



The University of Melbourne

Asialink Annual Report 2010



ASIALINK ANNUAL REPORT 2010

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CHAPTER 1: SNAPSHOT

Asialink is Australia's leading centre for the promotion of public understanding of Asia and of Australia's role in the Asian region, with an annual program of initiatives across the arts, education, business, health and the community sectors. This year, Asialink celebrated its 20th anniversary as an organisation – nineteen of these years as a centre and non-academic department of the University of Melbourne.

Throughout 2010, Asialink has strengthened its engagement with key international alliances, governments, educators and cultural organisations in the Asian region.

Charter

Asialink increases understanding between Australia and Asia by building partnerships, networks and programs that enhance prosperity, security, cultural engagement and mutual respect.

Reach

Asialink delivers high-level forums, international collaborations, education and cultural programs in Australia and Asia. Our work engages the business, philanthropic, media, arts, education, health and community sectors.

Programs

Corporate and Public Programs

These programs provide a range of forums to educate the business, government, academic and broader communities about the economies, politics and cultures of the Asian region. The Asialink Leaders Program, now in its 15th year, builds participants' knowledge of Asian Societies and develops skills to exercise vision in challenging regional and global contexts.

School Education

Asialink's Education arm, the **Asia Education Foundation** (AEF), is a joint activity of Asialink and Education Services Australia. The AEF aims to support and promote Asia literacy in primary and secondary schools throughout Australia.

Arts

Asialink Arts aims to promote cultural understanding, information exchange and artistic endeavour between Australia and Asian countries.

Health and Community

The organisation's community health program, **Asia-Australia Mental Health** (AAMH), is a consortium of St Vincent's Health, the Department of Psychiatry at The University of Melbourne and Asialink. AAMH partners with academic, government, health sector community and peak bodies in Asia and Australia to improve mental health services and outcomes in the Asia Pacific region.

CHAPTER 2: ASIALINK BY THE NUMBERS

Major highlights in 2010 for the organisation included:

- Hosting high-level Track II dialogues in Malaysia and Cambodia, attracting 122 senior delegates from Australia and 12 countries in the Asian region.
- Delivering the Asialink Asia Society National Forum, *Mapping our Future in the Asian Century*, which brought together **130 specialists and stakeholders** from business, the arts, government, academia and the health and development areas at Parliament House in May.
- Reaching a new total of **20,000 subscribers** to Asialink's monthly e-newsletter.
- Supporting **41 artist residencies in 14 Asian countries** (in Visual Arts, Arts Management, Performing Arts and Writing).
- Successfully completing the pilot of BRIDGE Australia-Indonesia School Partnerships involving **184 teachers from 93 schools** in Indonesia and Australia. Impressive outcomes achieved included increased intercultural understanding of teachers and students, greater confidence in communicating in English and Indonesian and built teacher capacity and confidence in utilising effective pedagogies and ICT.
- Graduating **44 professionals** from Melbourne, Sydney and Canberra through the Asialink Leaders program, with projects that directly impacted **over 400 people**.
- Completing Round 1 of the NALSSP Becoming Asia Literate Grants to Schools Program that allocated **\$1.8 million to 141 schools/clusters** nationally. Selected a further 191 schools who received a total of \$2.68 million in Round 2.
- Delivering **5 visual arts touring exhibitions to 11 venues in 4 countries, exhibiting the works of 208 artists** to new regional audiences.
- Delivering the eighth annual Asia Education Foundation National Summit in Sydney in March, with **140 leading educators** from all states and territories.
- Training **800 mental health professionals** from across the region.
- Raising **\$674,435** from the Asialink/Asia Society joint membership package.
- Delivering **over 80 public events and business briefings** to audiences in Melbourne, Sydney and Canberra.
- Presenting **19 detailed responses** to the Australian Curriculum, Assessment and Reporting Authority (ACARA) on the Australian Curriculum for English, History, Maths, Science, the Arts, Geography and Languages.

- Securing **\$6.18 million for a range of projects** to advance Asia literacy in schools from Australian and state and territory government departments.
- Providing professional development programs to **over 2,000 educators** in Australian and Asia including **377 participants on AEF study tours**.
- Gaining the endorsement of **58 peak business, education and community organisations** for the *Call for National Action Plan for Asia Literacy in Schools*.
- Signing up **113 volunteers** from business and the community to become **Asia Literacy Ambassadors** in schools.

CHAPTER 3: PERFORMANCE AGAINST OBJECTIVES

Asialink exceeded most of the objectives set out in the beginning of 2010 in the Strategic and Operational Plan.

Asialink celebrated its 20th anniversary this year, capped by the annual Chairman's Dinner celebration in December, which provided the opportunity to generate substantial funding to **grow successful programs**. Many of Asialink's key initiatives received additional funding for expansion over the year.

2010 was also an election year in Australia, and provided a substantial opportunity to influence government, business and non-government actors to address the challenges of Australia's engagement with Asia. Drawing on the success of the 2010 National Forum in May, Asialink succeeded in **influencing change** across the spectrum of Asia-Australia engagement, and focused on the key areas of business, education and diplomacy.

Finally, over the past two years Asialink's budget has increased to over \$14 million and the organisation has taken on -- new staff. To manage this growth, in 2010 Asialink focused on **strengthening internal processes and structures**. Significant work was accomplished in improving systems, internal communications and financial management, and this work will continue into 2011.

Growing Successful Programs

School Education

In 2010, the Asia Education Foundation secured an additional \$6.2 million to expand its current work in hosting study tours, linking schools using ICT, professional learning for principals and teachers, managing Asia literacy grants to schools and contributing to the development of the new Australian Curriculum.

Key initiatives included:

- Delivered the ***Leading 21st Century Schools: Engage with Asia*** program to a new cohort of 202 principals nationally in partnership with Principals Australia. The program provides principals and school leaders with strategies and resources for the implementation of Asia literate curriculum that develops students' Asia skills to maximise their work and life opportunities.
- Delivered the ***BRIDGE Indonesia*** program to 30 Australian and Indonesian schools using ICT. Secured additional funding to expand ***BRIDGE Indonesia***, maintain ***BRIDGE Korea*** and establish ***BRIDGE China*** in 2011.
- Sent 150 Australian teachers and principals on ***AEF Study Tours*** to Korea, China, Cambodia, India and Japan and hosted 30 Indian and Korean principals in Australian schools. Confirmed agreements with the NSW and Victorian

Departments of Education and the Catholic Education Office, Sydney to develop and deliver programs to China, Japan and Korea in 2011 for 250 teachers.

- Completed leading-edge online curriculum resources for secondary English teachers, ***Australia: Intersections of Identity***, which draws on 40 creative works that explore Asia-Australia identity, commissioned by Victorian Department of Education and Early Childhood Development.
- Sent 220 teachers on **Endeavour Language Teacher Fellowships (ELTF)** programs in Japan, China, Korea, France, Germany, Italy, Spain, Jordan and Darwin in January and 157 teachers to China, Japan, Korea, India, Vietnam and Cambodia on AEF Study Tours.
- Successfully completed Round 1 of the ***NALSSP Becoming Asia Literate: Grants to Schools*** program that allocated \$1.8 million to 141 schools/clusters nationally. Completed 10 case studies of Round 1 schools and posted on AEF web portal. Selected a further 191 schools to receive \$2.68 million in grants in Round 2.
- Developed **twenty video stories** of Asia literate young Australians to be uploaded to the Australian Government's *My Future* careers website in partnership with Australian Industry Group and Education Services Australia. The vignettes feature alumni of Asialink Leaders Program, Asialink Arts residents and exhibition curators and Adam Liaw – Masterchef Winner 2010.
- Signed up 113 **Asia Literacy Ambassadors**, drawn from Asialink networks, and 83 schools across Australia. Established 43 partnerships that effectively promote Asia literacy in school communities.

Corporate and Public Programs

In 2010, CPP delivered new forums and programs, provided cultural intelligence training to members of the business community and expanded the Asialink Leaders program.

Key initiatives included:

- Graduated 44 professionals from Melbourne, Sydney and Canberra through the annual **Asialink Leaders program**.
Program content included:
 - April Leaders Dinner focusing on the role of the media in shaping perceptions of our region, involving senior journalists from Australia and Asia.
 - Two-day cultural intelligence workshops in Melbourne and Sydney, facilitated by UGM consulting.
 - July Leaders dinner focusing on foreign policy and soft power, drawing on the National Forum 'Health and Development' stream outcomes.
 - Week-long Canberra retreat in September facilitated by Professor Tony Milner. Highlights included a workshop and lunch involving all ASEAN ambassadors and a dinner hosted by the Ambassador for Japan at his residence.

- October Leaders programs including public seminars focused on Japan/Australia infrastructure public-private partnerships and a private dinner with Japanese and Australian industry leaders involved in the initiative.
- Delivered over **80 events to audiences in Melbourne, Sydney and Canberra**, including both public events and business briefings.

Public event highlights included:

- *Australia's Place in the World*, with Dr Michael Wesley, Executive Director, Lowy Institute for International Policy
- *The Future of our Alliance: Australia and the US*, with United States Secretary of State Hillary Rodham Clinton
- *Beyond the Killing Fields: Cultural resistance and continuity in Cambodia* with Ong Keng Sen and Professor David Chandler
- *Pakistan – Between Despair and Disaster* panel discussion with an address by internationally renowned journalist Mustafa Qadri
- *Father of the Green Revolution in India*, lunch and roundtable with Professor M.S. Swaminathan
- *Soft power, public diplomacy and the role of public broadcasters*, with Mark Scott, Managing Director, ABC
- *Public Panel on International Student Security*, chaired by Graeme Innes, Race Discrimination Commissioner, Australian Human Rights Commission
- Roundtables with the Ambassador of Thailand to Australia and the Director General of the International Rice Research Institute, Philippines.

Business briefing highlights included:

- *The Role of Hong Kong in China's Economic Ascent*, with Simon Galpin, Director-General of Investment Promotion, Invest Hong Kong
- *Australia and Japan – Building Successful Public-Private Partnerships in Asia*, with Sir Rod Eddington, Hiroshi Maeda, Bob Seidler and David Savage
- *Update on Indonesia: An Important Power in Waiting*, with Bill Farmer AO
- *Doing Business with Japan: The Perspective of Australian Companies*, with Sir Rod Eddington, Bill Fisher, Jason Hayes and Stephen Spargo
- *Turning a Pan Asian Strategy into Profitability – The Success of an Australian Brand in Asia*, with Mr Bruce Buchanan, Jetstar.
- Developed a new **intercultural learning program** on doing business in India and China for Westpac staff and customers.

Arts

In 2010, the Arts program increased its media profile, secured new bilateral and multilateral partnerships and widened audiences in the Asian region through its arts management, performing arts and visual arts program areas while also developing new writing programs.

Key initiatives included:

- Supported **41 artist residencies in 14 Asian countries** (in Visual Arts, Arts Management, Performing Arts and Writing).
- Developed **3 guidebooks on Arts Management practice** that were launched in Jakarta by Ambassador Bill Farmer to wide interest. The booklets cover the topics of Exhibition Touring, Event and Festival Management, and Community Cultural Development practice, and provide Indonesians with easy access to arts management methodology, in texts made relevant to local Indonesian conditions and in the local language.
- Delivered **5 visual arts touring exhibitions** in 4 Asian countries, including:
 - *Erased: Contemporary Australian Drawing* in Singapore, Bangkok, Chiang Mai and Khon Kaen, Thailand (to be held in Sydney in 2011)
 - *Face to Face: Portraiture in a Digital Age* in Bangkok and Singapore (to be held in Manila in 2011)
 - *The Abandoned Boudoir* in Bangkok as part of the Bangkok Design Festival
 - *Invisible Structures: Australian Artist Collectives* in Tokyo and Singapore (to be held in Yogyakarta in 2011)
 - *Abundant Australia: Highlights from the 11th Venice Architecture Biennale* in Singapore, Kuala Lumpur and Canberra.
- Published ***Every 23 Days...20 years Touring Asia***, documenting the journey of nearly 80 Australian-based contemporary exhibitions that have toured primarily through Asia as part of Asialink's Visual Arts Touring Exhibition Program.
- Participated in a **high-level 3 day workshop in Singapore** in early July to review the culture website portal for Asia Europe Foundation and visit key venues and partners to discuss the Asialink Visual Arts Touring Exhibition Program.
- Hosted **two panel discussions** in association with the Arts Centre Ken Myer Asia Theatre Series: Ong Ken Seng on Cambodia in September and Toshiki Okada on Japanese Youth Culture in October.
- Delivered the **Asialink Winter Writers' Series**, a curated program of 7 Asia-focused literary events.
- Published ***Strange Flowers: Australia-China encounters in Writing and Art***, that tells the personal stories of 9 writers and artists working between Australia and China, offering diverse perspectives on two creative cultures.
- Developed planning and key partnerships with Tokyo and Singapore for **Utopia, a roving visual arts event** that tests a new multilateral model for regional partnerships that comprises exhibitions, residencies education programs and web access.

Health and Community

In 2010, Asia Australia Mental Health secured \$\$\$ to strengthen and broaden its network of Australian and Asian partners, including a new partnership with India and training delivery in Qatar.

Key initiatives included:

- Partnered with Thailand Ministry to Health to deliver annual **International Mental Health Conference** in Bangkok. Delivered leadership program for around 150 mental health professionals from across the region at the conference.
- Partnered with Taiwan Medical University to develop an **electronic platform for online collaboration** across the 14 nations participating in the Asia Pacific Community Mental Health Development Network.
- Joined the University of Melbourne's Nossal Institute of Global Health, under its International Mental Health Program. This move will provide a **unified international mental health program** for the University, allowing AAMH to apply for substantially increased funding.
- Successfully applied to the Australia-Thai Institute for support for a **collaborative program with the Thailand Ministry of Health**.
- Attended the inaugural **Guangdong-Melbourne Community Mental Health working committee meeting and conference** in September. The collaboration will involve training programs in community mental health and health promotion.
- Renewed **MOU between University of Melbourne, Peking University and the Chinese University in Hong Kong** for the delivery of training programs in case management and service delivery.
- Began delivery a two-year project to help **build the mental health system in Qatar**, partnering with and funded by the Hamad Medical Corporation (HMC). The project has provided AAMH with the opportunity to work with Qatar to develop best practice in delivering appropriate mental health services for Islamic countries. This will provide transferable skills and knowledge when dealing with other Islamic communities in the region and within Australia.
- Diversified relationship with China to include partnerships at a provincial level, building new **centres of excellence in community mental health service across China**, including Guangdong province (including the establishment of a Melbourne-Guangdong Steering committee), and most recently with Yunnan province.
- Led **training program for Hong Kong mental health professionals** in collaboration with the Chinese University of Hong Kong and evaluated highly by participants and Hong Kong Hospital Authority.

- Facilitated a week-long **training program for 30 government bureaucrats and health professionals from Guangzhou** in March.
- Awarded the St. Vincent's Health Australia National Award for highest achievement in Community Service for the **Postgraduate Overseas Specialist Training program**.

Influencing Change

The signature policy event of the year was the **Asialink Asia Society National Forum, *Mapping our Future in the Asian Century***, held on 25 May 2010 at Parliament House, Canberra.

The Forum brought together 130 experts from across sectors – representatives of large corporations and industry groups, specialists from academia and government, members of the arts community, the education sector, and the health and development fields – to address the crucial question of Australia's readiness for the "Asian Century". Highlights included addresses from the Prime Minister and Opposition Leader and a panel discussion with the High Commissioner for India and the Ambassadors for China, Indonesia, Japan and the Republic of Korea.

The key principles identified at the National Forum as critical for future engagement with the region were:

- That advancing Australia's increasingly complex relationships in the countries of the Asian region requires more qualified Australians – and that Governments and all sectors must invest long-term in equipping Australians with skills and understandings for the Asian Century.
- That we must act collegially in our Asia relationships in order to solve common problems and to achieve successful outcomes. This requires greater resourcing and development of people-to-people links and an emphasis on "networks of mutuality".
- That the wider Australian public still needs to be brought into a national "conversation" about the imperative of Australia-Asia engagement.

These principles form the basis for Asialink's advocacy efforts in business, education and diplomacy.

Business

One of the key messages of the Asialink National Forum was that the business sector could lead greater engagement with the Asian region.

In 2010, Asialink expanded its advocacy work in the business community through key publications, the Asia Literacy Business Ambassadors program and strategic planning for a new national workplace skills initiative.

Key initiatives included:

- The Asia Education Foundation continued to expand the **Asia Literacy Business Ambassadors** project, recruiting 113 Ambassadors from the business community and 83 schools across Australia to participate in the program.
- Published the third PwC Melbourne Institute **Asialink Index**, an annual index analysing Australia's engagement with 25 economies in Asia across the key indicators of trade, investment, research and business development, migration, tourism and humanitarian assistance.
- Published and secured Trade Minister Craig Emerson to launch the inaugural PwC Melbourne Institute **Asialink Index ANZ Services Report**, the first systematic examination of service interaction between Australia and Asia across indicators of education, transport, finance and business services.
- Delivered workshops in Melbourne and Sydney involving high-level industry leaders and peak bodies to provide input into a new strategy to support the development of an **Asia Literacy in the Workplace** initiative.
- Developed a **Business Skills and Confidence Survey** of Australian firms, about doing business in Asia, in partnership with the Australian Industry Group, which is due for release in early 2011.

Education

The Education stream of the Asialink National Forum stressed that Australians need Asia skills and understandings in order to leverage opportunities, minimise risk and resolve global issues in the Asian Century.

In 2010, the Asialink Asia Education Foundation focused extensively on influencing Australian education policy and curriculum, as well as fostered strong relationships with key organisations in the national education architecture.

Key initiatives included:

- Gained support for the **Call for National Action Plan for Asia Literacy in Schools** from 58 peak Education, Business and Community organisations for dissemination to all Ministers of Education and key stakeholders.
- Collaborated with the Department of Education, Employment and Workplace Relations in the development of a revised and updated **National Statement on Asia Literacy in Australian Schools** outlining key action areas to be endorsed by all Ministers of Education.
- Delivered the eighth annual **Asia Education Foundation National Summit** in Sydney, with 140 leading educators from across Australia.

- Published a major report developed on behalf of the Australian Government, launched by the Prime Minister in May, on the ***Current State of Indonesian, Japanese and Korean Language Education in Australian Schools***.
- Convened the inaugural two-day **National Asia Literacy Network Meeting** of 50 key managers responsible for Asia literacy programs in all state and territory education jurisdictions.
- Worked with Cisco, the Gates Foundation, McKinsey's, Harvard Business School and The UK Innovation Unit to deliver the **Global Education Leaders Program** in China, India and Korea.
- Established the **Asia Literacy Roundtable** for senior Education policy makers, which met for the first time in February.
- Presented 19 detailed responses to the Australian Curriculum, Assessment and Reporting Authority (ACARA) on the **Australian Curriculum for History, English, Maths, Science, the Arts and Languages curricula**, participated in 5 national consultation and developed **Asia focused Reading Lists** for the English curriculum at all levels of schooling.
- Co-hosted the **International Alliance for Education Conference** attended by 130 educators from around the world.
- Delivery by Professor Tony Milner of an influential speech, ***The Australian Story and the Development of Australian Curriculum for History*** at the AEF National Summit and Queensland Studies Authority Conference.

Diplomacy

The Diplomacy and Security stream of the Asialink National Forum stressed the strong need to build Australia's public diplomacy efforts. This was defined as including people-to-people links, Track II endeavours, nongovernment alliances, cultural exchange and other cooperation.

In 2010, Asialink focused its Track II efforts on facilitating a two-way exchange of perspectives through dialogue and publications, and worked collaboratively with colleagues throughout the Asian region to strengthen Asia-Australia relations.

Key initiatives included:

- Published a 2nd volume of **Asialink Essays** on critical issues in Asia-Australia engagement, drawing on some of Australia's leading minds.

Topics included:

1. *Whales Apart: Tensions in Japan–Australia Relations* by Trevor Wilson
2. *Immigration: Taking a Long View* by Nancy Viviani
3. *Unrestricted Access: Perspectives on Free Trade* by Heather Ridout and Ann Capling

4. *Regionalism – an Asian Conversation* by Tony Milner, Zhu Liqun of China, Tan Seng Chye of Singapore and Prapat Thepchatree of Thailand
 5. *Strategic Choices – Australia, China and the US in Asia* by Geoffrey Garrett
 6. *Seeing Eye to I: the Power of Asian Literatures* by Dennis Haskell.
- Delivered the sixth **Asialink Conversations** held in Cambodia in September 2010, with a keynote address by Prime Minister Hun Sen, that further cemented Australia-ASEAN relations at a time when the balance of power in the region is shifting towards China. The Conversations brought together influential participants from across the 10 ASEAN countries and from Australia to help solve political, social and economic issues of common concern.
 - Delivered the third **ASEAN-Australia-New Zealand Dialogue** in Kuala Lumpur in November, hosted by ISIS Malaysia. Over two days, 68 delegates from Australia and New Zealand – and from across the ASEAN region –gathered to discuss economic competitiveness, major power relations and defence cooperation in the region, and non-traditional security issues, such as human trafficking. The Dialogue attracted a prestigious Australian cohort drawn from the ANU, Lowy Institute, Australian Institute for International Affairs, St James Centre for Ethics, Department of Foreign Affairs and Trade, and the Office of National Assessments.
 - Hosted a visit from the **Vietnam National Committee for International Economic Cooperation** to provide technical support and assist with publication issues for the *Vietnam Cooperation Index*, modelled on the *PwC Melbourne Institute Asialink Index*.

Strengthening Internal Processes and Structures

2010 was a year of significant growth for Asialink. Over the course of the year, several new staff were appointed and the budget increased to over \$14 million. To manage this growth, the organisation initiated and conducted a comprehensive review of its internal processes and structures, including a strategic assessment of its approach to business development, membership, marketing and communications.

Asialink will continue to focus on strengthening the core functions of the organisation as it continues to grow programs and reach new audiences.

Strategic Planning

Over the past 20 years, Asialink's individual business units have been highly successful in attracting and leveraging program funding from numerous sources. The organisation has experienced significant growth as a result. In 2010, Asialink conducted whole-of-organisation strategic planning focused on attracting ongoing, sustainable core funding from government and other sources. Core funding will enable Asialink to continue to

strengthen its internal structures and business development capability – thus providing a sustainable foundation to expand its reach and effectiveness.

As part of the strategic planning process, in 2011 Asialink developed a draft Compelling Case for ongoing government funding to sustain the organisation's core activities. This draft document outlines three 'planks' for Asialink's future program directions, which are:

- Asia literacy in the workplace and the education sector
- Renewed focus on bilateral relations
- New audiences through online media content and IT.

The Compelling Case will continue to be refined in early 2011 and used as an engagement tool with key government, business and philanthropic stakeholders in gathering funding support for Asialink.

Comprehensive strategic planning activities were also undertaken at the level of the business unit. The Asia Education Foundation conducted a program, funding, and internal process review that resulted in clear directions and process improvements to enable the AEF to be more efficient and effective. Strategic plans were also developed by all Asialink business units, including a comprehensive marketing and communications plan (described later in this section).

Systems and Processes

In 2010, Asialink focused significant resources on improving internal systems and processes to improve organisational efficiency and reduce duplication. A comprehensive review of business processes was completed in mid-2010, and several new processes have been implemented within each program area. In many cases the organisation's systems and processes were developed alongside existing University of Melbourne procedures.

Asialink will continue to roll out new systems and processes into 2011.

Key individual initiatives included:

- Completed an **organisation-wide process review** and moved into implementation and continuous improvement phase. Ten areas were identified for improvement, with Asialink staff tasked with developing practical recommendations for more efficient systems and processes.
Key areas of improvement included:
 - Business planning and decision making
 - Communications management
 - Financial management
 - HR management
 - IP/copyright management
 - IT/document management
 - Project management
 - Stakeholder engagement/CRM
 - General process improvement.

- Undertook a major **database migration** across to the latest 11.0 version of Filemaker Pro.
- Conducted a review of the **AEF portal** with users indicating high level of satisfaction. The AEF portal now houses increased resources and services for educators to support the implementation of the Australian Curriculum. **7,000 educators subscribe to the AEF's electronic services.**

Marketing and Communications

The 20th Anniversary Year for Asialink provided an ideal platform from which to increase the awareness of the organisation's purpose and activity, and extend the reach and impact of its existing programs. This was achieved efficiently via the deployment of content through much broader, optimised communication channels.

The Marketing and Communications team designed a comprehensive ICT structure to complement traditional communications channels and ensure Asialink's audiences receive and retrieve content in their preferred manner. The team also developed dynamic multimedia formats that are more 'shareable', network distribution expansion and better measurement of response.

Key achievements included:

- Promoted the Asialink brand during the organisation's **20th anniversary year**.
Marketing activities included:
 - 20-year review multimedia project featuring video interviews with key stakeholders
 - Anniversary logo displayed on all Events and Communications
 - Recognition of all program members as 20th year participants
 - Website area dedicated to 20th Year Anniversary activities.
- Further developed the **Asialink website** into a much larger 'portal' of Asia-focused events, information and activity for the community. This included designing and building a new website front page, an online events calendar and significant new multimedia content including video streams. Other new sections on the website include Recent Events, Membership and In-market Profiles.
- Asialink's **monthly e-newsletter** reached a new total of 20,000 subscribers in November 2010. **Website traffic** increased 26% and page views 19% against same period 2009. **Facebook and Twitter audiences** also grew at an average of 20% per month.
- Implemented a **nation-wide print and electronic media campaign** to disseminate outcomes from the four reports on the *Current State of Indonesian, Japanese and Korean Language Education in Australian Schools*. This resulted in a six-page supplement in *The Australian* entitled *Learning Asia*, 24 print and online articles and

17 radio interviews/reports in national, state and regional media including the ABC's 7.30 Report.

- Promoted Arts program through the 2010 **Asialink Arts Newsletter**, with 2000 copies printed and sent locally and internationally
- Created and uploaded an **Asialink Wikipedia page**, which includes details of Asialink's history, programs, Awards, Board and Council and key staff.
- Asialink's **Media Alert e-mail database** now reaches over 150 of the nation's key media and has been very active for Media Alerts and Media Releases across the organisation.

Membership

2010 marked the first year of Asialink and the Asia Society AustralAsia Centre (ASAC) joint membership package for corporate sponsors.

As part of the new joint membership package, membership levels were redesigned to cater for new sponsors and those who wished to upgrade their membership.

The new subscription options are:

- (A) premium global corporate leader - \$50,000;
- (B) gold corporate partner - \$25,000;
- (C) silver corporate contributor - \$11,000; and
- (D) bronze corporate supporter - \$6,000.

This collaboration has been highly successful, generating **membership income of \$674,345** for Asialink and ASAC for the year 2010.

In addition, a new 12-page **joint membership section** was also designed and built for the Asialink website, including a welcome page, membership categories, recent events with photos, and Board and Advisory Council lists.