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Minister Kitagawa & National Federation of AJS President, Mr. Adrian Ahern with a Sydney bus displaying the "Japan has it!" panel ad.

Australia-Japan Tourism Night

Minister Kitagawa visits Australia

Japan's Minister for Land, Infrastructure and Transport, H.E. Mr. Kazuo Kitagawa visited Australia for three days last month as a guest of the Australian Government.

During his visit, Minister Kitagawa exchanged views with the Minister for Small Business and Tourism, the Minister for Industry, Tourism and Resources and the Minister for Transport and Regional Services.

Minister Kitagawa also took the opportunity to visit Sydney where he hosted the Australia - Japan Tourism

Night on August 10 to advertise Japan as part of the 2006 Australia-Japan Year of Exchange - a year in which both countries are taking steps to further promote mutual understanding as well as to increase the number of tourists between the two countries.

More than 100 travel agents and media from across Australia attended the Australia-Japan Tourism Night 'Japan has it!' tourism seminar at Sydney's Shangri-La Hotel, and more than 250 joined the reception that followed.

In a special inauguration ceremony Minister Kitagawa appointed JETAA (Japan

Exchange and Teaching Programme Alumni Association) and Australia-Japan Society (AJS) members as Special Representatives of the Visit Japan Campaign, in recognition of their contributions to cultural exchange and mutual understanding between Australia and Japan.

Another highlight of the evening's program was the taiko drum performance by Melbourne based Japanese drum group Taiko Rindo, who performed a feature piece from the Chichibu Night Festival.

Editor:
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Taiko Rindo performance

Japan Promotion Forum in Sydney

As part of the Visit Japan Campaign (VJC) in Australia and to coincide with the 2006 Australia-Japan Year of Exchange, JNTO and the VJC Committee held a Japan Promotion Forum at Sydney's Sheraton on the Park hotel on July 10 for members and guests

of the JETAA Sydney Chapter. Representatives from CLAIR (Council of Local Authorities for International Relations), the Japan Foundation, Jalpak and JNTO gave presentations and also joined the reception. The seminar was designed to highlight the attractiveness of Japan

as a destination for Australian travellers and to discuss the role that JETAA members can play in further promoting Japan.

The attending JETAA members put forward several ideas for promoting travel to Japan and provided some useful feedback on current promotions.