



Australia Awards

Australia Awards Short Course

Women-led MSMEs – Ready to Export



Roundtable and networking event at the Consulate General of the Republic of Indonesia in Sydney

The “Women-led MSMEs – Ready to Export” Short Course (SC) was funded by the Australian Government's Department of Foreign Affairs and Trade (DFAT), managed by the Australia Awards in Indonesia (AAI), and delivered by RMIT University. The Course Leaders were Cynthia Dearn (Dearn & Associates), Jane Howie (RMIT University), and Rani Pramesti (Social Design Asia)..

The Short Course included the following components:

- Online GEDSI Workshop (26 July 2024)
- Online Award Project Briefing (29 July 2022)
- Pre-course workshop in Bali (6-8 August 2024)
- Online pre-departure check-in (19 August 2024)
- In-Australia workshop in Melbourne and Sydney (26 Aug – 6 September 2024)
- Online Award Project Mentoring sessions (14 October 2024 and 11 November 2024)
- Post-course workshop in Surabaya (3-5 December 2024)

This course improved participants' understanding of the opportunities for MSMEs for exporting their goods and services, using free trade agreements (FTAs) such as IA-CEPA, RCEP, AANZFTA, and utilised programs such as Katalis to build and improve their businesses. It helped participants plan for and navigate the challenges of serving export markets and finding appropriate partners in target countries.

The 25 participants came from various industries and regions across Indonesia, fostering broad perspectives and knowledge-sharing. The range of seniority levels allowed for a rich exchange of ideas, mentorship, and mutual learning.

Course Highlights

- Course leaders and facilitators included Cynthia Dearn from Dearn & Associates, Jane Howie from RMIT University, and Rani Pramesti from Social Design Asia
- Included 25 female participants from various industries across Indonesia, fostering knowledge-sharing
- Diverse program components:
 - Pre-course workshop in Bali, which included networking with local entrepreneurs and the Australian Consulate General
 - In-Australia workshops in Melbourne and Sydney, which included site visits to Indonesian-owned businesses such as Primasoy, Cendani, and Two Baskets
 - Online mentoring sessions to monitor the progress of Award Projects
 - Post-course workshop in Surabaya, which included a keynote event by the co-founder of Ladang Lima
- Covered a variety of topics, including FTAs such as IA-CEPA, digital marketing, legal, IP, and export requirements.
- Provided networking opportunities with Indonesian businesses and consulate teams in Bali, Melbourne, Sydney, and Surabaya.
- Included cultural engagements such as the Welcome to Country Ceremony, First Nations and Migrant Women in Business panel event, afternoon tea by Indigenous-owned Mabu Mabu, and a visit to Healesville Sanctuary to see native Australian animals.
- Built soft skills such as effective pitching and storytelling.





Pre-course workshop in Bali

Pre-course workshop

During the workshop, the participants met and engaged with local entrepreneurs at Pithecanthropus fashion outlet in Ketewel, a fashion brand with designs inspired by Indonesian cultural heritage with a modern perspective, and Rosalie Cheese Boutique in Sanur, a small artisanal food product company that produced natural Indonesian cheese from farm-fresh ingredients. The workshop also provided a networking opportunity with the Australian Consulate General team in Bali.



First Nations and Migrant Women in Business Panel Event at RMIT Activator

In-Australia program

The in-Australia course took place in Melbourne and Sydney, tailored to the participating companies' diverse backgrounds and expertise, ensuring relevance within the context of Indonesian MSMEs entering the Australian market. In Melbourne, participants engaged in workshops at RMIT Activator and enjoyed a Welcome Dinner at Makan Melbourne with the Indonesian Consulate General, Kuncoro Waseso, and representatives from the City of Melbourne and Invest Victoria. The program also included roundtable and panel events on topics such as First Nations and Migrant Women in Business, IP, legal and export requirements, featuring guest speakers like Luz Restrepo OAM and Ivan Tandyo from Navanti Holdings. Visits to Indonesian businesses in Australia such as Primasoy, Cendani, and Two Baskets, and networking events were held, including one at the Consulate General of Indonesia in Sydney. The course concluded with a Farewell Dinner at Chin Chin Sydney, with representatives from various trade and business councils present, including the Indonesia Trade Promotion Centre (ITPC) Sydney and Austrade. Participants were also introduced to

Australian and First Nations culture through a Welcome to Country Ceremony, afternoon tea by Indigenous-owned Mabu Mabu, Aboriginal Cultural Tour at Barangaroo Reserve, and a visit to Healesville Sanctuary to see native Australian animals.



Post-course workshop in Surabaya

Post-course workshop

An end-of-program review workshop allowed participants to assess their individual learning with reference to their original Award Project and assess their future learning needs. During the workshop, participants learned about effective pitching and storytelling to enhance their ability to craft compelling narratives that resonate with international markets. They also presented their implemented Award Projects and received feedback from the Course Leaders. In addition, the post-course workshop encouraged participants to reflect on their short course journey and how the program had impacted their knowledge, skills, and readiness for exporting their products to Australia. Highlights from the post-course workshop included a networking opportunity with the Australian Consulate General team in Surabaya and personnel from Export Centre Surabaya. Participants also attended a keynote event with the co-founder of the Indonesian leading gluten-free food manufacturer, Ladang Lima, who was a fellow AAI alumnus.

Testimonials

"This course exceeded my expectations and I gained much more than I expected! Excellent facilitators, speakers, and women participants from all over Indonesia were present. Last but not least, Australia Awards and RMIT indeed provided us with exceptional hospitality."

"The short course is exceptionally structured, balancing lectures, workshops, and networking events in Australia and Indonesia. The facilitators' support is remarkable, making it a truly valuable experience."

"Thank you, Australia Awards and RMIT, for this meaningful course. I gained invaluable skills in global marketing, export readiness and sustainability, which I can implement directly. This experience also connected me with inspiring women entrepreneurs."

For further info about this program, please contact:

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