

Australia Awards Short Course

Enhancing market integration with Australia for MSME Business Leaders in Creative and Cultural Industries



Post-course workshop in Makassar.

The 'Enhancing market integration with Australia for MSME Business Leaders in Creative and Cultural Industries' 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 Monash University. The Course Leaders were Dr Xin Gu (Monash University) and Faye Wongso (KUMPUL).

The SC included the following components:

- Pre-course workshop in Bali (23-25 May 2023)
- In-Australia course in Melbourne (12 – 23 June 2023)
- Online Award Project Mentoring sessions (29 May 2023, 24 July 2023, 11 September 2023)
- Post-course workshop in Makassar (3-5 October 2023)

The course strengthened the capacity of MSME business leaders in the creative and cultural industries (CCI) to better engage and integrate with the Australian market, creating opportunities for partnership and increased two-way trade in line with the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA), the work of the IA-CEPA Katalis program, and Partnerships for Recovery. The Indonesian Government is strongly supportive of efforts to strengthen trade and investment with Indonesian MSMEs, with a focus on the creative industries.

The 25 participants came from the creative and cultural industry in different parts of Eastern Indonesia. Participating companies included village-based craft and artisanship, performing arts and culture, furniture manufacturing and exports, cultural tourism, health and wellbeing, social enterprises, fashion and traditional live music for export.

Course highlights

- Workshops held at leading cultural and creative industries hub: Collingwood Yards
- Visit to developing cultural precinct, The Cremorne Project
- Site visits to Heide Museum of Modern Art, Australian Centre for the Moving Image (ACMI) and PaWa Catering
- A full day workshop on digitalisation and the creative economy, including a masterclass on the metaverse, cryptocurrency and ethical use of AI as a business tool
- Presentations from the leaders of iconic Melbourne cultural organisations: including Victorian Opera, The Melbourne International Comedy Festival, Australian Art Orchestras, Melbourne Chamber Orchestra
- A joint dinner and presentation from First Nations artists at Melbourne Museum with colleagues from RMIT





Participants visited Junglegold chocolate factory at the pre-course workshop in Bali.

Pre-course workshop

The focus of the pre-course workshop was to refine participants' Award Project topics and to map the participants' objectives for the course. It had three main themes: Creative Economy for post-Covid recovery; Creative Economy and Sustainable Development Agenda; and Creative Economy and Culture as Public Good.

During the workshop the participants met and engaged with local entrepreneurs at Tenun Menggah Agung – export ready product and Junglegold Chocolate Factory. The workshop also provided a networking opportunity with the Australian Consulate General team in Bali.

In-Australia program

The In-Australia course was held in Melbourne. The course content was tailored to the participating companies' diverse backgrounds and expertise, ensuring relevance and applicability within the context of the CCI. Extensive research and consultation with industry experts were conducted to identify key themes, trends and best practices that resonated with the participants' interests and aspirations. The key workshop themes were "women entrepreneurs in CCIs" and "turbo charging CCIs through digital technologies".



Participants visited James Makin Gallery in Melbourne.

Post-course workshop

The post-course workshop assessed the participants' ability to engage and integrate with the Australian market and analysed opportunities for partnerships and increased two-way trade in line with the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA).

An end of program review workshop allowed participants to assess their individual learning with reference to their original Award Project and to assess their future learning needs. During the workshop the participants presented their implemented Award Projects and received feedback from the Monash team. In addition, the post-course workshop encouraged participants to compare and reflect on CCIs MSMEs practices in Australia and in Indonesia and identify new opportunities for collaborations between the two countries in the CCIs.

Highlights from the post-course workshop included a panel discussion from industry speakers, including Kalla Youth Festival and owner of Sushi Bizkid; and a networking opportunity with the Australian Consulate General team in Makassar and with local industrial stakeholders.

Testimonials

"Melbourne gave so much insight and inspiration for me to see the real example of cultural and creative city that participants could see how the ecosystem of cultural and creative industries developed very well in there. The speakers gave inspiration and best practices that participant can adapt and improved in participants' own business."

Anonymous Short Course Participant

"Post Course presentation feedback has really energised us to be more creative and seeking more deep insight the goal of our award project."

Anonymous Short Course Participant

"The presenters were so amazing; they are experts in their respective fields. We were so lucky to be given new insights by them."

Anonymous Short Course Participant

For further info about this program, please contact:

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