



**Asialink**

The University of Melbourne

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## Asialink Annual Report 2007

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THE UNIVERSITY OF  
MELBOURNE



THE MYER  
FOUNDATION

## **ASIALINK ANNUAL REPORT 2007**

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## **CHAPTER 1: OVERVIEW**

Asialink again delivered prodigious activities and outcomes in 2007. The highlights illustrate the depth and breadth of Asialink's programs nationally and internationally including Asialink's APEC Leaders' Conversations with keynote by Indonesian President Susilo Bambang Yudhoyono and Linking Latitudes India with 300 educators learning about the diversity of India.

Asialink Arts provides the light with projects including Julien Poulson playing with master musician Kung Noy – Cambodia's Ray Charles, Thea Mai Baumann presenting an installation exhibition on a rice barge in the middle of the Mekong River and Julie Janson's play being staged under the light of mobile phones in Indonesia.

Asialink leadership program delivers real substance for 43 participants in Sydney and Melbourne including a full day focusing on Islam giving many their first experiences of Islam. "It made me reflect on how Australian-Muslim community members feel in the face of suspicion and fear raised by politicians and the media – in particular the association of Islam and being a Muslim with terrorism, extremism and disloyalty."

Asialink's 2007 strategic review affirmed Asialink's vision, mission and guiding principles:

1. Manage and grow existing programs: Asia Education Foundation, Arts, Corporate and Public Programs, Leadership, Australia Asia Mental Health
2. Continue to promote public debate supporting the vision of knowledge transfer from the University of Melbourne and providing a platform for the exchange of views about issues within the region. Asialink will not take on the role of media commentator on current issues.
3. Explore the existing gap of a premier Asia Centre in Sydney.
4. Focus countries: China, India, Japan, Indonesia and Korea.
5. Achieve greater collaboration between the 5 programs.
6. Develop and execute a strategy to secure core funding post December 2007, and a secure program for funding annually.
7. Appoint to the Board new qualified Asia-experienced directors

All program areas recorded growth in 2007. Education received an additional \$1.5 million grant over 3 years to implement a national program for school principals and won a new three-year tender award for Endeavour Languages Fellowships at \$2.2 million per annum. Significant growth occurred in Asia Australia Mental Health with very significant new sources of funds and the

Leaders program obtained renewed funding for three years from the Potter Foundation. Most key performance indicators were met (see chapter 4).

Total funding targets were either met or exceeded. Corporate sponsorships met forecasted targets however individual donations were under budget by \$20k. Corporate sponsorship continues to be a challenge although Asialink continues to be very successful in maintaining long-term sponsorships.

Core funding was secured to 2010 and a new Asia experienced director was appointed. Focus countries were featured across program areas although Korea received less emphasis. Asialink's presence in Sydney grew with 2 extremely high profile events and significant activities in Leadership and Corporate activities.

The key environmental changes in 2007 identified in the Board and Executive Strategic Plan included:

- Federal Elections and changes in Portfolios
- Australia hosting APEC
- Growing corporate, academic and political interest in India
- Key State Governments continuing to build commitment to Asia engagement
- Continuing tension in the Australian community concerning multiculturalism, citizenship and Islam
- Climate Change
- Increasing US and European interest in Asia adding to the competition for Australia
- Increasing impact of globalization on the region and the emerging interest in threats to globalization.

This analysis informed 2007 programs with key themes of India APEC and climate change being addressed across key program areas. Asialink's recognition of India's growing global influence led to a focus on India in the public program area as well as through support of The University of Melbourne's Australia India Institute initiative. The impact of the Federal Elections in November 2007 will be a key feature of Asialink's strategic planning for 2008 and 2009.

2007 has been a year of unprecedented work and achievements at Asialink. Alison Carroll, was awarded the Australia Council's Visual Arts Emeritus Medal for her life long contributions to Australia Asia visual arts. Maureen Welch has been awarded a 2008 Endeavour Executive Award to undertake professional development in India and Kathe Kirby, CEO of the Asia Education Foundation, was noted by The Bulletin as one of the "Smartest 100 people in Australia" and the smartest 10 in education.

## CHAPTER 2: PROGRAM DESCRIPTIONS

### CORPORATE AND PUBLIC PROGRAMS

#### Events

- **Indonesian President Susilo Bambang Yudhoyono** was keynote speaker at APEC 2020. **APEC 2020: A Conversation for Future Leaders** based on the Asialink Conversations model but expanded to bring together 40 leaders from 21 APEC Economies
- **Premier John Brumby** launched the Victorian Government's Action Plan on Seizing Global Opportunities at an Asialink event.
- **AsiaConnect**, Asialink's One Day Conference on Opportunities in Asia included 60 industry specialists speaking on 14 panels
- Two **Dunlop** events – one honoring Asialink 2006 Dunlop Medalist Sister Mary Theodore and the Asialink Dunlop Medal for 2007, The Hon Tim Fischer AC, commemorating the centenary of Weary Dunlop's birth.

#### Business briefings

- Dr. RK Pachauri, Chairman of the Intergovernmental Panel on Climate Change and then-Shadow Minister for Foreign Affairs, Robert McClelland; Tarun Das, Chief Mentor for the Confederation of Indian Industries; Michael Byrne CEO of LInfox Logistics; Pradeep Mehta from CUTS India and Assoc Professor Mark Crosby from Melbourne Business School.

#### Ambassadors

- Roundtable discussions of with Ambassadors of The People's Republic of China, Republic of Korea and Thailand
- Luncheons with HE Mr Miles Kupa and HE Mr Bill Tweddell, Australia's High Commissioner to Singapore and Ambassador to Singapore.

#### Public lectures

- 50 lectures for over 5000 people about key economic, political and cultural issues in Asia; events that shape authors' writing; insider perspectives into countries like Burma, China, India, Indonesia and Singapore; globalisation and human rights.

#### University of Melbourne

- Asialink research partnership with the **Melbourne Institute of Applied Economic and Social Research** to produce an annual report on the extent and nature of socio-economic linkages over the past decade and into the future on topics including politics, migration, trade and investment
- Promotion of “**Find an Expert**” to engage academics and community in this initiative that fosters knowledge transfer
- Supported the University to establish the **Australia – India Institute** that will provide leadership in research, graduate training, executive briefings, policy advice and knowledge transfer for the benefits of India, Australia and the broader Asia –Pacific region.

- Supported University of Melbourne's charter of **knowledge transfer** with academic participation in corporate and public programs: VC Prof. Glyn Davis, Provost Prof. Peter McPhee and Deputy VC's Profs. Frank Larkins, Vijoleta Braach-Maksvytis & Warren Bebbington; Asia Institute – Profs Abdullah Saeed & Arief Budiman; Confucius Institute – Ms Barbara Hilder; Melbourne Business School – Dean John Seybolt, Prof Ian Harper, Assoc. Profs Mark Crosby and Mark Ritson; Melbourne Law School – Prof Tim Lindsey, Andrew Godwin, Dr Sarah Biddulph; International – Tony Crooks, Dr Susanne Haywood, Dr Carolyn O'Brien, Phillipa Powell & Christine Eckhardt; Faculty of Architecture – Dean Tom Kvan; Faculty of Arts – Dr. Pradeep Taneja, Dr Ramaswami Harindranath; Faculty of Economics & Commerce – Dean Margaret Abernathy, Assoc Profs Bill Harley, Sisira Jayasuriya, Dr Russell Hillberry, Brooke Young, Suzanne Dixon and Brad Hanson; Faculty of Engineering – Prof Graham Hutchinson; Faculty of Medicine – Dean James Angus, Profs Bruce Singh, Graham Brown; Depart of Information Systems – Assoc Prof Steve Howard, Dr. Shanton Chang and Dr. Simon Milton

### **Sponsorship**

- Initiated contact with new fee-for-service sponsors as well as possible new corporate funders
- maintained existing corporate funding as follows: Platinum Corporate Members: BHP Billiton, PricewaterhouseCoopers and United Group; Gold Corporate Members: Freehills, IAG & ANZ; Silver Corporate Members: Singapore Airlines (in kind) & The Age (in kind); Bronze Corporate Members: Westpac, AXA, DIIRD & International House

### **Partnership**

- Strengthened partnerships with: Department of Foreign Affairs & Trade, The Lowy Institute, Radio Australia, Readings Books, The Age and the diplomatic posts, both in Australia and overseas.
- Approved the use of the Sidney Myer Asia Centre for 42 external partners ranging from Australia China Friendship Society to Muslim Leaders Meeting.

## **ARTS**

### **Residency Program**

- Forty-two artists, performers, writers and arts managers engaged in residencies in Asian countries. China, India and Japan remained high priorities; great interest shown in smaller/medium sized countries
- 2007 residents included Julien Poulson playing with master musician Kung Noy – Cambodia's Ray Charles; Thea Mai Baumann presenting an installation exhibition on a rice barge in the middle of the Mekong River; Wanda Gillespie's 'exposure' of cultural relics from forgotten worlds and Julie Janson's play being staged under the light of mobile phones in Indonesia.

- The program has core funding support from the Australia Council, with most DFAT bilateral councils also funding residencies. All State and Territory arts departments support artists from their states. Hosts in each country are a key part of the ‘partnership’ network of support.

### **Touring Exhibitions**

- Six exhibitions toured India, Thailand, Singapore, China, Malaysia, Taiwan and Vietnam (to 11 cities in these countries) with over 25 Australian senior arts managers accompanying them. The Visual Arts Touring Program has financial assistance from the Department of Foreign Affairs and Trade, the Australia Council for the Arts, and the Gordon Darling Foundation.
- Exhibitions included *Printemps-Été: Akira Isogawa*, in partnership with the National Gallery of Victoria to New Delhi and Mumbai; *A Secret History of Blue & White*, in partnership with the Jam Factory Contemporary Craft and Design Centre, exhibiting the work of five prominent ceramists in Bangkok, Singapore, Beijing and Guangzhou; *Streetworks; Inside Outside Yokohama*, in partnership with Canberra Contemporary Arts Space, exhibiting key works by two of Australia’s leading new video artists in Bangkok, Kuala Lumpur and Singapore; *From an Island South*, in partnership with Devonport Regional Gallery, exhibiting the works of eight contemporary Tasmanian landscape painters in Kuala Lumpur and Taipei; *run artist run*, a project focused on Australian artist-run initiatives, including West Space, 1/2doz. and Conical Gallery developing projects in Hanoi, Ho Chi Minh City and Singapore; *The World in Painting*, in partnership with Heide Museum of Modern Art, exhibiting the works of seven Australian painters in Chiang Mai and Bangkok. The exhibition program continues to receive consistent international media coverage.

### **Literature Tours**

- Asailink managed the Kolkata Book Fair where Australia was Focus Country, as part of the Australia International Cultural Council’s initiative in India 2006/7. A replica of the Bondi Pavilion was constructed and author presentations & panels held as well as events at universities, schools, bookstores and cultural centres. Thomas Keneally, Margo Lanagan, John Zubrzycki, Bem Le Hunte, Luke Beesley, Graham Reilly, and Kirsty Murray took part, with Keneally, Lanagan and Zubrzycki also travelling to Jaipur, Chennai, Hyderabad and New Delhi for further engagements. Australian publishers made many books available for the public at local prices.
- Asialink organised Australia’s representation at the Taipei International Book Exhibition with books, an exhibition of book illustrations, and continuing on to Beijing. Over 300 books from 19 publishers on display and over 200 books under consideration for rights sales. The picture book display, *An Australian Menagerie*, very well received. Illustrators Ann James and Ann Haddon gave talks and demonstrations. Publishing industry personnel Rod Hare, Nerrilee Weir and David Pithouse attended.
- Despite this successful history, the Australia Council decided against further funding and the program ended in mid-2007.

### **Eastern Indonesia/Northern Australia Exchange Program**

- This program, funded by the Ford Foundation, Jakarta, and run in partnership with Indonesian arts organisation, Kelola, includes: arts management internships in Australia and two creative partnership projects between artists and arts managers in the Northern Territory and Eastern Indonesia.
- In 2007, two eight-week internship in Australia completed – Sam Indratma hosted by ArtPlay and Johan Didik Handianto hosted by Snuff Puppets.
- The Northern Territory/Eastern Indonesia programs progressed significantly. Tony Gray, manager and producer, and Grant Nundhirribala, who live in Nuumbulwar, a remote indigenous community in East Arnhem Land, travelled to Watublapi in Flores to work with the Sanggar Bliran Siha. The sanggar is a weaving collective working on the revival of local traditional music and dance. The project enabled Nundhirribala, the lead singer of Yilila and lead dancer of Red Flag Dancers, to collaborate with the sanggar, who are currently working with Gray to produce a CD of their music. The project will conclude in August 2008 with presentations of this collaborative project at the Darwin and Garma Festivals.
- Visual arts project involving Darwin papermaker Winsome Jobling and printmaker Leon Stainer working with a community in Baun, Amarasi, West Timor, introducing these techniques to a weaving sanggar to expand their artistic practices. An exhibition of the work will coincide with the Darwin Festival in 2008.

### **Strategic Ties for the Arts Program in Japan, 2005-8**

- This program has core funding from the Australia Japan Foundation and the Australia Council and includes: exhibitions, curatorial exchanges and forums. 2007 saw a collaborative exhibition in Osaka: *Viewmasters Remix*, a project of West Space in Melbourne and Arts Aporia in Japan, and planning continues for a joint project in 2008 between Tokyo Wondersite and Artspace in Sydney and a joint project between Performance Space Sydney and Tokyo Opera City Gallery called *The Ghost in the Photograph*. The curatorial project for 2007 allowed three Sydney curators, Bec Dean, Reuben Keehan and Sally Breen, to spend time in Tokyo and Yokohama working with colleagues to develop new projects.

### **Advocacy**

- An important part of Asialink Arts' work is advocacy for our programs and issues of importance between Australia and the countries of Asia.
- Staff have spoken at forums in Darwin, Brisbane, Adelaide, Sydney, Melbourne, Jakarta and Seoul; Articles published in journals and catalogues in Australia; Exhibition program accompanied by full colour publications. The Japan program includes bilingual publications.
- *Arts Newsletter* published and disseminated in Australia and the region.
- *45,000 days in Asia*, published on the residency program; *Neon Rising* the Australia-Japan Dance Exchange program, accompanied by a large booklet.

- Asialink Arts' Annual Forum 2007, *The Great Leap Forum*, held in Brisbane and included speakers from Korea, Singapore and Australia. Forum also organised to discuss future plans for hybrid-media programs between Australia and Asia, including delegates from Korea, Singapore and Japan.

### **ASIALINK LEADERS PROGRAM**

- On-going funding from **The Ian Potter Foundation** for a further three years was gained and provided support for 15 participants working in the not-for-profit sector
- **43 participants**, including two prominent representatives of Islamic communities, a senior NSW police inspector, a paediatric surgeon working in West Papua, two representatives from Jetstar and a senior advisor in the Attorney General's Department.
- March retreat included a full day focusing on Islam and provided many with their first experiences of Muslim people and Islam in general.
- **PricewaterhouseCoopers** made its Sydney and Melbourne offices available with subsidised catering.
- Leadership Retreat in Canberra and Dr Margaret Byrne's two day intensive cross cultural program, were major highlights.
- **Workplace Projects** provide Asialink Leadership Program Fellows with the opportunity to explore an issue related to leadership and Asia within the context of work or other personal sphere of influence. Fellows assisted to develop and implement a practical strategy to address these issues including participants ran their own cross-cultural programs for staff and made recommendations to build such programs into regular staff professional development programs; Dr Kate Armstrong's project linked families of children living with chronic medical conditions in Vietnam with local NGOs that offer micro-finance, enterprise development and vocational training in both Hanoi and Ho Chi Minh City; Luisa Rust from Austrade shared knowledge and experience within the Australian wine community on challenges and opportunities in the China wine market; Cath Cole from NSW Police worked to improve the reach of Crime Stoppers to allow people from Non English Speaking Backgrounds to access on-line information in their own languages particularly Mandarin, Vietnamese, Korean, Japanese, Arabic and Cantonese
- Leadership **alumni** are involved in program management and selection panels; linked with current participants through a buddy/mentoring program and spoke at Leaders events; Alumni are being linked through an Asialink Facebook group with 97 current members. Michelle Isles, Anna Reynolds and Dorjee Sun, three outstanding Asialink Program Fellows, participated in the United Nations Framework Convention on Climate Change in Bali.

### **HEALTH – ASIA AUSTRALIA MENTAL HEALTH CONSORTIUM**

- Memorandum of Understanding signed on 20th September 2007 to formalise the partnership between the University of Melbourne and St. Vincent's Health as principal partners in Asia-Australia Mental Health. New management structure includes an executive with representation from Asialink, The Department of Psychiatry and St. Vincent's Mental Health Service and a Secretariat jointly based at Asialink and St. Vincent's Mental Health.
- A national Advisory Council for the consortium met in December 2007 and an international advisory committee will be established in 2008.

### **Relationships with Australian government**

- Building upon its partnership with the Department of Foreign Affairs and Trade and AusAID, AAMH further strengthened its relationship with the Australian Government through links to the Department of Health and Ageing. Discussions about potential collaboration in future international mental health initiatives, as well as the development of closer ties with various governmental ministries of health, were progressed during the final quarter of 2007

### **China and Hong Kong**

- A **train the trainer package** for developing multi skilled workers in case management was delivered in Hong Kong to 80 trainers and in Guangzhou to 200 Chinese hospital leaders
- A **4 day study tour of Victorian community mental health services** conducted for 20 Chinese hospital directors and government officials; the Head of Hong Kong's Hospital Authority and 18 other Hong Kong hospital directors and government officials conducted in partnership with the Victorian Department of Human Services
- Ms Susan Dietz-Henderson, Australian Consul General in Shanghai co-hosted a lunch at her residence in Shanghai to celebrate the signing of: A **MOU between the Peking University Institute of Mental Health and AAMH** to implement an AusAID funded project in disaster related mental health care aimed at protecting children. This is the first Ausaid funded program in Mental Health; **An MOU including Melbourne University, Peking University and the Chinese University of Hong Kong** to develop national programs in community mental health. The program is a world first in tri-lateral training programs; **an MOU brokered by AAMH involving beyondblue**, Australia's national depression initiative, and the China Psychiatric Association in a program to raise community awareness about depression and reduce stigma in China.

### **Protecting Children in Disasters**

AusAID sponsored project brings together AAMH and the National Center for Mental Health PRC to develop guidelines for protecting children's mental health in disasters. AAMH worked with Chinese colleagues to refine guidelines, develop training package for school communities and deliver the training program for pilot school sites in Beijing and Hangzhou.

## **2007 World Psychiatric Association International Congress (28th - 29th November 2007)**

AAMH played a pivotal role at the Congress coordinating both the Community Linkages and Cross-Cultural Collaboration streams. The congress attracted 3000 delegates. The Consensus Meeting of the Asia-Pacific Community Mental Health Development project was convened during the Congress

### **Asia Pacific Community Mental Health Development Project**

- Two meetings held for this project involving senior Ministry of Health and key Professional Association heads from 12 Asian nations/ regions
- landmark project documents the status of mental health service in these countries and received WHO and WPA commendations at the WPA International Congress in Melbourne

### **Sponsorship**

- 2007 was the second year of support from Janssen-Cilag who announced a substantial increase in support by way of an unrestricted grant of \$150,000 per annum for the next three years.

## **EDUCATION**

### **Advocacy**

- **National Forums:** The AEF held two major national education forums in 2007. The National Forum on *Engaging Young Australians with Asia* (Sydney) invited 150 educators from across Australia to consider progress in implementing the *National Statement Engaging Young Australians with Asia in Australian Schools*. The National Languages Forum (Melbourne) with 150 participants was the second national forum for languages. Reports of both disseminated on line and by mail-out.
- **Promotional Materials:** AEF worked with the two peak parent organizations: the Australian Parents Council and the Australian Council of State School Organisations, to develop promotional materials for Asian studies in schools. AEF developed promotional materials on languages for Australian teachers, parents and communities.
- **National Collaboration:** State/Territory Education Department Senior Officers met twice with AEF and agreed to submit a report on progress of implementation of the *National Statement* to the CEO's of Education Systems meeting in May. AEF prepared the national report.
- **Keynotes and conference presentations:** AEF gave two major keynote addresses in 2007 and close to 100 conference presentations to education groups nationally.
- **AEF E-News:** new initiative to promote AEF services and progress linked to over 15 education portals supported by bi-annual AEF News distributed to all schools.

### **Curriculum Materials**

- The AEF completed three new texts in 2007: *Asia Scope and Sequence for The Arts*; Ten curriculum units to Support *Asia Scope and Sequence for Studies of Society and Environment*, a curriculum kit and professional learning program to promote Australia's hosting of APEC to Australian school students launched in May by Minister Downer.

### **Teacher Professional Learning**

The AEF implemented national professional learning programs for 5500 teachers in 2007 including:

- AEF won new three-year tender for **Endeavour Languages Fellowships** at \$2.2 million per annum and implemented the 2007 three-week intensive in-country training for 220 educators in Japan, China; 4 European countries and an Indonesian program in Darwin
- AEF nationally, through the Studies of Asia Advisors located in each **State and Territory**, delivered professional learning programs to 5,000 teachers plus 99 conference presentations to 6500 participants.
- AEF won \$1.5 million to implement a national **Leading 21<sup>st</sup> Century Schools: Engage with Asia** program for school principals
- AEF partnered with IEARN Australia, training teachers in four states to utilise ICT to undertake curriculum projects with students in Japan, Indonesia, India, Pakistan, Bangladesh and Nepal.

### **International Programs**

- The AEF held **Linking Latitudes India** in October including a five-day conference and 10 field trips. 400 educators from Australia and India participated making it one of the largest education conferences of its type.
- The AEF held **Access Asia Study Tours** to China, Vietnam, Cambodia, Korea (2) with 100 teachers participating. In addition, the AEF hosted 40 senior educators from Indonesia, Korea, Thailand and India.
- AEF partnered the Australia Indonesia Institute in a successful proposal to The Myer Foundation for \$750,000 over three years for the **Australia Indonesia School BRIDGE program**
- AEF worked with IBM Asia Pacific to organise and lead the **Re-Inventing Education Asia Pacific Summit** held in Shanghai for 70 delegates from 13 AP countries.
- AEF worked with Cisco to draft an **Education White Paper** on Equipping Every Learner for the 21<sup>st</sup> Century for the January 2008 **World Economic Forum, Davos**

## CHAPTER 3: ACTUAL PERFORMANCE

### 1. Secretariat Strategies

<b>Goal 1</b>	<b>Expand and strengthen</b> Asialink's position as the leading Australian centre for promotion of understanding of Asia	<b>Actual</b>	<b>Indicators</b>
<b>1.1</b>	Grow profile through continuing to lead the national debate with key activities on Australia Asia engagement	√	<ul style="list-style-type: none"> <li>• See Item 2 below – Corporate &amp; Public Programming</li> </ul>
<b>1.2</b>	Expand role of Asialink Board and Executive to provide advice to government, business, academia on key issues	√ √	Maintain 2006 level of: <ul style="list-style-type: none"> <li>• submissions to Federal &amp; State Governments</li> <li>• meetings and discussions with Federal and State Ministers, Chiefs of Staff and key personnel</li> </ul>
<b>1.3</b>	Identify global challenges/opportunities for new growth areas	√ √ ?	<ul style="list-style-type: none"> <li>• Continuing incubation of Confucius Institute</li> <li>• Contribute to creation of Australia India Institute</li> <li>• Identify and explore new global opportunities in existing programs and environment</li> </ul>
<b>Goal 2</b>	<b>Promote media and electronic coverage of Asialink and our mission</b>	<b>Actual</b>	<b>Indicators</b>
<b>2.1</b>	Ensure that media releases are disseminated on all major events and issues	√	<ul style="list-style-type: none"> <li>• Issue a media release against every one of Asialink branded events</li> </ul>
<b>2.2</b>	Build and strengthen relationships with key media personnel	√	<ul style="list-style-type: none"> <li>• Involve key media representatives in selected Asialink events</li> </ul>
<b>2.3</b>	Maintain active and disciplined 'Asialink' brand management program	√ √ (1 <sup>st</sup> Q 2008) √ √	<ul style="list-style-type: none"> <li>• Revise and improve Access Asialink, e-newsletter</li> <li>• Publish new prospectus in March 07 for 2007/8 period</li> <li>• Position all promotional publications emphasizing brand</li> <li>• Ensure brand prominence including in joint events</li> <li>• Continue training staff in brand management</li> </ul>
<b>2.4</b>	Grow Asialink's web profile	√ √	<ul style="list-style-type: none"> <li>• Launch and promote extensive and interactive new Asialink website</li> <li>• Maintain and develop website including fortnightly front page updates</li> </ul>
<b>2.5</b>	Develop partnerships with media	√	<ul style="list-style-type: none"> <li>• Continue to grow the</li> </ul>

	organizations	✓ ✓ ✓	<p>collaboration with The Age: confirmation of support from The Age on 4 public events; and ABC Radio</p> <ul style="list-style-type: none"> <li>• Deliver 1 national event in partnership with The Australian</li> <li>• Engage with local press for international forums / exhibitions / tours.</li> <li>• Total media exposures: to match 2006 total.</li> </ul>
Goal 3	Develop a sustainable funding base		Indicators
3.4	Maintain key strategic funding with government, University of Melbourne, Myer Foundation, corporate stakeholders and philanthropic individuals	✓ ✓ ✓ ✓ ✓ *	<ul style="list-style-type: none"> <li>• Government - minimum of bi annual reports and meetings</li> <li>• University of Melbourne – support ‘Growing Esteem’ and DVC International priorities</li> <li>• Myer Foundation – support agreed goals and priorities of the Myer Foundation</li> <li>• Corporate – raise the profile of Asialink Corporate to leverage more corporate sponsorship; renewed focus on existing sponsors to ensure ongoing &amp; mutually beneficial partnerships</li> <li>• Individuals – re-energise the participation of individuals through increased incentives &amp; increase the fees &amp; donations of individuals to Asialink by 10% (* Number of donors increased but the net amount of donation for 2007 remained roughly equal to 2006)</li> </ul>
3.2	Develop new sources of funds through targeting new government sources, new corporate partnerships and developing fee for service activities	* See Education & Arts  ✓ ✓	<ul style="list-style-type: none"> <li>• Maintain existing government sponsors at same or higher levels</li> <li>• seek opportunities for new govt. funding through responding to tenders, proposing programs and maintaining awareness of new policy/directions and priorities of Ministers</li> <li>• Maintain existing corporate sponsors at same or higher levels</li> <li>• Develop new corporate relationships; utilise the current Board to identify and pursue potential sponsors</li> </ul>

		√	<ul style="list-style-type: none"> <li>• Ensure appropriate and innovative corporate events/services to market to potential sponsors</li> </ul>
<b>Goal 4</b>	<b>Ensure that Asialink's programs and services add value to core stakeholders</b>		<b>Indicators</b>
<b>4.1</b>	Government Incorporate the aims and goals of Government partners	√	<ul style="list-style-type: none"> <li>• Details set out in CPP, Education, Leadership, Mental Health and Arts plans</li> </ul>
<b>4.1</b>	University of Melbourne Support the aims and goals of Growing Esteem in Asialink's activities in Australia and Asia	√ √ √ √	<ul style="list-style-type: none"> <li>• Develop and deliver programs to support <u>Knowledge Transfer</u> including: profiling of 20 academics in Australia and Asia in Asialink and partner programs; 60 Asia public programs in Sidney Myer Asia Centre; 10 collaborations with university centres/faculties on Asia related projects including delivering 3 Melbourne Asia Policy Papers</li> <li>• <u>Support positioning and profiling of UOM in Asia</u> including: work with Information Division and MRO to promote and support the new Find An Expert Database; through Asialink programs in Asia support MRO, M&amp;C, IRO; work with Advancement Office to deliver 10 Asialink events for alumni in Australia and Asia; Maintain the 'Asia at the University of Melbourne' website (in collaboration with the Asia Institute.)</li> <li>• <u>Support positioning of UOM to high profile visitors from Asia</u> including bringing at least 15 academic, business and government leaders to UOM</li> <li>• <u>Contribute to teaching and learning</u> through supporting the implementation of the Students from Asia Report by working with DVC Academic and relevant university partners to promote take up of the cultural diversity checklist; Work with the wider university community (eg Trinity College) to support</li> </ul>

		√ √	<p>staff development</p> <ul style="list-style-type: none"> <li>Participate in university-wide Asia and relevant <u>committees</u>;</li> <li>Contribute an Asia focus publications including UOM <u>Annual Report</u>, <u>Alumni Report</u>; <u>Melbourne Voice</u>; <u>Staff News</u></li> </ul>
<b>4.2</b>	Corporate	√ √	<ul style="list-style-type: none"> <li>Identify and incorporate aims of Corporate Stakeholders</li> <li>Continue to develop and tailor corporate sponsorship packages and products to market demands and individual corporate needs</li> </ul>
<b>4.3</b>	Myer Foundation	√	<ul style="list-style-type: none"> <li>Incorporate goals and aims of the Myer Foundation Details set out in CPP, Leadership, Mental Health Plans</li> </ul>

## 2. Corporate And Public Program 2007

<b>Goal 1</b>	<b>Engage relevant Ministers/Shadow Ministers in articulating Asia policies</b>	<b>Actual</b>	<b>Indicators</b>
	Create a range of events to ensure that both parties identify Asia policies in Foreign Affairs, Trade, Education, Arts,	✓ ✗ ✗	Event or Debate Downer/McLelland Event Bishop/Smith/Rudd Event Brandis/Garrett
<b>Goal 2</b>	<b>Expand Asialink's 2<sup>nd</sup> track initiatives</b>	<b>Actual</b>	<b>Indicators</b>
	Develop and successfully deliver 2007 Coolum Forum	✗	Increase representation from the business sector from ASEAN + 3 Work with selected partner, Thai APEC Study Centre at Thammasat University Secure international and domestic media coverage Utilise this premium event to expose value of Asialink to corporate sponsors
	APEC 2020	✓	Work with DFAT to maximise outcomes of APEC 2020 for Australia Work with APEC Committee to secure a leader from Asia to deliver keynote Work with APEC Committee to secure 2 participants from each APEC nation Secure international and domestic media coverage Utilise this premium event to expose value of Asialink to corporate sponsors
<b>Goal 3</b>	<b>Deliver a dynamic event program in SMAC to promote public debate</b>	<b>Actual</b>	<b>Indicators</b>
	Work with Asialink's international and national partners to create 'blockbuster' and engaging events	✓ ✓ (20)	Deliver 4 blockbuster events including India and China focus Deliver 30 engaging events including focus on India, China, Indonesia, Japan, Korea
<b>Goal 4</b>	<b>To highlight business and career opportunities in Asia and provide matching opportunities</b>	<b>Actual</b>	<b>Indicators</b>
	AsiaConnect 2007	✓ ✓	Work with University of Melbourne and Corporate Stakeholders to bring graduates and young professionals together with Asia-focused businesses for career and business expansion in Asia Secure domestic media coverage Utilise this premium event to add value to University of Melbourne,

			Corporate Stakeholders, Leadership participants and their employers.
<b>Goal 5</b>	<b>To create a series of events to improve understand and expand linkages at elite level</b>	<b>Actual</b>	<b>Indicators</b>
	Asialink Corporate Events	√ √ √	Ambassadors' Business and Political Leaders' Series – 4 events Program of corporate private events, in line with major corporate sponsor priorities – 8 events including 1 highlight event in Sydney with particular attention to be given to major sponsors (BHP, PWC, United Group); long term (Freehills, ANZ); new (IAG and Westpac) Chairman and Board hosted events – 4 events
<b>Goal 6</b>	<b>To ensure UoM profile in Asialink events</b>	<b>Actual</b>	<b>Indicators</b>
	Featuring academics in events in Asia and Australia	√ √ (only 1)	Profile 20 academics in Australia and Asia in Asialink and partner programs; 10 collaborations with university centres/faculties on Asia related projects Deliver 3 Melbourne Asia Policy Papers

### 3. AEF STRATEGIC GOALS AND DELIVERABLES 2007

**NOTE:** The AEF Strategic Plan is presented in a format required by Department of Education Science and Training.

#### Contract Deliverables July 1, 2006 – June 30, 2007

<b>Goal 1</b>	<b>Lead a national collaborative strategy to support the uptake of the <i>National Statement Engaging Young Australians with Asia in Australian Schools</i></b>		<b>Proposed outcomes</b>
1.1	<b>Manage an AEF National Secretariat to:</b> <ul style="list-style-type: none"> <li>• <b>Report</b> to DEST bi-annually</li>   <li>• <b>Report</b> to AEF Advisory Board quarterly</li> </ul>	√ √	Reports presented outlining how the AEF has achieved the deliverables are approved by DEST.  Reports presented on how the AEF achieved its goals are accepted by AEF Advisory Board.

	<ul style="list-style-type: none"> <li>• Manage the <b>project deliverables</b> effectively and efficiently within the budget</li> <li>• Facilitate an independent <b>evaluation of the AEF</b> (to be agreed by the Department) which provides a report on the effectiveness and efficiency of the AEF's services delivery during Phases 1-3. The evaluation aims to address the key contextual factors which will affect implementation of studies of Asia and Australia in schools and the implications for the work of the AEF in supporting studies of Asia and Australia in educational systems and schools. The evaluation will assist the Department, the AEF Advisory Board and AEF management to design new or revised strategies into the future.</li> <li>• Annually review <b>AEF's strategies</b> in promoting and supporting the take up of studies of Asia and Australia.</li> </ul>	✓ ✓ ✓ ✓	<p>Deliverables are effectively achieved within budget.</p> <p>Evaluator's reports completed to DEST's satisfaction.</p> <p>Recommendations accepted by AEF Advisory Board and acted upon increasing the AEF's capacity to address key emerging issues more effectively.</p> <p>Reviews undertaken and AEF deliverables for 2007-08 work in synergy with DEST, state/territory jurisdictions and core education stakeholders.</p>
1.2	<p><b>Maintain and support a national collaborative programme</b> for engaging young Australians with Asia in Australian schools including:</p> <ul style="list-style-type: none"> <li>• Negotiate and maintain a <b>contractual arrangement with eight State and Territory departments of education</b> to:</li> <li>• <b>deliver professional learning programmes</b> to strengthen teacher knowledge and understanding of studies of Asia and Australia</li> <li>• <b>link studies of Asia and Australia</b></li> </ul>	✓ ✓	<p>All State and Territory Departments of Education sign contracts and agree to implement their programmes in line with the AEF's Strategic Plan 2005-8, and appoint a dedicated Studies of Asia and Australia Adviser.</p> <p>All States and Territories deliver effective professional learning programmes for teachers, school leaders and curriculum officers in accordance with State and Territory plans submitted to the AEF.</p> <p>All States and Territories develop</p>

	<b>to State/Territory curriculum priorities and authorities</b>	✓	strategies to link the studies of Asia and Australia with local curriculum priorities. All States and Territories seek to make the studies of Asia and Australia explicit within curriculum documents. All States and Territories develop strategies to engage key education stakeholders to support implementation of the <i>National Statement</i> and increase support for and inclusion of studies of Asia and Australia in the curriculum.
	<ul style="list-style-type: none"> <li>• <b>support core education stakeholders</b> including principals, teacher professional associations, pre-service teacher educators and parents to strengthen studies of Asia and Australia in Australian schools through strategies including partnerships, conference participation and support, professional learning programme participation and support, contribution to journals, meetings and forums</li> </ul>	✓	All States and Territories Studies of Asia and Australia Advisers support AEF national initiatives and increase awareness of the AEF's professional learning programmes and Access Asia resources.
	<ul style="list-style-type: none"> <li>• <b>support AEF national initiatives</b> including advocacy and promotion strategies and delivery of AEF professional learning programmes to support the uptake of Access Asia curriculum resources</li> </ul>	✓	A range of new initiatives that meet local needs and link to other key education priorities are implemented in states/territories and support the uptake of the <i>National Statement</i> .
	<ul style="list-style-type: none"> <li>• <b>deliver a range of local initiatives that promote and support studies of Asia and Australia that are tailored to meet local needs.</b> Such initiatives might include partnerships with other areas of national or state priority such as AGQTP, Values Education, Civics and Citizenship, Leadership, ICT, state/territory curriculum support, awards, weeks etc</li> </ul>	✓	Forums held in all States and Territories that increase awareness and commitment of core education stakeholders at State and Territory level and strengthen plans to implement the <i>National Statement</i> in jurisdictions and schools.
	AEF work with Studies of Asia and		

	<p>Australia Advisers to deliver <b>State and Territory forums</b> on the <i>National Statement</i> in all states/territories.</p> <p>AEF convene bi annual <b>national meeting</b> of State/Territory Studies of Asia and Australia Advisers at the AEF national office, November 2006 and March 2007.</p>	✓	Two national meetings conducted to support the development and synergy of national and State and Territory strategic plans and their evaluation and the uptake of the <i>National Statement</i> .
<b>Goal 2</b>	<b>Promote to system leaders, school leaders, teachers, parents and the wider education community the importance for Australian school students to develop understanding, knowledge and skills related to studies of Asia and Australia</b>		<b>Proposed outcomes</b>
2.1	<p>Develop and undertake <b>advocacy strategies</b> with system leaders, school leaders, teachers, parents and the wider education community including:</p> <ul style="list-style-type: none"> <li>• <b>Collaborate</b> with peak principals' associations and national professional associations to engage young Australians with Asia including: Australian Principals' Associations Professional Development Council, Australian Secondary Principals' Association, Australian Primary Principals' Association, Australian Joint Council of Professional Teaching Associations, Australian Federation of Societies of Studies of Society and the Environment, Business Educators Australasia, History Teachers' Association of Australia, Geography Teachers' Association of Australia and Australian Federation of Modern Language Teachers' Associations</li> <li>• Implement a communications strategy in collaboration with <b>ACSSO and APC</b> for parents that outlines the intentions of the <i>National Statement</i></li> </ul>	✓ ✓	<p>Build synergies between the work of the AEF and peak professional associations and organizations to promote the studies of Asia and Australia, particularly to members of the peak professional associations (as identified) who may be new to the area thereby increasing our reach into the education community. For example through the National History Challenge, Business Educators Australasia Award, Principals Forums on Languages Education conducted by APAPDC, support for AEF Board member organisations, National Seminar on Languages Education, collaborate with the AFMLTA on new languages projects, AGTA and BEA on Linking Latitudes and AFSSSE on the APEC curriculum materials.</p> <p>Collaborate with ACCSO and APC to support the uptake of the <i>National Statement</i> through promoting the Statement's intentions to parents across Australia; consult with ACSSO and APC to produce an accessible tool and disseminate it as</p>

	<ul style="list-style-type: none"> <li>Collaborate with the <b>Australian Council of Deans of Education</b> to disseminate materials about studies of Asia and Australia through their networks</li> <li>Collaborate with DEST's International Network, <b>Australian Education International</b>, on initiatives to engage Australian students with school students in Asia</li> <li>Investigate opportunities to collaborate with a partner/s on the implementation of a <b>national student forum</b> focussed on the intentions of the <i>National Statement</i></li> </ul>	√ √ √	<p>part of their existing services to parents.</p> <p>Raise and maintain awareness of the <i>National Statement</i> with Deans of Education and teacher educators; provide information for teacher educators that can easily be disseminated through the Australian Council of Deans of Education existing networks.</p> <p>AEI officers/counsellors are informed of the work being done to include the studies of Asia and Australia in Australian schools; AEF programmes support AEI to promote Australian education internationally through AEF in-country programmes and exchanges involving China, India, Vietnam, Thailand and Korea.</p> <p>Provide an event with capacity to raise awareness among Australian students, teachers and the wider community to consider the intentions of the <i>National Statement</i>, now and into the future.</p>
2.2	<p><b>Develop, publish and disseminate targeted promotional materials</b> on engaging young Australians with Asia in Australian schools including:</p> <ul style="list-style-type: none"> <li>Publish two editions of <b>AEF News</b> – October 2006 and May 2007 with a circulation of 50,000 hard copies plus on request and electronic dissemination from AEF website and through electronic networks.</li> <li>Develop and disseminate nationally through professional learning programmes 5,000 copies of a promotional <b>postcard on the Asia Scope and Sequence for SOSE</b></li> </ul>	√ √	<p>The Department approves developed materials.</p> <p>Copies of the AEF News provided to all schools in Australia, peak professional associations and stakeholder groups to raise awareness of the AEF programmes.</p> <p>Postcard developed and supports the use of the Asia Scope and Sequence for SOSE.</p>

	<ul style="list-style-type: none"> <li>Develop and disseminate a <b>powerpoint</b> presentation on the <i>National Statement</i></li> <li>Leverage partner networks to increase reach to teachers through regular <b>e-mail bulletins</b> together with <b>journal and conference</b> contributions.</li> </ul>	√ √	<p>Powerpoint developed and located on AEF website to support Studies of Asia and Australia Advisers and school leaders to promote and implement the <i>National Statement</i>.</p> <p>Two e-bulletins disseminated to all Advisers, peak professional associations and Asia EdNet by June 2007. Articles written and commissioned by the AEF on the implementation of the <i>National Statement</i> to be published in 4 education journals including Curriculum Corporation's EQ, teacher professional associations' journals and State and Territory education news media. AEF to make 6 presentations at key conferences including national teacher professional associations' conferences and national education organisations' conferences. All strategies designed to increase reach/awareness in the education community to support the uptake of the <i>National Statement</i>.</p>
<b>Goal 3</b>	<b>Support system leaders and school leaders to implement the <i>National Statement Engaging Young Australians with Asia in Australian Schools</i></b>		<b>Proposed outcomes</b>
3.1	<b>Develop, publish and disseminate curriculum resources</b> for teachers and schools to support the <i>National Statement</i> including: <ul style="list-style-type: none"> <li>Develop and publish online 12 curriculum units to support the <b>Asia Scope and Sequence for SOSE K-10</b></li> </ul>	√	Curriculum units utilised by teachers/leaders to increase the inclusion of studies of Asia and Australia in the SOSE curriculum.
3.2	Develop and publish an online curriculum support framework for an <b>Asia Scope and Sequence for the Arts</b>	√	<i>Asia Scope and Sequence for the Arts</i> completed by June 30, 2007 and accessed from AEF website and promotes the uptake of studies of Asia and Australia curriculum in the Arts learning area.
3.3	Provide curriculum and teacher support through electronic resourcing and		

	<p>networking strategies including:</p> <ul style="list-style-type: none"> <li>• Continually improving the AEF website by: <ul style="list-style-type: none"> <li>- Investigating the effectiveness of the search engine/meta data</li> <li>- Adding material about India drawn from the out-of-print text <i>Into India</i></li> <li>- Increasing specific information about State and Territory programmes</li> <li>- Adding information about new materials produced by both Curriculum Corporation and the AEF; and</li> <li>- Developing a links page to key organizations that support the implementation of the <i>National Statement</i></li> </ul> </li>   <li>• Manage and promote the electronic resource and discussion group <b>Asia EdNet</b> services and increase the number of subscribers.</li>   <li>• Implement new options for electronic services to increase reach to schools and teachers through <b>e-mail bulletins</b> by developing a one-page e-mail bulletin to be sent out to key stakeholder groups nationally.</li>   <li>• investigate the development of <b>electronic collaborative projects for teachers and schools</b> in collaboration with I#EARN Asia by developing a collaborative curriculum project with teachers in Australia and Asia to increase engagement within our region and support the development of studies of Asia and Australia in the curriculum.</li> </ul>	√	<p>AEF website modified and more accessible for users. Increased hits on the AEF website pages. New materials added and accessed. Links page created.</p> <p>Increase the number of subscribers and contributions to Asia EdNet.</p> <p>E-mail bulletins circulated twice, January 2007 to June 2007. Positive response from key stakeholders.</p> <p>Funding identified. Electronic collaborative project developed for Year 3 of Strategic Plan to engage students internationally and support curriculum development on studies of Asia and Australia.</p>
3.4	<p>Manage the <b>dissemination and marketing of Access Asia texts</b> to schools nationally and provide Curriculum Corporation's <b>sales reports</b></p>	√	<p>Maintain sales of the Access Asia range and increase awareness of the products.</p>

	on Access Asia materials including breakdown of sales by States and Territories		
3.5	<p>Manage the <b>development, delivery and promotion of national professional learning programmes</b> related to new Access Asia texts and curriculum resources including:</p> <ul style="list-style-type: none"> <li>Promote and disseminate two new professional learning programmes: <b>Engaging young Australians with Asia Teacher and School Resource and Asia Scope and Sequence for English</b></li> <li>Develop and disseminate a professional learning programme on the <b>Asia Scope and Sequence for SOSE</b>. Programme to be put online via the AEF's website.</li> </ul>	√ √	<p>Professional learning programmes are utilised by Studies of Asia and Australia Advisers, key teachers/leaders and curriculum officers to support the implementation of the <i>National Statement</i>.</p> <p>Professional learning programme on the <i>Asia Scope and Sequence for SOSE</i> developed, uploaded on the AEF website and disseminated to Studies of Asia Advisers and key curriculum leaders to support implementation of <i>National Statement</i></p>
3.6	<p>In addition, the AEF will manage a range of domestic and international programmes, including: leveraging opportunities arising from funding offers and tender processes, the Access Asia Study Tours and Exchanges and Linking Latitudes Triennial Conference to support Australian school educators to engage with Asia:</p> <ul style="list-style-type: none"> <li>Work with government agencies and other organizations to identify <b>additional funding</b> to support strategic projects on engaging young Australians with Asia in Australian schools</li> <li>Manage the <b>AEF National Forum</b> in April/May 2007 focused on the role of school and system leaders and teachers in engaging young Australians with Asia (invitation list approved by the Department)</li> </ul>	√ √	<p>Additional funding identified to support new projects and extend existing projects in line with the AEF's Strategic Goals.</p> <p>AEF Forum successfully implemented. Increase in the commitment by key stakeholders to implement the <i>National Statement</i>. Increase the inclusion of content on studies of Asia and Australia in the curriculum.</p>

	<ul style="list-style-type: none"> <li>• Manage a range of international programmes to support Australian school educators to engage young Australians with Asia including:           <ul style="list-style-type: none"> <li>○ <b>Access Asia Study Tours and Exchanges</b> for educators and the <b>Endeavour Language Teacher Fellowships Programme</b></li> <li>○ Manage planning for <b>Linking Latitudes, India</b> 2007</li> </ul> </li>   <li>• Manage the development of a text on <b>APEC</b> and the delivery of a national train-the-trainer program funded by DFAT.</li> </ul>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	<p>Send up to 209 teachers to Asia to improve their knowledge and understanding and increase their capacity to deliver curriculum programmes on Asia.</p> <p>Successfully plan the Linking Latitudes India 2007 programme and attract 250 Australian educators to participate to improve their knowledge and understanding of India and increase their capacity to deliver curriculum on India.</p> <p>Develop a text, web materials and professional learning programme on APEC for secondary SOSE teachers/students to support Australia's hosting of APEC in 2007 and the implementation of the <i>National Statement</i>.</p>
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#### 4. LEADERSHIP PROGRAM 2007

##### **Strategic Objective No. 1: Maintain highest levels of delivery and content**

- High-level academic and professional staff at the University of Melbourne, UTS, ANU and the United Group work with Asialink to identify appropriate speakers and deliver rich and relevant content throughout the program year.
- Appropriate participants are selected from across all professional sectors.
- The program runs consecutively in Melbourne and Sydney.
- Alumni program supports networking within Australia and more broadly
- Program is marketed throughout the year
- Program is reviewed annually

##### **Strategic Objective No 2: Position Asialink's leadership participants as contributors to Asia-Australia engagement**

- Participants and alumni are invited to and given speaking roles at high level events managed by Asialink and its partners
- Participants and alumni are promoted in Asialink publications and more broadly

##### **Strategic Objective No 3: Maintain program sustainability**

- Sponsorship arrangement with Ian Potter Foundation continues in 2008
- Income continues to be derived from fee - paying participants.

	<b>Goals</b>	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
<b>Goal 1</b>	<b>Maintain highest levels of delivery and content</b>			
<b>1.1</b>		High-level academic and professional staff at the University of Melbourne, UTS, ANU and the United Group work with Asialink to identify appropriate speakers and deliver rich and relevant content throughout the program year.	√	All program events throughout the year include leading academic and Asia-Australia professional input All program events have readings reflecting key issues for Asia-Australia relationships
<b>1.2</b>		Appropriate participants are selected from across all professional sectors	√	Work with Asialink Board, sponsors, Council and alumni to recruit at least 35 participants for the program
<b>1.3</b>		The program runs consecutively in Melbourne and Sydney	√	Events are held monthly for Leadership Program participants
<b>1.4</b>		Program is marketed	×	Program is marketed steadily

		throughout the year		throughout the year in Asialink and partner publications and the media throughout the year
1.5		Program is reviewed annually	√	Alumni, Board and Asialink staff review the program in November 2007
<b>Goal 2</b>	<b>Position Asialink's leadership participants as contributors to Asia-Australia engagement</b>			
		Participants and alumni are invited and given speaking roles at high level events managed by Asialink and its partners	√	Promote participation of Leadership participants and Alumni in Asialink Events: as attendees, promoters, speakers or representatives of Asialink Identify Leadership participants or alumni who will champion CPP Events (both public as well as corporate events) to their employers
		Participants and alumni are promoted in Asialink publications and more broadly	✗	Asialink website reflects diversity of alumni and participants roles in the region and is regularly updated Asialink News features alumni in each publication University of Melbourne media office updated with program and alumni news Asialink marketing manager regularly updated with program participants and alumni news
<b>Goal 3</b>	<b>Maintain program sustainability</b>			
3.1		Sponsorship arrangement with Ian Potter Foundation continues in 2008	√	Potter Foundation Executive and Board invited and given speaking roles at key Leadership events

				Potter scholarship holders identified and details of projects sent to Potter foundation. Reports written and submitted according to agreement
<b>3.2</b>		Income continues to be derived from fee - paying participants	√	At least \$80,000 is paid by participants for the program

## 5. HEALTH AND COMMUNITY PROGRAM 2007

### **Strategic Objective No. 1: Asia-Australia Mental Health maintains and grows position within the University of Melbourne**

- University of Melbourne staff is involved in all AAMH projects in Australia and the region.
- AAMH activities are promoted in Asialink and University of Melbourne publications
- Reports of AAMH activities are regularly submitted to the Assoc Dean of Medicine for distribution more broadly within the University

### **Strategic Objective No. 2: Asia-Australia Mental Health maintains and grows position within the Asian region**

- Program with China matures to include a national workforce capacity building program
- Program expands to include Hong Kong and is maintained within three other countries in the region
- Mental Health in Disasters network website is active and new programs launched
- Community Mental Health Regional project becomes a focus for the world Psychiatric Association meeting in Melbourne November 2007

### **Strategic Objective No. 3: Maintain and build program sustainability**

- Janssen maintains support of the AAMH secretariat
- China continues to provide funding for training in Australia
- AusAID funding commences
- DFAT continues to fund programs

	<b>Goals</b>	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
<b>Goal 1</b>	<b>Asia-Australia Mental Health maintains and grows position within the University of Melbourne</b>			
<b>1.1</b>		University of Melbourne staff is involved in all	√	Programs in Melbourne, Hong Kong, PRC, Seoul, Malaysia, Taiwan and

		AAMH projects in Australia and the region.		Thailand include at least one University of Melbourne staff member as well as at least one Asialink staff member.
✓1.2		AAMH activities are promoted in Asialink and University of Melbourne publications .	✓	High quality photographs are taken at AAMH events beginning with Hong Kong in February in March and Guangzhou in March and submitted along with story ideas to UoM media office
1.3		Reports of AAMH activities are regularly submitted to the Assoc Dean of Medicine for distribution more broadly within the University	✓	Reports are written quarterly for the Executive that includes the Assoc Dean of Medicine
<b>Goal 2</b>	<b>Asia-Australia Mental Health maintains and grows position within the Asian region</b>			
		Program with China matures to include a national workforce capacity building program	✓	Tripartite training program aimed at developing multi-function case managers for China launched in March 2007 MOU signed involving Peking University Institute of Mental Health, The University of Melbourne and Hong Kong Chinese University to deliver national program
		Program expands to include Hong Kong and is maintained within three other countries in the region	✓	First training program delivered in Hong Kong in February and will continue throughout the year.  Program is maintained with China, Malaysia and Korea.

		Mental Health in Disasters network website is active and new programs launched	√	Hosted by the University of Melbourne the site goes live in April New program focusing on Children and families in disaster launched with China and funded by AusAID
		Community Mental Health Regional project becomes a focus for the World Psychiatric Association meeting in Melbourne November 2007	√	Eleven countries in the region present a draft of their chapters for the Community mental health publication at workshop in Melbourne November 2007.
<b>Goal 3</b>	<b>Maintain and build program sustainability</b>			
<b>3.1</b>		Janssen maintains support of AAMH secretariat and its programs	√	Janssen-Cilag is involved as an Asialink sponsor in key Asialink events  Xian Janssen supports China program  Janssen Hong Kong supports Hong Kong program  New expanded funding proposal to Janssen Asia Pacific is developed during 2007 for funding in 2008.
<b>3.2</b>		Chinese government provides funding for training in China and Australia	√	Two large delegations from China come to Melbourne for training funded by Ministry of Health PRC  Training occurs in China funded by MOH PRC
<b>3.3.</b>		AusAID funding commences	√	\$1000,000 for Disaster Mental Health program in China commences in 2006
<b>3.4</b>		DFAT funding continues	√	Australia-Korea foundation continues to support the Seoul –Melbourne collaboration

## 6. Asialink Arts Activity program 2007

### **General**

#### Management

Servicing and responding to Asialink/University of Melbourne management requirements	throughout year	✓
Servicing three art form specific advisory committees	throughout year	✓
Liaison with Federal and State government funding agencies	throughout year	✓
<u>Research and development</u>		
All sections research likely partners in Australia	throughout year	✓
All sections keep in touch with partners and networks in Asia	throughout year	✓
<u>Promotion and advocacy</u>		
Website updating/Access Asialink	throughout year	✓
Liaison with media in Australia and Asialink	throughout year	✓
Development of special promotions e.g. publications	one or two p.a.	✓
Newsletter	April – May	✓
Annual forum development	Feb-May	✓
Annual forum	July	✓
Respond to queries on Asia/cultural matters	throughout year	✓

### **Residency Program 2007**

Briefing successful residents in Melbourne and Sydney	January	✓
Placing successful candidates with hosts	January	✓
Working with residents and hosts to ensure success	throughout year	✓
Discussion with Australia Council on funding after June for next triennial	early 2007	✓
Negotiating new hosts (dependent on above)	Jan-June	✓
Promotion of program and interstate briefings ("")	May-Sept	✓
Applicant process of advertising, responding for 2008 ("")	June –Sept	✓
Applications prepared, assessed by Committees x 3 ("")	October/November	✓

### **Visual Arts/Craft Exhibition Touring Program 2007**

#### **1. Touring program 2007**

##### **a) Program follow through from 2006**

###### *Akira Isogawa: Printemps & Été*

Partner: National Gallery of Victoria

- National Gallery of Modern Art, Mumbai
- Lalit Kala Academy, Delhi

20 Feb – 1 March ✓  
21 Mar – 6 April ✓

###### *From an island south (landscapes)*

Partner: Devonport Regional Gallery

- Wei-Ling Gallery, Kuala Lumpur
- National Museum of History, Taipei

12 - 27 February ✓  
9 March – 9 April ✓

###### *A secret history of blue and white (ceramics)*

Partner: JamFactory, Adelaide

- Silpakorn University Gallery, Bangkok
- Arts House, Singapore

7 Feb – 3 March ✓  
19 April – 7 May ✓

• Design Institute, Beijing University of Technology	17 – 29 Sept	✓
• Foshan Ceramic Culture Creative Industry Park	9 – 31 Nov	✓

*Streetworks: inside outside Yokohama* (video)

Partner: Canberra Contemporary Art Space

• Art Centre Chulalongkorn University, Bangkok	1 Feb – 7 April	✓
• Valentine Willies Gallery, Kuala Lumpur	25 April – 8 May	✓
• Substation, Singapore	6 – 28 June	✓

Work plan for each: preparation of works, crating, insurance, freighting prior to departure; preparation of publication: text, photography, credits, design, printing, freight; preparation of promotional material and distribution; travel for curator and artist and program in situ. Freight arrangements between venues. Liaison with host museums and DFAT posts throughout. Promotion of the program in Australia. This work occurs throughout the year. Prepare of exhibition reports and acquittal of funding.

**b) New projects**

*run artist run: ARI Exchange*

Partner: Conical Gallery (MELB), West Space Gallery (MELB), 1/doz. (SYD)

• Ryllega Gallery, Hanoi/ A little blah blah, /Hi Chi Minh City	June - July	✓
• P-10, Singapore	Sept - Oct	✓
• Plastic Kinetic Worms, Singapore	October	✓

*The World in Painting*

Partner: Heide Museum of Modern Art

• Chiang Mai University Gallery	October	✓
• Chulalongkorn University	Nov – Jan 2008	✓

Raise funds

throughout year

✓

Devise tours

throughout year

✓

Research projects in Australia

throughout year

✓

Research hosts/partners in Asia

throughout year

✓

**Strategic Ties for the Arts Initiative 2006-8 (Japan Program)**

Oversee exhibition projects already confirmed

early 2007

✓

Development and oversight of new exhibitions

throughout year

✓

Raise funds, liaise with likely Japanese hosts

throughout year

✓

Confirm and organize one or two curatorial placements

throughout year

✓

Plan forum for Australian and Japanese v.a.

throughout year

✓

personnel, in Australia in 2008

throughout year

✓

**Literature Touring Program 2007**

Deliver Kolkata Book Fair 2007 program

Jan-Feb

✓

Deliver Taipei Book Fair program

Jan-Feb

✓

**Indonesia-Australia Arts Management Program**

**1. NTT/NT Program**

Australian artists in Indonesia (phase 1)

Jan

✓

Australian artists in Indonesia (phase 2)

June-August

✓

Workshop program in Indonesia

June

✓

## **2. Arts Management Internships (Australia wide)**

New host negotiation	Dec	✓
Selection of 4 residents	January	✓
2 Indonesian interns in Australia	August-October	✓

## CHAPTER 4: FINANCIAL REPORTS

Asialink Funding Analysis - for the period 2003-2006

Funders/Income	2003		2004		2005		2006		2007	
	Amount \$	%	Amount \$	%						
Commonwealth	4,159,862.00	67%	4,972,577.76	72%	3,865,305.09	64%	3,652,781.50	55%	4,956,818.57	61%
State & Local Government	292,966.00	5%	362,810.91	5%	364,883.09	6%	537,560.43	8%	664,260.00	8%
Myer Foundation	300,000.00	5%	401,000.00	6%	400,000.00	7%	767,000.00	12%	435,000.00	5%
University of Melbourne	302,858.00	5%	433,330.00	6%	506,234.62	8%	499,996.00	8%	541,639.56	7%
Other Philanthropic Funders	125,173.00	2%	88,492.66	1%	0	0%	322,506.07	5%	133,031.52	2%
Donations & Sponsorship	276,835.00	4%	189,729.71	3%	263,405.54	4%	219,529.19	3%	611,158.82	8%
Fees & Services	707,247.00	11%	397,406.35	6%	570,316.35	9%	482,017.68	7%	620,746.34	8%
Investment	73,951.00	1%	92,962.22	1%	111,703.86	2%	161,096.91	2%	124,626.53	2%
<b>Total</b>	<b>6,238,892.00</b>	<b>100%</b>	<b>6,938,309.61</b>	<b>100%</b>	<b>6,081,848.55</b>	<b>100%</b>	<b>6,642,487.78</b>	<b>100%</b>	<b>8,087,281.34</b>	

<b>As Amount</b>			
Funders/Income	2004	2005	2003
Commonwealth	4,972,577.76	3,865,305.09	4,159,862.00
State & Local Government	362,810.91	364,883.09	292,966.00
Myer Foundation	401,000.00	400,000.00	300,000.00
University of Melbourne	433,330.00	506,234.62	302,858.00
Other Philanthropic Funders	88,492.66	-	125,173.00
Donations & Sponsorship	189,729.71	263,405.54	276,835.00
Fees & Services	397,406.35	570,316.35	707,247.00
Investment	92,962.22	111,703.86	73,951.00
<b>Total</b>	<b>6,938,309.61</b>	<b>6,081,848.55</b>	<b>6,238,892.00</b>

<b>As a percentage</b>					
	2005	2006	2007	2004	2003
Commonwealth	64%	55%	61%	72%	67%
State & Local Government	6%	8%	8%	5%	5%
Myer Foundation	7%	12%	5%	6%	5%
University of Melbourne	8%	8%	7%	6%	5%
Other Philanthropic Funders	0%	5%	2%	1%	2%
Donations & Sponsorship	4%	3%	8%	3%	4%
Fees & Services	9%	7%	8%	6%	11%
Investment	2%	2%	2%	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Asialink Funding in 2005, 2006 & 2007

