



Australia Awards

# 2025 Intake Campaign Style Guide



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## Introduction

### The Intake Campaign

We are pleased to present the Australia Awards Scholarships Intake Campaign Style Guide for use by Posts and Managing Contractors to advertise the opening of Scholarship applications.

The Intake campaign continues to re-enforce the classic Australia Awards style guide and primary colour pallet with the addition of illustrated graphics that extend the visual language of the brand. The graphics have been created to accompany strategic messaging across five critical themes. Each theme focuses on different application drivers and the desired outcomes for Australia Awards participants.

- **Hero:**  
The hero graphic and messaging should be used as the **default for top level communication** and campaign collateral adapted to suit local contexts.
- **Prestige:**  
The 'prestige' graphic and messaging should be used to focus on the **high-quality education and career progression** that an Australia Awards Scholarship provides.
- **Experience:**  
The 'experience' graphic and messaging should be used to focus on the invaluable **experience of gaining a world-class education, and living in Australia.**
- **Collective:**  
The 'collective' graphic and messaging should be used to focus on the **opportunities for developing personal and professional networks and partnerships.**
- **Changemaking / Disability:**  
The 'changemaking / Disability' graphic and messaging should be used to focus on the individual's drive to **make a difference in their lives and for their country.** This graphic and messaging should be used when **targeting applicants with a disability.**

We encourage Posts and Managing Contractors to embrace the additional graphic elements and themed messaging by selecting the themes that are most likely to resonate with their target audience.

This guide offers Posts a comprehensive list of communication products for advertising in print, digital and social media; as well as additional branded assets.

As has been the case in previous years, Posts are invited to adapt the templates to suit their own local context. This includes adding appropriate text and supplementing the graphics with their own quality photography to communicate with local audiences while remaining consistent with the global campaign.

All resources can be conveniently found and downloaded from <https://resources.australiaawards.com.au/resources/>.

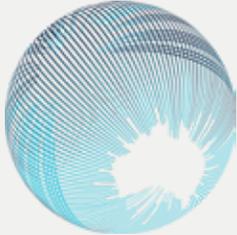
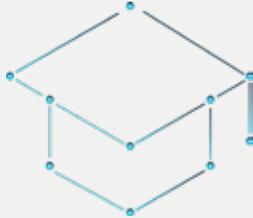
In addition, this year marks the introduction of the Australia Awards Resource Portal. All resources can be conveniently found and downloaded from <https://resources.australiaawards.com.au/resources/>.

For more assistance please contact [australiaawardscommunications@dfat.gov.au](mailto:australiaawardscommunications@dfat.gov.au).



# Messaging

## Intake Messaging by Theme

Theme	Hero (Default)	Prestige	Experience	Collective	Changemaking / Disability
Graphic *					
*Localised photography should be used in campaign materials to complement messaging. Posts are encouraged to use photographs relevant to the audience in their country.					
Primary message	<p><b>Hook:</b> Join a network of leaders</p> <p><b>Headline:</b> Make a difference with an Australia Awards Scholarship.</p> <p><b>Description:</b> Join a network of influential leaders and make a difference with an Australia Awards Scholarship</p>	<p><b>Hook:</b> Reach further</p> <p><b>Headline:</b> Reach further with an Australia Awards Scholarship.</p> <p><b>Description:</b> Become a leader for development and reach further with an Australia Awards Scholarship</p>	<p><b>Hook:</b> Experience the possibilities</p> <p><b>Headline:</b> Experience the possibilities with an Australia Awards Scholarship.</p> <p><b>Description:</b> Experience a world-class education in the land Down Under with an Australia Awards Scholarship.</p>	<p><b>Hook:</b> Make limitless connections</p> <p><b>Headline:</b> Make limitless connections with an Australia Awards Scholarship.</p> <p><b>Description:</b> Join a global network of leaders and make limitless connections with an Australia Awards Scholarship</p>	<p><b>Hook:</b> Be empowered</p> <p><b>Headline:</b> Be empowered with an Australia Awards Scholarship.</p> <p><b>Description:</b> Strive for a better future and be empowered with an Australia Awards Scholarship.</p>
Call to action	<p><b>Apply today:</b></p> <p>Apply today for an Australia Awards Scholarship</p> <p>Apply today for your opportunity to gain a world-class education and become a leader for development.</p> <p><a href="http://australiaawards.gov.au">australiaawards.gov.au</a> (or your URL)</p>				
Tagline	Make a difference				
Hashtags	#AustraliaAwards #makeadifference #AustraliaAwardsScholarships				

## Key Messages

**Australia Awards are prestigious, transformational scholarships offered to emerging leaders from across the Indo-Pacific region.** Australia Awards are a feature of nearly all of Australia's bilateral aid programs, targeting the development of human resource capacity of partner countries within mutually agreed sectors and development priorities.

**Australia Awards is one of Australia's most significant development programs, and are a feature of almost all of Australia's bilateral aid programs.**

For the 2024 academic year, 989 students from 55 participating countries were offered long term Australia Awards scholarships to study in Australia.

Across the global network, Australia invested around \$250 million in Australia Awards in 2022-2023.

**Australia Awards is a long-term investment in our region's future.** For more than 70 years Australian Government scholarship programs have supported our foreign, trade and economic objectives around the world by strengthening our people-to-people links with key policy and decision makers. Since the 1950s, over 100,000 men and women have received an Australian government scholarship to study in Australia.

**In an ever changing and increasingly competitive world, investing in human capital has never been more important.**

**Australia Awards strengthen our diplomatic ties in key emerging markets across the Indo-Pacific.** They reinforce our shared values with countries in our region and provide a platform to promote growth, prosperity and the importance of the international rules-based order.

**Australia Awards are about investing in the future.** Providing opportunity to undertake study, research and professional development in Australia to the next generation of global leaders reinforces what we share in common.

**Some of our most influential regional leaders are Australia Awards alumni** - in government, the private sector, academia and their communities throughout the Indo-Pacific.

**Australia Awards alumni make substantial contributions within their own countries,** across wide range of professions - medical research, environmental management, engineering, women's economic empowerment and social protection. Many alumni were central in the fight against the COVID-19 pandemic.

**Australia Awards are merit-based and equitable** - we encourage women, people with disability, ethnic minorities, people living in rural areas and members of socioeconomically disadvantaged groups to apply. We will provide support and enrichment to these groups throughout.

**Australia Awards provide the opportunity to showcase Australia's world-class education sector in a globally competitive marketplace.** Many alumni describe their Australian study experience as transformational, enabling new world views, embracing new ways of thinking, new technology and innovative approaches to problem solving.

The Australia Awards are a whole-of-government initiative administered by the Department of Foreign Affairs and Trade and the Australian Centre for International Agricultural Research (ACIAR).

#### Proof Points

Supporting tertiary education helps meet bi-lateral development goals in participating countries.

Educated populations are powerful drivers for change and are necessary for countries' efforts to effectively reduce poverty and overcome barriers to economic growth.

Australia Awards has supported access to world-class education in Australia for close to 100,000 future leaders from our region and beyond.

Australia Awards encourage diverse backgrounds including, gender, race and people living with disability.

The Australian Government supports you to live and study successfully.

Scholars are enriched through a culturally diverse experience in Australia, creating valuable personal and professional connections.

The Australia Awards are building invaluable connections between people, trust between nations, and an understanding of one another's cultures, politics, economy and social norms.

Alumni contribute in many ways to Australia's strategic reach and influence, in participating countries and globally.

Through Australia Awards, scholars forge strong lifelong connections with Australia.

Scholars gain knowledge and skills in priority areas of study that will make a difference in their country.

Educated populations are powerful drivers for change and are necessary for countries' efforts to effectively reduce poverty and overcome barriers to economic growth.

Australia Awards are an important part of linking ideas, skills, people and new solutions for sustainable development outcomes.

#### Tell stories around:

- Education opening doors
- Australia Awards Alumni that have helped solve a development problem or contribute to growth in their country
- Scholar experience in Australia including:
  - » possibilities created through the experience
  - » what it is like to live in Australia
  - » networks and friendships
- Success stories from Australia Awards Alumni that demonstrate change initiated after scholarship.

### Disability Key Messages

Join a network of inspiring and diverse leaders.

Education provides hope for the future for everyone.

Live and study together in a safe, accessible and multicultural society.

The Australia Awards provide a level playing field for applicants and recipients with a disability to participate.

### Disability Proof Points

Being part of the transforming experience motivates scholars to give back to their own country, including establishing Disabled People's Organisations, and advocating for accessible changes.

There are currently 84 awardees on scholarship to people with disability.

Since 2009, a total of 549 long term scholarships have been awarded to people with disability from 55 countries.

When successful, each scholar with a disability receives a tailored package of funding and support outlined in a Disability Support Agreement.

Australian institutions are required by law to provide equal access to students with a disability.

### Tell stories around:

- Education opening doors
- Scholar or alumni with a disability experience in Australia including:
  - » possibilities created through the experience
  - » what it is like to live in Australia
- Networks and friendships
- Success stories from Australia Awards Alumni with a disability that demonstrate change initiated after their scholarship



## Visual Overview

### Intake graphic assets explained

The Australia Awards Scholarships Intake Campaign provides the flexibility for Posts and Managing Contractors to use the image assets provided, or localise the campaign by using your own imagery.

All designs within this style guide are approved to be used as presented, but can be customised through different imagery and messaging as appropriate.

Notes:

- Provided graphics can only be used on their own
- A combination of illustrated and photographic advertising can be used across different channels. (e.g. illustrated social banners and photographic press ads.)
- Illustration and photography should never appear in the same ad

**Which is the correct graphic to use?**

Both are correct.



**Illustrated graphic**  
Hero (Default)



**Example of localised photography**  
Indonesia



Theme	Hero	Prestige	Experience	Collective	Changemaking / Disability
<b>Approved</b> illustrated graphic assets					
<b>Example</b> localised photography					



## 1.1 Video & Audio

### Hero Video

Hero Video / Duration 0.57 sec

#### Transcript

Do you want to be a leader in your field, and join an inspiring network of changemakers?

Apply now for an Australia Awards Scholarship.

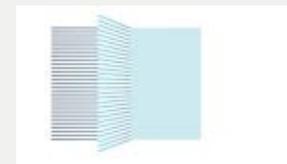
It's more than a degree, it's your opportunity to gain a world-class education and a life-changing experience in Australia.

We support you to live and study successfully. Our application process is open and competitive, providing equal opportunity to all eligible people.

Advance your career and make a vital contribution to the development of your country.

Make a difference together, with an Australia Awards Scholarship.

Visit [australiaawards.gov.au](http://australiaawards.gov.au)



## 1.2 Video & Audio

### Australia Awards Alumni and Scholars

Alumni and Scholar Videos were filmed in 2022 and are to be used by representing countries. These videos offer insight for prospective applicants.

The videos are available to access on the DFAT's Multimedia site there are a suite and represent the following participating countries:

- 1 Alumni and Scholar video for Cambodia
- 12 Alumni and Scholar video for Indonesia
- 2 Alumni and Scholar video for Kiribati
- 1 Alumni and Scholar video for Mozambique
- 3 Alumni and Scholar video for Pakistan
- 1 Alumni and Scholar video for Palestine
- 5 Alumni and Scholar video for Papua New Guinea
- 3 Alumni and Scholar video for Samoa
- 3 Alumni and Scholar video for Solomon Islands
- 2 Alumni and Scholar video for Timor Leste
- 1 Alumni and Scholar video for Tonga
- 1 Alumni and Scholar video for Tuvalu
- 1 Alumni and Scholar video for Vanuatu

Alumni and Scholar Videos are to be used by the relevant Posts and Managing Contractors to promote the Australia Awards Scholarships through media platforms such as Facebook, YouTube and Twitter.



Alumni and Scholar Videos - located on the DFAT Multimedia website



Alumni and Scholar Videos - located on the DFAT Multimedia website

### 1.3 Video & Audio

#### Video Top & Tail



Top



Tail

#### Notes

- Animated top and tail stings to be used at the start and end of any video material created
- Top sting to include title of video if appropriate
- Develop and clear all video content through Australia Awards Communications in Canberra

## 1.3 Video & Audio

### Radio Ad Script

#### Radio Ad

- Time: 30 seconds
- Voice over: Optimistic, intelligent voice
- Music: Inspiring and heartfelt

#### Voice Over

Do you want to be a leader in your field and join an inspiring network of changemakers?

Apply now for an Australia Awards Scholarship.

More than a degree, you will gain a world-class education and a life-changing experience in Australia.

We support you to live and study successfully.

Our application process is open and competitive, providing equal opportunity to all eligible people.

Advance your career and make a vital contribution to the development of your country.

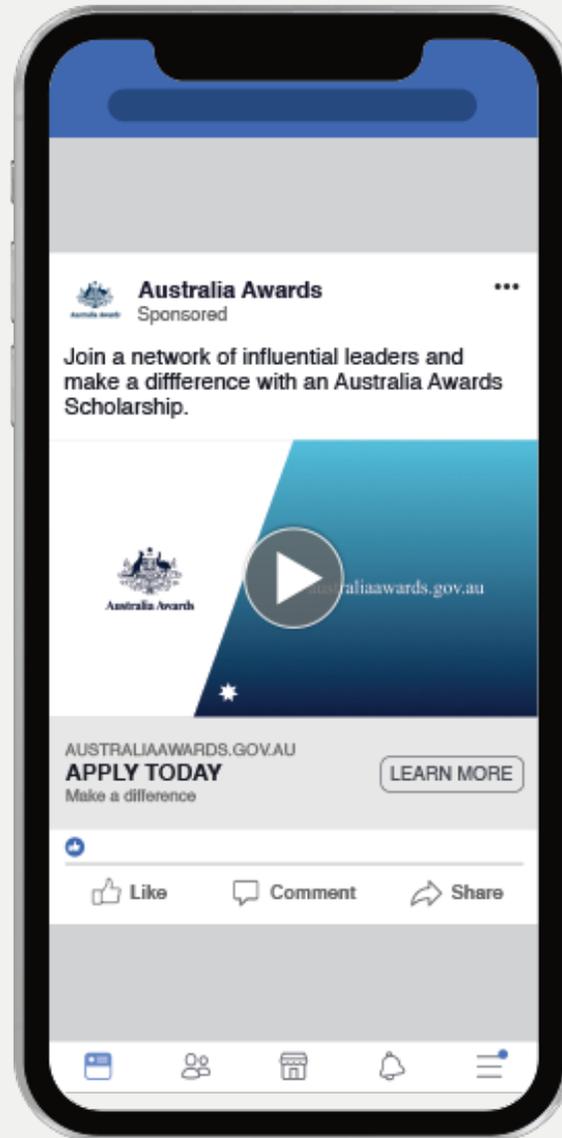
Make a difference.

Visit [Australiaawards.gov.au](http://Australiaawards.gov.au)



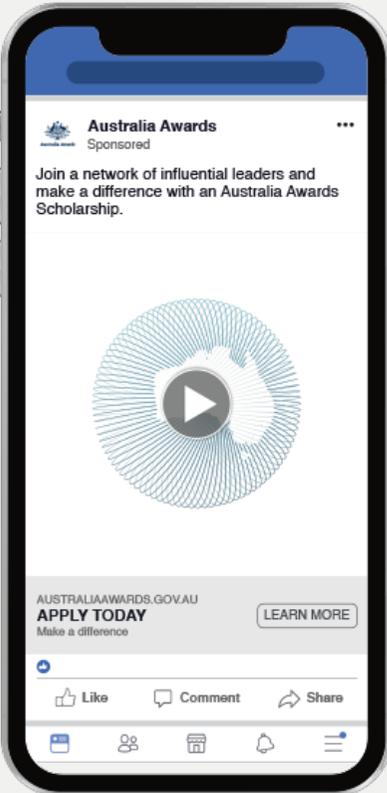
## 2.1 Social Media

### Facebook Hero Video

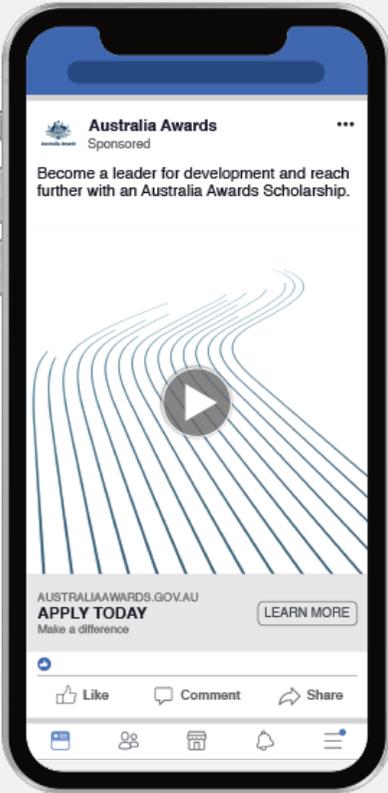


Hero Video

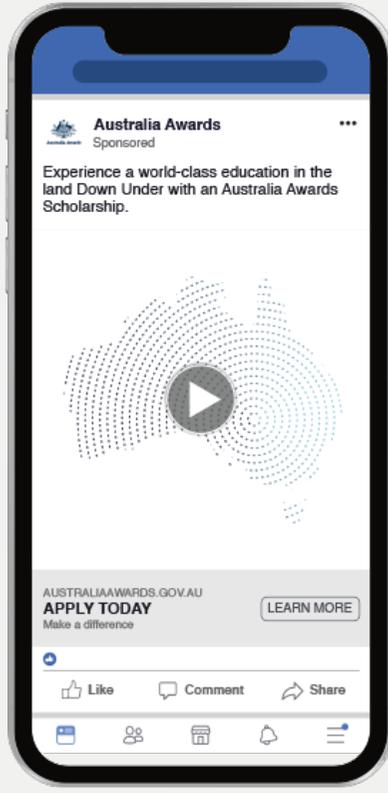
2.2 Social Media  
Facebook Video Posts



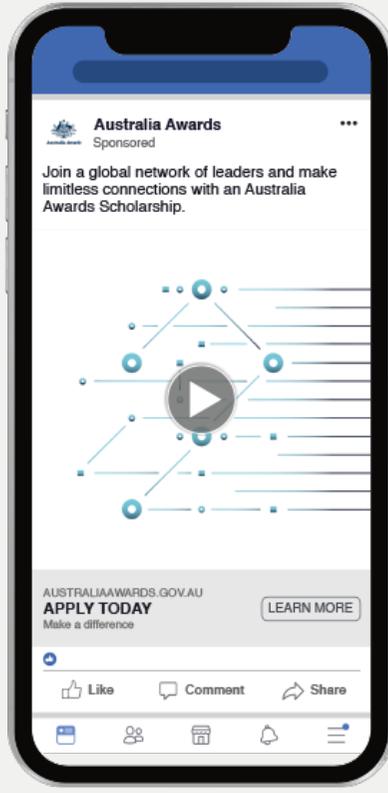
Video Post - Hero



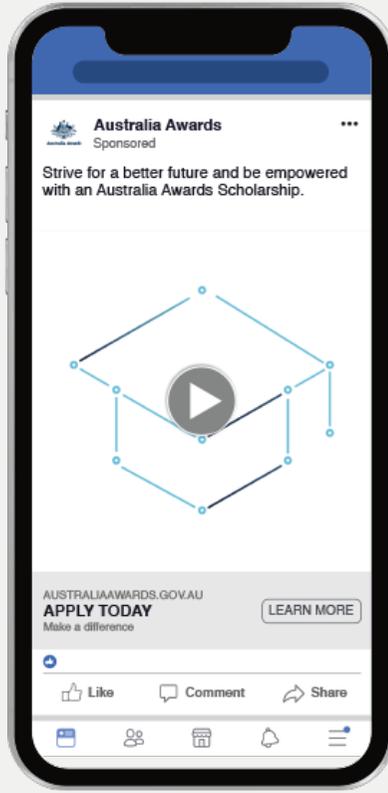
Themed Video Post - Prestige



Themed Video Post - Experience



Themed Video Post - Collective



Themed Video Post - Changemaking/Disability

2.3 Social Media  
Facebook Image Posts

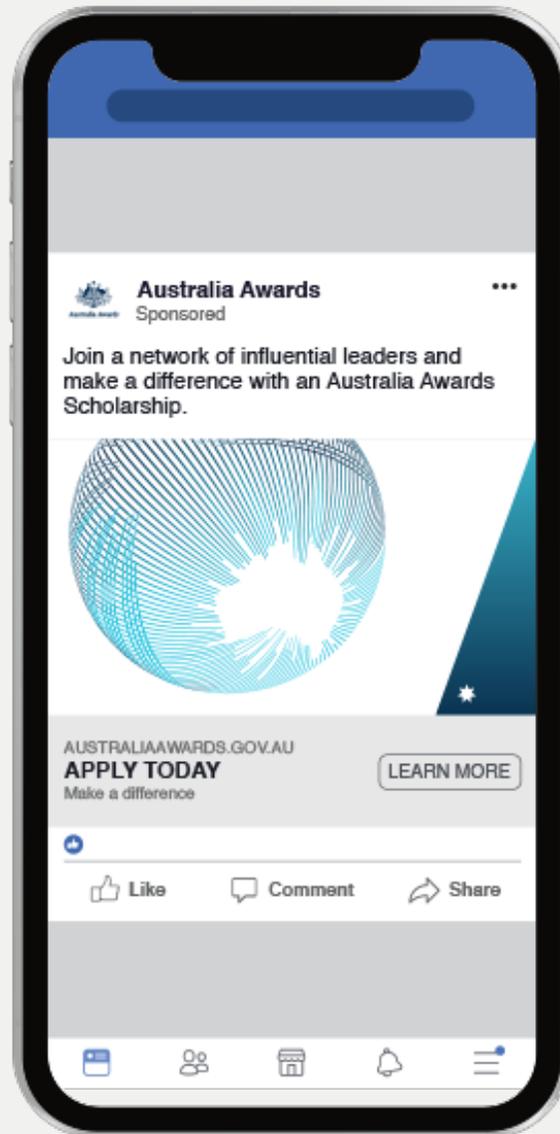


Image Post - Hero Graphic

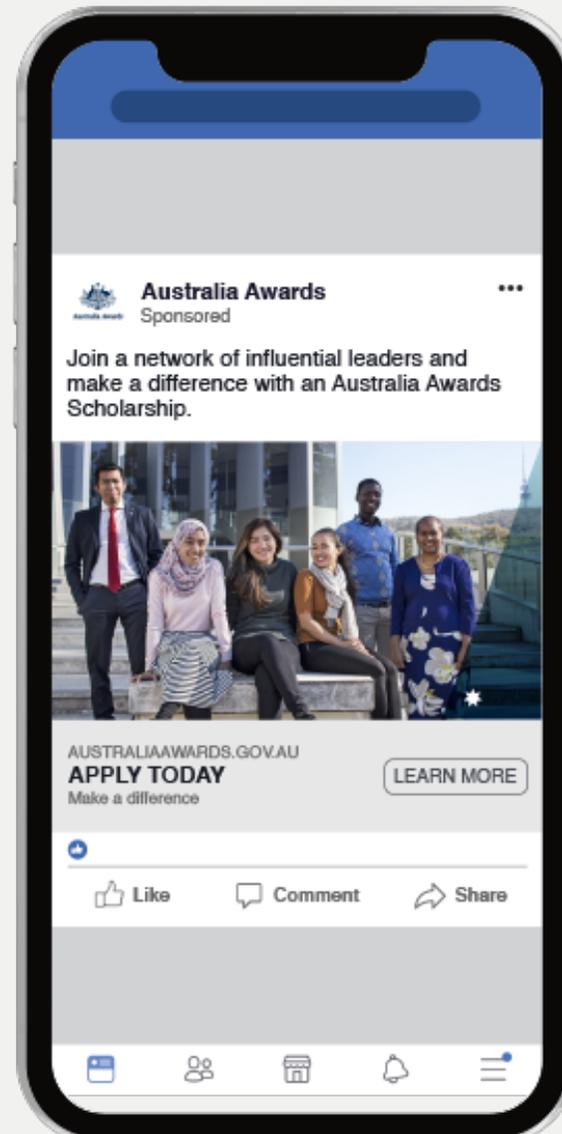
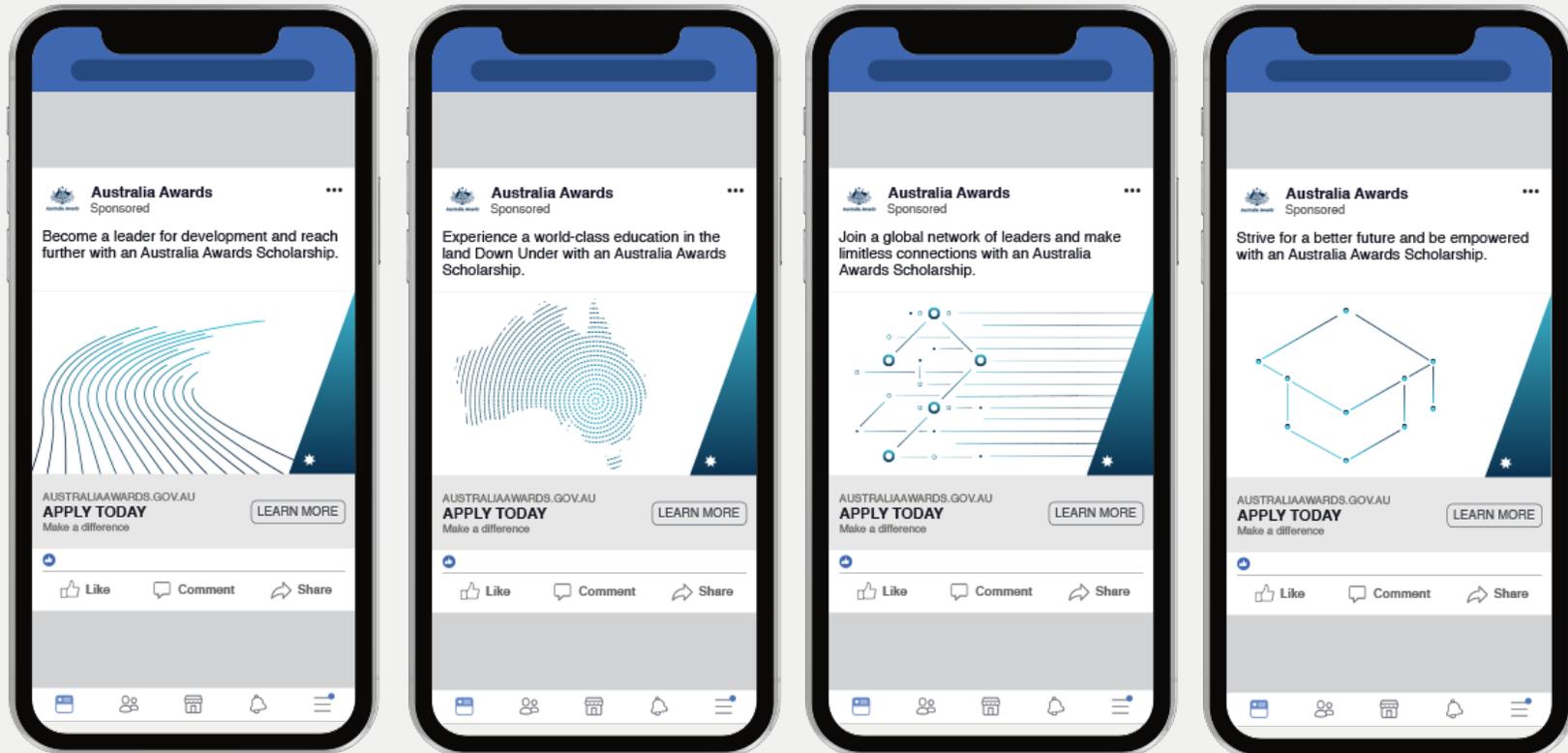


Image Post - Photography

## 2.3 Social Media

### Facebook Image Posts



Themed Image Post - Prestige

Themed Image Post - Experience

Themed Image Post - Collective

Themed Image Post - Changemaking/Disability



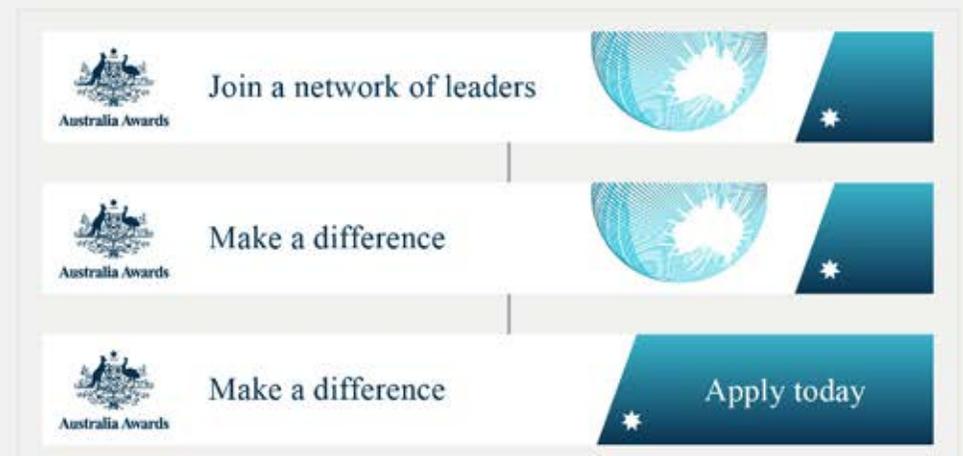
### 3.1 Digital Google Banner Ads (HTML5)



Inline Rectangle - Hero Graphic



Large Rectangle - Hero Graphic



Leaderboard - Hero Graphic

### 3.1 Digital Google Banner Ads (HTML5)

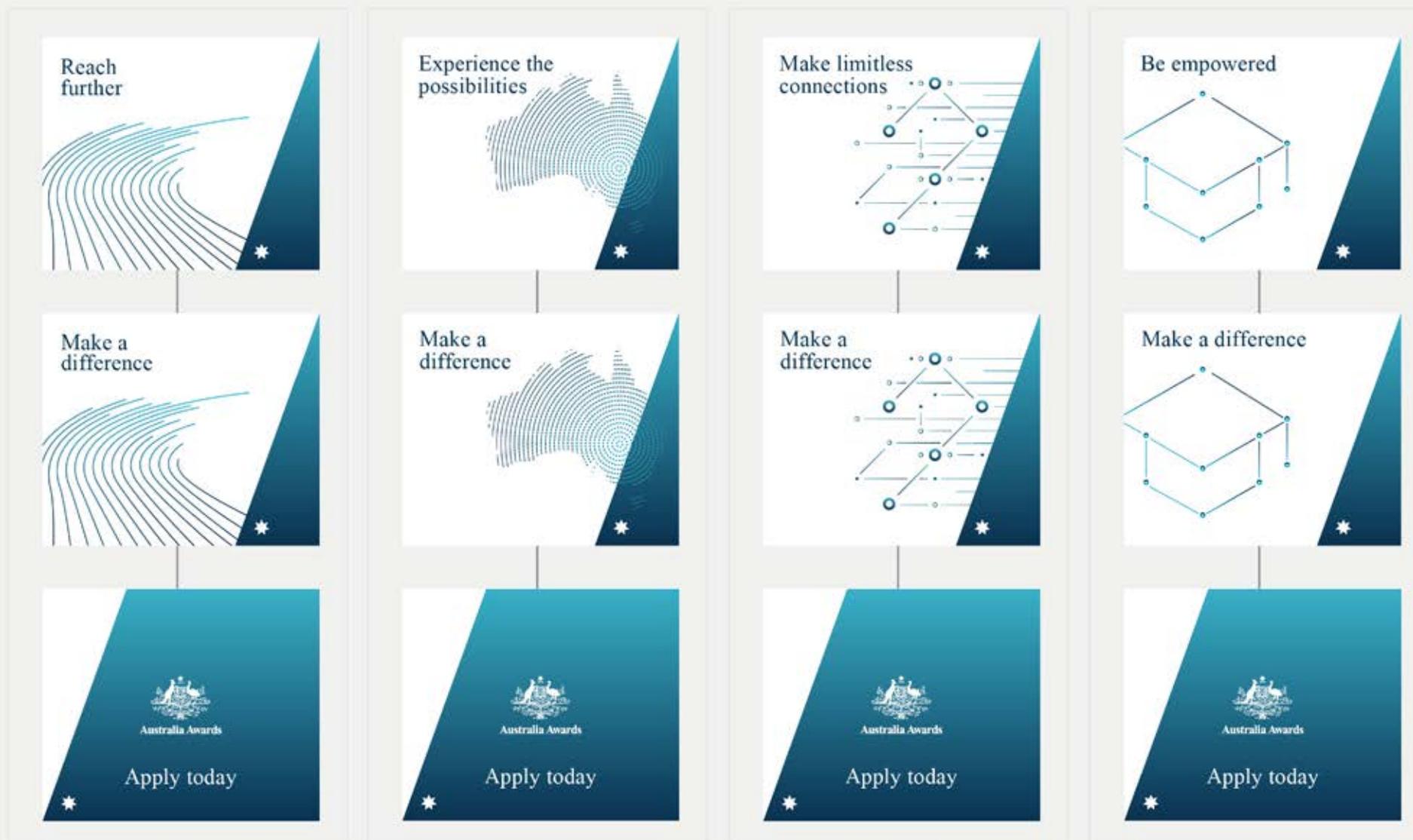


Half-page - Hero



Large Mobile Banner - Hero Graphic

### 3.2 Digital Web Banners (GIF)



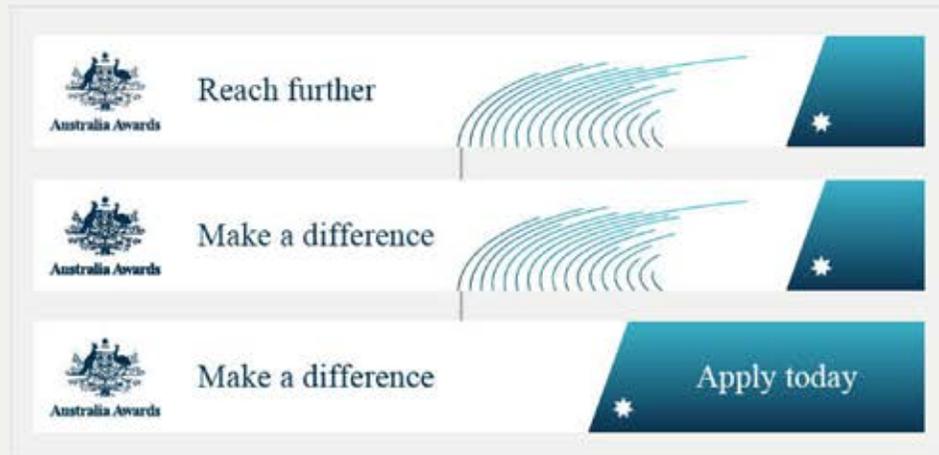
Themed Inline Rectangle - Prestige

Themed Inline Rectangle - Experience

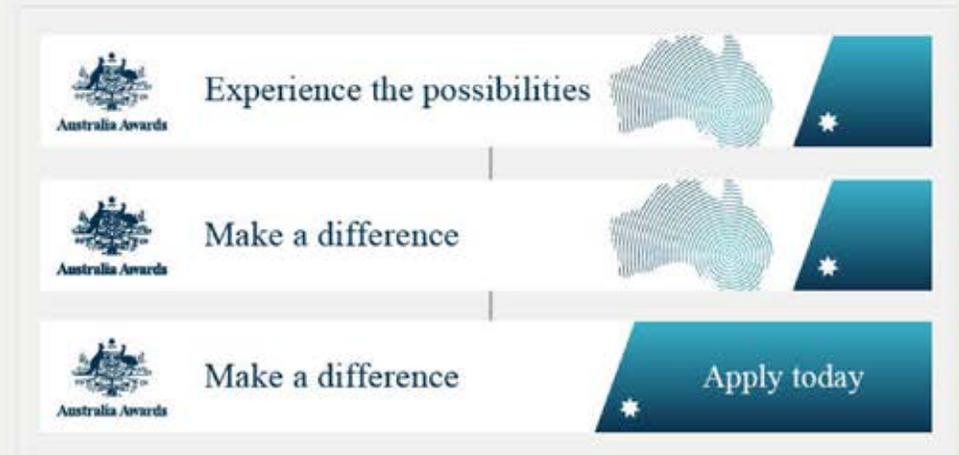
Themed Inline Rectangle - Collective

Themed Inline Rectangle - Changamaking/Disability

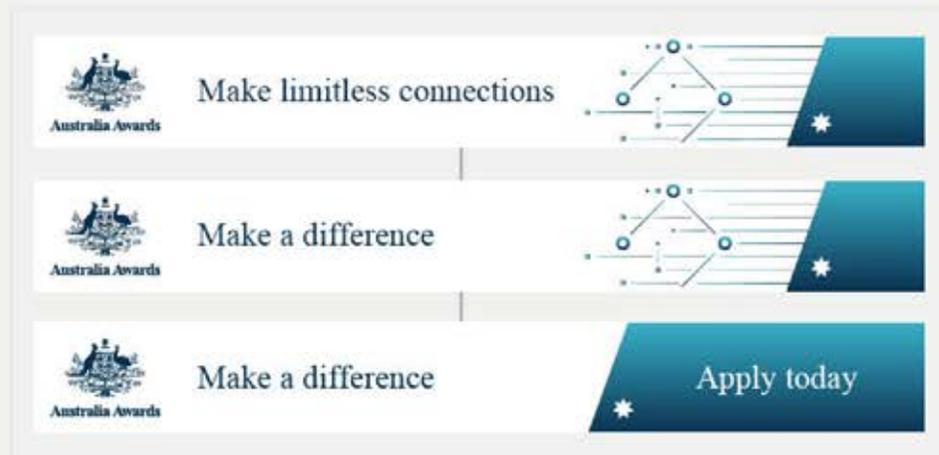
### 3.2 Digital Web Banners (GIF)



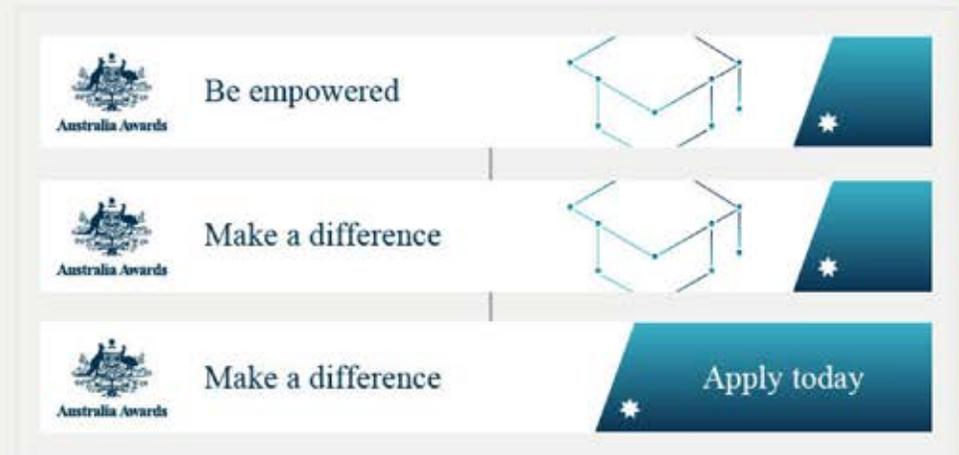
Themed Leaderboard - Prestige



Themed Leaderboard - Experience

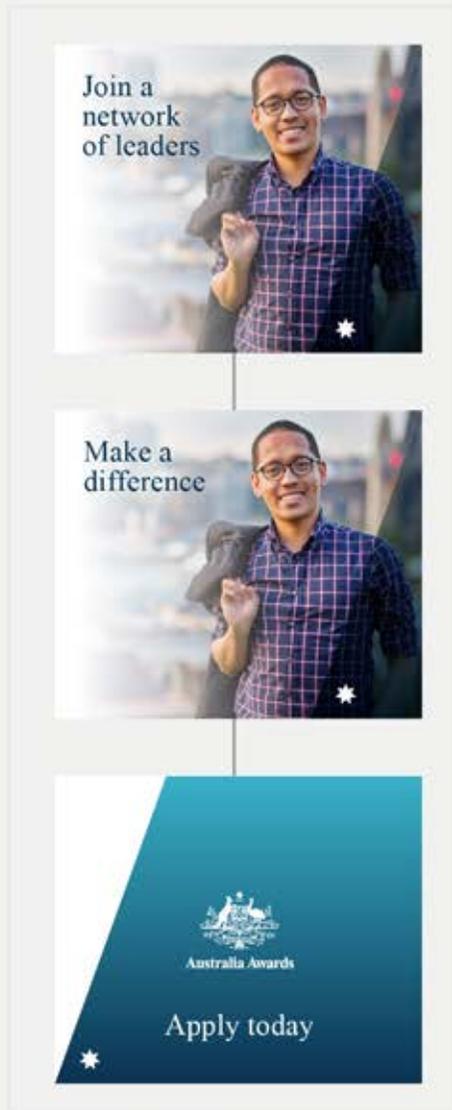


Themed Leaderboard - Collective

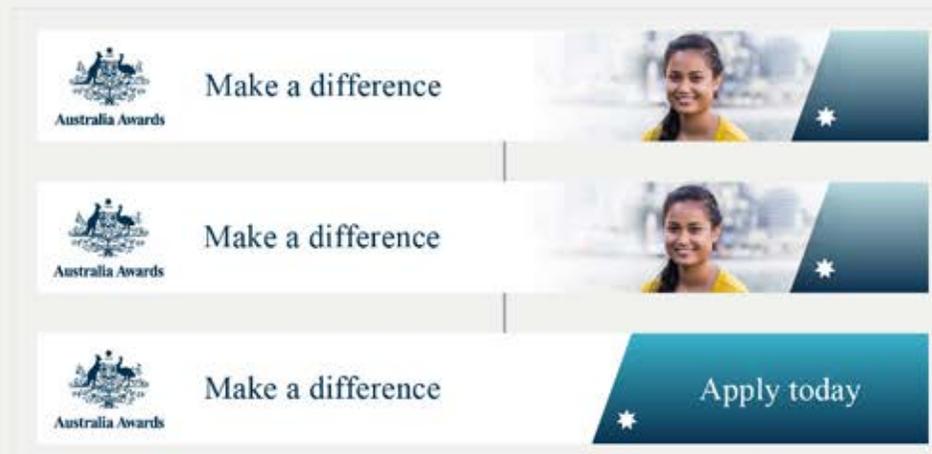


Themed Leaderboard - Changemaking/Disability

### 3.2 Digital Web Banners (GIF)



Inline Rectangle - Photograph

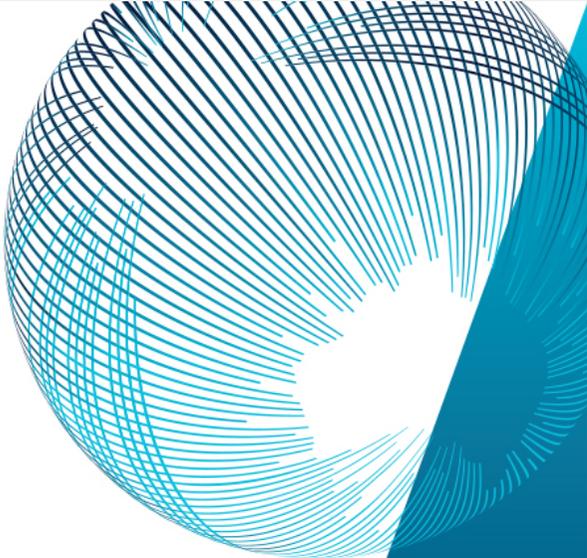


Leaderboard - Photograph





Australia Awards



## Make a difference with an Australia Awards Scholarship.

**Do you want to be a leader in your field and join an inspiring network of changemakers?**

Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

Our application process is open and competitive, providing equal opportunity to all eligible people.

**Apply today for your opportunity to gain a world-class education and become a leader for development.**

**Apply today**  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



A4 Press Ad - Hero Graphic



Australia Awards

## Make a difference with an Australia Awards Scholarship.

**Do you want to be a leader in your field and join an inspiring network of changemakers?**

Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

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Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

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**Apply today**  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



A4 Press Ad - Photograph

## 4.2 Print A5 Press Ad



The graphic features the Australia Awards logo at the top left. Below it is a large, stylized globe composed of many thin, overlapping lines. The background is a gradient of blue, with a white star in the bottom right corner. The text is arranged in a clean, modern layout.

**Australia Awards**

### Make a difference with an Australia Awards Scholarship.

**Do you want to be a leader in your field and join an inspiring network of changemakers?**

Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

Our application process is open and competitive, providing equal opportunity to all eligible people.

Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)

A5 Press Ad - Hero Graphic



The graphic features a photograph of a smiling woman wearing a teal hijab and a dark jacket. The background is a gradient of blue, with a white star in the bottom right corner. The text is arranged in a clean, modern layout.

**Australia Awards**

### Make a difference with an Australia Awards Scholarship.

**Do you want to be a leader in your field and join an inspiring network of changemakers?**

Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

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Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)

A5 Press Ad - Photograph



**Reach further with an Australia Awards Scholarship.**

**Do you want to be a leader in your field and join an inspiring network of changemakers?**  
Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

Our application process is open and competitive, providing equal opportunity to all eligible people.

Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



**Make a difference.**

Themed A5 Press Ad - Prestige



**Experience the possibilities with an Australia Awards Scholarship.**

**Do you want to be a leader in your field and join an inspiring network of changemakers?**  
Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

Our application process is open and competitive, providing equal opportunity to all eligible people.

Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



**Make a difference.**

Themed A5 Press Ad - Experience



**Make limitless connections with an Australia Awards Scholarship.**

**Do you want to be a leader in your field and join an inspiring network of changemakers?**  
Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

Our application process is open and competitive, providing equal opportunity to all eligible people.

Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



**Make a difference.**

Themed A5 Press Ad - Collective



**Be empowered with an Australia Awards Scholarship.**

**Do you want to be a leader in your field and join an inspiring network of changemakers?**  
Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

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Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



**Make a difference.**

Themed A5 Press Ad - Changemaking/Disability

4.3 Print  
Newspaper Strip Ad



**Make a difference with  
an Australia Awards  
Scholarship.**

**Do you want to be a leader in your field and join  
an inspiring network of changemakers?**  
Apply today for your opportunity to gain a world-class  
education and become a leader for development.

**Apply today**  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



Newspaper Strip Ad - Hero Graphic



**Make a difference with  
an Australia Awards  
Scholarship.**

**Do you want to be a leader in your field and join  
an inspiring network of changemakers?**  
Apply today for your opportunity to gain a world-class  
education and become a leader for development.

**Apply today**  
[www.australiaawards\[country\].org](http://www.australiaawards[country].org)



Newspaper Strip Ad - Photograph

## 4.4 Print A4 Flyer Template



Australia Awards

# Make a difference with an Australia Awards Scholarship.

[Subtitle]



**Do you want to be a leader in your field and join an inspiring network of changemakers?**

[add country specific introduction]

Open date: [date]  
Closing date: [date]

For further information:  
e: info@australiaawards[country].org  
p: +xxx xx xxx xxx

Australia Awards Scholarships offer more than a degree. You gain an internationally recognised qualification and a life-changing experience in Australia.

Reach your potential through higher learning in Australia's safe, multicultural society. We support you to live and study successfully. Expand your horizons with new knowledge, leadership skills and a life-long membership of Australia's global alumni network. Advance your career and make a vital contribution to the development of your country.

[Insert country specific content] Xima vel lënd anditios quide vollanis doles molupta alibusame odi rercipsam, cus nat ant es ius, undipsa niaitat et hic tem quis moluptat.

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Our application process is open and competitive, providing equal opportunity to all eligible people.

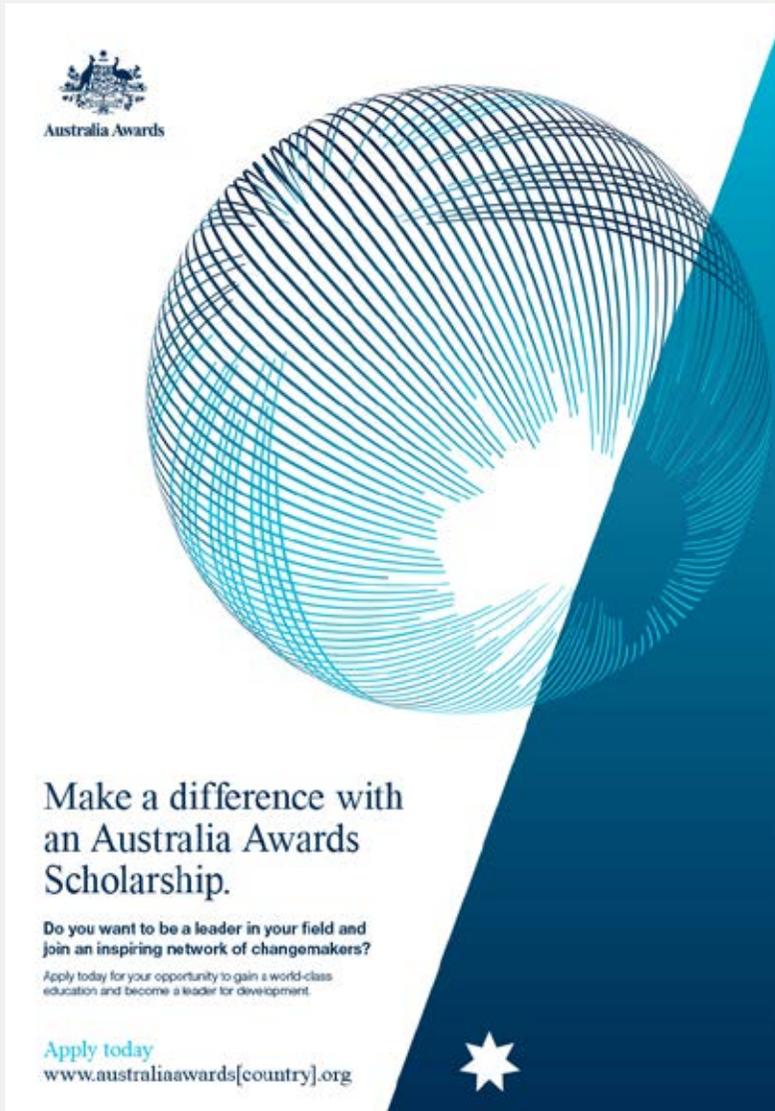
[Sign off message] Apply today for your opportunity to gain a world-class education and become a leader for development.

Apply today  
www.australiaawards[country].org



A4 Flyer Template

4.5 Print  
A3 Poster - Portrait



A3 Poster - Hero Graphic



A3 Poster - Photography

4.6 Print  
A3 Poster - Landscape



A3 Poster - Hero Graphic



A3 Poster - Photograph



Back Cover

Front Cover



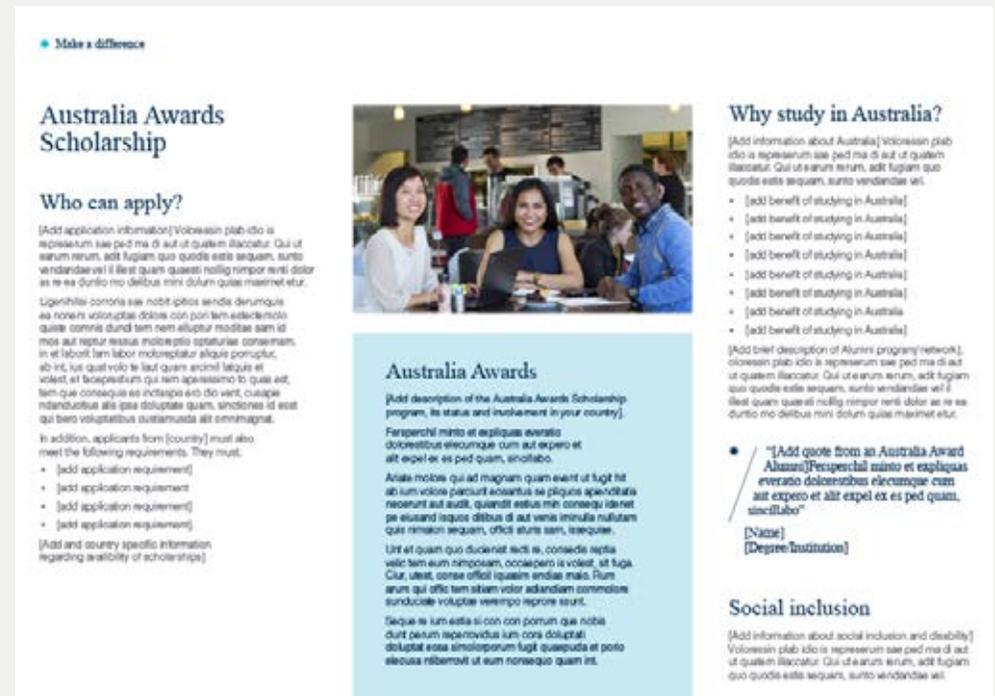
Internals



Flap

Back

Cover



Internals

## 4.9 Print Billboard



Billboard - Hero Graphic



Billboard - Photograph



## 5.1 Branded Assets Pull-up Banners



Hero Banner - Graphic



Hero Banner - Photograph

## 5.1 Branded Assets Pull-up Banners



Themed Banner - Prestige

Themed Banner - Experience

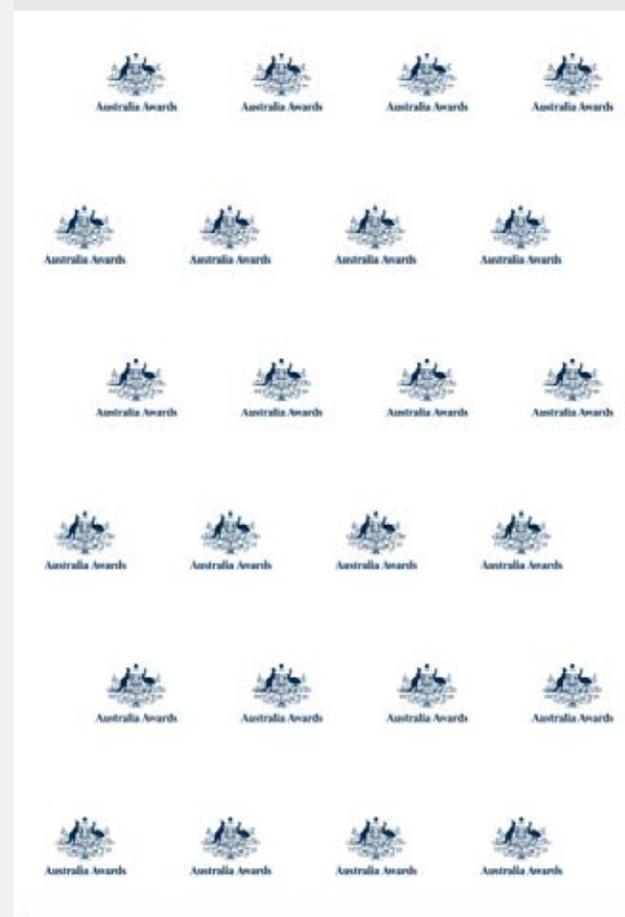
Themed Banner - Collective

Themed Banner - Changemaking/Disability

## 5.2 Branded Assets Media Banner



Media Banner - Style 1



Media Banner - Style 2

## 5.3 Branded Assets PowerPoint Presentation



Australia Awards

# Make a difference with an Australia Awards Scholarship

Presenter name  
Month YYYY

The slide features the Australia Awards logo at the top left. The main text is centered. On the right side, there is a large graphic of a globe made of blue lines, with a white star in the bottom right corner. The background is white with a blue diagonal stripe on the right.

Title Slide



Australia Awards Scholarship

### Join a network of emerging leaders

Do you want to be a leader in your field and join an inspiring network of changemakers?

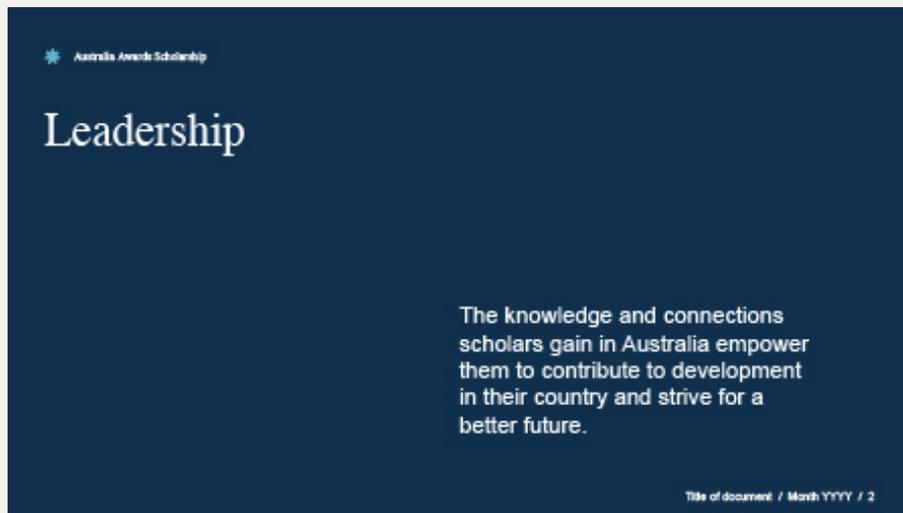
Australia Awards Scholarships offer more than a degree. You gain:

- an internationally recognised qualification
- support to live and study successfully
- higher learning in a safe, multicultural society
- new knowledge, leadership skills and a life-long membership of Australia's global alumni network
- and a life-changing experience in Australia

Title of document / August 2017 / 3

The slide features the Australia Awards Scholarship logo at the top left. The main text is centered. On the right side, there is a photograph of three people (two women and one man) sitting at a table, smiling and looking at a laptop. The background is white with a blue diagonal stripe on the right.

Content Slide



Australia Awards Scholarship

# Leadership

The knowledge and connections scholars gain in Australia empower them to contribute to development in their country and strive for a better future.

Title of document / Month YYYY / 2

The slide has a dark blue background. The main text is centered. On the right side, there is a white star in the bottom right corner.

Section Title



Australia Awards

The slide features the Australia Awards logo at the top center. The background is white with a blue diagonal stripe on the right and a white star in the bottom right corner.

End Slide



**Australia Awards**

