



Australian Government
Department of Foreign Affairs and Trade

File Number: 12/7129

4 April 2014

Dr J. Patrick Greene, OBE
Chair
Council of Australian Art Museum Directors
Box 7259
St Kilda Rd
Melbourne VIC 3006

Dear Dr Greene

Thank you for your support and advice in the lead up to the Australia International Cultural Council's (AICC) 2014 Focus Country program in Indonesia. I am writing to update you on our plans for the program this year.

We will deliver a series of significant cultural events in Indonesia throughout 2014. These activities are being designed to reflect the breadth and depth of Australia's cultural and community ties with Indonesia. However, they will be presented in a different format to that initially envisaged for Oz Fest. While the scale and branding of the year's events have changed, the quality of program activities has not and will remain at a high standard. The Australian Embassy in Jakarta will present a range of high-quality arts, cultural and innovation activities as single events across the year.

The first public activities commenced in March with a three-day program by B2M, a rhythm and blues pop group from the Tiwi Islands, including a workshop, performance and school visits. The arts and cultural program will also feature visual arts and dance, skateboarding workshops and writing, fashion and community exchanges between Australians and Indonesians. The Cat Empire, one of Australia's most successful bands, will undertake its first-ever tour to Indonesia as part of the program, and a science and innovation seminar series will help build networks between Australian and Indonesian academics and researchers.

Looking ahead, the AICC will showcase Australia's world-class arts and culture and promote our sporting, education and innovation credentials in Turkey in 2015 and Brazil in 2016. Key themes of both programs will be Australia's vibrant contemporary culture and economy, our identity as a diverse and democratic nation, and the enduring contribution of Australia's Aboriginal and Torres Strait Islander communities.

Program events in Turkey will be concentrated in the months from September to November 2015, with the prime objective of raising Australia's profile beyond our shared ANZAC history. That same year, the Republic of Turkey will coordinate a reciprocal cultural program in Australia. In 2016, the AICC will deliver a promotion in Brazil ahead of the Olympics. The program will aim to increase understanding of Australia and build enduring people-to-people connections as our relationship with this emerging global player continues to grow.

I invite your organisation to contribute ideas on quality arts and cultural projects, as well as new initiatives or proposals that would support the objectives of these programs. I would also welcome advice on projects you are planning which would align with the 2015 and 2016 program of events. We would welcome your response by 5 May to Juliette Brassington, Director, Policy and Planning Section (Juliette.Brassington@dfat.gov.au). Ms Brassington's team or the respective Embassies will be in touch with you directly should we be able to pursue any of your proposals through these programs.

We would also like to alert you to the 40th anniversary of Australia's relations with the Association of South-East Asian Nations (ASEAN) in 2014 which provides opportunities to enhance cultural engagement with ASEAN. You may consider using the anniversary to highlight your work with South-East Asia and we would be interested in hearing about any planned projects which could be framed as part of the 40th anniversary.

We appreciate your continued support and advice.

Yours sincerely



Lisa Wright
Assistant Secretary
Public Diplomacy Branch