



Australia Awards

Australia Awards Indonesia

Information Pack

International Business Readiness in
the Fashion and Textiles Sector



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

International Business Readiness in the Fashion and Textiles Sector

Course objectives

This course is offered to leading and upcoming leaders in Indonesian Fashion and Textiles Sector. The topic has been identified through consultations with the Australian Embassy and Austrade. It follows on from successful courses delivered in 2016 and 2017 to 50 designers (45 women, 5 men) working in the fashion and textiles industry.

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

- Understand and analyse the business and trade environment (PESTLE analysis) that enable and limit business growth
- Understand factors influencing access to the Australian markets (tariffs, duties, levies, surcharges, taxes, quotas, customs requirements and regulations)
- Identify how to access finance and capital to grow 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 understanding of cross-cultural management and its impact in international business
- Understand how to undertake competitor and product analyses and how to respond to the challenges (five forces: existing competitors, suppliers, substitutes, new entrants and buyers)
- Further develop your existing business and marketing plans, including enhancing your understanding of stakeholder analysis and communication strategies to develop market opportunities

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 in Bandung approximately 4 weeks prior to the commencement of the short course. A reintegration workshop will be held in Bandung approximately 3 months after the course, dates 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: March 2018
- Short course in Australia: April 2018
- Post-course workshop: July 2018

**Dates and location will be confirmed in due course.*

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, Woolmark and Australian Cotton clothing and textiles manufacturers, fashion design companies and networks.. It is expected that the Council of Textile and Fashion Industries of Australia will be engaged to present relative topics and/or modules, or to facilitate guest speakers.

Participants

Course participant profile:

- Owners of fashion or textile business (businesses must have been established for three years or more); or
- Managers of Indonesian fashion or textile companies (companies must have been established for five years or more); or
- Representatives from Creative Economy Agency (BEKRAF)
- Participant selection endorsed by the supervisor (where relevant)
- Commitment to prepare and implement an Award Project (individual development project related to a participant's work) 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 or other evidence (no English test required)

It is proposed that participants are selected through a competitive process whereby there is a call for proposals, applicants submit a written proposal which is reviewed by, Australia Awards in Indonesia and DFAT and the most suitable candidates are chosen.

The course may be profiled in significant women's interest and fashion magazines such as Femina and potential participants invited to apply.

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 on which to base 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 Short Course 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
- At workshops, men will share twin rooms with other men participants and women will share twin rooms with other women participants. In Australia men will share a 2-bedroom apartments with a man (each with their own bedroom) and women will share a 2-bedroom apartment with a woman (each with their own bedroom)

Language support

- The course material will be made available in English

