

## **CHAPTER 1: OVERVIEW**

### **Summary**

Asialink began 2005 with a new funding base having secured increased triennial funding (2004 – 2007) from the Myer Foundation and the University. This increase enabled the very significant growth in Asialink's new health and community program and supported substantial work in developing Asia literacy within the University. It also contributed to strategic appointments of media and business development directors. Most key performance indicators were achieved or exceeded significantly.

Asialink has made significant progress during 2005 on these major strategic priorities, however the major challenge of securing adequate resources for Asian studies and languages in schools remains an enduring priority.

The Board approved seven strategic priorities for 2005:

1. ***Thought Leaders:*** Expanding Asialink's role in leading the public discourse on Australia-Asia engagement
2. ***Expansion:*** Increasing Asialink's corporate activities in Sydney (and potentially Brisbane)
3. ***Education:*** Securing adequate resources for Asian Studies and Languages in schools
4. ***Funding:*** Developing a strategy to secure a robust funding base beyond 2008
5. ***Growing Programs:*** Building internationally leading programs
6. ***Relationship Management:*** Continuing to deliver value to all stakeholders
7. ***Staff Development:*** Further developing a creative, productive and fulfilled staff

1. Thought leaders: In expanding Asialink's role in leading the public discourse on Australia-Asia engagement, we improved our media presence substantially exceeding most targets regarding media coverage of Asialink and our mission. 27 000 people attended Asia related events in the Sidney Myer Asia Centre with 12 000 attending events organised by Asialink. Events focused largely on China, Indonesia, India and Japan whilst also covering issues of community interest such as *Australians Attitudes to foreign policy*, the Corby case, *Celebrating 30 years of Vietnamese Settlement in Australia* and the *Sense of Islam* Lecture Series. Asialink also launched new formats with the Ambassadors' Series and tailored corporate briefings. In addition, Asialink organized "AsiaConnect: A Careers Conference Focusing On Working In and With Asia" with an audience of 400.

2. Expansion: Asialink has developed and will continue to develop strategic partnerships with Sydney based corporations, academic & research institutions and personalities to establish a firm foundation for an expanding Asialink presence in Sydney. Achievements in 2005 include the increasing profile of the Asialink

leadership program in Sydney, the Weary Dunlop Lecture and Medal presentation at the Lowy Institute and growing relationships with Sydney corporates.

3. Funding: Strategic appointments of Ms. Jenny Conley as Director of Media and Ms. Natalie Day as Director of Business Development have contributed to highlighting the “Asialink” brand nationally and internationally. Natalie Day joined Asialink in July and has developed significant new products, strategies and relationships to secure a robust funding base beyond 2008. Board members have been actively engaged in generating ideas, providing advice and networks and participating in presentations.

4. Education : In 2005 The Asia Education Foundation secured:

- triennial funding of \$1.8m pa from the Australian Government for 2005 – 2008
- approval of *The National Statement on Engaging Young Australians with Asia in Australian Schools* by all Federal and State Education Ministers paving the way for the challenge of implementing this Statement into the school system to impact on all young Australians.

5. Growing programs: Asialink programs have achieved steady growth in 2005 with new projects in education, the arts, and corporate and public programs. The Asia Education Foundation secured \$3.35m in addition to its core DEST core grant of \$1.3m in 2005. The Health and Community program established and manages the Asia Australia Mental Health Consortium and has attracted external funding of \$150 000 and provided training for mental health policy makers and practitioners in China, Korea, Thailand, Malaysia and Japan. The Consortium has been funded by the World Health Organisation to manage a Regional Disaster Network and to develop a Consensus Statement on Community Mental Health.

6. Relationship management: Asialink has worked closely with the Myer Foundation and The University of Melbourne to deliver increased value for increased funding. Relationships with our major government funders - DF&T, DEST and the Australia Council have been further developed to both maintain current programs and create new initiatives. A major proposal for APEC 2007 has been submitted to DF&T, Minister Downer has asked Asialink to develop a new concept for, and manage the Coolum Forum (the Minister’s Asian new leaders forum) and new relationships with the Victorian government are positioning us as a provider of policy advice on key countries. Asialink Arts is now classified within the Key Organisation Sector of the Australia Council.

7. Staff Development: Performance reviews and performance development plans are in place or scheduled for all staff. Training has been delivered on program evaluation, managing stakeholders, media and branding and using powerpoint for effective communication. Ongoing IT staff development is provided and staff are given regular opportunities to attend conferences and workshops.

Key Performance Indicators which were not achieved were largely due to environmental constraints such as the Asialink Conversations being postponed to 2006 due to the Prime Minister’s schedule and 2 Melbourne Asia Policy Papers being delayed due to competing international demands for the writers. The National Forum in Sydney was not delivered as research indicated the need for a new approach resulting in the delivery of Asialink’s Careers Conference, AsiaConnect. Research

and planning for the China Water project indicates that this area is now well serviced and that Asialink's seeding funding is not required. The corporate funding targets have not all been achieved due to the business development manager not commencing until July however significant progress has been made and targets are expected to be met in 2006.

## **Program Highlights**

### **b Corporate and Public Programs**

Through a total of 102 events initiated, supported and/or delivered by Asialink and the 86 Asia-focused external events in the Sidney Myer Asia Centre, Asialink has made a significant contribution to the national and regional policy dialogue on Australia's engagement with Asia.

- The **Sidney Myer Asia Centre Program** has seen 27 000 people attending Asia related events in the Sidney Myer Asia Centre with 12 000 attending events organised by Asialink. Events focused largely on China, Indonesia, India and Japan whilst also covering issues of community interest such as *Australians Attitudes to Foreign Policy*, the Corby case *Celebrating 30 years of Vietnamese settlement in Australia* and the *Sense of Islam* Lecture Series.
- **Asialink events in Melbourne CBD and corporate in-house briefings** included 2 lectures for the Alfred Deakin Innovation Lectures, 6 major public events with the Age, in-house briefings for 2 corporates and 7 dinners featuring Asia experts.
- The **AsiaConnect Conference** (November 2005) drew an audience of 400 to the Sofitel Melbourne for a one-day conference on *Maximizing Asia Skills* for working in and with Asia. The conference drew on the corporate sector, academia and industry for 11 industry specific panels and featured The Hon. John Brumby, Treasurer of Victoria as the morning keynote address. This conference involved extensive collaboration with the faculties of Economics and Commerce, Architecture and Arts from the University of Melbourne. Securing ANZ Bank as the major sponsor allowed Asialink significant interaction with ANZ Bank's Asia and International representatives. This conference was significant for the wealth and depth of experience imparted by the panelists about working in and developing relationships in Asia.
- The **2005 Asialink Dunlop Lecture & Medal** (November 2005) was held at The Lowy Institute in Sydney. The Medal was awarded by Sir Ninian Stephen to Paul Kelly, Editor-at-Large, The Australian, who delivered the 2005 Asialink Lecture with a key message:  
"Engagement with Asia is no longer a national dispute, it is a permanent national project that has no end, a project that demands patience as well as resolution and a project that is always under consideration."
- The **Asialink Ambassadors' Series** is a series of luncheon seminars featuring Asian Ambassadors to Australia and Australian Ambassadors to Asia. Speakers have included: HE Fu Ying, The People's Republic of China's Ambassador to Australia, HE Prabhat Prakash Shukla, India's High Commissioner to Australia, and Australian Heads of Mission for India, Singapore, Indonesia and Taiwan

## **b Education**

- *The National Statement on Engaging Young Australians with Asia in Australian Schools* has been approved by all Ministers of Education across Australia. This document will support State and Territory education systems to integrate the study of Asia and Australia within existing policies and practices.
- The AEF has expanded Board membership to engage all key education stakeholder groups in supporting the implementation of the National Statement. These include the Australian Council of Deans of Education, peak parent organizations, peak teacher and principal professional associations and all education sectors.
- The highly successful National Forum, Engaging Young Australians with Asia held in Canberra in June 2005. This Forum attracted 140 senior educators from around Australia and harnessed their support for the National Statement. Highlights included the Foreign Minister, the Hon Alexander Downer, MP's keynote address, interview of young professionals by ABC presenter, Geraldine Doogue and contributions by senior educators.
- Successfully implemented two key national projects, the Endeavour Languages Fellowships that provided intensive languages training in Japan, China, France, Germany, Italy & Mexico and the Asian Languages Professional Learning Project that improved the teaching practice of Asian languages teachers and highlighted the importance of languages education in the curriculum. These projects had a total budget of \$2.8 million and involved over 800 teachers.
- National train-the-trainer programs were delivered in eight states and territories to 240 participants on intercultural learning, beliefs and regional and global issues. These programs were designed to respond to growing concern from the education community about teachers' capacity to positively respond to recent international events.

## **c Leadership and Community**

- The Leadership retreat at ANU in Canberra was evaluated by program participants as a major highlight of the year, with the group having private audiences with both The Hon. Alexander Downer, Minister for Foreign Affairs and The Hon. Kevin Rudd, Opposition spokesperson for Foreign Affairs.
- **Australia-Asia Mental Health (AAMH)** has conducted training modules for health professionals from the People's Republic of China, Korea, Japan, Thailand and Malaysia. AAMH will sign a MOU with the Ministry of Health, Thailand to collaborate on community mental health service delivery reform. AAMH is actively engaged in the development of a regional mental health network for emergencies for WHO.

## **d Arts**

- Asialink Arts has been included in the **Key Organisation Sector** of the Australia Council which will make for better understanding of the Asialink Arts program within the mainstream of arts activity in Australia and more efficient reporting to Council.

- Asialink Arts was the successful tenderer to provide a program of visual arts activities from 2005 – 2008 between Australia and Japan for the **Australian Japan Foundation**. Exhibitions, curatorial exchanges and forums are part of the planned activities. There is considerable enthusiasm on both sides for an increased and focused engagement. This new program follows on from the 2002 – 4 Australia-Japan Arts Exhibitions Program.
- **The Ford Foundation** is funding a Indonesia-Australia Arts Management Program, initiated by Asialink, for a three year program to encourage Indonesian arts managers from Eastern Indonesia to work with like organizations in the Northern Territory to develop models for sustainable community cultural centres. The program also includes six internships for Indonesian for skills development in arts organizations around Australia.

## **CHAPTER 2: PROGRAM DESCRIPTIONS**

Below is a detailed description of this year's activities by program area.

### **5 CORPORATE AND PUBLIC PROGRAMS**

#### **Asialink's Corporate Lunch/Dinner Series**

In 2005, Asialink hosted a series of by-invitation corporate lunches and dinners intended to provide a small group of corporate, government and academic guests an opportunity to hear and discuss critical issues in an intimate setting. Asialink has been very fortunate to be supported by PricewaterhouseCoopers and Freehills in providing their corporate offices in hosting part of this series. During this series, the Hon. Minister Alexander Downer, the Hon. Minister Mari Pangestu, Professor Ross Garnaut, Professor Kishore Mahbubani, High Commissioner Designate Miles Kupa, Australia's Representative to Taiwan – Ms. Frances Adamson and Ambassador Designate Bill Farmer spoke frankly and discussed the challenges of the Region to the appreciation of the small audiences.

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

The Asialink Ambassador's Series was developed as a focal point for discussion of Australian relations with its neighbours with a special insight from the Ambassador/High Commissioner from that country. The first in the series was a lunch seminar by HE Madam Fu Ying, The People's Republic of China's Ambassador to Australia. This seminar was held during the blaze of publicity surrounding the defection of Chen Yonglin to Australia and attracted significant publicity. Notwithstanding the media accentuating the voices of doom, this luncheon seminar was valuable to raise the debate on the level of interaction between China and Australia and to present both sides of the argument. The second in the series was delivered by HE Mr. Prabhat Prakash Shukla, India's High Commissioner to Australia. Once again, the inescapable fact of the dynamism of both China and India was reinforced. Asialink will continue this series into 2006 with a proposed combined ASEAN Ambassadors luncheon.

#### **Asialink's Corporate Briefings**

In response to requests by corporate sponsors to meet specific needs, a series of corporate briefings have been developed. Corporate briefings are tailored by careful selection of the person to deliver the best analysis and/or training requested. In 2005, Professor Aurelia George delivered a seminar for ANZ Bank just prior to the elections in Japan where Professor George predicted the return of Junichi Koizumi to power and the consequences from that outcome. Ms. Barbara Hilder (Austrade) and Ms. Margaret Bryne (United Learning) delivered training workshops for AMCORR and Freehills. In the wake of China's economic growth, a breakfast briefing to a mainly corporate audience delivered by Mr. Tim Clissold, author of *Mr. China*, was timely in providing both lessons and optimism for the future.

#### **ADC Future Summit – Foreign Policy & Environment Taskforce**

For the second year running, The University of Melbourne contributed two of out six taskforces for this Summit. Asialink convened the taskforce which issued the paper authored by Mr. Philip Flood AO entitled "Australia and Asia: Focus on China, India and Indonesia" and assisted the University of Melbourne's

Department of Resource Management to convene its taskforce on “Sustainable Prosperity: On Our Watch”. Feedback from the participants of the Summit was positive on both these taskforces and the reports which were generated to stimulate delegate discussion.

### **Sense of Islam**

The Sense of Islam is a lecture series created by AEF in conjunction with Almanar Consultancy aimed at raising public consciousness about Islam and its practices. This is the second series comprising of seven lectures each. The 2005 series focused on Women in Islam and examined many of the myths and misconceptions about Islam relating to women.

### **Melbourne Asia Policy Papers**

The Melbourne Asia Policy Papers is a series of non-partisan policy options papers which explore different aspects of Australia's current relations with the Asia Pacific Region. The papers aim to strengthen Australia's engagement with Asia through the publication and dissemination of a series of policy option papers. Leading international scholars and experts are invited to present a closed-door, Chatham House rules workshop examining different aspects of Australia's current relations with the Asia Pacific region.

### **AsiaConnect**

As described above.

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

The SMAC Free Public Lecture Series provides expert analysis of issues affecting the Asian region and Australia's place in it. They provide opportunities for the wider community to be challenged by the visions of eminent Asian and Australian leaders and contribute to informed public discussion about the importance of Asia to Australia's future prosperity and stability. These programs are free and open to the general public and cover a rich range of issues relating to the diverse countries and cultures of Asia and may range in format from small and highly interactive roundtable seminars to large public forums and panel discussion.

## **6 EDUCATION**

### **Advocacy**

The AEF has successfully written and negotiated the National Statement on Engaging Young Australians with Asia for the Australian Government Department of Education, Science and Training. The Statement has received the support of all Ministers of Education and stakeholder groups. A key vehicle for harnessing their support was the National Forum, Engaging Young Australians with Asia held in Canberra in June 2005. The Hon. Mr Alexander Downer, MP, Minister for Foreign Affairs delivered the keynote address to teams of senior educators from each State and Territory. The National Forum in 2006 will focus on implementing the National Statement.

### **Curriculum materials**

The AEF has completed three new texts, *Japan Diary*, *CrossCurrents* and *The Really Big Beliefs Books* in 2005.

### **AEF Website**

The new AEF web portal has been created to more effectively house the materials developed over the past 13 years. The website is located at <http://www.asiaeducation.edu.au>

### **Teacher Professional Learning**

The AEF has implemented five national professional learning programs for teachers in 2005:

- Endeavour Languages Fellowships – three-week intensive in-country languages training in Japan, China and 4 European countries. A total of 109 educators participated. In 2006 the program will include an Indonesian program in Melbourne.
- Asian Languages Professional Learning Program – involved over 700 teachers from 300 schools across Australia. The program was evaluated and found to have been a highly successful program and resulted in significant changes in teacher practice and support for languages education. Education systems indicated high levels of support for the program.
- Three national train-the-trainer programs were developed and delivered; Developing Intercultural Understanding - An Introduction for Teachers; Beliefs and Regional and Global Issues. These programs were delivered to 300 trainers who will conduct further programs in 2006.

In 2005, AEF nationally and through the Studies of Asia Advisors located in each State and Territory have delivered professional learning programs to 5,600 teachers.

### **International Programs**

- The AEF has successfully marketed the Access Asia Study Tours to China, Vietnam, Korea and India with 90 teachers participating in 2006. This marks a 20% increase in participation from 2005. In addition, the AEF hosted 26 senior educators from Korea and India in 2005.
- The AEF has put out to tender to travel and event management companies to manage Linking Latitudes India, 2007. This program will include a four-day conference, September 1-4 with pre and post-conference field trips. The AEF estimates that up to 500 educators from Australia and India will participate making it one of the largest education conferences of its type.

## **7 LEADERSHIP AND COMMUNITY**

### **Leadership**

The culmination of the Asialink Leadership Program is the presentation of Leadership Fellows' workplace projects to panels of experts at the final workshop in November. Projects included: the development of a coordinated strategy for corporations to better align their HR practices with those of acquired Asian businesses; modules to introduce and better understand contemporary Islam and its practice in Australia; a Victoria police initiative that is providing practical support to problem gamblers within the Vietnamese community and a Singapore investment strategy for a national Australian corporation.

The leadership program for 2006 will be enhanced by a closer partnership with United Group Learning who will assist in the curriculum design and delivery of the leadership program throughout the year in both Sydney and Melbourne.

### **Asia - Australia Mental Health**

AAMH has trained over 60 high level government bureaucrats and health professionals from the PRC in 2006. Training has resulted in over 40 innovative

pilot projects for China building new models of community mental health service delivery.  
A Memorandum of understanding between the Ministry of Health Thailand and AAMH will be signed on November 28 in Thailand to collaborate on a three year program of training and research.

## 8 ARTS

### Forum

The 2005 Asialink Arts Forum, *Sun Rising*, focused on contemporary culture in Japan. Attracting 300 people for a full day's discussion, the forum was led by Ms Akiko Miki, Chief Curator, Palais de Tokyo, Paris, Professor Tadashi Uchino, Associate Professor, Theatre Studies, University of Tokyo and Stephanie Johnston, Director, Wakefield Press, Adelaide.

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Ben Strout, Executive Director, Arts Development, the Australia Council said at the 2005 Asialink Forum:

"Those who participate in these annual forums – that is, all of you, the successful applicants for those 30 Asialink residencies each year; the representatives of the host organisations in 13 countries around the Asian region; and those are asked to sit on one of the Asialink assessment committees, bringing so much artform care and knowledge to their work... All of those involved in Asialink in any of those ways, become associated... as the dictionary defines it, "linked, especially in ideas and mind. We share the goal of aiming for something that is beyond ourselves as individuals. And through our association we add to the building blocks of a global cultural network. Asialink seems to pull it all together – through hard work and an almost incessant barrage of new ideas – and they generally make it fun at the same time. I am pleased to be so "associated"."

### Residency Program

Forty-two artists, performers, writers and arts managers undertook residencies in Asia in 2005. The first residencies have been undertaken in Bhutan and East Timor, with continuing strong interest in working in key countries like India, China and Japan.

### Touring Exhibitions

The Australia Council's Visual Arts Board has included this program within the Visual Arts/Craft Strategy [widely known as the Myer Report], which has led to increased funding and for a two-year term. This has enabled better, longer-term planning for coming programs. The current exhibitions include touring the work of Akira Isogawa, in partnership with the National Gallery of Victoria, *Dinosaur Designs*, in partnership with Object, Sydney, and *Artificial Supernatural*, a show of contemporary photography, in partnership with Gertrude Contemporary Art. Asialink also worked with curator Stuart Koop in presenting the work of Callum Morton as Australia's representative at the 2005 Indian Triennial in New Delhi, a presentation which led to his being awarded one of the Gold Medals from the international judging committee.

### Literature Tours

Tours of leading writers have been organised to five countries in 2005. Tim Winton, Peter Goldsworthy and Kate Grenville conducted a two-week tour of

India, followed by children's author/illustrators Ron Brooks and Alison Lester touring in Japan, their tour including workshops at the Aichi Expo, and an exhibition of related children's book illustrations in Tokyo. Anna Fienberg and Kim Gamble featured in a program at the Children's Book Festival in Korea, accompanied by a performance of *Tashi Stories* by a performance group from QUT. Ouyang Yu, Peter Goldsworthy, Andrew Bovell, Joan London and Doris Pilkington spoke at the Singapore Writers' Festival and Joan London and Doris Pilkington travelled to Shanghai and Beijing for the Beijing International Book Fair, and a special showing of *Rabbit Proof Fence* to coincide with the launch of the Chinese edition of Ms Pilkington's book. All programs have attracted much media coverage, excellent audiences and a greater understanding of Australian literature. The writers have been uniformly generous with their time and keen to engage with these new audiences.

### **Indonesia Program**

Asialink has initiated and is managing a new program based on skills development for arts managers from Eastern Indonesia coming to work with arts communities in the Northern Territory. This pilot program is a new model for collaboration between these different cultures and is being watched with interest.

### **Neon Rising**

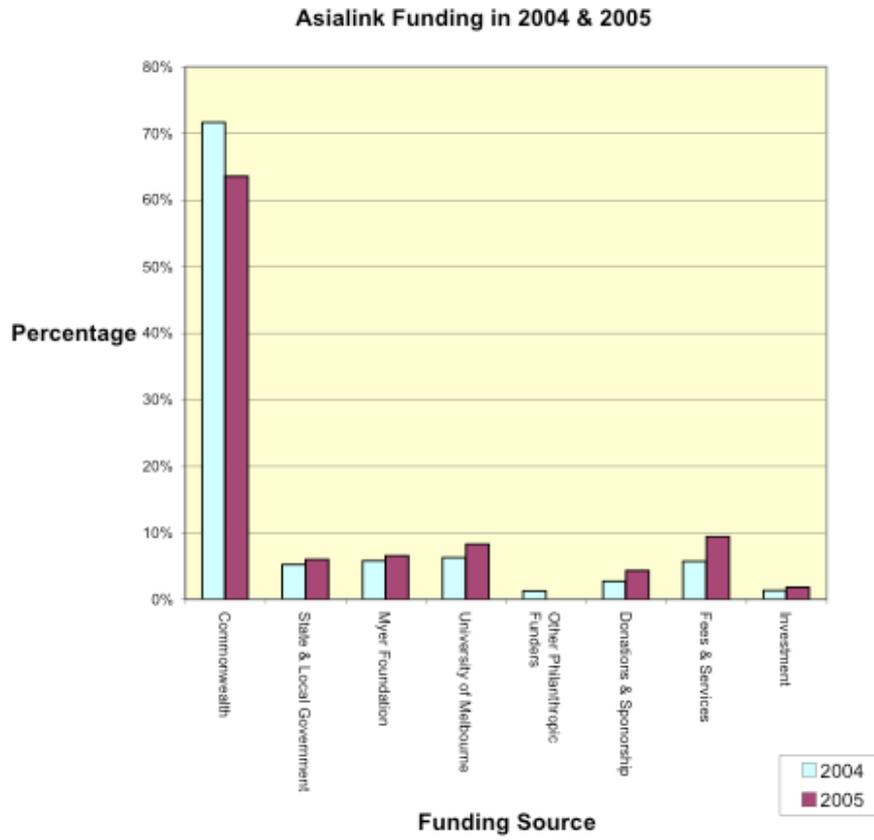
The Asialink Japan Dance Exchange 2005-2006 has seen Australian choreographers in Japan working on new projects and increased funding support from both countries, including from the State Governments of Victoria, New South Wales and South Australia, as well as the City of Melbourne. It culminates during the 2006 'Year of Exchange' between the Australian and Japanese governments.

### **Global focus and Asia in Australia**

Asialink has made new contacts with similar organizations in the USA and Europe during 2005, as well as with major philanthropic organizations with the view to new partnerships between Australia, the Asian region and Euro-America. Asialink has been asked to advise the Prince Claus Fund, the key Dutch philanthropic body with interests in Asia, on its program as a result of this outreach.

Negotiations have started with Australian State galleries on exhibitions of Asian material to be developed in partnership with Asialink.

### CHAPTER 3: FINANCIALS



## CHAPTER 4: ACTUAL PERFORMANCE

### A SECRETARIAT

#### 2 Expand and strengthen Asialink's position as the leading Australian Centre for promotion and understanding of Asia

Performance Indicator	Actual performance
Special Events	✓ <b>ADC Future Summit</b> : 2 Taskforces (China, India and Indonesia & Sustainable Prosperity) <b>Deakin Innovation lectures</b> : Asialink lecture <b>Ambassador Lecture Series</b> : HE Fu Ying, HC Shukla <b>AsiaConnect Conference</b> <b>Asialink Arts International Forum</b> : Sun Rising Japanese Culture Today <b>National AEF Forum</b> : National Statement: Engaging Young Australians with Asia in Australian Schools. <b>National Forum</b> model – Sydney: research undertaken but advice indicated timing not optimum
Meetings /submissions to Federal & State Ministers	✓ <b>Federal</b> : Ministers R Kemp, Downer, Nelson; Parl. Secs. Pyne, Billson; Asialink and AEF Submission to Senate Foreign Affairs Committee into Australia's Relationship with China; Austrade; DFAT (APEC Young Leaders Summit; Coolum Forum); Australia Council; DEST <b>State: 3 x NSW</b> : Premiers Carr & Iemma; Deputy Premier Watkins. <b>4 x VIC</b> : Ministers Bracks, Brumby, Thomson and Kosky; 2 submissions to DIIRD (Commonwealth Games Business Club event and Whole of Government strategies) and DPC
Publish and distribute new Asialink prospectus; Launch new Asialink website	✓ Prospectus completed in March; new reprint Jan. 2006 Website in development – due early 2006
Re position all promotional publications emphasizing brand; Train all staff in brand promotion /management	✓ Brand consistently clearer and across all program areas; incorporated University of Melbourne into branding; Media and Branding Staff Development Workshop, July
Minimum of bi-annual reports to, and meetings with, key partners	✓ <b>Secretariat &amp; CPP</b> : DFAT, InvestVictoria, Myer Foundation, University of Melbourne, IAG, ANZ, SIA, Freehills, Macquarie, PwC, Fosters, DIIRD, Janssen Cilag <b>Arts</b> : Minister of Arts, AIC, AJF, AII, DFAT, Australia Council, Arts Queensland, Arts Tasmania, Japan <b>Education</b> : DEST, all State & Territories Education Departments, National Catholic Education Commission, Independent Schools Council of Australia, AKF, AIC, AJF, AII, AEI
MOU's	✓ <b>3 MOU's</b> : Lowy Institute; Asialink with University of Melbourne for Confucius Institute; United Group for cross cultural training and Leadership Program
1 additional new area	✓ <b>IBM Asia Pacific Education Summit</b> – successful fee for service Scoping Report delivered in February; Asialink invited to submit proposal to manage IBM 2006 Summit in Beijing New program area: <b>Environment</b> – Australia China Water Policy Dialogue: substantial groundwork undertaken but delayed by new

		developments at UOM and overall assessment that Asialink seeding funding not required in this area. <b>Confucius Institute:</b> Asialink playing leading role in establishing Australian Confucius Institute with UOM
Minimum of 10 tender submissions	✓	<b>13 submitted:</b> <b>Sec./CPP:</b> Renmin Governance Project, APEC Young Leaders Program, Commonwealth Games Business Club event, Coolum Forum, IBM Asia Pacific Education Summit <b>Leadership &amp; Community:</b> WHO <b>Arts:</b> Australia China Council – Literature, Australia Japan Foundation Cultural Program, Australia Korea Foundation, Australia India Council <b>Education:</b> Australia Korea Foundation, Australia India Council, DEST (Values Education)
Support growth of core program areas through maintaining and growing Asialink's expertise	✓	Review of IT and program management systems in progress; Program Evaluation Workshop conducted for all staff by Prof John Owen; Annual Performance Development and Review completed 3 Staff Training Workshops: Managing Stakeholders, Media and Branding, Using Powerpoint to Communicate

## 2 Develop a sustainable funding base

Performance Indicator	Actual performance	
Secure core funding: UOM and Myer Foundation	✓	Regular meetings with core partners; met with all UOM Deans; Report to UOM on Melbourne Asia Agenda; Annual Report to Myer Foundation
Maintain increased level of government funding	✓	AEF core grant increased by \$500,000 PA for 3 years
Maintain existing sponsors	✓ x	PwC upgraded to Platinum Sponsor; Trinity College renewed; ANZ upgraded sponsorship with AsiaConnect and Chairman's Dinner; SIA provided tickets to support AsiaConnect and Dunlop Medal. Regular meetings with AXA, Freehills, SIA, Macquarie, PBL PBL not signed for 2005
1 new Govt funder	✓	Dept of Premier and Cabinet, Victoria – Confucius Institute (\$40,000)
15 new Corporate members	x	New Business Development Manager, N Day, appointed in July; new corporate membership program developed; new Chairman's Circle initiative developed for 2006. BHP Billiton new sponsor of Asialink Conversations; United Group new sponsor of Leadership Program. Discussions underway with Optus, Westpac, Cadbury Schweppes, NAB
Fee for service – 2 new products	✓	Delivered: Cross Cultural Training Program for AMCORR, Freehills; IBM Education Summit Scoping Report In development: IBM Asia Pacific Education Summit proposal; China In Country Intensive; Submission to Cadbury Schweppes
Conduct feasibility study to establish capital fund	x	Postponed to 2006

## 3 Expand media coverage of Asialink and our mission

10 media occurrences of Asialink Board; 30 Asialink branded releases	✓	<b>36</b> print and radio articles featuring Board members; <b>28</b> media releases
Establish Media Advisory Committee and 2 meetings	✓	Committee established; 1 meeting, July
Involve key media in presentation/leadership of	✓	Radio Australia: Sean Dorney; ABC: G Doogue, P Mares, I Carroll, M Maher; The Age: A Jaspan, T Parkinson, M Short; The

Asialink events & hold 2 x Editors Dinners		Australian: P Kelly, M Stutchbury; AFR: R Callick; Editors Dinners held over to 2006.
Deliver 4 public events with The Age and 1 national event with The Australian	✓	<b>5 AGE delivered:</b> After the Tsunami, India: a giant awakes, Sabeer Bhatia, Sun Rising: Japanese Culture Today, AsiaConnect. <b>The Australian:</b> planned for 2006 Sydney event

**4 Ensure Asialink's programs and services add to The University of Melbourne's national and international standing.**

Performance Indicator	Actual performance	
Ensure that Asialink activities in Australia and Asia acknowledge the University of Melbourne and promote staff expertise	✓	All Asialink publications include UOM acknowledgement. UOM staff featured: Malaysian PM's Scholarship award ceremony with PM Badawi; ADC Future Summit; 2 Melb Asia Policy Papers; speakers at 10 SMAC events; Confucius Institute; National Arts Forum & AEF National Forum; AsiaConnect
Support Asia Literacy across the University  Achieve Asia Knowledge Unit annual plan  Identify new opportunities to add value to the work of UOM and its Faculties in pursuing the Melbourne Asia Agenda	✓	<b>Expertise and International Links Database</b> project driven by Asialink – now embedded in Themis HR and will be taken up by Information Division to implement in Themis Research; Consultation with all Deans re <b>Melbourne Asia</b> & Report to UOM on areas of action for Melbourne Asia; Executive Officer for Melbourne Asia Advisory Board & Melbourne Asia Coordinating Committee; Initiated (and will implement in partnership with other UOM groups) a new, annual, DVC Academic Summit on Teaching and Learning to build on <b>Students from Asia Report</b> ; developed strategies to progress the 9 recommendations from the Students from Asia Report - approved by Academic Board; Assisted Academic Board to develop report on Cultural Diversity inc Cultural Diversity Checklist for all UOM teaching staff; Joint partners with MIALS to develop <b>Melbourne Asia website</b> ; Working with <b>School of Enterprise</b> to source funding opportunities for UOM staff; <b>Briefed UOM</b> Marketing, Media, Faculty General Managers on Asialink; participated in UOM <b>Open Day</b> in Singapore; worked with UOM Country Planning Days Committee; Managed Science Faculty project with IT interns.

**B CORPORATE & PUBLIC PROGRAMS**

**1 Expand and strengthen Asialink's corporate programming in both Melbourne and Sydney**

Performance Indicator	Actual performance	
6 business programs with high profile speakers in Melbourne CBD	✓	<b>16 events:</b> Downer, Garnaut, Pangestu, Mahbuhani, McCarthy, Adamson, Kupa, Fu Ying, Philippines Mining, Deveshwar, Bhatia, ANX Japan elections, Farmer, AsiaConnect, Shukla
3 high profile events in Sydney inc 1 Asian head of state	✓	<b>3 events:</b> PM Badawi, Bhatia, Dunlop Lecture – Paul Kelly
MOU on joint programming with Lowy Institute	✓	<b>MOU signed and 6 events</b> occurred in partnership with Lowy.
Deliver 1 corporate in-house briefing for 3 clients; 1 China Intensive in Melbourne/Sydney; 1 women's business	✓  x	Briefings: ANZ -Japan Elections; Amcor - Japan; Freehills- cross cultural skills China Intensive under development; Participation in APEC Business Women's conference, Korea

networking event for Melbourne/Sydney		
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**3 Continue to make a significant contribution to the national and international policy dialogue on Australia's engagement with Asia**

Performance Indicator	Actual performance
<b>Asialink Conversations:</b> increase participants to 40 (20% self-funding); Ensure representation from all ASEAN countries (except Burma); Conclude a corporate sponsorship deal with BHP and explore a deal with Singapore Airlines; ensure high level Australian and host government participant at closing dinner	x Conversations postponed until first quarter 2006 due to PM Howard's schedule. Substantial preparation already occurred including Vietnamese partner organization. BHP committed to \$50,000 sponsorship; proposal under discussion with SIA
<b>ADC Future Summit:</b> Convene an expert task force on the future of Australia's relations with China (and India); Provide advice for other Asia content into program; Profile at least 2 UoM academics	✓ Convened 2 taskforces: 'China, India, Indonesia' (Chair P Flood) & Sustainable Prosperity (Chair R Beilin, UOM); J McGregor on ADC FS Steering Committee; UOM: Prof. T Lindsay, Dr R Beilin, Prof J Langford
<b>Sydney National Forum:</b> Attendance by 80 key NSW based business, government, NGO, media and community leaders; Participation by the Premier, Treasurer and Leader of the Opposition; Media partnership	x Substantial groundwork undertaken; advice that timing not optimum – will re assess in 2006; Premiers Carr and lemma invited.
<b>Melbourne Asia Policy Papers:</b> Convene 4 workshops and publish 4 papers in 2005; Double the number of media exposures for MAPPS; Conduct at least 1 high profile paper launch	✓ 2 MAPPS published in 2005: 2 in planning: Islam in Australia - Abdullah Saaed & Multiculturalism in Australia – Hass Delall; no launch in 2005. x
Convene 1 Asialink lecture at <b>Deakin Innovation Lectures</b> ; Provide support for other Asia content in program	✓ Malaysia and China Lecture: N Sopiee and C Loh; Organised dinner with K Mahbuhani in conjunction with ANZSOG

**3 A more strategic and efficient profiling of the University of Melbourne's Asia exposure through an innovative calendar of public programs and external events at Sidney Myer Asia centre.**

Performance Indicator	Actual performance
25 Asialink branded events at SMAC	✓ 55 Asialink branded events at SMAC
5 events attended by over 200 people. 10 events attended by 100 people; 10 smaller roundtables	✓ 19 events with over 250 in Audience 21 events with over 100 in Audience 15 smaller roundtables
2 or 3 high profile events held in partnership with The Age	✓ 6 events in partnership with The Age
60 Asia focused external events held in SMAC with 25 different organizations	✓ 86 Asia focused external events held in SMAC 26 external Asia focused groups organized at SMAC
Secure external funding through the IT Community	x Scoping study to occur Dec 2005

**4 Expand the reach of all Asialink public programmes through new partnerships, audiences and media exposure**

Performance Indicator	Actual performance
Consolidate existing partnerships	✓ Lowy – 6 events; Red Cross – 2 events; US Consulate – 3 events; Radio Australia – 3 events; AIBC – 3 events
Develop 3 new significant partnerships	✓ The Age, Talent, Ideas and Enterprise (TiE), Readings
4000 people attending “Asialink” branded events and additional 8000 attending Asia-related events at SMAC	✓ <b>12,202 people</b> have attended Asialink branded events in 2005. An additional <b>14,900 people</b> have attended Asia related events in the SMAC. AsiaConnect attracted new audiences for Asialink.
Increase of 20% the number of people attending an Asialink event for the first time	? No data collected
Over 100 media exposures and over 50 media mentions for Asialnk	✓ <b>133 media mentions in 2005:</b> national – 52; international - 81

**C ASIA EDUCATION FOUNDATION**

**1 Lead a national collaborative strategy supporting studies of Asia in Australian schools**

Performance Indicator	Actual performance
Manage an AEF <b>National Secretariat</b> ’ Manage AEF <b>contract deliverables</b> effectively and efficiently within budget	✓ Successfully undertaken
<b>Report</b> to DEST (bi annual) & AEF Advisory Board (quarterly)	✓ Successfully undertaken
Undertake an independent <b>evaluation</b> strategy	✓ Report by Dr John Owen due December 12.
Negotiate, maintain and support a <b>contractual partnership with eight state and territory Departments of Education</b> to support studies of Asia in Australian schools	✓ Successfully undertaken including: <ul style="list-style-type: none"> <li>• Delivery of professional learning programs</li> <li>• Linking with local curriculum priorities and authorities</li> <li>• Support of pre service teacher education</li> <li>• Support of national initiatives including principal, parent and teacher professional association strategies</li> <li>• Local initiatives</li> </ul>
Convene bi annual <b>national meeting</b> of states/ territories	✓ Meetings in March and October
Work to identify <b>additional funding</b> to support strategic projects on studies of Asia in Australian schools	✓ <b>\$3.35 million additional to core grant funds raised in 2005.</b> (DEST, Australia India Council, Australia Korea Foundation, Korean Government, Access Asia Study Tours)

**4 Promote to core education stakeholders the importance of Australian school students of knowledge, skills and understandings related to studies of Asia.**

Performance Indicator	Actual performance
<b>Advocate</b> to core education	✓ Delivered sessions at <b>4 national Forums</b> on Values

stakeholders the importance for Australian school students of knowledge, skills and understandings related to studies of Asia		Education & Civics and Citizenship. Presented at <b>5 national and 5 international conferences</b> including International Conference on Thinking (Melb) OECD Futures of Schooling (UK), New Zealand Asia Knowledge Working Group, Pacific Circle Consortium (Syd), National Consortium for Teaching Asia in US Schools (Hawaii) plus national conferences – Parents, Deans of Education, Languages, Teacher Associations, Inet international network
Develop and publish targeted <b>promotional materials</b> on studies of Asia in Australian schools	✓	<b>National Principals Update</b> sent to all principals; <b>'We are the Future'</b> poster sent to all schools and universities; 5000 <b>'We are the Future' mousemats</b> distributed. 4 media articles published
Review <b>AEF news</b> ; Publish 2 editions	✓	<b>Two editions of new style AEF News</b> , April and October. 55,000 copies distributed.
Manage an annual <b>National Forum</b> for key education stakeholders	✓	<b>National Forum</b> held June 21/22 in Canberra for 140 educators. Minister Downer keynote. Final Report on AEF website. Planning 2006 Forum for April.
<b>Collaborate</b> with principals, parents, Deans of Education and targeted education professional associations to undertake studies of Asia strategies	✓	<b>National Principals Strategy</b> with peak body, 8 Forums held across Australia with 350 principals plus National Update to all principals; <b>National Parents Survey</b> with peak bodies, Report due December 20.

## 5 Support the uptake of studies of Asia in Australian school education

Performance Indicator	Actual performance
Develop a National Statement on studies of Asia in schools for the Australian Government to put to MCEETYA.	✓ <b>All Ministers agree to Statement</b> in late November 2005.
Draft a framework/s for online scope and sequence courses of study that guide teachers, schools and systems, K-10, to provide curriculum that reflects studies of Asia	✓ <b>Asia Scope and Sequence for English approved</b> by all states, published on AEF website; planning for <b>Civics and Citizenship Scope and Sequence</b> begun – complete June 2006
Consolidate 3 current studies of Asia websites funded by the Australian Government (Access Asia, AEF, NALSAS) into one AEF web site	✓ <b>New AEF website completed</b> in June: <a href="http://www.asiaeducation.edu.au">www.asiaeducation.edu.au</a>
Manage Asia EdNet to support educators achieve studies of Asia in schools	✓ <b>1000 subscribers</b> . Planning for review in first quarter 2006
<b>Access Asia series:</b> complete Japan Diary and Cross Currents; market and promote materials to schools nationally; provide sales reports	✓ <i>Japan Diary</i> published May, <i>Crosscurrents</i> published October; Total AA sales since 1995 - 90,169 with 5000 in 2005
Manage the development and delivery of 4 professional learning programs to support the texts: <i>Really Big Beliefs</i> and <i>Ways of Life and Regional and Global Issues</i> & 2 new programs focused on new Access Asia texts	✓ <b>2 Train the Trainer Programs delivered</b> in 8 states/territories; 2 new programs developed and delivered.
Manage in-country programs for	✓ <b>51 educators participating in three study tours</b> , January

Australian educators		2006: India, China and Vietnam; 12 leaders from WA Dept of Education on AEF managed tour to India.
Manage strategy targeted at Principals in collaboration with APAPDC (\$500,000)	✓	Delivered
Manage strategy targeted at professional learning (\$500,000)	✓	Delivered
Manage and support the Asian Languages Professional Learning Project (\$1.2 million over 2 years)	✓	<b>Project completed</b> in August; Evaluation completed in November.
Manage the Endeavour Languages Fellowship Program (\$1 million per annum x 4 years)	✓	<b>109 Australian languages teachers to travel on Endeavour study tours</b> to China, Japan, France, Germany, Italy and Mexico in January 2006
Manage the Linking Languages in the Primary Classroom Project (\$450,000)	✓	Text currently in design phase and professional learning program in development.
Korean Studies Website (\$100,000)	✓	Website in design phase; professional learning program under development – <b>launch by Korean Ambassador, March 2006</b>

## D LEADERSHIP and COMMUNITY

### 1 Maintain and strengthen Asialink's Leadership program

Performance Indicator	Actual performance	
At least 35 participants enrolled	✓	<b>40 participants</b> in Leadership Program
\$80,000 secured through sponsorship	x	20 proposals submitted but largely unsuccessful - <b>\$20,000 raised in sponsorship</b> . Fees increased as a result
Members only website operational with 75% of alumni registered; 20 alumni speak at Asialink and other Asia focused events	✓	<b>Website operational</b> in November with 75% alumni registered. Alumni spoke on panels at AEF National Forum, ADC Future Summit, AsiaConnect, WHO meeting, Chairman's dinner
Program review and environmental scan undertaken	✓	As no major sponsor could be secured the program will not expand to Brisbane in 2006 as planned.

### 2 Consolidate Australia Asia Mental Health as a key facilitator of mental health reform in the Asia Pacific

Performance Indicator	Actual performance	
Maintain a sustainable, efficient and responsive National Secretariat	✓	Delivered. Close to securing funding support for Secretariat from Janssen Cilag
Deliver training programs and consultancies for China, Malaysia and Korea	✓	MOU with <b>Malaysia</b> signed & 2 training programs delivered; Training program for 2 <b>Chinese</b> delegations delivered; <b>Korea</b> Australia Advisory Committee appointed & 10 Korean health professionals in training programs
Mental health professionals at UOM and partner Australian organizations given opportunities for professional development in the region.	✓	Key medical and administrative staff from Asialink, UOM and St Vincent's managed training programs in Malaysia, Thailand and China. China Australia Advisory Committee participation; World Mental Health Day in Beijing & Wuhan and WHO conference, Thailand
Build new programming for Japan and Thailand in community mental health service delivery and promotion	✓	MOU signed with Ministry of Health, <b>Thailand</b> and Thai delegation trained; Stage 1 of WHO project for a regional mental health network for emergencies near completion. 7 private hospital owners from <b>Japan</b> took part in training program in Melbourne.

## E ARTS

### 1 Maintain and develop strategic position as Australia's leading centre for cross-cultural programs with Asia.

Performance Indicator	Actual performance	
Deliver at least 30 residencies p.a.	✓	2005 Residency program has <b>42 participants</b> ; 2006 applications exceeded 2005.
Deliver at least 3 exhibitions for tour p.a. to at least 9 venues in Asia	✓	<b>6 exhibitions are touring to 11 venues</b> including Open Letter x 2 , Akira Isogawa, Dinosaur Designs, Superficial Artificial
Deliver at least 3 tours of senior writers p.a.	✓	<b>4 Tours:</b> 5 writers to <b>Singapore</b> ; 2 writers to <b>China</b> ; 2 writers to <b>Japan</b> (Aichi Expo); 2 writers to <b>Korea</b> (July)
One major new project	✓	<b>Dance Exchange to Japan, Neon Rising</b> , implemented. <b>Asialink Arts International Conference, Sun Rising: Japanese Culture today</b> (June)
One project p.a. developed with partners outside region	✓	<b>Research</b> undertaken and plan drafted

### 5 Maintain and develop client outcomes through high quality programs and growing audiences

Performance Indicator	Actual performance	
Relationships with 5 new partners p.a.	✓	Dancebox (Japan), AN Creative (Japan), Bibi Bulak (East Timor), Teamworks (India), Ubud Writers festival (Indonesia)
At least 5 media stories per project	✓	Media in The Age, SBS Radio and in a range of international press

### 6 Secure and develop financial standing

Performance Indicator	Actual performance	
Maintain funding levels for core programs	✓	Confirmed funding of \$200,000 from Aust Japan Foundation for 2005-7 cultural program; Confirmed funding for Exhibition Touring Program from Australia Council, \$130,000 PA x 2 years; Confirmed Ford Foundation funding for Indonesian Management Program.
Attract support of at least \$50,000 p.a. from new partners	✓	Visit to USA and Europe to research philanthropic funding

### 7 Strengthen internal management

Performance Indicator	Actual performance	
New website	✓	In progress
IT development, training in at least 1 new practice per person p.a.	✓	Delivered
Each staff member to give at least 1 talk/1 article p.a.	✓	Delivered