



4 October, 2016

Dear Mr. Takuya Kaneko,

Every year, the Australian Government selects a country of significance in which it makes a special effort to promote Australia. In December 2015, Prime Minister Turnbull announced Japan as the focus country for 2018. So, we are planning a line-up of events to take place in Japan between April and October 2018.

Titled *Australia now!*, the 2018 festival aims to raise Australia's profile as an innovative, contemporary and creative nation, and build an understanding of Australia beyond our landscape and lifestyle. We wish to promote Australia as a technologically-advanced and collaborative partner, with a well-educated workforce, and an attractive place to study, visit, live and invest.

Focusing on the three broad themes below, the festival will include a series of events over six months to promote bilateral relations in a wide range of fields:

- . science, research, innovation and education
- . design and creativity: architecture, visual and performing arts, indigenous culture
- . Australian lifestyle: sport, food and wine, tourism

Given your extensive network within the local community, we are asking for your assistance in promoting this festival to your members, as well as considering ways you can engage grassroots groups in exchange.

Ideas could include a Big Aussie BBQ on BBQ day in August, friendly sports matches, or collaborative design exhibitions. We welcome creativity and look forward to your members initiating projects in line with these themes.

Ambassador Miller will provide further details on this festival during his presentation at the National Federation of Japan-Australia Societies Conference in Osaka in November.

In the meantime, we hope that you will consider how to most effectively leverage this festival to add a new dimension to our vibrant and dynamic friendship.

As always, we thank you for your continued support.

Yours sincerely,

A handwritten signature in black ink, reading 'B. Blazey'.

Bassim Blazey
Minister-Counsellor, Australian Embassy Tokyo