

Pre-Budget Submission for Funding 2020-21

Australian exhibition targets affluent US tourists

Beauty, Rich and Rare is a newly opened exhibition at the United States' premiere museum – the Smithsonian National Museum of National History in Washington DC.

Opened by Ambassador Joe Hockey in January 2020 this digital exhibition celebrates the natural beauty of Australia to a large, affluent and travelling population in North America.

Opportunity Part 1: Attracting tourists to Australia

The exhibition is turn-key ready for delivering core tourism messages in the wake of the Australian bushfires of 2019-2020.

With optimal exposure to motivated American tourists, *Beauty Rich and Rare* is uniquely and strategically positioned to compel concerned exhibition visitors to become eager tourists of Australia's biodiversity: the central message of the exhibition.

Critically this exhibition is already operating, has an established audience and is ready to commence in line with Tourism Australia's additional International Marketing Campaign resources. The Smithsonian has already expressed willingness to both extend the exhibition through the Northern Hemisphere summer and also to allow space for additional Australian tourism messaging.

Audience Reach

- Estimated 103,000 Smithsonian visitors per week, totalling approximately 3.2 million during the exhibition period.
- Profile:
 - Affluent: Have the ability and personal resources for travel
 - Median age of 33
 - Majority are US residents from the South-East region
 - University educated, well above national average
- Significant media coverage has included traditional and social media, and has featured on Embassy and Smithsonian websites (with reach in excess of 150 million)

Opportunity- Part 2- The UK and beyond

Looking to the future, AGB Events is planning the next locations for the 250th anniversary year.

- The United Kingdom is an important destination because of its connection to the voyage of the Endeavour, the establishment of Kew Gardens, and the legacy of the Australian Commonwealth. The timing in later 2020 is right for United Kingdom, as a strategic opportunity to position Australia trade and industry post-Brexit.

Background

Beauty Rich and Rare was selected to be the first Australian exhibition at the Smithsonian National Museum of Natural History.

- *Beauty Rich and Rare* was first exhibited at The National Library of Australia in 2018 and was later extended an additional 6 weeks in 2019.
- The show digitally tells the story of Australia's unique flora and fauna collected in Botany Bay, documented by Sir Joseph Banks, and illustrated on board the HMB Endeavour 250 years ago.
- The show is scheduled to be exhibited for free for six months, opening January 2020 and continuing to America's Independence Day, 4 July 2020.
- The Smithsonian National Museum of Natural History has an annual visitation of over 4.8 million and over 150 million online.

Unique Opportunity

Using art, history and technology, *Beauty Rich and Rare* embodies the cultural relationship between the USA and Australia.

- Modern digital artists reinterpret 250-year-old artworks, demonstrating the ingenuity of the Australian creative industry on a world stage.
- *Beauty Rich and Rare* reimagines a pivotal point in Australia's history.
- The exhibit brings new digital technology to one of the US's oldest cultural institutions, showcasing Australia's leadership in this field.

Benefit to Australia

By exhibiting in the seat of government of our strategic trading partner, *Beauty Rich and Rare* provides a backdrop to support discussions important to the USA and Australia.

- *Beauty Rich and Rare* allows a platform for ongoing soft diplomacy.
- *Beauty Rich and Rare* will introduce millions of Americans to Australia's natural beauty.
- *Beauty Rich and Rare* is the only exhibit sharing Australian history with a global audience.

Amount requested

Cost Areas

Item Description	Detail	AUD Total
Creative	Animation / Digital Artists Research and customisations to American market Audio Production	AUD 98,467
Technical	Technical direction, design, and installation team Access equipment Equipment related to projection, media server, screens, audio. Software licenses Internet and remote connectivity	AUD 219,710
Marketing and PR	Local marketing and PR Record of Event Imagery	AUD 84,900
Management and Venue Services	On-site production management Remote WatchOut management Cleaning & Waste Power consumption	AUD 209,705
Travel and Accommodation	Coordination, travel and accommodation	AUD 91,660
Logistics and Administration Costs	International and local freight, ground transport Customs and handling Risk assessment services Insurance Printing and consumables Production Kit Legal and US Visas	AUD 243,980
Total Project Budget	<i>(n.b. USD to AUD at 0.68)</i>	AUD 948,422

IMAGES FROM *BEAUTY RICH AND RARE*



About the Creators

AGB Events (AGB) is an energetic Australian-based small creative company, specialising in public events, including:

- Vivid Sydney (Light)
- The annual Lights of Christmas at St. Mary's Cathedral, Sydney and St. Stephen's Cathedral, Brisbane.
- Parrtjima - A Festival in Light, an indigenous art festival in Alice Springs
- HALO Sound and Light Show in Townsville
- City Lights, the centrepiece of the Cairns Festival
- Expo 2020 Dubai - AGB is the Creative Consultant to AL Wasl Plaza, the central focal point for the ceremonies and daily productions.

Australia leads the world in digital art and AGB has been instrumental in this growing art form and industry.

