



Australian Government
Aid Program



Australia Awards

AUSTRALIAN SCHOLARSHIPS FOR DEVELOPMENT IN VIETNAM (ASDiV) PROGRAM

General Awareness and Promotion Strategy Plan

2010-2011

Submitted by Coffey International Development
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ABBREVIATIONS

ADS	Australian Development Scholarships
ALA	Australian Leadership Awards
ALAS	Australian Leadership Awards Scholarships
ASDiV	Australian Scholarships for Development in Vietnam
ASS	Australian Scholarships Section (in AusAID)
AUD	Australian Dollar
AusAID	Australian Agency for International Development
DARD	Department of Agriculture and Rural Development
DCS	Development Cooperation Strategy
DIAC	Department of Immigration and Citizenship
DTL	Deputy Team Leader
DOF	Department of Finance
DOH	Department of Health
DOIT	Department of Industry and Trade
DOET	Department of Education and Training
DONRE	Department of Natural Resources and Environment
DPI	Department of Planning and Investment
ELT	English Language Training
GAPSP	General Awareness and Promotion Strategy Plan
GoV	Government of Vietnam
HRD	Human Resource Development
IELTS	International English Language Testing System
M&E	Monitoring and Evaluation
MOET	Ministry of Education and Training (in Vietnam)
MOLISA	Ministry of Labour, Invalids and Social Affairs
MPI	Ministry of Planning and Investment
OASIS	Online Australian Scholarship Information System
PhD	Doctorate of Philosophy
PPI	Priority Public Institution
TESOL	Teaching English as a Second Language

1 INTRODUCTION

The ASDiV General Awareness and Promotion Strategy Plan (GAPSP) for 2010 and 2011 is informed by the information and outcomes from promotional activities undertaken in the previous year, and more particularly, on the changing strategic direction of the Australian Scholarships program, which is articulated in the Australian Scholarships for Development in Vietnam (ASDiV) Design Document (DD) for the next phase. The strategy sets out the approach and detailed activities that effectively support the need for the scholarships programs to have greater development impact and to align more closely with the objectives of the draft Vietnam-Australia Development Cooperation Strategy.

An earlier version of this General Awareness and Promotion Strategy Plan (GAPSP) was submitted to AusAID and has been revised to take account of AusAID's feedback and extended to cover the 2010/2011 period. In view of the development of the new Australia Awards branding for Australia's international scholarship programs which could have significant implications for promoting the ADS and ALAS in Vietnam, this strategy should be seen as somewhat provisional until the Australia Awards concept is fully developed. Nevertheless the GAPSP seeks to integrate, to the practical extent possible, the promotional information about the ADS/ALAS to present a coherent awareness message about the AusAID Scholarships under the Australia Awards banner, while at the same time maximising the use of the ASDiV's limited resources.

However, as the ALA is a regionally based program with separate promotion materials and application processes, a separate section is included in this plan which relates specifically to the promotion of ALAS. This section also illustrates how the ALAS promotion strategy will be integrated where possible with the promotion of ADS.

PART A - AUSTRALIAN DEVELOPMENT SCHOLARSHIPS

The GAPSP (relating to the promotion of ADS) has adopted a two-level approach - 1) General Awareness Strategy and 2) Targeted Promotion Strategy.

General Awareness Strategy

Phase 1 – Applications Publicity Phase. This phase takes place after the approvals of all publicity materials by AusAID, and will last from April until the end of July, the closing date for ADS applications.

Phase 2 – Perennial Publicity Phase. This phase occurs throughout the year, as the opportunity arises, in close cooperation with the AusAID Public Affairs office.

Targeted Promotion Strategy

This strategy centres on the five ADS Applicant Profiles with each Profile having a specific approach (Profiles 1 and 2 are combined because of their similarities). The implementation of this strategy will start prior to and coincides with the Applications Publicity Phase.

2 LESSONS LEARNED FROM PREVIOUS PROMOTION AND PUBLICITY CAMPAIGNS

- The media and promotion strategy implemented in 2009 to promote the ADS program was very successful in terms of reaching a broad audience and receiving a large number of highly qualified applicants. However, while the 2009 media and promotion campaign sought to align its strategy more closely with the strong ASDiV focus on rural areas by holding seven information sessions in

provincial areas, these sessions seemed to have had little effect in generating suitable applications from provincial regions. This suggests that a more intensive, systematic promotion approach is required in selected priority provinces in order to attract candidates who will meet the criteria of ASDiV Profiles 1 and 2.

- Newspaper advertising/commercial website advertising: From the previous year's sources of information figures, it can be seen that the majority of applicants obtained their information about ADS either from the ADS Support website, from friends/relatives or employers/work colleagues, and relatively few obtained information from broad-based advertising. This suggests that broad-based advertising was not as effective and should be reduced.

3 KEY PRINCIPLES OF THE 2010-2011 GAPSP

3.1 GAPSP overview

The overall purpose of ASDiV's promotion activities is to raise awareness of the Australian Scholarships program in general and to recruit sufficient quality applicants for the 2012 and 2013 ADS intakes to reach the target of 225 scholarships for each intake. In addition to the ASDiV website, brochures, posters, hotline, newspapers, radio, commercial and non-commercial websites, this year's plan recommends some new (or strengthened) promotion components. Key changes in the promotion approach adopted ADS Support includes:

- Use of media: ASDiV will seek the opportunities to leverage mass media in various ways:
 - Increase newspaper coverage through feature articles: Besides advertising, the ASDiV team plans to meet with reporters and journalists, including media alumni, with a view to articles being written about the program in newspapers and magazines throughout the year.
 - TV coverage: It is planned to produce a TV series using alumni profiles in conjunction with VTV if this proves feasible, although this will not be available in time for this year's application round. In addition, a short video using footage from existing videos has been developed for use at this year's information sessions at minimal cost. However a new, updated video will need to be produced for next year's promotions.
- Use of social networking sites including Facebook and Youtube: Social networking sites are being explored as a new way of promoting the program. The ASDiV Facebook page has been published and will serve as an effective channel to interact with alumni, awardees and interested people and to raise the awareness of the program in the on-line community. Links to the ASDiV promotion videos posted on Youtube will also be easily accessed from the Facebook page.
- Use of alumni: the ASDiV team will seek assistance from ADS alumni in four key activities:
 - Mobilising media alumni: 15 alumni working in the media have been identified; brainstorming sessions with these alumni will be held to obtain more ideas on media promotion and where possible encourage them to write articles.
 - Conducting information sessions: ASDiV provides training and support materials for the identified alumni, to assist in conducting information sessions.
 - Promoting the ASDiV program at universities: Alumni will play a key role at universities in promoting the program through personal contacts, organising briefing sessions, delivering information, sharing experiences and helping prospective applicants with application completion.
 - Promoting the ASDiV program at provincial level: the ASDiV team has identified a small list of alumni working for local government offices and will seek their cooperation in promoting the program at the provincial level.
- Targeted promotion visits to priority provinces and regional universities:

- Visits will be made by key ASDiV staff to selected priority provinces and regional universities to establish personal contact with key local stakeholders and influential persons.
- Targeted information sessions will be held in priority provinces and regional universities inviting local media to maximise publicity.
- Contact will be maintained with local authorities in priority provinces all year round in an effort to promote a pool of candidates for future years.
- Public diplomacy: ASDiV will identify opportunities and support AusAID's public diplomacy role, especially in relation to planned high-profile Australian politician visits in 2010. Public diplomacy has been identified a key element of the 2010-2011 promotion strategy with three main activities
 - A big alumni event will be organized on the occasion of the Prime Minister's visit to Vietnam expected in November 2010.
 - The use of Embassy and AusAID staff who regularly make visits to rural areas will be a part of the promotional visit plan to provinces
 - Star alumni profiles: An e-book and short video-profile of 20 ADS and ALA star alumni's profiles will be produced and linked to the website and the video-profile will be aired on national TV channels if possible.(see also above)
- A briefing session with NGOs:
 - A briefing session will be held in Hanoi with the NGO HR network to share information with NGO staff and through them with their local partner NGOs working in the provinces

3.2 Key components of the General Awareness Strategy

1.1.1 3.2.1 Phase 1: Applications Publicity Phase

Timing: This phase will commence after the approval of all materials by AusAID and will last from April 2011 until the end of July 2011, the closing date of ADS applications.

Components:

Applications package updated

The Application package will be accessible to prospective applicants in both softcopy and hardcopy formats. Prospective applicants will be able to download the Application Package from the website. Hardcopies of the Application package will be sent in mail-outs to all provinces and targeted organisations, be provided to key agencies during calls and be given to possible candidates at information sessions in targeted provinces.

ASDiV website including on-line forum

The ASDiV website will remain the major source of information for potential applicants for ADS applicants. Sections on the website homepage such as featured news, events reservation and survey and polls will highlight interesting and relevant information and functions for the website visitors (see Appendix 5 for the homepage of ASDiV website). New on-line features such as the forum and Q&As, will create a platform for applicants, awardees and alumni to communicate with each other and ASDiV staff in a more interactive way. The IT manager will be in charge of the forum. The Promotion and Screening Manager, Scholarship Administration Manager, and Alumni Manager will answer questions in the forum and Q&A and join forum discussions as needed.

The new website will include more photos of ADS scholars, video footage, more use of visual tools to explain the scholarship cycles and links to other key Alumni groups and Australian organizations in Vietnam, e.g. ANU, UQ, UNSW, ADS China, etc and Australian Volunteers and AusCham networks.

Brochures/posters

A generic brochure with English and Vietnamese on the two sides will be published provides basic information on the ASDiV program in Vietnam. The brochure includes general information on both the ADS and ALA programs and summary information on the five Applicant Profiles. The poster contains key information about the ADS program (levels of study, deadline, and website address, ALAS has a separate poster) and will be displayed on bulletin boards of public institutions, universities, and places with many potential applicants, for example language centres, education consulting centres and the Australian Embassy. The brochures and posters will support newspaper advertisements by directing potential applicants to the ASDiV website for further information. A branded ASDiV folder will also be produced to form a package to be used in mailouts and during visits to stakeholders.

The brochures and posters will be distributed at the Public Information Sessions and in mail outs to targeted institutions, and local authorities throughout the country.

Commercial website advertising

Commercial website advertising will remain one of the more effective ways to raise awareness of the ADS program due to the increasing use of news websites by educated, younger generation Vietnamese, who are potential applicants. The program logo directly linking to the ASDiV website will be placed on the three most popular websites (Vnexpress, Vietnam net and Dan tri) for one month before and during the application period.

Newspapers/radio

From the previous year's media report newspaper advertising remains a significant source of information identified by applicants. However, from the source of information survey, it was much less important than the ADS Support Website or word-of-mouth in drawing attention to the ADS program. Therefore, it is proposed that advertising in the national daily newspapers be cut back to only 9 issues of three main national daily newspapers: Tuoi Tre, Lao Dong, and Vietnam News. Ha Noi Moi newspaper has been taken off the list due to the low number of applicants who obtained information from this source last year.

The style of these advertisements remains similar to previous years, i.e. approximately a quarter of a page in black and white directing potential applicants to the ASDiV website for further information. Provincial newspaper advertisement will not be used this year as it did not prove to work well for the 2010 and 2011 intakes.

Radio has a wider reach to target applicants in urban and nearby areas especially to those who travel by car or bus. Therefore, radio advertisement will be aired on VOV Transport Channel (VOV Giao thong) in Hanoi and Ho Chi Minh City. The main purpose of advertising on this channel is to raise general awareness through word of mouth.

In provinces, posters, announcements by the local government system and local TV (and radio where appropriate) advertising will be used to raise awareness of the program and inform potential applicants and other interested people of the information session dates, times and venues. Local TV advertisement could be in the form of a brief promotion notice, trailer, news or TVC with images taken from the video that ASDiV will produce. The maximum length of the local TV ads is 30 seconds.

Local media will be contacted to attend the public information sessions where the opportunity for media interview with visiting ASDiV staff will also be given.

On-line featured news

After further consideration it is proposed not to continue the ADS Support practice of producing an on-line newsletter for ASDiV. Instead, the newsletter features will be subsumed under the featured news and forum sections of the ASDiV website. As newsletters are often produced long after events actually happen and lose their topicality, they do not always assist candidates in keeping people informed. In the internet age, there are many direct ways to keep contact with alumni, awardees that require less resources than producing newsletters. The introduction of the more interactive website and the ASDiV Facebook site (see next section) are expected to make communication more effective.

Hotline

The Hotline (telephone and email address info@asdiv.edu.vn) as well as the ASDiV website will be clearly displayed in all promotion materials. There will be a separate telephone line maintained for the ASDiV Hotline which will be staffed during the ADS application period. The Hotline's major purpose is to provide clarification on ADS application and selection procedures for enquirers. To provide the best access to information for potential applicants, the telephone Hotline will be opened every weekday from 8.30 am to 4.30 pm during the application period.

Non-commercial websites

The ASDiV ads will appear on non-commercial websites to increase the awareness of scholarship opportunities for the 2012 ADS intake. Possible non-commercial websites include MOET and other PPIs, Australian Embassy, studyinaustralia.gov.au, VGAC, NGOs, VERN's Forum and university websites (where possible).

Social networking site

- Social networking is a new key approach for the ASDiV promotion strategy. As this communication channel is popular, easy to use, and free of charge, the risk in using it is low. An official Facebook site named "Australian Scholarships for Vietnam" has been created. The purpose of the Facebook site is to create a new interactive communication channel for awardees, alumni, and interested people. Initial members to be invited are alumni and awardees. As Facebook allows a very high level of interaction and connectivity, the awareness of the program is expected to increase rapidly through the members' friend network including potential applicants.
- Members of the site can keep track of the program activities, participate in discussion forum, send in questions, leave comments, watch videos and pictures, etc. The built-in discussion feature of Facebook can be used in parallel with the ASDiV's website forum for any topics raised by members. The ASDiV website's forum is still the official channel for discussion and questions and answers of scholarship related topics.
- The IT manager will have the overall management of the site updating and membership registration. The Promotion and Screening Manager, Scholarship Administration Manager and Alumni Manager will be responsible for responding to relevant comments and questions within 48 hours.

Video use

The ASDiV team has met with several media officers and is proposing several options for video production and use.

- Study in Australia Promotion video: This 18-minute video gives an introduction to study and student life in Australia and provides information on the ADS program for use at information sessions. The video has been developed in-house at minimal cost using existing footage from videos created by AEI and VTV3. The aim is to show the video at information sessions in the

provinces and for posting on the ASDiV website and Facebook in May and June 2010. However a new, updated video will need to be produced for promotions in 2011 to explain the changes under the ASDiV program. This footage should be able to use footage from the planned television series described below.

- TV promotion video: A study is being undertaken in cooperation with VTV on the feasibility of developing a series of brief (3-5 minutes) spots highlighting successful ADS alumni to be broadcast over different time slots. The study would also assess the most suitable channel(s) for such a series. The series would be developed in time for the 2013 ADS promotions.
- Use of existing television programs: A TV program called “Nguoi xay to am (The nest builder)” featuring stories of some ethnic female ADS alumni/awardees is now in the production process. This program should be aired in the 2010 application period. In addition, ASDiV team is cooperating with VTV to explore a range of ideas including “Hop thu truyen hinh” - a Q&A program on VTV1 and “Cua so du hoc” a program on study abroad opportunities on Cable TV channel.

3.2.2 Phase 2: Perennial Publicity Phase

Timing: This phase takes place throughout the year as opportunity arises in close cooperation with the AusAID Public Affairs Office.

Components:

- Press releases: The ASDiV team will prepare press releases in consultation with the AusAID Public Affairs Office. All press releases will be released by the Embassy prior to major activities or events such as key Alumni functions.
- Media coverage of significant events: Media will be invited for coverage of significant events e.g. large Alumni functions involving the Ambassador and/or visiting Australian Ministers, presentations of Graduation Degrees by Ambassador, Education Fair for awardees etc.
- Alumni events: Alumni events will be promoted in various ways using the ASDiV website and Facebook. Alumni presentations will be videotaped and uploaded to the website and facebook to reach a wider audience.
- E-book and video-profile of prominent alumni: Based on the alumni database, the ASDiV team will identify at least 20 prominent alumni from both ADS and ALA. A professional journalist will be hired to interview, write interesting stories, and produce a series of 3-5 minute video-profiles highlighting these successful alumni. ASDiV aims to look for a journalist who is an ADS/ALA alumni with professional skills in both article writing and video producing. As a part of the public diplomacy strategy, the e-book and video-profiles are expected to be published on ASDiV and AusAID website on the occasion of the Australian Prime Minister’s visit to Vietnam.
- TV program: As aforementioned, the proposed ASDiV series of video profiles is expected to be completed and aired on TV in the post application publicity for promoting future intakes subject to a successful outcome of the feasibility study.

3.3 Targeted Promotion Strategy

The targeted promotion strategy focuses on the five Applicant Profiles with a specific approach developed for each of the Profiles (in respect of Profiles 1 and 2 the approach is combined because of their similarities). There are a number of common elements across the targeted Profile strategies. However, it should be noted that Profile 3, which incorporates the PPI program, is somewhat different from the other four Profiles as ASDiV engagement with the PPIs is much more intense and systematic. Nevertheless the common elements can still be found in Profile 3, although expressed in a different form.

3.3.1 Common Elements

Mapping of key stakeholders

Mapping of key stakeholders who can assist with the promotion of the scholarship is the first step to be taken in implementing the targeted strategies. The purpose of mapping is to identify key agencies and influential persons, whether in the selected provinces, research institutions or universities, or whether they are alumni in a position to assist with promotion efforts.

Personal contact with key stakeholders

Once these key stakeholders are identified it is important to make personal contact with these stakeholders, as they are the persons who have the potential to both create favourable promotion conditions in their particular operating environment and can introduce potential candidates through their personal or professional networks. Where possible this personal contact should be ongoing and be maintained by key ASDiV staff and/or by Alumni where available. This approach is reflected in the intensive program of visits to selected priority provinces planned by senior ASDiV staff and will also to be applied in visiting and holding briefing sessions at regional and other universities.

Mobilising Alumni

Alumni are natural ambassadors for the Australian Scholarship program and they will therefore be used where possible to assist with the promotion program. They have the benefit of being able to speak from experience. Participating Alumni will be adequately briefed and provided with a manual to guide their participation and reimbursed any travel expenses incurred in promotion activities. As outlined in section 3.1 Alumni will be used in the targeted promotion strategy in four areas: assist with access to the media, assist in conducting information sessions, promoting the ASDiV program at universities and promoting the ASDiV program at provincial level.

Targeted information sessions

Information sessions to targeted audiences as determined in the Profiles are an effective means of communication with a range of stakeholders and potential applicants. These sessions should be accompanied by media coverage where possible as a cost effective way to reach a broader audience.

Mail-outs of information packages

Information containing promotional materials and application packages will be mailed out to key stakeholders such as Provincial People's Committees, universities, TESOL department/faculty heads, NGOs and research institutions. For the purpose of attracting more applicants from disabled and disadvantaged groups, contacts of organizations working with disability will be added to mail-out lists.

3.3.2 Promotion Strategies for Applicant Profiles

The following table summarizes the strategies to be undertaken for the five Profiles. For details of the strategies, please see Appendix 4 - Promotion Strategies for each Applicant Profile.

Profile	Key approach	Key activities	Key stakeholders
Profile 1 and 2	Identify key institutions, agencies, people, alumni, who can assist with promotion and selection process	A. Targeting Priority Provinces	
		• Mapping of priority provinces: identify key government and non-government organizations and stakeholders	• Party and People's Committee
		• Mapping of alumni: alumni to introduce key contacts, to make promotional visits	• Provincial departments
		•	•

Profile	Key approach	Key activities	Key stakeholders
		<ul style="list-style-type: none"> visits by senior ASDiV staff: meet with representatives of key agencies, public information session, individual meetings with influential persons Local media: ads, interviews, media releases Mail-out to key agencies in provinces: distribute promotional material and application packages to key agencies Application completion assistance: ASDiV staff or alumni assist with filling in applications Assistance of AusAID country team in promotion and identifying suitable applicants <p>B. Targeting all rural provinces</p> <ul style="list-style-type: none"> Mail-out to Provincial People's Committees, NGOs and relevant research institutes Use of NGO networks: advertise on NGO website and briefings of NGOs Visit regional universities catering for ethnic minorities 	<ul style="list-style-type: none"> ethnic Minority Committee GOs Local businesses Influential women usAID Country Team
Profile 3	Work closely with selected PPIs to develop HRD plans and to nominate appropriate PPI candidates	<ul style="list-style-type: none"> Revise PPI procedures manual and standard institution agreement Brief Institution Supervision Panels and Institutional Coordinators Assist PPIs to develop HRD plans, identify applicant pool, and develop internal promotion strategy Conduct workshops on career path planning, application form, selection procedures 	<ul style="list-style-type: none"> PIs Institutional Coordinators Institution Supervision Panels
Profile 4	Work closely with MOET, universities and alumni to promote the program	<ul style="list-style-type: none"> Mapping of alumni: identify and mobilize alumni at universities to assist in promotion (presentations, affixing posters, distributing information, liaise with university leadership) and in identifying and making personal contact with potential applicants Visits by senior ASDiV staff to selected universities, especially those with many students from ethnic minorities: meet with university leaders, public presentation, post posters at public notice boards, etc. Mail-outs: information packages mailed to university rectors, heads of international departments, heads of training and research departments, etc.; mail-out to existing lists of potential applicants Ads in university publications, university websites and 	<ul style="list-style-type: none"> Universities MOET Lecturers Alumni

Profile	Key approach	Key activities	Key stakeholders
		MOET website	
Profile 5	Work with MOET to identify targeted universities and have TESOL alumni help with promotional activities	<ul style="list-style-type: none"> • Mapping of alumni: identify and mobilize alumni at universities with TESOL to assist in promotion and identifying and making personal contacts with potential applicants • Visits by senior ASDiV staff: visit universities which have TESOL faculties and many ethnic minority students • Mail-out to heads of TESOL faculties/departments, • Dissemination of TESOL publications: place ads • Maintenance of MOET website: liaise with MOET • Mail-out to ADS TESOL alumni to inform the opportunity to attain a higher TESOL qualification 	<ul style="list-style-type: none"> • ESOL faculties/ Department • ESOL Alumni • MOET

3.3.3. Selection of Priority Provinces for Profiles 1 and 2

To enable an intensive promotion effort to mobilise suitable applicants for the new ASDiV focus on poor areas and ethnic minorities outlined in Profiles 1 and 2, it is proposed that priority be given to three regional rural areas centring on regional universities. The following three areas are selected due to their high poverty levels and strong concentration of ethnic minorities;

Northwest

Provinces: Lao Cai, Son La and Dien Bien

Universities: Tay Bac University in Son La province and Thai Nguyen University in Thai Nguyen province

Central Highlands

Provinces: Kontum, Gia Lai and Dak Lak

Universities: Tay Nguyen University in Dak Lak province and the branch of Danang University in Kontum

Mekong Delta

Provinces: Tra Vinh, Soc Trang and An Giang (Ethnic Khmer minority concentration)

Universities: Can Tho University and An Giang University.

Two visits will be made by senior ASDiV staff to these provinces and regional universities starting approximately two months before the opening of the ADS application period. The first visit to the provinces will be an exploratory, introductory visit to have discussions with the Provincial People's Committee and key local agencies such as the Internal Affairs Department, Ethnic Minority Committee and Women's Union. This visit will seek to identify the key people both willing and in a position to assist local promotion efforts. The visit will also be used to assess the most effective means to obtain commitment from the local authorities to support the program over the short and long term. Plans will be made for the follow-up provincial visit which would include the information session and local media involvement.

The visits to the regional universities have a multiple purpose: i) briefing the university leadership about the Australian Scholarship program, especially opportunities for teaching staff (Profiles 4 and 5). ii) briefing Alumni university staff for promotion efforts within the university and more broadly in the adjoining priority provinces, iii) identifying a pool of ethnic minority students with potential for Masters degrees (and possibly for undergraduate study (exceptional category) suitable for Profile 2.

4 SCHEDULE OF KEY ACTIVITIES

Please see Appendix 1 for the Proposed GAP Implementation Schedule for ADS 2010-2011.

5 PLAN FOR ASSESSMENT OF EFFECTIVENESS AND EFFICIENCY OF THE GAPSP AND ITS IMPLEMENTATION

Data will be collected during the GAPSP implementation and from the ADS and ALA Scholarship application rounds relating to requests for information, sources of information, applications received and costs. An assessment of the effectiveness of the promotion strategy will be undertaken at the end of each application period. This assessment will be part of the M&E Report contained in the Annual Report. Primary criteria will be effectiveness in terms of numbers of eligible applicants matching the respective development profile categories and cost effectiveness in terms to the cost of generating each application. The assessment will also consider factors that may be limiting the size of the applicant pool including the inherent demand for scholarships at both PhD and masters level. (Further details can be found in the draft M&E Plan).

6 BUDGET ESTIMATES FOR ADS PROMOTION PLAN

The total budget for ADS promotional activities for the period November 2009 to June 2010 is AUD 37,880.

Items	Amount (AUD)
Application Publicity Phase	
Newspaper advertising	2,966
Internet advertising	6,034
Advertisement on provincial television or radio	2,241
Advertisement on VOV Giao thong	1,810
Promotion collaterals (including design, printing, and mail-out)	4,368
Application package - hard copies (design & printing)	2,414
Provincial promotion visits	15,875
Promotion in 15 PPI	2,172
TOTAL ESTIMATED BUDGET FOR ADS PROMOTION	37,880

The estimated budget for period July 2010 - June 2011 is AUD 65,179. See Appendix 3 for further details.

Items	Amount (AUD)
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Items	Amount (AUD)
Application Publicity Phase	
Newspaper advertising	2,966
Internet advertising	6,034
Advertisement on provincial television or radio	2,241
Advertisement on VOV Giao thong	1,810
Promotion collaterals (including design, printing, and mail-out)	4,368
Application package - hard copies (design & printing)	2,414
Provincial promotion visits	15,875
Promotional video	5,747
Promotion in 15 PPI	2,172
Perennial Publicity Phase	
Promotion events	2,011
TV program	4,598
Video-Profile	11,494
E-book	3,448
TOTAL ESTIMATED BUDGET FOR ADS PROMOTION	65,179

PART B - AUSTRALIAN LEADERSHIP AWARDS SCHOLARSHIPS

1 INTRODUCTION

The strategic direction of the ALAS program, which is determined by ASS Canberra, focuses on regional priorities rather than specific country development priorities. At country-level in Vietnam, the ALAS communication strategy is developed and implemented in cooperation with AusAID Post and ASDiV. The purpose is to effectively promote ALAS and generate awareness and understanding of ALAS in order to attract high calibre applicants.

The ALAS promotion plan is based on the general guidelines developed by ASS and the promotion plan developed for ADS set out in Part A. The main modes of communication to promote ALAS are newspaper advertising, internet advertising, brochures and direct targeted mail-outs

2 LESSONS LEARNT FROM IMPLEMENTATION OF PREVIOUS ALAS COMMUNICATION PLANS

- There is limited information relating to the applicants' information sources, therefore there is no clear guide as to what are the most effective methods of communication for the ALAS program. The limited information available suggests that the AusAID Website and word-of-mouth from family, friends or work colleagues are the most common sources of information about ALAS.
- Promotional materials were sent too late from Canberra to be ready for the opening of the ALAS 2011 intake on 10 March 2010. Moreover, the lack of art work for the brochure meant the printing quality of the brochure in Vietnam was inferior.

3 KEY MESSAGES

The key messages that the promotional activities for the ALAS Scholarships should convey are that they:

- aim to develop leadership and build partnerships and linkages within Asia – Pacific
- are offered to high achievers from the region to undertake postgraduate study (Masters or Doctorate) and a Leadership Development Program in Australia
- target those whose chosen field of study equips them to play a significant role in addressing, researching or combating regional development issues.

4 APPROACH

4.1 Integration with ADS General Awareness and Promotion Strategy Plan

Where feasible, ALAS and ADS promotion activities will be integrated to maximise use of ASDiV's limited staffing resources. Both ADS and ALAS will be included in ASDiV printed material (although the references to ALAS will be limited because of ALAS's own publicity material) and will be publicized on the ASDiV website and "Australian Scholarship for Vietnam" Facebook site. Both ALAS and ADS will be promoted at information sessions. Information on ALAS has been incorporated in the PPI promotion strategy and PPI procedures manual.

4.2 Targeted approach

1.1.2 Use of ADS Candidate Profiles

In guiding its integrated promotion strategy ASDiV will apply the three focal areas in the draft Australia-Vietnam DCS: Human Resource Development, Economic Integration and Environmental Sustainability Targeted institutions/agencies for the ALASS promotion will be identified which fit with these three focal areas.

1.1.3 Targeting other ALAS Issue Areas

There are two ALAS issue areas not adequately covered by the three DCS focal areas and ASDiV cross-cutting issues such as disability and gender. These issue areas are identified as Human Rights and Regional Stability. Targeting will take into consideration the targeted audience for these two issue areas.

Issue Areas	Targeted Audience
Human rights	Key ministries, international organizations, NGOs.
Regional stability	Key ministries, international organizations, research institutes, universities

Mail-outs will be sent as appropriate to targeted government agencies, research institutions, NGOs, universities and international organisations working in these two issue areas.

Unlike previous years targeted information sessions will not be conducted in Hanoi and HCM City as the sessions held in 2009 in the two cities appeared to attract those who were already well informed about the program. In the provinces and universities information about ALAS will be provided in the ADS sessions.

1.1.4 General Awareness Campaign

- Newspaper advertising: Generic advertising in national newspapers and magazines will direct potential applicants to the ALAS website (www.aisaid.gov.au/scholar/ala.cfn) The ALAS advertisement will appear in Vietnam News, Lao Dong and Tuoi Tre in the first week after opening of ALAS Scholarships around mid-March 2011.
- Commercial websites: Advertising on commercial websites will be the key promotion channel for ALAS. The program ads will appear for one month on five online newspapers: VNN, VN Express, Vietnam Investment Review, Lao Dong and Tuoi Tre online.
- Non-Commercial websites: Information about the program will be publicized on MOET and other PPI Websites where possible, Australian Embassy Website, University Websites where possible, VIED Website, Vietnam NGO Resource Centre Website, and Vern's Forum.

1.1.5 Profiles of ALAS Alumni

In conjunction with the profiling of successful ADS alumni for promotion purposes, the increasing number of ALAS graduates completing their studies and returning to Vietnam will provide scope for undertaking similar profiles for ALAS alumni. As many of these alumni come back to positions of considerable responsibility, these profiles will be useful in demonstrating the positive contributions that they are making to their employing institution/agency and to Vietnam more generally.

5 TIMETABLE OF KEY PROMOTION ACTIVITIES 2011

Activity	Responsibility	Timing
Implementation of Media Strategy	All	Mid Mar-Jun 2011
Submission of applications starts	Applicants/Post	9 Mar
Media releases/Non commercial websites	ASDiV/Post	9 Mar – 12 Mar
Development and publication of brochure – design and distribute electronic version of brochure	Canberra/ ASDiV	9 Mar
Development and printing of brochure	ASDiV	9 Mar
Direct targeted mail-outs	ASDiV	12 Mar – 15 Mar
Newspaper advertisement finalized	ASDiV	12 Mar
Newspaper advertising agreements with 3 newspapers (Lao Dong, Tuoi Tre, and Vietnam News) <i>(Note: Second ads in the following week)</i>	ASDiV	12 Mar – 23 Mar
Internet advertising	ASDiV	16 Mar -16 Apr
Deadline for submission of applications	Applicants/Post	30 Jun

6 PLAN FOR ASSESSING EFFECTIVENESS OF 2011 ALAS PROMOTION PLAN

This assessment will form part of the M&E Report contained in the ASDiV Annual Report.

7 BUDGET

The estimated summary budget for period July 2010 – June 2011 is approximately AUD 10,943. For budget details please refer to Appendix 3.

Items	Amount (AUD)
Newspaper Advertisements	2,379
Internet advertising (design, production and placement on website)	6,092
Brochure (production and distribution)	2,471
TOTAL	10,943

A P P E N D I X 1

Proposed GAPSP Implementation Schedule for ADS 2010-2011

No	Activities	Indicative dates
1	ASDiV submit detailed proposal for E-book and video-profile plan	15 Sep 2010
2	E-book and video-profile production finishes	31 Oct 2010
3	ASDiV develops and submits text of new brochures, posters, and folders for AusAID approval	4 Apr 2011
4	ASDiV drafts advertisements and submits to AusAID	4 Apr 2011
5	AusAID final approval of text brochures, posters, folders and advertisements	11 Apr 2011
6	ASDiV submits draft designs of brochures, posters and folders to AusAID	18 Apr 2011
7	AusAID final approval on designs of brochures, posters and folders	25 Apr 2011
8	Produce brochures, posters and folders	26 Apr – 4 May 2011
9	Video reproduction completed and submitted to AusAID	4 May 2011
10	AusAID final approval of the video	11 May 2011
11	ASDiV drafts Application Package for the ADS 2013 intake	4 May 2011
12	AusAID final approval of the Application Package	11 May 2011
13	Upload "Application for ADS 2013 intake" information onto the Website	Jun 2011
14	ASDiV commences arrangements for first provincial visits	25 Apr 2011
15	Visits to Thai Nguyen University Including briefing session for alumni at University	16 May 2011
16	Visits to Central Highlands: Dak Lak, Gia Lai, and Kon Tum Including Tay Nguyen University and Danang University at Kontum	6 –13 May 2011 12 –17 Jun 2011
17	Visits to Mekong Delta: An Giang, Soc Trang, and Tra Vinh and Can Tho Including Can Tho and An Giang Universities	15 – 21 May 19 – 25 Jun 2011
18	Visits in North West: Dien Bien, Lao Cai and Son La including Tay Bac University	22 – 28 May 19 – 25 June 2011
19	ASDiV finalises advertising in national newspapers	25 May 2011
20	ASDiV finalises advertising schedule on VOV	25 May 2011
21	Posters and brochures distributed to stakeholders, including provincial Peoples' Committees	5 –10 Jun 2011
22	AusAID Approval of press release	6 Jun 2011
23	Distribution of press release to appropriate agencies	10 Jun 2011
24	Newspaper advertising on Lao Dong, Tuoi Tre, and Vietnam News	15 Jun – 30 Jun 2011
25	Online advertising on VNN, Dan Tri, and VNexpress	15 Jun – 4 Jul 2011
26	Radio advertising on VOV Giao Thong Ha Noi and Ho Chi Minh city	15 – 18 Jun 2011
27	Link to the ADS website appears on various websites during the main advertising period promoting the ADS 2013 intake	15 Jun 2011
28	Review Website as necessary	On going

A P P E N D I X 2

Tentative Advertisement Schedule for ADS 2010-2011

Media									
Lao Dong	Tuoi Tre	Vietnam News	VNN	VNExpress	Dan tri	Other websites	Radio: VOV Giao Thong Hanoi and Ho Chi Minh city – 30 seconds		
							15/6/2011	16/6/2011	17/6/2011
15/6/2011 ¼ trang doc	15/6/2011 ¼ trang doc	15/6/2011 ¼ trang doc	15/6 – 11/7/2011 (4 weeks) Small banner	15/6 – 11/7/2011 (4 weeks) Logo	15/6 – 11/7/2011 (4 weeks) Double mini banner	Ads will appear on non-commercial website for whole application period	6.30 - 9.00	6.30-9.00	6.30-9.00
20/6/2011 ¼ trang doc	20/6/2011 ¼ trang doc	20/6/2011 ¼ trang doc					10.30-12.00	10.30-12.00	10.30 -12.00
27/6/2011 ¼ trang doc	27/6/2011 ¼ trang doc	27/6/2011 ¼ trang doc					16.30-19.00	16.30-19.00	16.30-19.00

A P P E N D I X 3

Budget Estimates for Promotional Activities ADS and ALAS
November 2009 – June 2010 and July 2010- June 2011

Budget Estimates for ADS and ALAS Nov 2009 – Jun 2010

Exchange rate: AUD 1 = VND 17,400

Items	Amount (AUD)
ADS PROMOTION	
Application Publicity Phase	
Newspaper advertising	2,966
Internet advertising	6,034
Advertisement on provincial television or radio	2,241
Advertisement on VOV Giao thong	1,810
Promotion collaterals (including design, printing, and mail-out)	4,368
Application package - hard copies (design & printing)	2,414
Provincial promotion visits	15,875
Promotion in 15 PPI	2,172
TOTAL ESTIMATED BUDGET FOR ADS PROMOTION	37,880
ALAS PROMOTION	
Newspaper advertising	2,257
Internet advertising	5,557
Brochure (production and mail-outs)	1,229
TOTAL EXPENSE FOR ALAS PROMOTION	9,043
TOTAL ESTIMATED BUDGET FOR ADS AND ALAS PROMOTION	46,924

Budget Estimates Allocation by Month Nov 2009 – Jun 2010

Exchange rate: AUD 1 = VND 17,400

Program	Budget Item	Total Budget Estimates (AUD)	Budget Estimates by Month							
			Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Apr-10	May-10	Jun-10
ADS	Awareness Raising Campaign	15,178	0	0	0	0	0	0	4,368	10,810
	Annual Promotion for Applications	22,702	0	0	0	0	0	92	11,780	10,830
ALA	Awareness Raising Campaign	9,043	0	0	0	0	1,902	7,142	0	0
	Annual Promotion for Applications	0	0	0	0	0	0	0	0	0
Total	Awareness Raising Campaign	24,222	0	0	0	0	1,902	7,142	4,368	10,810
	Annual Promotion for Applications	22,702			0	0	0	92	11,780	10,830

Budget Estimates for Promotional Activities for ADS July 2010 - June 2011

Exchange rate: AUD 1 = VND 17,400

Category	Items	Scope	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
	Application publicity Phase							
ADS	Newspaper advertising (1/4d, B&W, 3 national daily)	Nationwide	Lao Dong	issue	3	VND 5,500,000	VND 16,500,000	
			Tuoi Tre	issue	3	VND 8,200,000	VND 24,600,000	
			Vietnam News	issue	3	VND 3,500,000	VND 10,500,000	
			Sub-Total				VND 51,600,000	\$ 2,966
	Internet advertising (a logo in one month)	Nationwide	Vietnam Net (180px*150px)	Publishing/ 1 month	1	VND 35,000,000	VND 35,000,000	
			VnExpress (180px* 150px)	Publishing/ 1 month	1	VND 35,000,000	VND 35,000,000	
			Dantri (125px * 250px)	Publishing/ 1 month	1	VND 35,000,000	VND 35,000,000	
			Sub-Total				VND 105,000,000	\$ 6,034
	Advertising on provincial television/ radio	Provincial	Production	Package	1	VND 4,000,000	VND 4,000,000	
			Broacasting	Times	10	VND 3,500,000	VND 35,000,000	
			Sub-Total				VND 39,000,000	\$ 2,241
	Advertising on VOV	Ha Noi	Broacasting	Times	4	VND 3,500,000	VND 14,000,000	

Category	Items	Scope	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
	Giao thong	HCMC	Broacasting	Times	5	VND 3,500,000	VND 17,500,000	
			Sub total				VND 31,500,000	\$ 1,810
	Posters	Nationwide	Design	Item	2	VND 2,000,000	VND 4,000,000	
			Print	Item	1,000	VND 8,000	VND 8,000,000	
			Sub-Total				VND 12,000,000	\$ 690
	Brochures	Nationwide	Design (brochure, folder)	Item	2	VND 2,000,000	VND 4,000,000	
			Printing (folder)	Item	600	VND 10,000	VND 6,000,000	
			Printing (brochure)	Item	3,000	VND 10,000	VND 30,000,000	
			Sub-Total				VND 40,000,000	\$ 2,299
	Application package- hard copies (design & printing)	Nationwide	Design	Design	1	VND 2,000,000	VND 2,000,000	
			Printing	Item	2,000	VND 20,000	VND 40,000,000	
			Sub total				VND 42,000,000	\$ 2,414
	Mail-outs	Nationwide	Mail-outs (posters, brochures, folders, applications package)	Package	600	40,000	VND 24,000,000	\$ 1,379
	Promotion video	Nationwide	18-minute video to be shown at information sessions in 2010	Lump sum	1	VND 100,000,000	VND 100,000,000	\$ 5,747
	Provincial promotion visits	Central Highlands	Air-Ticket (2 persons/2 trips)	Ticket	4	VND 3,500,000	VND 14,000,000	
			Hotel (2 persons/2trips/6 nights)	day/room/person	20	VND 1,000,000	VND 20,000,000	

Category	Items	Scope	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
			Venue (3 venues for 3 provinces per region)	Room	6	VND 3,000,000	VND 18,000,000	
			Allowance (2 persons/2 trips/7 days)	day/ person	28	VND 555,000	VND 15,540,000	
			Gift for Guest Speakers (Alumni)	gift/ person	3	VND 500,000	VND 1,500,000	
			Transportation (km)	Km	1200	VND 10,000	VND 12,000,000	
			Banner	one banner	3	VND 300,000	VND 900,000	
			Miscellaneous		3	VND 1,500,000	VND 4,500,000	
			Sub-Total				VND 86,440,000	\$ 4,968
		Mekong Delta	Air-Ticket (2 persons/2 trips)	return tickets Ticket	4	VND 3,500,000	VND 14,000,000	
			Hotel (2 persons/2trips/6 nights)	day/room/person	20	VND 500,000	VND 10,000,000	
			Venue (3 venues for 3 provinces per region)	Room	6	VND 3,000,000	VND 18,000,000	
			Allowance (2 persons/2 trips/7 days)	day/person	28	VND 555,000	VND 15,540,000	
			Gift for Guest Speakers (Alumni)	gift/person	3	VND 500,000	VND 1,500,000	
			Transportation (km)	Km	1,000	VND 10,000	VND 10,000,000	
			Banner	Item	3	VND 300,000	VND 900,000	
			Miscellaneous		3	VND 1,500,000	VND 4,500,000	
			Sub-Total				VND 74,440,000	\$ 4,278
		North West	Air-Ticket (2 persons/2 trips)	return ticket	4	VND 1,800,000	VND 7,200,000	
			Hotel (2 persons/2trips/6 nights)	day/room/person	20	VND 1,000,000	VND 20,000,000	
			Venue (3 venues/3 provinces/region/2	Room	6	VND 3,000,000	VND 18,000,000	

Category	Items	Scope	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
			trips)					
			Allowance (2 persons/2 trips/7 days)	day/person	28	VND 555,000	VND 15,540,000	
			Gift for Guest Speakers (Alumni)	gift/person	3	VND 500,000	VND 1,500,000	
			Transportation (km)	Km	2,000	VND 10,000	VND 20,000,000	
			Banner	one banner	4	VND 300,000	VND 1,200,000	
			Lunch with PCC		4	VND 1,500,000	VND 6,000,000	
			Sub-Total				VND 89,440,000	\$ 5,140
	Promotion cost for Alumni including Briefing & Training	Mekong Delta	Hotel (1 person/ 1trip/2 nites)	day/room/person	2	VND 500,000	VND 1,000,000	
			Allowance (1 person/3 days)	day/person	3	VND 300,000	VND 900,000	
			Transportation (km)	Km	200	VND 10,000	VND 2,000,000	
			Sub-Total				VND 3,900,000	\$ 224
		Central Highlands	Hotel (2 persons/ 1trip/4 nights)	day/person	8	VND 500,000	VND 4,000,000	
			Allowance (2 persons/5 days)	day/person	10	VND 300,000	VND 3,000,000	
			Transportation (km)	Km	400	VND 10,000	VND 4,000,000	
			Sub-Total				VND 11,000,000	\$ 632
		North West	Hotel (2 persons/ 1trip/4 nights)	day/person	8	VND 500,000	VND 4,000,000	
			Allowance (2 persons/5 days)	day/person	10	VND 300,000	VND 3,000,000	
			Transportation (km)	Km	400	VND 10,000	VND 4,000,000	
			Sub-Total				VND 11,000,000	\$ 632

Category	Items	Scope	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
	Application Publicity Phase					Sub-Total	VND 721,320,000	\$ 41,455
	Perennial Publicity Phase							
	Promotion events	Nationwide	Media coverage for significant alumni events	Lump sum	1	VND 35,000,000	VND 35,000,000	
	Use of existing VTV program	Nationwide	Production costs	Lump sum	1	VND 80,000,000	VND 80,000,000	
	Video-Profile	Nationwide	Video production and broadcasting	Lump sum	1	VND 200,000,000	VND 200,000,000	
	E-book	Nationwide	Interview, script writing and translation (20 profiles)	Lump sum	1	VND 60,000,000	VND 60,000,000	
	Perennial Publicity Phase					Subtotal	VND 375,000,000	\$ 21,552
	TOTAL BUDGET FOR ADS PROMOTION (not including PPI)						VND 1,096,320,000	\$ 63,007
PPI	Plenary meeting with PPIs	Hanoi	Morning tea for 50 persons and Interpretation cost	Session	1	VND 3,800,000	VND 3,800,000	
	PPI HRD Planning workshop	Hanoi	Morning tea	Session	1	VND 1,500,000	VND 1,500,000	
	Exit Briefing for PPI FTG awardees	Hanoi	Morning tea	Session	1	VND 2,000,000	VND 2,000,000	
	PPI Alumni Reintegration workshop	Hanoi	Morning tea	Session	1	VND 2,000,000	VND 2,000,000	

Category	Items	Scope	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
	HRD Planning Follow-up (workshop for PPI coordinators)	Hanoi	Morning tea	PPI	1	VND 1,500,000	VND 1,500,000	
	Translation of final PPI HRD Plans	Hanoi	5 pages/ 15 PPI	page	75	VND 160,000	VND 12,000,000	
	Career Path Plan Information Sessions	Hanoi	Conducted by 15 PPIs for PPI potential applicants	Session	15	VND 1,000,000	VND 15,000,000	
	Sub-Total						VND 37,800,000	\$ 2,172
	TOTAL BUDGET FOR ADS PROMOTION (including PPI)						VND 1,134,120,000	\$ 65,179

Budget Estimates for Promotional Activities for ALAS Jul 2010- Jun 2011

Exchange rate: AUD 1 = VND 17,400

Items	Region	Tasks /Items	Unit	Qty	Unit Price	Amount (VND)	Amount (AUD)
Newspaper Advertisement (1/4d, B&W)	Nationwide	Vietnam News (newspaper)	issue	4	VND 3,500,000	VND 14,000,000	
		Tuoi tre (newspaper)	issue	2	VND 8,200,000	VND 16,400,000	
		Lao Dong (newspaper)	issue	2	VND 5,500,000	VND 11,000,000	
Internet advertising (a logo in one month)	Nationwide	Tuoi Tre Online (200px*60px)	Publishing/ Month	1	VND 20,000,000	VND 20,000,000	
		Vietnam Net (180px*100px)	Publishing/ Month	1	VND 35,000,000	VND 35,000,000	
		Lao dong Online (180px * 150px)	Publishing/ Month	1	VND 6,000,000	VND 6,000,000	
		Vn Express (180px * 150px)	Publishing/ Month	1	VND 35,000,000	VND 35,000,000	
		Investment Review online	Publishing/ Month	1	VND 10,000,000	VND 10,000,000	
Sub-Total						VND 147,400,000	\$ 8,471
Brochures	Nationwide	Design	Designing	2	VND 2,000,000	VND 4,000,000	
		Print	Printing	4,000	VND 6,000	VND 24,000,000	
		Direct targeted mail outs	Sending	600	VND 25,000	VND 15,000,000	
		Sub-Total				VND 43,000,000	\$ 2,471
TOTAL BUDGET FOR ALAS						VND 190,400,000	\$ 10,943
TOTAL BUDGET FOR ADS AND ALAS PROMOTION						VND 1,324,520,000	\$ 76,122

Budget Estimates Allocation by Month Jul 2010 – Jun 2011

Exchange rate: AUD 1 = VND 17,400

Program	Budget Item	Total Budget Estimates (AUD)	Year 1 (Jul 2010 – Jun 2011) Expected Expenditure											
			Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11
ADS	Awareness Raising Campaign	34,718	4,598	0	0	0	14,943	0	0	0	0	0	4,368	10,810
	Annual Promotion for Applications	30,461	0	0	2,011	0	0	0	0	0	0	6,182	11,437	10,830
ALAS	Awareness Raising Campaign	10,943	0	0	0	0	0	0	0	0	7,897	3,046	0	0
	Annual Promotion for Applications	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	Awareness Raising Campaign	45,661	4,598	0	0	0	14,943	0	0	0	7,897	3,046	4,368	10,810
	Annual Promotion for Applications	30,461	0	0	2,011	0	0	0	0	0	0	6,182	11,437	10,830

Total Budget Estimates for ADS and ALAS from November 2009 to June 2011

Program	Budget Estimates (AUD)			Contract Budget (AUD)
	Nov 2009 - Jun 2010	July 2010 - June 2011	Total Budget Estimates Nov 2009 - June 2011	
ADS	37,880	65,179	103,060	No separation of ADS and ALAS costs
ALAS	9,043	10,943	19,986	
Total	46,924	76,122	123,046	132,500

A P P E N D I X 4

Promotion Strategies for each ADS Applicant Profile

PROFILES 1 AND 2 – OBJECTIVE: POVERTY REDUCTION IN RURAL AREAS AND AMONG ETHNIC MINORITIES

Profile 1 - Government Regulatory or Administrative Change for Rural Economies Applicants:

Potential applicants are government staff working at different levels in provinces who have current or potential influence on provincial or local regulations and administrative systems and who can facilitate the further development of rural industries and local social services delivery.

Profile 2 - Rural industry production and community services for the poor

Applicants:

Potential applicants are persons who potentially can influence change in rural regions and ethnic minority communities that are focused directly on poverty reduction for the 'most poor' with an emphasis on improving productivity of agriculture, forestry or fisheries and on improving quality or access to local services delivery in the poorest (including ethnic minority) communities.

A. Targeted Strategy for the Selected Priority Provinces

1 Mapping of priority provinces

Purpose: To identify the key government and non-government institutions, agencies, businesses and key people, especially influential minority women, that can assist with promotion and selection process.

2 Key institutions/agencies

- Provincial Party Committee
- Provincial People's Committee
- Internal Affairs Department
- Ethnic Minority Committee
- Other Provincial Departments- e.g. DOET, DPI, DARD, DOIT, DONRE, DOF and DOH
- Women's Union
- Provincial Teachers' Training College
- Local businesses, especially those run by women
- NGOs working in the province
- International Donors with projects in the province
- Local National Assembly Members, especially women
- Influential Women
- Any research institution located in the province

3 Mapping of Alumni

Purpose: To identify and mobilise Alumni from the selected provinces in Profiles 1 and 2 or those Alumni whose work is aimed at reducing poverty in rural areas to assist in promotions in these provinces.

- Alumni to introduce personally key persons, especially women, in the provinces
- Alumni where possible to undertake promotions in provinces
- Note: 2012 Awardees for the selected provinces, if any, may also be mobilised.
- The Alumni (and 2012 Awardees) will need to be trained to fully understand ASDIV's new Applicant Profile approach

- A handbook will be developed containing all the relevant information for promotional use by Alumni (2012 Awardees)

4 Visits by senior ASDiV staff

- Meet with representatives of key agencies Provincial Party (Organisation and Personal Committee), People's Committee (including Internal Affairs Committee and Gender Focal Point), Ethnic Minority Committee, DOET, DPI, and Women's Union
- Public information session with all agencies including Provincial Departments, businesses, NGOs, ODA project staff and interested parties for presentation - local media invited
- Individual meetings with identified influential women, especially women National Assembly Members
- Visit provincial Teacher Training College
- Hold information session
- Identify potential candidates for Profile 2 including for future intakes
- Promote Profile 5 among English Language teachers
- Assess Colleges' EL Training facilities for special EL training
- Interviews and/ or media releases, clarifying selection criteria for Profile 1, 2 with local media (at public meeting or separate occasion) – radio, TV and locally published newspapers, magazines

5 Local media press releases and ads

- Prepare and arrange press releases and ads for local radio and TV

6 Mail-out to key agencies in provinces

- Distribute promotional material and application packages to key agencies identified in province mapping exercise

7 Application completion assistance

- Arrange for ASDiV staff to subsequently visit selected provinces to assist with filling in applications, as required

B. Targeting Strategy for All Rural Provinces

Tasks

The following tasks are to be undertaken with a view to reaching a wider audience than the priority provinces which are to be visited by ASDiV staff. The focus is to promote applicants for Profiles 1 and 2. These tasks are in addition to the general awareness raising campaign.

1 Use of NGO Network

- Conduct information session for HR representative of NGOs
- Advertise ASDiV scholarship on the VUFO- NGO Resource Centre website and network and Human Resources network

2 Mail-out to all rural provinces

- Purpose: Encourage applicants from rural provinces that would fit Profiles 1 and 2 as well as encourage potential applicants to improve their English language levels for future intakes
- Mail out to People's Committees of all rural provinces to raise awareness about the scholarship program, focusing on changes in the program relating to Profiles 1, 2

3 Visit regional universities catering for ethnic minorities

- Purpose: Identify potential candidates for Profile 2 studying at the universities for current or future intakes at undergraduate and Master's levels and to promote Profile 4 and 5 for university lecturers
- Undertake an assessment of EL training facility for special EL training for exceptional cases to study undergraduate degrees

North:

- Tay Bac University (North Western) in Son La province
- Thai Nguyen University in Thai Nguyen province

Central Highlands:

- Tay Nguyen University in Ban Me Thuot, Dak lak province
- Danang University branch in Kontum

Mekong Delta:

- Can Tho university
- An Giang university

4 Use of Embassy and AusAID staff that regularly make visits to rural areas

- Purpose: Introduce the scholarship opportunities and identify potential candidates for Profile 1 and 2 in rural areas. When and where possible ASDiV staff's visit will be combined with AusAID staff.

PROFILE 3 – OBJECTIVE: PRO-DEVELOPMENT POLICY IN CENTRAL POLICY AND ADMINISTRATION:

Applicants:

Possible applicants are potential contributors to policy and administration in central policy ministries who can influence continuing systemic reforms that are focused on creating the right conditions in governance that facilitates growth in private enterprise and economic development, and more effective systems in any of the priority areas in the DCS strategy areas.

The ADS program in Vietnam contains a category that specifically targets and reserves places for personnel in Priority Public Institutions (PPIs). The uptake of scholarships from this category has been maintained at approximately 40% of the total scholarships awarded each year. The purpose of this reserved category has been to ensure adequate support for addressing key priorities in the DCS for strengthening governance and public policy in Vietnam. This category is now subsumed under Profile 3.

Overall Approach

Engage with selected PPIs to develop HRD Plans and to nominate personnel who meet the ADS selection criteria and who on completion of an Australian scholarship can contribute to the capacity building of their Ministries/Institutions and make individual contributions to Vietnam's development

Tasks:

Revise PPI Procedures Manual to include current guidelines for promotion

Revise the standard Institutional Agreement between AusAID and the PPIs

Brief Institutional Coordinators and key staff of each PPI on changes to the Australian Government Scholarship Program in Vietnam with particular reference to impact on PPIs and brief on promotion strategies in PPIs

Assist the PPIs to develop HRD plans which focus on their future human resource needs

Assist PPI to identify pool of applicants who align to future HR needs and the Australian Scholarship development objectives

Advise PPI of Application and Selection timelines and quotas

Assist each PPI with the development of its promotion strategy to include:

- Targeting potential personnel whose profile aligns with institution's prioritised needs and development objectives
- Brief the relevant Gender Focal Point in each PPI in order to facilitate the participation of women throughout the PPI in the Australian Scholarship Program
- Equal opportunity for participation of males and females and people with disabilities
- Transparent procedures including equal access to assistance with application completion amongst all potential applicants
- Methods of information dissemination within the PPI including the PPI website, group email to identified potential applicants, public notices in prominent places within the Ministry, information notices to Directors of relevant Departments at both Central and Provincial levels of the PPI.

Conduct workshops with the PPI Institutional Coordinators on (i) screening and selection procedures and (ii) career path planning

Conduct workshops as required with potential applicants on Application documentation and career path planning

Supervise workshops on career paths conducted by PPI Coordinators

PROFILE 4 – OBJECTIVE: IMPROVING TEACHING AND RESEARCH CAPABILITY IN PUBLIC AND SEMI-PUBLIC UNIVERSITIES

Applicants:

Possible applicants are University teaching academics who need to improve the level of their academic qualifications to improve teaching and research capability in universities

Overall Approach:

- Work with MOET, especially in relation to the GoV's PhD scholarship program
- Identify which universities are acceptable to MOET, especially the category of semi-public universities

Tasks:

1 Mapping of Alumni

Purpose:

- To identify and mobilise Alumni who are teachers and/or managers at universities, especially provincial universities
- to assist in promotion in their universities (presentations, affixing posters, distributing information packs, liaising with university leadership)
- to assist in identifying and making personal contact with potential candidates working in priority areas in their universities

2 Visits by senior ASDiV staff to Universities

Visits to selected universities, especially regional universities listed in Promotion Strategy for Profiles 1 and 2 where many students are from ethnic minorities

- Meeting with university leadership
- Public presentation at universities
- Meeting with Faculty/Department that teaches gender studies, if any
- Post posters of ASDiV on public notice boards

3 Mail-outs to Universities

Information packages and application forms mailed out to University Rectors and cc Heads of International, Training and Research Departments.

4 Place ads in university publications

In conjunction with local Alumni identify any university magazines published during the selection period where ads could be usefully placed highlighting Profile 4.

5 Liaise with MOET on advertising on MOET Website

6 Provide hard copy application packs to MOET

7 Mail-out to potential candidates using other relevant mailing lists

Mail-out to participants in year-long course in Social Sciences Concepts and Tools conducted by the New York-based Social Sciences research Council in conjunction with the Vietnam Academy of Social Sciences over the past three years. This course was aimed at Masters level participants (some 120 in number from all over Vietnam).

PROFILE 5 – OBJECTIVE: EXPANDING CAPACITY FOR TEACHING OF ENGLISH AS A SECOND LANGUAGE (TESOL) IN VIETNAM

Applicants:

Possible applicants are university teaching academics qualified in TESOL who need to upgrade qualifications to teach English, and for TESOL faculty management, in Vietnam

Overall Approach:

- Work closely with MOET, especially in relation to the GoV's PhD scholarship program and the National English Language Project.
- Identify which universities MOET wishes to target. Are Provincial Teachers' Training Colleges to be targeted?

Tasks:

1 Mapping of Alumni

Purpose: To identify and mobilise Alumni who are teachers and/or managers at universities with TESOL faculties/departments, especially provincial universities

- to assist in promotion in their universities (presentations, affixing posters, distributing information packs, liaising with university leadership)
- to assist in identifying and making personal contact with potential TESOL applicants, especially male applicants, working in their universities

2 Visits by senior ASDiV staff to universities

Visits to selected universities, especially regional universities listed in promotion plan for Profiles 1 and 2 which have TESOL Faculties/Departments and where many students are from ethnic minorities

3 Mail-out to Heads of TESOL Faculties/Departments

Information packages and application forms mailed out to Heads of TESOL Faculties/Departments

4 Use of TESOL publications

Identify TESOL publications during the selection period where ads could be usefully placed

5 Use of MOET Website and distribution channels

- Liaise with MOET on advertising on MOET Website
- Provide hard copy application packs to MOET and advice on Web based application form option.

6 Mail-out to ADS TESOL Alumni

Mail-out to ADS TESOL Alumni with Diploma and Masters Degree informing them of the opportunity to attain a higher TESOL qualification under Candidate Profile 5 as well as inform TESOL colleagues of the scholarship opportunities.

A P P E N D I X 5

ASDiV Website Homepage (Draft)

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SPECIALISTS IN DEVELOPING COMMUNITIES



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☐ Small Grants

☐ Professional Training

☐ Business experience sharing

SEND

RESULT

Links

• Other Site Links

• Job Links

• Alumni Links

FEATURED NEWS

★ Project Management Workshop in V-Resort



The ASDiV Alumni Program is coordinating with PPI Alumni Group to organize a two day Training Workshop: Project Management at V-Resort in Hoa Binh during April 17th-18th, 2010. The workshop aims to improve Alumni's understanding of the concepts and practice of Project Management as well as to strengthen their social and business networks. The keynote Guest Speaker will be Mr. Han Manh Tien – Managing Director of Concetti Consultancy. Up to now, 62 participants who mainly are PPI alumni and core team members of other Alumni Consultative Groups in Hanoi have registered to attend the event.

EVENTS

Latest	ADS	ALA	Alumni
From 04/05/2010 To 05/05/2010			View
Title: Pre-departure briefing			
Venue: Hanoi			
From 07/05/2010 To 07/05/2010			View
Title: Pre-departure briefing			
Venue: TP HCM			
From 17/04/2010 To 18/04/2010			View
Title: Project Management Workshop			
Venue: V-Resort, Hòa Bình			

QA

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Answers

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