

World Expo 2025 Osaka, Kansai – Australia Japan Foundation grant application information guide

Under the theme of Designing Future Society for Our Lives, World Expo 2025 Osaka, Kansai will take place in Osaka, Japan, over a six-month period from 13 April to 13 October 2025. Expo provides a unique opportunity to showcase the best of Australian business, innovation, exports, sports and culture to a highly influential global audience.

Australia's participation in Expo 2025 Osaka provides a platform to deepen our strategic, economic, and people to people ties with Japan; create new opportunities for Australia; and project a modern Australia to the world.

Australia will deliver on these objectives through a strategic **business program**; dynamic **cultural program**; and public-facing **visitor experience**; all hosted at the specially constructed Australia Pavilion.

All events hosted at the Australia Pavilion will align to [Australia's Expo Events Program Framework](#). The framework includes **programming pillars** that reflect Australia's key areas of focus with Japan and our **cross-cutting values**, both of which have been aligned to the official Osaka Expo Themes, Osaka Expo Theme Weeks, and the [United Nations Sustainable Development Goals](#).

You or your organisation may wish to apply for the [2024-25 Australia-Japan Foundation \(AJF\) grant](#) to support your participation at Expo 2025 Osaka. There are two main streams for participation.

Cultural Program

Your organisation may wish to apply for a 2024-25 AJF grant to support your participation in the Australia Pavilion's cultural program. To do so, please read the AJF grant guidelines on the [AJF website](#).

The cultural program will be a six-month program of Australian cultural and creative performances, activities and displays, conducted in and around the Australia Pavilion during the operating hours of the Expo (9am – 10pm). The program will play a definitive role in making the Australian pavilion a must-see destination.

The cultural program will be designed for a primarily Japanese audience and seeks to shift perceptions about Australia by highlighting our diversity, creativity and talent, sophisticated food and beverage offerings, and First Nations arts and culture. Proposals for the cultural program should align with the AJF grant guidelines, [Australia's strategic objectives](#) and our overarching theme for Expo 2025 Osaka, Chasing the Sun. You may also want to align your proposal with the **programming pillars** of [Australia's Events Programming Framework](#), though this is not mandatory for participation in the cultural program. You should consider how to incorporate our **cross-cutting values** of First Nations' priorities, gender equality and inclusion, regional collaboration, and/or sustainability into your proposal.

What type of cultural activity can my organisation host at the Australia Pavilion?

The cultural program will be held in the Australia Pavilion's public cultural precinct which consists of a forecourt stage and landscaped viewing area with casual seating and standing room (no dedicated theatre seating). The forecourt area may also incorporate a gathering (yarning) circle. Please see early design concepts of the cultural precinct [here](#).

The permanent forecourt stage will host daily performances and events. The stage has a capacity of 2 – 5 people and large format LED screens behind the stage area. The stage can support a range of

live and digital events, including music, dance, physical theatre, or film. The stage can also support workshops or demonstrations (for example, science, art, or cooking), fashion or design shows, and roaming performances that extend into the cultural precinct area. A fully integrated sound and lighting system is in place for the stage area. When there are no performances on stage, screen-based content will be played on the large format LED screens. Applicants can consider creating content for these screens rather than an in-person performance or event. This content could be played on a daily or weekly basis throughout the 184 days of Expo.

The cultural program will respond to the busy and transitory audience environment. Approximately 15,000 visitors per day are expected to the Australia Pavilion. Visitors will watch the cultural program while waiting to enter the visitor experience; while enjoying refreshments from the Australia Pavilion's food and beverage outlet; from the public concourse on the ground level; and/or from the top of the Expo site's grand timber ring. For this reason, the cultural program will need to be delivered in short grabs and be appealing to a transitory audience. Please be aware that the forecourt stage or the Australia Pavilion cannot accommodate a semi-permanent or permanent installation.

Collaboration or co-curation with Japanese counterparts or with other participating countries should be considered.

What is my organisation expected to provide for a cultural activity at the Australia Pavilion?

Your organisation will be responsible for all aspects of event/performance/activity ideation, curation, and coordination.

This includes formulating event/performance concepts and proposals; identifying and arranging for the attendance of relevant participants (including the payment of relevant fees), as well as the management of and payment of participant contracts, travel, and accommodation; captioning and translation (where relevant); and any transport and freight costs. Refer to the AJF grant guidelines for eligible expenditure and consider these when designing your application to ensure your organisation has adequate budget to cover these costs.

It is expected that performers will be engaged for a period of one to two weeks, with three to five performances per day at the Australia Pavilion. Performances will run on average between 15-30 minutes.

DFAT will provide your organisation with the event space at the Australia Pavilion (namely, the public stage); program management staff for the duration of your event/performances/activity; live interpretation for your event (if required, subject to availability); access to a green room; and AV and technology.

Business Program

Your organisation may wish to apply for a 2024-25 AJF grant to support your participation in an event in the Australia Pavilion's business program. To do so, please read the AJF grant guidelines on the [AJF website](#).

When designing your event proposal you should align your overall objectives with the AJF grant guidelines, [Expo program](#) and [Australia's strategic objectives](#). You should consider whether your event promotes and is of benefit to Australia; and whether and how it aligns with [Australia's Events Programming Framework](#).

You should choose a priority **programming pillar** for your event, and make sure your event advances our objectives for that particular pillar of engagement. If your grant application is successful, your

event will be allocated a date and time within the Expo Theme Week related to your chosen Program Pillar.

You should consider how to incorporate our **cross-cutting values** of gender equality and inclusion, First Nations' priorities, regional collaboration, and/or sustainability, into your event, for example inclusion in your event topic or theme, or through diversity in your speaker/s or attendees.

What type of event can my organisation host at the Australia Pavilion?

The Australian Pavilion special events precinct can support a range of different events, including panel discussions; seminars; speaker presentations; or workshops that maximise engagement, communication and outcomes to a wide range of audience in an open group setting. Please be aware the Australia Pavilion cannot accommodate a semi-permanent or permanent installation.

The Australia Pavilion has a variety of room types with the following capacities:

- Function room (80 pax roundtable seating; 110 pax theatre seating; or 115 pax networking reception)
- Outdoor terrace (80 pax standing)
- Boardroom (20 pax seated)
- Lounge (8 pax seated)

Events are expected to be a one-off event of between 90 minutes and 3 hours duration, held within the site opening hours of 9am to 10pm, and during the following approximate time slots: brunch (10am to 1pm); lunch (11am to 2pm); afternoon (2pm to 5pm); or dinner (6pm to 9pm).

What is my organisation expected to provide for an event at the Australia Pavilion?

Your organisation will be responsible for all aspects of event ideation, curation, and coordination. DFAT will provide an event management team to support the finalisation and delivery of your event.

This includes formulating event concepts, running order, and guest lists; identifying and arranging for the attendance of speakers, MCs, moderators, and other participants (including the payment of relevant fees), as well as the management of and payment of event participant contracts, travel, and accommodation; captioning and translation; and any transport and freight costs. Refer to the AJF grant guidelines for eligible expenditure and consider these when designing your application to ensure your organisation has adequate budget to cover these costs.

DFAT will provide your organisation with event space in the Australia Pavilion; a standard event food and beverage catering package for your event; event management staff to support finalisation and delivery of your event; wait staff for the duration of your event; live interpretation for your event (if required, subject to availability); and room AV and technology.