



The 2010

AustCham China Scholarship Report

中澳商会奖学金

Fostering the next generation of Sino-Australian business Leaders

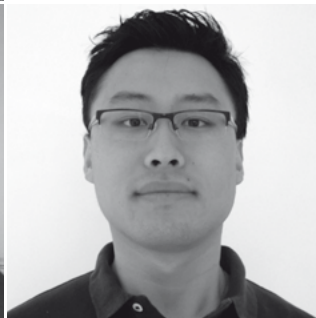


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Chairman's Message



David Olsson
*Chairman of the China-Australia
Chamber of Commerce Beijing*

2010 has been an important year for AustCham Beijing and a year of milestones for the Chamber's Graduate Programmes. The first of these was an increase in sponsorship funds from the National Australia Bank (NAB) which has actively supported the professional development of young Australians in China since 2006. Building on that programme, AustCham was honoured to receive a significant government grant from the Australia-China Council (the ACC).

The grant was awarded to AustCham based on its five years of successful implementation of the Chamber's first internship programme - the AIESEC Australia - China Young Leaders Programme (ACYLP). This grant has enabled AustCham to build upon the framework of the ACYLP to create a comprehensive Scholarship aimed at attracting Australia's top graduates. The AustCham China Scholarship will provide 15 exceptional young Australians with a comprehensive career development opportunity with some of Australia's biggest corporate names in China. We are tremendously proud to have 11 of our member organisations and a number of our foundation members participating in support of this initiative.

Strategically, the Scholarship has made positive first steps. The large number and high caliber of applications received in 2010 point to strong demand for a China focused, combined business and language programme. Moving into 2011, AustCham will continue to improve the programme by providing more benefits to Scholarship recipients and an updated selection of industry disciplines and companies for candidates to choose from. Application dates and procedures will also be brought into line with other graduate programmes to streamline the application process and allow the Scholarship to attract more applicants and compete with Australia's top graduate programmes.

AustCham Beijing is proud to be actively fostering the development of the next generation of Sino-Australian leaders. With our long term strategies in place I am confident the Scholarship will continue to thrive into the next decade and evolve into one of the most sought after, China focused career development platforms for young Australians.

David Olsson
David Olsson

About the AustCham China Scholarship

Since 2005, AustCham Beijing has been providing young Australians with internship and career development opportunities across Greater China. To date, over 35 individuals have gained valuable work experience in China with many going on to take on management roles within their respective companies. In April 2010, AustCham Beijing received its first government grant from the Australia-China Council (part of the Department of Foreign Affairs and Trade). The grant was issued based on the success of the Chamber's previous initiatives with the intention of raising the standard of its graduate programme to a new level. With this grant, the AustCham China Scholarship was born.

The Scholarship is a comprehensive career development platform aimed at fostering the next generation of Sino-Australian business leaders. Each year the scholarship brings to China 15 of Australia's top graduates from across a range of academic disciplines to undertake a full time, 9 month graduate traineeship. During the traineeship, the scholarship recipients receive return flights to China, Mandarin language training, access to the Chamber's professional business network, mentoring and sponsorship to attend business and industry seminars. At the end of the traineeship, exceptional individuals may be offered full time positions in the company. The purpose of the Scholarship is to prepare Australia's future business leaders with the skills and experience necessary to navigate and thrive in the changing Asian marketplace.

In its inaugural the scholarship received 160 applications from 23 Australian universities. Applicants included two Australian sporting representatives, several national level champions, two Prime Minister's Asian Endeavour Award winners, a CCTV Language Proficiency finalist and multiple academic scholarship recipients. The average university entrance mark and weighted average university marks were 94.7 and 73 respectively. 53% of applicants held an intermediate or higher level of mandarin proficiency, 36% had studied at a university level in China and 53% have travelled in China.

The AustCham China Scholarship's corporate partners for 2010 represent a range of multinational, fortune 500 and ASX listed companies. The corporate partners who take on scholarship recipients in traineeship positions, offer a unique China based environment in which to experience working within an internationally distinguished firm. The corporate sponsors; Ausenco, Blue Scope Steel, Cochlear, ERM, GNS China, HASSELL, Navitas China, Telstra, Westpac, WesTrac and Woods Bagot have a keen interest in China and recognise the importance of developing the next generation of Sino-Australian business leaders in their fields.

"The Scholarship is a comprehensive career development platform aimed at fostering the next generation of Sino-Australian business leaders."

2010 Scholarship Recipients

Name	University	Degree	Company
William Benson	Australian National University	BComm & B Asian Studies	WesTrac China
Samuel Bunt	Australian National University	BComm & B Asian Studies	GNS China
Cecilia Chan	University of Melbourne	BMultimedia (Hons) & MSc	Telstra
Katie Lowe	University of Technology Sydney	BEng & B Int. Studies (Hons)	Hassell
Bethany Mann	Royal Melbourne Institute of Technology	BDesign (Interior) (Hons)	Hassell
Chris McDonald	University of New England	BA	Navitas China
Alexander Osti	University of Adelaide	BEng (Hons), LLB (Hons) & PhD	Bluescope Steel
David Shaw	University of Queensland	BA & BEcon	Westpac
Kevin Shi	University of New South Wales	BComm & LLB	Westpac
Andrew Tang-Smith	Curtin University of Technology	BSc & MArch	Woods Bagot
Samuel Wearne	Deakin University	BA, BSc & MICD	ERM
Si Qi Wen	University of Sydney	BComm & LLB	Cochlear
Selene Wong	Royal Melbourne Institute of Technology	BArch (Hons), BInt. Des. & MArch	Woods Bagot
Ben Zhang	University of New South Wales	BEng (Chemical) & MSc	Ausenco
Helen Zhang	Australian National University	B Asian Studies & LLB (Hons)	One China Chamber Initiative

Scholarship Recipients Statistics

- 73% of Recipients hold Double Degree qualifications
- 4 Recipients hold a Masters Degree
- 1 Recipient holds a PhD qualification
- 5 Recipients have studied at Chinese universities
- 60% of Recipients had previously received academic scholarships
- 7 Recipients Graduated with Honours in their fields
- 1 Recipient is a Prime Minister's Asia Endeavour Award Winner
- 1 Recipient was an Australian Youth Ambassador for Development
- 4 Recipients are past or present members of Australian China Youth Association



William Benson, Sydney NSW, graduated from the Australian National University in 2009 with a combined Bachelor of Asian Studies/Bachelor of Commerce, where he majored in Chinese language, International Business, Marketing, and Asian Politics. Before attending University in Canberra, William spent two years studying and working in Beijing. Will was actively involved in the student community at the ANU, wrote for the student newspaper, and helped encourage Australia-China student ties through ACYA (the Australia China Youth Association). William has worked for Federal Senators Scott Ludlam and Ursula Stephens as a research assistant in the areas of mining and foreign investment. More recently Will has acted as a research and policy advisor for Government Relations Australian, a strategic consultancy firm in Sydney. William will be working as a policy and economic research trainee for WesTrac in Beijing.



Samuel Bunt, Canberra ACT, graduated from the Australian National University with a combined BComm & B Asian Studies in 2009, where he majored in Finance, International Business, Mandarin, Asian Politics and International Relations. Samuel has been the recipient of several scholarships, including the Australian National University Chinese Language Scholarship and the China Scholarship Council Language Scholarship. In 2008, he spent one year at Renmin University of China in Beijing studying Mandarin. Samuel has public and private work experience in China and Indonesia and has been actively involved in student initiatives aimed at strengthening ties between Australian and Chinese students. For the last year Samuel has been working for a top-tier international accounting and advisory firm. Through the Scholarship, Samuel will be working at GNS China, an investment and corporate advisory firm in Beijing.



Cecilia Wai Shee Chan, Melbourne VIC, graduated with a Bachelor of Multimedia (First Class Honours) and Diploma in Languages (German) from Monash University and is currently completing a Master of Management (Accounting) from the University of Melbourne. Cecilia has been a recipient of numerous scholarships and travel grants to work, study and research in China and Germany. In 2007, she represented Australia in the Dragon 100 Young Leaders Forum held in Hong Kong and Henan. Cecilia has worked two years as a management consultant specialising in Business Process Management in industries including telecommunications, government, utilities and insurance. Cecilia will be working in the Strategy, Business Development, and the Communications & Corporate Social Responsibility functions of Telstra China in Beijing.



Katrie Lowe, Sydney NSW, will be graduating with First Class Honours from the University of Technology, Sydney with a combined BEng (Civil and Environmental) / BA International Studies (China). As a recipient of the Prime Minister's Australia Asia Endeavour Award, Katrie was recently based at Tsinghua University writing her dissertation on Australian and Chinese water conservation programmes. Her strong passion for all things China and water related has also seen her undertake a year of language and cultural research studies at Zhejiang University in 2008, followed by a semester of civil engineering and water management studies in Hungary. Through the ACC AustCham Scholarship, Katrie will be working for HASSELL Architects, lending her experience as an engineer to assist in the integration of water management strategies within the company's urban design and landscape architectural projects.

Bethany Mann, Melbourne VIC, complete a BDesign (Interior) with Honours at the Royal Melbourne Institute of Technology. During the course of her studies she was the recipient of multiple academic scholarships. Her major thesis project is entitled "Investigating the relational shifts that occur through re-contextualisation". She has had extensive design experience in both the commercial and cultural sector including; working with the Melbourne Sudanese community, exhibiting propositional design work at both state and national level and being a part of the design team for short film Muscles (2009) screened at internationally acclaimed Cannes Film Festival. Bethany has a pet cat, an old bicycle and a record player, all of which bring her much joy. Through the ACC AustCham Scholarship, Bethany will be working for Hassell Architects in the Interior Design department.



Chris McDonald, Kyogle NSW, a small town in the Richmond Rivers area of north-eastern NSW, he graduated From the University of New England with majors in Mandarin and Asian Studies. He has had substantial experience in China, first moving there in 2004 to improve his Mandarin. He then pursued academic studies in NanKai University in Tianjin and Xiamen University. In 2010 he participated at the Shanghai World Expo working at the Australian Pavilion for seven months as a guide, representing Australia both to the general public and to a large range of Chinese businesses and government officials. Chris will be interning at Navitas, a well renowned company that facilitates overseas studies.

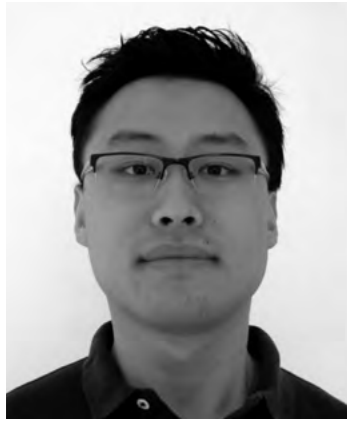


Alexander L. Osti, Adelaide SA, graduated from the University of Adelaide with a BEng (Civil & Environmental) (Hons) and is completing his LLB (Hons) in November this year. Since 2006, Alex has been undertaking a PhD in Engineering and Statistics at the University of Adelaide. His thesis title is "A large-scale space time random field model of long duration rainfall". Alex's research has taken him to Stanford University and other leading academic institutions in Europe and Asia. Alex is a member of many professional and affiliate organizations, is a former representative basketball player and a keen amateur 'power-lifter'. Alex will be working as an engineer at Butler (Tianjin) Inc., Bluescope Steel's building systems manufacturing plant in Tianjin.



David A. Shaw, Byron Bay NSW, graduated with Distinction from the University of Queensland with a combined BEcon/BA degree majoring in political science. He is currently in China on a government scholarship to study Advanced Mandarin at Shandong University. David spent two years living at International House at the University of Queensland where he was actively involved in promoting cross-cultural exchanges between Chinese and Australian students. This includes second place in the Australian finals of the 2009 "Chinese Bridge" Chinese proficiency competition as well selection for the finals of the 2010 CCTV Chinese proficiency competition for foreign students in China. David will be working as a finance trainee at the Westpac Banking Corporation in China.





Zhe-Yi (Kevin) Shi, Sydney NSW, is graduating from the University of NSW with a combined Bcom/LLB with Distinction. Kevin has held leadership positions at the UNSW Oaktree Foundation, affiliate of The Oaktree Foundation which aims to eradicate abject poverty in underprivileged societies. Kevin has been actively participating in social events promoting business and cultural exchanges between Australia and China, most notably in promoting The Shanghai World Expo to the Australian community. In his spare time he works in the Chinese Consulate Sydney in the Economic and Commercial Office. Kevin has been selected to intern at Westpac in the finance division, in Shanghai.



Si Qi Wen, Sydney NSW, will be graduating with Honours from the University of Sydney with a combined Arts/LLB degree majoring in Roman history. She has received numerous scholarships and academic prizes throughout the duration of her degree. Qi is the principal researcher and writer for an online textbook purchased by 75% of all Catholic schools in NSW, 50 independent non-Catholic schools and 3 universities. She has been to India and Nepal on a humility trip where she visited numerous charities and social justice organizations. Qi is a proud owner of an early edition of *Pride and Prejudice* and dreams of being able to read *Harry Potter* in Latin. She is hearing impaired and in 2010 she was the recipient of the Deafness Forum Scholarship. Through the ACC AustCham scholarship, she will intern at Cochlear in Beijing and she will assist in the development of policy relating to the hearing impaired.



Andrew Tang-Smith, Perth WA, is currently completing his Masters of Architecture at Curtin University. His dissertation is titled: *Reencountering the Discovered*, a self-reflective journey for unearthing perceptual findings in architectural design. As an extension to his educational pursuit, he runs a graphic design side business, is a volunteer at the local study centre for children and has received numerous state and national level design awards for his work. Born in Beijing, Andrew immigrated to Australia at an early age but makes regular visits back to China to maintain a strong cultural connection. His aspiration is to continue to broaden and to build on the tacit skills and critical knowledge in his chosen discipline of Architecture. Through the Scholarship, Andrew will be working for Woods Bagot, a leading Australian international architectural firm.



Samuel C. Wearne, Warrnambool, VIC, completed his BSc/BA with distinction at Monash University in 2009, where he majored in biology, geography and politics. He is currently studying for a Master's degree in International and Community Development through Deakin University. Samuel was the coordinator and facilitator of a community response to substance abuse and suicide in Arnhem Land and recently completed a placement as an Australian Youth Ambassador for Development at a government research organization in Mongolia. Samuel is also an avid skier, snowboarder and surfer. Through the ACC AustCham Scholarship programme, Samuel will assist the global consulting company Environmental Resource Management (ERM) in conducting environmental impact assessments and planning.



Selene Wong, Melbourne VIC, graduated with First Class Honours and Distinction with a B.Arch and B.Int Design at the Royal Melbourne Institute of Technology Australia. She is now finishing her M.Arch with a thesis research project in Productive Urban Systems. She won first place in master-planning at the World Architecture Workshop last year in Lianyungang, China, and was the recipient of multiple scholarship and travel grants to study and work in Europe and Asia. She spent a year in Guangzhou Fine Arts College under Built Environment & Design, and a semester at the University of Westminster, London whilst studying parametric and generative architecture. Throughout her studies, Selene has given back the University as an active teaching assistant in the department of Architecture & Design. She is very pleased to be working at Woods Bagot, Beijing.



Helen Zhang, Sydney NSW, graduated from the Australian National University in 2010 with a combined Bachelor of Laws (Hons) and Bachelor of Asian Studies (Specialist), within which she majored in Mandarin, Asian Politics and International Relations. Helen was awarded the Cheung-Kung Foundation Scholarship in 2008 and undertook her 'Year in China' programme at Tsinghua University in Beijing, where she studied courses in advanced Chinese language, Chinese law, international development and public policy. Helen has had a diverse range of work experience in China, including working with Network Seven during the Beijing Olympics, the United Nations Development Programme and Reuters Beijing. Helen has had a long history of participation in extracurricular commitments, in particular with the Australia-China Youth Association. For the past year, Helen has been working for a leading Australian law firm. As a recipient of the inaugural ACC AustCham Scholarship, Helen will be working with Australian Chamber of Commerce on their 'One-China Chamber Initiative'.



Zhi F. (Ben) Zhang, Sydney NSW, will be graduating from the University of New South Wales with BEng (Chemical) and MEng (Biomedical)(Hons) in December 2010. He had recently completed his master research project on "Purification and characterization of an antiperlecan immunoglobulin produced by a murine hybridoma cell line", where he spent time in the fields of process control and process optimization and gained an extensive knowledge of immunology. Born and raised in Guangzhou China, he not only has a thorough understanding of both the Australian and the Chinese cultures, but is also a native speaker of Mandarin and Cantonese. Besides the academic world, he is also members of the UNSW Kendo club and NSWKA since 2006, with hopes of one day becoming a professional kendo player. Through the ACC AustCham Scholarship, Ben will be working as an engineering assistant for Ausenco China, a globally leading engineering and project management firm in the energy and resources sector.

"The average Chinese language proficiency level is intermediate with scholarship recipients' Mandarin language abilities ranging from no experience to native fluency."

Scholarship Strategic Partners



The AustCham China Scholarship programme is supported by the Commonwealth of Australia through the **Australia-China Council (ACC)**, which is part of the Australian Department of Foreign Affairs and Trade. The ACC works to promote mutual understanding and foster people-to-people relations between Australia and China developed ties between Australia and China. Since its foundation establishment in 1978, the ACC has continued to enable young Australians to pursue academic, cultural and professional opportunities in China as representatives of contemporary Australian society. The ACC is a key strategic partner and major grant provider of the AustCham China Scholarship.



The **National Australia Bank (NAB)**, is one of Australia's largest financial institutions and began operations in the Asia region in 1969. With a representative office in Beijing, The National Australia Bank has generously provided strategic financial support to AustCham's Graduate Programme over the past 4 years. With the launch of the inaugural AustCham China Scholarship, The National Australia Bank graciously continues its long running support of young Australians in China.



Qantas, Australia's largest Airline, recently celebrated its 90th birthday, representing nearly a century of Australian aviation. With daily flights to Shanghai and connections to Beijing and other Regional China cities, Qantas is a key point of connection between Australia and China and has recently been instrumental in the sharing of Australian and Chinese culture, through its sponsorship of "The first emperor: China's entombed warriors" exhibition at the Art Gallery of New South Wales. In addition to this, Qantas keenly supports the development of young Australians in China and is proud to be the official airline of the AustCham China Scholarship.



Asia Pacific Access (APA) is a professional consultancy firm focused on supporting individuals and corporations conducting business in China. With an immense knowledge base of working and living in China coupled with over 18 years of practical experience, Asia Pacific Access is the authority on successful relocation to China. In support of the AustCham China Scholarship, APA will provide scholarship recipients with Visa support and assistance to allow these aspiring young Australians to not just survive, but to thrive in China.



The premier Mandarin Language school in Beijing, **Live the Language** specialises in the teaching of Mandarin Chinese to foreigners. With the philosophy that "to learn the language you have to live the language", www.livethelanguage.cn focuses on optimizing the individual student's learning experience to achieve a comprehensive understanding and passion for Chinese language learning. Through the AustCham China Scholarship, www.livethelanguage.cn will provide language training to the scholarship recipients to further enrich their professional and cultural development.

Corporate Traineeship Partners



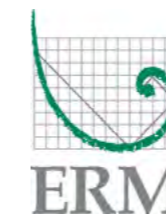
Since commencing operations in Brisbane, Australia in 1991, **Ausenco** has grown into an internationally recognised name in creative engineering and project management solutions for the global resources and energy sectors. After opening offices in China in 2004, Ausenco has expanded its presence in China with regional head offices in Beijing's central business district. Through the AustCham China Scholarship, Ausenco welcomes scholarship recipient Zhi F. (Ben) Zhang.



Bluescope Steel is a global leader in the provision of steel solutions for the building and construction sector. With 20 years of operational experience in China, Bluescope Steel has contributed to the growth and development of construction projects across China. In 2010 Bluescope Steel was honoured to be a platinum sponsor of the Australian Pavilion at the 2010 Shanghai World Expo. Continuing its focus on strengthening Australia-China ties, Bluescope Steel proudly welcomes AustCham China Scholarship recipient Alexander L. Osti to Butler (Tianjin) Inc. one of its operations in China.



Cochlear is the leading global hearing solutions company, operating in 100 countries and improving the confidence and quality of life of over 200,000 recipients. In 2006, Cochlear proudly announced a \$270M charity funded order for China and has since continued to expand its operations across China by delivering implants and support and assistance in terms of training and skill development of surgeons, audiologists and speech habilitatationists. Cochlear hopes to further embrace the potential growth opportunities available in China and gladly welcomes Si Qi Wen.



Environmental Resources Management (ERM) is a leading global provider of environmental, health and safety, risk, social and climate change consulting services. ERM's China operations were established in 1994 with offices now in Shanghai, Beijing, Chengdu and Guangzhou. In 2007 ERM was awarded a prestigious Class A EIA license by the Ministry of Environmental Protection of the People's Republic of China (MEP), which permits ERM's involvement at the highest level in helping its clients carry out some of China's largest and most complex development projects. It is also a Designated Operational Entity (DOE) under the United Nations Framework Convention on Climate Change (UNFCCC) and has validated and verified many CDM carbon offset projects in China. Through the AustCham China Scholarship, Samuel Wearne will be working at ERM's Beijing office.



GNS China is a subsidiary of GNS International Limited (GNS), an entrepreneurial investment and corporate advisory group that facilitates and makes investments in China related opportunities, and provides corporate advisory services to entities and high-net-worth individuals – especially in relation to crossborder transactions involving the China market. As a market leader in China related investments, GNS China recognises the AustCham China Scholarship as a valuable investment in the strengthening of Sino-Australian specialised human capital, and warmly welcomes Samuel Bunt to its Beijing offices.

HASSELL

Founded in Australia in 1938, **HASSELL** is a single, privately owned international network of design studios. Currently HASSELL is recognised as an internationally acclaimed leader in Architecture, Landscape Architecture, Interior Design and Urban Planning & Design and with five offices across China. Through the AustCham China Scholarship, HASSELL will host two scholarship recipients. Katrie Lowe will commence her placement at HASSELL's Beijing studio, before joining Bethany Mann at HASSELL's Beijing Studio.



Navitas is a leading education company headquartered and publically-listed in Australia and with operations worldwide. Navitas China promotes English Language and University programmes in 5 destination countries and assists Chinese students looking to further their education in English Language, vocational, bachelor and master degree level programmes. Through the AustCham China Scholarship, Navitas welcomes Chris McDonald to their team.



Telstra is Australia's leading telecommunications and information services company, providing world-class fully integrated services including fixed line, mobile, online, pay TV, advertising and directories. Telstra has been active in mainland China for over 21 years with offices in Beijing, Shanghai and Guangzhou. Telstra is continually learning and developing its skills about doing business in China, whether it is through our own businesses, our partnerships or our employees. We are adapting quickly and expect that we can continue to capitalise on the growth opportunities in China. At the forefront of Telstra's China development strategy, Telstra's Beijing office welcomes AustCham China Scholarship recipient, Cecilia Chan to the team.



Westpac is one of Australia's largest financial institutions with operations in Asia running since 1972, and branches in Singapore, Shanghai and Hong Kong and representative offices in Beijing and Indonesia. Westpac has been operating in China since 1982 and opened its Shanghai Branch in 2008. With plans to further expand its operations with a proposed branch in Beijing in 2011, Westpac is proud to welcome two AustCham China Scholarship recipients, David Shaw and Kevin Shi.



WesTrac, part of ASX listed Seven Group Holdings Limited, is one the largest Caterpillar equipment dealers in the world. WesTrac commenced operations in Western Australia, expanded into New South Wales/Australian Capital Territory and is now a leading heavy duty earth moving equipment and machinery management company in Australia. Upon invitation from Caterpillar, WesTrac commenced operations China in 2001 as the sole authorised CAT dealer in North and Northeast China covering six provinces. The company also owns and operates the largest equipment and machinery rebuild centre in China. WesTrac China welcomes AustCham China Scholarship recipient William Benson to Beijing.



Woods Bagot is a global studio across 5 regions specialising in architectural design, planning, interior design and research across three key sectors: Workplace, Education and Lifestyle. From its well established Asian offices in Hong Kong, Beijing and Shanghai, Woods Bagot provides regional service to multinational clients throughout Asia. Their core areas of expertise in Asia includes mixed use development, retail, residential, education and science, hospitality and corporate interior designs. Woods Bagot welcomes two AustCham China Scholarship recipients, Andrew Tang-Smith and Selene Wong.

2011 Scholarship Strategy Report

The primary goal of the AustCham China Scholarship is to foster the next generation of Sino-Australian business leaders. In order to achieve this, AustCham must have a long-term strategy to ensure the Scholarships financial sustainability and continued growth. The following strategy looks at the results from 2010 and uses them as a benchmark in which to improve the programme. This report will take a three year outlook with the third year, 2013 signifying:

- Total share of funding through revenue accounting for 42% of total budget
- 25 scholarship positions available annually
- Placements in a diverse selection of cities in mainland China
- Close to 800 applications annually
- \$60,000 in Annual funding from private in institutional partners

Key Strategic Recommendations

1.0 Marketing

- 1.1 Marketing is conducted in the 1st and 2nd quarters of 2011
- 1.2 Encourage Scholarship recipients to advertise the Scholarship to business persons, students and friends
- 1.3 Maintain a focus on word of mouth and low cost marketing activities through the utilisation of digital media and social networks
- 1.4 Increase the channels used to disseminate information

2.0 Scholarships on offer and geographical placement

- 2.1 Gradually increase the annual scholarship intake to 25 in 2013: This will result in increased revenue flows and aid in the financial sustainability of the programme
- 2.2 Expand placements to other 1st and 2nd tier cities: By broadening the scope of the programme we increase the likely hood of engagement with new partners and attracting new interest groups

3.0 Stipend

- 3.1 Gradually increase stipend until it reaches parity or exceeds the value provided by similar programmes. This will ensure the programme maintains its attraction among Australia's top graduates and reflects the value Scholarship recipients can add to the organisation

4.0 Funding

- 4.1 Increase annual company participation fee by 4,500 RMB year-on-year until it reaches market parity for similar services: This will ensure a larger portion of funding is generated through revenue rather than sponsorship or grants
- 4.2 Lobby institutions and private sector for scholarship funding through 2011: Focus should be on universities with "China institutes" and large Australian companies with Chinese operation
- 4.3 Explore the possibility of having a Foundation Sponsor for the Scholarship

5.0 Impact assessment

- 5.1 Track the impact of strategic recommendations through surveys with Scholars, stakeholders, corporate and strategic partners
- 5.2 Collect quantitative feedback from all parties to allow for long term impact assessment
- 5.3 Ensure Graduate Manager is responsible for all tracking and data collection during their tenure

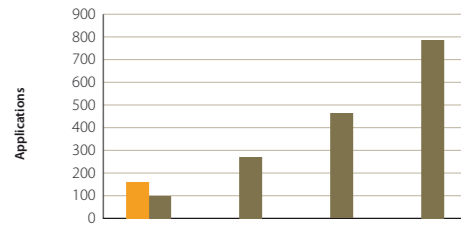
1.0 Marketing

Objectives

- Increase awareness of the programme among Australian students
- Increase the number of student applications by 70% year-on-year

Targets

Target application growth - 70% YOY



	2010	2011	2012	2013
Applications received	160	272	462.4	786.0
Target	100	272	462.4	786.0

In 2010 the AustCham China Scholarship marketing material was distributed by over 100 faculties within 20 universities and is estimated to have reached approximately 250 000 Australian students. The target growth for 2011-2013 is for year-on-year growth in annual applications (see chart).

Total marketing expenditure accounted for less than 15% of marketing budget allocation in 2010. This was achieved through the use of strategic partnerships with universities and student groups who disseminated marketing material free of charge.

The impact on application numbers per marketing dollar spent was 3:1.17 with every \$3 spent on marketing resulting in 1.17 applications. The Scholarships target for 2011 is to bring this ratio to 2:1 with every \$2 spent on marketing resulting in 1 application. Taking into account the 2011 application targets, total marketing expenditure should not exceed \$544.

Summary of Key Targets

- Maintain 70% year-on-year growth in application numbers
- Decrease the dollar amount spent per application to 2:1 (\$2 per application)

Requirements

In order to reach the 2011 targets and objectives the following is required

- Demand for 'China focused' programmes remains strong in 2011
- Continued funding from key stakeholders
- Partnerships with universities and student groups are maintained

Strategic recommendations

- 1.1 Marketing is conducted in the 1st and 2nd quarters of 2011
- 1.2 Encourage Scholarship recipients to advertise their acceptance into the Scholarship to business persons, students and friends: Building up awareness of the Scholarship within the business and social community is important to strengthening the Scholarships brand
- 1.3 Maintain a focus on word of mouth and low cost marketing activities through the utilisation of digital media and social networks**
- 1.4 Increase the channels used to disseminate information

** The programme adopts a low-cost marketing approach as revenue generation is not linked to application numbers only physical scholarship places. Application numbers indicate the demand for the programme, something that can be generated most effectively through word of mouth, social media and Scholar-to-peer interaction. These are all minimal or zero cost forms of marketing.

Today	Issues	Going forward - 2011 onwards
Marketing conducted in June, July and August of 2010	<ul style="list-style-type: none"> • Many of top candidates already offered graduate positions • Students mindset focused on final exams not job hunting 	<ul style="list-style-type: none"> • Marketing conducted in the 1st and 2nd quarter of 2011 • Allows programme to leverage off careers fairs events • Aligns scholarship as more of a 'Graduate Opportunity' rather than a 'Internship Opportunity'
Programme marketed through 6 key channels <ul style="list-style-type: none"> • Australian universities • ACYA • Golden Key Society • AIESEC • Engineers Australia • Aust. Inst. Architects 	Programme has not taken full advantage of social media, industry networks and its government connections in marketing to students.	Additional marketing channels are proposed for 2011: <ul style="list-style-type: none"> • Asian Endeavour Award Winners • Australia China Council "Year in China recipients" • AYAD's • Australian newspaper and Media • Student university publications • Facebook and Twitter • Careers fairs • Industry groups with student membership

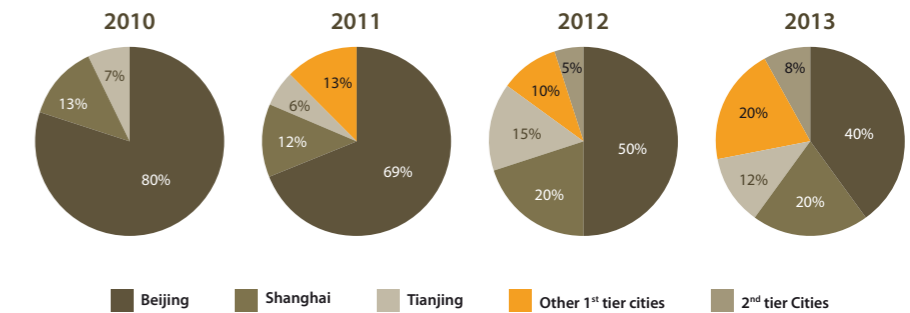
2.0 Scholarships on Offer and Geographical Placement

Objectives

- Increase Scholarships offered annually to 25 by 2013
- Disperse the placement of Scholarship recipients to other 1st, 2nd and 3rd tier cities gradually over 3 years

Targets

The tables and graphs below outline the targets required to meet the 3 year objectives for Scholarship numbers and their placement around mainland China.



	2010	2011	2012	2013
Beijing	12	11	10	8
Shanghai	2	2	3	3
Tianjing	1	1	3	3
Other 1 st tier cities	0	2	1	3
2 nd tier Cities	0	0	1	3
Total	15	16	20	25

Conditions

- Company demand for Scholarship recipients must continue to increase annually
- Companies must be willing to place Scholarship recipients in smaller cities

Strategic recommendations

- 2.1 Gradually increase annual scholarship intake to 25 in 3 years: This will result in increased revenue flows and aid in the financial sustainability of the programme
- 2.2 Expand placements to other 1st and 2nd tier cities: By broadening the scope of the programme we increase the likelihood of engagement with new partners and attracting new interest groups

Today	Issues	Going forward - 2011 onwards
Demand to take part in the Scholarship is low compared to the number of corporate members	<ul style="list-style-type: none"> • The Scholarship has a short track record so many companies are reluctant to sign up to the programme • Many companies are not eligible to take part in the Scholarship due to their size or corporate status in China 	<ul style="list-style-type: none"> • The Scholarship must increase awareness among all mainland China members in order to attract the interest necessary to meet the annual intake targets • Stronger internal promotions through newsletters, events and publications
Companies are given the choice of where they place trainees	<ul style="list-style-type: none"> • There is a focus on convenience rather than geographic placement • Many member companies do not have offices outside the major East coast financial hubs 	<ul style="list-style-type: none"> • Companies are actively encouraged to place trainees in cities outside of Shanghai, Beijing and Tianjin • Focus on companies that have broader operations across China

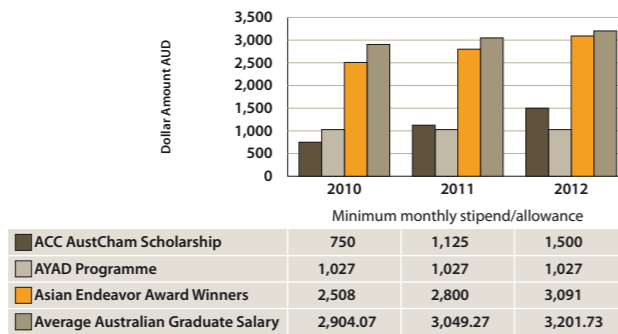
3.0 Stipend

Objectives

- Gradually increase the stipend year-on-year until it reaches parity with comparable programmes available to Australian students
- Ensure the stipend is large enough to attract top graduates

Targets

Comparison of Monthly Allowances of Similar Programmes



Note: These figures are representing the net amount an individual has per month for accommodation, food, entertainment and travel. All figures have been adjusted for any tax commitments and compulsory tuition or administration fees. Figures for the average Australian graduate salary are estimates based on data collected from careers sites.

Conditions

- Companies must be willing to pay an award to Scholarship recipients that reflects their abilities and the value they can add to the company
- Companies must be deterred from comparing Scholars to local graduates in terms of allowance paid

How

- Minimum monthly allowances are stipulated in contract and are non-negotiable
- Companies who provide the minimum are further encouraged to provide more if they deem the candidate exceptional
- There is no limit on the allowance paid to Scholarship recipients

Strategic recommendations

- 3.1 Gradually increase stipend until it reaches parity or exceeds the value provided by similar programmes. This will ensure the programme maintains its attraction among Australia's top graduates and reflects the value Scholarship recipients can add to their traineeship organisation

4.0 Funding

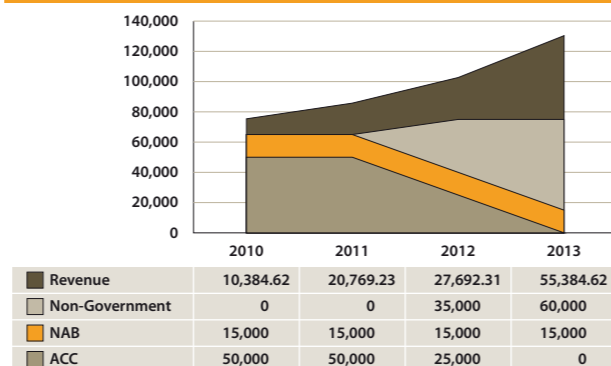
Objectives

- Seek new private and institutional funding for 2012 and 2013
- Annually increase company participation fee until it is on par with similar services provided in the Chinese market
- Maintain annual contribution from the National Australia Bank

Targets

The increase in revenue is due to the proposed annualised increase in company participation fees. In 2010 the programme was heavily undervalued with prices set low to ensure all places were filled in the inaugural year.

Changes to total Scholarship budget over time (AUD)



Today	Issues	Going forward - 2011 onwards
Approximately 2/3 of Scholarship funding comes from the ACC	• Historically, the ACC will not provide more than two years of funding unless under special circumstances	• AustCham will maintain a strong connection with DFAT and the ACC however gradually the relationship will move away from a funding model to a strategic partnership model
The Scholarship receives a proportionally small amount of funding from the private sector and no funding from universities or institutions	• These sectors are heavily represented and have a vested interest in China but are currently under utilised	• AustCham will lobby institutions and the private sector for sponsorship support in 2011 • The Chinese government will also be approached through the organisation Hanban (The Chinese National Office for Teaching Chinese as a Second Language)
Participation fee is 4,500 RMB per company	• This dollar amount does not represent the quality and value of the service provided	• Participation fee will increase to 9,000 RMB in 2011 and again in 2012 until it reaches parity for similar services in the market

Conditions

- AustCham must clearly demonstrate the increasing value of Scholarship participation to justify the fee increase
- 2011 Graduate manager must obtain significant interest from large investors and universities in order to raise the \$35000 required in 2012

Strategic Recommendations

- 4.1 Increase annual company participation fee by 4,500 RMB year-on-year until it reaches market parity for similar services: This will ensure a larger portion of funding is generated through revenue rather than sponsorship and or grants
- 4.2 Lobby institutions and private sector for scholarship funding throughout 2011: Focus should be on universities with "China institutes" and large Australian companies with Chinese operations
- 4.3 Explore the possibility of having a Founding Sponsor for the Scholarship

5.0 Impact Assessment

Objectives

- Ensure the continued improvement of the programme by maintaining awareness of its strengths and weaknesses
- Identify potential future challenges before they arise by taking proactive action based on partner feedback
- Ensure the programme has a long term impact on Sino-Australian business

Targets

1. 75% of Scholarship recipients stay on in China post their placement in some professional capacity
2. 75% of Scholarship recipients are offered full time positions within the company after their traineeship
3. 75% of Scholarship recipients, 3 years after the completion of their traineeship, maintain a strong career focus on Sino-Australian business.

Conditions

- Scholarship recipients must have positive experience during their traineeship
- Companies must be satisfied with the quality of work provided by trainees

Strategic recommendations

- 5.1 Track the impact of strategic recommendations through surveys with Scholars, stakeholders, corporate and strategic partners
- 5.2 Collect quantitative feedback from all parties to allow for long term impact assessment
- 5.3 Ensure Graduate Manager is responsible for all tracking and data collection during their tenure

Today	Issues	Going forward - 2011 onwards
There have been no surveys conducted to measure the success of the programme from the perspective of the Scholars, stakeholders and partners	• No measurement has been done to date to quantitatively assess the impact of the Scholarship on those involved and seek feedback	• Scholars and corporate partners will be surveyed at the beginning middle and end of each traineeship • Strategic partners will be surveyed at the beginning and end of each recruitment year • Stakeholders will be surveyed annually

Concluding Remarks



Matthew Costello
2010 AustCham Graduate Manager

The creation of the AustCham China Scholarship has been a collaborative effort in the truest sense. With close to 12 months of preparation and planning, the programme has pooled the resources of the Australian government, private sector, Australian university system, many student groups and countless exceptional individuals to deliver to truly unique opportunity for Australian graduates. With the 15 inaugural Scholarship recipients arriving in January 2011, we are yet to see the full impact this programme will have on the Australian business community. However, with strong long term strategies in place and support from the Australian government and business community, we are confident that in the years to come the impact will be visible through the Scholarship alumni occupying senior management positions in China.

2011 will pose a number of challenges to the programme, most notable of which will be the sourcing of funding to replace that of the Australia-China Council come 2013. There is, however, no shortage of organisations wishing to make their mark in China. From the many Australian universities establishing multi-million dollar china institutes to the large corporations looking to give back to the community, the opportunities, to secure funding are endless (and this is just from the Australian side). With many Chinese companies and organisations looking to form stronger links between AustCham, the Australian government and the Australian corporate sector, the Scholarship provides an excellent partnership opportunity.

With a new revenue model, marketing strategy and improvements to the general structure of the programme I am confident that the momentum created in 2010 will continue to drive the Scholarship into exciting new territory.

Matthew Costello

University and Candidate Statistics

University representation	Applications	Offers
University of Sydney	26	1
University of New South Wales	21	2
Melbourne University	18	1
Australian National University	10	3
Monash University	10	0
University of Technology Sydney	10	1
Adelaide University	9	1
Royal Melbourne Institute of Technology	9	2
Curtin University	8	1
La Trobe University	6	0
Queensland University of Technology	5	0
Macquarie University	4	0
University of Queensland	4	1
University of Western Australia	3	0
Deakin University	2	1
Griffith University	3	0
Newcastle University	2	0
Swinburne University	2	0
University of New England	2	1
Murdoch University	1	0
Tsinghua University	1	0
University of South Australia	1	0
Victoria University	1	0

Prominent Student Groups	Applicants
Australia China Youth Association (ACYA)	13
AIESEC	12
Golden Key Society	20

How interested are our applicants in China?	% of total
Travelled to China	53
Studied in China	36
Neither	11

Most Popular Chinese Universities	
Tsinghua University	8
Beijing Language and Culture University	5
Renmin University	5
Fudan University	2
Shanghai University	3
Zhejiang University	4
Nanjing University	4

Positions Available	
Architecture and Design	3
Engineering	3
Commerce	2
Consulting	2
Arts and Humanities	2
Technology and IT	1
Minerals and Energy	1
One China Initiative	1

Averages	
University Entry Mark	94.7
Weighted Average University mark	73
Age	24
Months of relevant work experience	10
Mandarin Level	Intermediate
Total Applications	160

Breakdown of Postgraduate studies	
MBA	1
Masters	33
PHD	3
Juris Doctor	3

What did our candidates study?	
Double Degree	34%
Single Degree	66%
Postgraduate studies	25%

Male/ Female Breakdown	
Female	75
Male	85

For more detailed information on university performance or general scholarship statistics, please contact the Graduate Manager

AustCham Beijing

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*"The ACC proudly supports the 2010-11 AustCham China Scholarship programme
as an exciting way of increasing the capacity of talented young Australians to
engage effectively with China on a professional level."*

