



A REVIEW OF THE PROCESS

up to now and beyond

1 - The idea (2020)



The idea for a Japan based week for promotion and building community

2 - First meeting March 2021



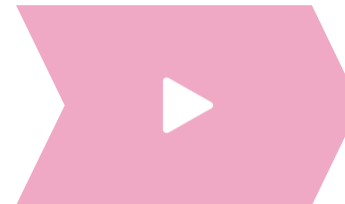
A small group of members gathered to discuss if it was possible

3 - Japanaroo is born April



The creation of the name, task teams and a plan + subsequent date extension

4 - Japanaroo 2021 August - October



Held from 20 August until 2 October (TODAY)

5 - Japanaroo + October - December



To be held from Dec 3 -19 to allow in-person events due to COVID restrictions this year



Facebook Posts!

Japanaroo
Published by Mihoko Kurosawa · September 8 at 8:00 AM · ***

JAPAN Blood Vessel Stretch Association オンライン加圧の日本血管ストレッチ協会 is bringing you 4 more online events so you can explore the world of BVS pressurised exercise! 🍌

Join a BVSA business seminar on September 16th or September 30th to learn more about instructor training courses including business licenses. Or sign up to two additional online exercise classes on September 17th and October 1st for a unique exercise experience.

All events will start at 11:00 am AEST (10:00 Japan time)... [See More](#)

JAPANAROO 2021

BVSA JAPAN

Free Business Seminar

16th & 30th Sep.

11:00am (JP 10:00am)

Japanaroo
Published by Mihoko Kurosawa · August 15 · ***

Hungry for Japanese food while at home? 🍱 Learn how to cook delicious Japanese food with ingredients available to you! [Homestay in Japan](#) is hosting a live cooking lesson to teach you how to make an authentic Japanese dinner set for free!

Held on 23rd of August from 12pm to 12:50pm

To learn more visit ... [See More](#)

LEARN COOKING JAPANESE ONLINE

FREE OF CHARGE

AUGUST 23 FROM 12PM TO 12:50PM

Japanaroo
Published by Ashlie O'Neill · August 22 · ***

What a fantastic Opening Night we had yesterday to kick off Japanaroo 2021! 🎉

A big thank you to our special guests, including Consul-General Kiya Masahiko @CGJSYD, Cr Robert Kok @cityofsydney and Mr Mark Couré @MarkCouré, all our presenters and of course YOU - the audience! We were stoked to see so many smiling faces online joining us to celebrate 🥳

To continue the fun, make sure you check out all the wonderful events on our website <https://japanaroo.com/>

P... [See More](#)

FACT #10

no thing that sumo s and geisha have on

Japanaroo
Published by Later · August 26 · ***

WIN a trip for 2 to Japan!

Attend or watch any of the events during Japanaroo from 20 August to 2 October 2021 and share your experience with us via the entry form for a chance to win tickets to Japan with ANA or JAL, or one of the many other prizes up for grabs. Everyone who enters will also receive an original wallpaper! ... [See More](#)

JAPANAROO 2021

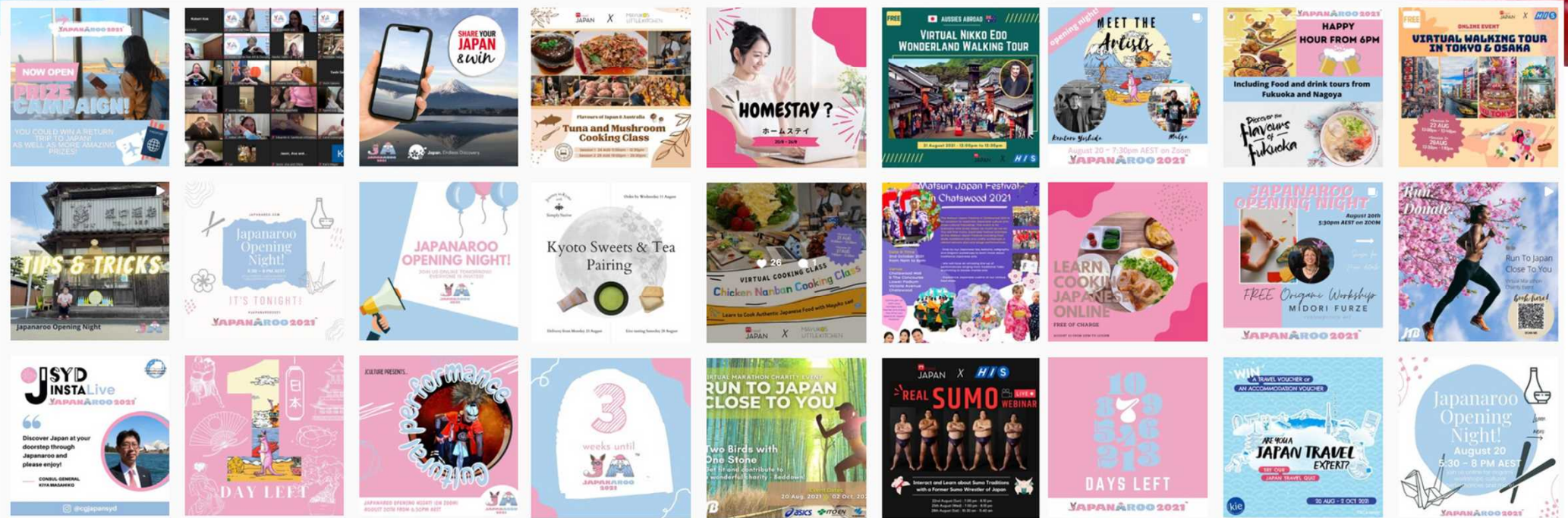
NOW OPEN

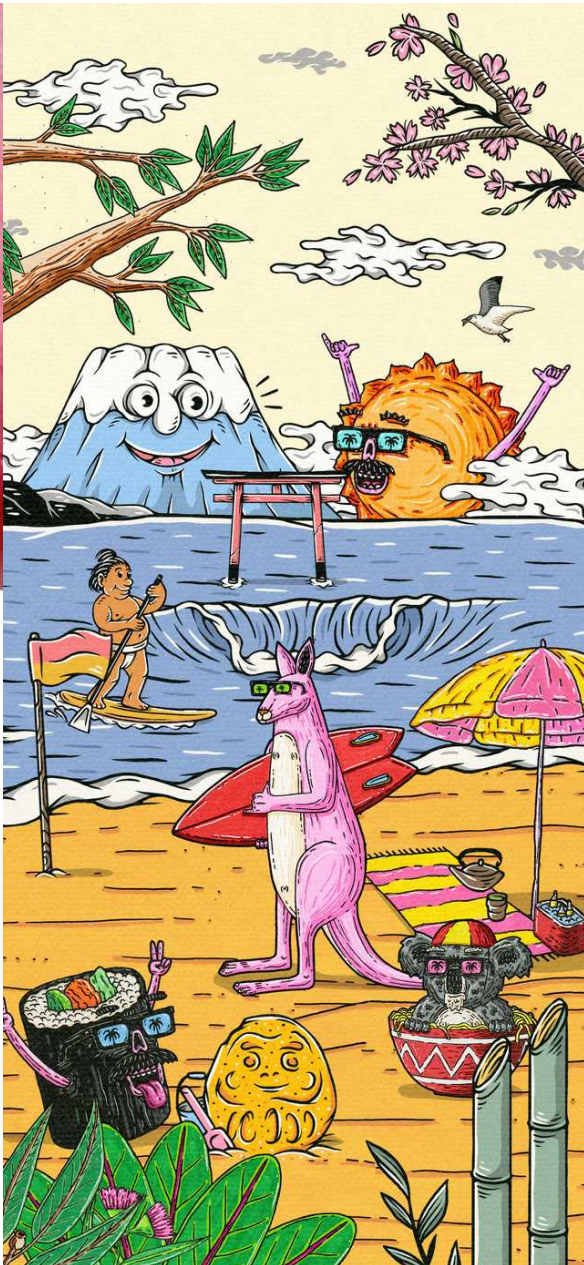
PRIZE CAMPAIGN!

YOU COULD WIN A RETURN TRIP TO JAPAN! AS WELL AS MORE AMAZING PRIZES!



Instagram Posts





The SNS stats

How did we go?



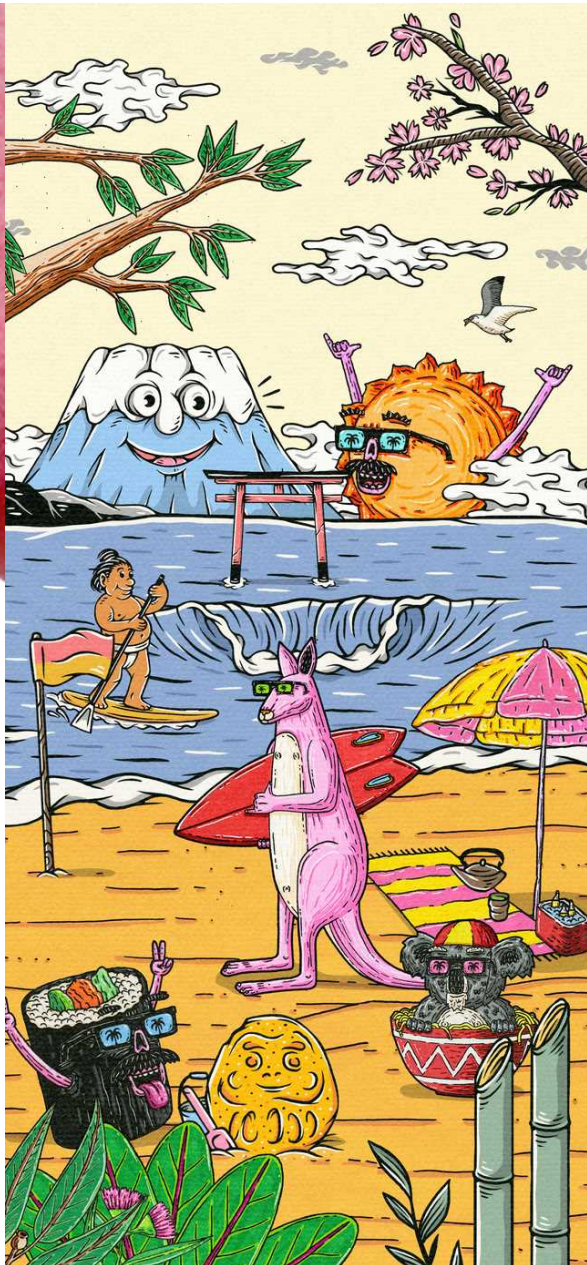
364 followers
319 page likes

The reach for posts ranges from a few hundred to 3.5K for information regarding opening night.



822 followers
44 posts

Since beginning the account back in July we have reached 4.4k accounts and had content interactions of around 1.5k. On average each post is viewed by 700 people.



Page Views -

44,000

30% from
SNS

The Website stats

How did we go?

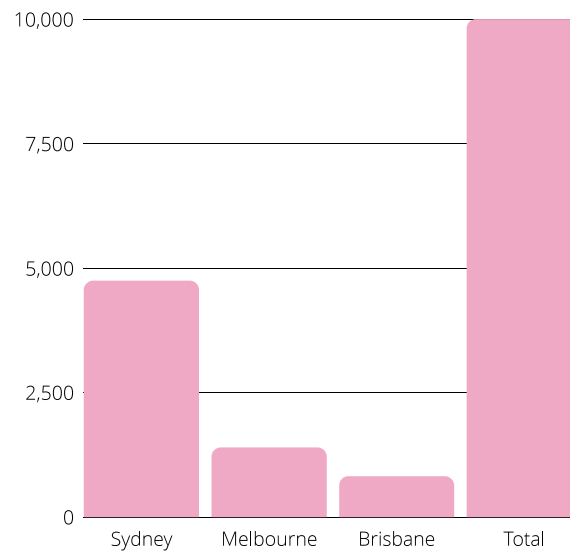
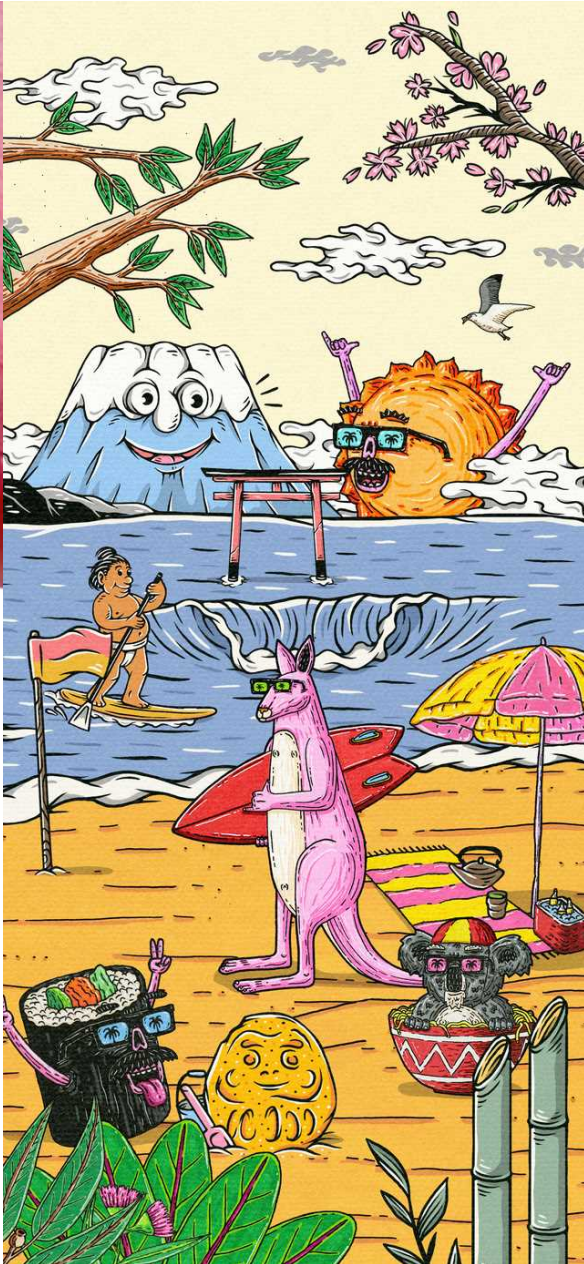


Table of Website Unique Users

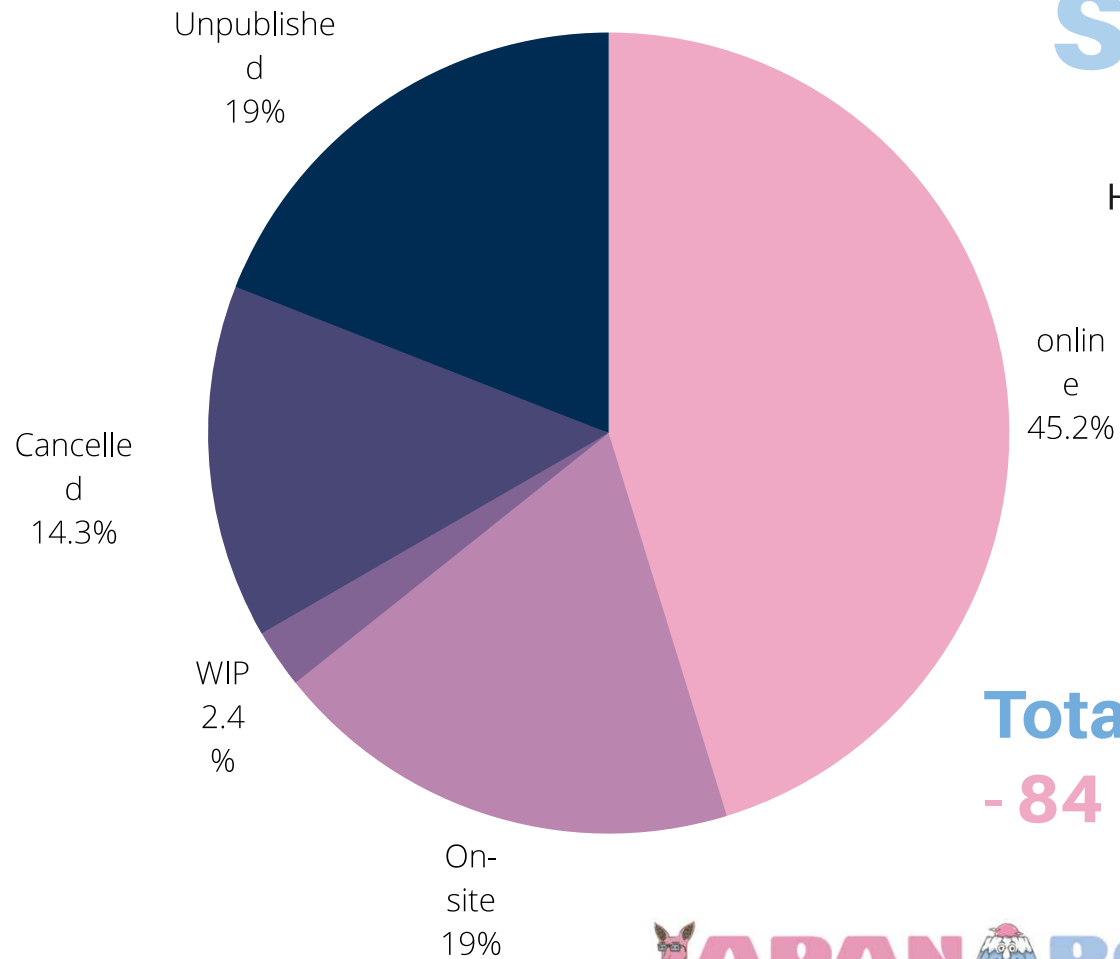
Most viewed events (Top 3):

<p>Kintetsu International Express (Oceania) Are you a Japan travel expert? 20 Aug 2021 - 02 Oct 2021</p>	<p>H.I.S. x Travel Japan Virtual Walking Tour in Harajuku Tokyo & Dotonbori Osaka! Event has concluded</p>	<p>Nippon Travel Agency Australia x Japan Panoramic Tours Amazing Tokyo 20 Aug 2021 - 02 Oct 2021</p>
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The Event stats

How did we go?



Total Events
- 84



Report timeline



Deadline October 17

Submit the images and survey
for Japanaroo 2021

Deadline 21 January 2022

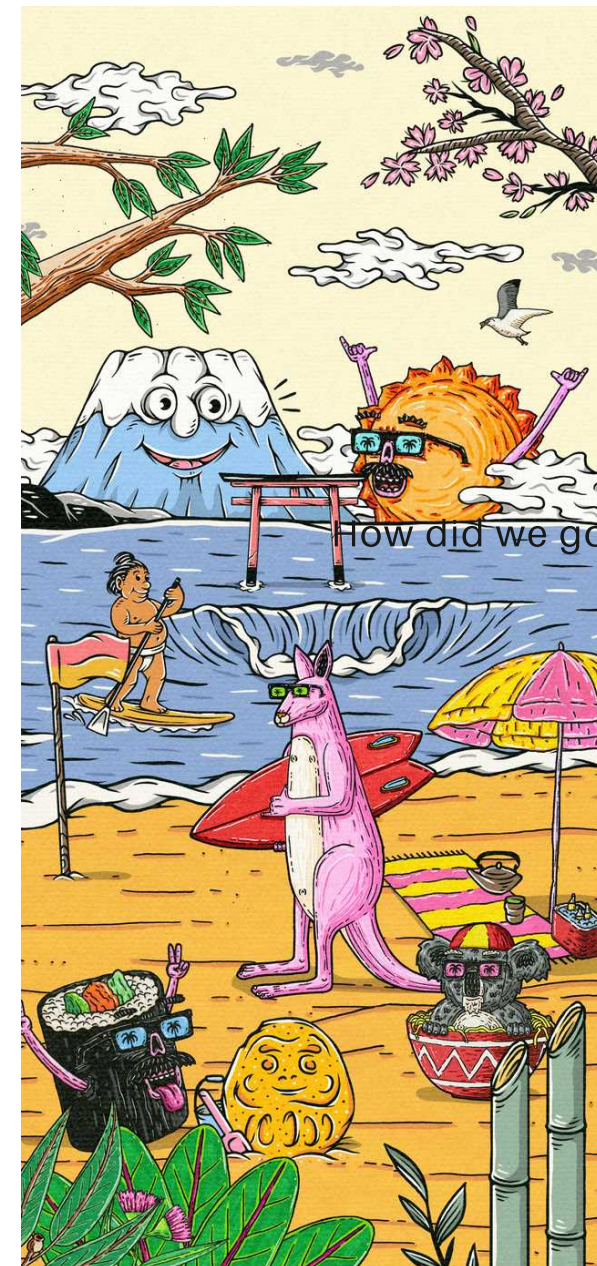
Submit the images and
survey for Japanaroo Plus

March 2022

Complete the Final
Report

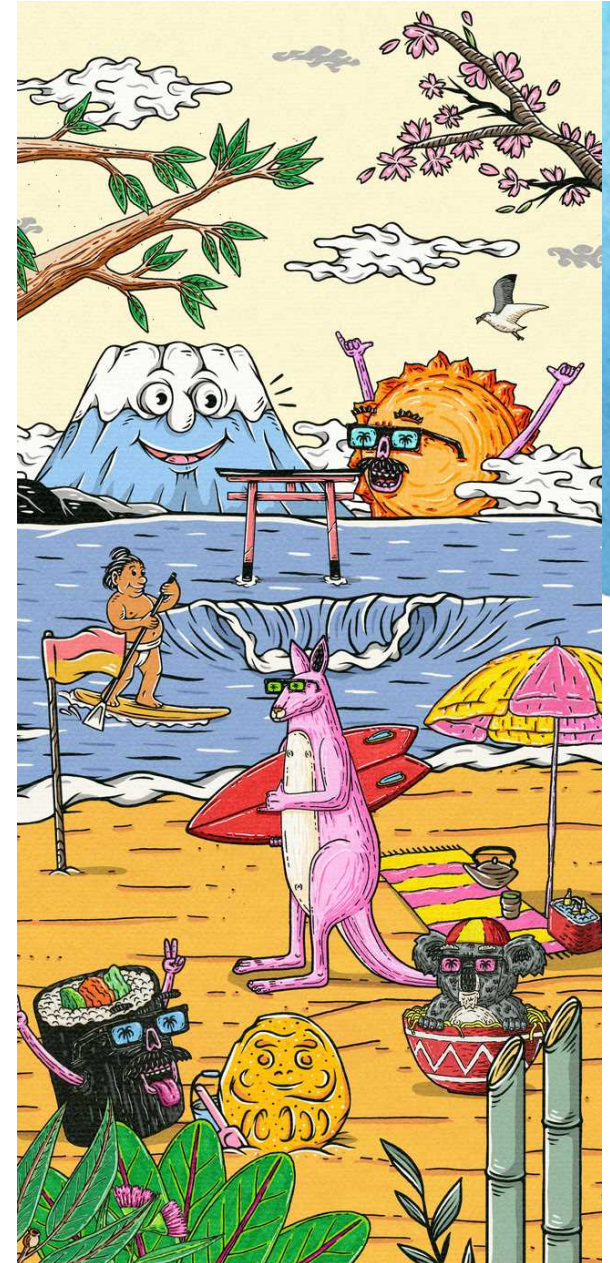
Highlights

- Ambassador Yamagami's Webinar
- Japanaroo Opening Night
- The University of Sydney Pandemic Round Table
- Ken Done online exhibition
- Range of online tours, sake tastings
- JNTO photo competition and a large amount of applicants



Challenges

- **Promoting public awareness**
- **Widening participation of Japan-related organisations, groups and companies**
- **Making events more enjoyable and entertaining**
- **Ensure sustainability of the Japanaroo initiative**





Publically announce Japanaroo+

Using Japanaroo website/SNS & Consulate-General of Japan in Sydney website/SNS



Continue promotion

through SNS, shares, posters etc. together



Support Event Organisers

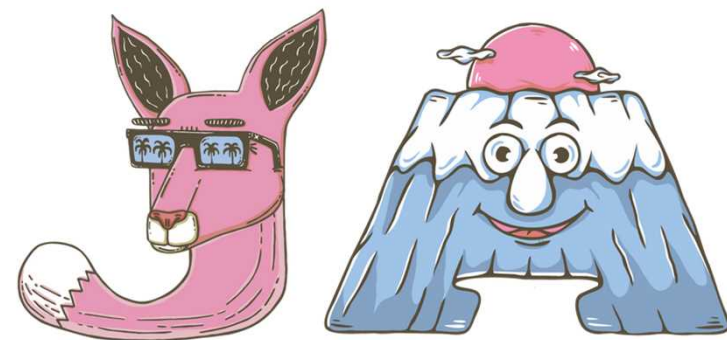
Where needed and with the website and event information sharing



Host Japanaroo+

In-person events all over Sydney and beyond!

Moving forward



TM

JAPANAROO 2021