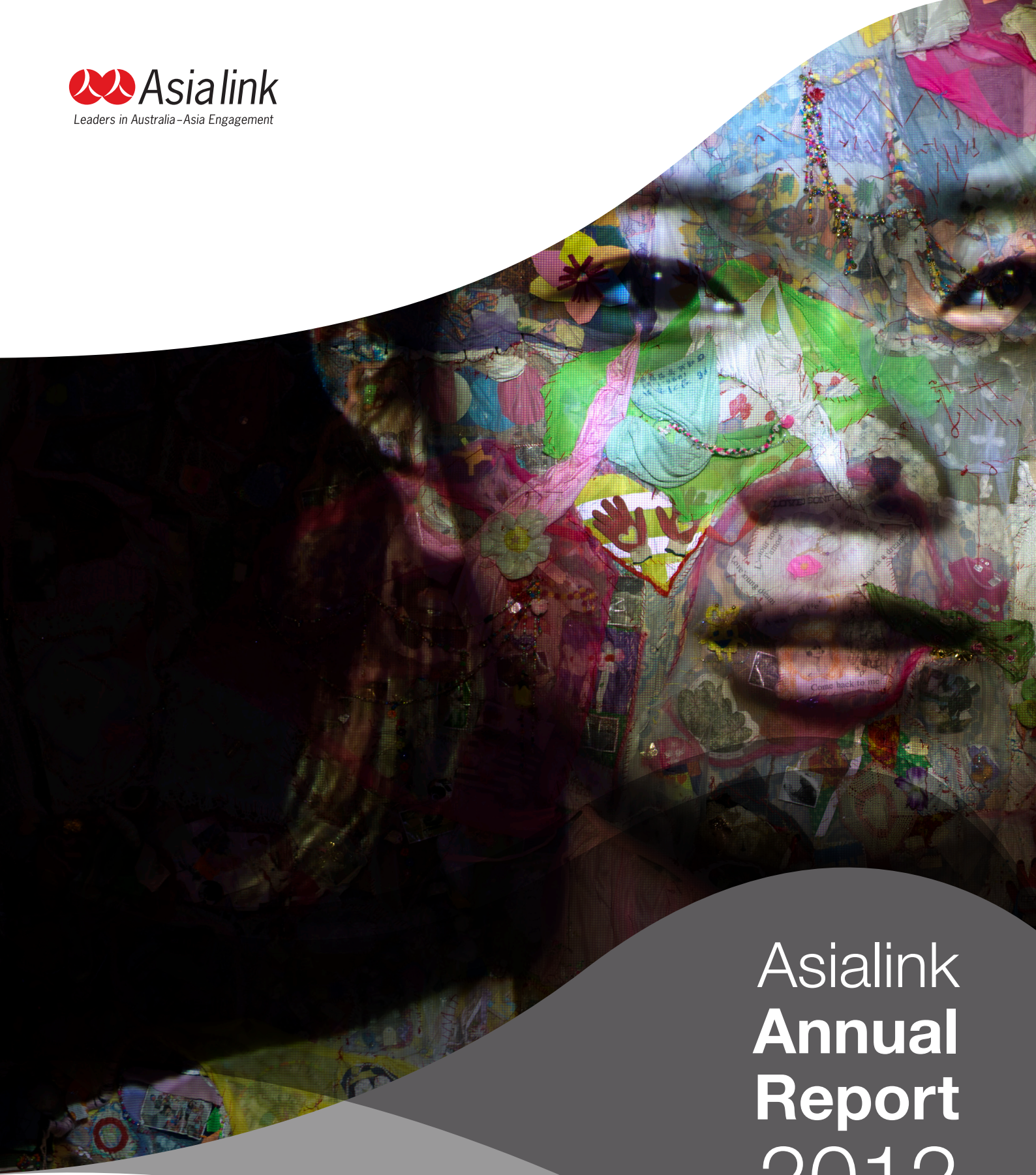
Asialink

Leaders in Australia–Asia Engagement



Asialink **Annual Report** 2012

THE UNIVERSITY OF MELBOURNE

THE MYER FOUNDATION

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Australian Foreign Minister, Senator Bob Carr speaks at the Chairman's Lunch.

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For over twenty years, Asialink has been promoting understanding between Australia and its Asian neighbours, through high quality programs in the broad field of public diplomacy.

Senator The Hon Bob Carr, Australian Foreign Minister, Sydney, 26 October 2012

Asialink [is] making a significant contribution to… better understanding and policy-making between ASEAN and Australia. By exploring issues of common concern and creating new strengthened networks of leaders in ASEAN and Australia, Asialink Conversations has much to offer in the Track 2 regional policy dialogue.

HE U Wunna Maung Lwin, Foreign Minister of Myanmar, Yangon, 3 February 2012

Asialink has been ahead of the game in encouraging 'Asia literacy' in Australia… [I] commend Asialink for its contribution to fostering Australia's relations with Asia.

Gillian Bird, DFAT Deputy Secretary and Ambassador to ASEAN, Melbourne, 20 February 2012

Asialink is ahead of the game. This organisation is more than twenty years old. The Asia Capable Workforce Strategy is a clear sign both of its maturity and its enduring – indeed, expanding – relevance.

Dr Ken Henry AC, Australia in the Asian Century Task Force Chair, Sydney, 6 September 2012

MESSAGES FROM THE CHAIRMAN AND CEO

2012 was a landmark year in Australia-Asia relations, not just for Asialink but for the whole country. The release of the *Australia in the Asian Century* Government White Paper marked a turning point in the history of our engagement with the Asian region. Above all, the White Paper expressed a clear intention to stay the course in Asia, through constant, consistent engagement across sectors.

Asialink has been leading the way in Asian engagement for over 20 years, and 2012 marked a further intensification of this engagement. And we are still leading. This year, we worked in countries where we have never worked before, holding a first-of-its kind dialogue in Yangon, Myanmar.

We also broached new territory closer to home, establishing a permanent presence in Sydney and launching an Asialink chapter in Singapore.

We hope you will find this summary of our impact in 2012 valuable, and we encourage you to be part of the Asialink journey in 2013.

Sid Myer AM
Chairman
Asialink

Asialink continued to nurture and build strong regional partnerships in 2012. We have provided opportunities for more school educators to experience Asia through study programs. We have partnered with health ministries across the region to improve mental health services. We have delivered an extensive arts and cultural program across India. And we have formed lasting bonds between Australians and key decision-makers in Myanmar.

Asialink has also been active in providing essential policy recommendations to Australian governments and the business sector through the publication of reports such as *Developing an Asia Capable Workforce: A National Strategy* and *Our Place in the Asian Century: Southeast Asia as 'The Third Way'*. We continue to work toward an appropriately Asia-relevant Australian curriculum.

These pages are testament to the work of a committed and talented staff at Asialink. On behalf of the team, we invite you to reflect on our year in 2012 as we prepare for a full program of activities in 2013.

Jenny McGregor
CEO
Asialink

BACKGROUND

Asialink is an initiative of The University of Melbourne and the Myer Foundation. It is Australia's leading centre for the promotion of Asia capability, public understanding of Asia and appreciation of Australia's role in the Asian region. Asialink's annual program of initiatives spans the arts, education, business, and community sectors.

Throughout 2012, Asialink has strengthened its engagement with governments, business sectors, educators, and cultural organisations in Asia and Australia. Its significance as an Australian institution with a history of more than 20 years was recognised publicly through the Australian Government's *Australia in the Asian Century* White Paper.

23+
Years leadership in Asia-Australia engagement

Professor Tony Milner at the 2012 Asialink Conversations in Myanmar.

Mission

Asialink's mission is to build an Asia capable, deeply Asia-engaged Australia, through innovative programs that build knowledge, skills and partnerships.

Reach

Asialink delivers high-level forums, international collaborations, and 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 and print and online publications to build Asia capability in the business, government, academic and broader communities. Asialink's second track diplomacy initiatives bring together influential participants from across Asia and from Australia to help solve issues of common concern and contribute to building closer Asia-Australia relationships.

Asia Education Foundation

Asialink's education arm, the Asia Education Foundation (AEF), is a joint activity of Asialink and Education Services Australia. The AEF provides teachers, education leaders and school communities with innovative programs, curriculum resources and networks to support the achievement of Asia literacy for every young Australian.

Arts

Asialink Arts aims to promote cultural understanding, information exchange and artistic endeavour between Australia and Asian countries. It does this through reciprocal residencies, touring exhibitions, and its writing program.

Asia Australia Mental Health

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, community organisations and peak bodies in Asia and Australia to support culturally appropriate community based mental health reform in the Asia-Pacific region.

ASIALINK HIGHLIGHTS

Major highlights in 2012 for the organisation

- Launching ***Developing an Asia Capable Workforce:*** *A National Strategy* with Asialink Taskforce chair and ANZ Bank CEO **Mr Mike Smith OBE**, and *Australia in the Asian Century* White Paper task force head **Dr Ken Henry AC**.
- Establishing the **Australia Myanmar Business Development Taskforce**, following a successful **Conversations** in Yangon, Myanmar in February 2012, and **business visit** in May 2012.
- Featuring in the Federal Government's ***Australia in the Asian Century*** **White Paper**, which highlighted Asialink's pioneering work over the past 20 years through its arts residency program, Asia capable workforce strategy, and the Asia Education Foundation's BRIDGE program.
- Publishing the fifth ***2012 PwC Melbourne Institute Asialink Index*** as a web app, launched by Australian Foreign Minister, **Senator the Hon Bob Carr**.
- Launching the ***2012 ANZ Services Report*** at Parliament House with Trade Minister and Minister Assisting the Prime Minister on Asian Century Policy **The Hon Dr Craig Emerson MP**.
- Publishing the **Asialink Commission** report, ***Our Place in the Asian Century: Southeast Asia as 'The Third Way'***, with supporting statements from former foreign ministers **Gareth Evans** and **Alexander Downer**.
- Opening Asialink's **Sydney office**, with two full-time employees, and launching Asialink's **Singapore chapter**.
- Graduating **39 professionals** from Melbourne, Sydney, Brisbane and Canberra through the **Asialink Leaders program**, including participation in a 5-day retreat in Canberra, and establishing a **Leaders program alumni fellowship** to support professionals from the non-profit sector to participate in the program.
- Delivering **over 85 public events and business briefings** with audience numbers in excess of 3,900 in Melbourne, Sydney and Canberra.
- Successfully engaging **110 schools across Australia, China, Indonesia, Thailand and South Korea in Australia-Asia School BRIDGE partnerships** with funding from The Myer Foundation, AusAID, Australia Indonesia Institute, Australia Thailand Institute, Australia China Council, Australia Korea Foundation and Ministries of Education in Indonesia, China, Thailand and Republic of Korea.
- Holding the **Asia Education Foundation National Forum** with **166 leading educators** from across Australia and a further **129 participating via livestream**, directing the national discussion on Asia literacy.
- Sending **334 school educators on 17 study programs to 7 Asian countries**, bringing the total number to approximately **3,300 educators since 1993**.
- Delivering over **30 training courses, lectures and professional development programs** for mental health professionals, government officials and NGO staff in Indonesia, India, China including Hong Kong, Japan, Fiji, Melbourne, Solomon Islands and Qatar.
- Delivering **30 artist residencies in 12 Asian countries** (in Visual Arts, Arts Management, Performing Arts and Writing), including **reciprocal residencies** between Artspace, Sydney and The National Museum of Contemporary Art, Korea; Tokyo Wonder Site and RMIT; and Artists in Residence, Taipei and the Fremantle Arts Centre.
- Delivering 6 visual arts touring exhibitions to 9 Asian countries:
  - ***Shadowlife*** in India, Thailand, Taiwan and Singapore attracting 54,657 visitors.
  - ***Selectively Revealed*** in Taiwan and Thailand reaching 29,867 visitors.
  - ***HOME-Gwangju*** *Craig Walsh & Hiromi Tango* (2012 Gwangju Biennale) attracting 620,000 visitors.
  - ***Soundtracks: Dylan Martorell*** in Indonesia, Thailand and India reaching over 200,000 visitors.
  - ***Pip & Pop*** in Taiwan at the Kuandu Biennale reaching 30,000 visitors.
  - ***The Floating Eye – Shanghai Biennale*** reaching an estimated 300,000 visitors.

- Delivering an **Indian cultural engagement program** with other University of Melbourne partners including the Australia India Institute, the Ian Potter Museum, and the Victorian College of the Arts. The program included:
  - talks and an exhibition in Delhi and Jaipur in January 2012;
  - the **inaugural roving residency** launched with Indian artist Nikhil Chopra who travelled from Carriageworks Sydney to Asialink Melbourne and across to the Fremantle Arts Centre;
  - staging the **'Bookwallah'** tour of two Australian and three Indian authors **2000km by train** from Mumbai to Pondicherry, as part of the **DFAT OzFest program**;
  - exhibitions of Indian artists Jittish Kallat and Gigi Scaria, a public forum and film screening as part of the **Melbourne Festival** and participation of Australian artist Dylan Martorell at the **Kochi Muzuris Biennale**.

400%

Year-on-year growth in social media engagement

Ade Suharto rehearsing during her 2012 Asialink Arts Residency to Indonesia.

CORPORATE AND PUBLIC PROGRAMS

In 2012, CPP delivered new public event series, business briefings and forums, and further strengthened the Asialink Leaders and alumni programs, expanding its reach through a permanent presence in Sydney and a chapter in Singapore.

500+
Alumni from the Asialink Leaders Program

Hon Julie Bishop MP addresses the 2012 Asialink Leaders participants.

Key initiatives

- Graduated 39 professionals from Melbourne, Sydney and Canberra through the annual Asialink Leaders program.

  Other initiatives included:

  - Five-day Canberra retreat in September, facilitated by Asialink's International Director, Professor Tony Milner, which concentrated on Australia's geo-strategic relations with the Asian region. Highlights included a workshop and lunch involving all ASEAN ambassadors and meetings with the Parliamentary Secretary for Foreign Affairs and the Shadow Minister for Foreign Affairs.
  - Recruited 56 new participants for 2013 program including 4 participants from Brisbane.
  - Launch of an alumni sponsored fund, The Asialink Alumni Fellowship, to support participants from the non-profit sector to participate in the Leaders Program.
  - Alumni involved in every aspect of program delivery from recruitment of new participants to program evaluation. Alumni e-news posted monthly with fast growing activity and discussion through LinkedIn groups.

- Delivered over 85 events to audiences in Melbourne, Sydney and Canberra, including both public events and business briefings through the following event series:
  - State of the Nation Series (e.g. *Indonesia Country Briefing* below).
  - Next Generation Series (e.g. *Fifth Generation: China's New Leaders* below).
  - Women in Asia Series (e.g. *Women in Asia Boardroom Briefing* below).

PUBLIC EVENT HIGHLIGHTS

- *Advising China Inc: Selling Professional Services to the World's Largest Market*, public lecture with Anthony Dapiran, Partner, Davis Polk & Wardwell LLP Hong Kong.
- *M&As: Waking up with Asia*, business briefing with Tony O'Malley, Managing Partner, King & Wood Mallesons and Andrew Low, Chairman and CEO, RedBridge Grant Samuel.
- *New Opportunities for Australia in the Asian Century*, briefing with The Hon John Brumby, Vice Chancellor's Fellow, The University of Melbourne and Monash University.
- *Fifth Generation: China's New Leaders*, Asialink Next Generation public lecture series with John Lee, Michael Hintze Fellow and Associate Professor, Sydney University, Andrea Myles, CEO-Designate, Australia-China Youth Association, Christian Edwards, Senior Correspondent, Xinhua News Agency and John Garnaut, China Correspondent, The Age and Sydney Morning Herald will participate via video link from China.
- *Japan Country Briefing*, Asialink State of the Nation briefing series with HE Shigekazu Sato, Ambassador of Japan, Sir Rod Eddington AO, Chairman, Infrastructure Australia, Liz Masamune, General Manager, Internal Operations, East Asia Growth Markets, Austrade, Roy Nishikawa, CEO & Country Head, Nomura Australia Limited (Melbourne and Sydney).
- *Indonesia Country Briefing*, Asialink State of the Nation briefing series with Noke Kiroyan, Chief Consultant, Kiroyan Partners, Sean Prior, Partner Ashurst Jakarta Office, Campbell Bridge SC, Maurice Byers Chambers and Leith Doody.
- *Nuclear Non-Proliferation and Disarmament: Global and Regional Challenges*, Australia's Role in the World public lecture series with The Hon Professor Gareth Evans AC QC, Chancellor, Australian National University and Professor Amitabh Mattoo, Director, Australia India Institute .
- *Observations on 40th Year of Diplomatic Relations: Progressing a Long Term Economic View*, business luncheon with His Excellency Zhou Wenzhong, Secretary-General, Boao Forum for Asia.
- *When China Rules the World*, public lecture with Martin Jacques.
- *Australia – US Relations in the Asian Century*, Australia's Role in the World public lecture series with The Right Honorable Malcolm Fraser, Professor Tony Milner AM and Professor Richard Tanter.
- Business Luncheon with HE Frances Adamson, Ambassador to China.
- *Launch of the 2012 PwC Melbourne Institute Asialink Index and Chairman's Lunch* with The Hon Sen Bob Carr, Minister for Foreign Affairs.
- *Future Foreign Policy in the Asian Century*, Asialink Next Generation lecture series with Kelly O'Dwyer MP and Richard Marles MP.
- *Australia in the Asian Century*, panel discussion in response to the government white paper, with John Denton, Professor Ross Garnaut AO, Professor Tony Milner AM, Jenny McGregor and Lesley Always
- Launch of the Asialink Singapore Chapter.

BUSINESS BRIEFING HIGHLIGHTS

- *Chairman's Welcome*, with Ms Gillian Bird, Deputy Secretary, Department of Foreign Affairs and Trade.
- Business briefing with Mr Owen Hegarty, Chairman, EMR Capital and Mr Jason Chang, Managing Director and CEO, EMR Capital.
- *Briefing on Australia in the Asian Century White Paper*, with Mr John WH Denton, Chief Executive Officer, Corrs Chambers Westgarth.
- *Indonesia Country Briefing*, with HE Greg Moriarty, Ambassador to Indonesia.
- Business Visit to Myanmar, led by Sid Myer AM, Chairman, Asialink.
- *Boardroom Briefing*, with U Ko Ko Hlaing, Chief Political Advisor to HE Thein Sein, President of Myanmar.
- *Women in Asia Boardroom Briefing*, with Narelle Hooper, Editor, AFR BOSS and Lucinda Chan, Division Director, Macquarie and National President, Hong Kong-Australia Business Association.
- *Business Briefing* with Mr Ren Zhengfei, Founder of Huawei Technologies.
- *Launch of the Asia Capable Workforce National Strategy* with Mr Ken Henry AC, Australia in the Asia Century White Paper Taskforce and Mr Mike Smith OBE, Chief Executive Officer, ANZ.
- *Roundtable briefing* with Myanmar Parliamentary Delegation led by Hon Thura U Shwe Mann, Speaker of the Lower House, Parliament of Myanmar.
- *Myanmar Update*, with HE Bronte Moules, Ambassador to Myanmar.
- *Launch of the Australia Myanmar Business Taskforce* by Mr Sid Myer AM, Chairman, Asialink.
- *Building Asia Literacy Roundtable* with The Hon Peter Garrett AM MP.

BUSINESS AND DIPLOMACY

Asialink has continued to expand its policy footprint in the business, education and diplomacy sectors, positioning itself through a new mission statement, three discrete White Paper submissions and leadership of the ***Developing an Asia Capable Workforce*** initiative. The publication of the government's *Australia in the Asian Century* White Paper in 2012 was a landmark event in the history of Australia's engagement with Asia. Asialink is heavily profiled in the White Paper – its arts, education and workforce capability activities are all cited – and had significant input into its content and direction, hosting roundtables for Dr Ken Henry AC with partners from business, education and the tertiary education sector.

Asialink continues to work on the ground to strengthen Australia's relationships with the Asian region, administering several diplomatic and business forays into Asia over the course of the year, and establishing new avenues, such as the Australia Myanmar Business Development Taskforce, for Australians to engage with the region.

85
Public events and boardroom briefings

Launch of the Asialink Taskforce National Strategy with Mike Smith, CEO, ANZ; Jason Chang, Managing Director and CEO, EMR Capital; Paul O'Sullivan, CEO, Group Consumer, Singtel Optus Pty Ltd, and Dr Ken Henry AC.

Business

In 2012, Asialink expanded its advocacy work in and with the business community through the publication of *Developing an Asia Capable Workforce: A National Strategy*. It also continued to work with leading businesses and industry peak bodies to deliver thought leadership projects on Asian engagement.

Key initiatives

- Published the fifth *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.
- Launched the *Index* as a web app (asialinkindex.com.au), including video content and a special segment on SME trade with Asia, attracting online visitors from around the globe.
- Published the second biennial *ANZ Services Report*, a product of the Index specifically designed to measure engagement through the services sector, this year launched by Trade Minister and Minister Assisting the Prime Minister on Asian Century Policy the Hon Dr Craig Emerson MP.
- Launched *Developing an Asia Capable Workforce: A National Strategy,* with Dr Ken Henry AC and Asialink Taskforce Chair, Mike Smith OBE, CEO ANZ. The importance of Asia capabilities is highlighted by the government's White Paper, which draws heavily on the work of the Asialink Taskforce.
- Established the Australia Myanmar Business Development Taskforce to foster closer economic cooperation between Australia and Myanmar, following from a successful business visit to Myanmar led by Asialink's Chairman in May 2012.
- Continued to expand the AEF's Asia Literacy Ambassadors project, launching an online Speakers Bureau and recruiting 90 new Ambassadors from the business community and 47 new schools across Australia to participate in a variety of school-business partnerships.

Diplomacy

In 2012, Asialink focused its 'Track II' diplomatic 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

- Published a 4th volume of Asialink Essays on critical issues affecting Asia-Australia engagement, drawing on some of the region's leading minds:
  1. *Myanmar across the threshold* by Hamish McDonald.
  2. *We cannot be just Deputy Sheriff in the Asian Century: Think again about ASEAN* by Prof Anthony Milner AM.
  3. *The right side of history* by John Brumby.
  4. *Stopping the boats?: Only if we cooperate with our neighbours* by John Buckley.
  5. *An insider's view of the Australian relationship* by Dewi Fortuna Anwar.
- Convened the 2012 Asialink Conversations in Yangon, Myanmar – one of the first non-government dialogues of its type to be staged in Myanmar's reform period – in partnership with the Myanmar Institute of Strategic and International Studies. Over 40 participants from ASEAN, Australia and Japan, including senior presidential advisers to the reformist government of President Thein Sein, gathered for two days to discuss some of the major issues facing Myanmar and the region.
- Delivered the fifth ASEAN-Australia-New Zealand Dialogue in Kuala Lumpur in December.
- Collaborated on the Australia-ASEAN Emerging Leaders Program (A2ELP), including participation of one Asialink staff members as a delegate alongside young leaders from the 10 ASEAN member states and Australia.
- Published the Asialink Commission report, *Our Place in the Asian Century: Southeast Asia as 'The Third Way'*, with supporting statements from former foreign ministers Gareth Evans and Alexander Downer.

25

Thought leadership pieces and reports

2012 Asialink Conversations in Myanmar.

ASIA EDUCATION FOUNDATION

In 2012, the Asia Education Foundation secured an additional $1.85 million to expand its current work in study tours, linking schools using technologies, professional learning for principals and teachers, online curriculum resources and contributing to the development of the new Australian Curriculum.

Australia-China BRIDGE School Partnerships Project in action. Students of North Sydney Demonstration School use videoconferencing to engage with their sister school in Jinan, China.

3,300
Educators visiting Asia on AEF study programs since 1993

Children in Sidoarjo, Indonesia show AEF Study Program teacher participants around their village in an area affected by the Lapindo mudflow disaster.

Key initiatives

- Promoted consultation and engagement with the *Australia in the Asian Century* White Paper including a bulletin to 10,000+ school educators via AEF e-News, Asia EdNet and the National Asia Literacy Network; 24 media interviews on the White Paper release and established a White Paper webpage on AEF web Portal.
- Sent 334 school educators on 17 study tours to seven Asian countries.
- Launched the online Business Ambassadors Speakers Bureau.
- Recruited 90 new Asia Literacy Ambassadors to increase school community demand for Asia literacy.
- Engaged over 1000 school students in seven 'Opening a Door into Asia' events held in partnership with universities in each state.
- Trained 70 principals and school leaders through the *Leading 21st Century Schools: Engage with Asia* program.
- Provided expert input to the Australian Curriculum, Assessment and Reporting Authority to support the development of the Australian Curriculum cross-curriculum priority of Asia and Australia's engagement with Asia, and the general student capability of intercultural understanding, including detailed responses to draft curriculum for Technology, Health and Physical Education, Senior Secondary Curriculum, Civics and Citizenship, Economics and Business and The Arts.
- Partnered with ESA to develop 24 Geography and The Arts resources aligned to the Australian Curriculum.
- Partnered with ESA to develop a Sister School Partnership Guide e-book for Australian schools, with a focus on Australian-Chinese school partnerships.
- Held the AEF National Forum in partnership with national education agencies on June 4-5, bringing together key educators and policymakers to drive Asia literacy in the 21st century.
- Recognised 418 Australian schools as Access Asia Schools and published 11 Illustrations of Access Asia Schools on AEF Web Portal.
- Published *What works to build Asia literacy?* – the first in a series of research and practice reports on the AEF web portal.
- Received $310,000 from the Australian Institute for Teaching and School Leadership (AITSL) to manage a research project to identify the attributes of an Asia literate teacher and school leader to support new Australian professional standards for teachers and principals.
- Received $170,000 through the Department of Foreign Affairs and Trade to support Australia-Asia School BRIDGE projects in Korea, Thailand and China.
- Issued 23 editions of AEF E-News to over 9,000 subscribers; presented at 45 conferences and published 35 articles and news items in education media and national and international mass media.
- Worked with Cisco, Gates Foundation, McKinsey & Company, Harvard Business School and The UK Innovation Unit to deliver the Global Education Leaders Program in Finland and Brazil.

ARTS

In 2012, the Arts program continued its core programs of artist residencies, touring exhibitions and writing exchanges as well as continuing to deliver the Utopia project. Reciprocal and roving residencies created new opportunities for collaboration and a strong focus on India saw several initiatives developed in that country, including the first-of-its-kind Bookwallah.

2,000km

Distance travelled via train across India by the Bookwallah

The Bookwallah travelling library arrives in Mumbai. Image courtesy Catriona Mitchell.

Key initiatives

- Delivered 6 visual arts touring exhibitions to 9 Asian countries:
  - ***Shadowlife*** in India, Thailand, Taiwan, Singapore attracting 54,657 visitors.
  - ***Selectively Revealed*** in Taiwan and Thailand reaching 29,867 visitors.
  - ***HOME-Gwangju*** *Craig Walsh & Hiromi Tango* (2012 Gwangju Biennale) attracting 620,000 visitors.
  - ***Soundtracks: Dylan Martorell*** in Indonesia, Thailand and India reaching over 200,000 visitors.
  - ***Pip & Pop*** in Taiwan at the Kuandu Biennale reaching 30,000 visitors.
  - ***The Floating Eye – Shanghai Biennale*** reaching an estimated 300,000 visitors.
- Supported 30 artist residencies in 14 Asian countries (in Visual Arts, Arts Management, Performing Arts and Writing).
- Established and delivered 3 reciprocal residencies: Tokyo Wonder Site, Japan and RMIT International Artist in Residence Program, Melbourne; Goyang Art Studio, The National Museum of Contemporary Art Affiliate and Artspace, Sydney; Artists in Residence, Taipei and Freemantle Arts Centre, Western Australia.
- Eliza Roberts, Asialink Arts Residency Manager was elected to the Board of *Res Artis*, the worldwide network of arts residencies.
- The 'residency laboratory' was launched to develop, explore and test new models of exchange and collaboration.
- The Asialink Roving Residency was launched, seeing inaugural recipient, Indian interdisciplinary artist Nikhil Chopra travel and work for five weeks between Carriageworks, Sydney, Asialink, Melbourne and the Fremantle Arts Centre, Western Australia.
- Utopia@Asialink was invited to take part in the 2012 India Art Fair Speakers' Forum and presented a panel on *Platforms for Regional Engagement: Creativity, Politics, and emergent Curatorial Frameworks* and curated a program of moving images at the India Art Fair for the Video Lounge. It also led a Victorian curatorial delegation to Seoul where Utopia@Asialink facilitated a workshop on collaboration at Artsonje Centre in partnership with Gertrude Contemporary and the National Gallery of Victoria.
- Utopia@Asialink presented a panel on regional cultural connections with partners from Singapore and Tokyo as part of the public programs for the Sydney Biennale.

- Continued the association with the Melbourne Festival by presenting two solo exhibitions by acclaimed Indian artists Gigi Scaria and Jittish Kallat; a free public forum *Lemuria: cultural entanglements between Australia and India* as well as a documentary film, *To Let the World In (Volume 1),* presented by Chaitanya Sambrani and screened at the VCA. This program was presented in partnership with the Ian Potter Centre of Art.
- The Bookwallah was India's first roving writers festival, taking five writers across India by train. Australian writers Benjamin Law and Kirsty Murray joined Indian writers Sudeep Sen, Annie Zaidi and Chandrahas Choudhury on a three-week, 2000km journey through India. They presented 28 public events in Mumbai, Goa, Bangalore, Chennai and Pondicherry in partnership with local festivals, bookstore and schools; participated in more than a dozen private events including engagement with local writers and a meeting with Minister for the Arts Simon Crean; exhibited a travelling library / art installation of new Australian books in five cities; donated nearly 1000 new Australian books to local libraries; and generated more than fifty discrete news stories.
- Hosted three Korean poets in Melbourne and Sydney as part of an ongoing Australian / Korea poetry exchange.

1,200,000

Visitors attracted to touring Asialink exhibitions in nine countries

Workshops run as part of Home – Gwangju by Craig Walsh & Hiromi Tango. Image courtesy Craig Walsh.

ASIA AUSTRALIA MENTAL HEALTH

In 2012, Asia Australia Mental Health grew its staff and financial base by strengthening and broadening its network of Australian and Asia-Pacific partners. New areas of work included expanded consultancies; the development of a research arm for AAMH and partnerships formed with key mental health NGOs in Australia and government departments in Indonesia.

18

Asia-Pacific countries participating in an international conference and workshop in Bali on mental health policy

Staff from Asia Australia Mental Health meet with mental health policy leaders from India.

Key initiatives

- Delivered over 30 training programs, lectures and professional development programs for mental health professionals, government officials and NGO staff in Indonesia, India, China including Hong Kong, Japan, Fiji, Melbourne, Solomon Islands and Qatar. This included hosting of study tours, clinical training placements and workshops.
- Through collaborations and exposure to counterparts from the region, assisted more than 60 Australian clinicians, government bureaucrats and mental health professionals to develop new knowledge and skills leading to improved service for Asian Australians requiring mental health care.
- Nominated by WHO Geneva and contracted by the CHOGM Secretariat London to develop a report based on a review and assessment of the status of Mental Health in the Commonwealth that supports the development of a focused theme on Mental Health for the 2013 Commonwealth Health Ministers Meeting.
- AAMH's work in China showcased in Beijing at the final meeting of the China-Australia Health and HIV/AIDS Facility (CAHHF) project jointly hosted by China's Ministry of Health, Australia's Department of Health and Ageing, China's Ministry of Commerce and the Australian Agency for International Development (AusAID).
- Co-hosted an international conference and workshop in Bali in partnership with the Ministry of Health, Indonesia. The conference included leaders in mental health from 18 countries of the Asia Pacific Community Mental Health Development Network and 100 Indonesian mental health professionals and NGOs. The meeting warmly welcomed new members representing the mental health leadership of Myanmar and Fiji to the network.
- Hosted 5-day study tour of mental health services in Victoria for Assistant Director General Health and Chief Medical Officer Ministry of Health and Family Welfare Republic of India and Secretaries of Health of four Indian states.
- Delivered inaugural lecture and mental health workshop to faculty of the National Institute of Health and Family Welfare India, India's premier health training institution and think tank. The lecture and workshop are the first activities of a new strategy to introduce mental health into the professional development of India's primary health care clinicians.
- Secured two scholarships for PhD candidates from Peking University to be the inaugural students in the first jointly delivered medical PhD program between The University of Melbourne and Peking University.
- Co-hosted the Minister of Social Affairs, Indonesia and a high level delegation from the Ministry in partnership with Mind Australia, an NGO.
- Launched the first Asia Pacific Art and Mental Health publication, *Creative Opportunities*, in partnership with the Dax Centre. The publication highlights examples from the Asian region that use art to promote positive mental health outcomes, and to reduce stigma in the community.
- All deliverables for Phase 1 & first year of Phase 2 contracts with Hamad Medical Corporation (HMC) to develop mental health services in Qatar were completed on schedule and within budget.

MEDIA AND COMMUNICATIONS

In 2012, greater emphasis was placed on changing the organisation's communication products based on the insight derived from new analytics. Social and professional networking sites have been cemented as key modes for delivery of news, while website content has been redeveloped for optimised viewing on mobile phones and tablet devices.

In a year when extensive domestic public discussion was devoted to Asia relations, the communications team further developed its media liaison activities, with stand-out achievements including the first live video stream from Myanmar to ABC TV, in addition to live coverage of the Asialink Taskforce launch and Chairman's lunch. Asialink was also at the forefront of comment and analysis following the release of the Asian Century white paper, with Kathe Kirby and Jenny McGregor making a combined ten television appearances over two days – in addition to 30+ print references.

10,000+
Subscribers to
Access Asialink

Asialink staff with the
iPad App.

Key achievements

- New design of Asialink website produced – with adaptive functionality to support consumption on iPhone, iPad and Android, which now constitute over 40% of our access medium. New site goes live in mid-2013.
- Social media engagement has risen by over 400% in a year, including 1600+ Twitter followers, and 750+ Facebook likes. The new LinkedIn Group (now at 500+ members) hosts regular, vibrant discussion.
- Website traffic has risen steadily, particularly around the release of the Asian Century white paper.
- Redevelopment of the Access Asialink E-Newsletter inside industry-leading Campaign Monitor software, allowing unprecedented formatting options and advanced analytics.
- Developed a Next Generation series event into a televised studio-style debate with Australia Network (ABC TV), airing to hundreds of thousands of viewers across Australia and the region.
- Media list now exceeds 400 contacts, including key figures in the national press gallery. This development resulted in multiple syndications of Asialink news by Australian Associated Press.

OUR BOARD AND PATRONS

Asialink Patrons

Carrillo Gantner AO
S Baillieu Myer AC
Prof Wang Gungwu CBE
Rt Hon Sir Ninian Stephen KG AK GCMG GCVO KBE PC

Asialink Advisory Board

Sid Myer AM – Chairman
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OUR CORPORATE PARTNERS

Founding Partners

The University of Melbourne
The Myer Foundation

Platinum Partners

ANZ
BHP Billiton
Huawei Technologies
NAB
PwC

Gold Partners

Corrs Chambers Westgarth
Herbert Smith Freehills
King & Wood Mallesons
KPMG
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Academies Australasia
Australia China Connections
Australia Network
BlueScope Steel
Business Council of Australia
CITIC Resources Australia P/L
Department of State Development
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La Trobe University
Macquarie Group Limited
Mizuho Corporate Bank Ltd
The University of Sydney
Tourism Australia
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Chief Executive Officer

Julia Fraser
Director, Corporate and Public Programs
Co-Director, Asia Australia Mental Health

David Paroissien
Manager, Asia Australia Mental Health

Peter Kerr
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Communications Director

Natalie Cope
Manager, Partnerships and Development

Bernice McDonald
Department Manager

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Sarah Bond
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Sue Peacock
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Kurt Mullane
Director, Asia Education Foundation

Lisa Hayman
Senior Manager, International Programs, Asia Education Foundation

Circa, Catalogue 1 - Pigmented cast resin, steel, rope. Courtesy of Jitish Kallat Studio and Arndt Berlin. Photography: Viki Petherbridge