



REQUEST FOR INCLUSION AUSTRALIA NOW FRANCE 2021

1 May -31 October 2021

The Australian Embassy in Paris representing the Department of Foreign Affairs and Trade are proud to present *Australia now* in France in 2021.

This flagship public diplomacy program will strengthen Franco-Australian networks and open new opportunities for partnerships and exchange across a range of sectors including culture, education, science and research, new technologies, business, sport, tourism and lifestyle.

What are the benefits of inclusion in the program?

Participation provides the opportunity for individuals and cultural organisations to be part of a high profile campaign, bringing greater visibility to your individual project. Those projects selected will be included in our official program, promoted through an *Australia now* France 2021 marketing and communications campaign, and granted use of the *Australia now* logo. France is world renowned for its dedication to and love for culture and the arts – you can be part of this exciting and vibrant world.

If you would like to participate in the *Australia now France 2021* program, here's what you need to know.

We are inviting individuals and organisations in Australia and France to submit project proposals for inclusion in the program. Fully funded projects will be prioritised.

Projects must:

- take place in France between 1 May – 31 October 2021.
- have established partners,
- be self-managed,
- have funding in place; and
- meet the objectives outlined below.

What are the *Australia now 2021* objectives that projects should advance?

- Strengthen ties between Australia and France (essential)
- Significantly improve the visibility of Australia in France in at least one of the three areas: creativity, innovation or lifestyle (essential)
- Promote Australia as a key destination for investment, study, research or tourism

- Create or consolidate long-term partnerships and collaborations
- Demonstrate Australia's respect and recognition of cultural diversity, equality and inclusivity
- Promote greater international understanding of Indigenous Australian peoples, knowledge, culture and history
- Expand audiences and markets for Australian creatives, businesses, products and services
- Build long term networks to enhance access for Australian organisations in this key market
- Support Australian industries and communities impacted by COVID-19 or bushfires

Is there funding available?

At this stage there is no specific funding for Australia now France 2021, but there are cultural grants available to Australian individuals and organisations through the Department of Foreign Affairs and Trade's Australian Cultural Diplomacy Grants Program (ACDGP). Applicants do not need to apply for a grant in order to participate.

Other federal, state and territory funding bodies also have information on their available grants:

Australia Council for the Arts. Note applications close on 1 September. For First Nations projects, there are additional funding opportunities for contemporary music and through the Cherish Fund II. Closing date for the latter two funds is 6 October.

Arts ACT

Arts NT

Arts Queensland

Arts South Australia

Arts Tasmania

Create NSW

Creative Victoria

Department of Culture and the Arts WA

French individuals and organisations can look for potential funding opportunities on the Culture Ministry website and the Institut Français.

Please note that being included in the *Australia now* program does not guarantee funding and any grant applications need to be sought separately. For inclusion in *Australia now*, projects should demonstrate financial viability with sufficient resources in place to deliver the proposed project.

What is the timeline?

The closing date for applications is 30 October 2020. Applicants will be informed whether they have been accepted to form part of the Australia now program by 27 November 2020

Contact

Please address any questions or your completed "request for inclusion in the program" application below to australianow.france@dfat.gov.au