



Council for Australian-Arab Relations

مجلس العلاقات الأسترالية العربية

STRATEGIC PLAN 2003-2005

VISION.

“Strengthening Australian-Arab relations”

MISSION STATEMENT.

To promote between the peoples of Australia and the Arab world mutual interests and a greater understanding and acceptance of each other’s cultures, values, beliefs and diversity.

*“Strengthening
Australian-Arab Relations”*



OBJECTIVES

In carrying out its mission, CAAR would seek to:

- ❖ broaden awareness and understanding of each other's history, culture, society and areas of excellence;
- ❖ promote greater understanding of mutual foreign policy interests;
- ❖ encourage activities that generate economic benefits for Australia and Arab countries;
- ❖ promote Australia's image in the Arab world as a culturally diverse nation of creative and innovative achievement in technology, industry, agriculture, education, the arts and sport;
- ❖ identify opportunities for enhanced collaboration between Australia and Arab countries;
- ❖ establish a strategic framework and long-term plan to foster and promote relations between Australia and Arab countries; and
- ❖ complement the work of existing organisations through strategic partnerships

ACTIVITIES

The Council's activities fall into four broad categories:

- ❖ **Publicity, Promotion & Media**
- ❖ **Education**
- ❖ **Business and Commercial**
- ❖ **Cultural**

PUBLICITY, PROMOTION & MEDIA

OBJECTIVES

- To promote the work of CAAR in Australia and Arab countries
- To raise awareness in Arab countries of contemporary Australian society, traditions and capabilities
- To promote Australian achievements, joint ventures and success stories of Australia in Arab countries, and of Arab countries in Australia
- To promote to Australians the importance of the relationship between Australia and Arab countries

ACTIVITIES

- Support the publication of information about Australia on the Arabic language internet
- Support the translation into Arabic of publications about Australia
- Seek the support of commercial organisations for CAAR's objectives
- Initiate a media program to encourage Australian journalists to take a greater interest in the region
- Establish a website on the DFAT home page

EDUCATION

OBJECTIVES

- To promote within Australia an informed understanding of Arab society and politics
- To promote and facilitate collaboration between universities and research organisations in Australia and Arab countries
- To promote Arabic language in Australia
- To promote Australian studies in Arab countries

- To develop a cadre of Australian graduates with Arabic language skills and a practical understanding of business practice and culture in Arab countries
- To encourage Australian students to develop a long-term interest in Australian-Arab relations

ACTIVITIES

- Establish workshops sponsored by academic bodies which bring together honours and postgraduate students to discuss research and future directions in Arabic studies with experts from Australia and overseas
- Support the establishment of institutional links between schools and universities in Australia and Arab countries
- To support scholarships, student exchanges and education grants
- Give support to research using the Arabic language
- Support youth exchange programs
- Support awards, prizes and other ways of recognising significant events, milestones and achievements in Australia-Arab relations
- Support original works in Arabic about Australia
- Support the translation into Arabic of publications about Australia and original works by Australian authors
- Support a program of academic visits in both directions

BUSINESS AND COMMERCIAL

OBJECTIVES

- To promote awareness of the potential of Arab markets among Australian business people
- To promote in Arab countries an awareness of trade and investment, and tourism opportunities in Australia
- To promote bilateral trade opportunities between Australia and Arab countries
- To identify opportunities for employment and support the placement of Australians with Arabic language and business skills

- To enhance awareness of Australian capabilities as a supplier of sophisticated services, including but not limited to education, IT, tourism, in addition to traditional commodities

ACTIVITIES

- Enhance links and work in partnership with relevant chambers of commerce and other organisations with experience of markets in Arab countries
- Seek out Australian and Arab companies likely to support CAAR objectives

CULTURAL

OBJECTIVES

- To foster greater awareness in Arab countries of contemporary life in Australia and in Australia of contemporary life in Arab countries by supporting and promoting cultural, heritage and sporting activities
- To deepen understanding of the traditions, values and beliefs of contemporary Australian and Arab societies
- To complement the marketing activities of Australian companies and organisations
- To promote cross-cultural relations

ACTIVITIES

- Sponsor visits between Australia and Arab countries of high profile cultural figures
- Develop closer links between sporting bodies in Arab countries and Australia, for example by training Arab coaches in key sports where Australia excels
- Support high profile events which would boost Australia's image and also have commercial benefits
- Develop institutional links between museums, and centres for the arts such as NIDA