

**Japanaroo 2021 (20-29 August 2021):
Call for expressions of interest
to participate in a new way to connect Japan and Australia
(as of 10 June 2021)**

“Japanaroo” is a new initiative to celebrate multiculturalism and exchange with Japan in Australia. It will provide an ecosystem under which multiple Japan-related activities will be developed and rolled out, enabling a wide range of interaction and cultural dialogue. This ecosystem will create opportunities to discover and access Japanese culture, businesses and brands. Japanaroo will be a unique way to enable exciting cultural experiences for Australians, enrich people’s lives, and contribute towards business innovation and job creation nationwide.

This initiative will be launched at “Japanaroo 2021” to be held from 20 to 29 August 2021, during which time government, community and non-profit organisations as well as shops, restaurants and other businesses will organise special events related to Japan coordinated by the Japanaroo Platform.

To prepare for Japanaroo 2021, the Japanaroo Platform is calling for expressions of interest from non-profit community and cultural exchange organisations, shops, restaurants and other service providers, state and local government organisations, to organise events during this festival.

Examples of potential events include Japanese cultural demonstrations, “Japanaroo” special dining menus incorporating Japanese and Australian flavours in Japanese and other restaurants, events to showcase local products and tourism by Japanese local government organisations, etc.

Taking advantage of a range of online tools made widely available during COVID-19, online and hybrid events are also encouraged. Examples of digital events include online tours to experience various cultures and regions in Japan organised by Japanese tour operators, a sake-tasting dinner at a Japanese restaurant while visiting and talking with sake brewers and food producers in Japan online, and sister city-related online and hybrid cultural exchange events, etc.

Participants of Japanaroo 2021 can use the promotional logo and their events will be widely promoted on the Japanaroo website (to be launched). Promotion of participating events through the Japanaroo website is currently planned to start in July. The goal is to have more than 50 event organisers in 2021 and to continue holding Japanaroo festival annually to boost the popularity of the initiative.

The timing of Japanaroo 2021 is just after the Tokyo Olympics (23 July – 8 August), coinciding with the Tokyo Paralympics (24 August – 5 September) and before travel and physical exchange resumes between the two nations. This will allow us to capitalise on the heightened popularity of Japan and to bring Japan to Australia together even though borders remain closed!

Organisations interested in participating are invited to provide their name, the outline of the planned event and their contact information by submitting the attached form by 31 May 2021. Early, preliminary submission of expressions of interest is highly appreciated to facilitate the planning and coordination of this festival.

Participating organisations’ events need to satisfy certain conditions. The individual events held during Japanaroo 2021 are organised by respective participating organisations with their own funding and responsibility. Japanaroo Platform, not being an incorporated association, will not take responsibility for matters arising from individual events.

[Japanaroo Platform contact e-mail address]
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[Expressions of interest to organise events during Japanaroo 2021 form]
As attached

[About Japanaroo]
As attached

(End)