

Australian Education International

AEI Malaysia Annual Newsetter

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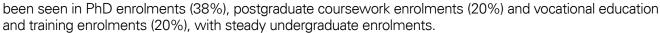


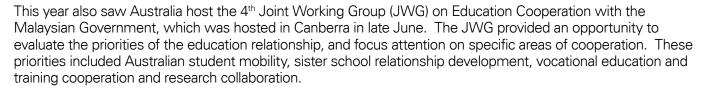


Note from the Counsellor

It's hard to believe that another year has passed by so quickly. It's been another productive year for the bilateral education relationship between Australia and Malaysia, and this newsletter will provide you with a summary of some of AEI's key activities over 2008.

The strong growth in Malaysian student enrolments in Australia continues to reiterate that Australia is the number one overseas study destination for Malaysian students. There were almost 21,000 Malaysian student enrolments in Australia as at the end of October 2008. This is 1,000 more enrolments than the same period last year, and represents almost 7% growth. Much of this growth has





2008 also saw a visit by the Hon Kevin Rudd MP, Prime Minister of Australia, to Malaysia. A highlight of his trip was a visit to SMK Aminuddin Baki to launch the Sister Schools Pilot Project matching six Malaysian schools with six Australian schools. AEI has already facilitated a visit by the Malaysian teachers to Australia and looks forward to the reciprocal Australian teacher visit to Malaysia in February 2009. The visits are the initial steps in establishing longer term cooperation, which will include working collaboratively on online projects and student exchange visits.

Other significant events for the year include: the production and launch of the *Endeavours of Excellence:* Over 50 years of Australian Scholarships coffee table book, celebrating the role that Australian Government scholarships have played in the development of the bilateral relationship; the production of the *Guide to Internships and Studies in Malaysia* publication aimed at encouraging greater Australian student mobility to Malaysia; agreement by the Public Service Department (JPA) to automatically recognise Australian science, arts, and social science degrees that are listed on the Commonwealth Register of Institutions and Courses for Overseas Students; and a more strategic and sustained engagement with the Malaysia Australia Alumni Council and other Australian alumni organisations.

It's been a busy year in 2008, and AEI Malaysia has had significant support from a number of groups, including alumni and the Malaysia Australia Business Council. This publication will provide you with a brief snapshot of this year's achievements, and a sneak preview of next year's priorities. We hope that you enjoy this edition and look forward to working closely with you in 2009.

Adam Carlon Counsellor Education

Adon CM

Australian High Commission





The Endeavour Awards 2008

11 Malaysian scholars and professionals have been selected as recipients of the 2008 Endeavour Awards, an Australian government initiative to promote excellence in education. The recipients travelled to Australia this year to pursue their studies and undergo research and professional development across a broad range of disciplines at Australian universities. The total value of the Awards for this year's recipients is approximately RM2.8 million.

Since its inception in Australia in 2006, the Endeavour Awards programme has provided two-way education exchange for more than 30 Australian and Malaysian students. This year, in addition to the 11 Malaysian recipients, two Australian scholars pursued further studies at the International Islamic University Malaysia (IIUM) and Sunway Medical Centre.

The recipients come from diverse academic and professional backgrounds and will undertake a wide range of projects. One recipient, Ms Wong Pooi Fong from Universiti Malaya, is undertaking her postdoctoral research at the Mater Medical Institute in Queensland. Her research is in the area of immunotherapy, which she hopes will contribute towards the development of a potential vaccine against cancer of plasma cells. Another recipient, Mr Avinash Doshi, is pursuing a Masters by coursework in petroleum engineering at the University of New South Wales.

The Endeavour Program brings high achieving students, researchers and professionals from around the world to Australia for study, research and professional development in a broad range of disciplines and also enables Australians to do the same abroad.

In return, two Australian scholars headed to the International Islamic University Malaysia (IIUM)

and Sunway Medical Centre as winners of the Endeavour Malaysia Award and Endeavour Research Fellowship respectively. Mr Mustapha Kara-Ali pursued his doctorate at IIUM. Ms Narelle Warren, from Monash University was based at the Sunway Medical Centre for her postdoctoral research on medical tourism, a growing trend in the region.

The Australian Government funding of approximately RM2.8 million for the Endeavour Awards recognises the important role that education plays in the bilateral relationship between Australia and Malaysia.

Since its launch in 2006, a total of 32 Malaysians have received various scholarships and fellowships from the Endeavour Awards scheme.



The 2008 recipients with the Australian High Commissioner HE Ms Penny Williams, Dato Hassan Said, former Director-General for the Ministry of Higher Education and Adam Carlon, Counsellor.



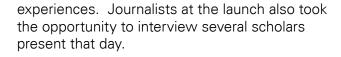
Endeavours of Excellence celebrates the achievements of Malaysian scholars.

Months of extensive research, interviews and reviews by the project managers at AEI Malaysia has finally resulted in the publication of "Endeavours of Excellence: Over 50 years of Australian scholarships". The first ever coffee table book produced by AEI Malaysia, it features the lives and experiences of a select group of outstanding Malaysian scholars of exceptional calibre and highlights the story of two nations that are bound by a close relationship fostered by education.



HE Ms Penny Williams with Adam Carlon, Counsellor and some of the Australian scholarships recipients from 1950 to 2008 who were featured in the publication, at the Kuala Lumpur event.

The book was launched by the Australian High Commissioner to Malaysia, Her Excellency Ms Penny Williams on Tuesday 12 August 2008 at her official residence. It was well attended by various Australian scholarship recipients, ranging from the Colombo planners who studied and trained in Australia between the 1950s to the 1970s, to the current holders of the various Endeavour Awards. Many of them were featured in the publication and the event gave everyone an opportunity to reminiscence and share stories on their Australian



The guest of honour for the Kuala Lumpur launch was Professor Barry Marshall, who won the Nobel Prize in Medicine in 2005. He was accompanied by the Vice-Chancellor of University of Western Australia (UWA), Professor Allan Robson AM and the UWA International Director Mr Bruce Macintosh. Professor Marshall was presented a copy of the book and briefly shared his thoughts on the publication.

Several other launches were held in Kota Kinabalu (Sabah), Penang and Kuching (Sarawak).



HE Ms Penny Williams with Australian alumni Datuk Seri Panglima Joseph Pairin Kitingan, Athanasius Staun, Rokiah Abdul and Adam Carlon, Counsellor and Delfina Dris, AEI Malaysia at the Kota Kinabalu launch.





Australia- Malaysia Internships Roundtable

AEI Malaysia hosted the inaugural Australia-Malaysia Internships Roundtable on 15 May 2008. The roundtable brought approximately 30 representatives from Australian universities and Malaysian businesses to explore internship opportunities in Malaysia for Australian students.

The event presented the opportunity for universities to discuss their experience with internships, including the models that have worked in the past, financial implications, lessons learned from the student experience and disciplines in which internships are more likely to succeed. The business representatives were able to articulate their own experience with internships, their expectations of the nature and duration of a placement in their company and the benefit that internships would play in their overall recruitment strategies.

Apart from the immediate networking opportunities to establish linkages between the Malaysian business community and Australian





universities, the key outcomes of the Australia-Malaysia Internships Roundtable include: facilitating opportunities for companies in Malaysia to speak to visiting Australian universities on possible internship possibilities and developing a publication which showcases internship opportunities in Malaysia for distribution to Australian universities.

A more detailed summary of the Australia-Malaysia Internships Roundtable is available on request (info.malaysia@aei.gov.au)







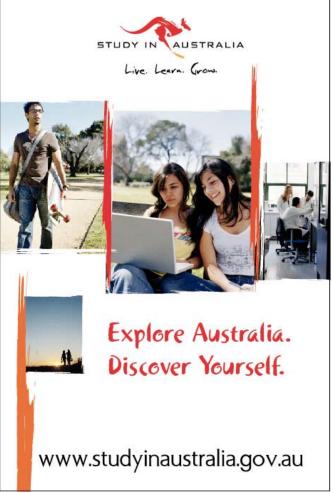
The AEC Kuala Lumpur closure and a New Marketing Strategy for AEI Malaysia

AEI Malaysia has selectively advertised with publications and various other media, as a means to reach to targeted audience groups to promote Australian education through the Study in Australia (SIA) brand. Combined with the Australian Education Centre (AEC) at the Australian High Commission Kuala Lumpur, this has represented the mainstay of our marketing and promotions in Malaysia.

As a result of the permanent closure of our AEC, a more comprehensive strategy that utilises the newly revamped SIA branding has been created to connect and communicate to our audience in the local market. Our campaign visuals are based on this new and vibrant branding and will focus on promoting the SIA website while providing the notion of quality, lifestyle and experience that Australia can offer.

The strategy focuses on the three selected media of newspaper, cinema and outdoor advertising, of which each medium will target similar audience groups in different settings. As newspapers are still the most effective outreach tool in Malaysia, we are working with the largest English language daily as our main promotional vehicle for print advertisements. Cinema advertising has the advantage of providing 'captured' groups of audience and with assistance from our National Office, we have produced a video that promotes Australian education and lifestyle. As for outdoor advertising, we have selected locations near high traffic areas and schools within the city centre and are using medium sized lighted billboards to promote the SIA website.





Outdoor advertisement





AUIAC

The bi-annual Australian Universities International Alumni Convention (AUIAC) was held in SUNTEC Singapore from 10 – 13 June 2008. The conference that brings together Australian alumni from around the world saw over 50 participants from Malaysia, 20 of which were sponsored by AEI Malaysia. Leading the Malaysian sponsored delegation was Adam Carlon, Counsellor who remarked 'alumni play an important role in the strong education relationship that exists between Australia and Malaysia. The AUIAC serves as a platform for alumni to strengthen and enhance that relationship further.'

In its 6th year, the AUIAC Singapore was organised by the Australian Alumni of Singapore (AAS), a non profit organisation promoting goodwill and friendship amongst Australian graduates in Singapore. The theme 'Futuropolis: The Way Ahead thru Alumni Connections' focussed on topics on future trends in education, business and entrepreneurship, health and wealth, science and innovation and impact of globalisation on alumni networking.

Distinguished guests such as Mr Goh Chok Tong, Senior Minister, Republic of Singapore and the Chairman of the National Research Foundation



Adam Carlon with Puan Sri Datin Dr Susan Cheah and attendees of the AUIAC in Singapore.

and Singapore Press Holdings were among the many that graced the event. Key speakers from around the region included Singapore's Minister of Education, Dr Ng Eng Hen who delivered a lecture on Singapore Education Landscape: Current and Future, Sarawak's State Secretary, Datuk Amar Wilson Baya Dandot briefed the gathering on the Sarawak Corridor of Renewable Energy Project (SCORE) - The Real Power House.

The highlight of the event was the Networking Dinner where alumni had the opportunity to catch-up and meet other fellow alumni. The city of Kuching, Sarawak is proud to play host to the next AUIAC in 2010. AEI will continue to promote and support this Conference. We welcome your feedback and look forward to seeing more Australian alumni in Kuching.





Study in Australia Internet Kiosks

A total of four Study in Australia (SIA) internet kiosks are currently installed in various locations around Malaysia. We have placed two at the Sunway Pyramid Mall, located within the vicinity of Malaysia's largest college suburb of Subang Jaya and one each in East Malaysian cities of Kota Kinabalu and Kuching. These kiosks are online and allow users to visit the SIA website and other Australian education related websites.



Sunway Pyramid Mall, Subang Jaya



Centre Point Shopping Centre, Kota Kinabalu

Malaysia was selected as one of the markets for the SIA internet kiosk pilot project by National Office in 2005. Since then, our allotment of kiosks has grown from the first one at Sunway to four by October 2008. Other cities that have been selected include Hanoi, Hue (Vietnam), Taipei and Jakarta. Our kiosks at Sunway and at the Centre Point Shopping Mall Kota Kinabalu are the top three performers, followed by Taipei. On average the Malaysian kiosks attracts 22 users per day.



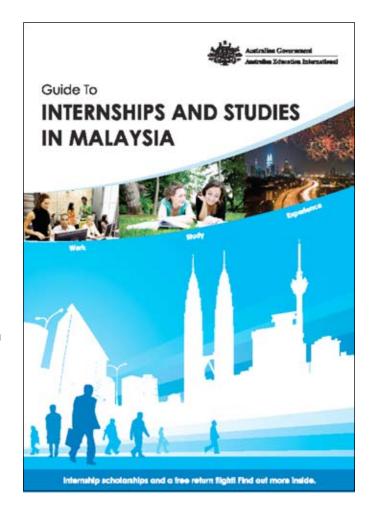


AEI Malaysia introduces the inaugural Guide to Internships and Studies in Malaysia

AEI Malaysia recently published a *Guide to Internships and Studies in Malaysia*, which showcases internship and student exchange opportunities in Malaysia featuring profiles of companies in Malaysia offering internship opportunities in a range of areas including engineering, medicine, human resource management, law, banking, construction, accounting and the oil and gas industries.

The publication also features Malaysian tertiary institutions and Australian branch campuses offering student exchange opportunities while also providing general information on living and travelling in Malaysia. Some of the highlights of the publication include 25 internship scholarship offerings valued at AUD 2000 each for Australian students to take up an internship in Malaysia, a chance to win a free return flight ticket to Australia and scholarships for undergraduate students to study in Sarawak, Malaysia.

This publication is an outcome of an Internships Roundtable held by AEI Malaysia in May this year which brought together Australian companies operating in Malaysia and Australian university representatives to discuss Australian outbound student mobility with the focus of Malaysia's unique position as a regional hub and great launching pad for a global career.



To raise the profile of this publication, AEI Malaysia is currently working closely with the Australian Institute for Mobility (AIM) Overseas in a Study, Work and Live in Malaysia Initiative in a series of upcoming projects to promote internships and studies in Malaysia. An electronic copy of the publication is available at www. internshipsoverseas.com.au.





Australia-Malaysia Sister-Schools Pilot Project kicks off with a visit to Australia by six Malaysian teachers.

The Australian High Commissioner's Residence in Kuala Lumpur was buzzing with excitement on Friday morning, 14 November 2008 as Her Excellency Ms Penny Williams, the Australian High Commissioner to Malaysia, hosted a farewell morning tea for six Malaysian teachers who departed for Melbourne later that week. After a week in Melbourne, each teacher traveled to one of the six selected regional government schools within Victoria, as part of the sister-schools pilot project between Australia and Malaysia.

During their visit, the teachers participated in a series of discussions and presentations on curriculum development and an overview of the Victorian Education System before traveling individually to their sister schools. Each teacher spent a week getting to know Australian teachers and students and together they explored ways for both schools to work together. Another highlight of this visit was the unique opportunity to experience Australian lifestyle – they each stayed at the home of their Australian counterparts.



Malaysian teachers with the late Dato' Razali Ismail, Malaysian Deputy Minister of Education and HE Ms Penny Williams, Australian High Commissioner to Malaysia. Back row: Mr Mohamed Zulkifli, Under-Secretary, International Relations, Malaysian Ministry of Education and Mr Adam Carlon, Counsellor, AEI Malaysia.



In Australia with Victorian Education Minister Brownyn Pike.

The Sister-School Pilot project was announced in July this year by the Hon Prime Minister Kevin Rudd, MP during his first visit to Malaysia, to encourage closer links between young Malaysians and Australians. The reciprocal visit by Australian teachers is scheduled for February 2009.

The guest of honour at morning tea was the Malaysian Deputy Minister for Education, the late Dato' Razali Ismail. The six pairs of Australian and Malaysian schools are:

- Western Port Secondary College with Aminuddin Baki Secondary School
- Wallan Secondary College with Sheikh Abdul Malek Islamic Secondary School
- Benalla College with Derma Secondary School
- Rosebud Secondary College with Gunung Rapat Secondary School
- Peter Lalor Secondary College with Kuching Science Secondary School
- Eumemmerring College with USJ 4 Secondary School





JANUARY



28 Jan

Due to the ongoing renovations at the Australian High Commission Kuala Lumpur, the 2008 Australia Day Celebrations were held at the Kuala Lumpur Convention Centre.

Adam Carlon, Counsellor with Mr Tung Chee Kuan, Polytechnic Division, Malaysian Ministry of Higher Education.

31 Jan

The Malaysia-Australia Colombo Commemorative (MACC) Scholarships is an annual endeavour cooperation between AEI Malaysia, the Malaysia-Australian Alumni Council (MAAC) and Australian universities. The MACC scholarships provides full or partial tuition fee waiver for high achievers from Malaysia to study in Australian universities. Collectively worth RM442,000, the 2008 round of the MACC scholarships were awarded to four outstanding Malaysian students. The Australian High Commissioner HE Ms Penny Williams hosted morning tea to congratulate the recipients and their family members.



HE Ms Penny Williams and Puan Sri Datin Dr Susan Cheah, MAAC President, with three of the four recipients.

FEBRUARY

Sazliny Jahaya, Information Officer and Koo Yi-Lin, Marketing & Promotions Manager, visited Universiti Malaya, Universiti Sains Malaysia, Universiti Putra Malaysia, Universiti Kebangsaan Malaysia, Universiti Malaysia Sabah and Universiti Malaysia Sarawak between February and May to conduct presentations and workshops on the Endeavour Awards. In order to promote applications for the Vocational Education and Training (VET) Awards, presentations were also conducted at polytechnics in Shah Alam, Butterworth, Kuching and Kota Kinabalu.

MARCH

15-16 Mar

The annual Study in Australia exhibition in Singapore was held at the Suntec Convention Centre and AEI Malaysia supported the event.

APRIL

29 Apr

Adam Carlon, Counsellor was invited to present on the topic of International Collaboration in Technical and Vocational Education: Creating a Partnership for Progress at the 5th National Technical and Vocational Education Conference in Kuala Lumpur.

MAY 10 May



Hunteroos 2008.

The Aussie Race was back for another year and saw 25 teams of four participating in a 10 km walk-ride challenge around Kuala Lumpur. A team of University of Western Australia graduates and their friends won first prize this year.



26-30 May

Gavin Gomez, former Deputy Director, accompanied Ms Shyla Sangaran from the New Straits Times and Ms P. Jayamani from Utusan Malaysia on the third AEI Malaysia Visiting Journalist Program. This time round the group travelled to Sydney for a visit to the TAFE New South Wales and then headed towards Canberra for a two-day stay. While in Canberra, the group were taken on a tour of the Australian National University (ANU), University of Canberra and the Canberra Institute of Technology. The journalists also had the opportunity for an exclusive interview with Ms Fiona Buffinton, the CEO of Australian Education International (AEI). The last leg of the program took the group to Perth where they visited the University of Western Sydney, Curtin University of Technology and Challenger TAFE. The journalists met with and interviewed Malaysian students at all the institutions they visited. Several articles were published as a result of this program.

JUNE

12-13 Jun

A Joint-Working Group (JWG) meeting on Education Cooperation between Australia and Malaysia was held in Canberra, as a result from the last 12 months of renewed negotiations on JWG activities between the two countries. The Malaysian delegation, lead by Dato' Prof Ir Radin Umar Radin Sohadi, and they were welcomed by Dr Wendy Jarvie, Deputy Secretary, Department of Education, Employment and Workplace Relations. 19 Action Points were agreed upon at the end of the two-day meet, and the upcoming JWG will be hosted by Malaysia in 2010.



The Malaysian Delegation with their Australian hosts.

JULY

24 Jun-1 Jul

Rosebud Secondary College, a co-ed government school from the state of Victoria, Australia made its first visit to Malaysian schools in Penang.

They visited Sekolah Menengah Kebangsaan (A)

Al-Mashoor and SMK Seri Balik Pulau. It was an excellent opportunity for both schools to learn more about the cultures of Malaysia and Australia.



Rosebud students at SMK (A) Al-Mashoor.

10 Jul

The Prime Minister of Australia, The Hon Kevin Rudd, MP was on a one-day working visit to Malaysia. He took the opportunity to spend 45 minutes with the entire staff of the Australian High Commission Kuala Lumpur.



Prime Minister Rudd with AEI Malaysia.



AUGUST

28-29 Aug

Defina Dris, Project Manager and Koo Yi-Lin, attended a two-day regional session hosted by AEI Bangkok.



Delfina and Yi Lin with other locally engaged staff from Thailand, Vietnam, South Korea and Japan; Anne Reynolds, Counsellor AEI Bangkok and trainer Dale Jung, UNSW.

SEPTEMBER

17 Sept

The second Study in Australia internet kiosk was installed at the new wing of the Sunway Pyramid Mall in Subang Jaya.



Kiosk 2 Sunway.

OCTOBER

16-19 Oct

AEI Malaysia supported the Australian Trade Commission's (Austrade) annual education exhibitions in Bandar Seri Begawan and Kuala Lumpur respectively.



The Study in Australia Exhibition at Bandar Seri Begawan.

NOVEMBER

9-12 Nov

Adam Carlon and Koo Yi-Lin attended the annual AEI South and Southeast Asia Regional Conference, hosted by AEI India this year. It was an excellent opportunity for counsellors and locally engaged staff to discuss common issues and share ideas.

17-19 Nov

Adam Carlon, Counsellor (Education) visited Brunei as a follow up of the Bruneian Minister for Education's visit to Australia.

DECEMBER

1 Dec

Padmini Pillai joined AEI Malaysia as the new Deputy Director, replacing Gavin Gomez.



10 Dec

AEI Malaysia hosted lunch for Australian education representatives and provided an update of the recent developments. It was also a good opportunity for a catch-up with agents.





18 Dec

The Malaysian Australian Alumni Council (MAAC) web portal www.emaac.org was recently revamped to incorporate a long list of new features. The maestro behind the revamp, Mr David Tann, MAAC Secretary and President of UTS Alumni Chapter in Malaysia introduced the new features at the Year End Alumni Celebration held on 18 December 2008.

The new features include e-community for wider connectivity with registered users, up to date information on scholarships, latest happenings in Australia and Malaysia, latest job postings, a photo





gallery of all the events and if you're on the run, you can also get your updates on RRS feed via your mobile device.

Around 70 alumni attended the event hosted by Adam Carlon at the Tapestry Lounge of his residence in 3 Kia Peng Apartments. Alumni had a wonderful evening with a good Christmas buffet and Australian wine. The surprise for the night was a group of 20 carollers from The St Francis Xavier Church in Petaling Jaya, Selangor. They jingled through the night, ushering in the holiday spirit!

If you feel that you have missed out on a wonderful night, no worries! AEI, MAAC and the various alumni chapters in Malaysia have a string of events panned out for 2009. Please visit the MAAC website at www.emaac.org for more information.

What's in store for 2009

• Alumni

AEI Malaysia Golf Competition to be held at the Sutera Harbour Marina Golf & Country Club on Saturday, 21 February 2009.

Our annual alumni event will be on 9 May 2009. For two consecutive 2nd Saturdays in May 2007 and 2008, we have organised an adventure race. Next year we will try our hands on an Australian boat race!

Ms Amy Gonsalviz, Business Manager, AEI Malaysia holds the alumni portfolio at the Australian High Commission Kuala Lumpur. You are welcome to contact her on +6 03 2146 5529 or email amy. gonsalviz@aei.gov.au for any alumni related matter.

Scholarships 2009

The Australian High Commissioner will host an event to present the Endeavour Awards and the MACC scholarships to 2009 winners in February 2009.

• Brunei

2009 will see closer engagement between AEI Malaysia and the Bruneian Ministry of Education.

AEI Malaysia Bi-annual Newsletter

In 2009, AEI Malaysia newsletter will be published twice a year, in July and December.





Staff profile

AEI Malaysia

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Counsellor: Adam Carlon

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The Counsellor has overall responsibility for managing Australia's education, science and training relationship with Malaysia.

Deputy Director: Padmini Pillai

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As the right-hand person to the Counsellor, Padmini is involved in the overall operations of the AEI Malaysia office. She is the main source for local market intelligence and maintains close liaison with the Ministry of Education and Ministry of Higher Education. She also helps coordinate visits, consults in areas of mutual collaborative interest and helps to maintain a positive public perception of Australian education.

Business Manager: Amy Gonsalviz

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With ten years experience in AEI, and as Business Manager, her key functions include fee-for-service, client service relationships, education agents and alumni.

Project Manager: Delfina Dris

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Delfina joined AEI Malaysia in April 2008 and she managed the final stages of production of the Endeavour coffee table book and its launches in selected Malaysian cities. She was also in charge of the Internship Roundtable in May and the ensuing publication in October 2008. She will be leaving us in February 2009 to join the Malaysian Foreign Service.

Marketing & Promotions Manager: Yi-Lin Koo

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Yi-Lin manages a wide range of areas at AEI Malaysia, from regular Study-In-Australia talks to managing events for AEI Malaysia and Australian institutions. She is also responsible for media liaison as well as planning and commissioning marketing and promotional campaigns in Malaysia, Singapore and Brunei.

Office Manager: Cindy Lee

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Apart from Cindy's role of assisting Counsellor with his daily appointments and arrangement of transportation, she also manages the logistical and administrative side of AEI Malaysia.

Information Officer: Sazliny Jahaya

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Sazliny manages the AEI database and updates all local market information. She also manages Fee-for-Service projects.