



## 75<sup>TH</sup> ANNIVERSARY OF SRI LANKA-AUSTRALIA RELATIONS: *WE WANT YOUR STORIES!*

2022 marks the 75th anniversary of Sri Lanka-Australia diplomatic relations. Ever since the first Australian Commissioner arrived in Sri Lanka (then Ceylon) on 29 April 1947, our relationship has gone from strength to strength. With a joint Indian Ocean neighbourhood, a shared history in the Commonwealth and countless personal links among our diaspora, students, tourists and sporting teams, there is much we have to celebrate together.

### CALL FOR STORIES

As part of our marking of this important milestone, the Australian High Commission in Colombo is developing *75 Stories of Friendship*. This online campaign will aim to engage our valued friends and partners and the public by sharing stories that illustrate the longstanding friendship, common interests and values between our two countries. We are calling for stories that illustrate this spirit from within our development program, defence and security partnerships, in Australian business and innovation, and among prominent Sri Lankan-Australian diaspora and alumni.

We would be honoured if you could be a part of this campaign by sharing your stories with us. These stories will be featured on our anniversary website (coming soon!) as well as the Australian High Commission's social media accounts. Your story might tell us how the Australia-Sri Lanka story has influenced you (or you've influenced it!), highlight a project or service of your business or organisation, a point of unexpected commonality between the two countries, or reflect on a particular historical event or idea.

### Helpful hints and guidelines for content:

- We are looking for engaging and exciting stories between *500 to 700 words* in length.
- The story should have a *clear message*, with a beginning, middle and end.
- It should illustrate the *common values* at the heart of the Australia-Sri Lanka friendship.
- *Look for hooks!* It may be a compelling fact, a great quote, an emotion to tap into, or a thought provoking, humorous or interesting question to the reader or viewer.
- *Visuals* help content stick. We would be grateful if you could include three images – at least one portrait photo plus other supporting visuals – with your story.

### How to submit:

Submissions are now open! Please email your stories to [ColomboPD@dfat.gov.au](mailto:ColomboPD@dfat.gov.au), using the template on the following page. You are welcome to submit several stories per team or per interview subject.



## TEMPLATE FOR SUBMISSIONS

<b>Your name:</b>		<b>Business/organisation (if applicable)</b>	
<b>Contact email:</b>		<b>Join our 75<sup>th</sup> Anniversary newsletter mailing list?</b>	Yes! / No thanks
<b>Contact #:</b>			

<b>Story title</b> 3-5 words	
<b>Lead/summary sentence</b>	
<b>Body text</b> <ul style="list-style-type: none"><li>- 500-700 words</li><li>- include quotes if possible</li></ul> Suggestion: <ul style="list-style-type: none"><li>- 250 words background</li><li>- 300 words on present achievement or passion</li><li>- 200 words on reflection or closing</li></ul>	
<b>Images/captions</b> suggest three including a portrait of the subject and an action image.	