

PRESS RELEASE

Philippine Embassy, Canberra



1 Moonah Place, Yarralumla, ACT 2600

* Tel. No. 02-6273-2535 *

www.philembassy.org.au

ASEAN JOINS THE NATIONAL MULTICULTURAL FESTIVAL

In celebration of the 50th Anniversary of the Association of Southeast Asian Nations (ASEAN) this year, all the Diplomatic Missions of ASEAN Member States in Canberra took part in the 2017 National Multicultural Festival together under one cluster of stalls aptly named the “ASEAN Village.”

The ASEAN Village showcased a wide range of tourism destinations, cultural performances, culinary delights, fashion and much more from Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam.

Founded in 1967, ASEAN today is accelerating economic growth, social progress and cultural development through a partnership for peace and progress in the region. ASEAN has a combined population of more than 629 million with a rich diversity of heritage, culture and peoples. A dynamic economic powerhouse of Asia, the combined ASEAN economy is Australia’s second largest trading partner and one of the fastest growing regions in the world. The ASEAN Economic Community is the agreed upon integration of the 10 economies effective 31 December 2015. ASEAN celebrates its 50th anniversary as a regional body this year.

The Philippines is the ASEAN Chair for 2017. The well-received Philippine booth at the ASEAN Village showcased a photo booth and superwall highlighting the major tourist destinations of the Philippines, particularly Coron Island in Palawan. In partnership with the Philippine Department of Tourism Office in Sydney and Cebu Pacific, the Philippine booth successfully launched an interactive campaign that offered a free round-trip ticket from Sydney to Puerto Princesa to a lucky visitor among those who took selfies on the super wall and posted on Facebook and Instagram with the approved hashtags.

The ASEAN Village Opening Ceremony included performers representing the Philippines, namely the Philippine Cultural Society, the Rondanihan string ensemble, and the Wells Garden R&B Band.



The ASEAN Heads of Mission with the Guest of Honor, Multicultural Affairs Minister Rachel Stephen-Smith



DFAT First Assistant Secretary Allaster Cox with ASEAN Heads of Mission and their spouses at the Philippine booth



The Philippine Cultural Society performing a Filipino folk dance



The Rondanihan string ensemble performing a Rondalla piece



Some of the countless happy faces enjoying the Philippine booth