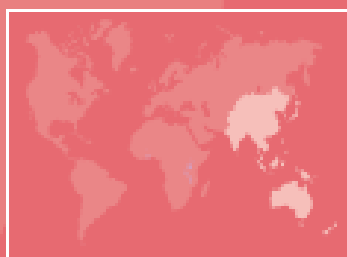


Asia and the Pacific





Australia (Covering New Zealand
and Papua New Guinea)

Bangladesh

Cambodia

China

Hong Kong Special Administrative Region of China

India

Indonesia

Japan

Malaysia

Myanmar

Nepal

Sri Lanka

Thailand

AUSTRALIA

Minister for Immigration and Multicultural Affairs Amanda Vanstone set the tone for World Refugee Day by noting that “the Australian community plays a vital role in supporting and assisting refugee and humanitarian entrants settle into life in Australia and this event is a way to acknowledge and thank people for this valuable work.”

The main WRD objective of UNHCR’s regional office in **Canberra’s** was to raise awareness and understanding about refugee issues and to promote the profile of WRD and the theme of “Hope” in schools, the government and the community.



Children’s banner: © UNHCR/ RO Canberra.

World Refugee Day flags flew **for one week in eight key locations around the capital** and attracted attention from large numbers of ordinary civilians. The local media, meanwhile, covered the WRD activities of senior UNHCR officials and **Australian Capital Territory ministers**.

The flags were a huge success and were also seen by tens of thousands of people in passing vehicles and by MPs at a time when parliament was debating the issue of asylum seekers.

Other community events took place, including announcements of refugee scholarships, the presentation of a WRD welcome book, and UNHCR visits to 400 schools, community organisations, government agencies and NGOs to distribute WRD thematic materials.

The **internet was used** as an aid to promote WRD, with special pages developed on local websites listing all the events. The regional office listed and supported approximately **20 events** (<http://.unhcr.org.au/WorldRefugeeDayEvents2006>).

A UNHCR **fund-raising breakfast** was another successful event, with more than **450 people gathering** at the **Westin Sydney** hotel on June 16. The breakfast was set against the background of the World Cup football tournament in Germany and highlighted the importance of sport in the lives of refugees. Former **Deputy Prime Minister Tim Fischer** helped launch the event. The director of news at Nine Network TV introduced the guest speakers and a televised message of support for WRD by Mark Schwarzer was broadcast on behalf of the Socceroos – the Australian football team. A football signed by the Socceroos team was auctioned, **raising A\$80,000** to support education, health and sport programmes for young refugees around the world.

The regional office managed to secure some **US\$86,381.66 worth of free airtime**. Radio spots were played by **23 radio stations, worth a total US\$14,764.05**. **Seven newspapers**, including The Australian and The Herald Sun, printed WRD articles which reached thousands of people on June 20. New Zealand also put on a successful event which was broadcast by **national media**.

PAPUA NEW GUINEA

The Papua New Guinea liaison office hosted a WRD **exhibition in Port Moresby** that was opened by **Foreign Minister Sir Rabbie Namiliu**. The event was attended by more than 130 people from the international community and key stakeholders. There was a **display of photographs, films, and refugee childrens’ work**. UNHCR officers took the opportunity to acknowledge contributions and take part in a radio talk show.

BANGLADESH

This year's WRD objective was to raise awareness and advocate for accession to the 1951 Refugee Convention and/or adoption of national legislation on refugees. The activities began with the distribution of public awareness material to the government, judiciary, UN agencies, diplomatic missions, human rights organisations, academic institutions, civil society groups and the media. A trip was organised for journalists in a bid to help them prepare and publish in-depth articles about refugee issues. The journalists also visited an exhibition prepared by refugees and helped distribute UNHCR merchandise among the community. The event was well covered by the media, with 50 newspaper reports and five TV broadcasts.

Two seminars were organised by the **Rainbow Film Society** and the **Bangladesh Bar Council**. **Some 400 people attended** each meeting, including judges, lawyers, journalists, members of civil society, UNHCR representatives and the head of delegation of the European Commission to Bangladesh. Activities were also organised in five camps for some 2,000 refugees, including discussions, drama and sports.

Media coverage was extensive, with **five million people being reached** through the broadcasting of various documentaries and talk shows at an **estimated value of US\$6,340**. In addition, at least **16 newspapers** – including The Financial Express, The Independent, The News Today and the New Nation – published articles at an **estimated value of US\$23,315**.

CAMBODIA

Refugee Film Week was organised at the **French Cultural Centre of Cambodia**, screening 20 films about refugees around the world. Some 1,500 people attended and it was covered in the French-language **Cambodge Soir** newspaper.

An **exhibition** of photographs taken by an American photographer in Cambodian camps in Thailand in 1979 and 1980 were displayed for public view. This is a continuing exhibition and 80 people attended the opening night. **Games and other activities** were organised for the camps.

With regards to media coverage, from June 1-18 an interview with UNHCR representatives was **broadcast over Cambodian television**. The **print media** published various WRD-related articles between June 9-22, reaching some **11,000 readers**. Flyers and programmes were also distributed to around **14,000 people** around the country.



WRD posters exhibited around the city for public awareness:©UNHCR/ J. Hivert

CHINA

A photo show was held from **August 21-27 at the Beijing Henderson Centre**. The exhibition featured 53 photos touching on the history of UNHCR and current issues. The official opening ceremony was attended by government officials, the Beijing Commerce Bureau, diplomats, UN representatives and the press.



Opening WRD ceremony:
© UNHCR/ L. Ning

The events were a major achievement for China and the media coverage reflected this. Some **20 newspapers printed articles**, while **China Central TV English Service, CCTV International, Beijing and Phoenix TV** all covered WRD events extensively. There were also a number of **radio interviews** while various **websites** provided theme pages on WRD events.



WRD exhibition at the Beijing Henderson Centre: ©UNHCR/ L. Ning

The events were jointly organised by UNHCR and BQ Weekly. They were sponsored by **Sony China**, which **contributed US\$50,000**.

HONG KONG

Awareness campaigns were launched and UNHCR staff members conducted **information programmes in schools**. The **SOHK** company printed T-shirts with an Einstein image symbolising hope for education, and produced blue "I HOPE" wristbands. The merchandise was sold at church services, "Pure Hope" events and at the Beirut Bar and Restaurant's fund-raising evening, making estimated **profits of US\$16,000** and promoting public awareness.

TV spots were aired, one featuring Hong Kong Event Patron Michael Wong on PCCW "Now TV", Cable TV, and TVB, and then again on CNN International, which were worth an estimated **US\$213,986**. The actor Wong was interviewed by the English-language South China Morning Post and the Chinese weekly magazine, Ming Pao.



Michael Wong for WRD:
©UNHCR/ L. Ning

Wong also took part in a sponsored visit for refugee children to the **Ocean Park** entertainment complex on Hong Kong Island. This was funded by Ocean Park and featured a full day of exciting events. The outing was **covered by three media outlets**, prestige magazines and newspapers. A photo exhibition, courtesy of the Colorsix company, was held and proved successful. Local newspapers printed **eight relevant articles** from June 17 to July 1, with approximately **322,000 readers each**.

INDIA

UNHCR marked WRD with a well-attended **seminar** on “Refugee Protection: New Challenges.” Some **50 people**, including diplomats, policymakers, scholars, journalists and students participated in the event, which was held at the India International Centre, New Delhi. **Indian Council for World Affairs Director General Talmiz Ahmad** inaugurated the event. The film “**A Place to Call Home**” – produced by UNHCR – was screened at the seminar and was featured on Doordarshan India, the government’s international TV channel.

The UNHCR mission chief attended events where refugees, through **song, dance and story** telling, relived their own culture and celebrated that of Indian. The events were attended by 650 people, including refugees and members of the public. The **Turner Corporation (POGO TV Channel for children)** supplied food and drink, and **CNN-IBN** broadcast the event.



Indian cultural dance: ©UNHCR/ N.Bose

An “**eye camp**” was held in western Delhi, organised by **implementing partners and the Venu Eye Institute**.

Two ophthalmologists and six paramedical staff treated more than 100 refugees for eye problems free of charge.

Meanwhile, the British Council organised a video conference on WRD-related subjects at the **University of Jammu**. Some 40 students attended.

Over the breakfast news and CNN, approximately **300 million people** were reached in India on WRD. A further **11 million** were reached via newspaper articles.

INDONESIA

A **Parliamentarian Handbook on Refugee Protection**, written in Bahasa Indonesian, was launched on World Refugee Day. In consultation with the Indonesian House of Representatives, UNHCR organised a formal ceremony and luncheon to mark the long-awaited event. **More than 200 parliamentarians, diplomats, UN agency representatives** and journalists attended. The following **press conference** was attended by the **UNHCR regional representative in Jakarta** and two senior members of parliament for foreign and social affairs.

Implementing partner PULIH organised local activities such as “**A tidiness movement**,” a popular Indonesian custom where refugees volunteer to clean public areas. A friendly **football match** involving locals and refugees was also held. The donor company also ran a “sharing session,” which included airing DVD’s and doing traditional dances. A speech followed, encouraging refugees to keep their hope alive. The day ended with the donation of **trees** to reforest areas where the refugees live. The events proved very successful and popular amongst the refugee community.

Goodwill Ambassador Angelina Jolie’s WRD spot was aired on **Metro TV** along with various documentaries, which drew in approximately **600,000 viewers**. **Local magazine and newspapers** also printed WRD material and information on the events; **35,000 people** are believed to have been reached as a result.

JAPAN

Two **symposiums** were held in the **UN University Hall**. The first focused on non-governmental organisations and implementing partners and was based on **humanitarian action**. The second debated what can be done to help refugees and included more public participation. NHK filmed the event, which will be made into a television programme.

A **photo exhibition** was to be held at the university, based on three different projects, including one that highlights work done by implementing partner Fuji Optical on improving the sight of refugee children.

A one-week **film festival** was organised featuring 18 films and documentaries. These were shown at various locations, including the **Swedish Embassy, the Italian Cultural Centre and French and German institutes**. Special events, such as visits by film producers and panel debates, were included. Media coverage through newspapers, magazines, TV and radio was extremely successful. Some **13 million people** watched High Commissioner António Guterres's speech, **28 articles were published in 16 magazines** and **400,000 people were reached via a radio talk show**.

MALAYSIA

UNHCR organised a refugee **carnival with 350 guests** from government, **NGOs, private sector, media and refugees**. A month-long **photography exhibition** entitled, "**Making the Invisible, Visible,**" was also staged. It showcased the lives of an urban refugee population. The objective of this year's celebration was to generate interest, support and funds to establish a long-term project for refugee children through art and photography. External partnerships were the support behind all the events, which raised **US\$4,000**.

The media helped to generate interest. A total **28 news and feature articles** were published, while **three TV news channels** and various radio stations ran reports. A UNHCR public service announcement was **played at five stations on the airport train network for two weeks**. Some **22 million people were reached**, with a **media coverage value of US\$ 990,000**.

MYANMAR

The UNHCR offices in **Yangon and Maungdaw** marked WRD by mounting posters, distributing pamphlets and showing DVD's on the agency's work. TV spots featuring Goodwill Ambassador Angelina Jolie were screened, and a statement from High Commissioner Guterres was read out.

NEPAL

For this year's WRD, various competitions were organised in fields such as poetry, football and folk singing. They were mostly aimed at refugee children and revolved around the theme of "Hope." Around **1,500 children took part**, as well as representatives from the government and implementing partners. The activities were shown on **Kantipur and Nepal TV** and the football competition was reported in a **story in Japan**. Amnesty International organised an event highlighting UNHCR's role in the protection of refugees in Nepal. The UNHCR representative was **interviewed** on the popular Fireside current affairs programme, which is seen in **75 districts** in Nepal.

Media coverage of WRD was very successful. Goodwill Ambassador Angelina Jolie's message reached millions. Meanwhile, six magazines published **eight WRD articles**, reaching around **500,000 people**. The estimated value of all the **media coverage was US\$2,325**.

SRI LANKA

The main WRD event was a **dance and musical performance** held in Colombo by a traditional Sri Lankan ensemble and based on the theme of "Hope."

At the same event, UNHCR's new local website **www.unhcr.lk** was launched. Some **200 people attended** and speeches were made by the **Minister for Disaster Management and Human Rights**. A Maldivian refugee spoke and explained what hope meant to him. Messages from High Commissioner António Guterres and Goodwill Ambassador Angelina Jolie were broadcast. In addition to this, UNHCR Jaffna held a **kite-making event**, which was attended by refugees and some 400 residents from welfare centres in the district.

THAILAND

Activities planned by the refugees included a quiz show, cultural performances, speeches on the theme of "HOPE," art competitions, music competitions and recognition of leadership within the community and the camps.

In Mae La, a unique activity took place – an exclusive **show** which highlighted diverse cultures and sub-groups within the camp. The event was staged by the **Karen Women's Organisation** and included a musical performance by deaf and blind students, a speech by an **Ara-kanese representative**, songs by Muslim and Kachin groups and a song-and-dance performance by members of the Mon community.



© UNHCR/ Kanchanaburi

The events were supported by **COERR and Handicap International** and the day turned out to be extremely successful.