



Australia Awards

Australia Awards Short Course

Women MSME Export Opportunities under IA-CEPA



Australia Awards in Indonesia invites applications for the **Australia Awards Short Course on Women MSME Export Opportunities under IA-CEPA**.

The course will equip participants to:

- explore ways businesses can better engage and integrate with the Australian market and share experiences and strategies for expansion, including through understanding the support that both Australian and Indonesian Governments are able to provide
- analyse opportunities for partnerships and increased two-way trade in line with the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA) and other relevant trade agreements (AANZFTA, RCEP, etc)
- identify strategies to overcome challenges faced by women-led MSMEs
- understand the influence of terms of access to own business (tariffs, duties, levies, surcharges, taxes, quotas, customs requirements, standards and regulations), discuss the reasons why these conditions exist and identify what they mean for the participating businesses (export documentation and requirements)
- analyse the company, products, competition, customers and target markets – analyse forces that affect international business using PESTLE (Political, Economic, Social, Technological, Legal and Environmental); analyse company analysis using SWOT; analyse markets through five forces (existing competitors, suppliers, substitutes, new entrants and buyers); discuss business model canvas and other analysis tools
- further develop existing business and marketing plans (analyses – see above; strategies: segmentation/targeting/positioning, entry mode; operational plans including international product decisions, pricing, supply chains (incl. online sales, supply chain management in crisis i.e. Middle East War), freight and transport, product adaptation to different markets, USP, marketing communications including promotion, branding, monitoring, and budgeting)
- identify ways digitalisation can open new areas of engagement between Australia and Indonesia and further enhance participants' digital skills to engage with export markets; optimise the use of technology including online platforms to foster business linkages; enhance product design/manufacturing; track consumer demand and optimise value chains
- identify how to access finance and capital for international growth (as well as Australian Government programs such as Katalis)
- understand the role cultures play in international business and develop networks between individuals and organisations in Indonesia and Australia to further enhance collaboration and sharing of ideas
- learn from the experiences of, and connect with First Nations-led MSMEs

The course applies a range of learning methodologies: classroom sessions; case studies; site visits; discussion and planning sessions; simulations and role plays; and networking events. Additionally, the course participants will develop and implement an Award Project.



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This consists of a 2-week course in Australia and two 3-day workshops in Indonesia. The in-Australia course will be delivered in November 2026 (dates TBC). The pre-course workshop will be held in Indonesia in October 2026 (dates TBC) and the post-course workshop will be held in Indonesia in February 2027 (dates TBC).

Participants

The course is offered to owners and executives of women-led MSMEs who meet the following criteria:

- Business established for at least one year
- Business that has demonstrated local traction and has the capacity or the potential to explore international markets
- All sectors are eligible, with priority given to businesses aligned with Indonesia's top exports to Australia, including agriculture commodities like cocoa, spices, horticultural products, processed foods, textiles, footwear, handicrafts.
- Minimum D3 qualification and/or at least three years of experience (for business owners)
- Minimum D3 qualification and at least three years of experience (for policymakers)
- Application is endorsed by the supervisor (if applicable)
- Commitment to prepare and implement an Award Project as part of the course
- Commitment to engage actively and foster networks with multiple stakeholders
- Commitment to disseminate learning from the course with counterparts and peers
- Applicants are expected to have professional working proficiency in English

The course will have in total 5-6 policymakers. Applications are invited from relevant policymakers from:

- The Ministry of MSMEs
- The Ministry of Trade
- The Ministry of Women Empowerment and Child Protection

This is a fully funded short course. Course fees, travel, accommodation and per diems will be provided by Australia Awards in Indonesia.

Women from disadvantaged backgrounds and people with disabilities are strongly encouraged to apply.

An information session will be held virtually by Australia Awards in Indonesia on 7 May 2026 at 15:00 WIB. This session guides applicants through the application process, including the online applications, selection and interview. Registration for the information session must be submitted by 6 May 2026, before 12:00 WIB at <https://australiaawardsindonesia.org/id/RSVPWomenMSME>

Applications must be submitted by 29 May 2026 at 23.59 WIB via this link: <https://australiaawardsindonesia.org/id/AppWomenMSME>