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Minister for Trade, Tourism and Investment

Senator for South Australia

SENATOR THE HON RICHARD COLBECK

Minister for Youth and Sport

Senator for Tasmania

MEDIA RELEASE

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Deepening cultural and commercial ties between Australia and China

Minister for Youth and Sport Richard Colbeck will join Australian business and sports luminaries at the third annual AFL match in Shanghai today, celebrating the deepening cultural and commercial relationship between Australia and China.

The Minister's visit rounds off the inaugural 'Festival of Australia', a two-week business promotion program that showcased Australian goods and services in 10 Chinese cities, reaching up to 30 million Chinese consumers.

"I'm thrilled to be joining 11,000 fans in the Jiangwan stadium today for the match between Port Adelaide and St Kilda. Sport is a great unifier, and it's thrilling to see Chinese fans take Australia's beloved AFL to their hearts in this way," Minister Colbeck said.

“In just three years, AFL has built a following in China, and strengthened our two countries’ longstanding cultural, social and business ties.”

More than 250 Australian business representatives have been in China over the past two weeks for Festival of Australia events in Tianjin, Beijing, Jinan, Hangzhou, Nanjing, Shanghai, Chengdu, Kunming, Shenzhen, Guangzhou and Hong Kong.

Minister for Trade, Tourism and Investment Simon Birmingham said the Morrison Government had worked hand-in-hand with industry to ensure the Festival delivered maximum impact for Australian brands in China.

“Australian premium products and services have been front and centre in China over the past two weeks, and this extra exposure will help put Aussie products on the radar of Chinese buyers and investors,” Minister Birmingham said.

“China and Australia have built strong economic and cultural ties over many years, and initiatives such as this will help further strengthen these ties and help open up new opportunities for Australian businesses.”

Coordinated by Austrade in partnership with Wine Australia, Meat & Livestock Australia, Horticulture Innovation, the Department of Foreign Affairs and Trade, Australia-China Chambers of Commerce, the AFL and State Governments, the Festival promotes Australian premium food and wine, skincare and health products, aged care and financial services, innovative technologies, tourism, sports and indigenous culture.

The Festival of Australia concludes today with the AFL Match and the Festival of Australia Power Footy Carnival. Link to video about the Festival:

<https://bit.ly/2HvNo0y>

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