



Australian High Commission, Kuala Lumpur



# MEDIA RELEASE

**29 September 2021**

## **BOOSTING AUSTRALIAN ENGAGEMENT WITH MALAYSIA**

In 2021 we will celebrate Australia's economic, scientific, education and cultural links with Malaysia, through the Australian Government's flagship public diplomacy program, *Australia now*.

Each year, the Australian Government delivers a public diplomacy program in a country of significance to raise our profile and build a better understanding of Australia.

Malaysia and Australia are longstanding friends and close partners. Malaysia is a top ten trading partner, a top ten tourism market, and a top five education market. In 2021 Australia and Malaysia elevated our bilateral ties to a Comprehensive Strategic Partnership.

COVID-19 has required us to find creative ways to continue building links between our countries and support economic recovery. While international travel is not possible, *Australia now* will help bring Australia to Malaysia.

*Australia now* will showcase the best of Australian innovation, diversity and creative excellence under three pillars: people and potential, taste and technology and creativity and culture.

Building on our shared love of food, author, cook and TV presenter Adam Liaw has produced a culinary TV series showcasing Australia's premium food and beverage exports and tourism locations.

A Young Leaders series will explore issues including sustainability, innovation, entrepreneurship, and gender equality with exceptional youth from both nations.

A digital, immersive experience of the *Walking Through a Songline* exhibition will celebrate Australian Indigenous arts, culture and innovation.

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The program will also feature Indigenous artwork and familiar Australian images projected on the facade of the Australian High Commission (located opposite the iconic Petronas Towers).

Lynas Rare Earths, Tourism Australia, Epson, the Australia-ASEAN Council, the City of Greater Bendigo, the Government of Western Australian, the Government of New South Wales, BlueScope, and Meat and Livestock Australia are sponsors of the program.

For further information on *Australia now* Malaysia visit <https://malaysia.celebrateaustralianow.com/> and follow updates on Twitter @australianow, Facebook @AusHCMalaysia and Instagram @AusHCMalaysia.

