improve its potential to deliver PD objectives in a contemporary context. (see page 53).

### **CAS alumnus takes Indigenous art to Washington DC**

One of the most significant exhibitions of Australian Indigenous art to be held in the United States, *Dreaming their Way: Australian Aboriginal Women Painters* opened at the National Museum of Women in the Arts (NMWA) in Washington DC on 28 June 2006. Turning this exhibition from an idea to reality was the direct result of a visit to Australia in 2004 by Ms Britta Konau, associate curator of modern and contemporary art at the NMWA. During her visit - made possible by the Cultural Awards Scheme - Ms Konau visited Alice Springs, Indigenous art centres on the Tiwi Islands and Ntaria, as well as Australia's major cities.

Ms Konau said: 'The trip posed a great opportunity to see Aboriginal art in person and very different environments, including museums, galleries, art centres, and private homes. Being exposed to such a number of art works trained my eye better and taught me to pick up on subtle differences in style.'

The exhibition, featuring the work of 33 Indigenous artists from across Australia was the first ever of its kind in the United States and presented 80 works ranging from intricate bark paintings to intensely colourful canvasses. Following its display at the NMWA, the exhibition was shown at the Hood Museum of Art, Dartmouth College, New Hampshire from 7 October until 10 December 2006.

#### **2.2.7.4 Cultural Relations Discretionary Grant Program**

The Cultural Relations Discretionary Grant (CRDG) program, provides ad hoc funding to individuals and organisations that project a modern image of Australia abroad through cultural activity. In 2005-06 the program provided funding for 21 projects that were undertaken in 16 countries - China, Cyprus, Denmark, Egypt, Estonia, France, Germany, Japan, Jordan, Kuwait, Lebanon, Malta, the Netherlands, Syria, the United Arab Emirates and the United States. The projects were implemented by a diverse range of arts companies and organisations, including music, dance, theatre, visual arts and literature. Artists' representation was also diverse and included strong multi-cultural and Indigenous representation, thereby reinforcing Australia's reputation as a tolerant, culturally diverse society. CRDG projects also facilitate direct links between Australia's arts and culture industries and overseas markets to promote our cultural exports.

During 2005-06, CRDG-funded activities provided important public diplomacy support for Australia's involvement in the cultural program for the Commonwealth Heads of Government Meeting in Malta in November 2005, the commemoration of 400th Anniversary of Dutch exploration of Australia in 1606, the 2006 Australia-Japan Year of Exchange, and the completion of the Australian Indigenous Art Commission for the Musée du quai Branly in Paris.

The CRDG program is reviewed every year. IAB consults widely within the department and with overseas posts to ascertain whether proposed projects meet the objectives of the Government.

#### **2.2.7.5 Indigenous Arts Programs**

The department's Aboriginal and Torres Strait Islander (ATSI) program promotes greater awareness and understanding of Australia's Indigenous cultures in several ways. It tours exhibitions of Indigenous visual arts overseas, develops resource materials for overseas posts which respond regularly to requests for information on Australia's Indigenous cultures, and provides guidance and advice on protocols for presentation of Indigenous culture. Details of our Indigenous visual arts programs are contained in the department's submission to the Senate Environment, Communications, Information Technology and the Arts Committee's *Inquiry into Australia's Indigenous visual arts and craft sector* (see **Appendix 6, pages 88-106**).

Supporting the international exposure of high quality Indigenous visual and performing arts, and other expressions of Indigenous culture, conveys to an international audience the high regard in which Australians hold the culture of the country's Indigenous communities. Showcasing Indigenous culture on the international stage reinforces Australia's standing as a tolerant people and a multicultural society which values cultural diversity.

For the past three years, the ATSI program has funded the international touring of three contemporary Indigenous art exhibitions:

- *Seasons of Kunwinjku*, a series of contemporary paintings from West Arnhem Land
- *Kiripuranji: Contemporary Art from the Tiwi Islands* - leased from the Artbank collection, this exhibition features contemporary work from Bathurst and Melville Islands in the Northern Territory
- *Kickin' Up Dust* - a series of 40 photographs from four Indigenous festivals.

DFAT support has also provided in-kind assistance via its extensive network of diplomatic missions. Embassies around the world have facilitated the export and entry of the exhibitions, arranged venues, organised marketing and publicity, translated accompanying information materials and arranged other advocacy and promotion events which have leveraged off the interest in this aspect of Australian culture.

The department started the tour of a new exhibition, *Gelam Nguzu Kazi – Dugong My Son*, featuring prints from the Torres Strait Islands (island of Mua), in January 2007, with an inaugural exhibition in Port Moresby. The *Gelam* tour will run until mid-2009 through the South Pacific, South-East Asia, North Asia and North America. The prints are being leased from the Artbank Collection.

### **2.2.7.6 Australian Visual Arts Touring Program**

Contemporary visual art is one of the most vibrant areas of the cultural scene in Australia and a potent component of the overall projection of an Australian image in the region. For a number of years, the department has funded the Australian Visual Arts Touring Program, which facilitates the touring of an average of three visual arts exhibitions to countries in South-East Asia each year. The program is managed by the Asialink Foundation, under contract to the department. Exhibitions range from contemporary photography and painting to new media arts, fashion and design.

Overseas posts play a pivotal role in the success of these exhibitions and work closely with Asialink and selected venues to ensure the full public diplomacy potential of the exhibitions is realised. In a recent survey of posts, respondents noted that the exhibitions helped to promote contemporary Australian art, highlighting its diversity, quality and creativity. They also reported that the exhibitions invariably garnered excellent media attention, attracted members of the arts community as well as members of the public, and, in some instances, prompted further interest in Australian cultural product.

Recent exhibitions have included:

- *Akira Isogawa: Printemps-Été*, an exhibition of the work of leading Japanese-born Australian fashion designer Akira Isogawa at The Arts House in Singapore, Ayala Museum in Manila, the Queen's Gallery in Bangkok, and the National Museum of History in Taipei.
- *Open Letter*, an exhibition of artwork by Australians of ASEAN background. The exhibition was shown at the National Gallery in Bangkok, the Metropolitan Museum in Manila and the National Art Gallery in Kuala Lumpur.
- *Supernatural Artificial*, an exhibition of contemporary photography, was shown at the Chulalongkorn University Gallery, Bangkok, the Bangladesh Biennale in Dhaka, the Vietnam Museum of Fine Arts in Hanoi, and the Nanyang Academy of Fine Arts in Singapore.

### **2.2.7.7 Australian Fine Music Touring Program**

The department funds the Australian Fine Music Touring Program, which has been managed by Musica Viva for many years. In the past year, the program, which facilitates tours by music ensembles to South-East Asia, continued to promote contemporary Australian cultural diversity and sophistication.

Ensembles taking part in the program perform in a range of venues (from international festivals and clubs to colleges of music and the residences of the Australian ambassadors) and to audiences of varying sizes and composition. Touring



groups also often conduct workshops and master classes, which contribute to the further development of exchanges between Australian and South-East Asian musicians.

In recent surveying, Australian overseas posts, which work closely with Musica Viva, have reported that performances have been attended by senior government officials and private sector figures and received a positive response from both the host government and the community. Visiting groups had also developed relationships with local artists. The level of media attention varied by country, perhaps reflecting the importance of music in each culture.

Tours in the past 18 month have included:

- *Sirocco*, which opened the inaugural Philippine International Jazz and Ethnic Arts Festival, performed at Australia Day celebrations and collaborated with the Austrade Fashion Show at the Ayala Museum in Manila.
- *Tigramura*, which toured to Bangkok and played before a capacity audience at the Bangkok Festival of Dance and Music. A group that is Latin American in style, *Tigramura's* selection exemplified Australia's cultural diversity.
- *The Song Company*, one of the world's leading vocal ensembles, which has regularly given well received performances in Malaysia.

## **2.2.8 Thematic PD programs**

Responding to increased emphasis on the mainstreaming of PD across the department, many of DFAT's functional and geographic branches run significant PD programs to support the issues they are managing. These programs are developed in consultation with IAB and are directed at both domestic and international audiences. Following are several examples of these.

### **2.2.8.1 Trade issues**

The department operates an active trade advocacy program in Australia and overseas. In the overseas context, Australia's trade advocacy activities are conducted by posts on two levels. Posts use a range of PD tools to reinforce enduring messages including Australia's strong economic credentials and suitability as a commercial partner, and our policies on global economic issues such as trade liberalisation and globalisation. Supplementary to these ongoing activities, posts support the department's issue-specific trade advocacy work such as the negotiation of free trade agreements (FTAs) and other trade initiatives.

Trade-related PD activities include engagement with media, presentations by trade and other ministers and senior officials at seminars and an extensive publishing program about our trade policy objectives. In late 2006, for example, the Deputy

Prime Minister, Mr Vaile, addressed the 44<sup>th</sup> Australia-Japan Joint Business Conference. The Minister for Trade, Mr Truss, addressed four major forums on the government's trade agenda, the Australia-China Business Council, the Australia India Business Council, the APEC Australian Business Forum (Canberra) and the US National Centre for APEC (Hanoi). He also launched *AUSFTA in Action*, a new DFAT brochure explaining the FTA's role in Australia's economic relationship with the United States.

### **Promoting APEC in Australia and abroad in 2007**

Australia is the host economy for the Asia-Pacific Economic Cooperation (APEC) forum in 2007. Commencing with the Senior Officials' Meeting in Canberra in January, the forum involves 100 days of international meetings in most states culminating in the APEC Ministerial and APEC Economic Leaders' Meeting in Sydney in early September. The forum will be the most significant gathering of world leaders ever held in Australia.

The Government tasked DFAT to coordinate a whole-of-government communications and outreach strategy for APEC 2007. To this end, DFAT has established an Inter-Departmental Committee (IDC) to liaise across government with agencies involved in the APEC host year. This strategy has been closely coordinated with the APEC 2007 Taskforce of the Department of Prime Minister & Cabinet (responsible for logistical arrangements) and the APEC Secretariat in Singapore.

In delivering these outcomes, DFAT has developed a separate APEC media strategy, APEC business outreach strategy and a youth outreach strategy. Following is a brief outline of each of these strategies:

- **Media outreach:** Based on a matrix of key messages concerning the importance of APEC to Australia's economic prosperity and security, DFAT is providing targeted and timely information to the media in the lead up to and during major meetings during the APEC year.
- **Business outreach:** Using DFAT's extensive links with peak industry and business organisations, DFAT is reaching out to Australian business to provide targeted and timely information about APEC's role in promoting trade and investment liberalisation, and lowering costs to business.
- **Youth outreach:** DFAT is developing an extensive program of activities to create awareness of APEC's role in Australia's future prosperity to young Australians. This program includes production of a high quality Teacher's Kit of Curriculum Materials that will be sent to 3,000 Australian secondary schools and involvement in National Youth Week, youth parliaments and other major activities involving youth.

In line with Australia's foreign and trade policy objective of promoting accurate and positive perceptions of Australia overseas, DFAT is also using its hosting of APEC to create awareness of and interest in Australia. This includes promoting Australia's role

in APEC and the region, its strong economy, open and liberal trading system, robust and stable democracy and successful multicultural society. Tourism and business activity will also benefit.

Our APEC PD activities include: conferences and business gatherings, ministerial visits and public speaking engagements; the provision of information materials to DFAT posts; cooperation with major regional media on special supplements; media visits; and the provision of targeted and timely information materials to foreign correspondents based in Australia.

DFAT has also contracted a communications company, Parker & Partners, and an education services provider, Curriculum Corporation, through open tender process, to assist in delivering aspects of the public affairs and outreach campaign.

(See <http://www.apec2007.org>, <http://dfat.gov.au/apec> for further information.)

### **China FTA: Advocacy**

Australia's free trade agreement (FTA) negotiations with China are being conducted against the background of considerable Chinese sensitivities in certain areas, in particular agriculture and services. In order to support the negotiations, DFAT is undertaking an advocacy strategy designed to counter misconceptions within China about the potential for an FTA with Australia to cause harm to some of China's industries.

DFAT conducted three large-scale conferences in China on aspects of the FTA in 2006. The conferences featured speakers from government and industry from both Australia and China. The first, in Beijing in April 2006, focused on services and was opened by the Minister for Education, Science and Training, Ms Julie Bishop. The second conference, in Shenzhen in southern China in June 2006, was attended by the Prime Minister, and focused on manufacturing, resources and investment. The final conference, in Xi'an in China's west, dealt with agricultural issues and was opened by Mr Peter McGauran, Minister for Agriculture, Fisheries and Forestry.

The conferences have been complemented by a series of more specific seminars hosted by the Australian Ambassador in Beijing. These deal with individual sectors, and bring together senior Australian industry representatives and senior Chinese policy-makers and industry figures in those sectors. Numbers are kept small to allow a free-ranging discussion and exchange of ideas. Seminars have been held on wool, mining investment, banking, dairy, wine, meat, legal services, sugar and insurance. The program will continue in 2007.

In addition to the conference/seminar program, DFAT has produced Chinese language resources which set out the benefits to Australia and China of an FTA, and seek to counter potential Chinese concerns. These resources are: an illustrated booklet that

can be handed out in China or to Chinese delegations visiting Australia, and a CD-ROM Flash presentation in Chinese that can be played to visiting delegations.

A range of similar PD activities will be planned to explain and promote, where appropriate, recently announced FTA negotiations with Japan, the Gulf Cooperation Council and Chile.

### **General trade advocacy and outreach**

Within Australia, the department's Trade Advocacy and Outreach Section (TAO), established in 2001, operates as the coordinating unit for DFAT's engagement with local audiences on our international trade policies. TAO works with the department's State and Territory Offices to raise awareness of the benefits of trade, especially our participation in a globalised economy for the Australian community.

TAO's domestic advocacy program is shaped by the results of an annual survey of Australian attitudes to trade issues conducted by Newspoll on behalf of DFAT and Austrade, as well as community concerns identified by email and telephone enquiries, ministerial correspondence, industry consultations and media monitoring. Outreach and advocacy activities include:

- production of concise, simple publications (brochures, booklets, fact sheets and media releases) to explain the Government's trade and related policies
- development with Austrade of a whole-of-government FTA website and a hard-copy guide to FTAs
- public speaking engagements, seminar series (such as the *Globalisation Seminar Series* delivered in 2004 by eminent UK economist and author Professor Diane Coyle) and media briefing
- publication of the Annual Trade Statement, which sets out key trade policy priorities for the year ahead and reviews trade-related developments of the previous 12 months
- production of resources for a schools and universities advocacy program (such as a *Trade Resources Kit* of trade publications and statistics)
- publication of all trade materials on DFAT's website and maintenance of the *TradeWatch* website as a source of information about the international trade and investment environment and Australian Government action to open international markets.

Community feedback, in particular from the annual survey by Newspoll, has indicated a generally steady level of community awareness and understanding of the benefits of trade, with some recent evidence of rising protectionist sentiments.

TAO measures the effectiveness of individual programs by closely monitoring media reporting on high-profile issues, through the take-up of advocacy material, interest in events and responses to publications or initiatives. On the Australia-US Free Trade

Agreement, for example, the success of DFAT's communication strategy was measured by the number of people calling our hotline and the types of questions received. Our education resources are eliciting a positive response. The Trade Resources Kit was distributed to 6,000 Australian teachers in 2006.

#### **2.2.8.2 Counter-terrorism**

The struggle against terrorism and the extremist ideology which terrorists follow is regarded as one of the greatest political challenges of our times. Responding to this challenge, the Government announced a Regional Counter-Terrorism Package in May 2006 with a budget of \$92.6 million over four years to boost the capacity of regional countries to combat the continuing and evolving threat of terrorism. DFAT has received \$35 million to commence a range of new counter-terrorism activities, including working with regional governments to promote tolerance and counteract terrorist propaganda and ideology.

Public diplomacy elements of the overall package aim to stigmatise terrorist organisations, counter misinformation promoted by extremist and terrorist organisations that Islam is under siege from the West (and Australia in particular). We are also supporting regional governments in their efforts to promote their counter-terrorism efforts to local populations. Australia's record in contributing to counter-terrorism public information exercises is well-established. The department's publication of a White Paper, titled *Transnational Terrorism: The Threat to Australia*, in 2004 was a milestone in our counter-terrorism PD program.

Activities conducted under this program contribute to Australia's broader public diplomacy efforts and include: media coverage of Australian-sponsored interfaith activities and exchanges between religious leaders of countries in our region; promotion of Australia as a multicultural society where all people of all religions, including Islam, have the right to follow their faith and are protected by law from discrimination; cooperation with regional media (including exchanges by journalists and editors); training for journalists to promote peace and communal harmony; and public outreach on issues such as the economic costs of terrorism.

#### **2.2.8.3 Arms control and counter-proliferation**

Public diplomacy underpins our efforts to promote Australia's strong commitment to arms control and counter-proliferation. Curbing the spread of weapons of mass destruction (WMD) is one of the greatest security challenges facing the international community today. The department produced and distributed the Government's publication, *Weapons of Mass Destruction: Australia's Role in Fighting Proliferation* ([www.dfat.gov.au/publications/wmd/](http://www.dfat.gov.au/publications/wmd/)), to highlight the extent and nature of the contemporary threat posed by WMD and Australia's multi-dimensional strategy to address that threat. Launched by the Minister for Foreign Affairs, Mr Downer, in October 2005, the paper was well received in the domestic and international media and has boosted public awareness of contemporary proliferation challenges and the Government's multi-faceted policy response.

The department maintains a set of information sheets on its website to provide factual information about international security challenges and Australia's role in arms control and counter-proliferation. The information sheets cover: *Current and Emerging Proliferation Threats*; *WMD and Terrorism*; *Global Non-Proliferation and Disarmament Treaties*; *The Role of Export Controls*; *Practical Responses to Contemporary Challenges*; *Proliferation Challenges in the Asia-Pacific*; and *Safeguarding Australia's Uranium Exports*.

Australia is fully committed to the use of export controls on sensitive and dual-use items to impede the spread of WMD. We chair the Australia Group (AG), the export control regime which covers chemical and biological weapons. We use various PD tools to promote the aims of the AG to an international audience. We maintain a website on behalf of the Group ([www.australiagroup.net](http://www.australiagroup.net)) which explains the objectives of the AG. The website is now available in seven languages. We have also prepared two information papers, *The Australia Group: Fighting the spread of chemical and biological weapons* and *20 Years of Australia Group Cooperation: 1985-2005*, targeting audiences overseas and in Australia.

PD cooperation with other agencies, official and non-official, is critical to furthering our arms control and counter-proliferation objectives. Our work on landmines illustrates how a collaborative approach enhances Australia's image as a country strongly committed to fighting the use of an inhumane weapon. AusAID has funded the Geneva International Centre for Humanitarian Demining to translate its publication, *A Guide to Developing Mine Action Legislation*, into Chinese, Lao and Vietnamese. The then Parliamentary Secretary for Foreign Affairs, Ms Gambaro, launched the Lao version in Vientiane in 2006. Our mission in Hanoi is scheduled to launch the Vietnamese-language version on International Mine Action Day on 4 April. The department is preparing to hold a technical workshop in China later this year, at which the Chinese-language publication will be launched. In February 2006, Mr Downer launched another publication which underlines Australia's commitment to the international effort to stop the use of mines. Edited by Sister Patricia Pak Poy of the Australian Network of the International Network to Ban Landmines, *A Path is Made by Walking It* is a series of essays providing Australian perspectives on the negotiating history of the Mine-Ban Convention. The department contributed a chapter and Mr Downer the foreword.

Our cooperative PD work on mines extends to collaboration with some of our international partners. Using the occasion of the 10th anniversary of the signing of the Mine Ban Convention and Australia's current Presidency of the Convention, our mission in Greece will conduct a PD program on international mine action and awareness in Athens in February 2007. The program will be undertaken jointly with the Canadian and Norwegian missions and with the endorsement of the Greek foreign affairs, aid and defence agencies. It will include a photo exhibition in Athen's main metro station and a seminar on landmine action chaired by the Greek Government's

foreign affairs think-tank. The initiative will receive extensive TV and radio coverage and electronic and printed material will be distributed widely in Greece.

#### 2.2.8.4 Environment

The department uses a range of PD tools to support Australia's international advocacy on environment issues and to promote Australia's strong credentials as a country committed to addressing environmental matters, including climate change, biodiversity conservation and whales conservation.

PD efforts informing international audiences of Australian policies on the environment include an active program of high-level domestic and international outreach undertaken by the Minister for Foreign Affairs, the Ambassador for the Environment and senior officers. In speeches in Australia and overseas throughout 2006, the Minister for Foreign Affairs vigorously promoted Australia's view of the need for a more practical international approach to climate change. Most recently, Mr Downer presented the keynote address at the Energy, Environment and Air Quality Policy Forum at *G'day LA* in Los Angeles, January 2007. The Ambassador for the Environment and senior departmental officers, including Ambassadors in key posts such as Paris, engage regularly with media, industry and NGOs on Australia's approach to climate change and other environment issues. The Ambassador to France recently delivered a major speech on environment policy at the World Forum on Sustainable Development. In 2004, with Korea, we coordinated the APEC Business and Climate Workshop, a PD activity to engage industry and regional policymakers on practical climate change responses.

The department works closely with posts providing briefing materials and talking points (including through IAB's *Key Messages Brief* distributed on a weekly basis to all missions) to explain Australia's environmental policies to host governments, media and other interested parties. Our approach to climate change, and whale and biodiversity conservation have been a focus in these outreach programs. The department publishes material on its engagement in international environment negotiations on its website at <http://www.dfat.gov.au/globalissues/>. We also host PD workshops on an ad hoc basis for regional posts, to assist posts' advocacy of Australian negotiating positions and our general environment policies. One such workshop was held in 2005 for Pacific posts providing information about Australia's climate change policy.

We facilitate publication of op-ed pieces by ministers and others on environment issues in international newspapers. The department also hosts visits to Australia by international environment journalists to examine Australian environment policies, in conjunction with the International Media Visits Program organised by Images of Australia Branch.

The Asia-Pacific Partnership (AP6) is a key element of Australia's international climate change effort, focusing on practical technology-based initiatives. Australia hosted the inaugural Ministerial meeting of the AP6 in January 2006 and the department produced extensive media outreach packs, and assisted in the management of over 20 international and around 100 domestic accredited journalists. The



department worked closely with the Australian AP6 Secretariat, in the preparation of a booklet *Partnership for Action* in 2006, outlining Australian supported AP6 projects. This publication was distributed internationally and domestically and can be found on Australia's interim AP6 website which is hosted by the department: <http://www.dfat.gov.au/environment/climate/ap6/index.html>

The department is currently coordinating extensive domestic outreach on the issue of access and benefit sharing of genetic resources, including through a stakeholder mail-out, publication of a Frequently Asked Question sheet, and the development of a website.

We have engaged in extensive PD efforts through posts in the Asia-Pacific region to promote Australia's 2005 decision to establish a national tsunami warning system and to position Australia to take a leading role in shaping the institutional framework for the Indian Ocean Tsunami Warning System. We worked with other agencies on the development and distribution of the *Tsunami Awareness* brochure for countries that could be affected by tsunamis.

#### **2.2.8.5 Human rights**

The department also uses public diplomacy to help shape positive international opinion regarding Australia's human rights credentials and to promote human rights fields of endeavour where Australia has a distinctive international reputation.

DFAT has been closely involved in the organisation of a number of initiatives utilising funding administered by AusAID. For example, we organised a visit (under AusAID's Human Rights Fund) to Australia in June 2006 by a group of Laotian officials and NGO personnel to undertake a specially devised human rights course and to learn more about the work of Australian human rights organisations. Similarly, in April 2006, we hosted a group of Indonesian officials and NGO personnel (whose visit to Australia was funded by AusAID under a governance program) for a discussion on the role of human rights in Australia's foreign policy.

A further example is the UN Conference on Anti-Corruption, Good Governance and Human Rights, held in Warsaw in November 2006 and funded partly by the Australian Government through the Human Rights Fund, which profiled Australia's work in this field. The Commonwealth Ombudsman, John McMillan, presented on the role Ombudsman offices can play in curbing corruption in government while safeguarding human rights, and highlighted Australia's development assistance to Ombudsman offices in the Asia-Pacific region.

DFAT published the third edition of its Human Rights Manual to coincide with Australia's Presidency of the former United Nations Commission on Human Rights in 2004. In 2006, the Attorney-General's Department published a brochure outlining Australia's national framework for human rights, with the aim of raising international awareness of programs in Australia that practically and successfully promote and

protect human rights. Both of these publications are valuable resources which are used for PD purposes on a continuing basis.

#### **2.2.8.6 People smuggling**

Australia works with other countries in the region to combat transnational crime through the Bali Process on People Smuggling, Trafficking in Persons and Related Transnational Crime. Australia has led and funded a number of public diplomacy initiatives in support of the Bali Process. These have included the funding for the Bali Process website ([www.baliprocess.net](http://www.baliprocess.net)), which reports on and promotes the activities of the Bali process, and the distribution of pamphlets to advance the Bali Process.

#### **2.2.9 Bilateral foundations, councils and institutes**

The department provides secretariats for, and works closely with, nine bilateral foundations, councils and institutes (FCIs) to promote people-to-people links and accurate, contemporary images of Australia in support of the Government's foreign and trade policy goals. Our involvement in the Australia-China Council, Australia-India Council, Australia-Indonesia Institute, Australia-Japan Foundation, Australia-Korea Foundation, Council on Australia Latin America Relations, Council for Australian-Arab Relations, Australia-Malaysia Institute and Australia-Thailand Institute enables us to strengthen influence for Australia in these key bilateral relationships.

FCI programs operate both in Australia and overseas to shape positively the perceptions of individuals and organisations overseas about Australia, and to foster improved domestic and international support for the Government's medium to long-term goals overseas. The first FCI (the Australia Japan Foundation) was established in 1976 and the importance of its contribution to bilateral relations was acknowledged in the founding of eight other FCIs.

Decisions about FCI funding are made on an assessment of the project's potential to enhance long-term collaboration with bilateral partners and to support Australia's foreign and trade policy interests in those countries. The Australia-Indonesia Institute (AII), for example, regularly reviews its priorities to assist the Government to meet its objectives. Following the Asian economic crisis in 1997 and the change of government in Indonesia, the AII introduced a major civil society program. The AII has also set up an Interfaith initiative, the Muslim Exchange Program.

FCI projects are expected to foster perceptions of contemporary Australia as scientifically, technologically and educationally advanced, economically enterprising and culturally diverse. FCI activities are required to build networks and contacts, influence opinion-makers and facilitate exchange of knowledge.

FCI programs are evaluated against both general program and specific activity objectives. Program objectives broadly revolve around the advancement of Australia's

national interests through the promotion of bilateral understanding, and expanding areas of contact and exchange, especially in fields demonstrating Australian expertise. Performance measurement efforts have tended to focus on program outputs but where possible, the department seeks to make assessments of attitudinal shift achieved by FCI activities. FCIs continue to monitor the impact of their projects over the medium term. The Australia India Council, for example, reviews the outcomes of each project for one to three years after the completion of the activity, both in terms of the project's particular objectives and its overall contribution to AIC objectives.

### **2.2.9.1 Australia-Japan Foundation**

The Australia-Japan Foundation (AJF) was originally established under the *Australia-Japan Foundation Act 1976*. The Act was repealed in December 2006, and the Foundation was reformed as a bilateral foundation under an Order-in-Council in 2006 on the same footing as the department's other foundations, councils and institutes being funded under the IRGP. In 2005-06 (which included Australia-Japan Year of Exchange programs), the AJF expended \$2.5 million in 2005-06 in achieving its strategic objectives. Under the new governance arrangements the AJF will be able to achieve its objectives with a level of program funding commensurate with the other FCIs.

The AJF comprises an external Board of part-time members and a Secretariat (Canberra and Tokyo) located within DFAT. The Board comprises a Chairperson, an ex officio representative from DFAT and 6 ordinary members. The Board meets up to four times a year at different locations in Australia to consider policy directions, and to decide on projects and grants. The Chair and the Board of the AJF are responsible to the Minister of Foreign Affairs. The Foundation has its head office in DFAT in Canberra and maintains an office at the Embassy in Tokyo.

The purpose of the AJF is to support Australian foreign and trade policy interests by enhancing the bilateral relationship with Japan. The AJF liaises closely with its parent division in the department and other parts of the embassy in Tokyo as well as state and federal government agencies to develop and implement projects. The identification of partners in government has enabled the Foundation to deliver outcomes well above its weight, particularly in the area of the environment, education and tourism. The Foundation works closely with the Department of Education, Science and Training, AusTrade and the Australian Tourism Commission and the Australia Council.

The Foundation's key activities promote people-to-people engagement in the areas of education, culture, and business. In 2006, some prominent activities of the AJF included: development of educational materials promoting Australia's approach to conservation and management of natural and cultural heritage; a scholarship program for Japanese academics; an art exhibitions program to strengthen institutional and individual arts linkages; a Young Professionals Exchange Network (YPEN); support for the Fourth Australia-Japan Conference, held in Tokyo in June 2006 focussing

attention on political, strategic, economic, trade, and cultural/people-to-people exchanges.

### 2.2.9.2 Australia China-Council

The Australia-China Council (ACC) was established by an Order of the Executive Council in 1978.

The ACC Board comprises a Chairperson, an *ex officio* representative from DFAT and (currently) seven ordinary members. The Board meets three times a year to consider policy directions and to decide on projects and grants.

The ACC is funded under the International Relations Grants Program. It spent \$745,731 in 2005-06 and received a 2006-07 allocation of \$740,000. These funds will be spent on the Council's four main program areas: youth programs; residencies; Australian studies; culture and collaboration (grants) to broaden Chinese understanding of Australia and our capabilities.

### 2.2.9.3 Australia-Indonesia Institute

The Australia-Indonesia Institute (AII) was established under an Order-in-Council in 1989. The Institute reports to the Minister for Foreign Affairs.

The AII Board consists of a Chairperson, the Secretary of DFAT or their representative appointed as an *ex-officio* member and between four and twelve other members.

The Institute operates a Special Account under s.62A of the Audit Act 1901. The Special Account allocation for FY 2006-07 was \$742,000. The Board also utilises other funding sources to support various activities. In recent years, these have included funds from AusAID to support two major inter-faith projects and the Australia Council of the Arts to support the Saraswati Arts Program.

The AII supports:

- **arts and culture programs** - developing a market in Indonesia for Australian visual and performing arts and Australian expertise, promoting relations between Australian and Indonesian sports people and organisations and encouraging Australians to seek Indonesian partners for longer-term collaborative arts projects.
- an **Australian studies program** (guests lectures and seminars by Australian academics in Indonesian institutions), through which the Institute is developing a network of Indonesians who can interpret Australian society and policies for the Indonesian people and government
- a **civil society program** - providing non-government organisations with training and supporting institution building in areas such as human rights, assistance to women's groups, trauma counselling, legal aid and law reform, the environment, and electoral reform

- an **education and youth program** - funding the exchange of Australian and Indonesian youth for cultural activities and work placements and providing grants which encourage contact and exchange between Australian and Indonesian primary and secondary schools
- an **interfaith** program promoting greater understanding and recognition within Australia of the nature of mainstream Islam in Indonesia and better understanding within Indonesia of Australia's multicultural society through exchanges of Muslim groups and assistance to Islamic educational institutions
- **media** programs enabling exchanges of senior editors and fellowships for other journalists.

#### **2.2.9.4 Australia-India Council**

The Australia-India Council (AIC) was established by an Order-in-Council in 1992, implementing a key recommendation of the July 1990 report of the Senate Standing Committee on Foreign Affairs, Defence and Trade on Australia's relations with India. The Council is a non-statutory body with a Chairman and Board, appointed by the Government on a part-time basis for three years. Members are drawn from a wide cross-section of the Australian community and have professional interests in various aspects of the Australia-India relationship and a commitment to advancing that relationship.

The AIC receives its program funding from the Australian Government in the form of an annual grant through the International Relations Grant Program which is administered by DFAT (\$725,000 for 2006-07). The Council has succeeded in obtaining substantial project partnership funding, in financial and/or in-kind contributions, from other relevant agencies in Australia and India, which has enhanced and multiplied the effectiveness and reach of the Council's own funding.

Following are broad AIC program priorities: arts/culture (including film); education; society (including health and sport) science/technology (including the environment); and public policy (including law, commerce and media links).

#### **2.2.9.5 Australia-Korea Foundation**

The Australia-Korea Foundation (AKF) was established in 1992 under an Order-in-Council. It comprises an external Board of part-time members and a Secretariat (Canberra and Seoul) located within DFAT. The Board comprises a Chairperson, an *ex officio* representative from DFAT and (currently) eight ordinary members. The Board meets three times a year at different locations in Australia to consider policy directions, and to decide on projects and grants.

The AKF is funded under the International Relations Grants Program (\$740,000 allocation in 2006-07). These funds are expended on bilateral initiatives in the fields of science and technology; commerce industry and sport; education; and arts and the media. Major projects are developed by the AKF Board and Secretariat, in close consultation with DFAT and the Australian Embassy in Seoul. The Foundation also

runs a competitive small grants program. Applications are scrutinised by the AKF Board, the department and the embassy.

The AKF administers and funds programs covering education, science and technology, commerce, industry, the arts, media and sport. Some examples of AKF projects implemented in 2006–07 include: an ICT summit identifying complementarities and commercial links in the field of communications; a teacher exchange; a conference on comparative demographics and inter-generational relations, and a visual arts project.

#### **2.2.9.6 Council on Australia Latin America Relations**

The Council on Australia Latin America Relations (COALAR) was instituted in 2001 by the Minister for Foreign Affairs and the Minister for Trade, subject to three yearly reviews which currently see it operating until the next review in June 2007.

COALAR consists of an Executive Committee comprising a chairperson, executive members and ex-officio members, and a Secretariat provided by the department. The chairperson, vice chairperson and eight executive members are appointed by the Minister for Foreign Affairs with the agreement of the Minister for Trade. The Council is not a legal entity so the department enters into contracts, incurs debts and spends funds on the Council's behalf. For 2006-07, COALAR has a budget of \$500,000.

COALAR's mandate is to enhance Australia's economic, political and social relations with Latin America, to raise Australia's profile in the region and vice versa and to support Australia's broad foreign and trade policy objectives with Latin American countries. These objectives are the framework for COALAR's three year strategic plan and yearly business plans which are developed in consultation with Australian diplomatic missions in the Latin American region and with key partner agencies. Program activities are designed and assessed against these plans.

COALAR is closely integrated with other public sector agencies and industry groups. Its three ex-officio members represent the department, Austrade and the Department of Education, Science and Training. The Chairman and Secretariat also meet regularly with Ministers and officials from Defence, AusAID, Immigration and Multicultural Affairs, Industry, Tourism and Resources, and Agriculture, Fisheries and Forestry. COALAR has established Tourism and Education Action Groups that link Federal and State/Territory Government agencies and industry groups. These Action Groups foster collaboration on a range of industry related issues and provide specialised advice to the Executive Council for their consideration.

#### **2.2.9.7 Council for Australian-Arab Relations**

The Council for Australian-Arab Relations was instituted by the Ministers for Foreign Affairs and Trade in 2003 to strengthen ties between Australia and Arab countries.

Initially established for a three-year term, the Council was made permanent in 2005. The Council's budget for 2006-07 is \$500,000, allocated from DFAT's administrative budget. The Council is supported by a Secretariat located in the Middle East Section of DFAT and it comprises a Chair and no more than 12 members drawn from a wide cross-section of the Australian community.

The Council's role is to promote among the peoples of Australia and the Arab world a greater understanding and acceptance of each others' cultures, values, beliefs and diversity. CAAR programs foster people-to-people links (especially amongst youth) and broaden awareness and understanding including in the arena of common foreign policy interests. The Council supports activities that lead to shared economic benefit and promote Australia's image in the Arab world.

CAAR has worked with federal and state agencies on visits programs to promote trade and cooperation in health and education sectors, and with Austrade to enhance trade promotion resources. It is working with AusAID on an infrastructure reconstruction project in Lebanon, and will be working with DEST and state education departments on the development of an *Explore the Arab World* teachers' resource kit for use in Australian schools.

CAAR programs are reviewed regularly. Positive outcomes include high usage rates of CAAR's online business guides, the accreditation by Kuwait's Ministry of Education of CAAR's *Explore Australia* teachers' resource kit for Arab schools and an award for the kit (best multimedia learning reference) in 2006 by Australian Teachers of Media (ATOM).

#### **2.2.9.8 Australia-Malaysia Institute**

The Australia-Malaysia Institute (AMI) was established in April 2005 for an initial period of three years (to be reviewed in 2008). The AMI aims to enhance the existing bilateral relationship between Australia and Malaysia by strengthening linkages between people and institutions of the two countries, thereby supporting Australia's broader diplomatic objectives in Malaysia. It comprises an external Executive Committee (with an ex officio member from DFAT) and is funded by DFAT. The AMI budget for 2006-07 is \$400,000.

Key AMI programs include a Young Leaders Program, a Media Program, a Muslim Exchange Program, an Education and Science Program (with short terms fellowships designed to promote cooperative research in Australian and Malaysian studies), a Cultural Understanding Program, and a Public Relations Program.

Successful engagement with the Malay-language media and two-way visits by emerging Australian and Malaysian leaders, including from Muslim communities, have generated positive comment about Australia in the Malaysian media and strengthened linkages between current and future leaders of Australia and Malaysia.

The AMI works closely with relevant federal and state agencies to achieve its objectives. Cooperative working relationships have been established with members of Australia's Federal Parliament, the Department of Immigration and Multicultural Affairs, the Australian Electoral Commission, the Australian Public Service Commission and the Australian Quarantine and Inspection Service, the NSW Parliament, the NSW Independent Commission Against Corruption and the NSW Police Integrity Commission, the Victoria Police (Multicultural Advisory Unit) and the Commonwealth Games Authority.

#### **2.2.9.9 Australia-Thailand Institute**

The Australia-Thailand Institute (ATI) was established in June 2005 for an initial term of three years (to be reviewed in 2008). It comprises a chairman and an executive committee which determines grant applications. The ATI is funded by DFAT and in 2006-07 it has a budget of \$400,000.

The ATI's objectives include implementing the Agreement on Bilateral Cooperation signed by the prime ministers of Australia and Thailand in 2005 and promoting the Thailand-Australia Free Trade Agreement. Institute-funded projects aim to expand institutional, cultural and people-to-people links and showcase Australian expertise in education, science and technology. The ATI offers grants for projects in science and health, public policy (including education and legal issues), and culture and the arts. Liaison with other government agencies principally occurs in the arena of grant applications from public sector stakeholders. For example, a Thailand-Australia Agricultural Research Forum was organised by ACIAR in November 2006 with ATI sponsorship and Thai representation at a workshop on water issues is being organised by CSIRO International with ATI support.

The Institute also works closely with non-government stakeholders. In 2005, the ATI sponsored a workshop on Contemporary Islam in Thailand organised by the Lowy Institute and a Leadership Program for Young Muslims from Southern Thailand organised by the University of Melbourne Centre for the Study of Contemporary Islam. The ATI has also sponsored several workshops at the National Thai Studies Centre on economic and political developments in Thailand.

#### **2.2.10 Events Management**

Major international sporting and other events provide important representational opportunities for Australia, enabling the department, in cooperation with other federal and state government agencies, to promote a broad menu of foreign and trade policy objectives. The department, through IAB, its state offices and diplomatic posts, was actively involved in the organisation and facilitation of the Melbourne 2006 Commonwealth Games and the Queens Baton Relay which preceded M2006. Our close cooperation with the Commonwealth Games Australian Government Taskforce and the Games Media Centre, assisting visiting dignitaries and foreign correspondents and arranging ministerial level hospitality, meant we were able to use the Games



program and the goodwill surrounding the event to promote a range of Australian interests to bilateral partners. See also the separate entry on sports diplomacy at pp48-49.

### **2.2.11 Major Country Promotions**

Australia has traditionally, and to great effect, used major country promotions to underscore and cement its ties with important bilateral partners. Since the inception of the AICC, the majority of these promotions have been organised under the Council's umbrella as bilateral cultural events. However, the department separately organises high profile promotions to commemorate specific anniversaries. One recent example is the 2006 Australia-Japan Year of Exchange (YOE) to mark the 30<sup>th</sup> anniversary of the signing of the *1976 Basic Treaty of Friendship and Cooperation*.

The YOE program was designed to strengthen the bilateral relationship through events in a wide range of fields including the arts, business, education, government, science and technology, sport and tourism. Around 400 events were officially endorsed on the Australian YOE program, including inter alia performances and exhibitions by some of Australia's leading artists and musicians, a film festival, sports matches, wine and food promotions, historical publications, public and academic symposia, and Indigenous cultural displays.

The YOE proved a valuable vehicle for attracting the attention of key Japanese political and business leaders, generating considerable goodwill in the Japanese Government. This goodwill provides a useful foundation from which to enter into negotiations with Japan on a Free Trade Agreement and prepare a joint declaration on security cooperation for signature in 2007.

The department leveraged off a relatively modest investment of approximately \$500,000 to develop and promote its program, securing more than \$340,000 in corporate sponsorship for a number of prestigious cultural events in Japan. The YOE proved to be a cost-effective means of consolidating our political and business ties with Japan by delivering a high quality program which succeeded in projecting a sophisticated image of contemporary Australian society.

### **2.2.12 International Expositions**

International exhibitions or expos offer a high profile PD platform from which to reach receptive mass audiences with key messages about Australian innovation and excellence. The Bureau of International Expositions (BIE) in Paris regulates the frequency and quality of expos. Since reforms were carried out in the 1990s, 'registered' or world expos are held every five years, with more modest recognised exhibitions in between.

Australia's decisions to participate in expos are driven by a pragmatic assessment of each event's potential to deliver real PD benefits and advance our foreign policy and

trade objectives. Participating in an expo is expensive and each expo is assessed on a case-by-case basis according to a national interest test. Australia has participated in the last two major world expos, Hanover in 2000 and Aichi in 2005. Australia will participate in Expo 2010 in Shanghai, reflecting the importance of the bilateral relationship with China. However, we have declined to participate in several recognised exhibitions, assessing that the expenditure of considerable funds would not deliver commensurate concrete outcomes.

DFAT has organised Australia's participation in expos since the late 1990s, setting up dedicated units to design and run our pavilions. Expo pavilions allow a country to communicate an integrated national story to a target audience in an evocative manner. By various indices, the Australian effort at Aichi 2005 was one of the most successful. Our pavilion received a BIE award for thematic interpretation and was rated highly by visitors (3.5 million came through the pavilion during the six month Expo). It ranked consistently in the top five foreign pavilions in independent Japanese survey polls. We ran comprehensive business and cultural programs to promote Australia's commercial interests and our cultural excellence, organising 84 business events, 750 cultural performances (involving a permanent troupe and over 200 visiting artists), and 217 VIP functions for more than 10,300 guests. The success of these programs depended on a collective effort: DFAT worked closely with other federal government agencies, especially Austrade, the states and territories and the private sector to achieve these record results. Our Aichi presence was based on effective public-private sector cooperation, with Australian companies contributing to the national effort in various ways, from designing the content of our pavilion through to acting as financial sponsors.

Our preparations for Expo 2010 are stepping up. This Expo is likely to be the biggest and most competitive ever, with the Chinese organising bureau anticipating over 200 participants and 70 million visitors. The Australian Government will participate in a manner which replicates the key features of the successful Aichi model and reflects the depth and breadth of the Australia-China relationship. The Expo's theme – Better City, Better Life – will allow Australia to showcase its architectural, urban planning and environmental management skills. DFAT has already convened a committee to consult other federal government agencies and state and territory representatives to ensure that our Expo effort is underpinned by a strong whole-of-government partnership. We have also briefed Australian business in Shanghai and Australia about our Expo plans and aims. In due course, we will institute other consultative mechanisms to tap into the skills and experience of the private sector.

### **2.2.13 Diplomacy of deeds**

A significant facet of Australia's overall PD effort is what US Undersecretary of State Karen Hughes calls 'diplomacy of the deed'. Australia's response to disasters and emergencies overseas augments our image as a good international citizen, committed to assisting other nations regardless of religious, ethnic and political considerations. Australia's rapid, well-resourced and effective relief efforts following the Boxing Day

tsunami in 2004 and the earthquake in Pakistan in October 2005, representing a coordinated approach across government agencies in Australia and our diplomatic missions, engendered enormous goodwill. Such efforts have a particularly enduring PD outcome because they are motivated by humanitarian considerations and are ascribed a level of integrity which sets them apart from any other PD program. Emergency relief efforts underline the shared interests and values which bind Australia and other societies, including in the Muslim world, together. We have effectively documented our involvement in relief and peace-building operations (such as RAMSI) to demonstrate our humanitarian credentials more broadly.

In addition to our involvement in emergency response programs, the department operates a flexible small grants scheme, the Direct Aid Program (DAP), which aims to reduce humanitarian hardship while supporting the Government's international relations and public diplomacy goals. In 2005-06, we disbursed almost \$4.5 million through 50 posts to projects in over 70 countries. The DAP program enables the department to promote positive messages about Australia, including to remote districts where many of the more influential members of developing country societies have family or political support bases and where access to mass media is limited.

#### **2.2.14 Sports diplomacy**

Sports diplomacy is another important facet of our PD efforts, taking advantage of Australia's international reputation for sporting excellence. Like culture, sport acts as a neutral bridge between Australia and other countries, facilitating the communication of PD messages in a subtle and less overtly political way. The sports dimension of the department's PD activities has several strands.

Major sporting events have clear PD benefits, reinforcing our national image and building enduring people-to-people links. The department played a strong role in the Commonwealth Games in Melbourne in 2006 (see page 45 under Events Management). The Games brought a large number of people from a wide range of Commonwealth countries, exposing them to the diversity and sophistication of contemporary Australia.

Our posts take advantage of the presence of high profile Australian sporting figures to promote PD messages and build relationships. In conjunction with other agencies, the department organises friendly matches between Australian national sporting teams and their counterparts in other countries. These matches play a useful role in boosting our bilateral relations. Two examples in 2006 illustrate the effectiveness of such sports diplomacy. The Australia-Japan Year of Exchange in 2006 featured a rugby union match between the Australian Prime Minister's XV and the Japanese National Team in Tokyo in November. Attended by 10,000 spectators and telecast live by two Japanese cable networks, the match was used for various PD purposes. The stadium carried prominent signage for the Year of Exchange, Australian Education International, Tourism Australia and Qantas. George Gregan, as non-playing captain, promoted the game and rugby in general through various media and promotional

appearances. The Australian Ambassador hosted a reception which was attended by 200 guests, including former Prime Minister Yoshiro Mori and several Diet members.

The Australian Prime Minister's XIII rugby league team visited Port Moresby in September-October 2006 to play an exhibition match against the PNG Prime Minister's XIII. Our mission organised site visits for both teams to communicate key development messages about HIV and AIDS prevention and stopping violence against women. The match and site visits garnered extensive media coverage and public support. Our development messages were clearly visible on the uniforms of both teams and ground signs. The High Commissioner hosted a reception for both teams which was attended by several PNG ministers.

The department helps to run a sports assistance program which has strong development and PD outcomes, enhancing the image of the Australian Government in the Pacific region. The Australian Sports Outreach Program (ASOP), funded through AusAID and managed by the Australian Sports Commission (ASC), develops sports expertise in Pacific countries. Four major and five minor ongoing programs have effectively increased the capacity of different sports organisations, facilitating structured school-based junior sport programs and other sporting opportunities in rural and remote communities. ASOP also strives to improve the capacity of selected individuals to be sport leaders.

The program operates in the Cook Islands, Federated States of Micronesia, Fiji Islands, French Polynesia, Kiribati, Republic of Marshall Islands, Nauru, New Caledonia, Niue, Republic of Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

The department and the ASC jointly manage the ASOP Post Discretionary Fund which annually sees a range of small grants being made to communities in Pacific countries to develop grass-roots sports projects. The fund is resourced at \$150,000 per year. The department's Pacific posts liaise with local communities to identify suitable projects and make recommendations to a steering committee in Canberra. On average 15-18 grants are made each year which range from \$3000 to \$10,000.

In addition to making a substantive contribution to the development of community health and capacities in other areas, the grants are an effective public diplomacy initiative in the Pacific region. Posts report that the grants are greatly appreciated by the recipients and generate considerable positive media and community attention about Australia's commitment to the development of Pacific Island communities. The focus on people-to-people links at a grass roots level is a particularly potent public diplomacy approach in the context of Pacific culture.

### **2.2.15 Special Visits Program**

The Special Visits Program (SVP) underpins our PD efforts. It is carefully targeted to bring to Australia influential and potentially influential people for meetings and

engagements with Australian government, business and community figures. On their return home, SVP visitors contribute to a better understanding of Australian society and policy. Through the program the department builds a network of contacts relevant to our foreign and trade policy interests. In 2005-06, we organised 26 visits.

Examples of SVP visits in that period include:

- a presidential advisor and Secretary-General of the Consultative Council of Nahdlatul Ulama (Indonesia's largest Muslim organisation), Professor Nasaruddin Umar, focusing on representations of Islam in public debate
- a Thai politician, Pimuk Simaroj, which strengthened bilateral links across a range of sectors including city planning and education
- Pakistan's Parliamentary Secretary for Population Welfare, Dr Donya Aziz, to discuss gender, development and health issues
- Zahar Sobhan, a newspaper editor from Bangladesh, focusing on counter-terrorism and governance issues.

#### **2.2.16 Young political leaders exchange**

The department works with the Australian Political Exchange Council (APEC) to organise two-way exchanges of young and emerging political leaders between Australia and ten of our key bilateral partners (the United States, Japan, China, Germany, Papua New Guinea, Vietnam, New Zealand, the United Kingdom, South Korea and the Philippines). These exchanges have been running for many years, establishing long-term relationships which benefit Australia in significant ways. They enable future opinion and decision-makers from other countries to gain an improved understanding of Australia and its economic strengths, cultural richness, ethnic diversity and political objectives.

The young political leaders exchanges are another good example of the department's cooperation with various entities to further our PD objectives. The APEC Council comprises representatives of the major political parties of the Australian Parliament. It has a secretariat based in the Department of Finance and Administration. Through its staff in Canberra and at posts, the department helps to organise the exchanges, briefing the delegates at both ends and assisting with itineraries. Our involvement is guided in part by a strong sense of the PD utility of such exchanges.

#### **2.2.17 Engagement with other advocates for Australia**

##### **2.2.17.1 The Australian diaspora**

The department sees Australians who live and work overseas as a natural partner in our PD efforts. Our engagement with business and other expatriate groups through regular meetings, consultations and event-specific cooperation delivers a practical PD

dividend. Many members of the Australian diaspora are willing and enthusiastic contributors to the collective task of projecting a contemporary and dynamic image of the nation in key parts of the world. They have particular skills and connections which can assist the Government to implement effective PD activities and reach the right target audiences. In many posts, major annual events such as Australia Day have become occasions for diplomatic missions and Australian expatriate groups to promote collaboratively common interests to high level officials, opinion-makers and local business organisations. For example in Seoul in recent years, the post has engaged a wide range of private sponsors to turn Australia Day into a major promotion of Australian culture and business.

The department also cooperates with the diaspora in a structured way through expatriate bodies such as the Southern Cross Group and Advance Global Australian Professionals as opportunities arise. Most recently, we provided assistance to Advance in its planning for the Advance 100 Global Australians Summit in Sydney on 19 December 2006. The Summit saw 100 leading overseas Australian delegates come together with their counterparts based in Australia, including business and government leaders, to discuss and refine ways of leveraging Australian talent abroad.

#### **2.2.17.2 University alumni**

Many thousands of international students have studied at Australian schools and universities over the last 50 years. The department regards these alumni as another natural partner in our efforts to promote Australia's standing as a diverse, tolerant and open society and posts actively foster links with these organisations. The overwhelming majority of alumni return to their homelands after a positive experience in Australia. Importantly, they are able to inform their compatriots about contemporary Australia from a common cultural point of view and are seen in their home countries as unbiased commentators about contemporary Australia who can draw from direct personal experience. Many want to maintain a continuing link with Australia as they move into various jobs, underpinning our efforts to build long-term relationships based on trust and mutual understanding.

Links with alumni serve several other important functions. Effective PD involves a two-way exchange of knowledge and alumni are well-placed to assist in this. Alumni connections also reinforce the impact of many of our student exchange programs. Student linkages can be particularly useful in countries such as Indonesia where the median age is youthful.

Our posts work with alumni both individually and through alumni associations. For example, our posts in the Middle East are reaching out to alumni in the region to encourage a better understanding of Australia's identity and values and to correct misconceptions. Likewise, our posts in South-East Asia support Australian universities and their alumni associations, cultivating them as advocates for Australia and promoting our policy agenda.

### **2.2.17.3 International participation in DFAT's graduate training program**

On and off since the 1960s, diplomats from other foreign services (Asia, the South Pacific and Africa) have been funded by the Australian Government to participate in the department's graduate training programs. DFAT and senior officials from a range of countries have developed strong and productive links as a result of this scheme.

Australia benefits from a large coterie of international diplomats who, as a result of the DFAT training opportunity, have a specific understanding of Australian foreign and trade policy objectives, an appreciation of Australian society, and a positive disposition towards Australia and its diplomatic service. The network of Australian-trained overseas diplomats is extensive and active. It has provided a strong foundation of common understanding on issues important to Australia. A number of international participants have risen to occupy key positions in their respective foreign services or governments and in other fields such as commerce and politics.

### **2.2.18 Australian Institute of International Affairs**

The Australian Institute of International Affairs (AIIA) contributes to the department's public diplomacy objectives through activities that raise the level of understanding of the role of foreign and trade policy in Australia. AIIA has used grant funding from DFAT effectively to provide a variety of forums for debate, disseminate ideas and conduct education outreach programs.

AIIA hosts more than 100 events a year on important issues in world affairs while its flagship publication the *Australian Journal of International Affairs* is highly regarded internationally, in demand by authors and distinguished by the quality of its contributors. The Institute also runs an effective education program with significant demand by school students for seminars and revision classes. An interactive website, [www.aiaa.asn.au](http://www.aiaa.asn.au) has been used effectively to promote access to online material and sales of journals.

### 3. Recent public diplomacy enhancements

The department keeps its PD programs under constant review, introducing regular improvements to ensure that Australia's public diplomacy effort remains as effective and up-to-date as possible. Australia implements a highly effective PD program which compares well with those run by other countries which deploy much bigger PD budgets. PD activities have been kept relevant and dynamic by conducting annual consultations with geographic and subject expert areas to ensure that the PD budget and programming accurately reflects our foreign and trade policy objectives.

In 2006-07, the department has been carrying out a thorough examination of its overall PD activities. This review has reaffirmed the fundamental structures which we have in place. However, it has identified opportunities to enhance our activities in particular areas. We have already implemented several changes. Others will follow over the coming months.

Examples of recent improvements include:

- **Upgraded training:** We have upgraded our PD training programs. In 2006, IAB launched a new PD training course for staff proceeding on overseas postings. This course will become mandatory in 2007 for all staff appointed to positions with a significant PD content.
- **Review of PD allocations:** IAB is conducting a review of the PD funding for our posts to ensure that the current spread of allocations serves Australia's key foreign and trade policy objectives as effectively as possible. This review will be completed in time for the 2007-08 financial year.
- **Changes to ICV program:** In 2006, the department implemented changes to the ICV program to ensure that it remains as relevant and dynamic as possible. Posts are encouraged to take a more lateral approach by considering a wider pool of potential invitees. The revised procedures make a priority the fostering of improved understanding of Australia's identity and values in target areas such as Asia and the Middle East. This will bring the ICV program into closer alignment with the department's foreign policy and trade objectives, including in relation to counter-radicalisation efforts.
- **Arabic Embassy Roadshow:** We enhanced our PD activities in the Middle East by subtitling six feature films in Arabic for the *Embassy Roadshow*. The Arabic *Embassy Roadshow* was first screened in Cairo in November 2006 and was very well received. It will now be used in other parts of the Middle East, including Abu Dhabi, Amman, Beirut, Kuwait City and Ramallah. The *Roadshow* is an effective PD vehicle for promoting Australia, often in places where little is known about our country, culture and way of life. DFAT will continue to explore opportunities to expand the *Roadshow* program to meet the needs of specific target audiences.
- **Australia Network:** We are evaluating ways to improve our cooperation with Australia Network to meet the department's objectives, including in regard to programming.



## **4. Administrative arrangements and coordination**

Effective PD in the international context requires whole-of-government cooperation. DFAT utilises formal and informal, and ongoing and ad hoc mechanisms to coordinate with other federal and state government agencies to ensure that Australia delivers consistent and well conceived PD messages and to achieve mutually reinforcing benefits overseas.

### **4.1 Ongoing coordination mechanisms**

#### **4.1.1 Strategic coordination of cultural diplomacy**

Australia's many cultural diplomacy objectives, across agencies and sectors, are coordinated under the umbrella of the Australia International Cultural Council (AICC), chaired by the Minister for Foreign Affairs. The AICC's strategy is reviewed and managed by its steering group, the Commission for International Cultural Promotion (CICP), which is chaired by a DFAT Deputy Secretary and comprises senior representatives of the Department of Foreign Affairs and Trade, the Department of Communications, Information Technology and the Arts, the Australia Council for the Arts, the Australian Film Commission, Tourism Australia, the Australian Trade Commission (Austrade) and a representative of State and Territory Arts agencies.

The AICC and its working group, the CICP, consult widely with other federal and state agencies, the business community and arts groups in achieving their objectives. The AICC and CICP meet, on average, once a year. DFAT provides the secretariat for both the AICC and CICP.

#### **4.1.2 Bi-annual Inter-Departmental Committee meetings on PD**

In early 2002, IAB instituted an Inter-Departmental Committee (IDC) on public diplomacy to share information and identify synergies across the spectrum of agency programs. IAB hosts bi-annual meetings of this IDC attracting approximately 20 federal government agencies (see list at **Appendix 7, page 107**). These meetings have recently resulted in the following outcomes:

- inter-agency subscription to DFAT's monthly international media monitoring summary
- inter-agency support for Australian Education International's *Study in Australia* project
- inter-agency support for IAB's *Australia – Trading with the World Kit*
- the development of IAB's online PD Bulletin Board as a central point where all member agencies can post PD material for use by our posts.

### **4.1.3 Regional PD workshops**

We have enlisted the participation of a range of agencies in the department's regional PD workshops to encourage a whole-of-government approach in the PD programs conducted by our posts. Austrade, Department of Immigration and Citizenship and DEST regularly make presentations at these workshops. For instance, senior representatives from the Australian Federal Police, Austrade, ACIAR and AusAID all attended the PD Workshop for South and South-East Asia posts in Hanoi in March 2006. The Australian Federal Police, Department of Immigration, the Australian Sports Commission and ABC Asia Pacific attended the workshop for the Pacific posts in Brisbane in June 2006.

## **4.2 Ad hoc coordination opportunities**

### **4.2.1 Management of events, international expositions and whole of government exercises**

Much the department's work with other federal and state agencies to coordinate PD programs occurs on a case by case basis in relation to particular issues, major events or whole-of-government exercises with an international PD dimension. Two examples illustrate the effectiveness of such cooperation. IAB worked closely with DCITA and Victorian state agencies on the 2006 Commonwealth Games. It also worked with an IDC - comprising DFAT, AusAID, the Bureau of Meteorology, Emergency Management Australia, and Geoscience Australia - on PD aspects of the Australian Tsunami Warning System (ATWS).

The department creates IDCs to coordinate Australia's participation in international expositions, embracing a wide range of federal and state government agencies as well as representatives of the private sector.

### **4.2.2 Bilateral foundations, councils and institutes**

The activities of our bilateral foundations, council and institutes (FCIs) complement the programs of other federal and state government agencies. The FCIs often work collaboratively with other government bodies on particular projects. For example, in 2006, the Australia China Council (ACC), the Australia Commerce and Industry Office in Taipei, Austrade and Asialink supported activities to promote Australian children's literature in Taiwan. In other cases, FCIs provide project funding where proposals fall outside the ambit of federal and state government programs, enabling a more diverse and creative menu of bilateral exchanges. In 2006, the ACC provided funding to a national teachers association in Australia for the development of web-based curriculum materials relating to Beijing, the Olympics and Sydney which could not be funded by federal or state education departments.

The FCIs coordinate with our missions to ensure that their outcomes are aligned with the Government's policy objectives. They consult closely with relevant government

agencies (federal and state) and business and professional bodies. For instance, the Australia-India Council worked directly with the NSW and Victorian governments in the organisation of a high-profile forum held in India promoting Australian-Indian collaboration in sports and major sporting events, with a particular focus on the Commonwealth Games (Melbourne hosted in 2006 and Delhi will host in 2010).

#### **4.2.3 Trade advocacy and outreach**

The department uses its State and Territory Offices (STOs), as a conduit to state and territory based entities (public and private sector), on PD issues. This is especially apparent in the realm of trade advocacy and outreach where STOs are the main portals for delivering DFAT's wide range of public advocacy and outreach activities targeting business, educational and community institutions, regional Australia and state and territory governments. The department's Trade Advocacy and Outreach section (TAO) equips the STOs with key trade messages and promotional material to support their efforts.

On trade issues TAO also works closely with portfolio and other Commonwealth agencies. With Austrade in particular, we cooperate frequently on publication projects such as regional brochures and FTA advocacy. With AusAID we have developed advocacy materials promoting the benefits of trade reform for developing countries and its contribution to poverty alleviation. We also collaborate on shared projects with the Department of Agriculture, Fisheries and Forestry, AusIndustry and Invest Australia.

#### **4.2.4 State and Territory Officials Group meetings**

DFAT consults with senior State and Territory officials responsible for trade on a regular basis (three to four times a year) to provide an update on the trade agenda, including relevant PD projects. In addition, DFAT consults with STOG members on specific issues as required. Where there are particular issues of interest which are not appropriately covered on the DFAT website, DFAT can arrange for specially-commissioned reports to be forwarded to state and territory representatives.

The STOG members are our key stakeholders whenever State and Territory government action is required for WTO, FTA and other trade-related issues. STOG members are responsible for briefing their respective ministers for the National Trade Consultations (NTC) Ministerial Meeting – a forum for consultation, coordination and collaboration on trade and investment issues between the Commonwealth and state and territory governments. IAB briefed the last STOG meeting in October 2006 on our preparations for World Expo 2010 in Shanghai. The next STOG meeting will be held a few weeks prior to the next NTC, which is currently expected in April 2007.

## **5. Resource levels**

### **5.1 PD Budgets**

The department has mainstreamed its public diplomacy efforts, embedding PD activities in our overall work. We allocate funds to enable this general PD work to be undertaken. In addition, we fund a number of explicit front-line PD programs. Budget data reflects this two-tiered approach. In 2005-06, DFAT's actual PD expenditure totalled \$93.5 million. This comprised: (1) \$32.4 million on grants and contributions (representing allocations to our front-line programs such as the International Media Visits program, Indigenous arts, touring programs, broadcast services and bilateral foundations, councils and institutes); (2) \$8 million on Australia's participation at the 2005 World Expos in Aichi (including appropriation from Government and revenue from other sources); and (3) general departmental PD outputs valued at \$53 million.

PD funding enables DFAT to implement a wide range of effective programs to advance Australia's foreign policy and trade goals in both domestic and international arenas. Funding levels for 2006-07 have been maintained from the previous year for all ongoing programs. Appropriation under Supplementary Additional Estimates is currently being processed for the department's contract with Australia Network. DFAT delivers quality PD programs which provide taxpayers with value-for-money and compare well with the activities of countries with much larger PD budgets.

IAB carries the primary responsibility for implementing our public diplomacy targeting international audiences and accordingly administers the department's single largest PD budget. This totalled more than \$23.5 million in 2005-06:

| <b>Expenditure by IAB during 2005-2006<sup>4</sup></b>       | <b>Expenditure</b>  |
|--|---------------------|
| Public Diplomacy (Posts)                                     | \$1,585,557         |
| Australian International Cultural Council                    | \$1,067,540         |
| International Media and Cultural Visits                      | \$537,206           |
| Media Strategies and Publications                            | \$306,819           |
| Public Diplomacy Contingency Fund                            | \$25,000            |
| Cultural Relations Discretionary Grants - Administered       | \$378,337           |
| Australian Institute of International Affairs - Administered | \$71,000            |
| ABC AsiaPacific (now Australia Network) - Administered       | \$18,600,000        |
| Musica Viva  | \$130,000           |
| Indigenous programs  | \$120,830           |
| Asia Link  | \$130,000           |
| Administration and Tender Costs                              | \$383,545           |
| Internet   | \$223,985           |
| <b>Total</b>   | <b>\$23,559,819</b> |

The nine bilateral foundations, councils and institutes make a strong contribution to the department's broad PD efforts by extending people to people links and promoting accurate, contemporary images of Australia. In 2005-06, government budget allocations to the nine FCIs totalled nearly \$7 million.

| <b>Funds Expended by the FCIs during 2005-2006<sup>5</sup></b> | <b>Expenditure</b> |
|--|--------------------|
| Australia China Council  | \$745,731          |
| Australia India Council  | \$739,419          |
| Australia Indonesia Institute                                  | \$729,275          |
| Australia Malaysia Institute                                   | \$288,216          |
| Australia Thailand Institute                                   | \$297,668          |
| Australia Korea Foundation                                     | \$737,854          |
| Australia Japan Foundation                                     | \$2,500,000        |
| Council for Australian-Arab Relations                          | \$470,528          |
| Council on Australian Latin American Relations                 | \$414,493          |
| <b>Total</b>   | <b>\$6,923,184</b> |

The Media and Public Outreach expenditure for APEC in 2005-06 (not including salaries) was \$18,700. In 2006-07, \$668,000 was allocated for these programs and a

<sup>4</sup> These figures represent departmental expenditure as a net position after other inputs such as revenue and sponsorship have been offset against actual expenditure

<sup>5</sup> These figures represent FCI expenditure as a net position after other inputs such as revenue and sponsorship have been offset against actual expenditure.

further \$633,000 for 2007-08. As a percentage of the total expenditure by the department's APEC Branch, PD activities comprised 2.4% in 2005-06 and while APEC is being held in calendar year 2007, the PD allocation comprises 28.2% of the branch's budget.<sup>6</sup>

The Trade Advocacy and Outcomes Section (TAO) spent \$168,285 on PD in 2005-06. It has allocated \$221,000 for PD activities in 2006-07, covering various projects, including a new Trade Statement.

## 5.2 Co-funded programs

The department has been working with the private sector for many years to implement an effective PD program to advance the national interest. Arrangements to engage a wide range of organisations in the private sector are well integrated into the department's PD structures. We engage non-governmental stakeholders as sponsors to enhance the impact of our PD budget. Such stakeholders provide sponsorship as financial support and in kind support, including venues and publicity. Australian companies often support specific PD activities, such as exhibitions, with contributions to travel, accommodation and freight costs. Joint sponsorship has positive benefits for both sides, boosting Australia's PD effort and promoting the services and goods of Australian companies.

Some of our PD projects would not be possible without co-funding. The following recent examples underline the depth and breadth of the department's co-funding arrangements with the private sector:

- Companies and state/territory governments supported the Australian pavilion at World Expo 2005 in Aichi, providing sponsorship of \$5.5 million (cash and in kind assistance). Our participation in World Expo 2010 in Shanghai aims to build a similar partnership.
- Our posts ran successful film festivals in Beijing, Tianjin, Shanghai and Guangzhou in 2006. The festivals attracted large audiences, including senior Chinese officials, and were almost entirely funded by sponsorship.
- Our post in Bangkok used corporate co-funding to run 'March means Australian Fashion' in March 2006, promoting Australian fashion and design and fostering a greater appreciation of our innovative and multicultural culture.

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<sup>6</sup> This represents notional expenditure for the PD program extending over two financial years. Actual year on year expenditure will vary from notional allocations.

- In June 2006, our post in Paris used the opening of France's new Indigenous art museum, the Musée du quai Branly, to convey strong, positive messages about Australia's Indigenous people and culture, with the support of significant corporate sponsorship.
- The Melbourne Symphony Orchestra's Centenary European tour in early 2007 was sponsored by DFAT, the Victorian Government, the Australia Council and several private sponsors.
- The successful *G'Day LA* and *G'Day USA* promotions in early 2007 were made possible by significant private sector sponsorship. More than 60 external partners, including many companies, supported the promotion.

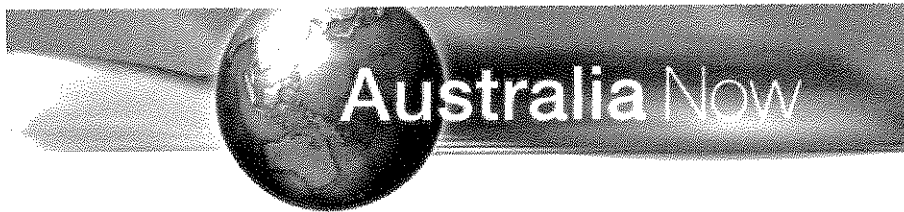
## APPENDIX 1

### **AUSTRALIA NOW – FACT SHEETS – TITLE LIST AND SAMPLES**

1. Australia Today
2. **Australia: An introduction (copy attached)**
3. Australia's system of government
4. Australia's national symbols
5. Australia's Coat of Arms
6. The Australian National Anthem
7. The Australian currency
8. Australia a culturally diverse society
9. Education in Australia
10. Enhancing Social Harmony - Australia's Muslim Community
11. **Muslims in Australia - A long & vibrant history (copy attached)**
12. Australia's system of Government
13. Defence and security
14. A successful global trader
15. Exports - growth and diversity
16. Geared for success in the new economy
17. Trade in resources, energy and agribusiness
18. Regional Australia: export source and investment destination
19. Investing in Australia
20. The multilateral trading system and Australia
21. Bilateral and regional trade relationships
22. Innovative Australia
23. Fast facts about trade
24. Asia Pacific Economic Cooperation
25. Australia's Aboriginal and Torres Strait Islander peoples
26. Indigenous Australians excel in many fields
27. Indigenous arts and culture
28. Indigenous Programs: Business and employment
29. Indigenous Programs: Changes to Administration
30. Indigenous Programs: Education, health and housing
31. Indigenous land rights and Native Title
32. Indigenous Australians: Management of national parks and protected areas
33. Australian reconciliation
34. National NAIDOC-What is NAIDOC?
35. Separated Indigenous children
36. Australia a culturally diverse society
37. Australia: A global financial services centre
38. The new Australia
39. Workplace relations in Australia
40. Australian agriculture, fisheries and forestry
41. Australia's food industry
42. Australia's forest industry



- 43. Australia's seafood industry (copy attached)**
44. The Australian wine industry
45. Australia's scientific achievements
46. An overview of communications
47. The media in Australia
48. Broadcasting
49. Australian Transport and Safety Bureau
50. Aviation in Australia
51. Land transport in Australia
52. Transport security
53. Film in Australia
54. Arts support
55. Australia's cultural heritage
56. National cultural organisations
57. National cultural training organisations
58. Australia's environment at a glance: facts, challenges and threats
59. Australia's environmental achievements
60. Australia's kangaroos
61. Australia's protected areas
62. Australia's World Heritage properties
63. Indigenous Australians: Management of national parks and protected areas
64. Quarantine: Protecting Australia's environment
65. Health care in Australia



## **Australia: An introduction**

In land area, Australia is the sixth largest nation after Russia, Canada, China, the United States of America and Brazil. It has, however, a relatively small population.

Australia is the only nation to govern an entire continent and its outlying islands. The mainland is the largest island and the smallest, flattest continent on Earth. It lies between 10° and 39° South latitude.

The highest point on the mainland, Mount Kosciuszko, is only 2228 metres. Apart from Antarctica, Australia is the driest continent.

Australia is the driest inhabited continent on earth. Its interior has one of the lowest rainfalls in the world and about three-quarters of the land is arid or semi-arid. Its fertile areas are well-watered, however, and these are used very effectively to help feed the world. Sheep and cattle graze in dry country, but care must be taken with the soil. Some grazing land became desert when the long cycles that influence rainfall in Australia turned to drought.

The Australian federation consists of six States and two Territories. Most inland borders follow lines of longitude and latitude. The largest State, Western Australia, is about the same size as Western Europe.

### Natural environment

Australia has a remarkable diversity of life forms seen nowhere else in the world. Australian plants and animals evolved in isolation from other parts of the world. When the super-continent of Gondwanaland split up about 160 million years ago, Australia joined Antarctica and drifted towards the South Pole, where glaciers formed a barrier between it and other land masses.

Over the past 45 million years, Australia has moved away from Antarctica towards the equator and become warmer and more arid. About 35 million years ago, eucalypts began to displace the dense forests of the cool, damp Tertiary era.

Today Australian eucalypts account for more than half of all eucalypts found throughout the world.

The marsupials native to Australia have a different chromosome structure than mammals in other parts of the world. Typically, they suckle their young in a pouch.

Like the eucalypts, marsupials occupied a wide range of ecological niches in Australia. The first kangaroo marsupials seem to have appeared about 15 million years ago. They vary enormously in size and adaptation. A species of tropical kangaroo lives in trees, but most kangaroos are tough, efficient users of dry bush.

As the world climate warmed and glaciers melted, oceans gradually rose to their current level and the land bridges to New Guinea and Tasmania were cut. Corals colonised a flooded coastal plain, forming the Great Barrier Reef of Queensland.

Ancient plants still grow in the wild. Large 'Antarctic' tree ferns are common in damp, shaded gullies on the south sides of ridges. Cycad palms form an understorey to tall, silvery spotted gums (eucalypts) along the south-east coast. Rare relics from earlier geological eras are found in small, special habitats, such as desert canyons.

Pressure on native habitats from agriculture and introduced pests like the fox and rabbit have resulted in extinctions of some native species in the past 200 years. Australia now has a strong scientific and legal framework to deal with these issues. Australians care about their unique environment.

### History

More than 60 000 years before the arrival of European settlers, Aboriginal and Torres Strait Islander peoples inhabited most areas of the Australian continent. European settlement in 1788. However, there were an estimated 300 000 Indigenous Australians living on the continent.

Until recently, Western historians focused on early European contact with the Australian continent during the 16th and 17th centuries.

In recent years this approach has been balanced by the recognition that Asian and Oceanic explorers and traders had contact with Indigenous Australian people long before the European expansion into the eastern hemisphere.

After the American War of Independence, Britain looked to establish new penal settlements to replace the north Atlantic colonies. The First Fleet of 11 ships with 1500 aboard, half of them convicts, arrived at Botany Bay in January 1788. Sydney grew from that first British penal settlement.

Transportation of British convicts to New South Wales ceased in 1840, but continued to Western Australia until 1868. About 160 000 convicts arrived over 80 years. That compares with free settler arrivals as high as 50 000 a year.

During the 1850s, settlement was boosted by gold rushes. Scarcity of labour, the vastness of the bush, and new wealth based on farming, mining and trade all contributed to the development of uniquely Australian social institutions and sensibilities.

In 1901 the Australian colonies federated to become the Commonwealth of Australia. As in Canada, the British monarch remains the monarch of Australia, which is now an independent, democratic nation with a tradition of religious tolerance and free speech.

### Immigration

Australia's culturally diverse society includes its Indigenous peoples and settlers from countries all around the world.

Immigration is an important feature of Australian society. Since 1945, over six million people from 200 countries have come to Australia as new settlers. Migrants have made a major contribution to shaping modern Australia. People born overseas make up almost one quarter of the total population.

The federal government sets immigration intake numbers on a yearly basis. Australia's immigration policies are non-discriminatory and all applicants to migrate must meet the same selection criteria.

### **Area and population of Australian States and Territories**

| State/Territory                                     | Area in square kilometres<br>(mainland only) | Population *  |                   |
|---|--|---------------|-------------------|
|   |  | State/Terr.   | Capital           |
| Queensland  | 1 723 936                                    | 3.64m         | Brisbane (1.65m)  |
| New South Wales                                     | 800 628                                      | 6.61m         | Sydney (4.15m)    |
| Australian Capital Territory (Jervis Bay Territory) | 2 358<br>(72)                                | 0.32m         | Canberra (0.32m)  |
| Victoria  | 227 010                                      | 4.82m         | Melbourne (3.49m) |
| Tasmania  | 64 519                                       | 0.47m         | Hobart (0.20m)    |
| South Australia                                     | 978 810                                      | 1.51m         | Adelaide (1.11m)  |
| Western Australia                                   | 2 526 786                                    | 1.90m         | Perth<br>(1.38m)  |
| Northern Territory                                  | 1 335 742                                    | 0.20m         | Darwin (0.11m)    |
| <b>AUSTRALIA</b>                                    | <b>7 659 861</b>                             | <b>19.47m</b> | <b>12.41m</b>     |

Sources: area—Auslig; population—Australian Bureau of Statistics

\* Estimated resident population as at 30 June 2001.

## Economy

Australia has had one of the most outstanding economies of the world in recent years. As a high-growth, low-inflation, low interest rate economy, it is more vibrant than ever before. There is an efficient government sector, a flexible labour market and a very competitive business sector.

With its abundant physical resources, Australia has enjoyed a high standard of living since the nineteenth century. It has made a comparatively large investment in social infrastructure, including education, training, health and transport.

The Australian workforce has seen many improvements over the last decade, leading to the surge in productivity in the 1990s. The complex and centralised award based industrial relations system has given way to a more decentralised one with many employees working under workplace agreements tailored to meet enterprise needs.

## Further information

Australian Biodiversity [www.biodiversity.environment.gov.au](http://www.biodiversity.environment.gov.au)

National Library of Australia [www.nla.gov.au/oz/histsite.html](http://www.nla.gov.au/oz/histsite.html)

Department of Immigration and Multicultural and Indigenous Affairs  
[www.immi.gov.au](http://www.immi.gov.au)

The Australian Government Treasury [www.treasury.gov.au](http://www.treasury.gov.au)

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## Muslims in Australia

### A long & vibrant history

#### Early Muslim Visitors

#### *The Macassar traders*

Muslims in Australia have a long and varied history that is thought to pre-date European settlement. Some of Australia's earliest visitors were Muslims from the east Indonesian archipelago, who made contact with mainland Australia as far back as far as the 16th -17th centuries,

These fishermen and traders from the island of Macassar arrived on the northern coasts of Western Australia, Northern Territory and Queensland. The Macassar traded with local Indigenous people and fished for 'trepang' (commonly known as sea cucumber), which they sold as a delicacy on the lucrative Chinese market.

Evidence of these early visitors can be found in the similarity of certain words which occur in both the language of the Macassar and coastal Indigenous Australians. Aboriginal cave paintings also depict the traditional Macassar vessels or 'prau' and a number of Macassar artefacts have been found in Aboriginal settlements on the west and northern coast of Australia. Some inter-marriages between Aborigines and Macassar are believed to have taken place and Macassar grave sites are strewn along the coastline.

### **Afghan Cameleers and the Colonial Era**

In the early fleets of European settlers, Muslims from coastal Africa and the island territories under the British Empire came to Australia as both sailors and convicts. However, the first significant semi-permanent Muslim population was formed with the arrival in Australia of Afghan camel drivers in the 1800s. Coming from the Indian sub-continent, these Muslims were vital in the early exploration of inland Australia and in the establishment of service links.

One of the major projects in which the Afghan cameleers were involved was the development of the rail link between Port Augusta

and Alice Springs, which popularly became known as the 'Ghan'. Cameleers also played an equally important role in the development of the overland telegraph line between Adelaide and Darwin during 1870 and 1872, which eventually linked Australia to London via India.

Through these early exploits, a string of 'Ghan' towns were established along the routes of the railway. Many of these towns had at least one modest mosque, usually constructed from corrugated iron with a small minaret. However, the advent of the motor vehicle and the introduction of motor lorry transportation signalled the end of an era for the cameleers. Whilst some of the cameleers returned to their homelands, others settled in areas near Alice Springs and other parts of the Northern Territory. Many inter-married with the Indigenous population. Descendants of these Afghan cameleers have since played active roles in numerous Islamic communities in Australia.

Small numbers of Muslims were also recruited from Dutch and British colonies in Southeast Asia to work in the Australian pearling industry in the late 19th and early 20th century. Australia's first mosque was built at Marree in northern South Australia in 1861. The first large mosque was built in Adelaide in 1890. Another was built in Broken Hill (New South Wales) in 1891.

## **Post World War 2**

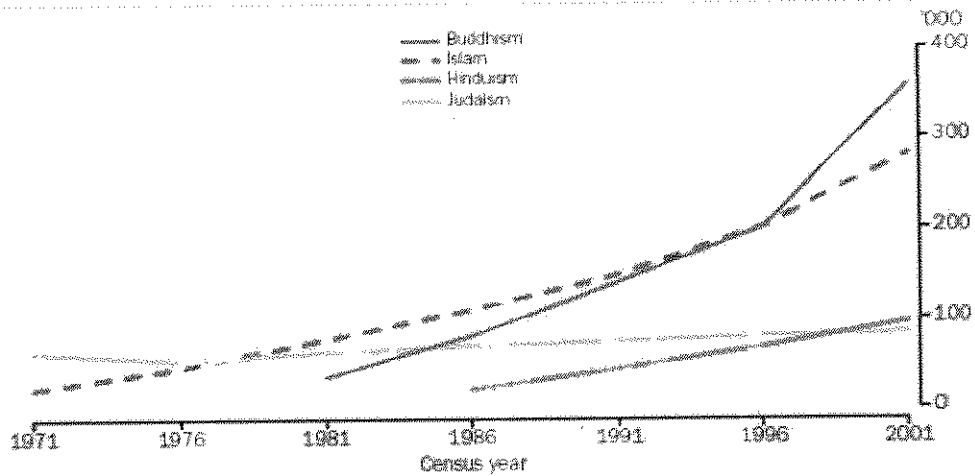
### ***Towards a diverse modern day community***

The main basis for Australia's modern day Muslim population came in the wake of World War Two. Between 1947 and 1971 the Muslim population in Australia increased from 2 704 to 22 311. This was largely due to the post World War Two economic boom, which created new labour opportunities. Many European Muslims, mainly Cypriot Turks, took advantage of these opportunities, to seek a new life and home in Australia.

Bosnian and Kosovan Muslim migrants, who arrived in Australia in the 1960's, made important contributions to modern day Australia, through their role in the construction of the Snowy Mountains Hydro-electricity Scheme in New South Wales. Lebanese migrants, many of whom were Muslims, also began arriving in larger numbers after the outbreak of the civil war in Lebanon in 1975. In the last three decades, many Muslims have migrated to Australia for wide-ranging reasons, including those who entered Australia under refugee or humanitarian programs.

Australia's diverse Muslim community is now concentrated predominantly in Sydney and Melbourne. Since the 1970's, the Muslim community has developed many mosques and Islamic schools and made vibrant contributions to the multicultural fabric of Australian society.

### Growth in Australia's Muslim Community 1971 - 2001



Source: ABS 1971-2001 Censuses of Population and Housing.

### Further Information and Resources

Abdullah Saeed & Shahram Akbarzadeh (eds). *Muslim Communities in Australia*, University of NSW Press, Sydney, 2001.

Australian Federation of Islamic Councils, [www.afic.com.au](http://www.afic.com.au).

Islamic Council of NSW, Muslims in Australia, [www.icnsw.org.au](http://www.icnsw.org.au)





## Australia's seafood industry

Australian fisheries are fortunate in being able to operate in one of the world's cleanest environments. Australia spans a number of climatic zones giving rise to aquatic environments that can be broadly divided into open ocean, reef, estuarine and inshore area, and freshwater habitats.

Australia contains one of the most diverse marine faunas in the world because of its geographical isolation from other continents and wide range of habitat types that encompass tropical to sub-Antarctic waters. The diversity and cleanliness of aquatic environments means that Australia is able to supply a vast array of delicious seafood products to the world.

The commercial fishing industry ranks fifth in value amongst Australian rural industries after beef, wool, wheat and dairy. About 600 marine and freshwater seafood species are caught and sold in Australia (under about 300 marketing names) for local and overseas consumption. Australia is one of the largest producers of abalone and rock lobster, and south sea pearls are considered the most valuable in the world. In addition to commercial seafood production, an estimated 4 million Australians fish for pleasure, making fishing one of Australia's largest recreational activities.

### The early days

Prior to colonisation, Indigenous Australians and visiting South-east Asians utilised Australia's marine and freshwater resources for food and trade. A wide range of fishing technologies were used including nets, hook and line, spears and fixed and moveable traps.

Following British settlement in 1788, commercial utilisation of fisheries resources expanded. Whaling and sealing provided Australia's first major marine industries and largest export commodity until 1834. The utilisation of marine mammals, turtles, pearl oysters and inshore species such as prawns, crabs, rock lobsters and fish dominated fisheries until the 1920s.

In the early part of the 20th Century, the catching of additional species and the use of new fishing methods began. Until mid-century, sea mullet was the most common commercial fishery, followed by barracouta.

It is only within the past 40 years that commercial operations for fish, crustaceans and molluscs really developed, mainly in eastern and southern Australia. Significant fisheries development in northern Australia did not commence until the mid-1960s. During this time, Australian fishing activities have diversified through the development of new fisheries and fishing technologies.

## **Australian fisheries**

Australia has the world's third largest fishing zone covering 11 million square kilometres and extending 200 nautical miles out to sea. Despite this impressive size, Australia only ranks 52nd in the world in terms of tonnes of fish landed due to the low nutrient levels in Australia's waters.

Production focuses on high value export species. Western Australia, South Australia, the Commonwealth, Queensland and Tasmania are the largest producers in terms of the gross value of fish. Australian waters contain over 150 fisheries, most of which target high-value species such as lobsters, prawns, abalone and tuna. Many fisheries operate on a multi-species basis.

The most valuable Australian fisheries include the Western Rock lobster, Northern Prawn, Southern Bluefin Tuna and South East fisheries. Australia has developed significant Patagonian toothfish fisheries in remote Australian waters in the Southern Ocean and a high seas longline capacity on the west and east coasts, targeting high quality tuna and swordfishes.

## **Aquaculture**

Aquaculture is the farming of fish and other aquatic animals and plants in marine and freshwater environments. Aquaculture is now one of Australia's fastest growing rural industries. Currently more than 60 species are being farmed including pearl oyster, pacific and Sydney rock oysters, mussels, prawns, freshwater crayfish, native fish, salmon, tuna, eels, crocodiles, and algae.

Aquaculture commenced in Australia in the late 1800s, however modern aquaculture in Australia really started in the late 1960s. The value of the industry has increased markedly over the years and this

trend is likely to continue with significant investment in research to develop culture technology for new species.

## **Production**

Australian seafood production rose by five per cent in 2003-04 to 267 000 metric tonnes. However, due to the declining unit value of many species, the value of Australian seafood fell by five per cent to A\$2.2 billion

During the past five years Australia's fishing industry has decreased the real value of seafood production from A\$2.7 billion in 1999-2000 to A\$2.2 billion in 2003-04, an decrease of 20 per cent. The value of 'wild caught' seafood still dominates the Australian fishing industry, making up around A\$1.49 billion or 68 per cent of total seafood production in 2003-04.

Aquaculture production contributed A\$ 732 million

However, since 1997/98 the real value of aquaculture production has risen by 22 per cent or A\$132 million, while the real value of 'wild caught' seafood has only risen by 2 per cent. The dramatic rise in value of aquaculture in percentage terms indicates a longer-term trend, which suggests the sector will provide the major impetus for medium to long-term growth in the value of Australia's seafood production

The export value of Australian fisheries in 2003-04 was A\$1.65 billion. Exports account for 75 per cent of the value of our seafood production, but have fallen, in real terms, by seven per cent since 1997/98. Seafood exports are dominated by five key products, rock lobster (A\$427 million), pearls (A\$310 million), prawns (A\$161 million), tuna (A\$273 million) and abalone (A\$238 million), which combined make up A\$1.4 billion or 85 per cent of total seafood exports.

In 1990-91, just over half of the exports of seafood products went to Japan. During the 1990s, China, Chinese Taipei, Hong Kong and the United States became more important destinations for Australian product. Since 1996/97 Japan has retained its dominance as the principal market.

## **Fisheries management**

Australia's Commonwealth and State/Territory governments manage fisheries on behalf of the Australian people through consultation

with the fishing industry, scientists, economists and other user groups - such as those that represent traditional fishing, recreational fishing and the environment. From this process, fisheries managers decide how much fish can be caught and which fishing methods can be used in order to manage Australia's fisheries in a sustainable way. Sustainable management requires extensive information about fish and their habitats, and other environmental, social and economic data relating to fisheries. The Western Rock Lobster Fishery was the first Marine Stewardship Council certified fishery, providing independent verification of good fisheries management in Australia.

## Protection of the marine environment

In order to protect marine environmental quality, Australia has instigated a number of initiatives to minimise impacts from fishing and other activities. One of these was the release in 1998 of Australia's Oceans Policy, which establishes the principles and the planning and management approaches necessary to pursue the ecologically sustainable development of Australia's marine resources. Threat abatement plans, by catch action plans, marine protected areas, national approaches to aquatic animal health issues and marine pest incursion risk analyses are also being developed to deal with the most pressing environmental issues.

## Further information

Australian Government Department of Agriculture, Fisheries and Forestry - [www.affa.gov.au](http://www.affa.gov.au)  
Australian Fisheries Management Authority - [www.afma.gov.au](http://www.afma.gov.au)  
Australian Seafood Industry Council - [www.asic.org.au](http://www.asic.org.au)  
Fisheries Research and Development Corporation - [www.frdc.com.au](http://www.frdc.com.au)  
Bureau of Rural Sciences - [www.brs.gov.au](http://www.brs.gov.au)

For further information about other aspects of contemporary Australia, go to [www.dfat.gov.au/geo/australia](http://www.dfat.gov.au/geo/australia)

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## APPENDIX 2

### ECONOMIC ANALYTICAL UNIT PUBLICATIONS – COMPLETE LIST

**ASEAN: Building an Economic Community**

Published July 2006 (ISBN 1 920959 89 0), 103 pages, A\$20

**Unlocking China's Services Sector**

Published February 2006 (ISBN 1 920959 47 5), 113 pages, A\$20

**Education Without Borders: International Trade in Education**

Published September 2005 (ISBN 1 920959 51 3), 69 pages, A\$20

**More Than Oil: Economic Developments in Bahrain, Kuwait, Oman, Qatar, and the United Arab Emirates**

Published September 2005 (ISBN 1 920959 46 7), 95 pages, A\$20

**Australia and the United States: Trade and the Multinationals in a New Era**

Published June 2005 (ISBN 1 920959 36 X), 85 pages, A\$20

**Malaysia: An Economy Transformed**

Published February 2005 (ISBN 1 920959 25 4), 119 pages, A\$20

**Papua New Guinea: The Road Ahead**

Published November 2004 (ISBN 1 920959 23 8), 172 pages, A\$20

**Solomon Islands: Rebuilding an Island Economy**

Published July 2004 (ISBN 1 920959 08 4), 139 pages, A\$20

**South-South Trade: Winning from Liberalisation**

Published June 2004 (ISBN 1-920959-07-6), 42 pages, no charge

**Economic Aspects of Combating Terrorism in the Transport Sector**

Published May 2004 (ISBN 1 920959 00 9), 52 pages, no charge

**African Renewal: Business Opportunities in South Africa, Botswana, Uganda, Mozambique and Kenya**

Published November 2003 (ISBN 0 646 42822 5), 135 pages, A\$20

**China's Industrial Rise: East Asia's Challenge**

Published October 2003 (ISBN 0 9750627 4 3), 75 pages, A\$10

**Globalisation: Keeping the Gains**

Published May 2003 (ISBN 0 646 42270 7), 103 pages, A\$20

**Connecting With Asia's Tech Future: ICT Export Opportunities**

Published November 2002 (ISBN 0 642 50244 7), 191 pages, A\$20

**China Embraces the World Market**

Published November 2002 (ISBN 0 642 50227 7), 200 pages, A\$39

**Changing Corporate Asia: What Business Needs to Know (2 parts)**

Published March 2002 (ISBN 0 642 48780 4/0 642 48781 2/0 642 48779 0), 87 and 230 pages, A\$40 set

**India: New Economy, Old Economy**

Published December 2001 (ISBN 0 642 56583), 172 pages, A\$25

**Investing in Latin American Growth: Unlocking Opportunities in Brazil, Mexico, Argentina and Chile**

Published August 2001 (ISBN 0 642 51879 3), 294 pages, A\$20

**Indonesia: Facing the Challenge**

Published December 2000 (ISBN 0 642 70501 1), 205 pages, A\$20

**Accessing Middle East Growth: Business Opportunities in the Arabian Peninsula and Iran**

Published September 2000 (ISBN 0 642 47659 4), 160 pages, A\$20

**Transforming Thailand: Choices for the New Millennium**

Published June 2000 (ISBN 0 642 70469 4), 216 pages, A\$20

**Asia's Financial Markets: Capitalising on Reform**

Published November 1999 (ISBN 0 642 56561 9), 376 pages, A\$25

**Korea Rebuilds: From Crisis to Opportunity**

Published May 1999 (ISBN 0 642 47624 1), 272 pages, A\$15

**Asia's Infrastructure in the Crisis: Harnessing Private Enterprise**

Published December 1998 (ISBN 0 642 50149 1), 250 pages, A\$15

**The Philippines: Beyond the Crisis**

Published May 1998 (ISBN 0 642 30521 8), 328 pages, A\$15

**The New ASEANs - Vietnam, Burma, Cambodia and Laos**

Published June 1997 (ISBN 0642 27148 8), 380 pages, A\$15

**A New Japan? Change in Asia's Megamarket**

Published June 1997 (ISBN 0 642 27131 3), 512 pages, A\$15

**China Embraces the Market: Achievements, Constraints and Opportunities**

Published April 1997 (ISBN 0 642 26952 1), 448 pages, A\$15

**Asia's Global Powers: China-Japan Relations in the 21st Century**

Published April 1996 (ISBN 0 642 24525 8), 158 pages, A\$10

**Pacific Russia: Risks and Rewards**

Published April 1996 (ISBN 0 642 24521 5), 119 pages, A\$10

**Iron and Steel in China and Australia**

Published November 1995 (ISBN 0 642 24404 9), 110 pages, A\$10

**Growth Triangles of South East Asia**

Published November 1995 (ISBN 0 642 23571 6), 136 pages, only available online

**Overseas Chinese Business Networks in Asia**

Published August 1995 (ISBN 0 642 22960 0), 372 pages, A\$15

**Subsistence to Supermarket: Food and Agricultural Transformation in South-East Asia**

Published August 1994 (ISBN 0 644 35093 8), 390 pages, A\$10

**Expanding Horizons: Australia and Indonesia into the 21st Century**

Published June 1994 (ISBN 0 644 33514 9), 364 pages, A\$10

**India's Economy at the Midnight Hour: Australia's India Strategy**

Published April 1994 (ISBN 0 644 33328 6), 260 pages, A\$10

**ASEAN Free Trade Area: Trading Bloc or Building Block?**

Published April 1994 (ISBN 0 644 33325 1), 180 pages, A\$10

**Changing Tack: Australian Investment in South-East Asia**

Published March 1994 (ISBN 0 644 33075 9), 110 pages, A\$10

**Australia's Business Challenge: South-East Asia in the 1990s**

Published December 1992 (ISBN 0 644 25852 7), 380 pages, A\$10

**Southern China in Transition**

Published December 1992 (ISBN 0 644 25814 4), 150 pages, A\$10

**Grain in China**

Published December 1992 (ISBN 0 644 25813 6), 150 pages, A\$10

**Korea to the Year 2000: Implications for Australia**

Published November 1992 (ISBN 0 644 27819 5), 150 pages, A\$10

**Australia and North-East Asia in the 1990s: Accelerating Change**

Published February 1992 (ISBN 0 644 24376 7), 318 pages, A\$15

### APPENDIX 3

#### DFAT HISTORICAL PUBLICATIONS – COMPLETE LIST

##### Documents on Australian Foreign Policy (first series)

|              |   |  |  |
|--------------|---|--|--|
| Volume I     | 1937-38   | published in 1975 by Australian Government Publishing Service (AGPS) | hard-cover only and out of print                       |
| Volume II    | 1939  | AGPS 1976  | hard-cover only and out of print                       |
| Volume III   | January-June 1940                               | AGPS 1979  | hard-cover only and out of print                       |
| Volume IV    | July 1940 - June 1941                           | AGPS 1980  | hard-cover only and out of print                       |
| Volume V     | July 1941 - June 1942                           | AGPS 1982  | hard-cover only and out of print                       |
| Volume VI    | July 1942 - December 1943                       | AGPS 1983  | hard-cover only and out of print                       |
| Volume VII   | 1944  | AGPS 1988  | hard-cover only and out of print                       |
| Volume VIII  | 1945  | AGPS 1989  | hard-cover only and out of print                       |
| Volume IX    | January-June 1946                               | AGPS 1991  | hard-cover only and out of print                       |
| Volume X     | July-December 1946                              | AGPS 1993  | hard-cover only and out of print                       |
| Volume XI*   | Indonesia 1947                                  | AGPS 1994  | hard-cover and soft-cover both out of print            |
| Volume XII   | 1947 (other than Indonesia)                     | AGPS 1995  | hard-cover and soft-cover available from DFAT          |
| Volume XIII* | Indonesia 1948                                  | AGPS 1996  | hard-cover and soft-cover out of print                 |
| Volume XIV   | The Commonwealth, Asia and the Pacific, 1948-49 | DFAT 1998  | hard-cover and soft-cover available from DFAT          |
| Volume XV*   | Indonesia 1949                                  | DFAT 1998  | hard-cover out of print soft-cover available from DFAT |



|  |   |           |                                  |
|--|---|-----------|----------------------------------|
| Volume XVI   | Beyond the Region, 1948-49                    | DFAT 2001 | Available from DFAT              |
| <b>Supplementary Volumes' accompanying first DAFP series</b> |   |           |                                  |
| My Dear P.M.   | Letters from R.G. Casey to S.M. Bruce 1924-29 | AGPS 1980 | hard-cover only and out of print |
| Letters from a 'Secret Service Agent                         | F.L. McDougall to S.M. Bruce 1924-29          | AGPS 1986 | hard-cover only and out of print |

\* published in paperback as the series Australia and Indonesia's Independence

|   |                                  |  |
|---|----------------------------------|--|
| Centenary of Federation Project Facing North Volume 1 | Melbourne University Press, 2001 | Hard-cover and soft cover available from MUP |
| Facing North Volume 2                                 | Melbourne University Press, 2003 | Hard-cover and soft-cover available from MUP |

**The following volumes have been published in the post-1950 series of Documents on Australian Foreign Policy**

|   |                                  |  |
|---|----------------------------------|--|
| Australia-Japan Agreement on Commerce 1957                                | AGPS 1997                        | hard-cover and soft-cover available from DFAT  |
| Australia and the Indonesian Incorporation of Portuguese Timor, 1974-1976 | Melbourne University Press, 2000 | published in hard-cover and soft-cover and available from Melbourne University Press |
| The ANZUS Treaty 1951   | DFAT, 2001                       | Hard-cover and soft-cover available from DFAT and Melbourne Publishing Group         |
| Australia and Recognition of the People's Republic of China, 1949-1972    | DFAT, 2002                       | Hard-cover and soft-cover available from DFAT and Melbourne Publishing Group         |

|   |            |  |
|---|------------|--|
| The Negotiation of the Australia New Zealand Closer Economic Relations Trade Agreement 1983 | DFAT, 2003 | Hard-cover and soft-cover available from DFAT and Melbourne Publishing Group |
| Australia and the Formation of Malaysia   | DFAT, 2005 | Hard-cover and soft-cover available from DFAT and Melbourne Publishing Group |
| Australia and the Colombo Plan, 1949-1957   | DFAT, 2005 | Hard-cover and soft-cover available from DFAT and Melbourne Publishing Group |
| Australia and Papua New Guinea, 1966-1969   | DFAT, 2006 | Hard-cover and soft-cover available from DFAT and Melbourne Publishing Group |

**The following have been published in the *Australia in the World: The Foreign Affairs and Trade Files* series:**

| <u>Year</u> | <u>Publication</u>  |
|-------------|---|
| 2004        | Australia and the origins of the Pacific Islands Forum  |
| 2005        | 'Not a matter for negotiation': Australia's commitment to Malaysia 1961-1966  |
| 2006        | Friendship and co-operation: the 1976 Basic Treaty between Australia and Japan<br><br>The struggle for trade liberalisation in agriculture: Australia and the Cairns Group in the Uruguay Round |

## APPENDIX 4

### International Media Visitors 2005-06

#### 2005-06 International Media Visits Program Participants

| Visitor(s)                    | Date              | Organisation                             | Position                                    | Country         |
|-------------------------------|-------------------|--|---|-----------------|
| <b>Visit 1</b>                |                   |  |   |                 |
| Mr Ali A Hasan                | 14-19 Aug 2005    | Iraq Television                          | Senior News / Current Affairs Correspondent | Iraq            |
| Mr Ali Mohammed               | 14-19 Aug 2005    | Iraq Television                          | Senior Assistant                            | Iraq            |
| Mr Ali Sehel                  | 14-19 Aug 2005    | Iraq Television                          | Cameraman                                   | Iraq            |
| <b>Visit 2</b>                |                   |  |   |                 |
| Mr Barney Orere               | 3-10 Oct 2005     | Post Courier Newspaper                   | Senior Features and Supplements Writer      | PNG             |
| <b>Visit 3</b>                |                   |  |   |                 |
| Mr Zhang Yijun                | 16-23 Oct 2005    | International Business Daily             | Deputy Chief Editor                         | China           |
| Ms Teng Xiaomen               | 16-23 Oct 2005    | 21st Century Business Herald             | Correspondent                               | China           |
| Visitor(s)                    | Date              | Organisation                             | Position                                    | Country         |
| Ms Zhang Fan                  | 16-23 Oct 2005    | Caijing Magazine                         | Correspondent                               | China           |
| Mr Li Shuzhi                  | 16-23 Oct 2005    | China Reform News                        | Senior Reporter                             | China           |
| Mr Zhang Weixun               | 16-23 Oct 2005    | China Trade News                         | Editor                                      | China           |
| <b>Visit 4</b>                |                   |  |   |                 |
| Mr Vu Manh Cuong              | 27 Nov-4 Dec 2005 | Lao Dong Newspaper                       | Deputy Chief Editor                         | Vietnam         |
| Mr Veera Manickam             | 27 Nov-4 Dec 2005 | The Star Newspaper                       | Deputy News Editor                          | Malaysia        |
| Ms Myrna Ratna                | 27 Nov-4 Dec 2005 | Kompas Newspaper                         | International Editor                        | Indonesia       |
| <b>Visit 5</b>                |                   |  |   |                 |
| Dr Kumar Ramakrishna          | 6-10 Feb 2006     | Institute of Defence & Strategic Studies | Professor                                   | Singapore       |
| <b>Visit 6</b>                |                   |  |   |                 |
| Mr Klaus-Dieter Frankenberger | 20-24 Feb 2006    | Frankfurter Allgemeine Zeitung           | Foreign Editor                              | Germany         |
| Mr Marc van den Broek         | 20-24 Feb 2006    | de Volkskrant Newspaper                  | Australian Correspondent                    | The Netherlands |
| <b>Visit 7</b>                |                   |  |   |                 |
| Mr K Venugopal                | 27 Feb-3 Mar      | The Hindu                                | Joint Editor                                | India           |

|                           |                       |                                     |  |                 |
|---------------------------|-----------------------|-------------------------------------|--|-----------------|
|                           | 2006                  | Newspaper and Hindu Business Line   |  |                 |
| Mr George Skaria          | 27 Feb-3 Mar 2006     | The Business Standard               | Associate Editor                                   | India           |
| <b>Visit 8</b>            |                       |                                     |  |                 |
| Mr Liu Wenfeng            | 25 Mar-1 Apr 2006     | Private Business Weekly and Tainxia | Director of News Center and Deputy Editor-in-Chief | China           |
| Ms Jin Zihua              | 25 Mar-1 Apr 2006     | Xinmin Evening News                 | Economic and Political Section                     | China           |
| Ms Chen Zhenghong         | 25 Mar-1 Apr 2006     | Public Commerce Information Service | Deputy Director of Editor-in-Chief's Office        | China           |
| Ms Yang Yanchun           | 25 Mar-1 Apr 2006     | China Business News                 | Assistant Editor-in-Chief                          | China           |
| Ms Chen Suihua            | 25 Mar-1 Apr 2006     | Guangzhou Daily                     | Deputy Director                                    | China           |
| <b>Visit 9</b>            |                       |                                     |  |                 |
| Mr Wiwat Panuwutiyanon    | 5-6 Apr 2006          | Sarakadee Magazine                  | Senior Journalist                                  | Thailand        |
| Ms Nisha Devi Sabanayagam | 5-6 Apr 2006          | New Straits Times                   | Senior Journalist                                  | Malaysia        |
| Mr Wisnu Dewabrata        | 5-6 Apr 2006          | Kompas News Print                   | Senior Journalist                                  | Indonesia       |
| Mr Pen Samitthy           | 5-6 Apr 2006          | Rasmei Kampuchea                    | Senior Journalist                                  | Cambodia        |
| <b>Visit 10</b>           |                       |                                     |  |                 |
| Dr Michael Brooks         | 26 April – 3 May 2006 | New Scientist Magazine              | Senior Features Editor                             | UK              |
| Mr Vithal Nadkarni        | 26 April – 3 May 2006 | The Economic Times                  | Science Editor                                     | India           |
| <b>Visit 11</b>           |                       |                                     |  |                 |
| Ms Hasnaa Mokhtar         | 1-19 May 2006         | Arab News Newspaper                 | Senior Journalist                                  | Saudi Arabia    |
| Mr Saleh Al Hamamy        | 1-19 May 2006         | Arab News Newspaper                 | Senior Journalist                                  | Saudi Arabia    |
| <b>Visit 12</b>           |                       |                                     |  |                 |
| Ms Kim Kyung Hee          | 14-26 May 2006        | Seoul Broadcasting Service          | News Reporter                                      | South Korea     |
| Ms Marieton Pacheco       | 14-26 May 2006        | ABS-SBN Broadcasting                | Senior Reporter (Host/Anchor)                      | The Philippines |
| <b>Visitor(s)</b>         | <b>Date</b>           | <b>Organisation</b>                 | <b>Position</b>                                    | <b>Country</b>  |
| <b>Visit 13</b>           |                       |                                     |  |                 |
| Mr Balazs Pocs            | 21-28 May 2006        | Nepszabadsag Newspaper              | Foreign Desk Editor                                | Hungary         |
| Mr Jerzy Haszczyński      | 21-28 May 2006        | Rzeczpospolita Daily                | Foreign Editor                                     | Poland          |

|                         |                |                           |                          |                       |
|-------------------------|----------------|---------------------------|--------------------------|-----------------------|
| Mr Milan Fridrich       | 21-28 May 2006 | Czech TV                  | Deputy Chief Editor      | Czech Republic        |
| Mr Adam Cerny           | 21-28 May 2006 | Hospodarske Noviny Daily  | Editor / Noviny Daily    | Czech Republic        |
| <b>Visit 14</b>         |                |                           |                          |                       |
| Mr Pablo Maas           | 12-20 Jun 2006 | The Clarin Newspaper      | Chief Editor             | Argentina             |
| Mr Sergio Malbergier    | 12-20 Jun 2006 | Folha e Sao Paulo         | Business News Editor     | Brazil                |
| Mr Tomas Uribe Mosquera | 12-20 Jun 2006 | Portafolio                | Senior Trade Contributor | Colombia              |
| Mr Armando Rivarola     | 12-20 Jun 2006 | ABC Color                 | Deputy Chief Editor      | Paraguay              |
| Ms Marcela Corvalan     | 12-20 Jun 2006 | El Diario Fianciero       | Editor                   | Chile                 |
| <b>Visit 15</b>         |                |                           |                          |                       |
| Ms Ida Suhadji          | 23-24 May 2006 | GARTA                     | Foreign Correspondent    | Indonesia             |
| Ms Yuko Nakao           | 23-24 May 2006 | Eumedia                   | Foreign Correspondent    | Japan / New Zealand   |
| Mr Tomohiro Takasa      | 23-24 May 2006 | Nikkei                    | Foreign Correspondent    | Japan                 |
| Mr Steven Bates         | 23-24 May 2006 | Nikkei                    | Foreign Correspondent    | Japan                 |
| Ms Emma Henderson       | 23-24 May 2006 | Jiji Press                | Foreign Correspondent    | Japan                 |
| Mr Susumu Sakata        | 23-24 May 2006 | Kyodo News                | Foreign Correspondent    | Japan                 |
| Ms Miriam Raphael       | 23-24 May 2006 | Kyodo News                | Foreign Correspondent    | Japan                 |
| Mr Sid Astbury          | 23-24 May 2006 | Deutsche Press            | Foreign Correspondent    | Germany               |
| Mr Rudolf Hermann       | 23-24 May 2006 | Neue Zuercher             | Foreign Correspondent    | Switzerland           |
| Ms Vivian Jia Hou       | 23-24 May 2006 | China Central TV          | Foreign Correspondent    | China                 |
| Mr Meng Tian            | 23-24 May 2006 | China Central Tv          | Foreign Correspondent    | China                 |
| Mr Urs Walterlin        | 23-24 May 2006 | Zeitung / Handesblatt     | Foreign Correspondent    | Germany / Switzerland |
| <b>Visit 16</b>         |                |                           |                          |                       |
| Mr Urs Walterlin        | 5-7 June 2006  | Zeitung / Handesblatt     | Foreign Correspondent    | Germany / Switzerland |
| Ms Vivian Jia Hou       | 5-7 June 2006  | China Central TV          | Foreign Correspondent    | China                 |
| Mr Meng Tian            | 5-7 June 2006  | China Central TV          | Foreign Correspondent    | China                 |
| Mr Oscar Cheng          | 5-7 June 2006  | China Radio International | Foreign Correspondent    | China                 |
| Mr Jinwei Li            | 5-7 June 2006  | People's Daily            | Foreign                  | China                 |

|                    |               |                                     |                       |                     |
|--------------------|---------------|-------------------------------------|-----------------------|---------------------|
|                    |               |                                     | Correspondent         |                     |
| Ms Emma Henderson  | 5-7 June 2006 | Jiji Press                          | Foreign Correspondent | Japan               |
| Mr Jorge Bechara   | 5-7 June 2006 | O Estado de S. Paulo / RTP Portugal | Foreign Correspondent | Spain / Portugal    |
| Mr Kimiko Aoki     | 5-7 June 2006 | Eumedia                             | Foreign Correspondent | Japan / New Zealand |
| Mr Yumi Kobaysashi | 5-7 June 2006 | Nikkei                              | Foreign Correspondent | Japan               |

## APPENDIX 5

### A. 2005-06 International Cultural Visits Program Recipients

| Visitor   | Organisation   | Art Form            | Date                 | Country         |
|---|--|---------------------|----------------------|-----------------|
| Ms Sisi'uno Helu<br>Director  | Atenisi Foundation for<br>Performing Arts - Nuku'alofa | Performin<br>g Arts | 15-26 July           | Tonga           |
| Ms Marusya<br>Nainggolan Director   | Gedung Kesenian Centre –<br>Jakarta                    |                     | 15-26 July           | Indonesia       |
| Ms Azize Tan<br>Director  | Istanbul International Film<br>Festival                | Film                | 20-29 July           | Turkey          |
| Mr Ahmed Zamal<br>Director  | Dhaka International Film<br>Festival                   | Film                | 20-29 July           | Banglades<br>h  |
| Mr Chuck Boller<br>Director   | Hawaii International Film<br>Festival                  | Film                | 20-29 July           | US              |
| Mr Jeremy Nathan<br>Producer  | DV8 South Africa                                       | Film                | 23-31 July           | South<br>Africa |
| Mr Patpong Sangthum<br>Lecturer,<br>Contemporary Media<br>Communications/<br>Radio Host | Thanmasat University<br>Bangkok                        | Music               | 26 Feb –<br>11 March | Thailand        |
| Ms Pascale Henrot<br>Deputy Director  | Festival Paris Quartier d'Ete                          | Dance               | 26 Feb –<br>10 March | France          |
| Mr Alexandre<br>Pansard- Ricordeau<br>Director – Music                                  | Festival Paris Quartier d'Ete                          | Music               | 26 Feb –<br>10 March | France          |
| Ms Laura Kulfas<br>Director -<br>Communications<br>& Intl Affairs                       | Buenos Aires Theatre<br>Complex                        | Performin<br>g Arts | 26 Feb –<br>12 March | Argentina       |
| Mr Noah Cowan Co-<br>Director   | Toronto International Film<br>Festival                 | Film                | 5-15<br>March        | Canada          |
| Mr Lee Gyu Seog<br>President  | Seoul Performing arts Market                           | Performin<br>g Arts | 15-24 May            | South<br>Korea  |
| Mr David Elliott<br>Director  | Mori Art Museum Tokyo                                  | Visual<br>Arts      | 9-19 June            | Japan           |
| Mr Monna Mokoena,<br>Director   | Gallery Momo, Johannesburg                             | Visual<br>Arts      | 19-30 June           | South<br>Africa |

## B International Cultural Visits Program Objectives

| Visit  | Objective of the visit   |
|--|--|
| <p>1. <b>Tonga</b><br/><b>Indonesia</b><br/>15-26 July 2005</p>                            | <p><b>Queensland Music Festival and Inaugural Australian Music Market</b><br/>To heighten awareness of Australia's contemporary music industry and gain a snapshot of export-ready contemporary Australian music product.</p>  |
| <p>2. <b>Turkey</b><br/><b>Bangladesh</b><br/><b>United States</b><br/>20-29 July 2005</p> | <p><b>Melbourne International Film Festival</b><br/>To promote the Australian film industry and increase the exposure of Australian films in international markets.</p>  |
| <p>3. <b>South Africa</b><br/>23-31 July 2005</p>  | <p><b>Melbourne International Film Festival</b><br/>To support the bilateral relationship by establishing links between the Australian and South African film-making industries with a view to future collaboration/opportunities for Australian post-production facilities.</p> |
| <p>4. <b>Thailand</b><br/>26 February – 11 March 2006</p>                                  | <p><b>Australian Performing Arts Market</b><br/>To heighten awareness of Australia's diverse and sophisticated performing arts and music industry.</p>   |
| <p>5. <b>France</b><br/>26 February – 10 March 2006</p>                                    | <p><b>Australian Performing Arts Market</b><br/>To gain a snapshot of export-ready Australian contemporary dance and music and source product for inclusion in Australian focus program at the Festival Paris Quartiere d'Ete in 2007.</p>                                       |
| <p>6. <b>Argentina</b><br/>26 February – 12 March 2006</p>                                 | <p><b>Australian Performing Arts Market</b><br/>To establish cultural links and raise Australia's profile in Argentina as diverse and sophisticated society with a vibrant performing arts industry.</p>   |
| <p>7. <b>Canada</b><br/>5-15 March 2006</p>  | <p>To establish links with the Australian film industry and source films for inclusion in the Toronto International Film Festival's 2006 program.</p>  |



|  |   |
|--|---|
| 8. <b>South Korea</b><br>15-24 May 2006    | To promote Australia's contemporary performing arts industry and identify opportunities for future collaboration.   |
| 9. <b>Japan</b><br>9-20 June 2006          | To attend the Biennale of Sydney and establish links with the Australian visual arts community, including in the Indigenous sector, with a view to identifying future collaborations. |
| 10. <b>South Africa</b><br>19-30 June 2006 | To establish links with the Australian visual arts community, including in the Indigenous sector, with a view to identifying future collaborations.                                   |

### C. International Cultural Visits Program Outcomes

| Visit  | Outcomes  |
|--|---|
| 1. <b>Tonga</b><br><b>Indonesia</b><br>15-26 July 2005                           | Post met with the visitors on their return to Nuku'alofa and Jakarta. The visitors valued the opportunity to meet Australian artists and presenters. The visit built considerable goodwill.   |
| 2. <b>Turkey</b><br><b>Bangladesh</b><br><b>United States</b><br>20-29 July 2005 | Posts reported that the visitors were extremely positive about the visit. Three Australian films were included in the 2005 Dhaka International Film Festival – with <i>Three Dollars</i> winning an award. The 2005 Hawaii International Film Festival also featured an Australian film in conjunction with a gala function which showcased Australian food and wine which was hosted by the post. It is proposed that Australian film will feature at the 2007 Istanbul International Film Festival. |
| 3. <b>South Africa</b><br>23-31 July 2005  | The visitor commented positively on the visit which had provided an invaluable opportunity to meet many key players, and assisted in identifying synergies between Australia and South Africa's film industries which could be further developed. Recommendations contained in a detailed report included the possible development of a co-production treaty between the two countries.   |
| 4. <b>Thailand</b><br>26 February – 11 March 2006                                | Post reported the visit had provided an opportunity for the visitor to gain a greater appreciation and a clearer perspective of Australia's performing arts in the context of performing arts in the Asia Pacific region. The visit resulted in a leading Australian jazz artist performing at the 2006 Bangkok International Jazz Festival, while collaborations with other artists/companies are being explored.  |

|   |  |
|---|--|
|   | Several articles on aspects of the visit were published in Bangkok's Audiophile Magazine   |
| 5. <b>France</b><br>26 February – 10 March<br>2006    | Australia has been programmed as focus country at the 2007 Festival Paris Quartier d'Ete (summer festival).  |
| 6. <b>Argentina</b><br>26 February – 12 March<br>2006 | Visitor provided positive feedback, noting that the visit had been effective in showcasing Australian cultural and artistic excellence at a practical level, and productive in making a significant number of contacts, some with whom she has already started correspondence with a view to collaborative productions and/or performances in Argentina.   |
| 7. <b>Canada</b><br>5-15 March 2006                   | Post reported that the visitor had valuable meetings with a wide range of key film industry and media representatives, and that he anticipates a much stronger level of engagement with the Australian film industry as a result of his visit, including: a partnership between Toronto International Film Festival (TIFF) and the Australian Centre for the Moving Image (ACMI); to enable the immediate and continuing flow of Australian culture into the Canadian film scene. Eight Australian films featured at TIFF in September 2006. |
| 8. <b>South Korea</b><br>15-24 May 2006               | The visit was productive in identifying potential opportunities for exchanges and developing a network of key contacts. Following the visit, four Australian performing arts administrators/ practitioners were invited to attend the Seoul Performing Arts Market. There is on-going collaboration with an Australian performing arts company to bring a production to Seoul in 2009. It seems likely that more high profile cultural exchanges will continue in 2007 and beyond.   |
| 9. <b>Japan</b><br>9-20 June 2006                     | Coinciding with the 2006 Australia-Japan Year of Exchange, the visit established links with a wide range of contacts in Australia, including benefactors and collectors of contemporary art. Following the visit, the <i>Japan Times</i> ran an article on the Biennale of Sydney.   |
| 10. <b>South Africa</b><br>19-30 June 2006            | Post reported that the visitor was impressed with the diversity of the Australian contemporary arts scene and was keen to identify opportunities for on-going visual arts exchanges between Australia and South Africa. Longer-term outcomes include broadening Australia's image amongst black South Africans, particularly the emerging black elite; increasing the awareness of Australia's cultural diversity; and strengthening cooperation between Australian and South African arts communities.                                      |

## APPENDIX 6

### ***Inquiry into Australia's Indigenous visual arts and craft sector - Submission by the Department of Foreign Affairs and Trade to the Senate Environment, Communications, Information Technology and the Arts Committee***

(See over)



Australian Government

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Department of Foreign Affairs and Trade

**Submission by the Department of Foreign Affairs  
and Trade to the**

**Senate Environment, Communications,  
Information Technology and the Arts Committee**

**Inquiry into Australia's Indigenous visual arts  
and craft sector**

## Executive Summary

The Department of Foreign Affairs and Trade (DFAT), as the Australian Government agency with prime responsibility for promoting a positive and accurate image of Australia and its culture internationally, plays a key role in increasing international awareness and understanding of Australia's Indigenous cultures, including their visual arts and craft. An understanding of Australian culture and values by other societies is essential if Australia's national interests in a range of areas, including security, trade and foreign policy, are to be advanced. In this context, the excellent quality of Indigenous visual arts and craft, and the high regard with which it is held internationally, is a valuable asset in our cultural diplomacy efforts. DFAT therefore differs from those agencies which have a specific brief to market Indigenous cultural product to the world, to develop international markets for the output of our Indigenous communities and thereby to contribute to the sustainability of the Indigenous visual arts and craft sector.

Nevertheless, while there might be difference in aim and purpose, there is clearly a DFAT contribution to this outcome. When combined with the efforts of other agencies, those DFAT cultural activities aimed at promoting awareness of Australia's Indigenous cultures, including an international touring program for Indigenous visual arts, stimulate increased interest in Indigenous visual arts product. In what follows, DFAT's comments address the final terms of reference of this inquiry -- *(g) future opportunities for further growth of Australia's Indigenous visual arts and craft sector, including through further developing international markets.*

DFAT has used various tools to promote Indigenous visual arts and craft:

- Over the past 25 years, DFAT has leased Indigenous artworks from the Australian Government's fine arts rental program, the Artbank Collection, and exhibited them in more than 80 diplomatic missions around the world. In this manner, it has presented the work of Indigenous artists to the elite of many societies.
- The Department's Aboriginal and Torres Strait Islander Program has, for a number of years, funded the international touring of a range of contemporary and traditional Indigenous artwork.
- Since its inception in 1998, the Australia International Cultural Council, a DFAT initiative chaired by the Minister for Foreign Affairs, Mr Downer, has included Indigenous visual arts in the programs of Australian cultural presentations in focus countries.
- A departmental program funding the touring overseas of Australian exhibitions and performers, the Cultural Relations Discretionary Grant Program, has funded annually the international promotion of Indigenous culture, including that of visual arts and craft.
- The International Cultural Visits Program, which invites prominent decision-makers in the arts sectors of many countries to visit Australia and acquaint

themselves with our arts and culture, has regularly included surveys of Indigenous visual arts in the itineraries of visitors.

DFAT's efforts over the years in taking Indigenous art and craft to the world, along with the activities of other agencies and private interests, have contributed to the consolidation of international markets for Indigenous visual arts and craft. The continuation of these programs will also assist with the future development of those markets and the sustainability of the Indigenous visual arts and craft sector.

### **Introduction**

The Department of Foreign Affairs and Trade is pleased to contribute to the Inquiry of the Senate Environment, Communications, Information Technology and the Arts Committee into Australia's Indigenous visual arts and craft sector. The department believes that its role in enabling the international exposure of Indigenous visual arts and craft is integral to the larger effort of putting mechanisms in place which will ensure the growth and sustainability of the sector.

In this regard, the information and comments in this paper are especially relevant to the final of the seven terms of reference for the Inquiry:

*(g) future opportunities for further growth of Australia's Indigenous visual arts and craft sector, including through further developing international markets.*

### **2. DFAT and the promotion of Indigenous visual arts internationally**

It should be pointed out that DFAT's role in this context is not, first and foremost, to develop markets overseas for Indigenous visual arts and craft. This is the brief of other agencies, such as the Australia Council for the Arts and Austrade. But DFAT activities in this area *do* facilitate the further development of international markets for Indigenous visual arts and craft.

DFAT is primarily interested in the product of the Indigenous visual arts and craft sector as a cultural diplomacy tool. In this regard, the work of Australia's Indigenous artists and craftspeople is of high value and makes an important contribution to the promotion of Australia's wider foreign and trade policy interests. The incorporation of Indigenous visual arts and craft into the cultural programs of the department contributes significantly to the achievement of the department's Outcome No. 3:

*Public understanding in Australia and overseas of Australia's foreign and trade policy and a positive image of Australia internationally.*

Departmental activities, which include exhibiting Indigenous visual arts and crafts overseas, contribute effectively to the promotion of a positive image of Australia. Supporting the international exposure of high quality Australian visual arts and craft conveys to an international audience the high regard with which Australians hold

Indigenous visual arts product – and the cultures which produce it – and reflects well on Australia generally.

Showcasing Indigenous visual arts and craft on the international stage reinforces impressions of Australians as a tolerant people, and as a multicultural society which values cultural diversity. Moreover, cultural activities encompassing the exhibiting of Indigenous visual art and design are often used as platforms to advocate to influential audiences Australian views on sometimes quite sensitive issues, ranging from human rights and the return of Indigenous remains to cultural heritage and conservation.

Exhibiting Indigenous art and craft internationally is also clearly connected to the department's role in advancing Australia's trade interests. DFAT's cultural programs in effect market the output of Australia's Indigenous artists and craftspeople and prompt further sales by promoting the further development of international markets. Departmental programs that include information dissemination, and support for touring performing Indigenous arts, enhance the knowledge of foreign audiences. The prominent role of DFAT in touring Indigenous art internationally has also increased interest in Australia, in many markets, as a tourist destination.

The following is a brief description of the programs that have underpinned DFAT's efforts in taking Indigenous art to the world. DFAT remains alert to the opportunities to contribute more effectively by additional activities or fine-tuning existing programs.

### **3. Promoting Indigenous visual arts and craft through DFAT programs**

The Department's programs have promoted a greater understanding and awareness of Indigenous visual arts internationally in many ways. A comprehensive list of these is at **Attachment A**.

#### ***3.1 International exposure for the Artbank Collection of Indigenous art***

Artbank is a fully self-funding art rental program of the Department of Communications, Information Technology and the Arts which was established in 1980 to reinvest its revenues back into Australian art and culture. Today, the ever expanding Artbank Collection comprises over 9000 significant works of all sizes. With works by more than 3000 artists from around the country, it is Australia's largest and most prominent collection for rental. The work of Indigenous artists represents a significant proportion of the collection.

DFAT has been renting works from the Artbank Collection to exhibit Australian artwork in overseas diplomatic missions since Artbank's inception. Currently, there are 1250 artworks being exhibited at 80 posts. Twenty-two percent, or 275 works, are by Indigenous artists.

Through this rental program, Indigenous visual arts and craft is being exhibited overseas in prestigious locations, where it is likely to be seen and appreciated by the elite of different countries, including senior Ministers and bureaucrats in foreign governments, influential media figures, business leaders, and arts industry decision-makers. With pride of place in the public areas of many embassies, but also in the offices and residences of many Heads of Mission and other senior diplomats, Indigenous visual arts and craft is being proudly presented as representative of the diversity of Australia's Aboriginal and Torres Strait Islander cultures.

In addition to renting works from Artbank, DFAT has also leased exhibitions of Indigenous work, curated from the Artbank Collection, which it tours internationally. More detail on this aspect of the Department's activities is available below.

### ***3.2 The Aboriginal and Torres Strait Islander Program***

For the past three years, the department's Aboriginal and Torres Strait Islander (ATSI) program has funded the international touring of three contemporary Indigenous art exhibitions. DFAT support has also provided in-kind assistance via its extensive network of diplomatic missions. Embassies around the world have facilitated the export and entry of the exhibitions, arranged venues, organised marketing and publicity, translated accompanying information materials and arranged other advocacy and promotional events which have leveraged off the interest in this aspect of Australian culture.

Exhibitions have included :

- *Seasons of Kunwinjku*, a series of contemporary paintings from West Arnhem Land;
- *Kiripuranji: Contemporary Art from the Tiwi Islands*, leased from the Artbank Collection, this exhibition features contemporary work from Bathurst and Melville Islands in the Northern Territory (a report on Kiripuranji's role in the cultural diplomacy context is at **Attachment B**); and
- *Kickin' Up Dust*, a series of 40 striking photographs from four Indigenous festivals.

Further details of these exhibitions are at **Attachment A**.

### ***3.3 Australia International Cultural Council***

The Australia International Cultural Council (AICC) was founded in 1998 to step up Australia's cultural diplomacy. Mr Downer chairs the Council, which is composed of senior arts experts from industry and government. Senator Kemp is a member. Since its inception, the AICC has run in-country focus programs in Japan, Germany, the United States, China, South-East Asia, the United Kingdom and India. These programs have included exhibitions of Indigenous visual arts and craft, including:



- *The Native Born*: an exhibition of objects and representations from Ramminging, Arnhem Land, which toured to New York, Berlin and Taipei in 2002; and
- *Spirit Country, Contemporary Australian Aboriginal Art*, an exhibition of contemporary works from northern and central Australia, which toured to Shanghai and Tokyo in 2003.

In 2005 and 2006, the AICC and the Australia Council combined forces to present a major presentation of Australian contemporary culture in the United Kingdom called *Undergrowth: Australian Arts UK 2005 and 2006*. In 2006, Indigenous visual arts exhibitions in the program included:

- Fiona Foley's exhibition, *Strange Fruit*, at the October Gallery, London;
- An exhibition of the works of the Lockhart River Art Gang, *Unchartered Territory*, at the October Gallery. The Lockhart River Art Gang are a unique collective of young Australian Aboriginal artists who create vibrant contemporary works inspired by the beauty of the East Cape;
- *Memory as Landscape*, works from artists working at Utopia, also at the October Gallery; and
- *Dreaming the Dreaming*, an exhibition of the Kurrir Kurrir dance boards of the East Kimberly, shown at the Salisbury and South Wiltshire Museum, Salisbury, as part of the Salisbury International Arts Festival. The painted boards feature the work of some of Australia's most significant Indigenous artists, Rover Thomas and Paddy Tjमित्ति.

### ***3.4 The Australian Visual Arts Touring Program to South and South-East Asia***

The Department's Australian Visual Arts Touring Program supports the Asialink Arts Exhibitions Program which, for many years, has deployed Australian art exhibitions to countries in South and South-East Asia. In addition to departmental financial support, diplomatic missions throughout the region have regularly assisted with the staging of the exhibitions, including by arranging publicity and other support services.

Recent exhibitions which have featured Indigenous artists have included: *Photographica Australis*; *Unwrapped: Australian Textile and Fashion Designers*; *Sacred ground beating heart : the art of Judy Watson 1989-2003*; *I thought I knew but I was wrong: New Video Art From Australia*, and *Supernatural Artificial*, an exhibition of contemporary Australian photography, which included the work of Indigenous artist Darren Siwes.

### ***3.5 The Cultural Relations Discretionary Grant Program***

This DFAT cultural program provides seed-funding which enables Australian artists and performers to tour overseas. A good proportion of grants approved in recent

years have supported overseas exposure for Indigenous visual arts. A full list is at **Attachment A**.

Perhaps the most prominent among the Indigenous art exhibitions which have attracted departmental support in recent years has been the commissioning of work by eight Indigenous artists which was included in the architectural fabric of one of the four buildings of the Musée du quai Branly in Paris. The new museum, situated on the banks of the River Seine, was initiated by President Jacques Chirac, who personally approached the Australian Government requesting the inclusion of Indigenous Australian art. The Australian Government contributed substantial funding and in-kind support to ensure this request was met. Funding was provided by the Department of Foreign Affairs and Trade (through grants from the department's Cultural Relations Discretionary Grant program), the Australia-France Foundation, the then Department of Immigration, Multiculturalism and Indigenous Affairs and the Australia Council for the Arts. There was also a significant commitment of time and expertise by staff of the Australian Embassy in Paris.

To coincide with the opening of the new museum, the Embassy also displayed an exhibition of 70 Indigenous art works from the collection of the Melbourne-based Gallery Gabrielle Pizzi. The exhibition will be on show until January 2007.

### ***3.6 DFAT programs promoting Indigenous culture through film***

With funding from the Australia International Cultural Council, and in conjunction with the Australian Film Commission, DFAT manages the Embassy Film Roadshow. Drawing on a stock of more than 50 feature films, and a similar number of shorts, the Roadshow has facilitated the staging of mini film festivals in many countries. DFAT-managed diplomatic missions play a critical role in staging the festivals, engaging venues, managing contracts, arranging publicity, etc. Programs at these events have often included films and shorts on Indigenous content and films by Indigenous filmmakers. Details of these films are at **Attachment A**. The AICC has also supported a series of overseas film festivals, all of which have included Indigenous film/s. The Berlin 2001 festival was Indigenous film only.

### ***3.7 International Cultural Visits Program***

Under the auspices of the International Cultural Visits Program (ICV), DFAT annually sponsors visits to Australia by prominent leaders in the arts and cultural industries of a range of countries. The program promotes greater awareness of the sophistication of Australian culture among discerning decision-makers abroad and assists its future programming overseas.

To ensure international visitors under the ICV program have an accurate perception of Indigenous artists and their unique culture, programs include meetings with both urban and traditional artists and visits to Indigenous communities in rural and remote

locations. Further details of some of the excellent outcomes for Indigenous visual arts international exposure are at **Attachment A**.

One of the most significant exhibitions of Australian Indigenous art to be held in the United States was assisted in its development by a visit to Australia in 2004, under the auspices of the ICV program, by the associate curator of modern and contemporary art at the National Museum of Women in the Arts (NMWA) in Washington, Ms Britta Konau.

The exhibition, *Dreaming their Way: Australian Aboriginal Women Painters*, opened at the NMWA on 28 June 2006. With the objective of undertaking research for the exhibition, Ms Konau visited Alice Springs, art centres on the Tiwi Islands and Ntaria (Hermannsburg), as well as Australia's major cities. The exhibition, featuring the work of 33 Indigenous artists from across Australia, was the first-ever of its kind in the United States and presented 80 works ranging from intricate bark paintings to intensely colourful canvasses. Following its display at the NMWA, the exhibition was scheduled to be shown at the Hood Museum of Art, Dartmouth College, New Hampshire, from 7 October until 10 December.

#### **4. Works in progress – DFAT projects promoting Indigenous visual arts in the future**

The department will continue to support the international exposure of Indigenous visual arts and craft through the programs mentioned above. It is involved in a number of projects which will continue to realise its long-standing commitment to promote greater awareness and understanding of Australia's Indigenous cultures, often through the support of international touring of exhibitions. DFAT's cultural programs will continue to be a vital pathway to international audiences for Indigenous art, and help to maintain the sustainability of our Indigenous communities.

##### **4.1 *Gelam Nguzu Kazi – Dugong My son***

A new exhibition, *Gelam Nguzu Kazi – Dugong My Son*, featuring prints from the Torres Strait Islands, (island of Mua) will begin to tour from the end of 2006 until mid-2009. The exhibition will tour to the South Pacific, South-East Asia and North Asia. It is being leased from the Artbank Collection. (Details of the new exhibition are at **Attachment C**.)

##### **4.2 *Singapore Art Museum***

The Singapore Art Museum is planning to work with a major Australian gallery to put together an exhibition of Indigenous Australian prints which is expected to show at the museum in 2008 and perhaps tour throughout the South-East Asian region. The museum is liaising with the Australian High Commission, Singapore, on the project.

##### **4.3 *Palais des Beaux Arts, Brussels***

The Centre for Fine Arts in Brussels is researching a proposal for an Australian cultural festival to be held there in spring or autumn 2009. A central feature of the festival would be an exhibition of Indigenous art objects or an exhibition which centred on contemporary Indigenous art. The Artistic Coordinator of the Centre for Fine Arts, Mr Pablo Fernandez, recently visited Australia – under the auspices of the department’s International Cultural Visits program – to explore the feasibility of the proposal.

#### ***4.4 Film at AusArts India, Chennai and Mumbai, December 2006 – January 2007***

*AusArts India* – a two-year Australia International Cultural Council-funded cultural promotion – moves into stage two at the end of 2006 with Australian participation in four international film festivals – Kolkata (10-17 November), Goa (23 November – 3 December), Chennai (17-25 December) and Mumbai (14-28 January 2007). Goa and Chennai will both feature retrospectives of the work of director Rolf de Heer, including the award-winning Indigenous-themed *Ten Canoes* and *The Tracker*.

### **5. Advice on Indigenous protocols and ethical issues**

Integral to the larger question of implementing programs which truly sustain the Indigenous visual arts and craft sector is the question of the ethical treatment of the artists and their art. A sensitive approach to these questions is not only required in the domestic environment but also in the way Indigenous artists and their art are introduced to the world.

In its role as a presenter of Indigenous visual arts internationally, the department is cognizant of the need to sensitize its officers to the need to ensure that correct protocols are observed. Detailed advice on these matters is provided in the Department’s Public Diplomacy Handbook, which is made available to all posts. (The relevant extract is reproduced at **Appendix D**.)

Previously, posts have been approached by people from non-Indigenous backgrounds who copy Australian Indigenous styles of art and who seek the assistance of the diplomatic mission. With this kind of experience in mind, officers are advised that the Australian Government should endorse and support only authentic Indigenous producers, unless it is clear that there is a genuine cooperative venture between non-Indigenous and Indigenous people.

DFAT officers are cautioned that there are copyright and moral rights to consider and that the Government should not be associated with products and artists whose credentials are uncertain or whose Indigenous identity cannot be verified.

Posts are referred to other publications which explain the protocols to be observed, but are also asked to consult the Department’s Executive Officer in charge of the Aboriginal and Torres Strait Islander Program who is always an Indigenous officer.



### **Aboriginal and Torres Strait Islander Program**

The Aboriginal and Torres Strait Islander Program of the Department of Foreign Affairs and Trade has, for many years, supported the international touring of a number of exhibitions of Indigenous visual arts. DFAT support has been in the form of financing and in-kind assistance via its extensive network of diplomatic missions. Embassies around the world have facilitated the export and entry of the exhibitions, arranged venues, organised marketing and publicity, and translated accompanying information materials. These exhibitions have included:

*Seasons of Kunwinjku*, a series of contemporary paintings which exemplify West Arnhem Land's rich artistic traditions. This exhibition is owned by the department.

*Kiripuranji: Contemporary Art from the Tiwi Islands*. This exhibition, leased from Artbank by the department, features contemporary work from Bathurst and Melville Islands in the Northern Territory. The international tour of Kiripuranji began in 2002 and was concluded in August 2006.

*Kickin' Up Dust*: This series of 40 striking photographs from four Indigenous festivals has toured since 2003.

*Gelam Nguzu Kazi – Dugong My Son: Gelam*, leased by the department from Artbank, is a beautiful exhibition of prints from the Torres Strait Islands, (the island of Mua). This exhibition will begin touring in 2006, initially to the Pacific and North and South-East Asia, then on to Europe, over the next three years.

### **Australia International Cultural Council**

The Council has funded Indigenous art exhibitions and the screening of films dealing with Indigenous issues:

#### *Exhibitions*

*The Native Born*: Curated by the Museum of Contemporary Arts, Sydney, The Native Born was an exhibition of objects and representations from Ramingining, Arnhem Land. AICC funding enabled the exhibition to tour to New York, Berlin and Taipei in 2002.

*Spirit Country, Contemporary Australian Aboriginal Art*: An exhibition of contemporary works from northern and central Australia, *Spirit Country*, attracted AICC financial support and toured to Shanghai and Tokyo in 2003.

*Undergrowth: Australian Arts UK 2005 and 2006*, a joint initiative of the AICC and the Australia Council, included the following Indigenous art exhibitions:

- Fiona Foley's exhibition, *Strange Fruit*, at October Gallery, London, 19 October to 25 November 2006 (No funding - promotional support only).
- Lockhart River Art Gang exhibition at October Gallery, London, 6 April - 6 May 2006, featuring work by Lockhart River Community artists Samantha Hobson, Silas Hobson, Adrian King, Fiona Omeeny, Rosella Namok and Evelyn Sandy (funding towards artist Adrian King to travel to UK to attend opening and present artist talks).
- *Memory as Landscape* exhibition at October Gallery, London, 8 December 2005 - 28 January 2006. Featuring Utopian artists Gloria and Kathleen Petyarr, Poly, Kathleen and Angeline Ngal, and Greenie Purvis Petyarr. Presented in association with Lauraine Diggins Fine Art, Melbourne (No funding - promotional support only).
- *Dreaming the Dreaming* exhibition at Salisbury International Arts Festival 2006 - The Kurrir Kurrir Boards of the East Kimberley exhibition, with works courtesy of The University of Western Australia Berndt Museum of Anthropology, at the Salisbury & South Wiltshire Museum, 26 May - 11 June 2006. (financial support provided for a number of Indigenous projects across artforms at the Festival).

### *Film*

Australia's gift to France in 2003 to commemorate the 200<sup>th</sup> anniversary of Nicolas Baudin's exploration of Australia was a collection of contemporary film by Australian Indigenous filmmakers. Housed in Paris, the films are available to institutions for cultural and educational purposes.

With funding from the Australia International Cultural Council, and in conjunction with the Australian Film Commission, DFAT manages the Embassy Film Roadshow. The Roadshow has facilitated the staging of mini film festivals in many countries. Programs at these events have often included films and shorts on Indigenous content and films by Indigenous filmmakers. Among these are:

- *Australian Rules*
- *The Tracker*
- *Rabbit Proof Fence*
- *Radiance*
- *Yolngu Boy*
- *Pilbara Pearl*
- *Black and White*
- *Mimi*
- *Green Bush*

The AICC has also supported a series of overseas film festivals. All have included Indigenous film/s and the Berlin 2001 festival was Indigenous film only:

- Germany - Berlin (2001)
- United States - New York (2001)
- Germany - Berlin (2002)
- United States - New York (2002)
- China - Shanghai (2002)
- United Kingdom - London (2003 and 2004, 2005, 2006)
- Japan - Tokyo (2003)
- United States - Los Angeles (2004)
- India – Kolkata, Chennai, Pune, Goa, Mumbai (2005)
- India – Chennai, Goa, Pune, Mumbai (2006)

### **Australian Visual Arts Touring Program**

The Department of Foreign Affairs and Trade has, for a number of years, toured exhibitions of Australian visual arts and design to countries of South and South-East Asia. This program is managed by the Asialink Foundation. In recent years, exhibitions which have included artworks by Indigenous artists have included:

*Photographica Australis*, which toured to Bangkok, Singapore, Dhaka and Taipei;

*Unwrapped: Australian Textile and Fashion Designers*, to Kuala Lumpur, Bangkok and Manila;

*Sacred ground beating heart: the art of Judy Watson 1989-2003*, to Ho Chi Minh City, Colombo and Manila;

*I thought I knew but I was wrong: New Video Art From Australia*, to Bangkok, Beijing and Singapore; and

*Supernatural Artificial*, an exhibition of contemporary Australian photography, which included the work of Indigenous artist Darren Siwes, and toured to Bangkok, Bangladesh, Hanoi and Singapore.

### **Cultural Relations Discretionary Grant Program**

This DFAT cultural program provides seed-funding which enables Australian artists and performers to tour overseas. A good proportion of grants approved in recent years have supported overseas exposure for Indigenous visual arts. Grants which have been awarded to Indigenous visual artists, or exhibitions which have included Indigenous cultural product, have included:

- Australian Print Workshop, Victoria, 2002-03;



- Gallery 101, Victoria, 2003-04;
- Ngarinyin Artist Cooperative, Western Australia, 2003-04;
- Powerhouse Museum – *Our Place, Indigenous Australia Now*, New South Wales, 2004-05;
- Musée du quai Branly, various, 2004-05 and 2005-06;
- Museum of Contemporary Art – Destiny Deacon, NSW, 2004-05; and
- South Australian Museum – *Australia, the Country, The People*, SA, 2005-06.

### **International Cultural Visits Program**

Under the auspices of the International Cultural Visits Program (ICV), DFAT annually sponsors visits to Australia by prominent leaders in the arts and cultural industries of a range of countries. The program promotes greater awareness of the sophistication of Australian culture among discerning decision-makers abroad and to assist its future programming overseas.

To ensure international visitors under the ICV program have an accurate perception of Indigenous artists and their unique culture, programs include meetings with both urban and traditional artists and visits to Indigenous communities in rural and remote locations. These include: Tiwi and Bathurst Islands; Fitzroy Crossing, Hermansburg; Yuendumu; Utopia; and Ltyentye Apurte.

Outcomes from the ICV programs have included:

- the *Australian Indigenous Art Commission* to Musée du quai Branly;
- screening of *Ten Canoes* at the Toronto Film Festival;
- programming of Indigenous visual arts content in the AICC's UK, France and India focus programs; and
- *Dreaming their Way: Australian Aboriginal Women Painters*, featuring 33 Indigenous women artists from across Australia, at the National Museum for Women in the Arts, in Washington, in the latter half of 2006.

*Kiripuranji*

**Dates of tour:** July 2002 – August 2006

**Number of countries hosting exhibition:** 29

The following report demonstrates how an overseas post used *Kiripuranji* as a platform to promote greater awareness and understanding of Indigenous Australia and showcase the excellence and diversity of Indigenous art.

***Kiripuranji* in Port Louis, Mauritius – May, 2005**

*Kiripuranji* was the central attraction at the Australia Festival in Port Louis, which showcased Australian cultural and trade exports. Post also engaged a West Australian Indigenous dance group, Wadumbah, to perform at the *Kiripuranji* exhibition venue (the Blue Penny Museum) during the festival, helping to generate considerable media interest and give life and dynamism to the artwork on display.

The *Kiripuranji* exhibition was opened by the Vice-President of Mauritius at a reception with some 150 guests. In his opening speech, the Australian Head of Mission was able to use the presence of the exhibition to underline Australia's recognition of Aboriginal culture as underpinning a new maturity in the way Australian society functioned and to acknowledge the commencement of National Reconciliation Week and what it stands for.

*Kiripuranji* received excellent media coverage. The combination of the artwork with the live performances of Wadumbah captured the attention of the media and wider population. Post collected 16 different articles over a 10-day period on either *Kiripuranji* or Wadumbah, in addition to noting television news stories and radio coverage.

Post was very pleased with the impact of the artwork on the children who had the opportunity to see it. The museum organised daily school groups; the noon timing of the Wadumbah performances allowed both the morning and afternoon school groups visiting the exhibition, as well as the lunchtime crowds in the major tourist area of Port Louis, the opportunity to see the vibrant and energetic indigenous dances from Western Australia. Post also took the opportunity to bus in groups of disadvantaged children from organisations that had been past recipients of Direct Aid Project (DAP) funding to view the dances and see the exhibition. The primary aim of Wadumbah Aboriginal Dance Group was to teach their audiences about Aboriginal culture and provided the perfect accompaniment to the artwork in the *Kiripuranji* exhibition.

Through *Kiripuraji* and *Wadumbah*, the post achieved effective results in demonstrating the richness of Australian Indigenous arts, dance and music to the wider Mauritian community, with a particular focus on school groups.

## ATTACHMENT C

### **Gelam Nguzu Kazi: Dugong My Son**

The Images of Australia Branch (IAB) of the Department of Foreign Affairs and Trade, in partnership with the Australian Government's art rental program, Artbank, has developed a new touring exhibition as part of DFAT's Aboriginal and Torres Strait Islander Program. The exhibition, *Gelam Nguzu Kazi: Dugong My Son*, will replace *Kiripuranji: Contemporary art from the Tiwi Islands*, which returned to Australia in August.

*Gelam Nguzu Kazi: Dugong My Son* is an exhibition of contemporary prints from the Western Torres Strait. Many of the prints in the exhibition are by emerging artists who are already finding national and international recognition for their work. This will also be the first DFAT touring exhibition that has focussed solely on the people and culture of the Torres Strait.

*Gelam* is the result of the Elders of Moa Island, in the Western Torres Strait, agreeing to set up a print studio in Kubin Village so four young printmakers could record the Island's special creation stories utilising their skill at carving in lino blocks. *Gelam*, the dugong, is the primary totem of the people of Moa. The name of the exhibition is taken from the legend of *Gelam* and his mother, *Usar*.

*Gelam Nguzu Kazi* was launched as part of DFAT Canberra's NAIDOC Week activities 3-7 July 2006. The exhibition will tour Australian Missions for three years (until June 2009). The tour schedule is currently being developed.

## ATTACHMENT D

### Advice on Indigenous protocols (extract from DFAT Public Diplomacy Handbook June 2005)

Occasionally, people from non-Indigenous backgrounds who copy and perform Australian Indigenous styles of music and art approach posts seeking assistance or offering to stage performances. There have also been cases where missions have been approached by people who purport to be Aboriginal or Torres Strait Islanders, but whose identity is in question, or who may have unethical work practices when dealing with Indigenous artists.

Our position is that the Australian Government should endorse and support only authentic Indigenous products and performers, unless it is clear that there is a genuine cooperative venture between non-Indigenous people and Indigenous people. There are copyright and moral rights to consider and the Government should not be associated with products and artists whose credentials are uncertain or whose Indigenous identity cannot be verified.

To assist posts in dealing with these issues, a publication on Indigenous protocol guidelines, *Valuing Art, Respecting Culture : Protocols for working with the Australian Indigenous Visual Arts and Craft Sector* by Doreen Mellor and Terri Janke, was sent to posts in a general mail-out in September 2001. This publication makes the point that there is a fine line between drawing on and appropriating another identity and culture. The use or reproduction of images, designs and visual symbols or their close equivalents without permission is not acceptable. We would argue that this also applies to all forms of Indigenous culture, especially music.

For reference, the executive summaries from the above publication can be downloaded from the site [www.visualarts.net.au](http://www.visualarts.net.au).

We also recommend *Our Culture: Our Future – Report on Australian Indigenous Cultural and Intellectual Property Rights*, another publication by Terri Janke, published by the Aboriginal and Torres Strait Islander Commission. It can be accessed from [www.atsic.gov.au/issues/Indigenous\\_Rights/intellectual\\_property/Default.asp](http://www.atsic.gov.au/issues/Indigenous_Rights/intellectual_property/Default.asp).

Where the product, person or group's credentials are in question, we recommend you undertake the following steps to determine authenticity:

- research the person/group/product on the world wide web or directories
- contact the Aboriginal or Torres Strait Islander organisation, business or community with which the person claims to be associated, to verify identity
- contact the Executive Office of the Image of Australia Branch's Aboriginal and Torres Strait Islander program for information and guidance.

## APPENDIX 7

### Inter-Departmental Committee on Public Diplomacy - List of Members

AusAID  
Australian Federal Police  
Austrade  
AQIS  
Attorney-General's Department  
Australian Sports Commission  
CSIRO  
Department of Agriculture Fisheries and Forestry  
Department of Communications, Information Technology and the Arts  
Department of Defence  
Department of Employment and Workplace Relations  
Department of Education Science and Training  
Department of the Environment and Heritage  
Department of Families, Community Services and Indigenous Affairs, Indigenous Communications  
Department of Health and Ageing  
Department of Immigration and Citizenship  
Department of Industry Tourism and Resources  
Invest Australia  
Department of Prime Minister and Cabinet  
Tourism Australia  
Department of Veterans' Affairs