

**JOINT MEDIA STATEMENT**  
**THE 7TH MEETING OF THE ASEAN MINISTERS RESPONSIBLE FOR**  
**CULTURE AND ARTS**

***“Culture and the Arts to Promote ASEAN’s Identity  
Towards a Dynamic and Harmonious ASEAN Community”***

24 August 2016, Bandar Seri Begawan, Brunei Darussalam

1. The Seventh ASEAN Ministers Responsible for Culture and Arts (AMCA) Meeting and the AMCA Meetings with Dialogue Partners, including the ASEAN Plus Three, China, Japan and the Republic of Korea, were held in Bandar Seri Begawan, Brunei Darussalam on 24–25 August 2016. The Meetings were preceded by the meeting of the ASEAN Senior Officials on Culture and Arts (SOMCA), and their consultations with dialogue partners.
2. The Meeting was chaired by H.E. Pehin Dato Major General (retired) Haji Halbi Md Yussof, Minister of Culture, Youth and Sports of Brunei Darussalam, and Mr. Hilmar Farid, Director General of Culture, representing the Minister of Education and Culture of Indonesia served as Vice Chair. The list of Ministers and representatives from all ASEAN Member States, China, Japan and the Republic of Korea appears as **ANNEX 1**.

**Opening Ceremony**

3. The ceremony began with the remarks by Yang Mulia Datin Paduka Dr Norlila binti Dato Paduka Haji Abdul Jalil, Permanent Secretary, Ministry of Culture, Youth and Sports of Brunei Darussalam. She welcomed all the delegates and expressed great honour for Brunei Darussalam to host distinguished Ministers and guests of the 7th AMCA and Related Meetings. She also mentioned that the 12<sup>th</sup> SOMCA Meeting agreed to strengthen collaboration of the ASEAN culture sector.
4. H.E. Pehin, Minister for Culture, Youth and Sports of Brunei Darussalam, extended the warm welcome to all fellow Ministers of ASEAN Member States, and representatives of Dialogue Partners (China, Japan and the Republic of Korea) to Bandar Seri Begawan, the capital city of Brunei Darussalam.

5. H.E. Pehin highlighted the important role of culture and the arts in enabling the ASEAN community building process. With the launching of the ASEAN Community, he stressed that one continuous challenge for ASEAN is to further deepen appreciation for the region's diverse culture and traditions, and harness its rich diversity to help ASEAN become a more cohesive and integrated community. He suggested that ASEAN should further explore engagement with local communities, especially women, entrepreneurs, and the young generation through educational institutions, cultural research and technologies. He also suggested the strengthening of ASEAN cooperation to realise the United Nations' Sustainable Development Goals. He wished all delegates a fruitful meeting and pleasurable stay in Brunei Darussalam.

6. The title of ASEAN City of Culture was turned over from Hue City of Viet Nam to Bandar Seri Begawan city, Brunei Darussalam for the period of 2016-2018. This is the fourth city in ASEAN which was selected as the ASEAN City of Culture. To mark this significance, the city staged the ASEAN Festival of Arts on 24-26 August 2016 with participations of artists and performers from all ASEAN Member States and the Plus Three countries. This was an excellent example on the way in which ASEAN capitalises on culture and the arts to better understand the region's heritage and traditions, to promote cultural diversity and intercultural dialogue, and to strengthen mutual understanding and cultivate long-lasting friendship among the people of ASEAN and dialogue partners.

### **ASEAN Vision 2025: New Horizons for Culture and the Arts**

7. The Ministers noted that 2016 is an important year for ASEAN, including the culture and the arts sector. With the formal establishment of the ASEAN Community on 31 December 2015, there are new horizons for culture and the arts and their roles in raising ASEAN awareness, building a sense of community, bonding ASEAN together by a common identity and for a better shared future.

8. The Ministers applauded the progress and milestones achieved in relation to culture and the arts, and people-to-people exchanges through the implementation of the Roadmap for an ASEAN Community 2009-2015, including the ASEAN Socio-Cultural Community (ASCC) Blueprint 2025.

9. The Ministers expressed their commitments to the effective implementation of the ASEAN Community Vision 2025: *Forging Ahead Together* and the three new Blueprints which set out the future directions for a politically cohesive, economically integrated,

socially responsible and a truly rules-based, people-oriented, people-centred ASEAN Community.

10. To guide ASEAN's cooperation in culture and the arts, the Ministers considered and adopted the **Strategic Plan for Culture and Arts 2016-2025**. The Strategic Plan (which appears as **ANNEX 2**) is a 10-year guiding document that will be used to develop annual work plans in the fields of culture and the arts. This document will also encourage the use of culture and the arts as educational tools to deal with societal issues in order to bring people living in ASEAN closer together. The key strategies of this document are:

- Encourage a multi-stakeholder approach in promoting an ASEAN mindset and identity to increase the appreciation for the ASEAN Community's histories, cultures, the arts, traditions and values;
- Promote the cultural diversity of ASEAN with emphasis on the long-lasting cultural threads that bind the region to advance intercultural understanding as a counter against violent extremism that may emerge from a lack of understanding of each other's cultures;
- Advance the cultural rights of all the peoples of ASEAN to catalyse the development of the region where people have equal access to cultural properties and where culture is inclusive and helps strengthen sustainable development;
- Harness the contribution of the creative industries towards innovations, generating livelihoods and supporting economic development in ASEAN Member States;
- Engage with, and facilitate discussion among policy-makers, professionals, practitioners and institutions concerned with culture and the arts to raise capabilities in cultural and heritage management; and
- Promote the role of culture for ASEAN to become a proactive member of the global community.

11. The Ministers encouraged all stakeholders to participate in the planning and implementation of the Strategic Plan, including ASEAN's contributions to the global community such as the United Nations 2030 Agenda for Sustainable Development and the ongoing efforts in the protection and safeguard of the world's cultural and natural heritage. In this regard, the Ministers welcomed the **Vientiane Declaration on Reinforcing Cultural Heritage Cooperation in ASEAN (ANNEX 3)** and endorsed it to be adopted at the 28<sup>th</sup> ASEAN Summit.

12. The Ministers also expressed their support for an integrated approach and greater coordinated mechanisms, such as through education, involvement with youth, cultural volunteerism and outreach programmes, to address cross-cutting and cross-sectoral issues such as cultural awareness and sensitivity to the diverse nature of ASEAN Member States' background as those are important to solidify the foundation of communication, strengthen the ability to be more understanding towards cultural values, beliefs, perceptions and tolerance, in going towards a prosperous and harmonious ASEAN Community.

13. The Ministers adopted the **Bandar Seri Begawan Declaration on Culture and the Arts to Promote ASEAN's Identity towards a Dynamic and Harmonious ASEAN Community (ANNEX 4)** to emphasise the centrality of culture and the arts to ASEAN identity, social cohesion and economic success.

14. The Ministers welcomed the initiative of the ASEAN Committee on Culture and Information (ASEAN-COCI) to convene the *ASEAN Culture and Arts Cooperation Dialogue* as an opportunity for ASEAN to exchange ideas and explore collaboration opportunities with a broad range of stakeholders from non-government and inter-government institutions, foundations and the private sector that have interests in regional culture and arts initiatives.

15. The Ministers welcomed a proposal to intensify projecting ASEAN image, within and beyond our region, through film, music and cultural tourism as these can effectively contribute to raising the public's awareness of the heritage, cultural diversity and vibrancy of the ASEAN region.

16. The Ministers also welcomed the invitation of Indonesia to the next World Culture Forum which will be held on 10-14 October 2016 in Bali, and looked forward to its successful implementation.

### **Celebrations for the 50th Founding Anniversary of ASEAN**

17. The Ministers exchanged ideas on the preparations to commemorate the 50th Founding Anniversary of ASEAN which falls on 8 August 2017. The Ministers reiterated that culture and the arts should continue to be anchored as enduring factors for the ASEAN community building in the future and in addressing international challenges.

## **Acknowledgement**

18. The Ministers agreed to convene the next AMCA and its related Meetings with Dialogue Partners in 2018 in Indonesia.

19. The Ministers expressed their sincere appreciation to the Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam and the People of Brunei Darussalam for the warm hospitality accorded to all delegates and the excellent arrangements made for the Meetings. The Meetings were held in the traditional spirit of ASEAN solidarity and cordiality.

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