



AUSTRALIA-JAPAN FOUNDATION STRATEGIC PLAN 2007-2010

Mission Statement

Australia – Japan: Broadening interests in a growing strategic relationship.

Function of the Board

The function of the Board is to *strengthen the Australia-Japan relationship in ways that support Australia's foreign and trade policy interests* (AJF Orders in Council, 30 November 2006).

Objectives

The objectives of the Australia-Japan Foundation (AJF) are:

- (i) to increase awareness and understanding in Japan of shared interests with Australia;
- (ii) to increase awareness and understanding in Australia of the importance of Japan to Australia as an economic and strategic partner; and
- (iii) to increase recognition in Japan of Australian excellence and expertise.

Themes

To achieve its objectives, the AJF will deliver high quality programs and projects under the following five themes:

- 1) Economics and Trade** - The promotion and expansion of Australia's trade and investment relationship with Japan
- 2) Security and Regional/International Relations** - Australia and Japan's shared contribution to promoting peace and stability in the region and globally
- 3) Education and Science** - Cooperation between individuals and institutions in Australia and Japan which enhances research and teaching in contemporary areas of mutual interest
- 4) Society and Culture** - Professional, community and institutional linkages between Australia and Japan which enhance mutual understanding, friendship and goodwill
- 5) Communication, Information and Advocacy** - The development and distribution of comprehensive, relevant and up-to-date information about Australia-Japan relations, and projecting an accurate and positive image of Australia in Japan.

Goals/Priorities

- . Increase public and corporate awareness of, and facilitate informed discussion on, the mutual importance of the Australia-Japan **economic relationship**
- . Increase public and corporate awareness of, and facilitate informed discussion on, the emerging bilateral **security relationship** between Australia and Japan
- . Promote **cultural and social research, dialogue and exchange** in areas that improve the understanding of, or directly impact on, the bilateral relationship, including in a regional context
- . Encourage the development of Australia-Japan **partnerships on contemporary issues of shared interest** such as ageing, social change, gender, environment, innovation, technology
- . Support the development of **Australian studies in Japan**, and where appropriate, of **Japanese studies in Australia**
- . Maintain high quality and accessible **information** about the broader Australia-Japan relationship
- . Contribute to the development of **communication and advocacy** programs in Australia and Japan which strengthen the bilateral relationship.

Implementation

The AJF will achieve its objectives by engaging individuals and organisations to deliver projects in Australia and Japan with the expectation that they will become self sustaining. Recognising the importance of media, community and grass roots support in underpinning the relationship, the AJF will give priority to projects that meet the following criteria:

- . have the potential to deliver medium to longer term outcomes
- . increase engagement by current and future influential supporters and advocates of the relationship
- . are leveraged from larger high profile events to maximise benefits and minimise costs

Performance

The AJF's performance will be measured by the extent to which its funded activities increase public understanding of Australia's foreign and trade policy, and project an accurate and positive image of Australia in Japan (DFAT Portfolio Outcome 3).

Recipients of AJF funding are required to submit a written report on the project outcomes, participation numbers and media coverage, future activities arising from the project as well as details of any lessons learned (AJF Acquittal Report).