

Meet Ruby the Roo – Australia's official Expo 2025 mascot

G'day! Meet Ruby the souvenir kangaroo, who's hopping her way to World Expo 2025 in Osaka as the official mascot of the Australia Pavilion!

Who is Ruby?

Ruby the souvenir kangaroo is Tourism Australia's Brand Ambassador, known for her warm, welcoming personality and love for exploring Australia's incredible landscapes.

Ruby first hopped into the spotlight in the 'Come and Say G'day' Tourism Australia global campaign. Voiced by Australian actress Rose Byrne, she's a curious traveller, always encouraging people to discover the magic of Australia. From the Great Barrier Reef to Uluru, Ruby showcases the beauty, culture, and spirit of Australia.

Come say G'day!

At World Expo 2025 Osaka, Ruby will extend a warm welcome to visitors of the Australia Pavilion, which is themed 'Chasing the Sun' – celebrating Australia's energy, creativity, and breathtaking environment. She will greet guests, join business and cultural events, and even appear on stage!

Whether it's snapping a photo with visitors or sharing a high-five, Ruby is ready to make pouch-loads of new friends!

Ruby is ready to welcome the world with open arms. Whether you're visiting the pavilion or enjoying the interactive experiences, Australia at Expo 2025 is all about fun, discovery, and adventure.

Are you ready to Chase the Sun with Ruby the Roo? See you in Osaka!



Meet Koko the Koala – Welcoming and entertaining visitors at the Australia Pavilion

Koko the Koala is set to charm visitors at World Expo 2025 Osaka! Hailing from the lush eucalyptus forests of Queensland, Australia, Koko is an adventurous and free-spirited koala who embodies the beauty, curiosity, and charm of Australia's unique wildlife. As one of Australia's most beloved native animals, Koko is the perfect ambassador to help showcase the country's rich culture, innovation, and natural heritage at the Australia Pavilion

Why is Koko at Expo 2025 Osaka?

Australia is committed to protecting its natural heritage while embracing a sustainable future. Koko shares this passion for conservation and was chosen by the Australia Pavilion team for her inspiring spirit and ability to connect with people of all ages. Eager to share the wonders of Australia, Koko is ready to greet visitors from across the globe.

Koko, with her free-spirited and curious personality, perfectly aligns with the Australia Pavilion theme 'Chasing the Sun', representing the warmth, adventure, and natural beauty of Australia. She serves as a reminder of the importance of sustainability and conservation in building a better world for future generations.



Koko's role and partnership with Ruby the Souvenir Kangaroo

Koko joins forces with Ruby the Souvenir Kangaroo, the official mascot of the Australia Pavilion and Tourism Australia's Brand Ambassador. She's the perfect companion to Ruby's boundless energy!

Together, they will welcome visitors, participate in cultural and business events, and bring Australia's stories to life. Through their collaboration, they symbolise the harmonious diversity of Australia's wildlife and invite the world to explore the nation's natural beauty and innovation.

With her friendly nature and love of adventure, Koko ensures that every visitor leaves with a deeper appreciation for Australia's incredible landscapes, wildlife, and commitment to sustainability. She will inspire curiosity and a sense of wonder, encouraging guests to learn more about Australia's efforts to protect its unique flora and fauna.

Café Koko

Located in the public zone, Café Koko brings a taste of everyday Australia to World Expo 2025 Osaka. The menu features casual favourites that showcase native ingredients and bold, familiar flavours, offering everything from pepper berry-spiced salmon bowls and honey-glazed lamb ribs to the iconic Vegemite and ham toastie, a playful take on one of Australia's most recognisable staples. Whether visitors stop in for a flat white or a hearty snack, Café Koko captures the warmth and character of Australia's café culture.

Don't miss the chance to meet Koko and Ruby at the Australia Pavilion at Expo 2025 Osaka!