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Australia now ASEAN 2019 announced



Australia now ASEAN 2019. During the ASEAN Summit in March, the Australian Foreign Minister Bishop announced that Southeast Asia will be the 2019 *Australia now* focus region. *Australia now* is a creative celebration of Australia delivered annually in a country or region of strategic significance. The program aims to strengthen and deepen bilateral ties, raise Australia's profile as an innovative, creative nation and build understanding beyond our landscape and lifestyle. Most of all *Australia now* is about building relationships for the future.

Australia now programs:

- Promote Australia's creative excellence, diversity and innovation;

- Strengthen institutional networks, cultural exchange, collaboration and people-to-people links;
- Reflect the cultural richness of Australia: demonstrating how contemporary Australia draws on its strong Indigenous culture and multicultural heritage; and
- Promote Australia as a key destination for tourism, study, research, innovation and investment.

The program will celebrate the strength and diversity of Australia's connections to ASEAN through the themes of **youth dialogue, exchange** and **girls' empowerment**.

Australia now took place in Germany in 2017 and recently launched in Japan for 2018.

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