



Australia Awards

Australia Awards Short Course Advancing Indonesia's Sports Industry: Opportunities and Strategies for Growth



The participants of the Australia Awards Short Course on Advancing Indonesia's Sports Industry: Opportunities and Strategies for Growth at the AAMI Park Stadium in Melbourne.

The course was designed to support Indonesia's ambition to build a sustainable, high-performing sports industry that contributes to economic growth, public health, and social cohesion. The course was aligned with Australia's Sports Diplomacy Strategy 2032+. It aimed to strengthen institutional capacity, improve governance and commercial capability, promote gender and social inclusion, and foster long-term collaboration between Indonesian and Australian sport stakeholders. The course was delivered by The University of Melbourne (Melbourne Business School) and Central Queensland University. The course leaders were Prof Hans Westerbeek, Prof Fabio Serpiello and Mr Greg Harbidge.

Highlights and Site Visits

- Direct engagement with leading Australian sport institutions and facilities
- Participants visited key venues and organisations, including the Melbourne Cricket Ground, Melbourne Olympic Park, AFL Headquarters, the Victorian Institute of Sport, the Australian Institute of Sport, and the Queensland Academy of Sport
- Briefings from more than 50 established C-suite level senior government officials, sport executives, and industry experts, provided practical insights into participation models, high-performance systems, sport governance, infrastructure management, and commercial operations

Course Schedule:

- Pre-Course Workshop in Jakarta: 28 - 30 July 2025
- In-Program Workshop in Melbourne, Canberra, Brisbane: 1-13 September 2025
- Post-Course Workshop: 25-27 November 2025





Pre-Course and Post-Course Workshops

Pre-course workshop in Jakarta focused on establishing a shared understanding of the sport ecosystem, building trust among participants, and shaping Award Project concepts. Participant feedback confirmed high satisfaction and strong preparation for the in-Australia phase. Post-course workshop focused on consolidated learning, with a strong emphasis on implementation. Participants presented their final Award Projects, engaged in mentoring and peer learning, and reflected on how Australian experiences could be adapted to Indonesian contexts. This phase strengthened confidence, clarity, and readiness for practical application.



In-Australia Course

The two-week in-Australia workshop, delivered across Melbourne, Canberra, and Brisbane, formed the core experiential component of the course. It combined academic sessions, practitioner panels, site visits, and structured mentoring covering governance, funding, participation, high-performance sport, integrity, innovation, and inclusion.



Highlights of the Award Projects

- Award Projects were a central outcome of the course, translating learning into concrete initiatives addressing key challenges in Indonesia's sport sector. Projects focused on areas such as participation growth, talent development, governance reform, technology use, coach education, and industry collaboration
- Award Projects were integrated throughout the course, enabling participants to immediately apply insights gained. Participants consistently described this phase as highly impactful and "eye-opening," offering insights not accessible through desk-based learning. Outcomes of projects included an international seminar on empowering sports coaches, enhancements to sports promotion through technology, and the optimisation of state budgets to sustain sports development.
- Projects demonstrated strong progress, with clear objectives, stakeholder engagement strategies, and feasible implementation plans
- Participants highlighted that mentoring and the three-phase course structure were critical in helping to strengthen their understanding of project quality, relevance, and sustainability pertinent to the sports industry



For more information:

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