



Australian Government



AUSTRALIA-KOREA
FOUNDATION

AUSTRALIA-KOREA FOUNDATION

ANNUAL PROGRAM REPORT

2008-09



Cover Photo: Republic of Korea Trade Minister's Dinner, Hyatt Hotel Melbourne,
18 May 2009.

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Australian Government



**AUSTRALIA-KOREA
FOUNDATION**

31 May 2010

The Honourable Stephen Smith MP
Minister for Foreign Affairs
Parliament House
Canberra ACT 2600

Dear Minister

I have pleasure in submitting the annual program report of the Australia-Korea Foundation, covering the period 1 July 2008 to 30 June 2009.

Yours sincerely

A handwritten signature in black ink that reads "David Palmer".

David Palmer

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CHAIRMAN'S MESSAGE

I was honoured to be appointed Chairman of the Australia-Korea Foundation (AKF) in July 2008 and to join four reappointed members and three other new members on the AKF Board. In January 2009, I was able to visit Korea as AKF Chair and meet with some of our significant partners, including the Korea Foundation and the Korea-Australia Foundation. It was also a great privilege to be hosted by Gapyeong County and visit the Australian War Memorial there. It highlighted the long standing and deep relationship that our two countries share. While in Seoul, I met the Australian participants in our business, media internship and teacher exchange programs, and it was pleasing to see how they are continuing to build on the great friendship between Australia and Korea.

In 2008-09, the importance of the Australia-Korea relationship at all levels was highlighted by a number of senior government visits, including Prime Minister Rudd's visit to Korea in August 2008 and President Lee's visit to Australia in March 2009. Significant momentum in the relationship was gained from these visits including the commencement of negotiations for a comprehensive Free Trade Agreement (FTA). Similarly, the enthusiasm for, and proactive approach to, the development of mutual understanding by the Republic of Korea's Ambassador to Australia, HE Kim Woo-sang, and Australia's Ambassador to Korea Peter Rowe and his successor Sam Gerovich, has further enhanced the bilateral relationship this year.

In total, general grants for 25 projects were approved in 2008-09, 11 scholarships were awarded and the annual activities and exchanges of five AKF ongoing 'flagship' programs were successfully completed. In addition, the AKF contributed sponsorship to seven bilateral events; three of these events were in partnership with the Australia-Korea Business Council (AKBC), including an industry dinner with ROK Trade Minister Kim on the occasion of the commencement of negotiations on a Korea-Australia Free Trade Agreement (FTA). Details of a selection of these projects are included in this report, grouped under the AKF's key priority area headings.

In 2008-09, the Foundation continued to support a range of projects that highlighted Australia's creativity and innovation. For example, the successful Australian Children's Television and Digital Content Mission to Korea, led by three AKF Board members and partners; Austrade, the Australian Broadcasting Corporation and the Electronics and ICT Association, resulted in a number of new joint collaborations and export opportunities for Australian companies.

For the first time, the AKF-initiated a scholarship program with the aim of developing a group of Australian graduates with good understanding of Korean society, politics, economy, culture and the bilateral relationship. Over time, these scholarship recipients will help to increase Australia's capacity to engage with Korea and strengthen Australia-Korea relations through greater people-to-people and institutional linkages.

I would like to thank the AKF Board members for their contribution. In 2008-09, we farewelled Mack Williams after ten years of dedicated service to the Foundation. Mack's knowledge, expertise and commitment to advancing the AKF's aims will be sorely missed. The enthusiastic and professional Foundation Secretariat also provided invaluable support to the Foundation during the year in review. I would also like to acknowledge and thank officers in the Department of Foreign Affairs and Trade in Canberra and in Australia's Embassy in Seoul for their support and hard work.



David Palmer
Chairman

FOUNDATION OVERVIEW

Introduction

The Australia-Korea Foundation (AKF) was established by Orders in Council of the Commonwealth of Australia in 1992 (amended in 2004) to broaden and deepen the relationship between Australia and Korea in ways that support Australia's foreign and trade policy interests. The Board of the Foundation, which oversees its operation, supports the development of a wide range of activities to raise awareness of Australia in Korea and Korea in Australia.

In November 2008, the AKF adopted a new three year Strategic Plan 2009-2012, providing a renewed focus and guidance on its objectives and priorities, and an improved framework for selection of projects in the future. A copy of the plan is at Appendix B. The AKF's grants program is funded through the Australian Government's International Relations Grants Program (formerly Discretionary Grants Program). The Department of Foreign Affairs and Trade (DFAT) administers the Foundation's funds and reports on these funds in its annual report.

Board Members and Terms of Office

The AKF Orders in Council provide that the Board shall comprise a Chairperson; the Secretary of the Department of Foreign Affairs and Trade or his representative (*ex officio* member); and not less than four, and not more than thirteen part-time members. The Chairperson is appointed by the Governor-General on the recommendation of the Minister for Foreign Affairs. Other members are appointed by the Minister for Foreign Affairs. Board members are drawn from a wide cross-section of the Australian community. They are chosen on the basis of their standing in the Australian community, their ability to contribute to the development of the bilateral relationship in their area of expertise, and their interest in Korea.

The Chair of the AKF may be appointed for a term of up to five years and other members for terms of up to three years. Members may be re-appointed for additional terms.

AKF Board Membership as at 30 June 2009

Chair

Mr David Palmer (New South Wales) Managing Director, Meat & Livestock Australia
7 July 2008 – 16 July 2013

Board Members

Mr Kim Dalton OAM (New South Wales) Director of Television,
Australian Broadcasting Corporation
20 November 2003 – 14 September 2010

Mr Bernie Delaney (Victoria) Vice President, Government Relations, BHP Billiton
11 July 2008 – 10 July 2011

Dr Rodney Hall AM (Victoria) Author and Arts Administrator
23 June 1992 – 10 July 2010

Prof. Michael Miller AO (South Australia) Emeritus Professor,
University of South Australia
8 October 2001 – 10 July 2010

Dr Helen Nugent AO (New South Wales) Non-Executive Director, Macquarie Bank
11 July 2008 – 23 October 2009

Assoc. Prof. Chung-Sok Suh (New South Wales) Director, Korea-Australasia Research Centre,
University of New South Wales
11 July 2008 – 10 July 2011

Mr Mack Williams (New South Wales) Former Ambassador to the Republic of Korea
30 July 1998 – 10 July 2009

Mr Bruce Gosper Deputy Secretary (*ex-officio*),
Department of Foreign Affairs and Trade

The Australia-Korea Foundation Secretariat

The AKF Secretariat carries out the day to day business of the Foundation, as well as contributing to the development and implementation of the AKF's major projects. The Secretariat is staffed by officers of the Department of Foreign Affairs and Trade and the Australian Embassy in Seoul.

Secretariat staff

Ms Ruth O'Hagan, Manager, AKF Secretariat (Canberra)

Mrs Sonya Richards, Project Officer (Canberra) to May 2009

Ms Natasha Whelan, Project Officer (Canberra) from April 2009

Ms Hyo-jin Lee, Executive Officer (Seoul)

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REPUBLIC OF KOREA

Mission Statement

To strengthen the Australia-Korea relationship in ways that support Australia's foreign and trade policy interests.

Goals

The Foundation's operations are directed in support of the following goals as stated in the AKF Strategic Plan 2009-12 (Appendix B):

- Informed public awareness of Australia's and Korea's shared responsibility for promoting peace and progress in the region and globally as middle powers.
- Public and corporate awareness of the mutual importance and complementary nature of the Australia-Korea relationship.
- Cooperation in Australia and Korea on research and development opportunities in areas of current and future mutual interest.
- Productive Australia-Korea partnerships on contemporary issues of shared interest such as climate change and the environment, ageing and social change, gender and multiculturalism, innovation and technology.
- Advance cultural and social research, dialogue and exchange in areas that improve the understanding of, or directly impact on, the bilateral relationship, including in a regional context.
- Robust professional, community and institutional linkages between Australia and Korea which enhance mutual understanding, friendship and goodwill and project a well-informed and contemporary image of Australia in Korea.

Priority Areas

Since its inception in 1992, the AKF has initiated, supported and promoted a range of projects and activities to enhance mutual understanding and long-term collaboration between the two countries.

In 2008-09, priority areas identified in the Business Plan were:

- geopolitical relations;
- economics and trade;
- education, science and technology;
- society, culture, the arts and media.

A summary of AKF expenditure in 2008-09 against these four priority areas and administrative costs is depicted in the table below. Full details are included in the financial statement at Appendix A.

Priority Area	Expenditure	Percentage
Geopolitical Relations	\$109,589	14.6 per cent
Economics and Trade	\$247,975	33.0 per cent
Education, Science and Technology	\$87,859	11.7 per cent
Society, Culture, the Arts and Media	\$187,428	24.9 per cent
Program Management & Administration and Promotion	\$90,674	12 per cent
Board Costs	\$28,480	3.8 per cent
TOTAL EXPENDITURE	\$752,005	100 per cent

REPORT ON PERFORMANCE

Introduction

The Australia-Korea Foundation (AKF) is funded through the Australian Government's International Relations Grants Program. The Department of Foreign Affairs and Trade (DFAT) includes financial and performance information about AKF activities in its Annual Report.

The AKF's Vision, is *to achieve enhanced awareness and understanding in Australia and Korea of the importance and mutual benefits of the bilateral relationship*. The AKF encourages, facilitates and funds a range of activities to strengthen the Australia-Korea relationship in ways that support Australia's foreign and trade policy interests. These activities reflect the important contribution made by individuals and institutions in both countries across the full spectrum of engagement. The AKF assists the development of exchanges, partnerships and collaborative endeavours that build enduring and sustainable relationships and seek to reinforce our mutual interests and shared values.

The AKF's three year Strategic Plan 2009-12 (Appendix B) provides a broad framework and guiding principles for the administration and performance of the Foundation. An annual business plan follows this framework and highlights specific priorities for the year. This year, completed activities were consistent with the 2008-09 Business Plan and reflected a high degree of continuity of programs that had proven successful and of significant value in previous years. All AKF projects are measured against the AKF goals and specific key performance indicators set out in the Business Plan.

The key performance indicators include: new or strengthened partnerships or linkages (individual and institutional); evidence of participants' ongoing commitment to fostering the Australia-Korea relationship; positive media coverage; continued linkages or collaborations that are self-supporting; broad geographic spread both in Australia and Korea; wide distribution of publications; generation of dialogue with policy influencers; an increase in collaboration between Korean and Australian practitioners; commercial opportunities within specific fields of research; number of delegates participating from both Australia and Korea; and sustainable exchange programs between parties that connected with seed funding from AKF.

The Australia-Korea Foundation also contributes to DFAT portfolio outcomes, specifically:

Outcome 3 – Public understanding in Australia and overseas of Australia's foreign and trade policy and a positive image of Australia internationally.

Outcome 3.1 – Public information services and public diplomacy.

Output 3.1.2 – Projecting a positive image of Australia internationally.

The Foundation's achievements are measured against these portfolio outcomes as well as specific key performance indicators attached to each project or program.

Overview

Each year the AKF offers financial support, through its public grant rounds, to projects which promote the mission and goals of the Foundation. In 2008-09 the AKF's program of activities continued a highly-targeted approach to selection of projects, focusing on proposals which showed the potential to develop long-term links between Australia and Korea.

Both individuals and organisations may apply for grants. Applicants are required to demonstrate an established record of achievement in the development and management of projects relevant to their proposed area of endeavour.

The projects are assessed against the following guidelines:

- The project should be an initiative relevant to the Foundation's objectives. Such initiatives may promote new areas of contact between Australia and Korea or may serve to build on or develop existing contacts.
- Foundation support should constitute seed funding intended to encourage financial support from other sources, including corporate sponsorship. Preference will be given to projects able to demonstrate that they have obtained part of their funding from other sources.
- The project should establish its prospects for future independent activity as a result of initial Foundation funding.

In 2008-09, the AKF's program of activities included 25 projects funded under general grants, and five exchanges between the two countries under ongoing AKF 'flagship' programs. The Business Plan also allowed room for new initiatives including a range of practical measures for further building the capacity of Australia to engage with Korea.

To meet this particular goal, a new initiative, the AKF Scholarship Program, was launched in March 2009. The program provides support for early career professionals, postgraduates or later year under graduates to undertake research, professional development, business internships, or language and cultural studies in Korea. The AKF has identified the benefits of longer term in-country experiences, such as a semester or year as an exchange student, as invaluable in setting individuals on a path to ongoing 'connectedness' with Korea. This year, 11 scholarships to the total value of \$60,000 were awarded through a competitive selection process.

The AKF also contributed sponsorship to seven bilateral events; three of these events were in partnership with the Australia-Korea Business Council (AKBC) including an industry dinner with ROK Trade Minister Kim on the occasion of the commencement of negotiations on a Korea-Australia Free Trade Agreement (FTA).

A representative selection of projects by priority area is detailed in this report. Summary details of all AKF grants awarded in 2008-09 are available on the DFAT website under the heading of Discretionary Grants.

Flagship Projects

As part of its advocacy role, the Foundation actively seeks to identify future collaboration and partnership opportunities, including corporate sponsorships, in consultation with relevant areas of DFAT, the Australian Embassy in Seoul, other Australian government agencies and non-government organisations.

In addition to the AKF's public grants and scholarship program, the AKF Board initiates special projects in targeted areas which enhance the overall program offerings of the Foundation and provide outcomes that further advance the objectives of AKF.

For example, the Australia-Korea Next Generation Leaders Program (NGLP) helped form strong links between emerging leaders in sustainable development and green technology industries of both countries.

AKF Flagship Programs developed with various partners include:

- AKF Media Interns Program
- Australia-Korea BRIDGE Program
- Australia-Korea Internship Program (AKIP)
- Early Career Researchers Program (ECRP)
- Next Generation Leaders Program (NGLP)

Details of these programs can be found in the following sections under the four priority areas.

REPRESENTATIVE SELECTION OF PROJECTS BY PRIORITY AREA

Priority Area 1: Geopolitical Relations



Next Generation Young Leaders in Korea, June 2009.

Next Generation Leaders Program

From 27 June – 6 July 2009, 10 young Australian leaders from green technology and sustainability industries travelled to the Republic of Korea (ROK) to participate in the Australia-Korea Next Generation Leaders Program. Based on the theme of ‘Green Growth’, the program included leadership briefings, networking events and specialist meetings with the Australian delegates’ counterparts in the ROK. In addition, delegates visited relevant organisations, and had the opportunity to develop an understanding of contemporary Korean culture and society through additional cultural activities and contacts and exchanges with a cross section of Korean society.

The program was highly successful. The delegates returned with an increased understanding and knowledge of Korea’s green growth national strategies and policies. Each participant also expressed a new found appreciation for Korean culture and people. Subsequently, the delegates have shown a very keen interest to continue developing networks with individuals and groups in Korea.

This was the third year of the program, initiated by the AKF Board in 2007 in partnership with the Korea Foundation. Originally titled the Young Leaders Exchange Program, since its inception it has been coordinated in Australia by the Research Institute for Asia and the Pacific (RIAP) at the University of Sydney and in Korea by the National Strategy Institute (NSI).



Next Generation Leaders Program participants enjoy a traditional Korean meal with National Strategy Institute (NSI) President Dr Soo-gil Young.

Priority Area 2: Economics and Trade

Australia-Korea Internship Program (AKIP)



AKIP at site visit in Korea.

The Australia Korea Internship Program, in its fifth year of successful delivery, is an initiative of the AKF and the Korea-Australia Foundation, managed on behalf of the Foundations by the Research Institute for Asia and the Pacific (RIAP) at the University of Sydney. The program offers an exceptional opportunity for outstanding postgraduate and third and fourth year undergraduate students, from various fields within business and finance and from across Australia, to gain work experience in a relevant field in Korea.

The internship program promotes a better understanding of Australia – Korea relations among the participants and their hosts and provides young Australians an exciting opportunity to gain invaluable Korean business and cultural experience. As an outcome with both short and long term impact, this experience contributes to closer relations between Australia and Korea.

This year's program was conducted from January to February 2009, with eight interns undertaking business internships at four Korean multinational companies: POSCO, the world's leading steel producer; Hyundai Corporation, Korea's leading general trading company; Hyundai Heavy Industries (HHI) and UI Energy.

Australian Children's Television and Digital Content Mission

In September 2009, Australia's third digital media mission to Korea had many successful outcomes. Managed by the Technology Industry Association in collaboration with Austrade, the high level trade delegation travelled to Korea to explore opportunities in digital content creation, television production, and new media delivery. The delegation was led by AKF Board members, ICT industry expert Professor Mike Miller, Director of Television for the Australian Broadcasting Corporation (ABC TV) Mr Kim Dalton and distinguished Australian author and arts administrator Dr Rodney Hall.

The aim of the mission was to establish direct links between Australian and Korean companies working in the area of children's television and digital content creation. Specifically the delegation focussed on developing business opportunities to collaborate, co-produce and deliver content for Australian, Korean and global audiences.

Delegation activities included site visits to key Korean public broadcasters and an IPTV company, an industry business development day with an Industry Forum attended by more than 30 key Korean corporate and government organisations. More than 140 business matching meetings between the Australian and Korean companies took place over the three day period. An AKF-sponsored Networking Dinner was also well attended by Korean government and industry representatives.

There was a lot of interest in working together on joint projects and on collaborating to produce new content. Many companies realized the benefit of forming partnerships to distribute each other's content in their respective markets. All the companies are still doing follow-up work and are expecting more exciting outcomes.



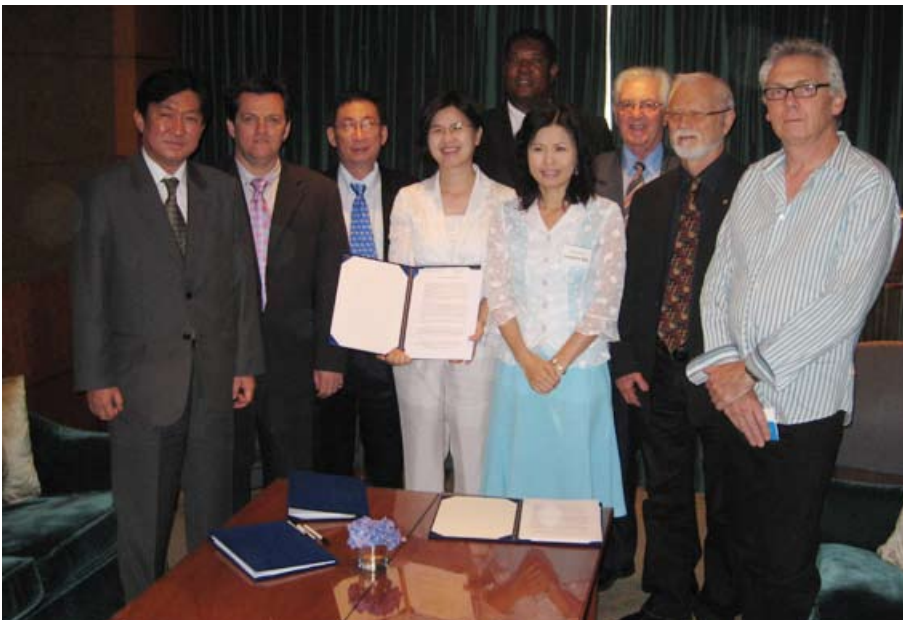
Digital Content Mission Group.

Collaborative Success Story

While in Korea, delegation members Ewan Moodie and Craig Wilson, Managing Directors of Perth-based animation company Crewjo, signed an international production partnership deal in Seoul. Crewjo and leading Korean animation studio Neon Pumpkin (www.neonpumpkin.com/a1.html) co-designed and created *Charlie Gribble and the Magic Maps* a 2D/3D comic adventure for 6-9 year olds, about a boy's adventures through time and place with magical maps. Under the new agreement, the 52 episode series will be co-produced by the two companies in co-operation with Malaysia's Backbone Entertainment. World distribution has been secured by Pixtrend Korea.

"We are really excited to take this project forward with our international partners. They have backed this project from the beginning, and this newly inked arrangement means work will begin on the pilot in October," says Wilson. "We have also received great support from the Australia-Korea Foundation and Austrade Seoul."

"We are thrilled to have captured the imagination of both Asian and Western broadcasters and production companies."



'Charlie' signing ceremony.

Republic of Korea Trade Minister's Dinner

On the occasion of the visit to Australia of the Minister for Trade of the Republic of Korea, HE Kim Jong-hoon, the Australia-Korea Foundation (AKF) in association with the Australia-Korea Business Council (AKBC), was pleased to facilitate an opportunity for the Minister to meet with Australian businesses at a dinner in Melbourne on Monday 18 May. Minister Kim was in Australia for the fifth Australia-Korea Ministerial Joint Trade and Economic Commission. Following this meeting, Minister Kim and Australia's Minister for Trade, the Hon Simon Crean, jointly launched the first round of negotiations on an Australia-Korea Free Trade Agreement.

The dinner co-hosted by Mr David Palmer, Chair AKF Board and Mr Colin Heseltine, Deputy Chair, AKBC, was attended by Ministers Kim and Crean as well as Minister for Agriculture, Fisheries and Forestry, the Hon Tony Burke and Minister for Resources and Energy & Minister for Tourism, the Hon Martin Ferguson.

Ninety guests, representing a cross-section of industries engaged in trade with Korea, enjoyed a brief speech from Minister Kim in which he agreed with Mr Palmer's comments on the importance of people-to-people relations between our two countries. He expressed his enthusiasm for the broadening and deepening of the relationship between Australia and Korea, emphasising that business linkages provide a great basis to expand connections further. As the AKF aims to promote connections between individuals and organisations in both countries, these remarks from such a distinguished and influential guest were warmly welcomed by the hosts.



Mr Heseltine, Mr Palmer, Mr Kim and Mr Crean at the AKF dinner in honour of the visit of the ROK Trade Minister in Melbourne.

Priority Area 3: Education, Science and Technology

Australia-Korea Early Career Researchers Exchange Program

With the support of AKF, a successful partnership has been forged between the Australian Academy of Science (AAS), the Academy of Technological Sciences and Engineering (ATSE) and their Korean counterpart, the National Research Foundation of Korea (NRF), formerly the Korea Science and Engineering Foundation (KOSEF),

Together the partners have developed the Australia-Korea Early Career Researchers Program (ECRP) which offers early career researchers from both countries the opportunity to work on collaborative research projects, embedded in their host institution for up to 3 months. The program also involves mentors in the development and evaluation of each project allowing the researchers to engage with leading Australian and Korean researchers in their specific research field.



Korean ECR in Australia, Welcome Dinner at the Ottoman in Canberra.

From June to August 2009, four Korean early career researchers were hosted by institutions across Australia. All the participants were pleased to be able to acquire specific knowledge related to their current research, expand areas for future research between their institutions, develop papers for journals and conferences, as well as enjoy valuable cultural experiences and gain many friendships during their stay in Australia. Overall, the program has developed a greater awareness of areas of common research interest and shown where sharing expertise in science and technology can bring mutual benefits.

The Australia Korea Foundation Scholarship Program

A new initiative in 2009, the Scholarship Program is an annual grant program providing support for early career professionals, postgraduates or later year undergraduates to undertake research, professional development, business internships, language and cultural studies, in the Republic of Korea.

The AKF Scholarship Program responds to the Prime Minister's call to enhance significantly ties with the Republic of Korea and reflects the AKF's goal of increasing Australians' capacity to effectively engage with Korea. The announcement of the scholarship program coincided with the visit to Australia of the President of the Republic of Korea, HE Lee Myung-bak in March 2009. In May 2009, 11 scholarships were awarded across Australia from a strong and competitive field of applicants.

Postcards from Seoul

Elizabeth Johnston



*Ms Elizabeth Johnston
2008-09 Scholarship recipient.*

It's not hard to pick me out from the crowd. All you need to do is spot the blonde haired female and that's me. In a country where black hair dominates, you could say I receive a fair amount of attention, stares, double takes, cries of "Wae-guk-in"(foreigner) and even tears from babies who are unfamiliar with a Western face.

However, perhaps it is due to my uniqueness that Korea has given me countless opportunities and people I have met have shown me special kindness. Especially as one of the

few foreigners who have come to Korea to endeavour to learn the Korean language and culture, I find much respect is given to me when my efforts are recognized.

With a culture so different to our own, every day living in Seoul is an experience. Whether it's being pushed into a jam packed subway at 7 o'clock in the morning by an ajuma (married Korean woman) or whether it is exposing yourself in a public bath with complete strangers, each and every experience is one that cannot be done in Australia. Having lived in Korea now for 9 months, I am slowly learning the Korean method of thinking and doing; however a country with such a long and very different history to my own, it is not easily understood.

With land space only a fraction of Australia's yet with a population twice that of our own, the Korean lifestyle is understandably different to the one I know in Australia. With such a bustling population, public transportation is as reliable as the sun coming up, you can find a convenience store at every corner, and you never feel alone. However, with space limitations, there are some lifestyle limitations too, but Koreans make up for the lack of space by making the most of the mountains and forests by enjoying hiking and other outdoor activities when they can.

The most important thing about being here, and having this great in-country experience, is that I have a chance to learn how other people think, how other people live and how other people communicate with each other. I think separating yourself from the familiar world, entering a foreign one, and "doing as the Romans do" is the most important lesson in life and one where you will achieve the most.

Nichole Thio



*Ms Nichole Thio, 2008-09 Scholarship recipient,
at Yonsei University, Seoul*

I am grateful for the AKF's support of my exchange program to Yonsei University. Over the past one and a half months, I have discovered that living in Seoul and studying at a Korean university is a different and interesting experience. My Korean language skills are making progress. The things which I learn are not just confined to the classroom, as I am able to practise my Korean with other students and in society. This has been complemented by my studies of Korean culture and history, which has allowed me to deepen my understanding of the Korean people and develop an appreciation for Korea's rich culture. As a Commerce student, I have also been able to truly appreciate the concept of international business. Studying at Yonsei has enabled me to be immersed in an international learning environment, where

I can interact with students from around the world, gain insights into key issues, and learn about the Korean perspective of international business. In addition to my studies, I have thoroughly enjoyed the opportunities to explore cultural and historical sites, do some volunteer work for the elderly, and travel to other places in Korea. It has been a worthwhile and rewarding experience so far, and I am definitely looking forward to what the rest of the semester may bring.

Ms Victoria Martin



Ms Victoria Martin 2008-09 Scholarship recipient (second from left) with friends at Yon-Kor Jun – the annual sports games between leading Korean universities – Yonsei University and Korea University in Seoul.

I have been living in Seoul for five weeks now and during that time, I have been run off my feet with many things to do and see.

I came to Seoul to study at Yonsei University and work with the Australian Chamber of Commerce. During my internship I have been able to network with some of the top Australian executives working in East Asia, and have attended various conferences and forums on Australia-Korea relations.

Although I have been very busy with work and academic commitments, I have had time to visit places of cultural interest on the weekends as well as catching up with friends in some of Seoul's entertainment districts.

Highlights of my trip so far include visiting the Noryangjin fish markets, where you can sit and enjoy fresh, Korean-style sashimi. Also shopping in the quiet back streets of Apgujeong is always an adventure, as you can visit many small boutiques of independent designers or relax in the trendy cafes and restaurants.

As for my first impressions of Seoul, I was surprised that the city was so clean and that transport around Seoul was relatively easy. I also found young Koreans extremely welcoming, very hospitable and lots of fun to go out with.

My only concern is that I am running out of time to visit all the different areas around Seoul and to catch up with all my friends and contacts before I leave. I thoroughly recommend for other young Australians to visit this lively, exciting and innovative country. I thank the Australia-Korea Foundation for their support as I am having a wonderful experience in Korea.

Jeremy Neideck

I received the Australia-Korea Foundation Scholarship in April 2009 to travel to Seoul and train at The National Theatre of Korea (NTOK). As an artist, my current area of focus is the exploration of physical performance (in particular Butoh, a form of expressionistic dance, originating in Japan), and the way that extended vocal techniques and installation art practice can be used to create new modes of performance.

I have visited Korea many times, and lived in Seoul for 12 months working for LATT Children's Theatre in Gangnam under the direction of Roger Rynd. I have a fascination for traditional Korean music, and studied the Daegeum (large bamboo flute) with Lee Hyun Shil in 2006, a skill which I have since incorporated into my practice as a performance maker and composer. Through my existing network of connections with artists in Korea, I was able to negotiate a private course of study with Oh Min Ah, a lead performer with The National Changgeuk Company of Korea. This is a company which specialises in the dramatisation of Pansori, a traditional Korean storytelling style whose powerful and shamanistic vocal style is unique to the Korean peninsula. From May to August, I met my teacher twice a week at the National Theatre Rehearsal Studio where I learned techniques of Pansori vocal production, as well as pieces from the traditional repertoire.

In preparation for my trip to Seoul, I applied for a position as a resident artist at The National Art Studio (Changdong), and was successful in being invited to participate in their 3-month residency program. This program gave me the opportunity to meet and work with local and foreign artists, to live in an art studio, and create work for public exhibition. I collaborated with interactive multimedia artist Park Jong Hyon to create *Strange Earth*, a work of interactive dance performance that incorporated filmic installation, Butoh dance and the vocal practice I studied at NTOK.

The AKF Scholarship has opened up many new opportunities for me, and allowed me to participate in additional projects with The Modern Dance Festival, Korea and LOOP Gallery / MIZY. I have been able to extend my network and am in an excellent position to negotiate further cultural exchange between Australia and Korea.

I am also grateful for the support of Aphids (aphids.net) in making this exchange possible.

Australia-Korea BRIDGE Project

The 2008-09 Australia-Korea BRIDGE Project is a new initiative of the Asia Education Foundation and builds on the success of the Australia-Korea Teacher Exchange Program. The Australia-Korea BRIDGE Project supports Australian and Korean schools to form sister-school relationships through physical exchange and online collaboration – a move to continue to grow Australia-Korea engagement through the use of ICT (Information and Communication Technologies) in classrooms.

In September 2009, ten Australian teachers visited Korea for two weeks. The visit was a huge success in providing the Australian and Korean teachers opportunities to build professional and personal relationships. The program in Korea also included training for the Australian and Korean teachers on the use of ICT in the classroom and opportunities for the Australian teachers to learn about Korea.

In February 2010, ten Korean educators will visit Australia for their reciprocal component of the program. This will include a 12 day professional learning and homestay program. ICT training will also be a major component of this program and will be aimed at skilling teachers to use online collaborative activities as a means to engage students to communicate and learn about each other on a long term basis.

Over the past 11 years, the AKF has supported the Asia Education Foundation to provide 147 Korean and 133 Australian teachers the opportunity to increase their knowledge of each other and build Australia-Korea links.



Australian teachers entertain the Songnisan Elementary School students with a rendition of Kookaburra sits in an old Gum tree.

Priority Area 4: Society, Culture, the Arts and Media

Journalism interns in Korean Newspapers (AKF Media Interns)

The Foundation continued its support of the media internships program this year. Three final year media students from the University of Sydney undertook a media internship program in Korea. The interns, known as the AKF Fellows, worked for six weeks during January-February 2009 with Korean leading newspapers, the Korea Herald and Joong-Ang Ilbo, after spending a week attached to the Australian Embassy in Seoul for orientation.

The programs objective is to provide media and communications graduates with skills and attributes important for their future careers. The interns in Korea gained a greater understanding of contemporary Korean society and were engendered with a life-long interest in Australia-Korea relations. They were able to research and write stories in areas of their own interest and in most cases, the stories were then published. Along with the work experience, the interns reported that they gained an invaluable life experience, living in a country initially unfamiliar to them.



Australia Education International staff and AKF interns (left to right) Juhee Hong, AKF Media Fellow Jessica Carter, AKIP alumnus Thuy Ng, Hong Sujung, Eunmi Jung, Margaret Proctor, and Ellen Lee in front of the Green and Gold – Energy and Environment Innovations display at the 2009 Australia Day event at the Grand Hyatt Hotel on 21 January 2009.

Ms Elise Bishop – Ceramics Exhibition in Korea

Ms Elise Bishop was invited to participate in the Gangjin Celadon Festival, as an exhibiting international artist. The experience included delivery of workshops to the Korean public attending the festival, and participation in workshops delivered by leading Korean Ceramic artists. It was followed by a tour of Korea, visiting artists in their studios, museums, and galleries.



Korean children learning ceramics at one of Ms Bishop's workshops.

Ms Bishop's ceramic work found a natural home in South Korea, it was well received, and at the request of the City of Gangjin, Ms Bishop donated a piece of her work to the City of Gangjin. This begins their collection for a permanent display of International Ceramic Art, which will have a cyber-presence, as well, in the form of 24hr high resolution web images broadcast from this new exhibition space.



Ms Elise Ann Bishop working on a piece during the Gangjin Celadon Festival held 5-22 August.

Strangeland



A performer in Strangeland.

Melbourne's *not yet it's difficult* (NYID) and Seoul-based Wuturi's theatre collaboration, *strangeland*, completed a highly successful four performance season at Melbourne's Meat Market on 8 August as part of Arts House's Look-Out Program.

Attendances nudged 85% and audience profile showed a marked presence of Melbourne-based Koreans, approximately 15% of total audiences. NYID specifically targeted this new market by advertising in all Melbourne-based Korean-language magazines and online use of the *Korean Portal* which connects some 40,000 Koreans Australia-wide.

The 3 major Korean street publications, *Melbourne Sky*, *Melbourne Journal* and *Raon* by *Korea21*, competed for cover stories, interviews and photos of the production.

The response to *strangeland* from Australian and Korean audiences has continued almost a month after the project's completion as NYID continues to receive letters of interest about the company's collaboration with **Wuturi** both from artistic and cultural perspectives.

Honey Pot Promoters Program

The Adelaide Fringe Festival 2009 invited two Korean international art buyers and festival directors, Mr Su-taek Yim, Artistic Director, Gwacheon Hanmadang Festival and Mr Sangsoon Park, Artistic Director, Ansan Street Arts Festival to Australia from 6-9 March 2009 under its Honey Pot Promoters Program. The objective of the program is to showcase contemporary Australian performance artwork to relevant buyers and opinion leaders in order to increase the recognition of high quality Australian work in the Korean performing arts industry. The Honey Pot Promoters Program also provides an opportunity for Australian artists presenting work in Adelaide Fringe 2009 to connect with Korean and other international promoters, learning more about performing arts scenes overseas, and the nature of performance art work currently being produced or supported in Korea, thereby increasing understanding among Australian artists of Korea's importance as a partner in cultural and artistic exchange.

Julien Wilson Trio

A postcard from Aussies in regional Korea



Julien Wilson Trio perform in front of the Australian Korean War Memorial in Gapyeong.

Greetings from Gapyeong County in Korea!!

The Jarasum International Jazz Festival has just concluded and it was a fantastic success. This is a real 'family jazz festival' held for the 6th year on the Jara island in Gapyeong under the direction of Mr Jae Jin In, who has made Jarasum into the biggest and most diversely programmed jazz festival in Asia (in 2008 – 130,000 people bought tickets). The Julien Wilson Trio from Melbourne, supported by the Australia-Korea-Foundation, performed twice during the weekend of 16-18 October on two different stages and were warmly received by Korean audiences. The second concert was held on the Jazz Palette stage in front of the Korea war memorial, commemorating the Australia, New Zealand, Canada and UK contributions to the Korean War, and the Trio was personally introduced to the stage by the director of Jarasum Jazz, who also mentioned the Australian armed forces contributions to the Korean War.

Sponsorship

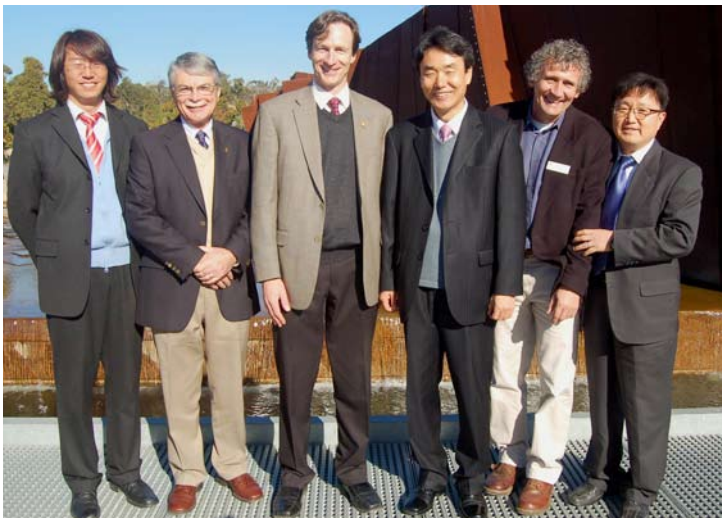
Korean National Arboretum visit

In January 2009, Dr Kim Yong-Ha, KNA's Director General hosted a visit to the Korea National Arboretum (KNA) by AKF Chair, David Palmer and Secretariat staff. At this meeting, KNA advised their intention to build an Australian garden using a large vacant green house made available due to the development of a new and larger green house close by, both located in the main grounds of the KNA one hour from Seoul. To facilitate institutional links and develop KNA's knowledge of Australian plants and gardens, in June 2009, the AKF sponsored the visit to Australia of Dr Kim Yong-Ha, KNA's Director General, and his colleagues,

Dr Lee Hae-Joo, Head of the Planning Section, and Dr Kang Utchang, Senior Research Scientist. During the week-long visit, the delegation had meetings, undertook familiarisation tours and signed Memorandum of Understanding with the Royal Botanic Gardens Trust Sydney and Royal Botanic Gardens Melbourne. Since then the organisations have been transferring seeds and plants and planning further exchange and professional development programs.



Dr Kim and Dr Moors signing a MOU between the Korean National Arboretum and the Royal Botanical Gardens, Melbourne.



Dr Moors and Dr Kim with their senior staff at the Australian Garden, Cranbourne, Victoria.

Australia Day event in Seoul

The AKF was one of the sponsors of Australia Day 2009 – Colours of Australia, the Australian Embassy's Australia Day celebration in Seoul on 21 January 2009. The event attracted widespread and unprecedented Korean media attention and coverage and over 2300 attendees, including 60 Korean print and broadcast media. Coverage focused on the more than 20 senior political leaders attending, including Madam Park Geun-Hye and ruling party Chairman Park Hee Tae, around a dozen Korean celebrities and a large number of industry, commercial and government leaders and officials.

Media coverage of the event emphasised the diversity of Australia and its business, educational, cultural and recreational capabilities and opportunities, as well as the long history of friendship and cooperative relations between the two countries. A particular focus of the event was a fashion parade showcasing iconic Australian clothing brands. The Ambassador also unveiled the logo for the newly-established Australian Chamber of Commerce in Seoul (AustCham). The AKF Chairman represented the Foundation at the event, which was highly successful in conveying a positive, up-to-date and sophisticated image of Australia in Korea.



L-R: AKF Chairman Mr David Palmer, Counsellor (Economic) Ms Evanor Palac-McMiken and Ambassador Peter Rowe.

APPENDIX A

2008-09 FINANCIAL REPORT

2008-09 BUDGET ALLOCATIONS

Departmental Allocation	200,000
Administered IRGP Allocation	549,085
Special Account Funds Used*	7,110
Sale of George Rose book	996
Total Budget Allocations and other funds	757,191

2008-09 EXPENSES

Expenses – Administered IRGP Grants

Geopolitical Relations	75,000
Economics and Trade	79,000
Education, Science and Technology	229,428
Society, Culture, Arts and Media	165,910
TOTAL IRGP EXPENSES (ex GST)	549,338

Expenses – Administered Grants from Special Account*

TOTAL GRANTS from SPECIAL ACCOUNT (ex GST)	7,110
Expenses - Departmental	
Geopolitical Relations	12,859
Economics and Trade	30,589
Education, Science and Technology	18,547
Society, Culture, Arts and Media	14,408
Program Management, Administration and Promotion	90,674
Board costs	28,480
TOTAL DEPT EXPENSES (ex GST)	195,557

Total expenditure	752,005
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APPENDIX B

AUSTRALIA-KOREA FOUNDATION STRATEGIC PLAN 2009-12

Preamble

Australia has important geopolitical and economic interests in Korea which need to be sustained by a closer relationship that promotes an increased awareness of Australia in Korea and Korea in Australia. This requires a widening and deepening of the areas of contact and exchange between the two countries and their peoples. The Australia-Korea Foundation was established to support the exchange and dissemination of information, and to provide a source of advice and strategic guidance, in relation to the ways in which such relations may be encouraged, strengthened and developed. Much has been accomplished since its establishment in 1992 but much also remains to be done to develop the relationship to a level which matches its strategic importance.

AUSTRALIA-KOREA FOUNDATION STRATEGIC PLAN 2009-2012

Vision

To achieve enhanced awareness and understanding in Australia and Korea of the importance and mutual benefits of the bilateral relationship

Mission

To strengthen the Australia-Korea relationship in ways that support Australia's foreign and trade policy interests

Key Priority Areas

- Geopolitical Relations
- Economics and Trade
- Education, Science and Technology
- Society, Culture, Arts and Media

Goals

- Informed public awareness of Australia and Korea's shared responsibility for promoting **peace and progress** in the region and globally as middle powers
- Public and corporate awareness of the mutual importance and complementary nature of the Australia-Korea **relationship**
- Cooperation in Australia and Korea on **research and development** opportunities in areas of current and future mutual interest
- Productive Australia-Korea partnerships on **contemporary issues of shared interest** such as climate change and the environment, ageing and social change, gender and multiculturalism, innovation and technology
- Advance **cultural and social research, dialogue and exchange** in areas that improve the understanding of, or directly impact on, the bilateral relationship, including in a regional context
- Robust **professional, community and institutional linkages** between Australia and Korea which enhance mutual understanding, friendship and goodwill and project a well-informed and contemporary image of Australia in Korea

Guiding Principles

- To create and strengthen networks, contacts, partnerships and/or institutional linkages
- To capitalise on partnerships which increase overall value of activities
- To provide seed funding for activities which will become self-sustaining
- To support activities which have the potential to deliver medium to longer term outcomes, including through institutions, groups or individuals
- To facilitate a broad geographic spread of activities both in Australia and Korea
- To leverage from high profile events to maximise benefits and the effective use of resources
- To promote complementarities and avoid duplication with other institutions active in Australia-Korea relations

Performance

- The Australia-Korea Foundation will prepare an Annual Business Plan for submission to the Minister by 31 May each year for the following financial year
- In preparing the Annual Business Plan, the Foundation will give consideration to the goals and guiding principles identified in the Strategic Plan, the effectiveness of projects funded in previous years, and undertake extensive consultations with stakeholders, including the Department of Foreign Affairs and Trade (DFAT) and the Australian Embassy, Seoul
- The Foundation will prepare an Annual Program Report by 31 October each year for submission to the Minister
- The Foundation will prepare a Performance Report assessed against the goals of the Strategic Plan every three years
- The Foundation will undertake a Board Performance Review every year

Opportunities and Challenges

The AKF is the Government's key public diplomacy program for strengthening the Australia-Korea relationship in ways that support Australia's foreign and trade policy interests. The agenda for this program continues to expand. Over the next few years, Australia is strongly committed to concluding a comprehensive Free Trade Agreement (FTA) with Korea. Security cooperation is another fast growing element of the relationship as well as working together on global issues such as climate change.

Although the bilateral trade relationship has been strong for decades, in recent years the growth in services trade, driven by education and tourism, has required greater cultural awareness and understanding between the people's of our two countries than the traditional trade in commodities and agricultural products.



However, Australia competes for attention with the rest of the world in Korea, not only in trade but also in higher education, the arts and culture. Much of the AKF's efforts, therefore, will be directed towards increasing the prominence of Australia in Korea and building the capacity of Australians to establish and maintain enduring links with their Korean counterparts.

Diminished capacity for the Government to influence Korean opinion in support of Australian objectives, bilaterally and in relation to regional and global issues would result from any reduction in funding levels to the AKF. In addition, significant movements in the value of the Australian dollar may impact on delivery of AKF projects in Korea, and is a major risk requiring careful monitoring.

APPENDIX C

COMMONWEALTH OF AUSTRALIA

ORDER CONSTITUTING THE AUSTRALIA-KOREA FOUNDATION 02/2004

WHEREAS the Australian Government is desirous of further developing relations between Australia and Korea:

AND WHEREAS the Australian Government is desirous of implementing the recommendations of the Australia-Korea Forum, held in Canberra in November 1989 and in Seoul in April 1991, in order to broaden the areas of exchange between the two countries:

AND WHEREAS it is desirable that such relations should be developed by the promotion in Korea of a greater awareness of Australia, and by the promotion in Australia of a greater awareness of Korea and the enlargement over the longer term of the areas of contact and exchange between Australia and Korea and their respective peoples:

AND WHEREAS it is desirable that there be established a body for the purpose of providing a focus for the collection, exchange and dissemination of information, and a source of advice and strategic guidance, in relation to the ways in which such relations may be encouraged, strengthened and developed:

NOW THEREFORE I, Philip Michael Jeffery, Governor-General of the Commonwealth of Australia, acting with the advice of the Federal Executive Council, HEREBY ORDER AS FOLLOWS:

Establishment of Foundation

1. There is hereby established a foundation to be known as the 'Australia-Korea Foundation'.

Board and Secretariat

2. The Foundation shall consist of:
 - (1) a Board comprising
 - (a) a Chairperson; and
 - (b) the Secretary of the Department of Foreign Affairs and Trade (DFAT) or a DFAT representative appointed by the Secretary as an ex-officio member; and
 - (c) not less than 4 and not more than 13 other members; and
 - (2) a secretariat provided by DFAT.

Appointment of Chairperson and Members

3. (1) The Chairperson shall be appointed by the Governor-General on the recommendation of the Minister of State for Foreign Affairs for a period not exceeding five years, and on a part-time basis.

- (2) Members of the Board, other than the Chairperson and the ex-officio DFAT member, shall be appointed by the Minister of State for Foreign Affairs for a period not exceeding three years and on a part-time basis.
- (3) The Chairperson and members may be re-appointed.

Termination and Resignation of Membership

4. (1) The Governor-General may terminate the appointment of the Chairperson or a member on the recommendation of the Minister of State for Foreign Affairs. The Chairperson may resign his or her membership by notification in writing to the Governor-General.
- (2) The Minister of State for Foreign Affairs may terminate the appointment of a member of the Board, other than the ex-officio DFAT member.
- (4) A member (other than the Chairperson) may resign his or her membership by notification in writing to the Minister of State for Foreign Affairs.

Functions of Board

5. (1) The function of the Board is to make recommendations to the Australian Government through the Minister of State for Foreign Affairs for the broadening of the relationship between Australia and Korea, with particular emphasis on:
 - (a) raising awareness of Australia in Korea, and of Korea in Australia;
 - (b) the promotion of visits and exchanges between the two countries of individuals and groups for the purpose of broadening relations in a number of areas including, in particular, commerce, education, science and technology, industrial relations, culture, sports, and the news media;
 - (c) encouraging the development of institutional links amongst universities, museums, libraries, technical colleges, research institutes, professional organisations and appropriate non-government organisations;
 - (d) maintaining liaison with the Korea–Australia Foundation and co-operating, where appropriate, with its programs; and
 - (e) the support of Australian studies in Korea and of Korean studies in Australia.
- (2) In developing its function the Board should consult as widely as possible with individuals, organisations, enterprises and government departments and agencies associated or concerned with the broadening of relations between Australia and Korea.

Functions of Secretariat

6. The functions of the secretariat, under the authority of the Minister for Foreign Affairs, are:
 - (1) to provide administrative support for the Board;
 - (2) to implement the recommendations of the Board.; and
 - (3) to undertake other activities as appropriate.



Meetings

7. (1) Subject to sub-clause (2), meetings of the Foundation Board shall be held at such times and at such places as the Board determines.
- (2) The Chairperson shall, upon receipt of a written request signed by 4 other members of the Foundation Board, summon a meeting of the Board to deal with such matters as are specified in the written request.

Procedure at Meetings

8. The procedures for the conduct of meetings of the Foundation Board, including procedures for the appointment of an Acting Chairperson and a Deputy Chairperson, shall be as determined from time to time by the Board.

Finances

9. Moneys required for the purposes of enabling the Foundation to discharge its functions and the implementation of the Foundation Board's recommendations shall be obtained from:
 - (1) moneys standing to the credit of any Trust Account established under section 62A of the Audit Act 1901 for those purposes; or
 - (2) any other moneys lawfully available for these purposes.

Annual Report

10. As soon as practicable after 30 June in each year, the Foundation shall provide to the Minister of State for Foreign Affairs an Annual Report on Foundation activities during the period of twelve months ending on the preceding 30 June.

GIVEN under my Hand
and the Great Seal of
Australia on
8 April 2004.

(signed)
P M Jeffery
Governor-General

By His Excellency's Command

(signed)
Alexander Downer
Minister of State for Foreign Affairs

APPENDIX D

Members of the Board of the Korea–Australia Foundation as at 30 June 2009

Chairman

Mr Se-Yong PARK Former Chairman, INI Steel

Members

Myung-Sik CHUNG Former Chairman, POSCO

Wan-Kyoo CHO Chairman, Bioindustry Association of Korea
(Former Minister of Education)

Chang-Gurl CHOI Honorary Chairman, Korea Zinc Co., Inc.

Jin-Hyun KIM Chair, Advisory Committee, Korea International Trade Association
(Former Minister of Science & Technology)

Chang-Bum LEE Former Chairman, Korean Council on Foreign Relations
(Former Ambassador to Australia)

Sang-joo LEE Former President, Sungshin Women's University
(Former Minister of Education & Deputy Prime Minister)

Ung-Suh PARK Honorary Chairman, UI Energy

Jang-Hee YOO, Honorary Professor, Ewha Woman's University
(Former Vice President, Ewha Woman's University)

Chang-Bun YOON Former Chairman, Hanaro Telecom Inc.

Joon-Yang CHUNG President & COO, POSCO

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