



The University of Melbourne

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# Asialink Annual Report 2006

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## ASIALINK ANNUAL REPORT 2006

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## CHAPTER 1: OVERVIEW

Asialink delivered a prodigious level of activities and outcomes in 2006. 95% of key performance indicators were met and all programs achieved budget targets. Significant growth occurred in our Education and Mental Health programs and the Leadership program was reviewed, restructured and successfully secured new funding. Arts delivered visual arts exhibitions, sent writers, performers, artists and arts managers to 12 countries and Corporate and Public Programs delivered 85 events to 8700 people. Education delivered 202 professional development programs to 5 500 teachers and Asialink played a key role in establishing the Confucius Institute (CI) in Melbourne as a model CI in the global network.

Recognition of Asialink's long-term role in Asia Australia engagement was recognized publicly by Prime Minister Howard in his keynote address to the Asialink Conversations dinner in Ho Chi Minh City in November: "the emphasis Asialink has placed on our links with Asia has played a very very important role in Australia's understanding that it's immediate interest and concerns are tied up with the Asia Pacific region".

Asialink's began 2006 with a new Chairman, two new Deputy Chairmen and a re-invigorated Board. A Board and Executive Strategic planning day in February affirmed and refined Asialink's vision, mission and unique position and identified 7 goals and guiding principles for 2006:

1. Manage and grow Asialink's 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. Asialink will provide a platform for the exchange of views about issues within the region. But, consistent with our non-partisan stance, Asialink will not take on the role of media commentator on current issues, nor act as principal in debates.
3. Asialink will thoroughly explore the existing gap of a premier Asia Centre in Sydney to determine the opportunity (if any) for Asialink.
4. Whilst maintaining a broad focus on the Asian region, the countries of main focus are: China, India, Japan, Indonesia and Korea.
5. Asialink will seek a higher degree of 'multiplier effect' through greater collaboration between the 5 programs
6. Asialink will develop and execute a strategy to secure core funding post December 2007, and a secure program for funding annually.
7. Asialink will actively seek the appointment to the Board of new qualified Asia-experienced directors.

Growth was achieved in Education with additional funding of \$1.15m secured and in Asia Australia Mental Health with budget exceeding projections by 100%. A major achievement was mental health being identified as an AusAid priority with an initial commitment of \$100k for 2007. Whilst Arts and Corporate and Public Programs did not achieve budget growth, partnerships and networks grew with Asialink active in 17 countries.

Asialink explored the potential for establishing an Asialink branch in Sydney through collaboration with a Sydney university or the Lowy Institute. The current strategy of securing a position in Sydney through growing the Asialink Leadership program, holding a small number of high profile events and working more closely with our corporate sponsors to deliver Sydney based activities will be maintained. The partnership with Lowy was further developed with 6 joint activities in 2006.

Total funding targets were either met or exceeded however corporate sponsorship was under budget by \$100k and donations over budget by \$100k. The corporate sponsorship was partly caused by timing of payments but also by the difficulty of securing time of senior executives to take up Asialink opportunities. The major challenge is the failure of the Australia Council to fund Asialink's Literature Touring Program beyond June 2007. Substantial representations were made to the (now former) Minister for the Arts and to the Council however this remains the primary ongoing challenge for 2007.

China, India, Japan, Indonesia and Korea were featured in all Asialink programs in 2006 except in Corporate and Public Programs events. A Korea focussed business event is being planned for 2007. Co-operation between program areas also grew with the Night of Stories collaboration between Arts and Public Programs being a highlight series attracting 800 and The Soul of Islam from Education and Public Programs attracting 600 with many more via the web.

Work began on developing a strategy to secure core funding post December 2007. The University of Melbourne has committed to core funding to Dec 2009 and The Myer Foundation will decide on funding levels in May 2007. This area is a key priority for 2007. Similarly action in 2006 to amend the statute to enlarge the Asialink Board will enable the appointment of new directors in 2007.

## CHAPTER 2: PROGRAM DESCRIPTIONS

### 1. CORPORATE AND PUBLIC PROGRAMS

#### **Asialink's Leaders Series**

In 2006, Asialink hosted a series of by-invitation corporate lunches and dinners as well as paid business briefings by both political and corporate leaders from Australia and the Region. Highlights included from Asia: Prime Minister of The Royal Government of Cambodia, Hun Sen, Mr. Henry Tang (Financial Secretary, HK SAR), Minister Syed Hamid Albar (Minister of Defence, Malaysia), Dr. Dino Pati Djalal (Presidential Advisor, Indonesia) and Minister Rafidah Aziz (Minister of Trade, Malaysia) Samdech. And from Australia: Ministers Brendan Nelson, Julie Bishop and Peter Costello, AXA CEO Les Owen and National Secretary of the AWU, Bill Shorten. Asialink was fortunate to be supported by The Myer Family Office, Freehills, AXA and BHP Billiton who provided their corporate offices to host events.

#### **Asialink's Ambassador's Series**

India was a feature of this year's Ambassador's Series. Together with PricewaterhouseCoopers, Asialink hosted Australia's High Commissioner to India HE John McCarthy in Melbourne and Sydney in March and in October Asialink and The Age featured John McCarthy on the rise of India. In the lead up to APEC 2006 in Vietnam, Asialink hosted a lunchtime lecture by Vietnamese Ambassador Thanh Tan Nguyen and the final in the series featured Australia's Ambassador to Japan, HE Murray McLean on the resurgence of Japan as a political and economic power in the region.

#### **Sense of Islam Series**

The Sense of Islam series was developed as a focal point for understanding of Islamic practices and beliefs. Supported by AEF and the Islamic Council, the series of 8 lectures ranged from feminism in Islam to Islam in China. This series reached an audience of approximately 800 people.

#### **Night of Stories Series**

A very popular series supported by Readings Bookstore under the literary direction of Asialink Arts. The Carrillo Gantner Theatre and the Yasuko Hiraoka Myer Room were often filled to capacity with book lovers attentively listening to readings by Vikram Seth, Colin Cotterill, Angela Savage, Geraldine Cox, Dr. Sha and Alice Pung. Also in this series, a memorial tribute was paid to legendary Indonesian writer, Pramoedya Toer with an evening of dance, readings and recollections.

#### **Free Public Lecture Series**

During the Commonwealth Games, Asialink supported a Malaysia/Singapore event with the Business Club of Australia to promote cross-investments. A specialist panel on Avian Influenza including Professor Graham Brown of the Nossal Institute reached a broader audience as it was broadcast on Radio Australia and was also featured in an article in The University of Melbourne's University Magazine circulated to alumni. An ongoing partnership with The Lowy Institute of Public Policy allowed Asialink to present in-depth foreign policy discussions led by Mr. Allan Gyngell, Mr. Milton Osborne, Dr. Malcolm Cook and Rodd McGibbon. Lectures in 2006 which attracted larger audiences featured media personalities like Greg Sheridan of The Australian, Rui Chenggang of CCTV and Nik Gowing of BBC. China and South Asia focused events were also prominent in the 2006 public lecture calendar.

#### **Specialist Roundtable Discussions**

In 2006, Asialink convened specialist roundtables to provide a more intimate setting allowing for higher-level discussions and robust interactions. Roundtables were convened on Australians' perceptions of Indonesia's foreign policy, West Papua, East

Timor and China's Corporate Governance policies. Responses to these specialist roundtables was encouraging with speakers particularly impressed by the calibre of participants assembled who took the opportunity to robustly discuss the topics.

### **Asialink Conversations**

With participation from every ASEAN country (except Myanmar), Asialink Conversations were held in Ho Chi Minh City, Vietnam. The two and a half day conference discussed topics ranging from regional architecture to energy security. Highlights of the Conversations was the closing dinner where the keynote was delivered by Prime Minister John Howard " ... Australia is a nation that, for many years now and for an indefinite period into the future, will always see its immediate interests and concerns as being tied up with the Asian-Pacific region. Our trade, our strategic responses, a significant part of our investment, they are very much bound up with this part of the world. And the emphasis that Asialink has placed on our links with the societies of Asia, has played a very, very important role in my country's understanding of that reality" as well as the participation of Dr. Peter Shergold, Secretary of the Department of Prime Minister and Cabinet at the closing session of the Conversations.

### **IndiaConnect**

"IndiaConnect: The Future is India" brought together 150 India-focused individuals, including over 20 leading industry specialists presenting the growth sectors of the Indian economy. The Conference provided opportunity for networking and an important avenue to learn from people who are engaged with India. The Conference was held with the support of the Indian High Commission, The Age, The Bharat Times and the Cultural and Community Relations Advisory Group of The University of Melbourne which provided seed funding.

## **2. ARTS**

### **Residency Program**

Thirty six artists, performers, writers and arts managers undertook residencies in Asia in 2006. The first residencies have been undertaken in Pakistan, with continuing strong interest in working in key countries India, China and Japan.

### **Touring Exhibitions**

The Visual Arts Touring program was the successful tenderer for the Department of Foreign Affairs and Trade Visual Arts Touring Program and continued to present contemporary Australian art through South-East Asia. Matching funds have been granted through the Visual Arts/Craft Strategy of the Australia Council. Current exhibitions include *A Secret History of Blue and White* which includes the work of five prominent ceramicists presented in partnership with JamFactory Contemporary Craft and Design (Adelaide) and the Tasmanian landscape exhibition, *From an Island South* partnered with Devonport Regional Gallery which enabled Asialink to present its first exhibition in Pakistan in five years. 2006 also saw the continuing tour of *Printemps-Ete: Akira Isogawa*, partnered with the National Gallery of Victoria, exhibiting the works of the Australian fashion designer and the inclusion of the photographic-based exhibition *Supernatural Artificial* at the 12<sup>th</sup> Asian Art Biennale Bangladesh, partnered with Gertrude Street Contemporary Art Spaces. The exhibition program continues to receive consistent international media coverage.

### **Literature Tours**

The 2006 Literature Touring Program began with Kolkata Book Fair 2006 where Australia was Guest Nation. Larissa Behrendt, Luke Davies and Isobelle Carmody travelled to Kolkata and Delhi in January 2006 to participate in the book fair and other events at major universities and arts venues.

Asialink's children's picture book exhibition showed in Taipei at three venues, resulting in strong media attention, around AUD16,000 of book sales, numerous publisher meetings, and four translation sales to date.

Pulitzer Prize winner Geraldine Brooks travelled to China along with Melina Marchetta, author of the modern classic *Looking for Alibrandi*. She writes, "To me the highlights of the trip were the visits to universities in Shanghai, Beijing and Hohhot, when Melina and I addressed crowds of well-informed, highly articulate and extremely impressive Australian Studies students... I was glad to see such gifted young minds turned towards consideration of Australian society and culture." Further activities in China included representation of publishers at the Beijing International Book Fair, where meetings were held with over 90 publishers and some 250 books sent for consideration by Chinese publishers and agents.

Australia's participation at the World Children's Book Festival in May in Seoul, together with the Choicemaker Agency, was another resounding success. Author/illustrator Ann James entertained children and adults alike, with publishers and educators able to peruse some 300 Australian titles on display.

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

This program, which is based on developing skills and creative partnerships between artists and arts managers from Eastern Indonesia and the Northern Territory, includes two visual artists and two performing artists from the Northern Territory undertaking collaborative residencies in artistic communities in Eastern Indonesia. In turn, their Indonesian collaborators will work with the artists in Australian communities, culminating in the presentation of project outcomes in both Australia and Indonesia.

#### **Strategic Ties for the Arts Program in Japan**

*"I very much appreciated being part of this exchange and hope I may be able to work towards assisting to consolidate our Japanese relationships even more."*

Tony Ellwood, Deputy Director, National Gallery of Victoria

Asialink developed the Visual Arts Forum in Tokyo, as noted, in late September, attended by key figures from the museum world in both countries, in partnership with the National Art Center, Tokyo and the Australian Embassy. It was very successful, with a Recommendations paper and specific project outcomes. As part of this the exhibition *Re:search*, a partnership between Experimenta (Melbourne) and Sendai Mediatheque has taken place in Japan and other projects are planned for 2007 and 2008. The program has core funding from the Australia Japan Foundation and the Australia Council.

#### **Neon Rising**

*"This project is a critical one for me.... it has allowed me to reflect on the importance of cross-cultural collaboration in my work"* Sue Healey

Renowned choreographer Sue Healey aptly sums up the immense creative energy, personal accomplishments and deep sustaining relationships that have been generated through the *Neon Rising* dance program, which teamed choreographers and artists making new works in Australia and Japan over the last two years.

These dynamic new works have been enjoyed by audiences in both countries: Kate Denborough's extraordinary physical theatre piece *Ink* in Osaka and Tokyo, and Leigh Warren's presentation of *Wanderlust* at two of Tokyo's premier theatres, while Sydney audiences experienced the dynamism of Tess de Quincey's *Impro-Lab* at the Sydney Opera House, and Sue Healey's *Will Time Tell?* at the Drill.

### **3. LEADERSHIP & COMMUNITY**

#### **The Asialink Leadership Program**

36 participants from Melbourne, Canberra and Sydney representing government, corporate, arts and ngo sectors completed the program in 2006. Workplace projects included building capacity of local leaders working for Intrepid in South East Asian

countries, India and China; establishing an Emergency Services Youth Leadership Program for young adults from the Islamic community in the northern suburbs of Melbourne to provide a bridge between the community and State Emergency Services; developing an extensive plan to expand United Group Ltd's Rail footprint in the Asian region.

### **Sponsorship**

The Asialink Leaders Program was successful in gaining sponsorship of \$100,000 from the Ian Potter Foundation to support increased participation from the not-for-profit sector in the program in 2007.

### **Partnerships**

University of Technology Sydney and United Group Learning became delivery partners for the program. UTS delivered the academic content for the Sydney program and United Group, an expanded program of cross cultural management for both Sydney and Melbourne participants

### **Alumni**

The Asialink Leaders Program alumni continued to be engaged with the program at all levels selecting new Fellows, mentoring participants, running and attending Program workshops and dinners and continuing to meet as alumni across Australia and the region.

Members of the alumni were pivotal on supporting the review and subsequent re-engineering of the program (see following)

### **Program review**

An extensive review of the program led to a more flexible approach to program delivery for 2007. Participants can opt to select one or more program modules or the entire program as in previous years.

## **HEALTH AND COMMUNITY**

### **China**

Asia-Australia Mental Health representatives worked with The National Centre for Mental Health China to support the "686" community-based mental health service program involving 62 sites in both urban and provincial areas throughout China who are developing various aspects of community mental health service delivery.

A two-year Melbourne-based training program of regional directors and heads of hospitals covering all regions in China was completed.

A tripartite training program was negotiated between Hong Kong, China and AAMH to develop work force capacity in community mental health.

### **Malaysia**

The Malaysia-Australia Cooperation in Psychiatry and Mental Health initiative began a 3-stage training program for Mental Health Professionals and Ministry of Health officials.

The leadership of mental health in Malaysia transited both in the Ministry of Health and the Office of the Chief Psychiatrist. AAMH hosted a delegation of the new leadership in November 2006

### **Korea**

AAMH was successful in securing funding from the Australia-Korea Foundation to support a large mental health education exchange program being planned as part of 15 year Seoul mental health plan.

### **Asia Pacific Mental Health Network for Emergencies**

Asia-Australia Mental Health is currently working to develop an Asia Pacific Mental Health Network for Emergencies.

New funding for this project from AusAID was secured in late 2006.

### **Asia-Pacific Community Mental Health Development project**

The project aims to illustrate and inspire best practice in mental health care in the community in the Asia Pacific region.

The first publication from the project was launched in Taiwan in October

## **4. EDUCATION**

### **Advocacy**

The AEF held two major national education forums in 2006. The National Forum on Engaging Young Australians with Asia (Melbourne, April) invited 130 key educators from across Australia to consider implementation issues and plans for the *National Statement Engaging Young Australians with Asia in Australian Schools* released in December 2005. The National Languages Forum (Canberra, October) with 140 participants was the first national forum for languages. Federal Ministers Julie Bishop and Amanda Vanstone addressed the Forum.

Education Minister Julie Bishop joined members of the Asialink and AEF Boards at a private dinner hosted by Sid Myer. A proposal for further funding for teacher professional learning in the studies of Asia was sent to the Minister in September as a follow up to the dinner.

The AEF initiated a partnership with the two peak parent organizations: the Australian Parents Council and the Australian Council of State School Organisations, to undertake a survey of parent attitudes to learning about Asia in the school curriculum. The survey indicated that over 80% of parents surveyed believe 'Australians need to understand China at least as well as they understand Britain and the USA.'

A bi-annual Meeting of State and Territory Education Department Senior Officers was established in June as a result of the 2006 AEF National Forum. The group met again in November where they joined the AEF Board for a discussion on progress on the implementation of the National Statement. They will re-convene in June 2007.

AEF won a tender from DEST (\$150,000) to develop promotional materials on languages for Australian teachers, parents and communities.

### **Curriculum Materials**

The AEF completed four new texts in 2006: *In our own backyard: Connecting to Global Issues in Our Region*; *Asia Scope and Sequence for Studies of Society and Environment*; Units to Support Asia Scope and Sequence for English; Teacher and School Resource to Support the *National Statement Engaging Young Australians with Asia in Australian Schools*.

AEF won a tender from DFAT (\$250,000) to develop a curriculum kit and professional learning program to promote Australia's hosting of APEC to Australian school students. The kit will be launched in May 2007.

### **Teacher Professional Learning**

The AEF has implemented national professional learning programs for teachers in 2006 including:

- Endeavour Languages Fellowships – three-week intensive in-country languages training in Japan, China; 3 European countries, Mexico and an Indonesian program

in Darwin. A total of 202 educators participated with trainee teachers included for the first time and an increase of \$1 million in funding taking the program to \$2m per annum.

- AEF nationally through the Studies of Asia Advisors located in each State and Territory have delivered professional learning programs to 5,000 teachers plus 95 conference presentations to 6000 participants.
- AEF developed a national professional learning program for schools and school leaders on the *National Statement Engaging Young Australians with Asia in Australian Schools*

#### **International Programs**

- The AEF successfully marketed Access Asia Study Tours to China (4), Vietnam/Cambodia, Korea (3) and India (2) with 145 teachers participating in 2006. In addition, the AEF hosted 31 senior educators from Indonesia, Korea and India.
- The AEF is well advanced in planning for Linking Latitudes India, 2007. This program will include a four-day conference with pre and post-conference field trips. The AEF estimates that up to 450 educators from Australia and India will participate making it one of the largest education conferences of its type.
- AEF delivered the keynote address for the US National Consortium for Teaching Asia in Los Angeles in October and an address at the International Education Conference in Shanghai in October.

## CHAPTER 3: ACTUAL PERFORMANCE

### 1. SECRETARIAT

**Goal 1: Expand and strengthen Asialink's position as the leading Australian centre for promotion of understanding of Asia**

	Strategy	Actual	Indicators
1.1	Expand role of the Asialink Board and Advisory Council to include provision of advice to government, business, media on key issues	√ √	Maintain 2005 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>
1.2	Identify global challenges/opportunities for new growth areas	√ √	<ul style="list-style-type: none"> <li>• Incubation of the Confucius Institute</li> <li>• Identify and explore new global opportunities in education, the arts and mental health</li> </ul>

**Goal 2: Maintain media coverage of Asialink and its mission**

	Strategy	Actual	Indicators
2.1	Raise profile through greater Board and Executive involvement in the media	√	<ul style="list-style-type: none"> <li>• 10 media mentions/appearances</li> </ul>
2.2	Ensure that media releases are disseminated on all major events and issues	Not Achieved	<ul style="list-style-type: none"> <li>• To issue a media release against every one of Asialink branded events</li> </ul>
2.3	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>
2.4	Develop an active and disciplined 'Asialink' brand management program	√ (Jan 07) √  March 2007  √ √  √ Could be Improved	<ul style="list-style-type: none"> <li>• Launch new Asialink website</li> <li>• Revise and improve Access Asialink, e-newsletter</li> <li>• Publish new prospectus for 2007/8 period</li> <li>• Emphasize brand in all promotional publications</li> <li>• Ensure brand prominence including in joint events</li> <li>• Continue training staff in brand management</li> </ul>
2.5	Develop partnerships with media organisations	√   Not Achieved  √  Good coverage	<ul style="list-style-type: none"> <li>• Continue to grow the collaboration with <i>The Age</i> – 2006: initial confirmation of support from <i>The Age</i> on 4 public events; and ABC Radio</li> <li>• Deliver 1 national event in partnership with <i>The Australian</i></li> <li>• Engage with local press for international forums / exhibitions / tours.</li> <li>• Total media exposures: to match 2005 total.</li> </ul>

		in 2006 – could be built on in 2007	
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### Goal 3: Develop a Sustainable Funding Base

	Strategy	Actual	Indicators
3.1	Maintain key strategic funding with government, University of Melbourne, Myer Foundation, corporate stakeholders and philanthropic individuals	√ √ √ √ √	<ul style="list-style-type: none"> <li>• <u>Government</u> - minimum of bi annual reports and meetings</li> <li>• <u>University of Melbourne</u> – support ‘Growing Esteem’ and DVC International priorities</li> <li>• <u>Myer Foundation</u> – support agreed goals and priorities of the Myer Foundation</li> <li>• <u>Corporate</u> – 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>• <u>Individuals</u> – re-energise the participation of individuals through increased incentives &amp; increase the fees &amp; donations of individuals to Asialink by 20%</li> </ul>
3.2	Develop new sources of funds through targeting new government sources, new corporate partnerships and developing fee for service activities	√ √ X √ X √	<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> <li>• Utilise partnerships such as the cross cultural training initiative with United Learning to leverage greater exposure for the services and value of Asialink – through both fee-for-service and sponsorship</li> <li>• Ensure appropriate and innovative corporate events/services to market to potential sponsors</li> </ul>

### Goal 4: Ensure that Asialink’s Programs and Services Add Value to Core Stakeholders

	Strategy	Actual	Indicators
4.1	Government	√	<ul style="list-style-type: none"> <li>• Incorporate the aims and goals of Government partners</li> <li>• Details set out in CPP, Education and Arts plans</li> </ul>
4.2	University of Melbourne	√ √	<ul style="list-style-type: none"> <li>• Incorporate the aims and goals of the <u>University</u> in Asialink’s activities in Australia and Asia</li> <li>• Contribute to university-wide Asia committees such as MAAB; reporting including Annual Report, Alumni Report; media inc UniNews in Melbourne, China and India.</li> </ul>

		√	<ul style="list-style-type: none"> <li>• Develop/deliver programs across Asialink which support the University to be more accessible to non-academic communities including government, industry and commerce in line with UoM strategic plan</li> </ul>
		√	<ul style="list-style-type: none"> <li>• Continue to support the implementation of the Students from Asia Report through supporting the Equity and Diversity Audit; working with DVC Academic, in collaboration with centres across the university, to implement a colloquium on teaching, learning and cultural diversity</li> </ul>
		√	<ul style="list-style-type: none"> <li>• Continue to promote and support the Expertise and International Linkages Database initiative through support and promotion of the new Themis Researcher Profile; continue to work with Information Division on the public and media portal</li> </ul>
		√	<ul style="list-style-type: none"> <li>• launch the 'Asia at the University of Melbourne' website; support the currency of the site throughout 2006 (in collaboration with the Asia Institute.)</li> </ul>
		√	<ul style="list-style-type: none"> <li>• Through Asialink programs in Asia support Marketing, Recruitment and Offshore, International Office and Alumni Office to promote UOM internationally</li> </ul>
		√	<ul style="list-style-type: none"> <li>• Work with the wider university community (eg Trinity College) to support their staff development</li> </ul>
4.3	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>
4.4	The Myer Foundation	√	<ul style="list-style-type: none"> <li>• Incorporate goals and aims of the Myer Foundation</li> <li>• Details set out in CPP, Leadership, Health &amp; Community Plans</li> </ul>

## 2. CORPORATE & PUBLIC PROGRAMS

### Goal 1: Continue to make a significant contribution to the national and regional policy dialogue on Australia's engagement with Asia

	Strategy	Actual	Indicators
1.1	Develop the Asialink Conversations and successfully deliver the 2006 Conversations	√ √ √ √ √ √	<ul style="list-style-type: none"> <li>• increase the number of participants to 40 (20% self-funding)</li> <li>• ensure representation from all ASEAN countries (except Burma)</li> <li>• in addition to corporate sponsorship from BHP, explore support from Singapore Airlines</li> <li>• ensure high-level Australian and host Government participation</li> <li>• international and domestic media coverage</li> <li>• utilise this premium event to expose value of Asialink to targeted corporate sponsors</li> </ul>
1.2	Secure the Coolum Forum and successfully deliver the 2006 Coolum Forum	X X X X	<ul style="list-style-type: none"> <li>• engage with DFAT and Thai partner organisation to determine content and participants</li> <li>• ensure business content and representation</li> <li>• international and domestic media coverage</li> <li>• ensure high level Australian and host government participation</li> </ul>

1.3	Review the partnership with Australia Davos Committee - Future Summit 2006 (Brisbane)	√ √	<ul style="list-style-type: none"> <li>• review ADC's value proposition for participation of Asialink and UoM</li> <li>• if appropriate, deliver a selective engagement</li> </ul>
1.4	Develop a new NSW-based event which would expose the "Asialink" brand in Sydney and highlight the work we do.	X X √ x x	<ul style="list-style-type: none"> <li>• key opportunity to position the Asialink brand in Sydney</li> <li>• AsiaConnect, Sydney as a possibility</li> <li>• identify a key partner for event</li> <li>• participation by NSW State Government as well as corporates based in Sydney</li> <li>• media partnership to ensure good coverage</li> </ul>
1.5	Review <i>Melbourne Asia Policy Papers</i> series	√	<ul style="list-style-type: none"> <li>• review the position of MAPPs in the context of the new University strategic plan</li> </ul>
1.6	APEC 2007	√ √	<ul style="list-style-type: none"> <li>• explore the possibility of contributing an event at APEC 2007</li> <li>• continue to engage with DFAT's APEC Committee</li> </ul>

**Goal 2: Develop a vibrant and dynamic engagement with corporate sectors in both Melbourne and Sydney**

	Strategy	Actual	Indicators
2.1	Expand the number of corporate focused events in CBD, Melbourne and Sydney	√ √ √ √ √ √	<ul style="list-style-type: none"> <li>• continue Ambassador's Series &amp; The Age Series</li> <li>• continue and expand Business Briefings for the corporate sector</li> <li>• more strategic branding of corporate offerings through new brochure and website;</li> <li>• develop events which focus on the needs of the corporate sector</li> <li>• increased focus delivering Sydney corporate events; particularly in light of new NSW based corporate sponsors;</li> <li>• increased focus on developing key corporate relationships in Sydney</li> </ul>
2.2	Continue to deliver high-level networking events for corporates	√	<ul style="list-style-type: none"> <li>• continue the corporate sponsored lunches and dinners for briefings by ambassadors and senior government officials</li> </ul>
2.3	Investigate the potential of a new series of papers (other than MAPPs) which are more topical and corporate-friendly	X	<ul style="list-style-type: none"> <li>• Within the University's new strategic plan, review and investigate niches within University expertise where research papers can be developed</li> </ul>

**Goal 3: Maintain and Enhance Asialink's innovative calendar of public programs by selective engagements**

	Strategy	Actual	Indicators
3.1	Develop innovative public programs which feature UoM expertise	√	<ul style="list-style-type: none"> <li>• To feature University expertise in a broad range of public programs</li> </ul>
3.2	Increase the quality and reduce the number of Asialink-branded and Asialink-supported events at the Sidney Myer Asia Centre	X √	<ul style="list-style-type: none"> <li>• increase events with media partnerships by 25%</li> <li>• assess each event against criteria that the event must be strategic with distinctive advantages for Asialink and its</li> </ul>

			stakeholders
3.3	Support non-Asialink public events and activities held at the Sidney Myer Asia Centre	√ √	<ul style="list-style-type: none"> <li>at least 60 Asia-focused external events held in the Sidney Myer Asia Centre</li> <li>at least 25 different organisations/community groups</li> </ul>

**Goal 4: Expand the reach of all Asialink public programs through new partnerships, audiences and media exposures**

	Strategy	Actual	Indicators
4.1	Continue to develop media relationships	X X	<ul style="list-style-type: none"> <li>strengthen relationship with The Australian</li> <li>develop 1 new electronic media relationship</li> </ul>
4.2	Expand the number and quality of public programming partners	√ √	<ul style="list-style-type: none"> <li>consolidate existing partnerships</li> <li>develop at least 3 significant, new partnerships</li> </ul>
4.3	Effectively using partnerships and media relationships to ensure the widest circulation of information on Asialink public events and increase attendance at Asialink public events	√ x	<ul style="list-style-type: none"> <li>maintain the same number of people attending Asialink branded and supported events</li> <li>explore new media as a means of circulating information about Asialink's public events</li> </ul>

### 3. LEADERSHIP

**Goal 1: Deliver the program in Melbourne and Sydney**

	Strategy	Actual	Indicators
1.1	At least 35 participants enrolled	√	36 participants in program

**Goal 2: Position Asialink's leadership program participants as key decision makers**

	Strategy	Actual	Indicators
2.1	Position Asialink's leadership program participants as key decision makers	X	Budget constraints meant that resources needed to be directed to supporting current year participants and therefore alumni. A new alumni program is being resourced in 2007 to allow these KPI's to be met more fully.
2.2	10 opportunities found for alumni/participants to speak or participate in national and international events		
2.3	Participants/alumni promoted as spokespeople for Asialink media announcements		

**Goal 3: Build program sustainability**

	Strategy	Actual	Indicators
3.1	\$50,000 in sponsorship secured	√	Potter Foundation sponsorship secured at \$100,000

**Goal 4: Identify new areas for growth nationally and internationally**

	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
4.1	Undertake feasibility of inviting employees/other Asialink supporters to key events on fee paying basis	√	<ul style="list-style-type: none"> <li>In last quarter of 2006 an extensive review of the Leadership Program resulted in a new organisation approach for the program extending the potential of the program to generate more income</li> </ul>
4.2	Replicate the Malaysian leadership program with at least one other group of mental health professionals in the region	√	<ul style="list-style-type: none"> <li>Planning for a tripartite program in community mental health between Hong Kong, China and Asia-Australia Mental Health occurred in the last quarter of 2006. Leadership modules are being inserted into this programming</li> </ul>

**Goal 5: Relaunch alumni program with new strategy to reengage alumni**

	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
5.1	Alumni mentor current participants	√	<ul style="list-style-type: none"> <li>Buddy program established</li> </ul>
5.2	Opportunities to participate in all leadership dinners and seminars	√	<ul style="list-style-type: none"> <li>Alumni invited and attend program events</li> </ul>
5.3	Newsletter and website relaunched	X	<ul style="list-style-type: none"> <li>See previous comments on alumni program</li> </ul>

**4. HEALTH AND COMMUNITY**

**Goal 1: Asia-Australia Mental Health is recognised as key partner in regional mental health reform within The University of Melbourne**

	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
1.1	An agreement is signed with the University and St. Vincent's Health	√	<ul style="list-style-type: none"> <li>New structure for the consortium organisation at December 2006 meeting of consortium.</li> <li>Draft agreement with St. Vincent's legal department</li> </ul>
1.2	AAHM is partner in the new Nossal Institute	X	<ul style="list-style-type: none"> <li>Nossal Institute still consolidating internal structures in 2006</li> </ul>
1.3	15 University academics/staff are promoted and given opportunities for further professional development in Australia and the region	√	<ul style="list-style-type: none"> <li>At least 15 staff from the University of Melbourne's Department of Medicine, Dental and Health Sciences participated as lecturers and advisors in all Melbourne-based activities throughout 2006.</li> <li>Prof Helen Herrman, and Assoc Profs Ben Thomas and Chee Ng led programs in Korea and Malaysia in 2006</li> </ul>
	Activities featured in University publications	X	<ul style="list-style-type: none"> <li>Media coverage KPI's not met because Asialink media and communications manager resigned. Will be undertaken with new staff in 2007</li> </ul>

**Goal 2: Asia-Australia Mental Health is organisation within Australia as a key partner in regional mental health reform**

	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
2.1	Corporate sponsorship is secure and maintained	√	<ul style="list-style-type: none"> <li>• Janssen-Cilag Australia confirmed sponsorship through funding secretariat for three years.</li> <li>• Janssen-Cilag regional companies provide financial support for China, Taiwan, Hong Kong programs.</li> <li>• Global Health has agreed to fund and host new website</li> </ul>
2.2	The Australian government is involved with three programs throughout the year.	√	<ul style="list-style-type: none"> <li>• The Australia-Korea foundation provided funding for the Seoul Melbourne collaboration in community mental health</li> <li>• AusAid has committed funding from the Disaster Mental health program</li> <li>• Department of Health and Aging supports ongoing WHO Fellowships</li> </ul>
2.3	The list of partner organisations involved in Asia-Australia Mental Health is expanded to include at least two new health service providers	√	<ul style="list-style-type: none"> <li>• New appointment made through the U of M Department of Psychiatry has enabled North Western Mental Health Service to become an active partner in AAMH training programs. The service includes Orygen state-wide service as well as a full range of community care units and forensic care</li> </ul>
2.4	AAMH personnel play a major role in national and international conferences	√	<ul style="list-style-type: none"> <li>• Presentations given on consortium activities include national conference in Perth and international conferences in Seoul, Taiwan and Istanbul</li> </ul>
2.5	Three media stories are written about the consortium and its work	X	<ul style="list-style-type: none"> <li>• Media coverage KPI's not met because Asialink media and communications manager resigned. Will be undertaken with new staff in 2007</li> </ul>

**Goal 3: AAMH sustains and deepens its partnership with China**

	<b>Strategy</b>	<b>Actual</b>	<b>Indicators</b>
3.1	Develop a long-term collaborative program with China	√	<ul style="list-style-type: none"> <li>• Programming with China has evolved to focus on workforce development within 62 pilot sites covering all of China. AAMH is currently working with Hong Kong Chinese University and Peking University to introduce case management to China</li> </ul>
3.2	Develop with Beyond Blue a mental health promotion strategy for China	√	<ul style="list-style-type: none"> <li>• Legal arrangements to finalise licensing agreements are underway.</li> </ul>

#### Goal 4: Collaborations expand across the Region

	Strategy	Actual	Indicators
4.1	Training programs and new consultancies are developed with Malaysia, Korea, Japan China	√	<ul style="list-style-type: none"> <li>• Three year program with Seoul Municipal government developed and in progress</li> <li>• Three year program with Malaysia developed an in progress</li> <li>• Program with Hong Kong in development and to commence February 2007</li> <li>• Japan program still under negotiation</li> </ul>

#### Goal 5: AAMH leads multilateral collaborations across the region

	Strategy	Actual	Indicators
5.1	Mental Health in emergencies website launched	√	<ul style="list-style-type: none"> <li>• Funding from AusAid secured December 2006 to further develop the program to include a pilot project in China</li> </ul>
5.2	Asia Pacific mental Health in community project launched	√	<ul style="list-style-type: none"> <li>• Project launched with new publication in Taiwan</li> </ul>

### 5. ASIA EDUCATION FOUNDATION

1 July 2005 - 30 June 2006

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

#### KEY STRATEGIC GOALS: JULY 2005 – JUNE 2008

- **Lead** a national collaborative strategy supporting the engagement of young Australians with Asia in Australian schools
- **Promote** the importance of Australian school students developing understanding, knowledge and skills related to studies of Asia and Australia to stakeholders nationally
- **Support** the uptake of studies of Asia and Australia in Australian school curriculum

#### CONTRACT DELIVERABLES 2005-2006

##### Goal 1: Lead a national collaborative strategy supporting the engagement of young Australians with Asia in Australian schools

	Actual	Indicators
1.1	√	Manage an AEF National Secretariat: <ul style="list-style-type: none"> <li>• Report to the Department tri-annually</li> <li>• Report on the work of the AEF to AEF Advisory Board quarterly</li> <li>• Manage the project deliverables effectively and efficiently, and in accordance with the budget</li> <li>• Conduct an evaluation of the AEF (to be agreed by the Department) and provide a report on the effectiveness of the AEF's strategies during Phase 1 of the Project in implementing studies of Asia and Australia in Australian schools. The evaluation will 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</li> </ul>

		<p>or revised strategies into the future</p> <ul style="list-style-type: none"> <li>• Undertake and report on the evaluation project focusing on the 'Future of Studies of Asia in Schools'</li> <li>• Undertake a review of AEF's change strategies for schools in promoting and supporting the take up of studies of Asia and Australia</li> </ul>
1.2	√	<p>Maintaining and supporting a national collaborative programme for engaging young Australians with Asia in Australian schooling which includes:</p> <ul style="list-style-type: none"> <li>• Negotiate and maintain a contractual arrangement with eight State/Territory departments of education to: <ul style="list-style-type: none"> <li>○ Deliver professional learning programmes to strengthen teacher knowledge and understanding of studies of Asia and Australia</li> <li>○ Linking studies of Asia and Australia to State and Territory and school curriculum priorities and authorities</li> <li>○ Support education stakeholders including principals, teacher professional associations, pre-service teacher educators and parents to strengthen studies of Asia and Australia in Australian schools</li> <li>○ Support national initiatives including advocacy strategies, national meetings of Studies of Asia and Australia Advisers, delivery of professional learning programmes to support the uptake of Access Asia texts and curriculum resources</li> <li>○ Deliver initiatives at a local level in promoting and supporting studies of Asia and Australia, and</li> <li>○ Strengthen teacher knowledge and understanding of studies of Asia and Australia through professional learning activities</li> </ul> </li> <li>• Convene bi annual national meeting of State/Territory Studies of Asia and Australia Advisers at the AEF national office in Melbourne</li> <li>• Support State and Territory departments of education to provide a range of services to schools to encourage students' engagement with Asia</li> <li>• Manage the Victorian Studies of Asia and Australia Advisor (located at the AEF), and the Victorian studies of Asia and Australia programme and strategic planning processes</li> </ul>

**Goal 2: Promote the Importance of Australian school students developing understanding, knowledge and skills related to studies of Asia and Australia to stakeholders nationally.**

	Actual	Indicators
2.1	√	<p>Develop and undertake a range of advocacy strategies with core education stakeholders including teachers, pre-service teacher educators, principals, parents and professional associations including:</p> <ul style="list-style-type: none"> <li>• Collaborate with principals' associations and national 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, Business Educators of Australia, History Teachers' Association of Australia and Australian Geography Teachers' Association.</li> <li>• Collaborate with the Australian Council of Deans of Education to explore the development of a pre-service teacher education strategy to raise the profile of studies of Asia and Australia in pre-service programmes</li> <li>• Collaborate with the Department's International Network (Australian Education International) on initiatives to engage Australian students with schools and students in Asia</li> </ul>
2.2	√	<ul style="list-style-type: none"> <li>• Develop, publish and disseminate targeted promotional materials to be approved by the Department on engaging young Australians with Asia in</li> </ul>

		<p>Australian schools including:</p> <ul style="list-style-type: none"> <li>• Publishing two editions of AEF News and one poster to be approved by the Department</li> <li>• Developing and publishing targeted support materials on engaging young Australians with Asia, Asia Scope and Sequence for English and Values Education</li> </ul>
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**Goal 3: Support the uptake of studies of Asia and Australia in Australian school curriculum**

	Actual	Indicator
3.1	√	<p>Develop, publish and disseminate curriculum resources for teachers and schools to support studies of Asia and Australia including:</p> <ul style="list-style-type: none"> <li>• Developing a strategy and resources to support schools and teachers with the <i>National Statement for Engaging Young Australians with Asia</i></li> <li>• Developing and publishing 12 curriculum units to support the Asia Scope and Sequence for English K-10</li> <li>• Developing and publishing a curriculum support framework for an Asia Scope and Sequence on Studies of Society and Environment/Civics and Citizenship K-10</li> </ul>
3.2	√	<p>Provide curriculum and teacher support through electronic dissemination, resourcing and networking strategies including:</p> <ul style="list-style-type: none"> <li>• Manage and complete the staged development, updating and promoting of the AEF website that supports studies of Asia and Australia in schools</li> <li>• Manage and promote the electronic resource and discussion group Asia EdNet (<a href="http://www.curriculum.edu.au/accessasia/network/">www.curriculum.edu.au/accessasia/network/</a>) services to support educators to engage young Australians with Asia and to increase the number of subscribers</li> <li>• Research new options for electronic services to increase reach to schools and teachers</li> </ul>
3.3		<p>Manage the dissemination and promotion of Access Asia texts to schools nationally and provide Curriculum Corporation's sales reports on Access Asia materials including breakdown of sales in States and Territories</p>
3.4	√	<p>Manage the development, delivery and promotion of national professional learning programmes 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 to support the uptake of Australia Kaleidoscope and the Arts materials</li> <li>• Develop and disseminate a professional learning programme on the Asia Scope and Sequence for English</li> <li>• Develop a professional learning programme on the "<i>National Statement for Engaging Young Australians with Asia in Australian Schools</i>"</li> </ul>
3.5	<p>√</p> <p>√</p> <p>√</p>	<p>In addition it is acknowledged that the AEF will undertake the following activities to support the objectives of the Project:</p> <ul style="list-style-type: none"> <li>• Collaborate with AusAID on its Global Education Project</li> <li>• Work with government agencies and other organizations to identify additional funding to support strategic projects on engaging young Australians with Asia in Australian schools, and to access Australian Government Quality Teacher Programme funding at the State and Territory level</li> <li>• Manage a parent research project in collaboration with Australian Council of State School organizations and Australian Parents Council, to ascertain the views of members of their respective State and Territory executive committees</li> </ul>

√	• Manage the AEF National Forum for educators in 2006 focused on engaging young Australians with Asia and support State and Territory Departments of Education, on request, to deliver a local forum. The invitation list must be approved by the Department
√	• Manage a range of international programmes to support Australian school educators to engage young Australians with Asia including:
√	○ Manage Access Asia Study Tours and Exchanges for educators
√	○ Manage initial planning for Linking Latitudes Conference in Delhi, September 2007

## 6. ARTS

### 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	√
<i>Research and development</i>		
All sections research likely partners in Australia	throughout year	√
All sections keep in touch with partners and networks in Asia	throughout year	√
<i>Promotion and advocacy</i>		
Website updating/Access Asialink	throughout year	√
Liaison with media in Australia and Region	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 2006

Placing successful candidates with hosts	January	√
Working with residents and hosts to ensure success	throughout year	√
Negotiating new hosts	Jan-June	√
Promotion of program	May-Sept	√
Applicant process of advertising, responding for 2007	June –Sept	√
Applications prepared, assessed by Committees x 3	October/November	√

### Visual Arts/Craft Exhibition Touring Program 2006

#### 1. Touring Program 2006

##### a) Program follow through from 2005

##### *Akira Isogawa: Printemps & Été 2005:*

- Ayala Museum, Manila 25 Jan-10 Feb √
- Queens Gallery, Bangkok 23 Mar-30 May √

##### *Supernatural Artificial:*

- Vietnam Museum of Fine Arts, Hanoi 19-31 May √
- Nanyang Academy of Fine Art, Singapore 16 June-7 July √

##### *Open Letter:*

- National Art Gallery, Kuala Lumpur 9 Feb-16 April √

##### b) New program for 2006

##### *From the Island* (painting/Devonport RG)

- Alhamra Arts Council, Lahore 12 Oct-12 Nov √

##### *Secret History of Blue and White* (ceramics/Jam Factory)

• Vietnam Fine Arts Museum, Hanoi	12 Sep-26 Sep	√
<i>Streetworks:Inside Outside Yokohama</i> (Yokohama/IMA)	In development	√

**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.

## 2. Touring Program 2007

Develop projects confirmed for development by Advisory Committee:

• <i>ARI Exchange</i> (3 exchanges)		√
• <i>Why paint?</i> (painting/Heide Museum & AG)		√
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 2005-8 (Japan Program)

Confirm role of Advisory committee	February	√
Advertise program (for museum/gallery expressions of interest)	February	√
Development of new program for 2005-8	February-June	√
Raise funds, liaise with likely Japanese hosts	throughout year	√
Travel to Japan	June	√
Plan and deliver forum for Australian and Japanese v.a. personnel, in Tokyo, September	throughout year	√

## Literature Touring Program 2006

Evaluation of 2003-5 touring program	Jan – July	√
Deliver Kolkata Book Fair 2006 program	Jan-Feb	√
Select and invite authors for China tour (2006), and India 2007	Feb- Aug	√
Detailed schedule put in place for China	March-July	√
Reports and financial acquittal preparation	Nov-Dec	√

## Touring Schedule 2006

• India	Jan-Feb	√
• Korea World Children's Book Festival	July	√
• China Literature Tour (author tour)	July	√
• China Literature Tour (Beijing Book Fair)	September	√
• India Literature Touring Program: Kolkata Book Fair	Jan 2007	

## Indonesia-Australia Arts Management Program

### 1. NTT/NT Program

Research Indonesian partners and interns	Jan	√
Negotiation with Australian hosts	Feb-April	√
Indonesians in Northern Territory (delayed to 2007)		x

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

Selection	Jan	√
Placement and negotiation with hosts	Feb-April	√
Indonesian Interns in Australia (delayed to 2007)		x

## Asialink Japan Dance Exchange, 2005-2006

Selection of 5 projects	Jan	√
Project planning and development	February-July	√
Source additional funding and support in Australia and Japan	February-July	√
Implementation	August-Dec	√

**Joint Ventures: Australia-Asia Hybrid Arts Strategy**

x

This program was noted in 2005 as dependent on approval of funding. This had been agreed in principle from the Australia Council but changes within the Council have delayed decisions and changed focus. Therefore no work was done on this proposed program in 2006.