

# Expo 2025 Osaka - Australia Pavilion – Friends of the Australia Pavilion and Australia Pavilion Program Curators Guide

July 2024

*This guide is to assist Friends of the Australia Pavilion and Australia Pavilion Program Curators (both recognised collectively as official event curators) to develop and propose events that could be hosted in the Australia Pavilion and in support of Australia's strategic objectives at Expo 2025 Osaka*

## Australia's participation at Expo

Australia will participate in the World Expo 2025 (Expo) in Osaka, Japan, over a six-month period from 13 April to 13 October 2025. Expo provides an unparalleled opportunity to showcase the best of Australian business, innovation, exports, sports and culture to a highly influential global audience.

The Department of Foreign Affairs and Trade (DFAT) is leading Australia's preparations and participation on behalf of the Australian Government. This includes coordinating the development of a multisector strategic events program comprising of business, diplomatic and cultural events, which will be hosted by the Australia Pavilion at Expo. These events will provide an exclusive opportunity to influence both business and policy discussions across an extensive range of topics designed to advance Australia's national interests in Japan and the region.

## Australia's events program framework

All events in the Australia Pavilion will align to [Australia's Events Program Framework](#).

The Framework includes programming pillars which reflect Australia's focal sectors with Japan, and our cross-cutting values, both of which have been integrated with the official Osaka Expo Themes, Osaka Expo Theme Weeks, and the [United Nations Sustainable Development Goals](#).

Our strategic objectives under each programming pillar will be prosecuted through a sub-program of aligned events. Anchoring the event activity for each pillar will be at least one Commonwealth Flagship Event targeting high officials. Other events within each programming pillar will be led by our event stakeholders such as Commonwealth government agencies, state and territory government partners, official corporate partners, and official event curators.

## Official event curator partnership packages

There are two distinct opportunities for Australian organisations to curate events at Expo.

### ***Friends of the Australia Pavilion***

We are actively seeking to collaborate with non-corporate, not-for-profit organisations that have the capability to curate events on behalf of Australia as "Friends of the Australia Pavilion".

This category targets non-corporate entities such as not-for-profit organisations, community groups, foundations, and business networks. To be eligible, your organisation must not operate for profit or for the personal gain or benefit of particular people. Your organisation's assets and income must be applied solely to further its objectives, with no portion distributed to members except as genuine compensation.

As a Friend of the Australia Pavilion, your organisation will provide curatorial services towards the planning, implementation, and delivery of an event in the Australia Pavilion. This may include (but is not limited to): designing, planning, and hosting events; arranging and confirming attendance of speakers, special guests and participants; managing event participation contracts, travel, and

accommodation; and any associated logistical support. DFAT will retain the discretion to approve, and if necessary, amend or vary, all aspects of curation as proposed by your organisation.

If your organisation is selected to be a Friend of the Australia Pavilion, DFAT may provide discretionary funding capped at AUD 7,000 (excluding GST/TAX) to cover costs related to your event at Expo. If the cost of the event exceeds this amount your organisation will be required to fund the shortfall, potentially in collaboration with your other stakeholders or partners.

Organisations that wish to be considered as a Friend of the Australia Pavilion will need to submit an Expression of Interest form through our [Smartygrants portal](#). We will be open to receiving event proposals for official event curatorship from **July 2024 to 31 December 2024**.

### **Australia Pavilion Program Curators**

We are actively seeking to partner with corporate or for-profit organisations that have the capability to curate events on behalf of Australia as a value-in-kind contribution to our official events program.

Your event must enhance Australia’s presence at Expo and have a strong value proposition that will benefit Australia. More information on how you will be required to design your event is described below.

This category targets corporate entities that are considered small to medium enterprises. To be eligible, your organisation must have fewer than 200 employees and an annual turnover of AUD\$50 million or less.

As an Australia Pavilion Program Curator your organisation will provide value-in-kind event curation services for an event. Value-in-kind curatorial services may include (but are not limited to): designing, planning, and hosting events; arranging and confirming attendance of speakers, special guests and participants; managing event participation contracts, travel, and accommodation; and any associated logistical support. DFAT will retain the discretion to approve, and if necessary, amend or vary, all aspects of curation as proposed by your organisation.

Should the value of the services exceed AUD\$249,000, your Program Curator partnership will be upgraded to a value-in-kind partnership at the tier of the services’ value. The respective benefits package for Official Providers are described in the [Australia Pavilion Partnership Prospectus](#).

Organisations that wish to be considered for an Australia Pavilion Program Curator partnership will need to submit an Expression of Interest form through our [Smartygrants portal](#). We will be open to receiving event proposals for official event curatorship from **July 2024 to 31 December 2024**.

### **What is the difference between official event curators and corporate partnership entitlements?**

The following table compares the benefits offered by the different streams of cash partnership and the more limited benefits offered to Friends of the Australia Pavilion and Australia Pavilion Program Curators.

Benefit	Bronze partners hip	Silver partners hip	Gold partners hip	Platinum partners hip	Friends of the Australia Pavilion	Australia Pavilion Program Curators (under AUD\$249,000)
Invite-only gala event up to 72 pax, 3 hour block and VIP	-	1	1	2	-	1 (no VIP tour) OR VIP event; OR



<b>visitor experience tour</b>						Aussie BBQ
<b>Invite-only event – up to 100 pax, 3 hour block</b>	1	1	1	2	1 OR Aussie BBQ	1 OR VIP Gala; OR Aussie BBQ
<b>Invite-only dining experience</b>	-	-	1	4	-	-
<b>Weekend corporate entertainment package</b>	-	-	1	1	-	-
<b>Aussie BBQ</b>	-	1	2	1	1 OR VIP event	1 OR VIP Gala; OR VIP event
<b>Expo entry tickets for event guests on day of event</b>	Yes	Yes	Yes	Yes	Yes	Yes
<b>Expo accreditation for representatives</b>	-	1	2	2	-	-
<b>Fast Track Australia Pavilion visitor experience guest passes for up to 4 pax</b>	2	3	3	5	-	-
<b>Visitor experience guided tour for up to 10 pax, light refreshments in VIP space</b>	1	2	4	6	-	-
<b>Additional business guest entry tickets for visitor experience</b>	10	20	40	60	-	-

### How does my organisation design an event?

Your event must enhance Australia’s presence at Expo and meet Australia’s operational requirements for events in the Australian Pavilion. In considering whether a particular event proposal meets Australia’s requirements, we will consider a range of factors such as the proposed event’s contribution to Australia’s strategic objectives, how the event aligns with Australia’s Integrated Events Programming Framework, whether the event has a strong value proposition and will benefit Australia, whether there is a clear target audience, and whether the event will enhance Australia’s standing at Expo.

When designing your event proposal, you should first align your overall objectives with the [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](#).

After reviewing these documents, you should choose a programming pillar for your event and align your event to the scope and goals of the pillar. It is important your event works to advance our objectives for that particular pillar of engagement. If your application is successful, your event may be allocated a date and time within the Expo Theme Week related to your chosen pillar, depending on calendar availability. You may also nominate timing outside of the Expo Theme Weeks.

Indigenous Peoples Week (also known as Te Aratini week) will be held during Expo from 4 – 10 August 2025. This event seeks to showcase Indigenous cultures, traditions, and contributions, amplify the voices of Indigenous communities, and bring First Nations' perspectives to the forefront of conversations taking place at Expo. You may wish to nominate event timing during this week.

When designing your event, you should consider whether you are able to incorporate our cross-cutting values of gender equality and inclusion, First Nations' priorities, regional collaboration, or sustainability, into some aspect of your event, including into your event topic or theme, or by ensuring diversity in your speaker/s or attendees. It is also possible to submit an event that solely relates to one or more of these values, which may also be programmed in the non-Expo Theme Week periods.

A table included at the back of this document at Annexure A contains more detailed information of each programming pillar and the corresponding Expo Theme Week and may assist you with this process.

We recommend you **plan your event well in advance and have clearly articulated goals**. Your event should have a strong value proposition with clear goals, tangible outcomes and success measures.

You should **know your target audience**. It is essential that the structure and format of your event considers who the audience will be. The overall event narrative should be appealing to the identified target audience.

Where possible, **keep it simple**. We encourage participants to think about the ease of delivery. The Australia Pavilion is expected to host multiple delegations each day and in this high-volume environment events that require complex logistics are more challenging to deliver effectively.

You could also **consider opportunities for regional or international collaboration**. Regional or international collaboration on events can be a powerful mechanism for creating opportunities to engage with visiting delegations during Expo. There will be over 150 nations and international organisations participating in Expo.

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

The Australia Pavilion special events precinct (invitation only) will be capable of catering to a diverse range of event styles, including:

- business networking events
- panel discussions
- working lunches
- formal sit-down dinners
- seminars
- workshops
- speaker presentations

The Pavilion will also have a public cultural precinct which will feature a small stage (2 – 5 person capacity) and large format LED screens behind the stage area, with casual seating and standing room (but no dedicated theatre seating). The stage can support a range of live and digital events. A fully integrated sound and lighting system is in place for the stage area.

Invitation only events in the Australia Pavilion are expected to be a maximum of three hours and must be held within the Expo site opening hours of 9 am to 10 pm. Most events will be held during the working week. Formal events are expected to be held during the following time slots: brunch (10am to 1pm); lunch (11am to 2pm); and dinner (6pm to 9pm). Networking functions of up to three hours may

also be held at flexible times within the Expo site opening hours, for example, functions held in the afternoon (2pm to 5pm).

**Friends of the Australia Pavilion** will be entitled to propose one invite-only event of up to 100 people for 3 hours maximum; **or** an invite-only VIP BBQ on our outdoor terrace for up to 80 people for 3 hours maximum.

**Australia Pavilion Program Curators** will be entitled to propose one invite-only Gala event for up to 80 people for 3 hours maximum; **or** one invite-only event of up to 100 people for 3 hours maximum; **or** an invite-only BBQ on our outdoor terrace for up to 80 people for 3 hours maximum.

As part of your Expression of Interest application, you will be able to nominate a preferred event style, number of attendees, date and timing, for DFAT's consideration and approval. We are also happy to talk with you about which event format is optimal for your objectives and target audience.

## **What is my organisation expected to provide as an official event curator?**

### **Friends of the Australia Pavilion**

If your application is successful, your organisation will be expected to provide curatorial support for your event, including but not limited to formulating event concepts, run-sheets, and guest lists; identifying and arranging for the attendance of speakers, MCs, moderators, and other participants (including payment of fees), as well as the management of and payment for their event participant contracts, travel, and accommodation; captioning and translation; and any transport and freight costs.

DFAT will retain the discretion to approve, and if necessary, amend or vary, all aspects of event curation as described in this section.

DFAT may provide discretionary funding capped at AUD 7,000 (excluding GST/TAX) to cover costs related to your event at Expo. If the cost of the exceeds this amount your organisation will be required to fund the shortfall, potentially in collaboration with your other stakeholders or partners.

### **Australia Pavilion Program Curators**

Australia Pavilion Program Curators constitute a value-in-kind partnership arrangement, wherein Program Curators fund their contribution to the events program.

If your application is successful, your organisation will be expected to provide curatorial support for your event, including but not limited to formulating event concepts, run-sheets, and guest lists; identifying and arranging for the attendance of speakers, MCs, moderators, and other participants (including payment of fees), as well as the management of and payment for event participant contracts, travel, and accommodation; captioning and translation; any transport and freight costs; and all costs associated with staffing/resourcing the above. DFAT will retain the discretion to approve, and if necessary, amend or vary, all aspects of curation as described in this section.

## **What support will DFAT provide for my organisation's event?**

If your application is successful, DFAT will, inter alia, provide your organisation with event space in the Australia Pavilion; and through our event management team, distribute invitations and site tickets to your guests; manage guest registration and arrival processes; organise table settings and seating arrangements according to your stipulated requirements; provide a standard event food and beverage catering package; supply wait and event management staff for the duration of your event; supply live interpretation for your event (if required, subject to availability); and allow the use of room AV and technology.

For organisations successful in their application for an Australia Pavilion Program Curator partnership for a value-in-kind contribution exceeding AUD\$249,000, you will also be entitled to the partnership benefits equivalent to your chosen partnership tier.

**What support will be provided at Expo for my organisation's event?**

The Australia Pavilion will employ an event management team that will provide professional event planning and management support services to the Australia Pavilion.

**My question has not been answered here. Who do I reach out to?**

If you would like more information or would like to discuss your event proposal further, please contact [expopartnerships@dfat.gov.au](mailto:expopartnerships@dfat.gov.au).

## Annexure A: Australia Pavilion programming pillars and alignment with Expo Theme Weeks

<p><b>Australian Program Pillar:</b> Global New Energy and Decarbonisation</p> <p><b>Pillar Goals:</b> To attract further collaboration and investment in green innovation and to drive demand for our green exports including clean energy, resources and carbon offsets and showcase Australia as a leader in clean energy, with investment and collaboration across multiple technologies.</p> <p><b>Scope:</b> Green hydrogen, fuel ammonia &amp; future fuels, renewables, green steel, green mining, critical minerals, green transport/freight/shipping, electrolyzers, batteries, energy solutions, green energy transmission infrastructure, modern manufacturing, CCS &amp; CCU, carbon farming carbon markets, low emissions technologies, energy efficiency, circular economy</p> <p><b>Expo Theme Week:</b> The Future of Earth and Biodiversity Week</p>
<p><b>Australian Program Pillar:</b> Water, Oceans, Climate and the Natural Environment</p> <p><b>Pillar Goals:</b> To influence perceptions of Australia as a strong environmental steward and a strong partner for sustainability and climate action in the region</p> <p><b>Scope:</b> Blue economy, blue carbon, reefs &amp; tropical marine environment, Antarctic environment, climate change &amp; oceans, resources &amp; fisheries management, The Asia Pacific region, plastics, pollution, maritime collaboration, climate adaptation, natural resource management</p> <p><b>Expo Theme Week:</b> The Future of Earth and Biodiversity Week</p>
<p><b>Australian Program Pillar:</b> Health Med and BioTech</p> <p><b>Pillar Goals:</b> To deepen connections between Australian and Japanese researchers in academia and industry to promote a high-quality health sector, with clinical capabilities and a streamlined regulatory system. Connecting our health innovation ecosystems and providing a platform to showcase world-leading emerging technologies.</p> <p><b>Scope:</b> Digital health, healthcare services, MedTech, biotechnology, medical trials, health in space, modern manufacturing</p> <p><b>Expo Theme Week:</b> Health and Well-being Week</p>
<p><b>Australian Thematic Pillar:</b> Gender Equality and Inclusion</p> <p><b>Pillar Goals:</b> A society of diversity, gender, equality and inclusion across sectors including STEM, sports and business.</p> <p><b>Scope:</b> Women in business, sport, science, and leadership.</p> <p><b>Expo Theme Week:</b> Peace, Human Security and Dignity Week</p>
<p><b>Australian Program Pillar:</b> Food, Wine, Textiles and Agriculture</p>

**Pillar Goals:** Position Australia as a gateway to Asia, and build B2B links with Japanese firms, using Australian processing and manufacturing capabilities, and supply chains, to sell to the world. Reinforce Australia as a clean, safe, sustainable and high-quality provider of food and agricultural produce, and a trusted and reliable supplier. Position Australia as a leader in food and agricultural innovation and attracting investment into our sectors.

**Scope:** Wine & spirits, beef, bush foods & botanicals, fibre/textiles, food security, AgTech, future proteins, future feed, fisheries, forestry

**Expo Theme Week:** Necessities of Life: Food, Clothing and Shelter Week

**Australian Program Pillar:** International Education and Research Collaboration

**Pillar Goals:** Increase the numbers of Japanese, South-East Asian and Pacific students studying in Australia. Highlight and leverage the many sister school linkages and exchanges between our countries. Plug skills gaps for Australia through targeted education and training. Advance New Colombo Plan strategic goals with people-to-people links in our region. Connect with B2B education providers to help sell Australian education. Attract post-graduate researchers to join cutting edge research here, including through Australia-Japan collaborations, at high calibre institutions. Promote transnational education pilots currently underway in our region and with key partners and opportunities for further collaboration.

**Scope:** Alumni, people-to-people connections, international research & development collaboration, international education, sister schools

**Expo Theme Week:** Learning and Playing Week

**Australian Program Pillar:** Visitor Economy

**Pillar Goals:** To attract Japanese visitors, students and talent to Australia. To attract increased tourists to Australia and seek investment in our tourism industry and infrastructure. Market Australia as the destination for Southeast Asia meetings, incentives, conferences and exhibitions. Connect with marketing and distribution partners in Japan to help them sell Australia. Promote investment opportunities in our tourism sector and visitor infrastructure. Promote Australia as a destination for young Japanese people on a working holiday and studying abroad. Promote First Nations businesses involved in tourism and authentic products like bush foods/botanicals.

**Scope:** Tourism, people-to-people connections, happiness and fulfilment

**Expo Theme Week:** Co-creating Cultures for the Future Week

**Australian Program Pillar:** Sport

**Pillar Goals:** Over the next decade, Australia will be hosting a series of the world's greatest sporting events, including the 2032 Olympics and Paralympics in Brisbane, the Commonwealth Games and the Rugby World Cup. Attract visitors and athletes to our events and attract further large sporting events to Australia. Demonstrate Australia is a sports destination for Japanese athletes in baseball, basketball, soccer and other sporting events. Increase investment and commercial collaboration for our sports performance, coaching and technology.



<p><b>Scope:</b> Sport tech, digital games, sports diplomacy, sport in the Pacific, Large events [Commonwealth Games, Olympics, Rugby World Cup], sports inclusion</p> <p><b>Expo Theme Week:</b> Co-creating Cultures for the Future Week</p>
<p>Australian Program Pillar: Arts and Culture</p> <p><b>Pillar Goals:</b> To further cultural and creative links between our societies. Increase linkages between GLAM institution leaders. Increase opportunities for cultural and artistic exchange.</p> <p><b>Scope:</b> Indigenous art, Designers, Arts inclusion, AI &amp; the arts, Music &amp; dance</p> <p><b>Expo Theme Week:</b> Co-creating Cultures for the Future Week</p>
<p><b>Australian Program Pillar:</b> Future Society, Cities, Technology and Innovation</p> <p><b>Pillar Goals:</b> To attract further collaboration and investment in technological innovations that will improve the way we live in the future. To deepen the connections between Australian and Japanese innovators, around areas of mutual interest.</p> <p><b>Scope:</b> Critical minerals &amp; critical minerals processing, resources technology, robotics &amp; advanced bionics, AI, quantum, big data, IOT, drones, flying cars/transport, digital infrastructure, modern manufacturing, Digttech, smart cities, architecture, liveability.</p> <p><b>Expo Theme Week:</b> The Future of Community and Mobility Week</p>
<p>Australian Program Pillar: Space</p> <p><b>Pillar Goals:</b> Deepen our relationship with JAXA and Japan and support the development of the space industry in our region.</p> <p><b>Scope:</b> Launch, Rockets and hypersonics, satellite data, earth observation, space objects observation, telemetry, tracking &amp; control, domain awareness, IOT &amp; space, modern manufacturing, health in space, astronomy &amp; square kilometre array, autonomous systems.</p> <p><b>Expo Theme Week:</b> The Future of Community and Mobility Week</p>

Thematic Pillar: Sustainability

**Pillar Goals:** Show the opportunities afforded by the SDGs for cooperation, growth and prosperity for all, and sharing with the world the best of Australian innovation, ingenuity and partnerships in building a stronger future. On environment, showcase progress Australia has made on environmental issues and show Australia is a committed partner for global climate action in achieving the SDG goals. On economic goals, showing our ongoing efforts to secure sustainable and inclusive economic growth that benefits all, using modern and innovative mechanisms. On social goals, showing our work with public and private partners in the region to eradicate poverty and protect livelihoods, health and wellbeing.

**Scope:** Achieving SDGs, promoting sustainable development and ensuring the peace and prosperity of people across the world, protecting the environment, providing access to opportunity and services, safeguarding human rights and democracy, maintaining strong and accessible institutions, creating inclusive economies, empowering diverse and supportive communities and protecting our Aboriginal and Torres Strait Islander cultures and heritage.

**Osaka Expo Theme:** SDGs + Beyond Future Society for Life Week