

**50 YEARS**  
AUSTRALIA-VIETNAM



WE INVITE YOU TO CELEBRATE  
THE FRIENDSHIP AND  
PARTNERSHIP BETWEEN  
AUSTRALIA AND VIETNAM.



Australian indigenous art projected onto the sails of the Sydney Opera House during VIVID Sydney Festival. Photo: Holger Link

# TIME TO CELEBRATE & COLLABORATE

In 2023, we will celebrate the 50th anniversary of our bilateral relationship. It is an opportunity to reflect on the successes of the last 50 years and to look forward to the future.

A future in which we will continue to work together, learn together and flourish together as partners and neighbours, building on our shared outlook and complementary economies to strive for a prosperous, inclusive and secure Indo-Pacific region, stronger two-way trade and investment and broader cooperation and exchange.

Two Playful Western Grey Kangaroos  
relaxing on the Beach, Cape Le Grand  
National Park, Lucky Bay, Western Australia.  
Photo: iStock



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The Australia–Vietnam relationship is much more than simply a relationship between two governments. It's a relationship grounded in family, business, education and tourism. The depth and breadth of our relationship is its greatest strength.

Newly returned Australian alumni celebrate in Hanoi.  
Centre for Agri-Technology Research and Transfer,  
Institute of Agriculture Science for Southern Vietnam  
Photo: CSIRO



# TASTE OF AUSTRALIA



Consul General Sarah Hooper and Chef Luke Nguyen at the Taste of Australia launch in Vietnam

**DURING 2023, WE WILL CELEBRATE WHAT WE HAVE ALREADY ACHIEVED AND LOOK TO THE FUTURE.**

Highlighting everything we are doing as two countries bonded in friendship and partnership – demonstrating what is possible when we work together and shining a light on new and emerging areas of cooperation and collaboration.

In 2023, Australia and Vietnam will hold a wide range of events focusing on all aspects of the Australia-Vietnam partnership – from education, agriculture, trade and investment and tourism to climate change cooperation, skills, innovation and equality – and celebrating our shared passions and our cultures.



# GROWING TOGETHER

The 50th anniversary of our relationship is an opportunity to:

- Raise Australia's profile as an innovative, creative nation.
- Demonstrate opportunities for collaboration in agriculture, innovation, science, technology and research.
- Bring together more Australian and Vietnamese businesses and investors.
- Celebrate Australia's cultural richness, inclusion and diversity, including by showcasing our First Nations peoples.
- Acknowledge Vietnam's growth and renew Australia's commitment to supporting future socio-economic and development ambitions.
- Bring Australia's high-quality, sustainable and safe produce, and our unique and world-class wine and beverages to even more consumers.
- Grow future partnerships from the dynamism of Vietnam's next generation.



The artists letting their *tjanpi* sisters fly, Papulankutja, 2015.  
Photo: Vicki Bosisto, Tjanpi Desert Weavers



Vietnamese traditional festival flags.  
Photo: iStock

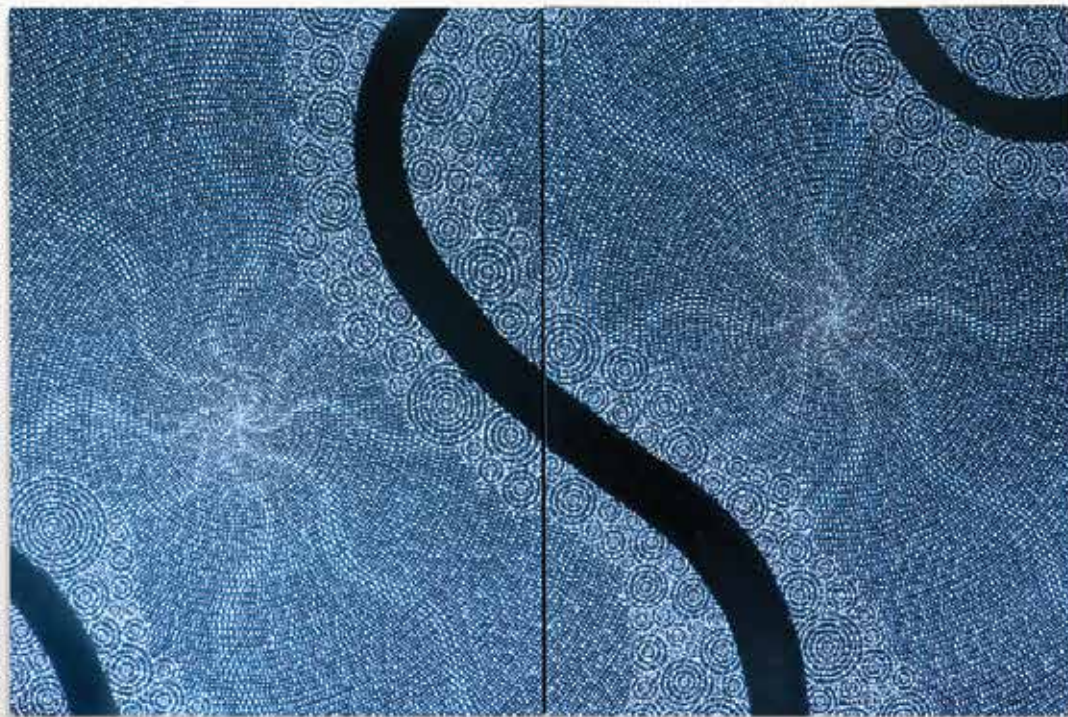
### Expected program highlights include:

- High-profile gala events celebrating the Australia-Vietnam relationship, involving leaders and leading figures from all aspects of our engagement.
- Indigenous art and culture, including the spectacular Walking through a Songline digital exhibition.
- Bigger-than-ever Taste of Australia events, promoting Australian food, beverages, cuisine and culture.
- Sporting events and skills clinics celebrating our shared love of football – in 2023, Vietnam will participate for the first time in the FIFA Women's World Cup (to be co-hosted by Australia).
- Industry and business trade and investment showcases.
- Performing and visual arts, film, dance, music and creative collaboration.
- Opportunities to celebrate our historical ties, and our continuing engagement across defence, security, law enforcement, education, tourism, trade and investment.
- Public dialogue and discussion on the matters that shape our common future: sustainability, innovation, digitalisation and shared prosperity,

## 2023 WILL ACCELERATE EXCHANGE AND COOPERATION BETWEEN AUSTRALIA AND VIETNAM.

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# UNRIVALLED PROMOTIONAL OPPORTUNITY



*We Meet at the River* – 2022 Artwork by Tony Wilson. The story of two different cultures (Australian Aboriginal and Italian) coming together and the artist's experience in Vietnam.  
Photo: Tony Wilson



As part of the 50th anniversary celebrations, you will have an unrivalled opportunity to promote your business at highly-visible events.

#### **You will enjoy:**

- Association with this major celebration of Australia in Vietnam.
- Partnership recognition on printed materials, advertising campaigns, websites and social media.
- On-site branding through signage and displays at 50th anniversary events.
- Increased brand exposure to new and existing customers and stakeholders in Vietnam.
- Recognition in media kits, press releases and promotional material.
- Invitation packages to gala events and ticketed program events.
- Networking opportunities with leaders across government, business, the arts and all aspects of the Australia-Vietnam partnership.
- Above all, you'll be a part of our celebration of Australia in all its diversity and creativity.

Australia's defender Rhyan Grant (top) looks on as he scores during the FIFA World Cup Qatar 2022 qualifying round Group B football match between Australia and Vietnam at the My Dinh National Stadium in Hanoi on September 7, 2021.  
Photo: AFP/Manan VATSYAYANA



Lotus flower in the hands of the young dancer during outdoor performance.  
Photo: iStock

## PARTNER BENEFITS & OPPORTUNITIES

The 50th anniversary celebrations offer a wide range of sponsorship opportunities. The Australian Government is committed to working with celebration partners to promote the best of Australia.

This table indicates some of the benefits available. We will work with sponsors to match sponsorship offers to your specific interests and audiences. We also welcome proposals outside the following packages.

### Events

	Platinum AUD100K+	Gold AUD50K+	Silver AUD25K+	Bronze AUD10K+
Exclusive reception hosted by the Australian Ambassador at the Ambassador's Residence (Hanoi) or the Consul-General (Ho Chi Minh City) at the Consul-General's Residence for the partner and 50 guests	Yes			
High-level dinner hosted by the Australian Ambassador at the Ambassador's Residence or the Consul-General (Ho Chi Minh City) at the Consul-General's Residence	12 guests	8 guests		
Guest appearance by the Australian Ambassador at a partner event	Yes	Yes		
Speaking opportunity at a specific celebration event or associated event	Yes	as appropriate	as appropriate	as appropriate
VIP Invitations to openings of selected program events	Yes	Yes	Yes	Yes
Opportunity for a tailored event	Yes			
For state governments: inclusion of content from their state/territory at selected events (scaled to level of support and to be agreed)	Yes	Yes		

### Branding and Promotion

	Platinum AUD100K+	Gold AUD50K+	Silver AUD25K+	Bronze AUD10K+
Sponsor logo at selected program events and functions (tiered subject to sponsorship level)	Yes	Yes	Yes	Yes
Sponsor logo on collateral (tiered subject to sponsorship level)	Yes	Yes	Yes	Yes
Partnership recognition in speeches at select program events	Yes	as appropriate	as appropriate	as appropriate
Tailored promotion, including possibility of naming rights and signage for a stage, screen or venue entrance (to be agreed)	Yes	Yes		
Product placement opportunities at select program events (to be agreed).	Yes	Yes	Yes	

### Media Exposure

	Platinum AUD100K+	Gold AUD50K+	Silver AUD25K+	Bronze AUD10K+
Partnership recognition in media interviews and press releases	Yes	Yes		
Sponsor logo on website and relevant digital media and online platforms (tiered subject to sponsorship level)	Yes	Yes	Yes	Yes
Sponsor recognition in social media campaign via Facebook and Twitter	Yes	Yes	Yes	Yes
Rights to content for own web and social media platforms	Yes	Yes	Yes	Yes
Feature on website or pinned social media post for a set time period	Yes	Yes	Yes	

Contact us to discuss on [sponsorship.vietnam@dfat.gov.au](mailto:sponsorship.vietnam@dfat.gov.au)

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**PEOPLE  
PARTNERSHIP  
PROSPERITY**



**A CELEBRATION OF  
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Cao Lanh Bridge is Australia's  
single largest investment in Vietnam,  
and a prominent symbol of the  
Australia - Vietnam friendship.



**Australian Government**



Australian Government

A celebration of the friendship  
and partnership between  
Australia and Vietnam.

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