

ABSTRACT

Title **Strengthening the Overseas Thai Community :
Case Study of the Thai Community in Sydney**

Field **Politics**

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Nowadays, people are considered as one of the most important players in the international relations. Apart from the Thai embassies and consulates around the world, the overseas Thai communities have emerged as another frontline in interacting with foreign countries and their peoples. The Thai Government realizes the potential of the overseas Thai communities and therefore always attaches great importance to supporting and strengthening the Thai communities around the world.

Since 2003 when the Government has, for the first time, included strengthening of overseas Thai communities as a part of its strategic foreign policy, the Ministry of Foreign Affairs as well as the Thai embassies and consulate – general around the world have been actively implementing projects and conducting various activities to promote the unity of the overseas Thai communities.

The research has started with a documentary survey on the Government's policy in strengthening the overseas Thai communities through various primary sources of information. The author has picked up the policy implementation of the Royal Thai Consulate General in Sydney, of which the author was the head of mission during 2007 – 2011, as the case study. Interview with Thai people in Sydney and questionnaires have been used as the research methodology to collect opinion and comment from the target group. The study found that Thai people living in Sydney in general are satisfied with the Government's policy in strengthening the Thai community in Sydney and appreciated the constructive role of the Royal Thai Consulate General in conducting various activities and projects to promote unity among the Thai people. The author has also conducted a theoretical survey on the public relations and strategic communication, and concluded this research paper by proposing comprehensive measures to further enhance the Consulate General's capability for implementing this strategic policy.