

G'DAY USA

BACKGROUND

G'Day USA is Australia's premier public and economic diplomacy program in the United States.

Over the past 13 years, the program has grown to include events in major cities across the United States, bringing together corporate leaders, policy makers, creative industries and academia from both countries in a year-long series of activities designed to cultivate and enhance the Australia-United States relationship.

As one of the largest public diplomacy programs of any country run in the United States, G'Day USA has unparalleled reach and a record for delivering real outcomes for partners and sponsors.

The program showcases the best of Australia, from film, food and wine, education, music, fashion and technological innovation, to defence industries, and expertise in water and drought management.

G'Day USA also provides a platform to enhance bilateral dialogue at the corporate, government-to-government and academic levels, and to continue to build cooperation on priority issues for both countries.

G'Day USA is jointly organised by its founding partners: the Australian Government (Department of Foreign Affairs and Trade, Austrade and Tourism Australia) and Qantas Airways.

The program is funded primarily through sponsorship and delivered through partnerships with a wide range of public and private organisations in Australia and the United States. This makes the program dynamic and responsive to the ever-growing trade, investment and people-to-people links between the US and Australia.

G'Day USA provides an opportunity to showcase and support emerging talent and honour outstanding Australian talent across the fields of film, music, entertainment or sport, and highlights individual contributions to the US-Australian relationship.

For full 2017 program and event details visit www.gdayusa.org

FOUNDING PARTNERS



STRATEGIC PARTNERS

