Australian Government

Connect with us over coming months for new developments in the *Australia now* France program.

celebrateaustralianow.com

FRANCE 2021–22

Australia now

Bienvenue!
Welcome!

FRANCE 2021–22

Australia now

Come and celebrate Australia in France

Australia now is a celebration of events bringing France and Australia together — in business, research, technology, education, tourism, sport and the arts. This program gives unique opportunities for international market development and promotes Australia's creative excellence, cultural diversity, and open economy.

It's all about building relationships for the future

Australia now France 2021–22 will challenge French people, change makers and leaders in France to 'Osez l'Australie' — Dare Australia! Dare to venture, dare to create, dare to dream, dare to explore…dare to be different!

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Deborah Brown, Bangarra Dance Theatre, Paris 2015.
Photo: Jean-Charles Gesquière

Osez l'Australie — Dare Australia

Explore, engage and exchange

Australia is a place of great opportunity, extraordinary natural beauty and a healthy, relaxed lifestyle. Our future growth offers exceptional opportunities for investment and development.

Australia now will dare France to challenge the common bias that Australia is too far away, too dangerous or just too ... anglais.

Osez explorer Dare to explore

With your support we can:

— Promote Australian entrepreneurs, artists, innovators and thinkers on a vibrant international platform

— Raise Australia's profile as an innovative, inclusive, contemporary and creative nation

— Connect individuals, institutions and businesses, now and for future generations

DHL Surf Rescue women keep watch on Bondi Beach.
Photo: iStock

Australia shows solidarity with France following the 2015 Paris attacks.
Photo: Destination NSW

Partnership — past, present and future

Australia's relations with France are underpinned by strong and enduring historical links and common values and interests; with roots in the early days of the French explorers and forged on the battlefields of the First World War.

Our partnership today continues to thrive. The $50 billion Future Submarine Program is the biggest and most ambitious defence contract in Australian history. The decades-long program is a symbol of our long-term strategic cooperation. This is reflected in AFiniti the Australia-France Initiative, a suite of ambitious collaborative projects across business, government, culture, environment and science.

The Australian National Memorial and Sir John Monash Centre, Villers-Bretonneux, France.
Photo: Department of Veterans' Affairs

Babbarra artists in Paris to launch Jarracharra exhibition visit the Arc de triomphe. L–R Lizzy Kala Kala, Jennifer Wurrkidj, Jacinta Lami Lami, Deborah Wurrkidj, Janet Marawarr.
Photo: Ingrid Johanson

France embodies opportunity

France is the 7th largest economy in the world — a founding member of the European Union, a permanent member of the United Nations Security Council, a member of both the G7 and the G20, a growing partner in the Pacific, and a leader in start-ups and tech development.

Over 100,000 French nationals travel to Australia each year — tourists, students, business people as well as young adults under the Working Holiday Program.

Two-way trade lands at A$9 billion, and over 600 French companies have a presence in Australia. Likewise, Australian investment in France shows steady growth and great potential:

- *Australia now* will open doors to significant market development for the Australian creative sector, education, lifestyle, tourism and fashion industries.
- *Australia now* will support our work to secure a strong and comprehensive Australia-EU Free Trade Agreement, and build partnerships in trade and investment.
- *Australia now* is an excellent opportunity to showcase our sporting talent ahead of the Paris Olympic Games in 2024.
- *Australia now* has secured partnerships with leading cultural venues, ensuring high visibility and an extensive French and international audience — with a focus on cooperation, co-production and commissions.

Australia now France is all about building robust and sustainable relationships for the future.

Osez l'audace *Dare to be bold*

Showcasing the cultural richness and diversity of contemporary Australia

"Fifteen years after the Australian Indigenous Art Commission opened at the Musée du quai Branly-Jacques Chirac, *Songlines: Tracking the seven sisters* will invite France to dive into the complexity of Indigenous Australian ancestral knowledge. This blockbuster exhibition will highlight the oldest living culture in the world and its challenge to preserve the knowledge and archive systems."

Margo Neale
Senior Indigenous curator and principal adviser to the Director at the National Museum of Australia (NMA)

"Australia and France have a long, rich history on the Rugby field with the first Test being played between the Wallabies and France in 1928. Since then, this rivalry has expanded to Rugby Sevens and Women's Test matches."

Rugby Australia

Our partnerships with France's pre-eminent cultural venues set the stage for headline events in Paris complemented by projects and collaborations in key locations across France, including Normandy and Provence.

Celebrate infinite opportunities to engage more deeply with France

From June 2021 to June 2022, we are daring the French to discover Australia.

We need your support to make all this – and more – come to life!

Download the free SPIDERS AR App for Apple® or Android™ and scan the spider above to adopt your virtual pet!

Jonathan Jones / Kamilaroi/Wiradjuri people / Australia b.1978. Dr Uncle Stan Grant Sr AM / Cultural advisor and speaker of recorded Wiradjuri / Australia b.1940 untitled (giran) 2018. Jonathan Jones' new work is co-commissioned by Artspace, Sydney and Palais de Tokyo, Paris for 2021. Photo: Natasha Harth, QAGOMA

Program highlights include:

— **Bondi in Paris!** The annual Paris Plage beach festival in the heart of Paris will celebrate Australia's relaxed beach culture, water safety and clean oceans; our love of the great outdoors as well as Australia's advanced detection and treatment of skin cancer.

— Showcasing contemporary Australian Indigenous culture in The National Museum of Australia's blockbuster exhibition ***Songlines: Tracking the Seven Sisters*** at the Musée du quai Branly – Jacques Chirac.

— The Palais de Tokyo will commission a major new work by **Indigenous multi-media artist Jonathan Jones**.

— Getting up close and personal with **live, scary, furry (and beautiful)** Australian spiders -including the incredible Peacock spider at the La Villette science complex.

— **The George Pompidou Centre** will illustrate the major role of Australian female artists in abstract art.

— Bringing together surf classics and classical music! Richard Tognetti of the Australian Chamber Orchestra and world champion surfer Tom Carroll present the hypnotic surf movie **The Reef** at Hossegor Lake in south-west France in association with the Quiksilver Pro surfing contest.

— Gastronomical events highlighting **Australia's unique fusion cuisine, native bush foods and food technology**, including a dinner for one thousand guests at the Carreau de Temple in Paris and collaborations between leading French and Australian chefs.

— An exciting **curation of Australia's leading brands and emerging designers** will be presented in the trend-setting BHV Marais department store.

— **An extensive performing arts program** presenting Australian companies across major French venues: Theatre National de Chaillot, Theatre de la Ville, the Parc de la Villette and Les Theatres in Marseilles and Provence:
- Sydney Dance Company
- Bangarra Dance Theatre
- Lucy Guerin
- Stephanie Lake
- Back to Back Theatre

— Australian architecture & design in the contemporary architecture galleries of the Cité de l'architecture et du patrimoine will explore Australian architecture from Harry Seidler – designer of the Australian Embassy in Paris – to **Pritzker Prize winner Glenn Murcutt and his impact on sustainable architecture**.

— **Projecting Australia's starpower**, the Cinémathèque Française will organise a three-month retrospective on a legendary Australian director.

Creating space to share and collaborate

"*Australia now* France is a once in a lifetime opportunity for Australian companies to build their profile in France, meet key decision makers, connect with clients and generate leads in one of the world's leading economies. Don't miss out!"

Brendan Berne
Australian Ambassador to France

Australian Embassy, Paris 1978
Architect: Harry Seidler & Associates (1973–77).
Column design by Studio Nervi
Photo: Max Dupain © Penelope Seidler
Source: National Gallery of Victoria, Melbourne

The iconic Parisian Le BVH Marais department store.
Photo: Le BVH Marais

Glenn Murcutt, Donaldson House
Photo: © Anthony Browell. Donaldson House

Join the celebration in France in 2021–22

With strong messaging across all sectors, we will entice our audience to dare to dream, explore, and engage with Australia—Osez!

An artist's impression of the Square Kilometre Array (SKA) low frequency telescope, due to be built in Australia this decade. The SKA, a global mega-science project involving more than a dozen countries, will have antenna arrays in Australia and South Africa making it the world's largest and most advanced radio telescope facility.
Photo: SKA Organisation.

Bush tucker
Photo: Tourism Australia

Osez surprendre *Dare to surprise*

The scope of *Australia now* France will encompass not only the spirit of Australia, but is also staged to feature artist-in-residency programs; business and investment forums; travel and lifestyle events.

As an *Australia now* France sponsorship partner, you will have an unrivalled opportunity to promote your business on a highly visible international platform in world-class venues in one of Europe's most exciting cities.

Your logo on *Australia now* material and program events will speak to decision makers, business leaders and broader audiences throughout France.

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Dare to dive into France

Australia now partners will enjoy:

— Association with this major celebration of Australia in France.

— Partnership recognition on *Australia now* marketing material, including the official website, on printed programs and on our advertising campaigns and social media.

— On-site branding through signage and displays at *Australia now* events.

— Increased brand exposure to new and existing stakeholders, both in Australia and in France

— Recognition in media kits, press releases and promotional material.

— Invitation packages to the *Australia now* France launch, official gala opening events and ticketed program events.

— Networking opportunities with prominent players across government and business, as well as creative industry specialists, sporting personalities, and emerging leaders in the fields of science, technology and innovation.

— Above all, you will be a part of our celebration of Australia in all its diversity and creativity.

Event preparation at the Australian Embassy Paris
Photo: DFAT

Blue 2017,
Documentary Film.
Photo: Northern Pictures

Partner benefits & opportunities

Australia now partnerships offer a wide range of sponsorship opportunities. The Australian Government is committed to working with *Australia now* partners to promote the best of Australia.

Together we will deliver a vibrant season to engage French audiences, reach valued stakeholders and develop future networks.

This table indicates some of the benefits available. We will work with *Australia now* sponsors to match sponsorship offers to your specific interests and audiences. We also welcome proposals outside the following packages.

Events Amount (cash or in-kind) (in AUD$ / EUR€)	Platinum Standard AUD250K+/EUR150K+	Gold Standard AUD100K+/EUR60K+	Silver Standard AUD75K+/EUR45K+	Bronze Standard AUD50K+/EUR30K+
Exclusive reception hosted by the Australian Ambassador to France at his official residence, for partner guests	● 100			
Exclusive dinner hosted by Australian Ambassador to France at his official residence	● 12	● 8		
Exclusive reception hosted by a senior Australian diplomat at the Embassy reception hall, for partner guests			● 12	● 8
Guest appearance by the Australian Ambassador to France at a partner event	●			
Speaking opportunity at an *Australia now* event	●	●	○	○
Use of the Embassy reception hall for a partner event	●	●		
VIP invitations to the *Australia now* launch	● 20	● 14	● 10	● 4
Invitations to official *Australia now* opening and ticketed program events	● 20	● 14	● 10	● 4
Exclusive opportunity to tailor a specific event under the *Australia now* brand	●			
For government partners: content showcasing talent from a specific state or territory	●	●	●	
Branding & promotion				
On-site branding at specific *Australia now* program events and official functions	●	●		
Partnership recognition in speeches at select *Australia now* program events	●	●	○	○
Partnership recognition on *Australia now* marketing material	●	●	●	●
Partner advertisement in official *Australia now* programme	●			
Product placement opportunities at select events (pending venue)	●	●	●	●
Tailored promotion, including the possibility of naming rights and signage for a stage, cinema screen or venue entrance (to be agreed in consultation with venue)	●	●		
Media exposure				
Partnership recognition in media interviews	○			
Exposure through a dynamic and sustained social media campaign across multiple platforms	●	●	●	●
Rights to content for partner's own website and social media platforms	●	●	●	●
Feature on website or pinned social media post for a set time period	●	●	●	●
Partner trademarks, website and testimonials included in *Australia now* digital media	●	●	●	●

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

Partners will support the Australian Government to deliver a vibrant festival that will engage French audiences, reach valued stakeholders and develop networks into the future.

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

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Connecting at the
Australian Embassy Paris
Photos: DFAT and Gourmet Traveller

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Osez l'Australie *Dare Australia*

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By Kumpaya Girgirba, Yikartu Bumba, Kanu Nancy Taylor, Ngamaru Bidu, Janice Yuwali Nixon, Reena Rogers, Thelma Judson and Ngalangka Nola Taylor, Martumili Artists. Acrylic on canvas, 300 x 500cm, National Museum of Australia.