

MEDIA RELEASE



MINISTER FOR FOREIGN AFFAIRS

The Hon Julie Bishop MP

MINISTER FOR TRADE, TOURISM AND INVESTMENT

The Hon Steven Ciobo MP

9 December 2016

G'DAY USA 2017

Today we are pleased to launch the 2017 G'Day USA program, the premiere public, cultural and economic diplomacy initiative promoting Australia in the United States.

Now in its 14th year, the program is being expanded with new events across the United States, including New York, Los Angeles and – for the first time in Austin, Texas - one of the world's largest economies, with growing trade and investment links with Australia.

We are also pleased to announce a new G'Day USA Champions initiative, bringing together prominent individuals with the reach, experience and profile to help promote Australia in the United States.

The first G'Day USA Champions include Australian actors Mr Hugh Jackman and Ms Rachel Griffiths; Westfield Co-CEO Mr Peter Lowy; Chief Executive Officer of Village Roadshow Entertainment Group, Mr Greg Basser; Chief Executive of News Corp, Mr Robert Thomson; Chairman of the American Australian Association, the Hon John Olsen AO; former Chairman of the Tourism and Transport Forum, the Hon Bruce Baird AM and Chief Executive Officer, Australian Recording Industry Australia, Mr Dan Rosen.

One of the key events in the 2017 G'Day US program is the Gala being held in Los Angeles on 28 January presented by Qantas. The Gala will highlight Australia's highly talented creative industries across film, entertainment, the arts, music, fashion, food, wine and tourism.

The 2017 Gala will honour three Australians from the entertainment and creative industries.

David Hill will be honoured with a Lifetime Achievement Award in recognition of his outstanding contribution to Australia's entertainment industry and global success as a pioneer of live television production.

Catherine Martin will also be honoured with a Lifetime Achievement Award in recognition of her outstanding contribution to Australia creative arts sector as our most highly awarded costume, production and set designer.

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Ben Mendelsohn will be honoured with an Excellence in Film and Television Award in recognition of his success as an actor, including his recent Emmy award-winning role in *Bloodline*.

We are also pleased to announce a new partnership between G'Day USA and the Australian Recording Industry Association (ARIA) designed to promote Australian recording artists throughout the program.

The United States is Australia's fourth largest source market for international visitors, worth more than \$3.7 billion annually. As part of G'Day USA, Tourism Australia will use their program of events to showcase Australia to Americans, with a particular focus on premium Australian experiences.

Since its establishment in 2004, G'Day USA has grown to become an important platform for bilateral dialogue with the United States. The 2017 program will continue to promote and highlight bilateral cooperation across foreign policy, defence, innovation, the arts and pursue a strong economic diplomacy agenda by promoting Australia as an important trade and investment partner.

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