

Guidelines for use of *Koen meigi* (“nominal support”) – February 2019

Companies and organisations promoting Australian products and services in Japan may seek *Koen meigi* from Australian Diplomatic Posts in Japan in support of their sales and marketing efforts, cultural exchange projects or events. *Koen meigi* may be granted only when the following conditions are satisfied.

1. Australian Diplomatic Posts in Japan may grant requests for *Koen meigi* only the applicant has understood and agreed to these guidelines and has completed and signed a written *koen meigi* application form indicating their acceptance of these conditions.
2. Use of *Koen meigi* will not damage the reputation of Australia or that of Australian Diplomatic Posts in Japan.
3. Activities and events granted *koen meigi* are in compliance with Japanese law.
4. Australian Diplomatic Posts shall not be held responsible for any complaints or problems whatsoever arising in relation to activities and events granted *koen meigi*.
5. The right to grant *koen meigi* is solely a decision of Australian Diplomatic Posts in Japan and they can withdraw *koen meigi* at their discretion, anytime for whatever reason.
6. *Koen meigi* will not be granted to any single applicant on an exclusionary basis.
7. *Koen meigi* will subject to approval being grated of how the name (of Australian Diplomatic Post grating *koen meigi*) will be displayed in proposed newspaper or other media. This proposal must be received in a timely manner sufficient that it can be changed before *koen meigi* may be granted.
8. The grating of *koen meigi* does not recognise or make any endorsement as to the quality or suitability of any good or service, nor the financial/economic or social standing of the applicant.
9. The products and/or services grated *koen meigi* status are of Australian origin.
10. *Koen meigi* shall only be used only for the specific purpose for which it was intended and within a specified time period authorised. Use of *koen meigi* at other times and/or for other purposes is strictly forbidden. Organisations must reapply for new *koen meigi* each time they undertake new marketing, sales campaigns or events in Japan. If the purpose, format or contents of the activity or event changes, the applicant must reapply for a new *koen meigi*. New applications for *koen meigi* are required, even for regular events.
11. The *koen meigi* recipient shall promptly submit to the Australian Diplomatic Post that granted *koen meigi* a report of the event or activity (including sales, as appropriate) within 30 days of completion.
12. Use of the Australian Government Seal, or parts thereof, is prohibited. The approved *koen meigi* recipient may not transfer, rent or divert the *koen meigi* to others.

Projects and Events Covered

If the event or activity organised is for commercial purposes, the products and/or services granted *koen meigi* must be of Australian origin.

If the event is not organised for commercial purposes, programs shall aim to develop friendly relations between Japan and Australia including:

- Cultural exchange
- Academic exchange
- Sports
- Youth exchange
- Local exchange

Projects and events contrary to good public order and accepted social standards will not be considered.



Applicant Organisations

The applicant organisation shall disclose all affiliations with any religious, political or governmental organisations. Affiliation shall include both direct relationship between two organisations and affiliations through one or more of the members of the applicant organisations.

As a principle, *Koen meigi* will not be granted to:

- Individuals
- Religious organisations or organisations affiliated to a religious organisation
- Political organisations or organisations affiliated to a political organisation
- Organisations whose purpose or past actions have been deemed contrary to good public order and accepted social standards.

Application process

- All *koen meigi* applications shall be submitted using the online application form.
- Applications will normally be processed within one month from the date of receipt of the application.
- Applicants are forbidden to use the expression “currently applying for *koen meigi*”, or similar, in any materials.
- Applicants will be notified of the granting or rejection of the *koen meigi* request by email to the email address included on the application form. If rejected, Australian Diplomatic Posts shall not provide an explanation.
- Regardless of the outcome, any documentation submitted will not be returned.

Required Application Documentation

- Signed application (accepting these guidelines)
- Attached information describing the event or activity.

In the event of violation of any of the above conditions, the *koen meigi* will immediately be terminated and restrictions imposed on any subsequent *koen meigi* requests from the applicant.

