

AUS+RALLY Campaign

Participation Guidelines

Introduction

The Australian Embassy in Tokyo is conducting the AUS+RALLY sports diplomacy campaign (hereafter “this campaign”) from April 2019 until 30 September 2020. Throughout this campaign, Australia and Japan will share their passion for sport and celebrate the values and connections created through sport.

The AUS+RALLY title is a portmanteau of “Australia” and “Rally”, rallying friends of Australia in Japan around Team Australia as Japan prepares to host the world’s best sporting talent. The AUS+RALLY campaign will, through exchanges and information campaigns, show Australia’s support for Japan’s hosting of the world’s largest sporting events and the important legacy from these competitions.

We look forward to many Japanese and Australian organisations getting into the spirit of this campaign as *Friends of Australia* (FOA) and making use of the campaign logo to recognise their support for Team Australia.

1. The uses of FOA and the campaign logo

To Japanese and Australian Organisations

We ask that any Japanese or Australian organisation interested in this campaign kindly register as a FOA.

Applications can only be made by those who accept the following points:

- Participants should concur with the aims of this campaign, and also should engage in mainly not-for-profit activities that align with the campaign's aims.

The kind of activities envisaged as appropriate are as follows:

- Exchange/matches between Australian and Japanese sports organisations
- Introducing Australian sport
- Supporting an Australian sports team
- Activities as an Australia host-town
- Activities as hosts of sports camps for Australian teams
- Educational activities and exchange with an Australian athlete, sporting organisation or educational institution.
- Japanese/Australian academic conferences or inter-governmental discussions relating to sport
- Australian cultural, artistic or exchange activities which relate to sport/diversity
- Grassroots exchange or sister-city activities through sport

- In conducting such activities, the FOA will refrain from any connection to a specific ideological or religious persuasion; never break any related laws or regulations or endanger public order or morality; and never infringe upon the rights of third parties.
- In conducting activities as a FOA and using the logo, the FOA takes full responsibility; the Australian Embassy in Tokyo bears no responsibility.
- The Australian Embassy in Tokyo has the right to cancel the organisation's registration as a FOA if the FOA engages in any activity or any activity with which the logo is associated, that is deemed by the Australian Embassy in Tokyo to damage the image of the Australian Government, the Australian Embassy in Tokyo or this campaign, or engages in any other activity deemed by the Australian Embassy in Tokyo to be inappropriate.
- The FOA will provide information to the Australian Embassy in Tokyo regarding their activities as an FOA for publication on this campaign's website.
- The FOA will complete a simple questionnaire once the activities related to this campaign have finished.

To individuals who wish to use this logo without making a profit

- Anyone who wishes to use this logo may freely do so if their activities align with the spirit of this campaign; do not break any related laws or regulations or endanger public order or morality; and do not infringe upon the rights of third parties.

2. Benefits for the FOA (only for the duration of the campaign)

- The FOA will be listed on this campaign's website.
- The logo may be used when publicising the FOA's activities in relation to this campaign, in accordance with guidelines outlined separately.
- If the FOA is a local government, then the campaign title may be used in the format "AUS+Local Government Name" (e.g. AUS+Sydney, AUS+Victoria)
- The FOA may use the design template for this campaign's collateral materials
- The FOA may request the Embassy of Australia in Tokyo issue them with official recognition of their status as a FOA for this campaign.
- The FOA may freely link to this campaign's official website (which will go live at a later date)

3. Method of application

- If you wish to be a FOA, please fill in the online form on the AUS+RALLY Website.
- We will inform you via email of the results of your application within one month of receipt.

4. Other

- Registration as an FOA does not mean funding assistance will be provided for your activities. Please contact separate funding agencies, such as the Australia-Japan Foundation (<https://dfat.gov.au/ajf>) for grant applications pertaining to exchange activities etc.
- The Australian Embassy in Tokyo retains the right to alter, revise, delete or add to these guidelines without prior notice.
- The Australia Embassy in Tokyo retains the right to cancel, end, revise or extend this campaign for any reason and without any requirement to provide information about such reason. The Australian Embassy in Tokyo will bear no responsibility or provide any compensation in the case that it is decided to cancel, end, revise or extend this campaign.

Title (1 line)	
Outline (max.10 lines)	
Photo caption	
Website link	
Socialmedia (SNS – Twitter, Facebook, etc)	
Twitter (handle/hashtag)	
Facebook	
Other	