

Australia Global Alumni Australian Alumni in Vietnam Strategy

2016-2021



Australian Embassy
Vietnam



Australian Consulate-General
Ho Chi Minh City, Vietnam

Foreword from Australia's Ambassador to Vietnam

The Australian Alumni in Vietnam Strategy 2016-2021 will strengthen the Australian Government's strategic engagement with Australian Alumni in Vietnam.

Vietnam is one of the most important countries to roll out Australia's Global Alumni Strategy, launched in April 2016. Education is at the heart of the bilateral relationship. There were 21,807 Vietnamese students studying in Australia in 2015, and an estimated over 50,000 Alumni in Vietnam, representing a wealth of knowledge, expertise and influence.

The Strategy aims to celebrate the achievements of our Alumni. It will grow a local, regional and global alumni community that continues a deep connection between Australia and Vietnam, and strengthens Australia's connection with the region and the world.

An education experience in Australia and an Australian qualification achieved in Vietnam changes the lives of individuals and communities in Vietnam. I have had the pleasure of meeting Australian Alumni across Vietnam who have shared with me the valuable contributions they are making to both Vietnamese and Australian societies.

This initiative goes hand in hand with our efforts to further strengthen ties between Australia and Vietnam. We aim to contribute to Vietnam's future peace and prosperity, not only in business and trade, but also through our long term partnerships in economics, security and innovation.

**Ambassador to Vietnam
Mr Craig Chittick**



**connect
mobilise
celebrate**

1 Introduction

In April 2016 the Minister for Foreign Affairs launched the Australia Global Alumni Engagement Strategy 2016–2020. The Global Strategy seeks to mobilise, connect and celebrate Australian alumni.

This strategy will implement Australia's Global Alumni Strategy in Vietnam.

In addition, it will help to implement the National Strategy for International Education announced by the Minister for International Education.

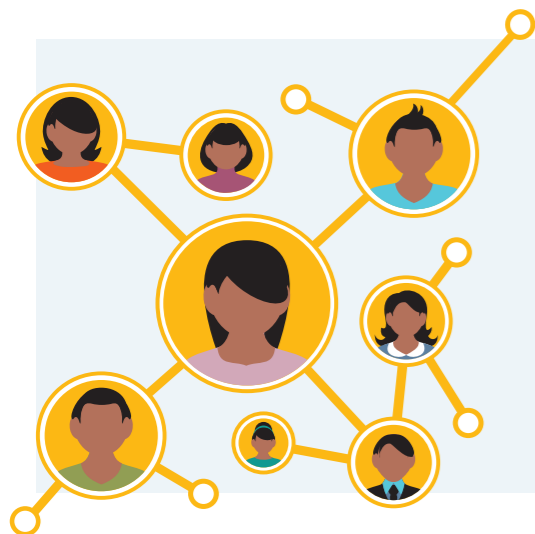
Alumni engagement is not a new endeavour of the Australian Government in Vietnam and this strategy builds on a solid foundation of existing networks and activities. Development of this strategy involved extensive consultations across government and non-government stakeholders, especially Australian education institutions and alumni networks active in Vietnam.

2 Strategy objectives



Mission

To strengthen and grow



a network of Australian Alumni in Vietnam that will provide new connections and better networks

and opportunities for alumni, which all partners can leverage



Objective 1

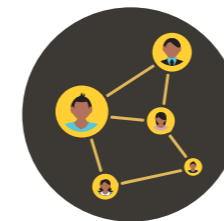
Promote Australian excellence as a provider of high quality, innovative education, training and research

Alumni welcome the opportunity to reflect on their experience studying at an Australian institution.

Alumni can help to inform others about Australia as the top destination in Vietnam to study and research.

Alumni can help maximise the significant investment the Australian Government is making in science, research and innovation (AUD\$9 billion annually) and strengthen global relationships and institutional and industry partnerships through their connections with local organisations in Australia and Vietnam.

This will help to stimulate future growth of the Australian international education sector in Vietnam by promoting the quality of Australia's first class institutions and the learning and employment outcomes of graduates.



Objective 2

Build a network of active leaders and advocates of mutually beneficial bilateral interests and viewpoints

Many alumni have been very successful in their careers – and are now in important positions of influence and senior positions in Vietnam.

Prominent alumni can be mobilised to help the Australian Government (and its partners) understand and interpret local issues, as well as open doors for Governments and business. They can be our informal advisers.

Prominent alumni can connect with each other regionally and globally, broadening Australia's reputation and promoting shared values. They can be the face of an Australian education in Vietnam.



Objective 3

Support Australian foreign policy, public diplomacy, development cooperation, business and trade initiatives

Alumni have a special understanding of both Vietnam and Australia.

As business people, entrepreneurs, government officials or researchers - alumni can identify and broker new connections and partnerships. With the growth of a vibrant middle class, alumni in Vietnam are also potential consumers and promoters of Australian goods and services.

Through their experience and connections, alumni can help identify and navigate local relationships.

Alumni can benefit from being involved in Australian Government activities such as parliamentary, business, or cultural delegations, showcasing both Vietnam to Australia and Australia to Vietnam.



Objective 4

Improve coordination and efficiency across all partners in relation to alumni engagement in Vietnam

Coordination is central to success. The strategy acknowledges that collectively we do better. However, this does not mean mandatory cooperation across every facet of alumni engagement; instead it is embedded in the opt-in principle where coordination leads to mutual benefit.

In particular, the sharing of information improves efficiency and avoids duplication of effort, which multiplies the advantages for alumni and stakeholders. Coordination is about establishing systems and practices of working together, in face-to-face forums and through online platforms.

3 Implementation Action Plan 2016-2017

The following table outlines the activities that will be implemented to establish the foundations of the five year Australian Alumni in Vietnam Strategy. Each year partners will work together to map out activities that collaboratively contribute to the ongoing implementation of the Strategy.

| Timing | Activity | Target segment | Objective | Lead | Strategic Action category |
|-------------------------|---|---|-----------|--|----------------------------------|
| Commenced | Australian university representatives Education Working Group to meet quarterly, with "alumni engagement" as standing agenda item | All | 4 | DET | Connect |
| Late 2016 | Set-up central Australian Alumni in Vietnam Facebook page | All | All | DFAT | Connect |
| Late 2016 | Establish an alumni network leaders group to provide advice and direction to DFAT and other partners for ongoing activities in Vietnam | All | 2 and 4 | DFAT | Connect Mobilise |
| Late 2016 | Launch Australian Alumni in Vietnam Engagement Strategy (incl. launch Facebook page and introduce alumni network leaders) Social media campaign and cocktail reception at Ambassador's residence | All | All | DFAT | Connect Mobilise Celebrate |
| Late 2016 | Launch FB video competition for alumni to post positive stories about their experiences in Australia or since they have returned to Vietnam Best videos (panel judged and people's choice) will be professionally edited and maintained in a digital library for ongoing use | All; especially Young Alumni | 1 | DFAT | Mobilise Celebrate |
| February 2017 | Establish initial four Professional Groups aligned with Australian and Vietnamese priorities (proposed (TBC): Gender, Agriculture, Business and Economics, Education and Research or Legal and Justice). Identify alumni champions to oversee each group (possibly amongst Australia Awards alumni) Establish Facebook subpages for each Professional Group | Professional Groups; Australia Awards alumni | 1 and 3 | Different lead per Group with assistance from alumni network leaders group | Mobilise |
| March - August annually | Alumni invited to Australian Government information briefing | Prominent Alumni and Professional Groups | 2 and 3 | HOM and other Senior Embassy/ Consulate staff | Mobilise |



Australian Ambassador to Vietnam, HE Mr Craig Chittick joins Australia Awards and Endeavour alumni for a group photo at the welcome-back ceremony and dinner reception at the Embassy in Hanoi on 18 November 2016. Credit: VAHRDP

| Timing | Activity | Target segment | Objective | Lead | Strategic Action category |
|--------------------------|--|--|-----------|--|----------------------------------|
| April-May 2017 | Professional Group workshop: Researchers (e.g. writing for journal publication) | Professional Group AA alumni | 1 and 3 | DET and DFAT (with VAHRDP) | Connect Mobilise |
| June-July 2017 | Launch monthly or quarterly "Future Unlimited" alumni industry Ambassadors to promote professional achievements in priority sectors/ industries (align with Professional Groups). Primary audience is potential new students to Australia and their families. Develop a short video clip and written profile to feature on Facebook, websites and feature in media articles. Monthly Ambassador may also participate in live FB Q&A and as speakers at industry seminars/ workshops | Prominent Alumni; Professional Groups | and 3 | Austrade and DFAT (with alumni network leaders) | Celebrate |
| August 2017 | Professional Group workshop: Business and economics topic (TBC) | Professional Group | 3 and 4 | VGAC and DFAT (with VAHRDP) | Connect Mobilise |
| September - October 2017 | Commence social media campaign and other outreach to promote alumni participation in the Cao Lanh Bridge opening | All | 3 | DFAT | Connect Mobilise |
| November 2017 | Opening of Cao Lanh Bridge. Alumni 'walk' with Australian Government officials and other celebrations (TBC) | All | 3 | DFAT | Connect Mobilise Celebrate |
| Ongoing | Develop and contribute content to local social media and websites | All | All | DFAT coordinating | Connect |



Mr Pham Ngoc Thach (Doctor of Philosophy, Victoria University), Vice Rector of Hanoi University. Credit: VAHRDP

4 Who are our alumni?

The Australia Global Alumni Engagement Strategy takes an inclusive approach to Australia's global alumni, recognising the two-way flow of Australia's international education. In Vietnam an inclusive definition will be adopted to maximise reach. Australian Alumni in Vietnam will include:

Anyone who has studied, researched or trained at an Australian education institution in Australia, Vietnam, a third country or online, including full-fee paying, scholarship recipients, and short course or professional training participants.

In line with the global strategy this will also include Australians who have studied in Vietnam as part of an Australian education institution program, including the New Colombo Plan and the Endeavour mobility programs.

Targeting and segmenting

The Alumni Strategy aims to connect, mobilise and celebrate individuals and cohorts of alumni in meaningful activities to achieve mutual benefits.

Segmenting alumni into groups aligned with their profile or interests will best deliver this engagement in a coordinated and targeted way.

Prominent Alumni

Leading alumni are individually identified who represent senior, high profile leaders in priority sectors and organisations with representatives across government, the private sector, community development and academia. Their successes are celebrated and they are mobilised through a deep, individual relationship that is maintained between these alumni and specific Australian Government officials or our partners.

Australia Awards and other Australian government sponsored alumni

A significant ongoing investment of the Australian Government in Vietnam, Australia Awards and other Australian government sponsored alumni will continue to be supported by the Australian Government.

Scholarship alumni will be supported through a range of engagement approaches throughout the lifecycle of their scholarship experience, including: participation in promotional activities, pre-departure preparations for new awardees, mentoring on-award scholars, reintegration assistance, ongoing professional development enrichment and celebration of their contributions.

Professional Groups

A loose association of individuals, with an interest in key industries, sectors, public diplomacy or development priority areas, for example:

- Agriculture
- Research/education
- Gender
- Business and economics
- Legal and justice
- Green growth/climate change

Young alumni

The largest and most untapped cohorts of Australian alumni in Vietnam are young alumni, including those who are currently completing their study or training programs. This segment is primarily interested in targeted opportunities to increase career and professional opportunities. Considering the size and geographic distribution of this segment, activities need to be broad-based and focused on connecting and mobilising them through social media and other online platforms.

5 Working with partners



Ms Dinh Thi Thuy Linh (Master of Applied Anthropology and Participatory Development, Australian National University) and a member of a Red Dao handicraft making group, Ms Ban Mui Chuong (right), in a training course for handicraft makers at district Nguyen Binh, Cao Bang province in 2013. Credit: Thanh Tran



Australian Alumni Ambassador, Dr Doan Duy Khuong (MBA, University of Wollongong), Vice Chairman of the Vietnam Chamber of Commerce and Industry (VCCI), speaks at an event of the VCCI in Vinh Phuc in 2013. Credit: Vietnam Business Forum.



Australian Alumni Ambassador, Dr Lam Minh Yen (Master of Science - Internal Medicine, Flinders University) works at Intensive Care Department, Hospital of Tropical Diseases in 2011. Credit: Quoc Hung.

Central to achieving the global and local goals of alumni engagement is working in partnership.

Alumni networks

The most important stakeholder for this strategy is the alumni themselves. Across Vietnam there are numerous existing formal (such as the Vietnam Australia Graduates Club, known as 'VGAC') and informal networks of alumni. There are also many alumni who have not yet been engaged.

Australian Government

The Australian Department of Foreign Affairs and Trade (DFAT) is the agency with primary responsibility and carriage for delivering the strategy. All government agencies have an interest in engaging with alumni, with the Department of Education and Training, the Australian Centre for International Agricultural Research, and Austrade the most actively involved.

Australian universities and education institutions

Australian universities and education institutions have varied interests and approaches to alumni engagement in Vietnam. Common amongst all institutions is the desire to work with the Australian Government and other partners to leverage each other's efforts.

Professional and business organisations

Professional bodies and business organisations have an interest in engaging with Australian alumni in Vietnam, including: AusCham, the Australian Alumni Jobs Network (AAJN), and other business organisations such as the Vietnamese Chamber of Commerce and Industry (VCCI) and Certified Practising Accountants Australia.

Vietnamese Government

As the provider of approximately one hundred scholarships for postgraduate study and research in Australia each year, the Ministry of Education and Training (MOET) is interested in alumni engagement as a tool for preparing future students in applying, studying and living in Australia.

6 Implementation management

The Australian Government will provide resources to kick-start the implementation of this strategy. However, to be fully effective it will require collaboration and resourcing across all key partners.

A position of Alumni Coordinator will be established to assist in implementing the strategy. The coordinator will work with key partners to gather and disseminate information. The partners in this strategy will come together in the following ways.

› Annual Alumni Stakeholder Planning Day

Each year the Australian Government will convene a planning workshop with alumni partners in Vietnam. This was first done in July 2016. This workshop will set the priorities for the year ahead, and be a key coordination mechanism.

› Global Alumni Network Practitioners' Hub

Introduced as part of the global launch of the Alumni Engagement Strategy, an online Global Alumni Network has been established, which includes a specific log-in portal for alumni practitioners to support collaborative efforts across partners (locally and globally).

› Education Working Group

An informal working group comprising Australian education institution representatives based in Vietnam, along with Australian Government representatives has been formed with a broad purpose of sharing information and collaborating on joint education initiatives and alumni engagement.

› Alumni Network Leaders' Group

An Alumni Network Leaders' Group will be established, made up of representatives from across these varied alumni networks, to connect alumni to the Embassy and other partners to provide advice and direction on engagement activities and initiatives.

› Communicating with alumni

Social media will be the priority platform used to communicate with alumni, particularly broad promotions, messaging and large event-based communication. The core brand will be Australian Global Alumni – Vietnam.

Social media will allow us the greatest reach to our alumni and resources will be directed to developing and expanding online platforms rather than creating a contact list of alumni that will quickly go out of date.



Ms Nguyen Phi Van, Central Queensland University Alumna, Co-Founder of World Franchise Associates, Founder of Retail & Franchise Asia. Credit: VGAC

Mr Nguyen Thanh Duy (Master of Clinical Rehabilitation, Flinders University), Lecturer of HCMC University of Medicine and Pharmacy. Credit: VAHRDP

7 Measuring success

Identifying and implementing approaches to measure success are important to ensuring the Strategy is achieving objectives and delivering benefits for stakeholders, especially the Australian Government. The table below outlines some of the possible measurements that could be gathered to demonstrate success towards achieving the Strategy's objectives.

This is not an exhaustive list and, for individual activities and initiatives, consideration should always be given to: which objective it is addressing; what success looks like; and how this will be measured.



Ms Dao Thi Hang (Master of Green Growth and Sustainable Development, University of Adelaide), Founder of Bamboo Fish Sauce. Credit: Bamboo Boat Fish Sauce.

| Strategy objective | Measurement | Indicator |
|--|---|---|
| All Objectives | <ul style="list-style-type: none"> Establishment of Central Facebook page with content mapped out for the first 12 months by end of September Each post achieves at least 100 likes on Central pages Establishment of at least four Facebook Sub-pages for Professional Group by January 2017 No of new alumni the Australian Government has contact with as a result of the new social media mechanisms and other activities | <ul style="list-style-type: none"> Alumni Coordinator's (and social media expert TBC) work plan KPIs Monitoring Facebook activity |
| Objective 1: Promote Australian excellence as a provider of high quality, innovative education, training and research | <ul style="list-style-type: none"> Feedback from institutions that alumni have contributed to promotion and recruitment activities Gather up to ten alumni success stories per year for use to promote education, science, technology, research etc. and disseminated through a variety of media | <ul style="list-style-type: none"> Survey of all institutions prior to the annual planning day Regular anecdotal feedback gathered during Education Working Group meetings Maintain register of alumni profiles and how they have been used and disseminated |
| Objective 2: Build a network of active leaders and advocates of mutually beneficial bilateral interests and viewpoints | <ul style="list-style-type: none"> List of Prominent Alumni is established and at least 50% are engaged by their key Embassy/consulate contact by end of 2016 Draft Australian Government protocols for relationship management of Prominent Alumni by end of 2016 At least 50 alumni attend Australian Government briefing sessions held twice per year | <ul style="list-style-type: none"> Alumni Coordinator work plan KPIs Survey and data collection at Australian Government briefing sessions Prominent alumni protocol document |
| Objective 3: Support Australian foreign policy, public diplomacy, development cooperation, business and trade initiatives | <ul style="list-style-type: none"> No. of alumni who are contributing to relationships, policy development, design work, delegations etc. At least 50 alumni attend Australian Government briefing sessions held twice per year No. of alumni who participant in Cao Lanh bridge opening | <ul style="list-style-type: none"> Maintain register of alumni contributing to Australian Government priorities through examples/reports/cables from sections |
| Objective 4: Improve coordination and efficiency across all stakeholders in relation to alumni engagement in Vietnam | <ul style="list-style-type: none"> Establish and maintain contact list of all alumni stakeholders in Vietnam Establish and hold first meeting of Alumni Network Leaders Group by end of November 2016 Education Working Group meets 4 times in next 12 months No. of Vietnamese practitioners registered on the global Alumni Network portal? No. of events coordinated using the new mechanism (Working group, leaders group and practitioners' hub) No. of new activities/opportunities generated by coordinated approach | <ul style="list-style-type: none"> Alumni Coordinator's work plan KPIs Survey of all stakeholders prior to the annual planning day Regular anecdotal feedback gathered during Education Working Group meetings Feedback from Education counsellor on Education working group Monitor global alumni network (including Practitioners' hub) portal |

