

# G'Day USA

Joint media release

- The Hon Julie Bishop MP, Minister for Foreign Affairs
- The Hon Steven Ciobo MP, Minister for Trade, Tourism and Investment

26 January 2017

We will visit Los Angeles from 26-29 January 2017 to promote Australian business and industry at G'Day USA, Australia's premier public, cultural and economic diplomacy program in the United States.

Through the G'Day USA program we will strengthen our bilateral relationship with the United States, with a particular focus on advancing mutual foreign and defence policies, and building the trade, investment, tourism and cultural links between our two countries.

Minister Bishop will deliver the keynote address to the G'Day USA Dialogue on Cooperation in the Indo-Pacific – the Australian Government's first foreign policy address in the United States since the change of US administration.

As part of G'Day USA, Qantas will launch its new A380 aircraft hangar at Los Angeles International Airport, the first purpose-built A380 hangar in the United States. This investment reflects the importance of the United States as a source market for visitors to Australia. The US is currently Australia's fourth largest inbound market for visitor arrivals and visitor nights, and the second largest market for total visitor spend. The market has the potential to be worth \$4.5 – \$5.5 billion by the year 2020.

To drive investment into Australia we will meet with business leaders, including film and television studio executives. Securing more film and television production in Australia will support our creative industries and create more Australian jobs. We will attend the G'Day USA Australian Film Showcase, highlighting Australia's film industry and featuring an advance screening of The LEGO® Batman Movie, comprising animation by award-winning Australian company Animal Logic.

We will attend the G'Day USA Los Angeles Gala, showcasing Australian creative industries with a headline performance by 2015 ARIA Best Male Artist, Vance Joy. At the Gala we will honour G'Day USA awardee Ben Mendelsohn for Excellence in Film and Television, along with David Hill and Catherine Martin who will receive Lifetime Achievement Awards for their contribution to Australia's creative industries.

The Los Angeles Australia Day Reception, hosted by Minister Bishop with the United States Studies Centre and Perth USAsia Centre, will feature a performance by emerging Indigenous singer and 2016 X Factor Australia winner Isaiah Firebrace.

Last December we announced the new G'Day USA Champions initiative, which brings together prominent individuals to help promote Australia through their established networks and profiles. In Los Angeles we will meet several of our Champions to discuss their ideas for raising Australia's profile in the United States.

## **Media enquiries**

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