



ASEAN
AUSTRALIA
EDUCATION
DIALOGUE

CONNECT - ENGAGE - INFLUENCE
Building Regional Connectivity and Partnerships



Image Source: Australian Government Department of Prime Minister and Cabinet

SPONSORSHIP PROPOSAL

2020-2021

www.aseanaustraliadialogue.com



OVERVIEW

The inaugural ASEAN-Australia Education Dialogue (AAED) was convened in Penang, Malaysia in 2018 and again in Georgetown in 2019. AAED 2020 was planned for Hanoi, Vietnam in November 2020.

With the impact of COVID 19, we have moved the Dialogue to an online platform using country and sector specific webinars.

AAED in both its face to face and virtual format provides an opportunity for thought leaders, key government officials, business representatives and education practitioners from ASEAN and Australia, to come together to share responses to key issues, inspire fresh ideas, build connections and identify regional partnership opportunities.

The Australian Government Department of Foreign Affairs and Trade (DFAT) has contributed to our virtual panels, as has the Department of Education, Skills and Employment (DESE). AAED is proud to work with our ASEAN regional partners and panellists, including from the ASEAN University Network (AUN), the Southeast Asian Ministers of Education Organization (SEAMEO) and the HEAD Foundation, Singapore.

"Our vision of the Indo-Pacific has ASEAN at its core. Our special relationship with ASEAN since its inception has plugged us into a critical network of independent and dynamic developing economies working together to create their own norms and rules for intra-regional growth, critical to the interests of all Indo-Pacific members".

The Hon. Scott Morrison MP, Prime Minister of Australia

TARGET AUDIENCE

AAED targets representatives of government, business, industry and academia, from schools, English language teaching, vocational education and training, higher education, business and edu-tech, alumni and students.

The AAED events in 2018 and 2019 were attended by representatives from every State and Territory of Australia and 9 of the 10 ASEAN member countries. AAED has hosted and self-funded 4 virtual webinars between July and October 2020. They have been well attended by sector leaders and positively received.



"AAED is an exceptionally good platform, probably the only and unique platform that connects the ASEAN and Australian education institutions. USM has made valuable connections and we are going all out to build partnerships with Australia".

Dr Syaheerah Lebai Lutfi
 Former Deputy Director of the International Mobility and Collaboration Centre (IMCC), Universiti Sains Malaysia (USM)

"AAED was a fantastic opportunity to learn from and work with key individuals in a fresh and innovative initiative to build and strengthen relationships across the region. The event fostered timely dialogue and follow-up actions to produce true impact".

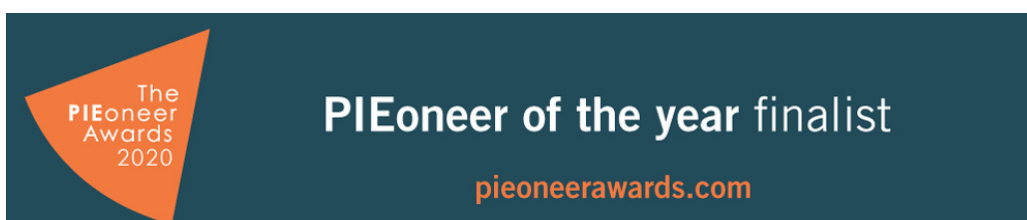
Julie Wilkens McMahon, JD
 Regional Director (APAC)
 Times Higher Education (THE) - World University Rankings

WHY SPONSOR?

AAED has become a trusted platform for building ASEAN-Australian conversations and connections including in Higher Education, Quality Assurance, English Language Teaching (ELT), Research links, Media partnerships, Alumni and Youth partnerships, Online Learning, Vocational Training and Creative Arts.

- **Gain** exposure for your organisation and be recognised as a leader among stakeholders in the ASEAN-Australia education community
- **Showcase** your programs and services in our online and offline Dialogue marketing activities including our bi-monthly newsletter that is circulated to a data base of 4000 influencers
- **Strengthen** relationships with current and future leaders and decision makers in the ASEAN-Australia education sector
- **Influence** the shape of future ASEAN-Australia regional education engagement

In October 2020, AAED was a finalist in the prestigious PIEoneer Awards - *PIEoneer of the Year 2020*, the only global award that celebrates innovation and achievements across the whole of the international education sector.



"AAED 2019 offered an opportunity to forge deep and meaningful links with specific groups of education institutions that work towards high quality education development. I found it valuable, productive, stimulating and extremely enjoyable."

**Dr Wanamina Bostan Ali, Director of MBA International,
Prince of Songkla University, Thailand**

WEBINAR PROGRAM

The Webinars use a ZOOM platform and discuss topics that are relevant to all sectors in international education. They feature key government and industry panellists and actively encourage moderated interaction among the audience.

Topics for the upcoming webinars are:

- Quality Assurance in Online Learning in the ELT Sector (October 29th 2020)
- Reflections on the Thailand-Australia Education Relationships (TBC)
- Reflections on the Vietnam-Australia Education Relationships and Future Opportunities in TVET and Schools
- Sustainable and SMART Cities: Building Education Partnerships between ASEAN and Australian Sister Cities
- Opportunities and Challenges in Education Cooperation for Australia and Indonesia under IA-CEPA
- Voices of Students and Alumni – Reflections on the Student Experience in the COVID 19 “new normal”



AAED 2019 Morning Tea Break and Networking at the Foyer of Royale Chulan Hotel, Penang, Malaysia

SPONSORSHIP

Sponsorship packages for the webinar series can be specifically tailored to suit the needs of your organisation. The standard tiered packages are as per below:

PLATINUM \$9,000 for 6 webinars (between Nov 2020 to June 2021)

- ✓ Logo Advertisement on AAED Website (Home Page and Sponsors' Page)
- ✓ Logo Promotion on Social Media
- ✓ Logo on E-mail Campaign and Newsletter
- ✓ Acknowledgement at the Opening and Closing of the Webinar
- ✓ Opportunity to play Promotional Video during the Webinar
- ✓ Logo on Host Virtual Background

GOLD \$7,000 for 4 webinars (between Nov 2020 to June 2021)

- ✓ Logo Advertisement on AAED Website (Sponsors' Page)
- ✓ Logo Promotion on Social Media
- ✓ Logo on E-mail Campaign and Newsletter
- ✓ Acknowledgement at the Opening and Closing of the Webinar

SILVER \$5,000 for 2 webinars (between Nov 2020 to June 2021)

- ✓ Logo Advertisement on AAED Website (Sponsors' Page)
- ✓ Logo Promotion on Social Media
- ✓ Logo on E-mail Campaign and Newsletter
- ✓ Acknowledgement at the Opening and Closing of the Webinar

SESSION SPONSOR \$3,500 for 1 webinar (between Nov 2020 to June 2021)

- ✓ Logo Advertisement on AAED Website (Sponsors' Page)
- ✓ Logo Promotion on Social Media
- ✓ Logo on E-mail Campaign and Newsletter
- ✓ Acknowledgement at the Opening and Closing of the Webinar



AAED 2018 Gala Dinner hosted by the then Chief Minister of Penang and Finance Minister of Malaysia, the Rt. Hon. Lim Guan Eng (Monash University Alumnus) at the Equatorial Hotel in Penang, Malaysia.

PAYMENT TERMS

For all Sponsorship, the following payment terms apply: 100% deposit is required to secure your booking.

Please note: Sponsors will be invoiced by ASEAN Focus Group Pty Limited. Final payment must be received 30 days prior to the nominated webinar session. All quoted figures are in Australian Dollars (AUD).

All amounts reflected in this Sponsorship Proposal are exclusive of GST.

CONTACT DETAILS

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