



Australia Awards

Australia Awards Indonesia

Short Term Award Information Pack

**International Business
Readiness – A Course for the
Fashion and Textiles Sector**



Goals and Purpose of Australia Awards Indonesia

The Australia Awards are prestigious international Scholarships and Short Term Awards funded by the Australian Government. They offer the next generation of global leaders an opportunity to undertake study, research and professional development in Australia. The goals and purpose of Australia Awards Indonesia are underpinned by five clearly defined program outcome groups relating to the benefits gained by the Indonesian alumni through the award experience. These include: the alumni's use of knowledge, attitude and skills to influence their professional fields and communities; the linkages between the alumni and Australian organisations, Australians; and the positive perceptions that Alumni have of Australia and Australians.

Award Name

International Business Readiness – A Course for the Fashion and Textiles Sector

Award Objectives

Australia Awards is seeking applications from candidates who work, or own businesses in the fashion and textiles sector and would like to develop their knowledge and skills in international business through attending a two-week short course in Australia in March 2017. This course seeks to support fashion and textiles business people in taking their products to international markets.

This course aims to encourage, support and advance the involvement of Indonesian business people in international business and connect their business with market opportunities for international expansion.

Learning objectives

The capacity building program will be focused on the following learning objectives:

- Understand and analyse the business and trade environment (legal, social, political, environmental, economic) that enable and limit business growth
- Understand the influence of the terms of access to own business (tariffs, duties, levies, surcharges, taxes, quotas, customs requirements and regulations)
- Identify how to access finance and capital for international growth of your business
- Identify how to connect your businesses with market opportunities, use support networks, existing business networks, alternative entry strategies and their suitability for your business and understand the role ASEAN plays in developing export opportunities
- Identify possible business to business opportunities in Australia
- Strengthen your understanding of cross-cultural management and its impact in international business
- Understand how to undertake competitor and product analyses and how to

The capacity building program will be focused on the following learning objectives:

respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and buyers)

- Further develop your existing business and marketing plans (analyses, strategies, operational plans, monitoring) , including enhancing your understanding of stakeholder analysis and communication strategies to develop market opportunities and specifically develop stronger networks and business contacts in the fashion and textiles industry

To achieve these outcomes, the proposed short course offers a structured learning process for participants that will utilise a range of learning methodologies:

- Classroom sessions
- Case studies
- Site visits
- Discussion and planning sessions
- Simulations and role plays
- Networking events
- The Short Course Project model used across all Australia Awards Indonesia Short Courses (participants develop a project, conduct required analyses, present the project at pre-course workshop, further develop the project during the short course and present the implemented project at the post-course workshop)



Dates and location

The course will be delivered over a two-week period in Australia. A pre-course workshop will be held approximately 4 weeks prior to the commencement of the short course. A reintegration workshop will be held approximately 3 months after the course, dates to be confirmed. The final delivery dates will be determined in consultation with DFAT and the provider. The proposed schedule is:

- Pre-course in Bandung/(Bali): 22-24 February 2017
- In-Australia Course: 13-24 March 2017 (depart on 11 March)
- Post-course: October 2017

The majority of the training takes place where the training provider is located but may include visits to other locations for benchmarking and networking opportunities, meetings and site visits. Possible site visits may include Australia Indonesia Business Council, Austrade, Chambers of Commerce, Australian design schools, clothing and textiles manufacturers, fashion design companies and networks. Particular industry bodies such as Woolmark and Australian Cotton should be included.

Participants

Awardees will be selected against the below selection criteria through a rigorous selection process managed by Australia Awards Indonesia.



Participant profile

- Candidates who run their own fashion or textile business (businesses must have been established for five years or more as shown in SIUP)
- Managers of Indonesian fashion or textile companies (companies must have been established for five years as shown in SIUP)
- Participant selection endorsed by the supervisor or Fashion and Textiles or Business Associations
- Commitment to prepare and implement a development project as part of the course
- Commitment to engage actively and foster networks with multiple stakeholders, including in Australia
- Commitment to disseminate learning from the course with colleagues and peers
- Minimum English proficiency level equivalent of IELTS 5 / TOEFL500 (preferred)

Participants will be selected through a competitive process whereby there is a call for proposals, applicants submit a written proposal which is reviewed by Australia Awards Indonesia independent panel and DFAT and the most suitable candidates are chosen.

Women and people with disability are strongly encouraged to apply.

Eligibility

In general candidates must:

- be an Indonesian citizen and be residing in and applying for the scholarship from Indonesia
- be a minimum of 18 years of age at the time of commencing the STA;
- not have Australian permanent residence status or be applying for permanent residency;
- be a citizen of and residing in Indonesia;
- not be current serving military personnel;
- not be married or engaged to, or be a de facto of a person who holds, or is eligible to hold, Australian or New Zealand citizenship or permanent residency at any stage of the application, selection, mobilisation processes or while on-scholarship in Australia;
- have been working in Indonesia and in an area relevant to the STA preceding the date of the proposed commencement of the STA;
- be able to satisfy all requirements of the Department of Immigration and Border Protection for a visa;
- be able to participate in the nominated STA activities at the time and for the duration proposed by Australia Awards;
- be able to satisfy all requirements of the Department of Immigration and Border Protection (DIBP) for a DFAT student visa;
- satisfy Australian Government requirements for international student entry to Australia (health, character etc); and
- be able to travel without family members as DFAT will only fund and provide visa support letters for individual participants, not their family members

Application Submission Details	
Deadline	22 January 2017 (<i>application received by Australia Awards Indonesia</i>)
Lodgement	https://australiaawardsindonesia.smartygrants.com.au/FashionTextilesRound2
Enquiries	(021) 527 7648

