



AUSTRALIA
EXPO 2025 OSAKA, KANSAI

Communications Strategy

June 2024

EXECUTIVE SUMMARY

Australia will participate in Expo 2025 Osaka, Kansai (the Expo) from 13 April 2025 to 13 October 2025 under the pavilion theme of Chasing the Sun. This theme explores Australia's unique energy; our diverse and warm people, our talent and creativity, and our stunning natural environment. It provides a backdrop against which to pursue the full range of our bilateral interests with Japan.

The Expo will provide a unique opportunity for Australia to advance our national interests. Our strategic objectives for our participation are to: deepen Australia's relationship with Japan, create new opportunities for Australia, and project a modern Australia to the world.

Communications will play a key role in achieving these goals by maximising our engagement with target audiences and increasing the impact of our participation in the Expo. The Osaka Expo Taskforce (OETF) will lead the communications program, supported by a contracted communications agency with a presence in Japan.

The communications strategy identifies Australia's key messages and our target audiences. It serves as a roadmap that outlines the goals, tactics and channels to be used to build and maintain a strong reputation, raise awareness of Australia's participation and support the achievement of our strategic objectives.

Our target audience is divided into three core segments: Pavilion Stakeholders, Pavilion Champions (active supporters) and Pavilion Targets (passive audiences). We will tailor our approach to each segment accordingly.

The communications strategy will be implemented through five campaign stages, designed to build momentum up to the Expo, surging for the six-months of the Expo, and highlighting our successes. Our campaign has been timed to commence at a time that we expect interest in the Expo will be increasing and we will achieve the greatest return on investment.

- Stage 1: Elevate and Cultivate (Aug – Dec 2023)
- Stage 2: Inform and Inspire (Jan – Sep 2024)
- Stage 3: Celebrate and Countdown (Oct 2024 – Apr 2025)
- Stage 4: Game on (Apr 2025 – Oct 2025)
- Stage 5: Highlight (Oct 2025 – Nov 2025)

Campaign activities include content development, stakeholder engagement, launches and media events. The use of multiple channels such as social media, website and newsletter will assist us to maximise the impact of our campaigns.

Key challenges and risks will be addressed through the approach of the strategy. Challenges include:

- capturing the attention of Japanese audiences
- cutting through a crowded market
- ensuring clarity and coherence in our messaging amongst a broad range of interests.

Risks include:

- criticism connected to Australia's participation in the Expo
- communications fail to sufficiently engage target audiences
- communications budget is insufficient to fully deliver against this strategy.

This strategy will be updated as our planning progresses and as we receive further input from Tokyo and Osaka posts, our contracted communications agency and through market research.

INTRODUCTION

Under the theme of *Designing Future Society for Our Lives*, Expo 2025 Osaka Kansai (Expo) will run for 184 days from April 13 to October 13, 2025. Three major sub-themes that will align with physical zones within the Expo site: *Saving Lives*, *Empowering Lives* and *Connecting Lives*.

Australia's pavilion, located in the *Connecting Lives* zone, will offer an integrated visitor experience under the theme *Chasing the Sun*. This theme explores Australia's unique energy; our diverse and warm people, our talent and creativity, and our stunning natural environment.

A strong media and digital communications program will be crucial to Australia's success at Expo. Communications will be integrated into all aspects of our participation and will be implemented in campaign stages, building momentum before Expo commences, surging for the six-month event and highlighting our successes until the end of 2025.

Australia's Strategic Objectives for Expo 2025 Osaka

Australia's participation in Expo 2025 will be guided by and assessed against the following strategic objectives:

1. Deepen Australia's relationship with Japan
 - a. Strengthen strategic, economic and people-to-people ties between Australia and Japan
 - b. Collaborate with Japan on shared regional objectives
2. Create new opportunities for Australia
 - a. Promote Australia's dynamic and innovative economy on a global platform
 - b. Maximise trade and investment outcomes across priority sectors
 - c. Inspire travel to Australia for leisure, business and education to grow the visitor economy
 - d. Highlight Australia's contribution to solving global challenges, including with regional partners
3. Project a modern Australia to the world
 - a. Showcase Australia's vibrant, creative and diverse society
 - b. Embed First Nations perspectives, experiences and interests
 - c. Reflect Australia's leadership on gender equality and inclusion

Document Purpose

This Communications Strategy (the strategy) will ensure communications are consistent, on message and on brand and that we are communicating with the right people, at the right time, through the right channels. It will guide the planning, design and delivery of the communications program.

This strategy is a living document that will be informed by and amended as event and cultural programming, and partner/provider attraction progresses, to ensure the best possible outcomes for all stakeholders.

COMMUNICATIONS PROGRAM

Communications for Australia's participation in Expo 2025 will generate widespread media coverage in Japan and Australia in the lead up to, during and after Expo. A comprehensive, high-quality communications program will cut through the crowded Expo market to maximise engagement with target audiences. The program will be led by the Osaka Expo Taskforce (OETF) and be supported by a specialist communications agency in Japan.

Goals

1. Amplify Australia's key messages and interests, and actively support the achievement of our strategic objectives, maintaining a clear and consistent narrative throughout.
2. Raise awareness of and elicit support for Australia's participation.
3. Build strong engagement with stakeholders, the media and target audiences.

4. Attract visitors to the Australian pavilion.
5. Shift perceptions of Australia with a Japanese and global audience.
6. Elevate messaging from partners and providers for the Australian pavilion.
7. Protect Australia’s reputation both domestically and internationally.

Deliverables

The communications program will include, but is not limited to:

- Delivering a multi-year communications strategy and campaign
- Management of an external marketing and communications agency with a presence in Japan
- Communications support to maximise engagement with our opportunities and programming
- A unique visual identity for the Australian pavilion, including a logo and branding
- Develop and manage the official Australia Pavilion website
- Coordinated social media campaigns across multiple platforms
- Marketing and media events and public relations opportunities
- Connecting media to great stories to maximise media opportunities in Japan and Australia
- Media releases and alerts
- Digital and print communications materials
- Communications support and benefits delivery for Australia Pavilion partners
- Content creation including graphic design, photography and videography
- Collaborations and cross-promotion opportunities
- Market research testing perceptions of Australia with Japanese audiences
- Collaborating with the operations contractor and partners on collateral and merchandise to ensure appropriateness and consistency with branding and strategic objectives.
- Effective mitigation and management of adverse media coverage.
- Monitoring and reporting on coverage, reach and engagement.

Key Challenges and Associated Risks

Engaging successfully with Japanese audiences	<p>Clear messages, accurate and meaningful translation, and understanding cultural nuances, norms, and values is vital to building credibility and engagement. Understanding perceptions of Australia (and which perceptions we hope to shift), working with an experienced agency, establishing local partnerships and utilising Japanese preferred platforms will be effective strategies.</p>
Cutting through in a crowded market	<p>With 150+ participating nations and organisations vying for audience engagement and visitors, the Australian pavilion must stand out from the crowd. We will identify and understand our target audience, and use clear, creative and compelling content that is well-timed and resonates with them. Our branding, imagery, concepts and activations will be designed to attract engagement and visitors.</p>
Staying on our key messages	<p>With multiple themes and a broad range of objectives to address, a challenge for the communications program is our key messages getting lost amongst the noise. This strategy links our themes to our strategic objectives to deliver clear key messages and consistent language that anchor our content to specific goals.</p>
Managing our messaging to Australians	<p>Amongst financial pressures for Australians, Australia and the world, Australia’s investment in Expo 2025 Osaka at this time may attract negative attention. We will sensitively consider domestic messaging about Australia’s participation in Expo 2025.</p>

Ensuring our communications hit the mark	Our planning is informed by comprehensive consultation and market research to ensure we understand and align with stakeholder and audience needs and expectations. An experienced communications agency will further inform our communications approach.
Making the best use of a limited budget	We will plan a campaign that is carefully timed and utilises the most effective channels and content for maximum impact. Some funding from official partnerships will contribute to the communications budget to support the delivery of partner benefit commitments.

Measuring Success

In line with the overarching Monitoring and Evaluation Plan, monitoring will occur at all stages to identify potential risks and issues and ensure the achievement of critical milestones and outcomes. Adjustments will be made as necessary. Evaluation will assess the effectiveness, efficiency, and impact of our communications against our strategic objectives.

ALIGNING OUR MESSAGING WITH EXPO THEMES

Expo 2025 Osaka, Kansai theme - Designing Future Society for Our Lives

The Expo theme *Designing Future Society for our Lives* aims to encourage the global community to work together to create a sustainable and inclusive society that uses emerging sciences and evolving technologies to support social challenges. Aligned to this theme, Australia will project itself as an innovative, collaborative, forward-thinking nation. We will showcase our ability to adapt and respond to emerging challenges, and reaffirm our place as an innovative, collaborative partner in addressing global challenges.

Expo Subthemes

The Expo subthemes are *Saving Lives*, *Empowering Lives*, and *Connecting Lives*. With a view to contributing to the achievement of the Sustainable Development Goals (SDG's) and beyond, these encompass multiple issues:

- Saving Lives -> Issues that threaten people and life on earth
- Empowering Lives -> Challenges that lead to ensuring a happy and prosperous life for everyone
- Connecting Lives -> Challenges that lead to enrich society

The Australian pavilion is in the *Connecting Lives* zone, which focuses on engagement, building communities and enriching society.

AUSTRALIA PAVILION THEME: Chasing the Sun

Chasing the Sun explores Australia's unique energy; our diverse and warm people, our talent and creativity, and our stunning natural environment. To chase the sun is to dream big and maximise our potential to envisage inclusive future societies. The location of the Australian pavilion in the Connecting Lives zone intersects well with our theme. *Chasing the Sun* encapsulates Australia's connection to land, sea and sky, and the connections with each other and the world. It reflects our collaborative nature in embracing innovation, optimism, and opportunity for a better future.

VISUAL IDENTITY

The Australian pavilion uses a unique visual identity to align with our theme of *Chasing the Sun*. The logo and brand assets have been designed to cut through the crowded Expo market and offer a bright, fresh image of Australia. It leans into the enjoyment Japanese consumers derive from colourful branding and playful icons.

The Osaka Expo Taskforce and Austrade have agreed to a co-branding approach, where Nation Brand assets will be incorporated where appropriate.

The visual identity will be used on Australia Pavilion collateral, including printed and digital communications, uniforms, menus, signage, stationary and the Australian pavilion website. Branding guidelines provide a comprehensive guide on the use of the logo and visual identity. Partners will be provided with guidance on how to use the logo and branding in their own communications.

Logo Narrative

This image and its colour palette depict Australians connecting with the world and each other, coming together in a warm spirit of welcome. The rings of the circle are the heart of our nation. The swirling movement around the circle is about energy - as old as the heartbeat of our ancient continent itself, and as new as Country’s renewable resources - sun, wind, water. The dots depict the movement of our dynamic, creative people.



TARGET AUDIENCE AND KEY STAKEHOLDERS

Our target audience is divided into three core segments across Australian and Japanese audiences: Pavilion Stakeholders, Pavilion Champions and Pavilion Targets. Our approach to each segment will be tailored accordingly.

- **Stakeholders** - require regular and ongoing communication and consultation about our participation. They have a vested interest in the success of the Australian pavilion and the Expo. They may also be Champions.
- **Champions** – actively support Australia’s participation and have the ability to assist in message amplification by promoting our messages within their own networks.
- **Target Markets** – a passive audience that requires a proactive marketing approach to actively engage with the pavilion.

While visitors to the Australian pavilion will primarily be Japanese and the Japanese media (vs Australian media) will have the greatest interest, it is important to also engage Australian audiences to create awareness, understanding, support, and engagement in Expo and Australia’s participation.

With a strong digital presence and potential for streamed events, the program will also reach international audiences online. Visitors to the Australian pavilion will include leaders and decision-makers from other participating countries and audiences from around the world.

Primary Audience – STAKEHOLDERS

Regular and ongoing consultation about our participation in Expo

Australia	Japan
<ul style="list-style-type: none"> • Ministerial and Senior Executive stakeholders • NPP funded Commonwealth partner agencies - DFAT, Austrade, DISR, and Tourism Australia • Commonwealth agencies • Australian state and territory governments • DFAT geographic division, public diplomacy, Media Liaison Section, climate change, green economy • Pavilion partners and official providers • Australian peak business bodies, corporations and businesses with an interest in Japan and the region 	<ul style="list-style-type: none"> • The Expo Association • Australian government agencies in Japan including DFAT, Austrade, Education, DISR, Tourism Australia and DAWE • DFAT Tokyo post and Austrade Osaka post

Active Audience – CHAMPIONS

Will actively support our participation. Able to further promote our key messages/achievements to their own networks. May be consulted from time to time.

Australia	Japan
<ul style="list-style-type: none"> • Australia-Japan societies in Australia • Australia-Japan sister cities • Education institutions including ANU Japan Institute, AJRC • Scholarships and internship holders • Invited Australian guests/speakers/program hosts • Industry leaders and peak bodies (see example list below) • Educational institutions teaching Japanese in Australia 	<ul style="list-style-type: none"> • Australian business groups in Japan (ANZCCJ) • Japanese companies with business interests in Australia (JABCC members) • Educational institutions with links to Australia/Japan • Australia Pavilion visitors, including VIPs • Australian expats living in Japan with social media presence • Japanese cultural and other organisations with an interest in Australia, including tourism, education and special interest groups • Universities with links to Australian universities Pavilion staff

Secondary Audience - TARGET MARKETS

Passive audience who requires proactive engagement regarding our participation

Australia	Japan
<ul style="list-style-type: none"> • General public, including schools and universities who might not go to the Expo but might see our social media posts or Expo media coverage • Travellers to Japan considering visiting Expo • Business entities, including large corporations and SMEs with links to our key industry sectors – potential partners, providers or event curators • Australian media covering news, international relations, trade, investment and economic outcomes, industry-based publications and human-interest stories. • International audiences online 	<ul style="list-style-type: none"> • Local media, including both national media (some have correspondents in Australia) and Osaka regional media • General public (incl. internationals) – particularly those that might visit Expo • Japanese industry publications in our target sectors • International media with a direct interest in reporting on Expo including Japanese wire news agencies • Government of Japan including politicians, senior officials, and agencies with particular interest in Australia including MFA, METI, JETRO • Osaka regional politicians and officials • Investment entities and high-net worth individuals with links to our key industry sectors • Social media content creators targeting our key industry sectors, primarily travel, food and education • Japanese local media personalities, Australian/Japanese high-profile persons • Australian expat community living in Japan • Australia-Japan sister cities

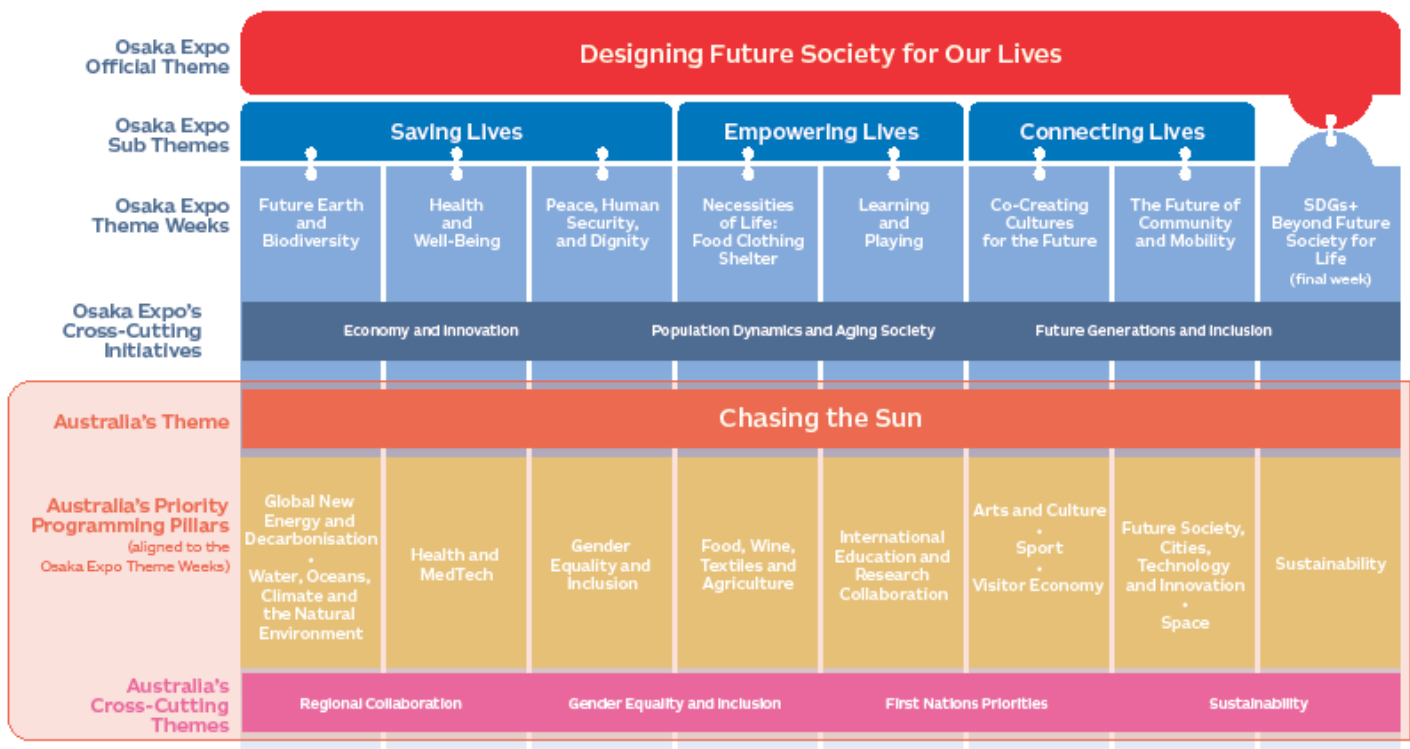
TELLING OUR STORY

Storylines, key messages and language will guide the stories that we tell and how we tell them. With multiple themes to align to and a broad range of objectives, a challenge for the communications program is to create targeted, clear, consistent and engaging content that supports the achievement of our strategic objectives.

In line with Nation Brand guidelines (<https://www.brandaustralia.com/>) our stories will endeavor to include elements of people, place and product with a positive and optimistic tone of voice. Detailed planning for each campaign stage and content will be outlined in supporting campaign implementation and social media plans. We will work with partners to align our key messages and language.

Communications Matrix

The matrix provides an overview of the themes and objectives that will shape our messaging.



Storylines, Key Messages and Language

Our storylines, key messages and language align directly to our objectives and guide the stories we tell, and how we tell them.

Storylines	Key Stories, Messages and Language
The Australia-Japan connection	<p><i>Australia's relationship with Japan is our closest and most mature in Asia and is fundamental to both countries' strategic and economic interests.</i></p> <ul style="list-style-type: none"> We share deep and longstanding trade, investment and community ties. We collaborate on shared interests globally and in our region. Our strong relationship supports new opportunities across multiple sectors.
Modern Australia	<p><i>Australia is a vibrant, creative and diverse society with many stories to share, including those of our First Nations peoples, which can enrich others.</i></p> <ul style="list-style-type: none"> Discover something new about Australia We are diverse, vibrant, creative and welcoming Embedding First Nations perspectives, experiences and interests We excel in research, design, innovation and science. Our social policy leadership on gender equality and inclusion World-class, vibrant and dynamic arts and culture

Storylines	Key Stories, Messages and Language
	<ul style="list-style-type: none"> Fresh produce and native Australian foods (including bush tucker) <p><i>Associated Australian policies, marketing campaigns and language</i></p> <p>Gender equality Australian Government Department of Foreign Affairs and Trade (dfat.gov.au)</p>
<p>See yourself in Australia</p>	<p><i>Australia is a friendly, safe and attractive place to visit with great opportunities for amazing experiences, quality education, and good work.</i></p> <ul style="list-style-type: none"> A land like no other, with unique wildlife, spectacular natural beauty and diversity of the environment. Unforgettable experiences and exciting adventures Chase the sun with us <p><i>Associated Australian policies, marketing campaigns and language</i></p> <ul style="list-style-type: none"> Tourism Australia: Come and say G’day; find your own adventure; be inspired Austrade Study Australia: discover your brilliant future self; we welcome you
<p>A strong and open economy</p>	<p><i>Australia is a safe and secure destination for investment with diverse opportunities beyond what we’re known for.</i></p> <ul style="list-style-type: none"> Australia’s economy is dynamic, innovative and resilient. We are a trusted supplier of high-quality goods and services, with diverse world-class products to offer. <p><i>Associated Australian policies, marketing campaigns and language</i></p> <ul style="list-style-type: none"> Austrade and Nation Brand: Only in Australia; Australia: open, prosperous and talented
<p>Australian innovation and leadership</p>	<p><i>Australia excels in research, design, innovation and science. 2025 marks 45 years of cooperation under the Australia-Japan Science and Technology Treaty.</i></p> <p><i>Australian innovation and capabilities range from agribusiness and biotechnology to space, sports performance, environment and energy.</i></p> <ul style="list-style-type: none"> We are a reliable and innovative academic research partner. We are a leader in critical and emerging technologies. We are a space nation, open for launch. We are a reliable innovative science and technology partner.
<p>A trusted global partner</p>	<p><i>Australia and Japan are part of a rich network of collaboration in the Indo-Pacific, helping to make progress towards the Sustainable Development Goals. We collaborate closely to support an open, inclusive and prosperous Indo-pacific region.</i></p> <ul style="list-style-type: none"> Collaborating for an open, inclusive and prosperous Indo-Pacific. A trusted partner in energy and resource security. We share a commitment to the clean energy transition. We deepen relationships while meeting climate goals. A strong steward and advocate for the environment. A committed partner for global climate action. A partner for green innovation and action. <p><i>Associated Australian policies, marketing campaigns and language</i></p> <p>Climate change Australian Government Department of Foreign Affairs and Trade</p>

Storylines	Key Stories, Messages and Language
	<p>Australia is committed to ambitious and practical action on climate change. We’re taking significant steps at home, in our region, and at the global level.</p> <p>Climate change - DCCEEW Environment - DCCEEW</p> <p>Improving stewardship and sustainable management of Australia’s environment. Protect our unique environment, biodiversity and heritage</p>
<p>Australia at Expo 2025 Osaka</p>	<ul style="list-style-type: none"> • Our objectives and priorities – what’s in it for Australia? • Pavilion progress • Promoting our official pavilion partners and providers • Chase the sun with our kangaroo mascot Ruby • Meet Team Australia – behind the scenes • What’s on at Australia Pavilion

CHANNELS

Digital	Media Engagement
<ul style="list-style-type: none"> • Social media • Website • Search Engine Optimization (SEO) • DFAT and stakeholder newsletters • Content creation – e.g. videos and infographics • Partner case studies • Expo partner opportunities 	<ul style="list-style-type: none"> • Media releases, media alerts, event invitations • Media relations and engagement with: <ul style="list-style-type: none"> - Australian, Japanese, international media - Dedicated Expo media channels - Media personalities and influencers - High-profile Australian/Japanese persons/thematic ambassadors (e.g. First Nations, Environment) • Boilerplate, fact sheets
Collaborations and Outreach	Offline Marketing & Branding
<ul style="list-style-type: none"> • Guidance provided to pavilion champions and partners to support sharing messaging and content • Pavilion-to-Pavilion cross promotions/programming initiatives • Sharable pavilion updates for channels belonging to pavilion champions and partners • Events prior to Expo – peak bodies, education institutes, trade shows, conferences, etc. • Soft power opportunities 	<ul style="list-style-type: none"> • Pavilion promotional slide deck and digital and printed brochures • Event branding and content curation for displays • Branded stationery e.g. menu cards, name tags • Branded merchandise , giveaways and gifts e.g. plush toys, clothing and accessories, collectible lapel pins, etc.

Preferred channels for Japanese audiences

While social media is the preferred option for social connection and sharing, mainstream media is still the preferred choice in Japan for accessing reliable news, with commercial and public television believed to be the most trustworthy source for reliable information across all age groups. We will ensure our messaging has a strong presence in the mainstream media platforms as well as social media.

SOCIAL MEDIA

Australia at Expo 2025 Osaka will leverage the existing social media accounts from Expo 2020 Dubai to take advantage of followers with cross-over interest in Australia’s Expo participation. Social media for the Australian pavilion will be implemented in line with DFAT’s social media policies, guidelines and procedures, and OETF’s communications strategy. Posts will be published in both English and Japanese with preference given to the most popular platforms in Japan.

As well as self-generated content, OETF will leverage content and re-posting opportunities from the Expo Association, the Department, partners and relevant stakeholders.

OETF will leverage the DFAT global social media network (domestic and posts) as well as develop content packs for Post Communication and Engagement Section (PCN/PUB) to distribute in the weekly [Post Communications Update email](#). Other Australian Government agency’s social media will provide additional channels to amplify our messaging. This includes Austrade, Tourism Australia and Department of Industry, Science and Resources.

Tone of voice

Our tone of voice reflects the unique personality of Australia and the Australian Pavilion.

- We are optimistic, sincere, creative, and friendly
- Use language that is active, positive, and present tense (where appropriate)
- Messages should be clear and concise

Social Media in Japan

The most popular platform in Japan is the messaging and social media app LINE, followed by YouTube, X (Twitter), Facebook and Instagram. LinkedIn is little used in Japan – Facebook is the preferred method for B2B connections and B2B sales. Instagram and X have larger growth rates, particularly among young people. More and more brands are using LINE as a complementary component to their marketing strategies due to the huge volume of targetable users. By creating a LINE Official Account, we could send direct messages to ‘friends’.

Social Media Handles

Facebook	Australia at Expo https://www.facebook.com/AustraliaatExpo
Instagram	@AustraliaatExpo
X	Pavilion account - @australiaatexpo Commissioner General’s account - @AusCG_Expo
LinkedIn	Australia at Expo 2025 Osaka, Kansai LinkedIn
YouTube	DFAT YouTube account using an Expo playlist https://www.youtube.com/user/dfat
DFAT and Ministerial accounts	
Facebook	https://www.facebook.com/dfat.gov.au https://www.facebook.com/AustraliaInJPN https://www.facebook.com/ausjapanfoundation TTM: Don Farrell Adelaide SA (facebook.com) FM: Penny Wong - Senator for SA (facebook.com) Assistant Minister for Foreign Affairs: Tim Watts MP Melbourne VIC Facebook Minister for International Development & the Pacific Pat Conroy MP Belmont NSW Facebook

Instagram	https://www.instagram.com/dfat/ https://www.instagram.com/AusJapanFoundation/ @senator.farrell @senatorpennywong https://www.instagram.com/timwattsmp/ Pat Conroy MP (@patconroymp) • Instagram photos and videos
X	http://twitter.com/DFAT https://twitter.com/AustraliaInJPN https://twitter.com/ausambjpn https://twitter.com/SenatorWong?s=20&t=pXTlwk1OTRTBdGc2ERJZag DFAT Trade Talk (@DFAT_TradeTalk) / Twitter https://www.timwatts.net.au/img/twitter.png Pat Conroy MP (@PatConroy1) / Twitter
LinkedIn	Australian Department of Foreign Affairs and Trade: Company Page Admin LinkedIn Ambassador for First Nations People: Overview LinkedIn

Social media posts will be accompanied by relevant hashtags. This includes a core set of tags that are always used and then additional tags relevant to the content discussion.

Core tags English	#AusAtExpo #Expo2025 #ChasingtheSun #Expo2025Osaka #AustralianPavilion
Core tags Japanese	#オーストラリア館 #オーストラリアパビリオン #オーストラリア #大阪・関西万博 #大阪関西万博 (for Insta and FB)
Content tags	Include the official tag/account name relevant to the content, e.g. Partner accounts, performers, guest speakers, government agencies, etc.
Pillar/Sector tags	should be referenced if applicable to the content e.g. #VisitAustralia #StudyInAustralia #InvestInAustralia #BuyAustralian #NewEnergy #WomenInSTEM etc.

WEBSITE

www.expoaustralia.gov.au

The Australia Pavilion website will be the main source of truth for all information relating to our involvement at Expo. The website will be designed so that OETF staff can make basic content updates to the website.

Website content will be available in English and Japanese and provide concise, easily accessible information with limited touch points.