



**Australia Awards**

# Australia Awards in Indonesia - Short Term Awards International Business Readiness A course for the fashion and textile sector



*AAI 2017 Fashion and Textiles STA Awardees at the Pre-Course Workshop with Alison Purnell and Mathew Durban from the Australian Embassy Indonesia*

Over the past three years 75 established and emerging Indonesian fashion designers have participated in an Australia Awards International Business Readiness for the Fashion and Textile sector initiative. The course, facilitated by Queensland University of Technology and supported by the Australian Government through the Department of Foreign Affairs and Trade (DFAT), has supported the designers to build sustainable business models, collaborations and networks for entry into the international fashion marketplace.

The course was designed to highlight the many synergies the Australian fashion industry and its business models shares with Indonesia and to research case studies and opportunities to foster networks for international business longevity. While Indonesia has a large population and has historically been able to support many fashion businesses internally, the current fashion marketplace is requiring local designers to look outside their domestic products and consumer markets to achieve economic growth.

Within the delivery of the course participants were exposed to expert industry practitioners



*AAI 2016 Fashion and Textiles STA Awardees network and benchmark with QUT Fashion students and staffs*

from all stages of the fashion supply chain, QUT fashion staff and students, government support agencies both Australian and Indonesian, national industry organizations, national and international media, and cultural exhibitions and events to promote the participants' fashion aesthetic and understanding of the processes required for the international marketplace. Participants also had the opportunity to attend the international industry-only Mercedes-Benz Fashion Week Australia (MBFWA), Australia's largest fashion event, the Virgin Australia Melbourne Fashion Festival (VAMF), Intertwined Indigenous and Torres Strait Islander fashion show

and Jakarta Fashion Week. With pre-course workshops held in Indonesia, the course designer Kay McMahon and Course Leaders Carla van Lunn and Melanie Finger were able to share their international work history and experiences in the industry while guiding the participants to think outside the traditional perceptions of business and introduced them to the new innovative fashion models now entering the international arena. With a focus on providing stimuli for participants to begin brainstorming and planning for the required award project research and preparation to begin consolidating and expanding their existing business models, the three-day workshop was an incubator of innovative ideas for business growth and exploration for collaboration within the group.

This course has currently initiated the following outcomes:

- collaboration and professional networking within the group (an ethical artisan capsule collection using regional and traditional techniques for the international market, a modestwear resort collection, a collective social enterprise fashion project

to empower local women through employment and donation of profits to a women's shelter, several design-manufacturing collaborations creating new products and services).

- a website [www.benang.com.au](http://www.benang.com.au) as an ongoing promotional and business tool for all designers to promote Indonesian fashion and increase their international exposure.
- benchmarking with the Australian market in specific areas such as sizing, consumer preferences & international design aesthetic, pricing, quality, labelling, business acumen to increase the designers' international competitiveness.



*AAI 2017 Fashion and Textiles STA Awardees at the 2017 Melbourne Fashion Festival*

- branding and digital storytelling benchmarking for international audiences. Understanding the importance of communicating process and unique brand/cultural identity to target market. Participants developing websites, social media, labelling and packaging for international fashion market.
- the introduction of ethical and sustainable practices within several designers' business models for international competitiveness (ethical/sustainable capsule collection, improvement of dyeing process to use safe dyes and water filtration, increasing artisan wages and improving artisans' working conditions).

"This program gives an eye-opening look into the Australian fashion industry. It opens the very first step to enter the global market."

*Ida Farida  
(Ida Noer Haris)*



*AAI 2018 Fashion and Textiles STA Awardees at the 2018 Gold Coast Indigenous Fashion Festival*

- an understanding of the new (and sometimes disruptive) business models in the current international fashion industry (participants implementing new strategies, such as mass-customisation).
- real connections with international industry professionals in Australia (agents, retailers, industry advisory bodies, designers, new customers, potential stockists).
- a focus on planning and preparing a project to increase the participants' international business readiness.

#### **Additional Notes and Information**

Program has run for 3 years.

- 25 Indonesian fashion and textile designers, entrepreneurs, manufacturers. Some Indonesian government representatives. Participants came from all over Indonesia.
- Program timing around major tradeshows in Australia and Indonesia:
  - Australia Fashion Week (Sydney).
  - Melbourne Fashion Festival.
  - Festival 2018 - Indigenous and Torres Strait Islander fashion show "Intertwined" (Gold Coast).
  - Jakarta Fashion Week – (Australian Embassy staged a show at JFW in 2017 with 2 of the Australian Award designers, Jenahara & Monday to Sunday).
- Core delivery staff = experienced & passionate fashion mentors (Carla van Lunn, Melanie Finger, Kay McMahon, Lydia Pearson) all have backgrounds working in the international fashion industry as well as being tertiary lecturers in fashion design & business.
- One-on-one mentoring was a very valuable part of the program – participants received targeted business coaching from experienced mentors.

- Program designed to be a mix of formal workshops, site-visits, industry networking and primary research.
- Big focus on sustainable and ethical practices in fashion business – reflecting global industry trends. Participants very inspired by this perspective and brought knowledge and change to their workplaces in Indonesia.
- Focus on the value of hand-craft in the international market and the importance of telling the story of products to the end consumer – through all aspects of branding.
- Deep dive into online branding, websites and e-commerce, labelling and packaging – for the international market.
- Focus on networking and collaboration – among participants, and between participants and Australian professionals. We have seen many professional collaborations and projects develop as a result of the programs.

"I got covered by GQ Australia wearing my own brand Danjyo Hiyoji and that was huge and built my confidence to start for looking opportunity in Australia. After this experience I understand that when you have a strong and specific platform like Australia Awards to represent you, applying studying and experiencing Australia's Fashion isn't all that complicated - yet it's truly FUN."

*Dana Anugerah  
(Danjyo Hiyoji)*



*Australian Minister-Counsellor Political and Public Diplomacy Bradley Armstrong, two of AAI 2017 Fashion and Textiles STA designers, Jenahara Nasution and Melyunn Mutiara, and Australian designer, Chris Fan Lin at a press conference after the three designers shared the stage at the Jakarta Fashion Week 2018.*



- Guided site-visits to key retail areas in Australian capital cities provided understanding of the quality standards, sizing standards, needs/preferences of the international fashion market and consumer. Retail research was very educational and recreational!
- Behind-the-scenes tours of Australian fashion businesses and talks with designers and retailers inspired Indonesian participants to develop their designs and business practices.
- Thanks to the program networking opportunities, several participants have had the opportunity to showcase their work in Australia at fashion events – eg: Sunshine Coast Fashion Festival. Next year – Melbourne Fashion Festival and Fashions of Multicultural Australia (FOMA).
- Each year – group has been warmly welcomed to a dinner at Indonesian Consul General’s residence in Sydney.
- Participants met buyers from Australian boutiques and fashion agents, and received expert feedback on their products.
- Based at QUT – participants were able to make use of university fashion resources including the fashion design studios and the library books and online resources, including the World Global Style Network – professional trend forecasting tool.



*Australian alumna and fashion designer Novita Yunus showcases Indonesian and Australian flora in her striking new Batik Chic Bush collection at the Jakarta Fashion Week 2018. Novita joined AAI Fashion and Textiles STA in 2016*

- Also met & collaborated with Australian fashion design students.
- Those participants involved in research were connected with Garland magazine editor, Kevin Murray. This led to employment for one participant in craft writing, and another participant publishing her work in this magazine.

- Workshops about importing and exporting delivered by QUT Business school and industry professionals – experts in international business and freight.
- Participants were able to experience multiple Australian cities. Enjoying the urban life of Melbourne and Sydney. The beautiful beaches and landscapes of the East Coast. The animals – koalas and kangaroos were a highlight.
- Benang.com.au – a site developed in 2016 to showcase the AAI fashion and textile designers was built upon each year and has proven to be an effective marketing tool and networking platform.



*AAI 2016 Fashion and Textiles STA Awardees with Gail Sorronda – a leading Australian/Filipino designer, retailer, fashion entrepreneur*

- Short course projects of very high standard – including many collaborative projects. Eg: Website & e-commerce development, new product development, sustainable fashion and social enterprise initiatives.
- Alumni from the program have gone on to win Australia Awards Alumni grants to develop larger projects - after their education in Australia.
- The programs have led to lifelong friendships and professional relationships between participants. The different batches are now connecting and collaborating in Indonesia. The ecosystem of the fashion & textiles short course is big and flourishing.

#### **Post Award**

The post-course workshop focused on reflecting on what the participants have learned during the program, presenting Award Projects and discussing next steps. At the post the participants were also invited to share the obstacles and successes experienced, and the skills and behaviours required to achieve successful implementation of their Award Projects.



*AAI 2017 Fashion and Textiles STA Awardee, Nuri Ningsih Hidayati with QUT Fashion student and staff.*

During the post-course workshop the participants from the three batches of the program had opportunity to network with international designers based in Indonesia, notable local designers and also Australian alumni working in the fashion and jewellery industries. At the post course workshop of the second batch program, the program had an opportunity to collaborate with Jakarta Fashion Week where two of the participating designers, Jenahara Nasution from Jenahara Black Label and Melyunn Mutiara from Monday to Sunday label shared the JFW stage with Australian designer, Chris Ran Lin.

“From my training in various countries, the Fashion Short Course batch 2 is the best short course I’ve ever been in so far. My visit to three cities in Australia opened my horizons and my minds. In addition, I got buyers in Melbourne, namely Boutique Emaan, that ordered clothes and some samples.”

*Leony Agus Setiawati  
(CV Azka Syahrani)*

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