

Annual Report 2019

Executive Director's End of Year Report



Our Mission

To advance people-to-people links in science, technology, education, innovation and culture. The Australia-Indonesia Centre brings together leaders in government, academia, industry and communities to foster deeper understanding between the two countries through personal links, collaborative research and shared economic goals.

Our Values

We are bold in our aspirations, creative and flexible in our approach.

We respect people and take responsibility for our words and actions.

We are ethical, fair and transparent.

We are inclusive, orienting all our activities for the benefit of the whole community.



IA-CEPA: A New Platform to Deepen Economic Ties in Digital Economy
Panel featuring Kyle Springer, Brian Kraft, Ricki Mulia and Tracey Monahan
November 2019

In 2019, we continue to enjoy strong bilateral support. Throughout this report, you'll read about our long-term project in structured international collaboration. It highlights ongoing efforts in research and outreach. But more importantly, you'll read about the continued investment into the power of the people-to-people connections that will help create opportunities for enterprise, rapport and cooperation.

Key highlights

- Submission of the AIC's 2014-2018 report to the Australian Department of Education
- Launch of the Partnership for Australia-Indonesia Research (PAIR) 2019-2022 program
- Reaffirming our seven Indonesian university partners – Universitas Airlangga, Universitas Gadjah Mada, Universitas Hasanuddin, Universitas Indonesia, IPB University, Institut Teknologi Bandung and Institut Teknologi Sepuluh Nopember
- Monash University, which hosts the centre, signed a new collaboration agreement with the three Australian university partners – The University of Melbourne, The University of Queensland and The University of Western Australia
- Development of new partnerships with the South Sulawesi and West Java provincial governments, and the Indonesian Ministry of Transport
- Strengthening existing partnerships with the Australia-Indonesia Business Council, the Knowledge Sector Initiative, The Conversation Indonesia (media partner), the Australia-Indonesia Youth Association and the National Australian Indonesia Language Awards
- Refreshed the AIC website and launched new initiatives:
 - Established a Digital Economy website as a depository for our growing digital economy content
 - Established a Skills Futures website to provide skills and training market access insights, sectoral case studies, infographics and video content
 - Established the AustraliaIndonesia.com website as a hub for all things Australia-Indonesia with curated news, analyses, videos and infographics
 - Established the AIC Knowledge Bank, a comprehensive library of all the research the AIC has done to date, grouped into relevant topics and categories
 - Established the AIC Knowledge Network of five hundred bilateral experts and professionals that drive the AIC and its research

- Launched the 'Bahasa' campaign (Indonesian language studies in Australia) to draw attention to the important role of language and cultural knowledge in the bilateral relationship
- Launch of a Department of Education commissioned research report 'Stronger Education Partnerships', which examines five sectors across Australia and Indonesia: higher education, vocational education and training, schools, language training and education technology
- Launch of the documentary film 'Trading Cultures' celebrating the historical relationship between the peoples of Makassar, South Sulawesi, and Arnhem Land, northern Australia
- Year-on-year growth in the ReelOzInd! Short Film Festival and Competition with more and better-quality submissions from Indonesian and Australian filmmakers, and growth in audience size and the pop-up screening program
- Secured funding to run an Australia Awards Short Course on financial inclusion for women
- Co-hosted an AIC-Ristek-Dikti Higher Education Forum to discuss ideas and opportunities for education and research collaboration
- Continued to expand our digital communications activities with new Instagram and LinkedIn presence
- Year-on-year digital growth in website traffic and engagement in our social media channels

We focused on three priorities in 2019

1. Model

Objectives:

- Establish AIC 2019-2022 partnerships
- PAIR implementation

2. Pathways

Objectives:

- Develop a focused range of initiatives to attract funding
- Structure a Fellowship program to advance research and outreach
- Secure external funding that supports initiatives:
 - i. secure one project
 - i. secure one corporate sponsorship for the Centre

3. Digital

Objectives:

- Refresh website
- Establish CRM that supports nurturing of high value and influential contacts
- Package and promote research outputs
- Improve analytics of digital outreach

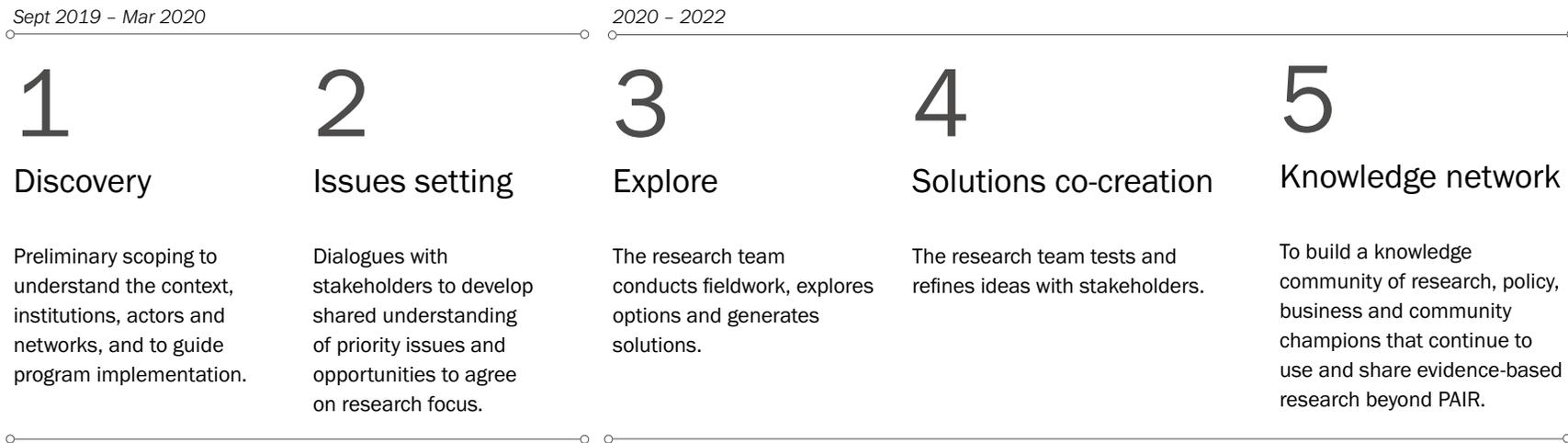
1. Model

Transition the AIC to a new research and operating model

New AIC university, government, business and media partnerships have been established for 2019-2022 and are developing. Our goal is to continue to deepen our partnership in productive ways that add value, deliver impact and create new sustainable pathways for the Centre.

We developed a five-stage research process, and implemented it within our PAIR program

Below is an outline of our new five-stage research process that is supported by three enabling components. Through our process, we encourage interdisciplinary, demand-driven and solutions co-creation research. We foster team building and networking and develop talent through training. Our goal is to deliver impact and to foster people-to-people links in science, technology, education and innovation.



Enabler 1: Team-building and networking

Researchers develop invaluable skills and experience working in international, team-based contexts. The research process fosters bilateral team-based collaboration, nurtures constructive dialogue and creates a supportive environment to empower researchers to collaborate in cross-cultural contexts.

Enabler 2: Talent Accelerator Program

Experienced and early-career researchers are supported to undertake research that is demand-driven, interdisciplinary, multi-institutional, bilateral, team-based and collaborative through embedded Masterclasses and training.

Enabler 3: Research Advisory Panel

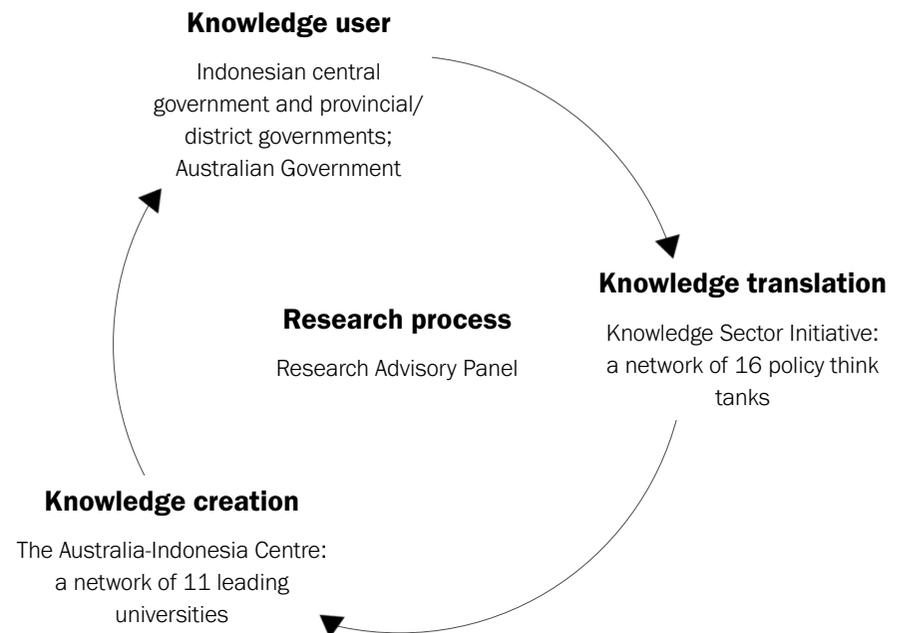
A panel of experts assists researchers with technical and non-technical advice. The panel oversees research, monitoring and evaluation, and risk mitigation. The panel forms the foundation of the knowledge network to be formalised at the end of the program. They also become key in the solutions co-creation process.

Fostering a knowledge network through PAIR in South Sulawesi

Through PAIR, our vision is to foster a knowledge network that creates knowledge through evidence-based research; transfers research into practice (turning research into policy); and builds capability to deliver, monitor and evaluate programs (turning policy into deliverable programs).

Some examples of how we are already approaching this:

- We involve key stakeholders (decision-makers) as partners in the PAIR research definition exploration, planning and dissemination process;
- Our PAIR Research Advisory Panel will involve critical decision-makers and influencers;
- We leverage our network of Indonesia's leading researchers and institutions, which themselves are substantively networked, to find direct paths to influence;
- We partner with the Knowledge Sector Initiative (KSI), driven by the governments of Australia and Indonesia, and their network of 16 policy think tanks. KSI's role is to support the use of better evidence in policy formulation; and
- Our 11 partner universities have the capability and the expertise to provide capacity-building training and programs in governance, public policy and management.



Deepening our partnerships through a new model of research linkages

We are a platform that connects Australian and Indonesian researchers.

We have created a new, team-based model:

- We have appointed 11 Senior Fellows from our 11 university partners. They will lead the PAIR program in South Sulawesi.
- They will be supported by Fellows (domain experts) and Associate Fellows (early-career researchers).

We will support the team of 51 researchers over the next three years. We will involve them in our research and networking activities. We will support their capability development and work with them as partners to identify research priorities, commission research and broker research partnerships.

Introducing our 11 Senior Fellows for PAIR



Dr Christijogo Sumartono
Universitas Airlangga



Prof. Siti Malkhammah
Universitas Gadjah Mada



Dr Sudirman Nasir
Universitas Hasanuddin



Dr Reni Suwarso
Universitas Indonesia



Dr Sebastian Thomas
The University of Melbourne



Prof. Andreas Ernst
Monash University



Prof. Nunung Nuryartono
IPB University



Dr Scott Waldron
The University of Queensland



Dr Wilmar Salim
Institut Teknologi Bandung



Prof. Nyoman Pujawan
Institut Teknologi
Sepuluh Nopember



Prof. Anu Rammohan
The University of
Western Australia

Our PAIR Program Management Team

The Program Management Team is housed within the Australia-Indonesia Centre in Melbourne and in-country in Makassar within the School of Graduate Studies at Universitas Hasanuddin. It consists of seven staff: five based in Melbourne, and two based in Makassar.

Melbourne



Helen Fletcher-Kennedy
Chief Operating Officer



Dr Martijn Van der Kamp
Team Capability Coordinator



Dr Leonardo Pegoraro
Program Manager



Marlene Millott
Program Officer



Dr Eugene Sebastian
Program Director



Dr Hasnawati Saleh
Research Coordinator



Fadhilah Trya Wulandari
Program Officer

Makassar

PAIR's research journey began in September 2019

From Discovery to Issues Setting



Basa Basu: An Analysis of the Indonesia Elections
Panel Discussion
April 2019



2. Pathway

Leverage the Centre's network to create new funding opportunities

Replicating PAIR

- Signed letter of intent with West Java Provincial Government
- Signed a tripartite Implementation Agreement with the Ministry of Transport and West Java Provincial Government

Digital Economy

- Established a dedicated website
- Awarded funding from DFAT's E-commerce Aid for Trade Fund
- Produced papers and articles
- Co-hosted roundtables
- Produced video interviews as part of our 'In Conversation' series

Skills Futures

- Established a dedicated website
- Published the 'Stronger Education Partnerships' report
- Produced the 'Bahasa' campaign on Indonesian language studies in Australia
- Produced papers and articles
- Co-hosted an AIC-Ristekdikti Higher Education Roundtable
- Produced video interviews as part of our 'In Conversation' series

ReelOzInd!

- 2019 theme: 'Berubah/Change'
- Secured funding from Victorian State Government agency Creative Victoria
- 2019 program was launched by the Governor of Victoria at Institut Teknologi Bandung
- Continue to grow pop-up program across Australia and Indonesia

Digital economy

Activities:

- Established a Digital Economy website as a depository of our growing digital economy work and curated information. Areas identified for focus: digital skills, cybersecurity and smart cities.
- Submitted a successful concept note and were subsequently awarded funding from the E-commerce Aid for Trade Fund (a DFAT Innovation Resource Facility) to develop and deliver a cybersecurity training program for micro, small and medium-sized enterprises. The initiative aims to improve cybersecurity competence for 100 Indonesian SMEs in Jakarta, Bandung and Surabaya, and supports their integration into ASEAN and global trade.
- Presented 'Issues, Risks and Challenges in Indonesia's E-commerce Cybersecurity' paper at the Australian Cyber Conference 2019, held on 7-9 October 2019 in Melbourne. The paper was published as an AIC Backgrounder.
- Co-hosted 'IA-CEPA: A New Platform to Deepen Economic Ties in Digital Economy' panel discussion in partnership with the Australia Indonesia Business Council, the Perth USAsia Centre, and the UWA Public Policy Institute on Tuesday 19 November in Melbourne. Approximately 40 participants joined the discussion to explore what IA-CEPA means to businesses and how to leverage Indonesia's digital economy to capture career opportunities.
- Conducted an Australia Awards Indonesia Short Course on promoting financial inclusion for women. In partnership with the Monash Business School, the Centre delivered the program from 31 August – 15 September 2019 in Melbourne, Morwell, Newcastle and Sydney. The program involved six inter-agency teams of 25 leaders from Indonesia's financial regulatory bodies, which focused on gaining insights into how Australia is addressing the challenge of the financial inclusion of women. The program involved the teams undertaking fieldwork by interviewing 156 people, visiting 67 field research sites, and participating in classroom discussions with 15 presenters.

Skills Futures

Activities:

- Established a Skills Futures website to provide skills and training market access insights, profile sectoral case studies, as well as infographics and video content.
- Published the Department of Education commissioned report 'Stronger Education Partnerships' which examines five sectors across Australia and Indonesia: higher education, vocational education and training, schools, language training and education technology.
- Co-hosted an AIC-Ristekdikti 'Strengthening Australia-Indonesia Higher Education' Roundtable in Jakarta, attended by AIC partner universities.
- Skills Futures Fellow, Professor Caroline Chan, presented 'Industry Collaboration Key to Delivering Work-Ready (and Change-Ready) Graduates' paper at the 5th International Conference of Teacher Training and Education at Universitas Sebelas Maret (UNS) in Surakarta, Central Java.
- Produced the 'Bahasa' campaign on Indonesian language studies in Australia. The campaign aimed to draw attention to the important role of language and cultural knowledge in the bilateral relationship, and also to celebrate those in the field of Indonesian language, such as our teachers and young people, as well as other cultural leaders who are pushing to close the gap between Australia and Indonesia via education. As part of our campaign, we produced articles, videos and a motion graphic based on interviews with influential people from the Australia-Indonesia community, as well as drawing on previous research produced by the Centre.

ReelOzInd!

Established in 2016, ReelOzInd! is a pioneering short film competition and festival, bringing Australians and Indonesians together through shared stories.

Activities:

- ReelOzInd! continues to provide a new and exciting way for Indonesians and Australians to share their stories and start conversations. In just three years, the festival has reached over 60 communities in both countries. Our screening partners have joined us to host pop-up screenings and discussions in halls, classrooms, cafes and cinemas. ReelOzInd! brings people together, sparks new ideas, and fosters connections.
- The festival has attracted more and better-quality submissions from Indonesian and Australian filmmakers, and audience sizes have expanded with our pop-up screening program.
- 2019 festival partners were: Creative Victoria, Institut Teknologi Bandung, Viddsee and Blueboat
- In 2019, our jury included journalist Najwa Shihab, actor Paul O'Brien, businesswoman and environmentalist Suzy Hutomo, journalist and filmmaker Nick Baker, producer Andrew Mason, film festival director Cika Prihadi, and academic Novi Kurnia.
- In 2019, the competition theme for ReelOzInd! 4.0 was 'Berubah/ Change'. On 6 October, the festival launched with simultaneous premiere screenings in Bandung, West Java, at Institut Teknologi Bandung (one of AIC's university partners) and in Melbourne, Victoria, at ACMI (Australian Centre for the Moving Image). The pop-up travelling festival, hosted by our screening partners in both countries, continues until late January 2020.

REELOZIND! BY NUMBERS | 2016 - 2019

628 submissions

2016: 40 (AUS), 60 (IND)
2017: 64 (AUS), 82 (IND)
2018: 65 (AUS), 105 (IND)
2019: 98 (AUS), 123 (IND)

\$24,500 in sponsorship

2018: \$13,500
2019*: \$11,000
*excluding in-kind

98 screenings

2016: 6 (AUS), 9 (IND)
2017: 8 (AUS), 14 (IND)
2018: 14 (AUS), 17 (IND), 1 (USA)
2019: 10 (AUS), 20 (IND)

5,400* live audience attendees
19,000* online viewers & voters
77,786 website pageviews
1,290 Facebook followers
1,295 Instagram followers
437 Twitter followers

*estimated

Secure external funding that supports initiatives: secure one project and one corporate sponsorship for the Centre

Project	Description	Funding amount
Australia Awards Short Course on the Financial Inclusion of Women	<p>Secure tender bid to deliver Australia Awards Indonesia Short Course in partnership with the Monash Business School between 31 August – 15 September in Melbourne, Morwell, Newcastle and Sydney.</p> <p>In 6 inter-agency teams, 25 leaders from Indonesia's financial regulatory bodies gained insight on how Australia addresses the challenges of the financial inclusion of women through:</p> <ul style="list-style-type: none"> - Classroom discussions with 15 presenters - 67 field research site visits - Conversations with 156 people 	\$298,890
ReelOzInd! – Creative Victoria	Cash sponsorship for film festival and competition	\$7,000
ReelOzInd! – Dana Abadi	Cash sponsorship for film festival and competition	\$2,000
ReelOzInd! – Studio Blueboat	In-kind sponsorship for marketing material	\$6,000



3. Digital

Exploit digital platforms to promote the Centre's impact and relevance

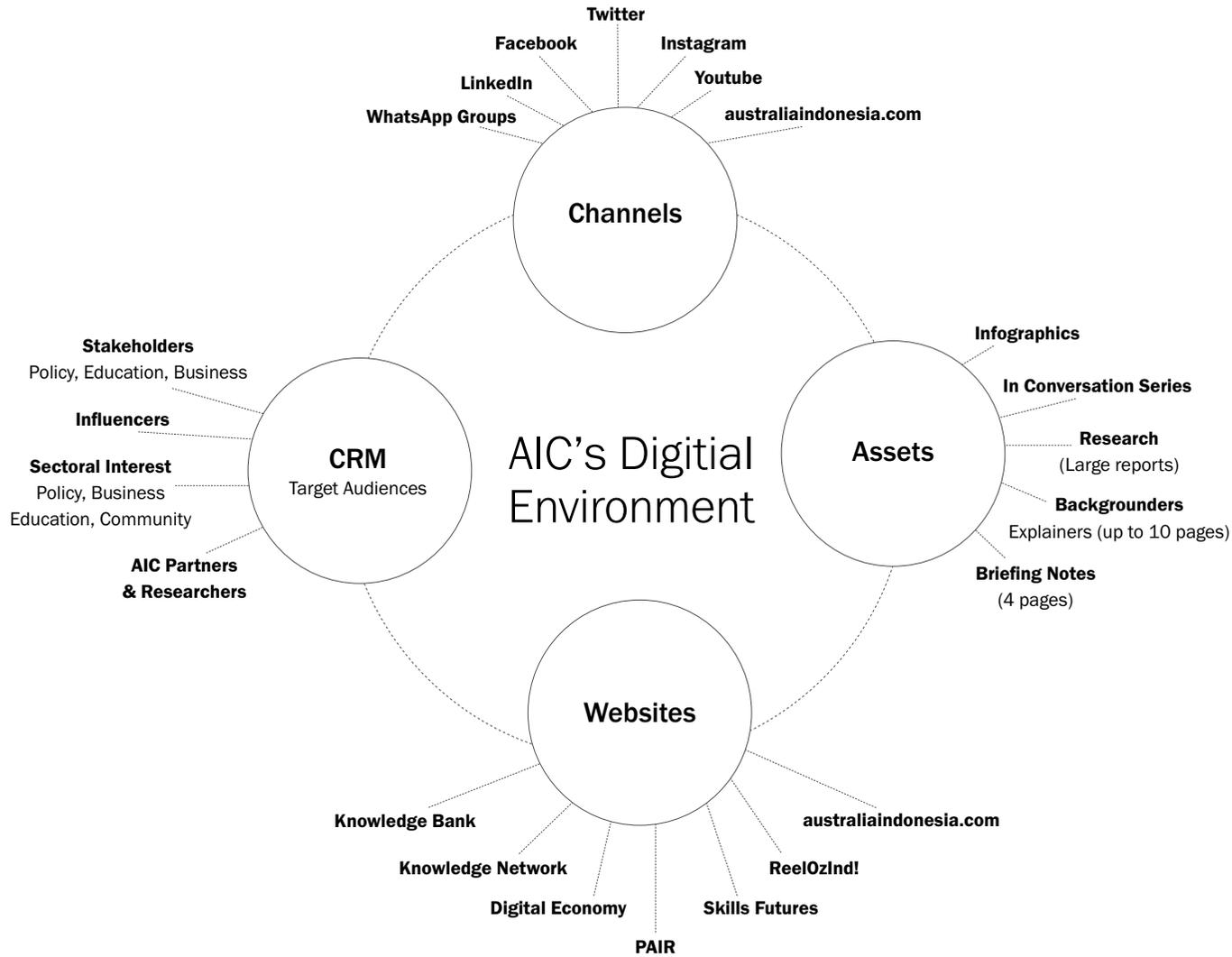
Overview:

Exploiting digital platforms to take the Centre's work to a broader audience is our goal. We continue to sharpen the way we digitally communicate. We invest more effort in the way we project the Centre. We ensure that our research outputs are packaged to be accessible, bilingual and relevant.

Over the last 18 months, we have produced more digital video content. We are using more motion graphics to communicate data and evidence. Our social media audience on Twitter, LinkedIn, Instagram, Facebook and Youtube continues to grow and broaden.

Our twice-weekly Media Update newsletter, curating news, information and analysis, is attracting a growing policy and business audience. We are now improving our digital performance and web search rankings through ongoing work on search engine optimisation (SEO).

AIC's digital environment



Examples of video content from 2019

'In Conversation with...' series

Research series



DIGITAL OUTREACH BY NUMBERS | 2016 – 2019

Websites

867 posts

410, 587 pageviews

136, 265 unique users

591 Knowledge Network contacts

1:35 average time on page

Followers and subscribers

4, 262 Facebook followers

656 LinkedIn followers

4, 206 Facebook likes

604 Media Update subscribers

3, 262 Monthly Newsletter subscribers

399 Instagram followers

2, 670 Twitter Followers

303 Youtube subscribers

Monthly Newsletter

Average open rate: **21.1%**

(Industry average: 21.8%)

Average click rate: **3.4%**

(Industry average: 2.1%)

Media Update

Average open rate: **45.0%**

(Industry average: 21.8%)

Average click rate: **12.8%**

(Industry average: 2.1%)

YouTube

104, 631 minutes of watch time

- 2016: 2,040

- 2017: 20,511

- 2018: 38,184

- 2019: 43,896

46, 600 video views

- 2016: 1,600

- 2017: 7,500

- 2018: 15,600

- 2019: 21,900

Facebook

Average earned monthly reach (non-paid)

- 2016: 2,564

- 2017: 3,998

- 2018: 4,162

- 2019: 5,110

Twitter

Total earned impressions (non-paid)

- 2016: 194,176

- 2017: 767,538

- 2018: 1,089,900

- 2019: 865,900

LinkedIn

Average monthly impressions(non-paid)

- 2016: 1,257

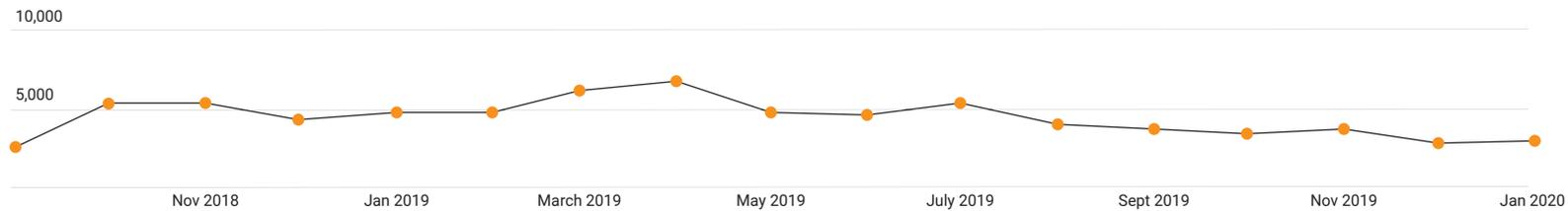
- 2017: 1,985

- 2018: 3,304

- 2019: 4,211

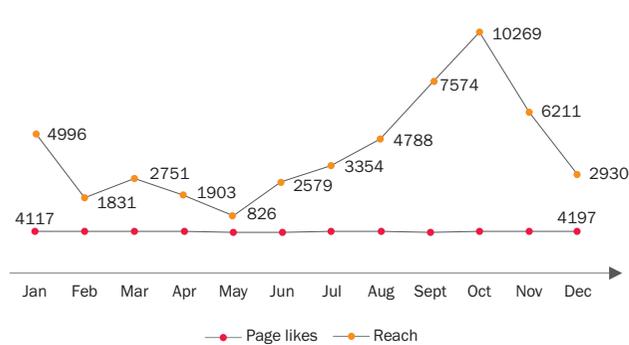
DIGITAL OUTREACH BY NUMBERS | 2019

AIC.org performance (pageviews/month), Sept 2018* to January 2020

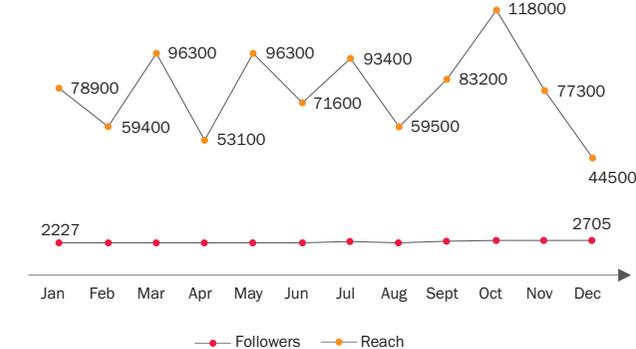


*From August 2019, we split AIC.org content across it and four child sites

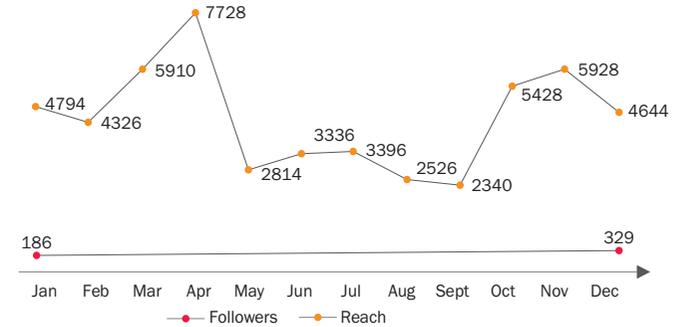
Facebook performance (reach/month), all of 2019



Twitter performance (impressions/month), all of 2019



YouTube performance, all of 2019



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