

## Council for Australian-Arab Relations (CAAR) Strategic Framework

The aim of the CAAR is to broaden and strengthen Australian-Arab relations. The work of the Council empowers people and organisations to connect and create partnerships in areas of mutual interest for Australian and Arab communities. The Council supports and promotes the work of institutions, groups and individuals that conduct activities in pursuit of social, political and economic outcomes.

### CAAR Mission

To strengthen people-to-people links and cross-cultural understanding between Australia and the Middle East and North Africa (MENA) region by encouraging active collaboration and partnerships that support Australia's foreign policy, trade, social and cultural interests.

### Key Priorities 2024-25

The CAAR directs effort and resources towards priority sectors that strengthen relationships by targeting priority areas of mutual interest between Australia and the MENA region. Priorities are reviewed annually.

Below are the 2024-25 CAAR priorities:

**Arts, Media and Culture**

**Innovation and Sustainability**

**Social Cohesion and Diversity**

**Health and Sport**

### Ways and Means

The CAAR has three 'Lines of Effort' to achieve the mission.

These include:

1. an annual open, competitive grant round
2. promotion of priority interests at cross-cultural events
3. the ongoing connecting of individuals and community groups to likeminded entities for collaboration.

## Line of Effort 1: Grants

The annual grant cycle is the key 'Line of Effort' for promoting the CAAR's priorities. Through the provision of monetary grants, the CAAR supports community or institutional projects that promote the CAAR's agreed priorities for that year.

The cycle involves three phases, each commencing with a meeting of the CAAR Board.

Project Phase: The main effort of the project phase is the promotion of the recently awarded grants and their respective projects. Promotion is conducted by individual Board members in their communities, the Secretariat through official social media, and DFAT overseas Posts and DFAT State and Territory Offices.

The Board meeting at the start of the first phase considers priorities for the upcoming grant round and evaluates the ongoing CAAR strategy and governance processes.

Application Phase: The application phase commences with announcement of the new grant round. A key priority during this phase is community outreach to encourage applications.

Grant Phase: The main effort of the grant phase is the Secretariat's management of Board recommendations for the approval of grant applications and awarding of funds to successful grantee projects.

Note: *The cycle is displayed graphically at Annex A.*

## Line of Effort 2: Promotion Within Events

Events are an opportunity for the CAAR to potentially align with and help promote its priorities and work through digital media. This line could also empower community events through networking and endorsement/promotion.

Note: *A list of potential event opportunities in the MENA region is displayed in Annex B.*

## Line of Effort 3: Community Building

This is the CAAR's means to undertake public diplomacy and diaspora outreach. Board members, DFAT Posts, DFAT State and Territory Offices, past grant recipients and other stakeholders form a network which can connect individuals and groups across the Australian and Arab community. This line of effort is un-resourced and not anchored to major events. It can involve facilitation of relationships between likeminded groups who are seeking to collaborate in an area of the CAAR's priorities. It also includes the sharing of events and information between the Secretariat and the Board members.

The Council will discuss successful community building activities and share ideas for future work in this line of effort.

## Measures of Success

### Line of Effort 1 – Grants:

- Grant round was conducted as specified in the CAAR Strategic Plan.
- Grant recipients carried out their projects successfully as described in their applications.
- Projects led to tangible outcomes or received public recognition with direct association to CAAR's priorities.

### Line of Effort 2 – Promotion within events:

- Promotion through an event was linked to CAAR grant projects.
- Promotion of events was linked to community building activities.
- Activities led to tangible outcomes or public recognition in direct association to the CAAR's priorities.

### Line of Effort 3 – Community building:

- Stakeholders conducted un-resourced outreach, leading to a tangible outcome within CAAR's priorities.

**Annex A:** The CAAR Annual Grant and meeting cycle

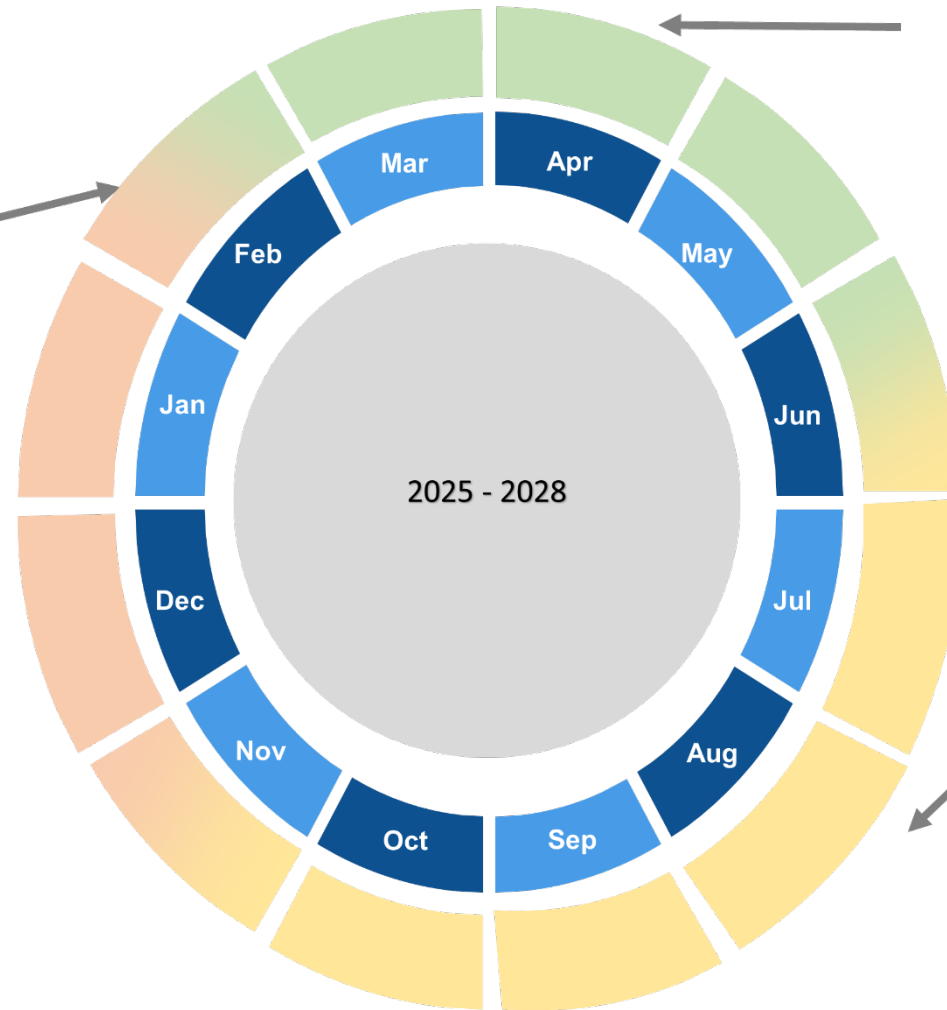
**Annex B:** MENA Events in the region (for 2024, 2025 and 2026)

**ANNEX A**

**CAAR Grant Round Annual Cycle**

**Board Meeting 3**  
Consideration and recommendation of grant applications.

Grant Phase  
The Secretariat manages grant approvals from DFAT and Board recommendations. Board members consider priorities for next cycle. Secretariat commences process to award funds to successful projects.



**Board Meeting 1**  
Discuss and establish priorities for next cycle. Identify opportunities for advocacy outside of the grant process.

Project Phase  
The Council promotes the work of successful grantees. Board members, as well as DFAT Posts and State and Territory Offices conduct outreach to encourage applications for the upcoming grant round. Secretariat prepares next grant round.

**Board Meeting 2**  
Discuss previous round and acknowledge successes and considerations for the next round. Identify promotional opportunities for CAAR stakeholders.

Application Phase  
Grant Round is open. The Council promotes the work of successful grantees. Board members, as well as DFAT Posts and State and Territory Offices conduct outreach to encourage applications for the recently announced grant round.

**ANNEX B****MENA Events****2024**

<b>Dubai, UAE</b>	Middle East Education and Training Exhibition	(October)
<b>Riyadh, KSA</b>	Inaugural Aussie Trade Show Expo	(October)
<b>Dubai, UAE</b>	GESS Dubai – Education Exhibition and Conferences	(November)
<b>Lusail, Qatar</b>	Grand Prix	(November/December)
<b>Abu Dhabi, UAE</b>	Grand Prix	(December)

**2025**

<b>Riyadh, KSA</b>	Future Minerals Forum	(January)
<b>Riyadh, KSA</b>	Saudi Franchise Expo	(January)
<b>Kuwait City, Kuwait</b>	Hotel and Catering Trade Show	(January)
<b>Dubai, UAE</b>	Healthcare Infrastructure and Assets	(January)
<b>Dubai, UAE</b>	Arab Health Global Healthcare Medical Expo	(January)
<b>Dubai, UAE</b>	OBS-GYNE Health Professionals Equipment & Services	(March)
<b>Dubai, UAE</b>	Gulfood 2025	(February)
<b>Sakhir, Bahrain</b>	Grand Prix	(April)
<b>Jeddah, KSA</b>	Grand Prix	(April)
<b>Lusail, Qatar</b>	Grand Prix	(November)
<b>Dubai, UAE</b>	Dubai Airshow 2025	(November)
<b>Abu Dhabi, UAE</b>	Grand Prix	(December)

**2026**

<b>Abu Dhabi, UAE</b>	Transport – Ports and Logistics Exhibition and Conference	(January)
<b>Riyadh, KSA</b>	World Defence Show	(February)
<b>Abu Dhabi, UAE</b>	Grand Prix	(October)

**Community Building**

Ongoing work of the CAAR Board, CAAR Secretariat and DFAT officers and the Grant recipients to network and connect like-minded groups and individuals.

Promotion of Australian values in the Australian-Arab Community.