



MALAYSIA 2020

Australia now

Celebrating partnership — past, present and future

Australia now is a celebration of diversity, cooperation and cultural exchange in Malaysia throughout 2020.

Recognising the strong ties and deep connections between Malaysia and Australia, *Australia now* will promote Australia's creative excellence and innovation and strengthen networks and collaboration.

We invite you to celebrate
Australia in Malaysia with us.

celebrateaustralianow.com



Australia's Women's National Football Team, the Westfield Matildas, routinely compete on the international stage.
Photo: FFA



“Australia enjoys a vibrant partnership with Malaysia, a country with which we have shared values and interests. *Australia now* will showcase contemporary Australia as a creative and innovative partner, and strengthen our economic collaboration”.

Andrew Goledzinowski AM
Australian High Commissioner to Malaysia

It's all about building
relationships for the future.

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Bandar Baru Permas
Jaya, Masai, Malaysia.
Photo: Afifi Zulkifle



The artists letting their *tjanpi* sisters fly, Papulankutja, 2015.
Photo: Vicki Bosisto, Tjanpi Desert Weavers

Celebrating partnership — past, present and future

With 2020 marking 65 years of Australia's diplomatic presence in Malaysia, it is time to celebrate the depth, maturity and warmth of the Australia-Malaysia relationship.

The Australian Government's flagship public diplomacy program, *Australia now*, will strengthen links between Australian and Malaysian people, places and institutions. It is an opportunity to build relationships and foster mutual understanding.

Australia now will demonstrate the creativity, diversity and innovative capability of our people.





The moment is right to engage more deeply with Malaysia

Australia and Malaysia are places of opportunity.

Each country is an attractive destination for the other's students, tourists, innovators, researchers and investors.

Both are vibrant and diverse societies, with a rich culture and history.

Malaysia is Australia's tenth largest trading partner, and our second fastest growing trade relationship in ASEAN.

It is also a close and strategically important partner in the Indo-Pacific.

Our relationship is bolstered by shared interests, institutional partnerships, defence and security cooperation, thriving commercial engagement, education and cultural connections.



"Australia and Malaysia enjoy a special relationship with close people-to-people links. *Australia now* will enhance these strategic partnerships and cultural connections, highlighting that Australia is viewed in Malaysia as an open and trusted partner for economic collaboration and future engagement."

Mr Dinesh Nambiar, Chairman,
Malaysia Australia Business Council (MABC)

Aerial view of Bangi
Wonderland Theme Park
and Resort, Kajang, Malaysia.
Photo: Fahrul Azmi

MaGIC, Cyberjaya, Malaysia.
Photo: Zamirul Roslan





Petronas Towers
Malaysia, Kuala Lumpur.
Photo: Jaanus Jagomägi



Connecting future leaders,
creators and innovators
in Malaysia and Australia.

In the year Malaysia hosts APEC 2020, *Australia now* will:

- Raise Australia's profile as an innovative, contemporary and creative nation
- Celebrate our cultural richness and diversity
- Feature our vibrant food and culinary culture
- Promote Australia as an attractive and safe place for Malaysians of all ages to explore, study, live and do business
- Demonstrate Australia's capabilities in innovation, science, research and technology
- Showcase Australia's start-up ecosystems, entrepreneurial infrastructure and world-class learning and education sectors

A unique opportunity to impress and engage



Building relationships for the future

- Engaging Malaysian and Australian communities to explore issues of international significance.
- Creating new opportunities for cooperation and partnership between Australia and Malaysia:

— **Institutions:** Australia and Malaysia collaborate across all aspects of society, community and government, and in 2020, we celebrate 65 years of Australia's diplomatic presence in Malaysia;

— **Trade and Commerce:** We have a mature and substantial trade and investment relationship, with hundreds of Australian companies operating in Malaysia across a broad range of sectors;

— **People-to-people, cultural and historical links:** Australia and Malaysia share deep historical ties, a vibrant tradition of artistic and cultural exchange, and proudly celebrate our Indigenous people and culture;

— **Education:** Since the earliest days, educational exchange has been at the heart of the Australia–Malaysia relationship. The alumni network intersects across the academic, political, business, sporting, cultural and social sectors.

Partners from government, business, education, science, research and cultural organisations will join us to build these relationships.





Deepening links and connections between our communities

Australia now will promote cooperation and exchange through a specially curated program featuring Australian innovation, creativity and lifestyle.

Locations

We will join with some of Malaysia's best innovation forums, festivals and venues to present headline events in Kuala Lumpur, along with smaller scale partnership projects and collaborations in key locations across Malaysia.

Themes

Australia now will engage Malaysian audiences and explore our shared history, partnership and future through a program encouraging co-operation and cultural exchange.

Blue 2017,
Documentary Film.
Photo: Northern Pictures

Bangarra Dancers
performing Bennelong (2019),
Bangarra Dance Theatre.
Photo: Vishal Pandey

A photograph of a person wearing a gold-colored sweater, sitting in front of a traditional Chinese cabinet. The cabinet features drawers with ornate metal handles and a shelf with decorative items. The scene is lit with warm, golden light, creating a rich, textured atmosphere. The person's face is partially visible in the lower right corner, looking towards the camera.

*Australia now will engage
emerging leaders, influencers
and audiences in Malaysia,
Australia and the region.*





“Football has taken Australian national teams like the Caltex Socceroos and Westfield Matildas to more than 40 countries over the last four years. Football Federation Australia is therefore proud to partner and contribute to an Australian Government initiative – *Australia now* – that showcases Australia’s diversity, breadth and values on the global stage.”

Mark Falvo
Chief Operating Officer and
Head of International Relations FFA

Football (soccer) training
field at Kuantan, Malaysia.
Photo: Izuddin Helmi Adnan



Creating space to share and collaborate

Australia now will accelerate exchange and cooperation across a variety of fields.

Expected program highlights include:

- Indigenous culture and art
- Opportunities to explore our historical ties, Commonwealth links and shared history of cooperation across defence, security, law enforcement, education, trade and investment, through speaking events, exhibitions, public lectures and panel discussions
- Science symposiums and commercial and agriculture forums
- Sporting events, clinics and skills development workshops
- Public dialogue and exchange on issues of mutual significance like regional connectivity and security, embracing diversity, youth empowerment, good governance, gender equity and start-ups for social good
- Performing and visual arts, dance, music and creative collaboration
- Food experiences and culinary showcases
- Entrepreneurship and innovation accelerators



Join the celebration
in Malaysia in 2020

Sarawak Night
Market, Malaysia.
Photo: Deva Darshan

Australia Bush Tucker.
Photo: Tourism Australia





Connecting innovators, thinkers, creators and social change makers.

As part of *Australia now*, you will have an unrivalled opportunity to promote your business on a highly visible international platform.

Your logo on *Australia now* material and programmed events will speak to business leaders and audiences throughout Malaysia.

And, you'll have helped to celebrate Australia's diversity and creativity.



Partner benefits and opportunities

Australia now offers a wide range of sponsorship opportunities.

Events	Platinum Standard	Gold Standard	Silver Standard	Bronze Standard
	AUD100K+	AUD80K+	AUD50K+	AUD20K+
Exclusive reception hosted by the Australian High Commissioner at the High Commissioner's Residence for the partner and 50 guests	Yes			
High-level dinner hosted by the Australian High Commissioner at the High Commissioner's Residence	12 guests	8 guests		
Guest appearance by the Australian High Commissioner at a partner event	Yes	Yes		
Speaking opportunity at a specific <i>Australia now</i> event or associated event	Yes	as appropriate	as appropriate	as appropriate
VIP Invitations to openings of selected <i>Australia now</i> program events	20	15	10	5
Opportunity for a tailored event	Yes			
For state governments: inclusion of content from their state/territory at selected events (scaled to level of support and to be agreed)	Yes	Yes		

Branding and Promotion	Platinum Standard	Gold Standard	Silver Standard	Bronze Standard
	AUD100K+	AUD80K+	AUD50K+	AUD20K+
Sponsor logo at selected <i>Australia now</i> program events and functions (tiered subject to sponsorship level)	Yes	Yes	Yes	Yes
Sponsor logo on <i>Australia now</i> collateral (tiered subject to sponsorship level)	Yes	Yes	Yes	Yes
Partnership recognition in speeches at select <i>Australia now</i> program events	Yes	as appropriate	as appropriate	as appropriate
Tailored promotion, including possibility of naming rights and signage for a stage, cinema screen or venue entrance (to be agreed)	Yes	Yes		
Product placement opportunities at select <i>Australia now</i> program events (to be agreed).	Yes	Yes	Yes	

Media Exposure	Platinum Standard	Gold Standard	Silver Standard	Bronze Standard
	AUD100K+	AUD80K+	AUD50K+	AUD20K+
Partnership recognition in media interviews and press releases	Yes	Yes		
Sponsor logo on <i>Australia now</i> website and relevant digital media and online platforms (tiered subject to sponsorship level)	Yes	Yes	Yes	Yes
Sponsor recognition in <i>Australia now</i> social media campaign via Facebook and Twitter	Yes	Yes	Yes	Yes
Rights to <i>Australia now</i> content for own web and social media platforms	Yes	Yes	Yes	Yes
Feature on website or pinned social media post for a set time period	Yes	Yes	Yes	

* This table is indicative and subject to any existing contracts or arrangements that may affect such privileges.

Want to get involved?

Partnership Packages and Benefits

The Australian Government is committed to working with *Australia now* partners to promote the best of Australia.

Partners of *Australia now* will support the Australian Government to deliver a dynamic program that will engage Malaysian audiences, reach valued stakeholders and develop future networks.

Australia now partners will enjoy:

- Association with this major festival of Australian ideas and culture in Malaysia
- Increased exposure to existing and new international stakeholders
- Invitation packages to various *Australia now* program events and networking opportunities
- On-site branding through signage and displays at *Australia now* events and recognition in media kits, releases and interviews.
- Partnership recognition on *Australia now* marketing collateral



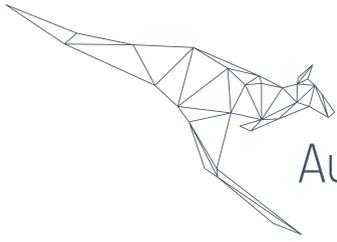
Australian Indigenous performers on stage with Malaysian performers at the Living Arts Festival 2019. Photo: Ministry of Tourism, Arts and Culture (Malaysia)

We look forward to tailoring packages to your needs or facilitating sponsorship of a particular *Australia now* event.

To discuss sponsorship options for your company or organisation, please contact:

DFAT Canberra
Nicole Murphy +61 416 635 549
nicole.murphy@dfat.gov.au

Australian High Commission Malaysia
australianow.malaysia@dfat.gov.au



MALAYSIA 2020

Australia
now



We invite you to celebrate
our partnership – past,
present and future.

Australian indigenous
art projected onto the
sails of the Sydney
Opera House.
Photo: Holger Link

Follow us over the coming months for announcements and the *Australia now* Malaysia 2020 program.

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Australian Government

Connect with us over the coming months for details of the *Australia now 2020* program.

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