



Australia Awards

# Australia Awards Indonesia

Short Term Award Application Pack

**Taking Business to the next level  
– The second course for leaders,  
entrepreneurs and innovators of  
technology-enabled start-ups**



## Goals and purpose of Australia Awards Indonesia

The goals and purpose of Australia Awards Indonesia are underpinned by five clearly defined program outcomes 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.

## Course Name

**Taking business to the next level - A course for leaders, entrepreneurs and innovators of technology-enabled start-ups**

## Course objectives

### Impeachment

This **2-week** course will focus on start-up companies in wide range of sectors including the application-based/mobile products or technology driven start-ups, and unique products and services delivered through technology.

The course has been identified through a series of consultations with DFAT and Austrade. This course is designed to broadly support the Ministry of SMEs strategic program in revitalising traditional markets to online markets and generating more capital for start-ups. As widely acknowledged, Indonesia is a huge market for the growth of online/tech start-ups. This course is also intended to support government goals to create a vibrant start-up technical community.

Several organisations such as idEA - Indonesian E-Commerce Association, Indonesian Telematics Society (MASTEL) Indonesia Service Dialogue (ISD), Indonesian Young Entrepreneurs Association (HIPMI), Bandung High Tech Valley and Girls in Tech will be targeted directly to promote the course.

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

- Understand the importance of business analyses (competitor, market, business, product) and how to respond to external challenges
- Analyse the key drivers (legal, political, environment, economic, socio-cultural and technological) that impact start-ups
- Develop business and marketing plans (analyses, strategies, operational plans, monitoring, financial management) to operate a sustainable business
- Understand the importance of integrated marketing communications, including social media, branding and public relations
- Improve the pitch and investment proposal to attract the interest of investors
- Identify how to access finance and capital for international growth of business
- Understand culture's role in international business
- Analyse the key stakeholders and identify ways to connect business with markets, develop business networks and leverage existing networks (including strategies to develop stronger networks and business contacts with start-ups in

The capacity building program will be focused on the following learning objectives:
Australia)
<ul style="list-style-type: none"> <li>• Identify how to connect businesses with market opportunities, use support networks and leverage existing business networks</li> </ul>
<ul style="list-style-type: none"> <li>• Understand how to undertake competitor and product analyses and how to respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and users)</li> </ul>
<ul style="list-style-type: none"> <li>• Further develop strategies to utilise technology and respond to changes in technology use</li> </ul>

To achieve these outcomes, the proposed short course offers a structured learning process for participants utilising 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 **2-week period in Australia**. A pre-course workshop will be held in Bandung approximately 4 weeks prior to the commencement of the short course. A reintegration workshop will be held in Jakarta/Bandung approximately 3 months after the course with definitive dates yet to be confirmed. The final delivery dates will be determined in consultation with DFAT and the provider selected through an open tender process. The proposed schedule is:

- Pre-course workshop in Jakarta/Bandung : 22 – 24 February 2017
- Short course in Australia: 24 March – 9 April 2017
- Post-course workshop: May/June 2017 (dates to be confirmed)

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 business associations, successful Australian start-ups, the Australian Society of Entrepreneurs, Austrade, the Australia Indonesia Business Council, Fishburners (Melbourne, Sydney or Brisbane), not-for-profit hubs such as Stone & Chalk, business incubators and relevant networks.

## Participants

**To be selected for this course, you must:**

- Be a founder or manager who is in an instrumental leadership role of a technology-enabled start-up company (start-up must have been established and in operation for more than one year and less than 3 years)

or

Be a representative (at Echelon III or IV level) from either the State Ministry of Cooperative and Small Medium Enterprises or the Ministry of Information and Communication Technology (ICT), Ministry of Trade and Department of Creative Economy

- Be committed to prepare and implement a development project as part of the course; engage actively and foster networks with multiple stakeholders including in Australia and to disseminate learning from the course with colleagues and peers
- Have a Diploma, Bachelor's Degree or higher
- Have a minimum English language proficiency level equivalent of IELTS 5.0 or TOEFL 500. It can be supported by other documents such as result of English course, participation on International conference or having studying overseas.

The participants will be selected through a competitive process whereby applications include a broad 'pitch' of their existing business plan. Applicants will submit a written proposal which is reviewed by Australia Awards in Indonesia and DFAT.

**Women and people with a disability are strongly encouraged to apply.**

To be eligible, all participants must:

- be a minimum of 18 years of age at the time of commencing the Short Term Award (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;
- 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 travel without family members as DFAT will only fund and provide visa support letters for individual participants, not their family members;

## Monitoring and Evaluation

- A pre-course training needs analysis will be undertaken for monitoring and evaluation and quality purposes.
- Short courses will be monitored and evaluated using the Kirkpatrick four-level evaluation model to determine decisions regarding training effectiveness. This model involves four levels of assessment, with each prior level serving as a base for the next level's evaluation. Thus, each successive level represents a more precise measure of the effectiveness of the training program.
- The first level measures participant satisfaction with the training provided; the second evaluates the extent to which a student has advanced in skills, knowledge and/or attitude; the third level measures the transfer that has occurred in learners' behaviour due to the training program; and the fourth and final level measures the success of the program in terms of results.

### **Course Assessment**

- As part of the course, participants will plan and implement an Award Project. The topic of the project is approved by the supervisor. During the program there will be regular review and integration sessions to make sure that the content and processes of the program are meeting the learning needs and the development of the Project.
- In the weeks following the course participants will formally report back on the progress of their Award Projects. Participants will also complete a reflective essay describing what has been achieved so far and any challenges faced. A post-course workshop will be held in Indonesia.

### **Practical Arrangements**

#### **Logistics – Australia Awards Indonesia will cover the cost of:**

- Return participant travel to the pre-course training
- Return participant flights from their home base to the course location
- Return participant travel to the post-course training
- Per diems to cover living expenses while attending the course
- Travel insurance for the duration of the course in Australia
- Accommodation during pre-course and post course workshop and the course in Australia
- Transportation to and from the airport, to and from meetings and site visits (including transportation to and from pre- and post-course workshops)
- Visas to Australia

#### **Accommodation**

- In Australia, participants will share two bedroom apartments, with each person having their own bedroom
- During pre- and post-course workshops, participants will be required to share a hotel room
- To respect Indonesian cultural preferences, male participants will share with another male and females will share with other females

#### **Language support**

- The course material will be made available in English
- Interpretation is provided if required throughout the course to support participants as required

