



Australia Awards

# Australia Awards Vietnam

Annual Report 2014



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# Abbreviations

AAAN	Australia Awards Alumni Network
AAO	Australia Awards Office
AAOD	Australia Awards Online Database
AAS	Australia Awards Scholarship
AAV	Australia Awards Office Vietnam
ACIAR	Australian Centre for International Agricultural Research
ADS	Australian Development Scholarships
AEU	Alumni Engagement Unit
AEI	Australian Education International
AAF	Australian Award Fellowships
ALA	Australian Leadership Awards
ALAS	Australian Leadership Award Scholarships
ANU	Australian National University
AUD	Australian Dollar
AusCham	Australian Chamber of Commerce (Vietnam)
CA	Central Agency
CEMA	Central Committee for Ethnic Minority Affairs
CLE	Contribution to Living Expenses
DFAT	Department of Foreign Affairs and Trade (Australia)
DIBS	Departure of Immigration and Border Security (Australia)
ELT	English Language Training
FMP	Family Medical Practice
GAP	General Awareness and Promotion
GDSI	Gender, Disability and Social Inclusion
GDVT	General Department of Vocational Training
GPA	Grade Point Average
HCMC	Ho Chi Minh City
HCMCYU	Ho Chi Minh Communist Youth Union
HRD	Human Resource Development

IAP	Introductory Academic Program
IELTS	International English Language Testing System
INGO	International Non-Government Organisation
IT	Information Technology
JSC	Joint Selection Committee
M&E	Monitoring and Evaluation
MARD	Ministry of Agriculture and Rural Development (Vietnam)
MC	Managing Contractor
MOC	Ministry of Construction
MOCST	Ministry of Culture, Sport and Tourism (Vietnam)
MOET	Ministry of Education and Training (Vietnam)
MOIC	Ministry of Information and Communications (Vietnam)
MOF	Ministry of Finance (Vietnam)
MOFA	Ministry of Foreign Affairs (Vietnam)
MOH	Ministry of Health (Vietnam)
MOIT	Ministry of Industry and Trade (Vietnam)
MOJ	Ministry of Justice (Vietnam)
MONRE	Ministry of Natural Resources and Environment (Vietnam)
MOLISA	Ministry of Labour, Invalids and Social Affairs (Vietnam)
MOST	Ministry of Science and Technology (Vietnam)
MOT	Ministry of Transportation
MPI	Ministry of Planning and Investment (Vietnam)
MPS	Ministry of Public Security (Vietnam)
NGO	Non-Government Organisation
OASIS	Online Australian Scholarships Information System
OOG	Office of Government (Vietnam)
ONA	Office of the National Assembly (Vietnam)
OSHC	Overseas Student Health Cover
PCC	Program Coordinating Committee
PCE	Pre-Course English
PCOC	Party Central Organisation Committee
PDB	Pre-Departure Briefing

PhD	Doctorate of Philosophy
PSM	Promotion and Screening Manager (AAV)
PPC	Provincial People's Committee
PPI	Priority Public Institution
PWD	Persons with Disability
ReAP	Reintegration Action Plan
RMIT	Royal Melbourne Institute of Technology
RMM	Risk Management Matrix
SA	State Audit
SBV	State Bank of Vietnam
SCO	Student Contact Officer
SGS	Small Grants Scheme
SPC	Supreme People's Court
SPP	Supreme People's Procuracy
SSAF	Student Services Amenities Fee
TESOL	Teachers of English to Speakers of Other Languages
TVET	Technical and Vocational Education Training
UNDP	United Nations Development Programme
UTS	University of Technology, Sydney
VID	Vietnam International Education Development
VGAC	Vietnam Graduates of Australia Club
VNA	Vietnam News Agency
VNAC	Vietnam National Alumni Conference
VNU	Vietnam National University
VOV	Voice of Vietnam
VSS	Vietnam Social Security
VTV	Vietnam Television
VUFO	Vietnam Union of Foreign Organizations

## Executive summary

This Annual Report provides an overview of all key activities undertaken in the Australia Awards Vietnam program in 2014, as well as detailed analyses contained in the report's ten annexes. It provides some analysis and narrative on the strong progress being made to achieve the four program level outcomes as we approach the end-of-program position in January 2016. The report outlines program implementation innovations to increase efficiency, continued improvement in achievement of program outputs, and provides rigorous analysis to identify areas for further improvement and greater effectiveness.

### Program outputs

**Awards.** A record number of 1,356 applications created a competitive pool for achieving the overall target of 185 awards with high quality candidates from the three targeted Profile. This round saw a continued increase in the number of high priority applicants - those with disability and the rural disadvantaged, including ethnic minorities, demonstrating effective, targeted promotion. Persons with disability received 7 awards and 28 awards were offered to ethnic minorities. Applications from Central Agency employees in Profile 2 almost doubled when the International English Language Testing System (IELTS) requirement was removed at application.

A quarter of the applications were for PhD studies in Profile 3 resulting in very strong competition to achieve the 20% PhD target of 37 awards. The 2014 round results again highlighted the on-going balance of applicants (60%) and awardees (62%) substantially in favour of women. Women outnumber men in applications and awards in all targeted and priority categories, including in PhD studies.

Overall, the online application and the selection processes in 2014 went smoothly, although two unexpected issues emerged: an increase in ineligible applicants, principally in Profile 1, reversing the substantial decline over the previous three years; and an increase in fraudulent applications, principally applicants not disclosing they were applying for a second Masters degree. As a result more stringent measures to mitigate against fraudulent documentation have been introduced.

**Promotion.** A key achievement was the new Australia Awards Office Vietnam (AAV) website with more comprehensive information for applicants. The website's added functionalities facilitated innovations in electronic media to improve promotion effectiveness. This included Google and Facebook advertising, improved organic Google searching, and Google Analytics, enabling analysis of commercial website cost effectiveness. This analysis has led to print advertising being discontinued in the 2015 round and an increased budget for Google and Facebook advertising, demonstrating continuous improvement.

Analysis of the effectiveness of promotion visits to targeted, disadvantaged provinces showed positive correlations between the visits and the higher number of applications received. The 2014 round saw the highest number of applications and awards from the targeted provinces visited over the five selection rounds, despite the substantial decrease in total awards available. The analysis led to a more rigorous selection of provinces to visit in the 2015 round. A comparison of costs and applications received over the last three years also showed improved value for money in the 2014 provincial visits.

**Placement.** In total, 215 awardees from three rounds were placed in 29 universities, with the highest number at Flinders University (39). There was enhanced efficiency in placement and mobilisation processes. Initiatives undertaken by AAV to improve direct communication with key stakeholders have made a positive contribution to efficiency levels. Minor issues in 2013 were resolved and no new issues arose during 2014 requiring attention.

**On-award.** There was a significant overall decrease of 43% in variations for scholars in 2014. In particular, the two-thirds reduction in course and institution transfers indicates an effective selection and placement process. The more than 600 scholars on award in 2014 continued to perform well with around 94% achieving 'satisfactory progress'; some 20% were considered 'high achievers' in semester 2.

**Reintegration and alumni.** Progress was made implementing the program's reintegration strategy which aims to facilitate alumni's effective reintegration into the workplace, with marked improvements in attendance rates at the reintegration workshops, reaching 75% in Australia and 61% in Vietnam. A survey of recently returned alumni indicated progress in meeting the workshops' objectives; 70% of respondents having prepared Reintegration Action Plans and 75% of these plans were being implemented according to schedule. Successful facilitation of the November Vietnam workshops by AAV local staff has demonstrated a more cost effective approach for future workshops in Vietnam.

The Vietnam National Alumni Conference (VNAC) in December 2013 provided the inspiration for two successful, follow-on professional development events for alumni in 2014 – half-day workshops on journal article writing held in four cities with 300 participants, and two lively, topical seminars on Green Growth in Hanoi and Hue, where all presenters were alumni experts. Both sets of events attracted older, mid-level professional alumni. Two other events, a training workshop in communication skills and a seminar on strategic branding, involved some cost-sharing by alumni and illustrated the benefits of introducing cost-sharing principles on a wider basis for alumni events.

The comprehensive review of the Small Grants Scheme (SGS) undertaken in 2014 resulted in the development of new comprehensive SGS guidelines with an improved application template and transparent assessment criteria. The effectiveness of the new guidelines was demonstrated by the high quality of the 33 submissions received at the 31 October 2014 round, the less resource intensive appraisal by AAV and the timely approval by Post of all 24 submissions recommended by AAV to Post.

**Program outcomes.** Strong progress is being made towards achieving the end-of-program outcomes. This was evidenced in the 2014 Tracer Study survey completed by 785 alumni. Key findings include: (i) the value of the Australia Award for most alumni is threefold: the skills and knowledge acquired, the overseas experience gained, and the networks developed among peers; (ii) the study experience in Australia for many alumni was transformational – it opened their minds, increased their confidence, and changed their way of thinking; (iii) 96% of alumni said that the skills and knowledge they gained in Australia were relevant to their current job with 65% saying highly relevant; (iv) almost half of Profile 3 alumni improved the teaching programs in their university or research institute; (v) 94% of alumni made improvements in at least one area of their organisation in the last three years; (vi) alumni have contributed to Human Resource Development (HRD) in their organisations through supervision, coaching, mentoring, seminars and training; and (vii) alumni were very active in contributing to community development through their volunteer work.

# 1 Introduction

Through Australia Awards in Vietnam, 'Australia seeks to support Vietnam's continuing economic development by assisting in the creation of a greater pool of specialists with the highest level of education, and to link the acquisition and use of new knowledge to making contributions to areas of economic and social development that are identified in the Joint Australian-Vietnam Development Cooperation Strategy'. The current program runs from October 2009 to January 2016.

This Annual Report covers the period January to December 2014 and reports on activities undertaken to achieve the program's objectives. The report covers all aspects of the awards cycle with specific attention to processes and outputs related to the 2014 scholarship round. Achievements in implementing the key Gender, Disability and Social Inclusion Strategy are highlighted. The report also outlines innovations undertaken, shows implementation efficiency and effectiveness and provides rigorous analysis to identify areas for continuous improvement.

The Report should be read in conjunction with 2014 Monitoring and Evaluation (M&E) Report and the 2014 Tracer Report, which examine the impact of the scholarships in the four outcome areas of the program. Within these outcome areas the M&E Report examines results in the areas identified in the program's theory of change.

## 2 Australia Awards Scholarships 2014 Selection

### 2.1 Changes in selection requirements from 2013 round

The 2014 application and selection round saw a consolidation of the processes in the previous rounds. This occurred in the context of a reduction of 50 in the scholarships target from 235 scholarships in 2013 to 185 this round. The reduction reflects the high level, bilateral decision to re-allocate some funds for short-term training priorities.

The most significant changes from the 2013 round were:

- The Profile 2 target was reduced from 40% to 30% and the requirement removed for Profile 2 applicants to submit an IELTS certificate at application. This change, decided by the Program Coordinating Committee (PCC), had the desired result with an almost doubling of the number of Profile 2 applications, although the number of awards still fell somewhat short of the reduced target. (See Section 2.2 Summary selection results/ Applications by awards and Profile.)
- The eligibility criteria for Profile 1 applicants were narrowed this round with the emphasis on applicants involved in provincial development, working in provincial government or for Vietnamese Non-Government Organisations (NGOs). This change, however, had the unexpected consequence of an increase in ineligible applications. (See Section 2.4 Selection issues/ Increase in Ineligible applications.)
- English language requirements were tightened for conditional awardees, who had the minimum IELTS requirement of 4.5, to ensure they met the Royal Melbourne Institute of Technology (RMIT)'s Level 4 course entry requirements. (See Section 6 Placement and mobilisations/English language training.)



- A new strategy was introduced to provide additional English language support for disadvantaged conditional awardees with low IELTS. The strategy allows for disadvantaged, short-listed candidates with IELTS of 4.0 to be interviewed and considered by the Joint Selection Committee (JSC) for a scholarship, provided they could meet the lower RMIT Level 3 course entry requirement. (See Section 6 Placement and mobilisation/English language training.)

Overall, the implementation of the 2014 selection round went smoothly. Apart from the increase in the number of ineligible applications, the only other significant issue that emerged was the increase in the number of suspected fraud cases, compared to previous rounds. Most of these cases involved Masters applicants not disclosing they already had a Masters degree. They were either made ineligible or their scholarships were subsequently withdrawn. (See Section 2.4 Selection issues/Suspected fraud cases.). Please note there were no fraud cases detected by RMIT.

## 2.2 Summary selection results

The record number of applications received (1,356) allowed a competitive pool of quality candidates to take all the 185 awards available. The small shortfall in the number of Profile 2 awards was resolved by reallocating the unused Profile 2 places to high calibre candidates in Profile 3. There was a continuing improvement in the number of applications from targeted disadvantaged groups: persons with a disability, the rural disadvantaged and ethnic minorities. Applications in the high priority, cross-cutting themes of gender equality, disability and human rights themes were similar in numbers to last round.

The breakdown of applications and awards approved by the JSC by Profile is shown in Table 1 below.

**Table 1. Applications and Conditional Awards by Profile**

Total Applications				Conditional Awards Approved by JSC2				P.3 Res.
P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.3
507	208	641	1356	65	50	70	185	26
				65	55	65	185	
37.4%	15.3%	47.3%	100.0%	35.1%	27.0%	37.9%	100.0%	

The following are the key 2014 round summary results and comparison with 2013 and, where relevant, with 2012.

**Applications.** A total of 1,356 applications compared to 1,250 applications in 2013 and 1,231 in 2012.

**Conditional awards.** A total of 185 conditional awards plus 26 awards in reserve approved by the JSC against a target of 185 (compared to 235 awards plus 15 in reserve in 2013 and 253 awards plus 22 in reserve in 2012).

### **Applications and awards by Profile.**

- **Profile 1.** There was a very slight increase in the number of applications in Profile 1 from 502 to 507. Awards approved by JSC numbered 65 compared to 73 in 2013. However two awardees subsequently failed to meet the new RMIT Level 4 Placement Test and another was made ineligible, as she had applied for a second Masters. In

these three cases their awards were withdrawn thus reducing the total of conditional awards to 62.

- **Profile 2.** The number of Profile 2 applications almost doubled over the last round from 113 to 208. This increase appears to be largely the result of removing the IELTS requirement at application. However, the number of awards approved by the JSC decreased to 50 from 67 last round, still somewhat short of the reduced 30% target of 55 awards. Four awardees were subsequently withdrawn, when it was discovered that the applicants had applied for a second Masters degree. Thus the total approved was reduced to 46.
- **Profile 3.** Almost half (641) of the total applicants (compared to 635 in 2013) were in Profile 3 indicating the continuing pressure on academics to upgrade their degrees. The JSC approved 70 Profile 3 awards and 26 awards in reserve. One award was subsequently withdrawn when it became known that the applicant already had a Masters degree. Seven awardees were transferred to the final approved list to replace the 3 awardees from Profile 1 and the 4 from Profile 2 above, whose scholarships were withdrawn. Thus the total approved increased to 76.

**Ineligibility.** There was a significant increase in the number of ineligible applications from 25% last round to 32.4% this round. This was a result of the sharp increase in ineligible applications in Profile 1, which jumped from 30% to 48.3% due largely to the narrowing of eligibility criteria for Profile 1. (See Section 2. 4 Selection issues/Increase in ineligible applications.)

**PhD studies.** The increase in PhD applications (331) in Profile 3 continued this round, up from 298 in 2013 and 246 in 2012; 37 applicants were offered conditional PhD awards meeting the 20% target. Two PhD awardees have withdrawn and have been replaced by 2 from the reserve list of 7 PhD awardees.

**Gender ratio.** Female applicants continue to outnumber males (F 60.4%; M 39.6%) at a similar ratio to the last round (F 61%; M 39%) with the highest number of women in Profile 2 (65.9%). The gender balance favouring women rose in terms of awards offered, increasing to 62.2%, which is in sharp contrast to the 56% in 2013 and 55% in 2012.

**People with a disability.** There was an increase in the number of applications from people with a disability to 21 from 16 in the 2013 round and 2 applications in both 2012 and 2011 rounds. Seven persons with disability (F: 5; M: 2) received conditional awards compared to 8 awards in 2013.

**Disadvantaged rural.** There was again a significant increase in the number of disadvantaged rural applicants to 109 from 83 last round and 44 in 2012. Twenty-eight (10 ethnic minorities and 18 non-ethnic minorities) were offered conditional awards compared to 25 last round.

**Ethnic minorities.** There was a further increase in the number of applications from ethnic minorities (both disadvantaged and not disadvantaged) to 52 this round compared to 49 in 2013 and 44 in 2012. The JSC approved 14 conditional awards (F: 9; M: 5) compared to 10 (F: 5; M: 5) in 2013.

**Study themes.** The development themes with the largest number of conditional awards were: economic growth 19.4%, education 13.7%, environment 12.8%, governance 10.9%, health, HIV/AIDS 10.4%, rural development 9.5% and infrastructure 6.6% - the same top themes as in 2013.

**Cross-cutting themes.** Applications in the three cross-cutting themes were almost the same in number to the last round: gender equality 30, disability 24 and human rights 27, although at the award stage the numbers are all fewer than last round – gender equality 5, disability 9 and human rights one.

**Central Agencies (CAs).** Of the 34 CAs in Profile 2, applications were received from the staff of 27 CAs (5 more CAs than last round). Topping the list of awards (after removing the 4 awardees who were subsequently made ineligible) are: SBV (8), MOF (7), MPI (5), MOFA (4), MOLISA (4), all agencies under the former Priority Public Institutions (PPI) program. Only 3 of the non-former PPI agencies have awards offered to their staff – SPP, SPC and PCOC.

**University/College representation.** The total of 154 applications from universities/colleges was similar to the 156 last round. Awards were approved for staff of 41 universities and colleges, compared to 44 last round. The awards were spread fairly evenly across large and small universities/colleges.

**City/province representation.** There continues to be broad geographical representation across Vietnam with applications received from 61 of 63 Vietnam's provinces/cities, 4 more than last round. 39 provinces/cities are represented at the award stage, compared to 32 last round.

## 2.3 Application and selection process

The 2014 application and selection process was the same as in the previous three rounds: online applications, eligibility screening, assessment of written applications, short-listing by the JSC, interviews of all shortlisted candidates and decision on awards by the JSC. The one slight modification was the further testing by RMIT of English language competency for conditional awardees, who only met the minimum 4.5 IELTS requirement. This was done as a double check on the IELTS results, which are not always reliable at this low level, to ensure the awardees could meet the entry requirements of RMIT's Level 4 course (the lowest course level in RMIT's contract with the Department of Foreign Affairs and Trade [DFAT]) and thus improve the effectiveness of the in-country English language training.

The fully online Online Australian Scholarships Information System (OASIS) application process generally went smoothly, with fewer difficulties faced by applicants than in previous rounds, and with more complete supplementary document submission. A noticeable feature was the generally higher quality of the separate summary research proposals submitted by Doctorate of Philosophy (PhD) applicants and the small number of PhD applicants, who did not have approval in principle from potential supervisors.

The interview panels were constituted similar to the last round: panels were chaired by expatriate consultants and comprised of a representative from the HRD section of the Embassy and an alumnus. The chairpersons, alumni and most Embassy staff on panels were the same as in the previous two rounds, thus providing continuity and experience in selection and enhancing selection process effectiveness. The only noticeable change was an additional alumnus on the Profile 3 PhD panel to provide gender balance. However, the four member panel proved somewhat unwieldy and it has been decided to revert to three members for the 2015 round.

Selection processes were undertaken in line with four documents contained in AAV's Quality Systems Manual, which detail procedures for the application and selection processes<sup>1</sup>. These procedures are updated annually or more often, if required. An additional document is 'Procedures for Risk Management of Fraud in Scholarship Selection Processes' which has been approved by Post.

<sup>1</sup> The documents are: Procedures for Handling AAS Enquiries, AAS Screening and Assessment Procedures up to JSC 1; Procedures for IELTS Selection Test Arrangements and AAS Interview Assessment up to JSC 2 Meeting; and Database Management Process.

## 2.4 Selection issues

***Increase in ineligible applications.*** An unexpected issue that emerged this round was the significant increase in ineligible applications which jumped 7% to 32.4% this round. This reversed the continuing decline in ineligible applications that occurred over the previous three rounds (25% in 2013, 30.7% in 2012 and 35% in 2011). Somewhat ironically, this increase occurred despite the more comprehensive and easily accessible information on application requirements on the new AAV website. The overall increase in ineligible applications was in large part due to the sharp increase in ineligible applications in Profile 1, which jumped from 30% to 48.3%. This increase can be ascribed to the narrowing this round of the groups eligible to apply under Profile 1. The broad category, 'development practitioners', was replaced with 'staff from local NGOs and provincial businesses'. Employees of international NGOs (INGOs), international agencies and Embassies, project officers working in PMUs of Government projects (who were not civil servants), and non-academic staff working in universities and colleges were no longer eligible. However, large number of applications was received from these groups, despite being ineligible.

This round, there was also a noticeable increase in applications from employees of commercial enterprises in Hanoi and Ho Chi Minh City (HCMC). This may have been due in part to a misunderstanding of the meaning of 'staff of provincial enterprises', as this was first time that the word 'enterprises' had been used in referring to Profile 1 eligibility.

***Suspected fraud cases.*** During the 2014 selection round, eleven cases of suspected fraud cases were detected, which is a sharp increase compared to previous years. The cases fell into two types: i) not disclosing relevant information in their application (9 cases), and ii) false application supporting documents (2 cases).

The nine cases not disclosing relevant information in their applications involved applicants applying for a Masters degree, but withholding information in the application form that they already had a Masters. Applying for a second Masters degree would make them ineligible. Two of these cases were detected through scrutiny of supplementary documents during application appraisal. Another case became known when an applicant disclosed during her interview that she already had a Masters degree - please refer to Section 12 Risk Management for more detail.

Of the two cases of false supporting documents, one involved a fraudulent letter of employment and labour contract. The second case involved an applicant who altered the dates of an employment contract by hand. The above five cases were made ineligible and not considered by the JSC.

The JSC then requested AAV to write to heads of organisation and personnel departments of all 2014 round conditional awardees to confirm the educational qualifications of the awardees. All organisations responded and this resulted in six more cases being detected and the withdrawal of their scholarships.

Letters were sent to the above 11 applicants stating that their actions were a serious infringement of the Australia Awards Scholarship application and selection procedures. As a consequence they would be disqualified from further consideration of any scholarship funded by the Australian Government.

In order to minimise the incidence of fraud, a number of additional fraud prevention measures have been introduced by AAV in preparation for the 2015 selection round (refer to Section 6 Annex 2 Selection Report for details.)

### 3 General awareness and promotion

**New AAV website.** The AAV website is the focal point for information about the scholarships and the place for access to the OASIS online system. As reported in last year's Annual Report, the AAV website was totally revamped in accordance with the Australia Awards re-branding, new functionalities added, and the content expanded to provide more detailed, comprehensive information on all aspects of the scholarship cycle. After finalisation, the new website together with its Vietnamese language version went live at the end of January just before the opening of the 2014 round.

**Electronic innovations.** For the 2014 selection round a number of electronic innovations, including enhanced use of social media, were introduced. The most significant was the introduction of advertising on both Google and Facebook on an experimental basis. Results showed that both media vehicles were effective at reasonable cost in bringing a higher number of readers to the new AAV website.

The use of Google Analytics for the first time enabled AAV to measure the volume and sources of traffic to the AAV website, and how long these readers stayed on the site. As a consequence, for the 2015 round AAV will use both Google and Facebook facilities to give priority to the provinces.

Access to the AAV website has also been greatly enhanced by the improvement made in organic Google searching, particularly using Vietnamese language versions of search words. This also means that AAV depends less on outside websites for public awareness, especially when no advertising takes place.

This round, considerable effort was also made to make the AAV Facebook page more interactive in terms of providing feedback to potential applicants on application requirements. Facebook proved to be an effective tool, especially for persons with a disability as they could interact in privacy if they wished.

Apart from Facebook, AAV also strengthened its presence in two other social media platforms, viz. YouTube and LinkedIn. While YouTube aims at the general public, LinkedIn focuses specifically at the alumni community. Eleven videos were uploaded during 2014 on the AAV YouTube channel. The LinkedIn group for Australia Awards alumni was established in July 2014 and as the end of 2014, has 296 members. LinkedIn could be expanded to include awardees.

**Commercial websites.** During the 2013-2014 application period, three commercial websites were used: VnExpress, Dan Tri, and Tuoi Tre. Google Analytics enabled an analysis of the cost effectiveness of each website in terms of the time readers spent on each website. Tuoi Tre Online was the most cost effective, followed by Dan Tri. VnExpress, despite leading in the number of visits (sessions), was the least cost effective. However, AAV recommends the continued use of VnExpress as an advertising vehicle, as it is still the most widely read news website in Vietnam and is useful in promoting general awareness.

**Newspaper advertising.** The extremely low percentage of applicants who noted newspapers as their information source in the AAV website survey reinforced the view that AAV should focus its communications on the electronic media. As such, the most significant recommended change to the AAV 2014-2015 General Awareness and Promotion (GAP) Plan is re-allocation of the budget from print advertising to Google and Facebook.

**Visits to targeted provinces.** Apart from electronic media, the other major area of promotion activity and expenditure was the visits to targeted, disadvantaged provinces. Due to the change of Government in Australia and the consequent review of the aid program, the provincial visits were shortened and delayed until the first week of January 2014. Preparations for arranging the visits could not start until mid-December 2013. The visits' schedule was also

affected by the lengthy *Tet* New Year holiday period coinciding with the opening of the application round on 1 February. It was thus an achievement in itself that visits could be organised to 12 provinces in three regions and be completed by 28 February 2014.

In the 2014 round, the visits' schedule was limited to follow-up visits to two regions that had first been visited in the 2013 round, viz. 5 north central provinces and 4 northeast provinces, as well as to 3 provinces in the northwest. For the first time, visits did not take place in the Central Highlands provinces or in any of the 8 Mekong Delta provinces that have been variously visited in the past.

In assessing the effectiveness of these visits, an analysis has been made of the numbers of applications and awards over the five years of the program to see whether patterns or correlations emerge (see p. 38, the section on Promotion visits to targeted provinces of Annex 1 General Awareness and Promotion Report for details of the analysis). While acknowledging whether the visits actually generate applications or do so in that particular round, a number of positive correlations can be seen between the visits to targeted disadvantaged provinces over the five years and positive selection results.

For example, there is a clear correlation between the commencement of visits to the north central provinces in 2013 and the very significant increase in the applications received as well as awards offered in 2013 and 2014, when number of applications more than tripled from 24 in 2012 to 77 in 2014. Another example is shown by an analysis of the results of Profile 1 over the past two rounds, whereby visits to targeted provinces received a higher number of Profile 1 awards than the non-targeted provinces that were not visited. This suggests that overall provincial visits are effective in generating Profile 1 applications and awards, which otherwise were likely not to have occurred in the same numbers, if the visits did not take place.

The analysis also shows that the largest number of applications received from all the targeted provinces visited in the five rounds was in the 2014 round, increasing sharply from the previous years. Moreover, the 2014 round also saw the highest number of awards compared to previous rounds. This is significant in the context of the substantial reduction in the total available awards in 2014 compared to previous rounds. In addition, five targeted, disadvantaged provinces stand out with the highest number of Profile 1 awards approved by the JSC in 2014, more all other provinces (other than the 6 major cities). They are Lao Cai (7), Dak Nong (4), Quang Binh (3), An Giang (3) and Dien Bien (3).

If expenditure on visits to targeted provinces is compared over the last three years, there has been a marked improvement, both in terms of the amount spent and the proportion of the expenditure on provincial visits against total promotion expenditure. This trend would suggest that in the 2014 round there was improved value for money over the previous two years in the funds spent on provincial visits.

As a result of the five year trend analysis, criteria were established by region on which provinces should be visited or not visited in the 2015 round, at a budget somewhat lower than last round's expenditure<sup>2</sup>.

**CA Profile 2 promotion.** The biggest promotion challenge in the 2014 round, as in previous rounds, was attracting more Profile 2 applicants from CAs, despite the reduced 30% target. Intensive engagement efforts was undertaken through: (i) a series of individual meetings with 26 of the 34 CAs eligible under Profile 2; (ii) AAV staff participation in internal information sessions held by 10 larger, active CAs; and (iii) individual follow-up with applicants not selected in 2012, but with potential to re-apply.

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<sup>2</sup> The visits took place in December 2014 but as they relate to the 2015 selection round they will be reported in the 2015 Annual Report.



While there was an almost doubling of Profile 2 applications, the number of Profile 2 awards still fell somewhat short of the reduced target, as many of the applicants were young, lacking in work experience and unable to articulate their future development contributions. Nevertheless, there is a good possibility for the reduced target of 30% (42 to be reached in the 2015 round, as 76 unsuccessful applicants in 2014 with potential have been contacted with a positive response from a majority of those contacted.

**Promotion cost effectiveness.** Implementation of the GAP plan during 2013-2014 FY was effective in achieving the overall target of high quality conditional awardees at a total cost of AUD 33,000. This figure is a reduction of AUD 2,849 from the budget revised in November 2013 and a larger reduction of AUD 9,360 from the original budget in the Annual Plan 2013-2014. Expenditure included a one-off cost of AUD 3,500 in developing the new AAV website.

**Recommendation:** The key recommendation in the 2014 GAP Report is that AAV should strengthen its social media presence for the 2015 round. The continuing majority of applicants who claim some form of personal contact as their primary source of Australia Awards Scholarship (AAS) information, the doubling in the AAV Facebook users over the past year, the effective use of advertising on Google and Facebook, and the very wide internet coverage in Vietnam, together all strengthen the view that AAV should place more attention on social media as a means of communication with its target groups. After all, communication through social media can be seen as a new interactive form of personal contact.

## 4 Academic advising

As in the previous rounds, academic advising was shared between the International Academic Adviser, focusing on PhD and Masters by Research candidates and the Local Academic Adviser, providing academic advice to Masters by coursework candidates. The International Adviser continued to perform two major tasks. The first task was to assess all shortlisted candidates' research proposals for PhD and Masters by research. The scored, written assessments were then provided to the respective interview panels prior to candidates' interviews. These assessments were particularly important contributions to the Profile 3 PhD panel's deliberations on a candidate's ability and readiness to undertake PhD studies.

The Adviser's other key task was to provide advice to research applicants on finding a supervisor and on formulating a research proposal (both for the OASIS application and for submission to universities). This was done through two methods: (i) material placed on the AAV website; and (ii) a two-day research design workshop for new research awardees after JSC2.

The research design workshops were conducted in Hanoi and HCMC in late July /early August 2014 for 34 PhD awardees, 3 PhD reserve awardees and 2 Masters by research awardees from the 2014 round. The main improvement made for the 2014 workshops was increased time spent with each attendee, focusing entirely on their research proposals. The workshops were highly evaluated by the participants. A key recommendation emerging from the workshops was that new research awardees should also be invited to the separate journal article writing workshop conducted by the Adviser for alumni, if they are repeated in 2015.

The Local Academic Adviser appointed in mid-2013 provided counselling to shortlisted Masters by coursework candidates and conditional awardees, who were required or wished to change their course selection preferences. Prior to the two placement deadlines, the

Adviser reviewed the course selection preferences of all awardees seeking placement for Semester 2, 2014 (85) and semester 1, 2015 (139).

The Adviser checked the English language, academic and professional requirements for each preferred course paying special attention to disadvantaged awardees. The Adviser communicated with awardees, as required, and reported any actions taken in a comprehensive report. This individual attention to all conditional awardees contributed to a more efficient placement process and a comparatively low number of variation requests for scholars on-award (see also Section 6 Placement and Mobilisation).

## 5 Scholars' academic performance

**Academic performance of current scholars.** As of 20 December 2014, OASIS data showed that there were 608 students on award in Australia with academic results recorded during 2014. This figure is not complete, as the results of many students had not yet been recorded by this date, but the figure is higher than in 2013 (467), due data being collected manually by AAV staff in 2014. Of those recorded, 94.5% were classified as 'satisfactory' in their studies (the same as in the past two years); around 5.3% were 'unsatisfactory' and the remainder were 'suspended' for a variety of reasons. Of those performing satisfactorily, 19.7% in semester 1 were considered 'high achievers', an increase from 8% in 2013.

**Variations.** Variation statistics for scholars on-award are complete up to 20 December 2014 and are more detailed compared to OASIS, thereby allowing a more comprehensive analysis of scholars' performance. Overall, there was a continued substantial decrease (43%) in variations for scholars on-award in 2014, declining to 152 cases from 266 cases in 2013 and from 333 in 2012. This was mainly due to the sharp reduction in course change details/entitlement variations (from 203 to 95) which represented 63% of the total variations. The Students Services and Amenities Fee accounted for a large proportion of this reduction, but there were decreases in all sub-categories of this variation. (Details of each substantive variation case are provided in Section 4 Variations Annex 4 Annual Academic Outputs Report.)

The only significant increase in variations in 2014 was in course extensions. This was principally due to the increase in extension cases as a result of research delays, which were much higher than in 2013 (increasing from 7 to 22 cases). Why there was such a large increase in 2014 is not clear. This indicates that closer monitoring of students doing research by the universities should be undertaken to provide them with timely support so as to minimise research delays and thus extension variations. On the other hand, the reduction by two-thirds (from 24 to 8) in the number of course and institution transfers indicates a more effective selection and placement process of awardees in 2014.

In 2014, there were two terminations of scholarship (both PhD) due to academic failure and one downgrade from a PhD to MPhil, compared to one in 2013, 4 in 2012 and 3 in 2011. These PhD failures suggest that in the selection process attention needs to be strongly focused on a PhD applicant's research capability and overall readiness to complete the usually arduous PhD studies.



## 6 Placement and mobilisation

**Placement and mobilisation.** Overall, the placement and mobilisation processes were implemented smoothly. Some minor issues that were raised in the 2013 Annual Report were resolved during 2014. No new issues arose during 2014 that require further attention.

In 2014, a total of 215 (M=89; F=126) awardees from three rounds (2012: 5, 2013: 145, 2014: 65) were placed. This compares to the total of 263 awardees placed in 2013, also from three rounds. Forty-seven were enrolled in PhD studies and 168 were in Masters courses at 29 Australian universities. In 2014, Flinders University had by far the highest number (39) of AAS awardees with The University of Queensland in second place with 19 awardees.

Again this year, there was no case of postponement of the departure date for awardees because of late offers from universities and late visa issue, due to the smooth operation of the new visa procedures and enhanced communication measures initiated by AAV with stakeholders (see Annex 3 Placement and Mobilisation Report for further details).

**Placement and mobilisation of awardees with disability.** During 2014, the placement and mobilization of awardees with disability became more systematic. The excellent cooperation among all stakeholders: awardees, AAV, Scholarship and Alumni Branch, Post and universities facilitated the successful placement and/or mobilisation of 5 awardees with disability. One of the 5 was a technically blind awardee who was accompanied by a carer. Another was awardee, who was placed, but could not be mobilized, as she was diagnosed as TB positive and will undergo 8 months intensive treatment.

**English language training.** Awardees with IELTS score of 4.5 and any sub-bands of 3.5 often have difficulty from the beginning of the English training period. In response, the English language policy was updated and included a new strategy to support disadvantaged awardees. One policy change was raising the minimum sub-band requirement to 4.0 from 3.5 as previously. This change will be introduced in the 2015 round.

A second change involved an additional condition for conditional awardees with an IELTS score of 4.5 (or who have a sub-band 3.5). These conditional awardees will be required to undertake a Placement Test administered by RMIT before the commencement of the English course to demonstrate they can meet the entry requirements of RMIT Level 4 (the lowest course in RMIT's contract with DFAT); if not their scholarships will be withdrawn. (Two of the 16 conditional awardees in 2014 failed to meet RMIT's Level 4 requirement and had their conditional scholarships withdrawn.)

The new strategy for providing additional English language support for disadvantaged awardees with a low IELTS score has four levels of intervention. The strategy, implemented in the second half of 2014, is summarized below.

1. Disadvantaged awardees with overall IELTS of 4.0 before JSC 1 (or IELTS of 4.5 with sub-band 3.5) who meet the entry requirements of RMIT Level 3 class can join a RMIT public Level 3 class. (In the 2014 round, one of 5 disadvantaged candidates met these entry requirements and gained an award.)
2. Additional private, ad hoc tutoring may be provided according to the needs of the students during the RMIT course.
3. For those who are considered to be at high risk by RMIT/AAV, at the end of the RMIT training they may continue with a special 10-week IELTS test preparation course by an outside provider.
4. Additional 20 or 10 weeks Pre-course English (PCE) training can be provided in Australia for those who still do not meet IELTS requirements after the additional support outlined above

In December 2014, DFAT decided to provide additional support in English language training to 3 non-disadvantaged awardees, who did not meet the English requirement of their approved course. Two of the 3 joined the existing IELTS test preparation course for disadvantaged awardees in Hanoi and HCMC. The third awardee chose to undertake self-study for health reasons.

## 7 Reintegration

Implementation of the reintegration strategy commenced with a pilot program in late 2012. An assessment of the pilot program was undertaken by the AAV M&E Adviser in October 2013. This resulted in a number of modifications, although the basic strategy consisting of two reintegration workshops, one in Australia followed by one in Vietnam and the formulation of a Reintegration Action Plan (ReAP) remained unchanged.

The modifications to the strategy were outlined in the Annual Plan 2014-2015 (see p 142, Annex 5 Reintegration and Alumni Report). The most significant modification was to give more emphasis to employers/supervisors in the reintegration process. In response, AAV introduced a number of measures to encourage more effective communication between the new graduates and their supervisors in respect of the ReAPs and the skills and knowledge they could apply in the workplace. However, one initiative undertaken to organise a pilot briefing for supervisors of new graduates working in CAs was poorly attended and will not be repeated.

During 2014, workshops were held for three cohorts of new graduates: (i) workshops in four cities in Vietnam in March 2014 for graduates who completed their studies in Australia in semester 2, 2013, (ii) workshops in seven cities in Australia in May 2014 for awardees finishing their studies in semester 1, 2014, followed by workshops in Vietnam in October/November 2014, and (iii) workshops in Australia for a new cohort of awardees who are to complete their studies in semester 2, 2014.

'Low attendance rates' at the workshops was identified as a high risk in the reintegration strategy. However, there has been steady improvement in the attendance rates at both the Australian and Vietnamese workshops compared to the initial low rates of 50% or less. This improvement was most noteworthy in 2014 as shown by the 75% rate at the Australian workshops in May 2014 (although the October/November 2014 rate fell somewhat to 69%). There was also a substantial jump from 51.5% in March 2014 to 61.3% in October/November 2014 in attendance rates at the Vietnam workshops.

The higher attendance rates can probably be ascribed in part to the accumulation of knowledge among awardees/alumni about the workshops' value, the return of some graduates who have been briefed at pre-departure workshops, the combining of welcome back ceremonies with the workshops, the flexibility in workshop timing and location, and intensive follow-up by AAV staff to workshop invitees.

In addition to the welcome back ceremonies, several other innovations were introduced in 2014 in the Vietnam workshops: (i) Endeavour alumni were included, (ii) older guest alumni shared their reintegration experiences, and (iii) the three workshops in Hanoi were organised on a Profile basis.

Another change in the Vietnam workshops in October/November 2014, was the last minute substitution of the International HRD Adviser by the local HRD Manager as the main workshop facilitator, due to the former's medical condition. This change did not affect the overall high level of satisfaction of the participants with the workshops. As a result the future workshops in Vietnam will be locally facilitated.

A survey was carried out in October 2014 by the AAV M&E Adviser on the implementation of the reintegration program. Findings of the survey included: (i) around 84% of the 247 alumni who responded had attended at least one reintegration workshop in Australia or Vietnam, (ii) around 70% of the 247 alumni respondents had prepared ReAPs, (iii) alumni have implemented their ReAPs according to plan in 75% of cases with 33% completed at the time of the survey, (iv) supervisors have played a key role in the design and implementation of the ReAPs. (See detailed findings of the survey on pages 21, 22 of the 2014 draft M&E Report.)

The attendance rate remains a high risk, despite the improved workshop attendance and the positive survey findings. A related risk is the number of alumni who attend the workshops and both develop and implement their ReAPs. Intensive follow-up is required by AAV to cajole alumni to prepare and submit their ReAPs. Another significant risk is the degree of support by supervisors for employee reintegration.

The basic issue is that the scholarship program has very little leverage over alumni. AAV leverage is limited to trying to persuade alumni of the benefits of the reintegration program to their workplace reintegration. As for supervisors, the leverage is far more tenuous and in most cases non-existent. The only link with employers (not supervisors) is an employer letter of support at application, seeking information on how the applicant's chosen field of study will fit with the organisation's HRD plans.

## 8 Alumni

Key activities for building and maintaining the alumni network are professional development events, providing access to on-line academic databases, the Small Grant Scheme, establishment of a national AAA organisation and mentoring of awardees and newly-returned alumni.

**Professional development.** Professional development events continued to form the backbone of the 2014 alumni program using two organisational models: training workshops and half-day seminars. The follow-up preparation of the record of proceedings of the VNAC held in mid-December 2013 represents a third professional development model used – a conference.

Professional development events in 2014 consisted of (i) a two-day training workshop on communication skills for southern alumni, (ii) four half-day workshops on journal article writing in four cities, and (iii) three half-day seminars: two seminars were on Green Growth in Hanoi and Hue and the third, on branding strategies, was the initiative of the Hanoi core group. In addition, the HCM City core group organised a series of lunchtime talks and the Danang core group held a training course on resuscitation techniques. Airfares were provided to three presenters at VietTESOL conference in Hanoi.

The highlight of the year was the series of four workshops on journal article writing conducted by the International Academic Adviser, a repeat of the well-received workshop at VNAC 2013. Total attendance across the four workshops was very high at 301. The two lively, topical seminars on Green Growth, where presenters were all alumni experts, were an outcome of the VNAC session on Green Growth.

*Alumni participation.* Attracting wider participation of alumni, especially older alumni, to the alumni program remains a challenge. Building on the success of VNAC in attracting older alumni, the journal writing and Green Growth workshops also attracted a large proportion of older alumni, who were mid-level professionals in academia and government. Much thus depends on the event topics. The geographical spread of alumni represents another challenge. With the increasing number of alumni in the Mekong Delta, Can Tho was added

to the journal writing workshop locations, following the first reintegration workshop held there last year. The split between alumni numbers in Hue and Danang in central Vietnam presents a different challenge. The establishment of a separate Danang core group has facilitated alumni activity there. One solution has been to provide transport for alumni for events in the other city. Another is to repeat workshops in both cities, as occurred with the reintegration workshops.

*Networking.* It is clear from the formal evaluations and from informal feedback that the program's provision of opportunities for networking is highly appreciated by alumni and constitutes one of the main reasons for alumni attendance at events. All seminars are accompanied by a lunch or dinner to facilitate networking. Social activities are also a feature of the two-day workshops.

*Cost sharing.* With the long term objective for the Australia Awards Alumni Network (AAAN) in Vietnam to become more autonomous and financially self-supporting, more attention should be paid to alumni cost-sharing of events, where this is feasible. Cost-sharing is also a particularly useful means for strengthening alumni commitment when they register for an event and reducing the non-show rate, often as high as 20%. During 2014, cost-sharing occurred in different ways at the communication workshop in the south, the seminar on strategic branding in Hanoi and the Hue Green Growth seminar.

Further exploration needs to be undertaken of how to expand the cost sharing approach for alumni events, although care should be taken to ensure that cost-sharing does not unnecessarily deter alumni from attending. Locally initiated events are clearly the most suitable events for cost-sharing. The establishment of a national alumni organisation should lead to more opportunities for cost sharing.

*Promotion of gender equality.* Two very different events were organised during the year to follow on from the successful gender seminar held in 2013 to further promote gender equality in the program. The first event, involving informal drinks to meet the Managing Contractor (MC)'s Gender and Social Disability Adviser, had the aim of activating the alumni 'gender expert group' consisting of 19 alumni, dormant since the seminar, and to encourage the group to share ideas on how the scholarship program might strengthen gender issues. One key outcome of the event (attended by 7 alumni) was a consensus that the group should engage in networking gender equality activities, projects and research. However, the subsequent attempt by AAV to facilitate this through setting up a Google Mail Group has not borne fruit. The second event is a photography contest, launched on 15 December 2014 with a gender equality theme – 'Gender Equality through Alumni's Lenses'. The contest is being held in conjunction with the Family BBQ in Hanoi on 7 March 2015 and with International Women's Day on 8 March.

**Access to on-line academic databases.** There continues to be strong interest by alumni in the two academic databases (Proquest and Cambridge Journals Online) paid for by AAV, with 1,242 subscribers. Usage figures for 2014 are provided below<sup>3</sup>.

**Small Grants Scheme (SGS).** An assessment was undertaken in February 2014 by the AAV M&E Adviser on the SGS's efficiency and effectiveness. Key positive conclusions of the assessment were that (i) the SGS has performed effectively with regard to its purpose and objectives, (ii) almost 90% of grantees enhanced and capitalised on their knowledge and skills gained in Australia, (iii) more than 70% of grantees strengthened their professional links with Australian organisations, and (iv) most grants provided the grantor with good value for money. On the other hand, the assessment also concluded that (i)

<sup>3</sup> **Proquest Central:** (a) Citation/abstract: 4,160; (b) Full text format: 11,717; **Total: 15,877**  
**Cambridge Journal Online:** Full-Text Article Requests 2014: **3,462**

SGS management was labour intensive and transactions costs were high relative to the amounts being managed, and (ii) SGS could meet higher standards for objectivity, consistency and transparency in appraisal process and decision-making.

Recommendations were for two stages of implementation. In consultation with the Post, AAV drafted new, detailed SGS guidelines, which included most of the recommendations for the first stage for, as well as the development of a how-to guide, originally recommended for the second stage. Of the recommendations for expanding the type of activities eligible, only organisational change was approved by Post and added to the original three activity types: (i) presentation at conferences; (ii) research; and (iii) organisation of training courses, workshops or seminars. A prominent feature of the new guidelines is the development of a Proposal Evaluation Criteria Grid to assist alumni addressing all required criteria in their submissions and to provide a transparent and consistent basis for proposal appraisal.

Submissions were called for the fifth SGS round closing on 31 October 2014. In effect, this will be the last round under the AAV program, as there is insufficient time for another round before program closure.

In line with the recommendation to build capacity of grantees in preparing grant applications and managing grants, a training workshop was held in Hanoi on 1 October 2014 for 44 interested alumni.

In total, 33 submissions were received covering 50 (M: 26; F: 24) alumni. Organisation of training courses etc. was on top with 13 submissions closely followed by research with 12; organisational change and conference presentations had 4 each. Two of the 4 submissions on urgent conference presentations were submitted early and approved by Post, under new flexible provisions. Using the new Evaluation Criteria Grid, AAV forwarded 29 submission appraisals to Post on 19 December 2014, recommending 22 more submissions, two for Post's consideration and not recommending three submissions.

The overall submission quality was considerably higher than previous rounds. This is largely due to the revised guidelines and submission template, which to a very large degree the applicants followed. The AAV staff also spent considerable effort in providing feedback on the submissions, with most feedback being directed at improving the budgets, but overall much less time was spent by staff on feedback compared to previous rounds. Overall, the vast majority of the applicants complied with AAV requests and proposals. Hence the large number of recommended submissions<sup>4</sup>.

**Cooperation with Endeavour alumni.** A major breakthrough in 2014 has been the close coordination between DFAT and Endeavour alumni in effect leading to the establishment of a single Australia Awards Alumni Network in Vietnam. Endeavour alumni are now included in almost all DFAT alumni support program except the Small Grant Scheme, mainly because Endeavour alumni are not on AAV's database.

**Establishment of a national AAA organisation.** As a result of consultation workshops, where consensus was reached that DFAT alumni should establish a national Australia Awards Alumni organisation in Vietnam, an alumni working group, later including two Endeavour alumni, was established. Following consultations in April 2014 with various stakeholders in Hanoi, the working group decided to form a separate organisation sponsored by the Vietnam-Australia Friendship Association, as distinct from becoming a 'branch' within the Vietnam Graduates of Australia Club (VGAC). The working group then drafted a set of regulations to establish an AAA Association under the auspices of the Friendship Association and submitted the draft to the Vietnam Union of Friendship Associations (VUFO) in August.

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<sup>4</sup> Post advised AAV in January 2015 that all the recommended submissions and one submission submitted to Post for consideration had been approved (totalling AUD 138,887), subject to confirmation that there were sufficient funds within the 2014/15 available planned funds.



The initial VUFO reaction was to query the establishment of a second Australian alumni organisation when VGAC was long established. Subsequently, the AAV Team Leader and the working group coordinator met the responsible VUFO officer to explain the reasons for the Australia Awards alumni preference. At the time of writing this report the Embassy was reviewing its position on the matter.

**Mentoring of new awardees.** The mentoring program, launched at the end of 2010, assists new awardees better adjust to the different study and living conditions in Australia through mentoring by alumni. In practice, as reported in the 2013 Annual Report, this model has been modified in respect of more recent cohorts of mentees and current awardees have also been used as mentors. This mixed model will be expanded for the December 2014 cohort of mentees, as a result of a survey conducted in June 2014, where a majority of mentees indicated a preference for current awardees as mentors.

During 2014, the assignment of mentors was completed for two cohorts of mentees: the December 2013 cohort (123 mentees) and May 2014 cohort (66 mentees). In the June 2014 survey, both mentees and mentors responded positively in various degrees about the program, indicating that the mentoring scheme continued to be an effective in helping awardees adjust to the different conditions in Australia.

**Mentoring of newly returned alumni.** A new program was initiated, whereby older alumni were invited to act as mentors for newly returned alumni to assist their reintegration back into Vietnam. In the first cohort, 15 new returnees were matched with suitable older alumni. However, there was a poor response to a survey of the 15 alumni, both in terms of the numbers responding and in the usefulness of the program. A second cohort of 5 alumni then registered and was matched with older alumni. The small pool of alumni registrants and the poor survey response suggest that this initiative does not meet a significant alumni need and should not be continued.

## 9 Gender equality and social inclusion

The 2014 selection round marked a continuing improvement towards achieving the objective of equitable access to scholarships by disadvantaged groups, in particular for applicants with a disability and the rural disadvantaged. In the context of the continuing high number of female applicants and awardees, the emphasis again in the 2014 round promotion material was on the social inclusion component of the strategy rather than gender equality.

**Persons with disability.** The sharp increase in applications and awards for persons with a disability that occurred last round was consolidated with a further increase of 5 applications to 21 (F: 12; M: 9) applications, although the 7 (F 5: M 2) awards are one less than last year. One awardee is undertaking PhD studies. Unlike last round, there were no applicants with sight impairments.

The continuing high level of applications from persons with a disability largely reflects the intensive round of consultations by the MC's Gender and Social Inclusion Adviser and AAV staff held with people's disability organisations, NGOs and MOLISA, prior to both the 2013 and 2014 rounds. Another key factor is dissemination by word of mouth by awardees/alumni with disability through their networks and through the use of Facebook. In November 2014, for the first time, special information sessions for potential applicants with disability were held in Danang, HCM City and Hanoi. In HCM City, there was extensive media coverage of the event.

An additional dimension relating to disability is the targeting of applicants, who are working in organisations or roles that support persons with disability (mostly in Profile 1). In 2014, 24 applications for disability-related studies were received and 9 awards offered compared to

25 applications and 12 awards in 2013 (see table 8 Applications by Theme of Study, Annex 2 Selection Report for further breakdown).

**Rural disadvantaged.** This round, there was a substantial increase in disadvantaged rural applicants to 109 from 83 in 2013, comprising 28 ethnic minorities designated as rural disadvantaged, and 81 non-ethnic minority applicants. The number of awards rose to 28 from 25 last round (10 ethnic minorities and 18 non-ethnic minorities). To qualify for this disadvantaged category, applicants need to have been born in OR attended high school in designated disadvantaged districts AND be currently employed in those districts or provinces with designated districts.

**Ethnic minorities.** In the 2014 round, ethnic minority participation increased in both applications (52 total, F: 35; M: 17) and awards (14 total, F: 9; M: 5) compared to 49 applications and 10 (F: 5; M: 5) awards in 2013. Unlike last round, the large decrease between short-listing and final selection in respect of ethnic minority women did not reoccur. The improved results took place despite the reduction in visits to targeted provinces with concentrations of ethnic minorities and fewer total awards available.

**Gender.** The 2014 round results again highlight the unusual situation encountered by the Australia Awards in Vietnam, which is the ongoing balance of applicants and awardees substantially in favour of women. Applications (F: 60.4%: M: 39.6%) were virtually in the same ratio as in the previous two years. However, in contrast to the previous two rounds, the balance of awards offered became even more favourable to women with the female ratio of awards increasing to 62.2% compared to 56% in 2013.

This favourable female ratio in terms of applicants and awards occurred across all three Profiles with the highest percentage of female applicants (65.9%) and awards (68%) in Profile 2. Women outnumber men in both applications and awards in all targeted categories including persons with disability, ethnic minorities, rural disadvantaged, local government officials, Vietnamese NGOs and PhD studies.

Attracting a high percentage of female applicants in Vietnam is clearly not a problem in whatever category of applicants, including ethnic minority women. The higher percentage of Profile 2 applicants and awards favouring women this round supports the findings reported in last year's Report that young male graduates are somewhat reluctant to enter Government employment because of low salaries and tend to join the business sector, where there is more opportunity to earn a higher income. In addition, Vietnamese men in Government employment, in particular, are reluctant to be absent from their jobs for the scholarship period, because of the potential lost opportunity costs relating to promotion.

Women continue to participate prominently in the alumni program. There was strong representation of female alumni in the professional development events held in 2014 with an overall ratio of 61% women – similar to last year's 60%. Women form the majority of the members in the four alumni core groups and are core group coordinators in Danang and Hue. As reported in Section 8, AAV sought to activate the alumni 'gender expert group' and to encourage the group to share ideas as on how the scholarship program might strengthen gender issues. However, AAV's efforts to facilitate networking among the group by promoting the establishment of a Google Mail Group for members was not successful.

**Equity of Access Fund.** A major initiative undertaken last year was the establishment of the Equity of Access Fund for Australia Awards in Vietnam to provide support for disadvantaged persons in gaining equal access to the scholarship program. The Fund covers persons with disability and the rural disadvantaged at the pre-award and the post-award stages. Funding support for persons with disability on-award is channelled by DFAT through OASIS.

The use of the Fund started in July 2014 with the provision of housing and allowances to carers of scholars with disability. The Fund was also used to cover the costs incurred by an AAV staff member to accompany a disadvantaged rural scholar on award with a medical

condition back to Vietnam. The total amount expended under the Fund in 2014 was close to AUD 22,000. The Fund so far has proven a useful means of assisting the disadvantaged whenever this is requested.

## 10 Short courses

**TVET management and leadership course.** In 2014, the General Department of Vocational Training (GDVT) in Vietnam sought assistance for the capacity building of rectors and managers of high performing Technical and Vocational Education and Training (TVET) institutes across Vietnam. In response, AAV developed a series of three consecutive, two-week short courses in TVET Management and Leadership. The courses were jointly funded by GDVT and DFAT. Chisholm Institute in Melbourne was contracted to design and deliver the courses to 47 delegates from 3 November to 11 December 2014. The 47 participants included 43 rectors and managers of high performing TVET institutes and 4 GDVT representatives. Three participants were female.

The Course Program was designed to address the following capacity development areas prioritised by GDVT:

- Managing staff and teachers of vocational schools
- Managing vocational school facilities and equipment
- Applying IT in school management
- Managing and developing training programs and curricula
- Cooperation between vocational schools and enterprises

An experiential learning methodology was used, which included classroom-based learning, site visits, review and discussion, and mentoring sessions.

End-of-course assessments show that over 90% of the delegation was satisfied or very satisfied with the course content and delivery approach. High levels of satisfaction were reported across all course delivery components, most notably for personnel and pitch of delivery. Particularly valuable elements of the course were the alignment of training to industry needs, use of competency based training and assessment, and the pivotal role of the Industry Skills Councils in training package design.

By completion of the course, delegates had developed and presented individual and group Work Plans. Subject to DFAT approval, AAV and Chisholm Institute are discussing an approach to jointly monitor the work plan implementation, providing technical advice to the delegates in the process. GDVT sent a letter to the Ambassador expressing high appreciation for the course and requesting further training in 2015.

**Australia Awards Fellowships (AAF).** Over the past three years, AAV has successfully facilitated three AAF partnerships in training programs between CAs and Australian universities (Ministry of Justice [MOJ] Vietnam/University of Melbourne, MPI/UTS and Office of the National Assembly [ONA] Vietnam/Griffith University). For the single AAF round held in 2014, AAV was again successful in facilitating two more AAF training programs; one is in climate change with the Ministry of Natural Resources and Environment (MONRE) and Griffith University, and the other is on capacity building in banking and regulation (Vietnam) with SBV and Griffith University.



# 11 Monitoring and evaluation

**Monitoring and Evaluation Report.** Monitoring and evaluation reporting in 2014 comprised four separate documents: (1) M&E Report 2014; (2) Alumni Tracer Study 2014; (3) Longitudinal Case Histories of Alumni 2014i; and (4) Alumni Small Grant Scheme – Operational Review<sup>5</sup>. The M&E Report 2014 examines the impact of the scholarships program in the four outcome areas of the program. Within these outcome areas, the report examines results in the areas identified in the program's theory of change. It describes and explains impacts on alumni and their organisations.

**Alumni Tracer Study.** In June 2014, an electronic survey was sent to 2,337 alumni who had returned to Vietnam in the 15-year period from 1998 to 2012. The survey was completed by 785 alumni or 33.6% of the recipients. The purpose of the alumni tracer study was to examine the impact of the scholarship program on its alumni in Vietnam. The tracer survey was the main source of data for the Alumni Tracer Study Report 2014 and the M&E Report 2014. For the former report, the program carried out a comparative analysis of the performance of alumni based on the year of their return to Vietnam and on their gender<sup>6</sup>. For the latter report, the program analysed the performance of alumni based on their employment sector<sup>7</sup>.

**Longitudinal Case Histories Report.** In 2014, AAV program carried out 45 case history interviews (F: 23; M: 22) of Australia Awards alumni by the same local consultant as in previous years, consisting of 40 Australia Awards Scholarships (formerly ADS) alumni, 3 Australia Leadership Award Scholarships (ALAS) alumni and 2 Australian Centre for International Agricultural Research (ACIAR) alumni, who had returned to Vietnam in 2011, 2008 and 2005. Fifteen were from Profile 1, 14 from Profile 2 and 16 from Profile 3. A majority were from Hanoi (28) and the remainder from a cross section of other cities and provinces. Almost all the alumni said that they had had a positive experience studying in Australia. Apart from knowledge gained, more than 95% of alumni also mentioned how they valued the personal growth from their study experience. They particularly cited how they had become more independent and had learnt to be more critical, analytical and objective. (See the Vietnam Longitudinal Case Histories December 2014 report for a summary and individual case histories.)

The M&E Report's conclusions on program outcomes are summarised below. Detailed findings on each of the four program outcomes against each outcome's indicators are found in Section 2, Summary of Findings pp 5-10 M&E Report.

1. **Awardees have acquired valuable skills** – Australia Awards scholars acquired valuable skills and knowledge while they were on-award. Almost 96% of alumni said that the skills and knowledge they gained in Australia were relevant to their current job with 65% saying *highly relevant*. A majority of alumni in every type of employment sector found their skills to be highly relevant to their work. Around half of profile 3 alumni improved the teaching programs in their university or research institute. For many alumni, the study experience in Australia was transformational – it opened their minds, increased their confidence, and changed their way of thinking. The transformational change through the scholarships has a whole-of-person impact.

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<sup>5</sup> A summary analysis of the assessment and recommendations of the Alumni Small Grant Scheme – Operational Review can be found in the Section Reintegration Survey of Annex 5 Reintegration and Alumni Report (p. 149).  
<sup>6</sup> Findings on alumni performance by gender is outlined in Annex 3 of the Tracer Study 2014 Report and summarized in the Section on Gender and social inclusion outcomes of Annex 6 Gender, Disability and Social Inclusion Report (p. 180).  
<sup>7</sup> Findings on employment are outlined in Annex 4 of the M&E 2014 Report

2. **Awardees/alumni have engaged in networking** – For many alumni, the value of the award is threefold: the skills and knowledge acquired, the overseas experience gained, and the networks developed among peers. The program needs to increase its support to awardees while on-award and upon return, mindful of the priority placed on networking by alumni.
3. **Alumni have improved organisations** – Almost 94% of alumni made improvements in at least one area of their organisation in the last three years. This represents a valuable return on investment in their studies. The types of improvements made correlate to their employment sector. The program needs to recognise this tendency in the support that it provides to alumni.
4. **Alumni have improved human resources** – Alumni have contributed to HRD in their organisations. They have done this through supervision, coaching, mentoring and guidance, as well as through seminars and training. The value of the skills and knowledge transferred to colleagues represents a significant contribution by AAV alumni to HRD. The program needs to recognise the value of alumni's contributions to HRD.
5. **Alumni have strengthened communities** – Alumni were very active making contributions to community development through their volunteer work with local organisations. Some alumni have said that their studies gave them confidence to volunteer. The program needs to identify ways of facilitating alumni volunteer work in order to increase the return on investment in scholarships.
6. **Alumni contribute in employment sectors** – Alumni performance and contributions were influenced by the conditions and practices in their employer organisations which were shaped by the employment sector. The program needs to recognise these tendencies in order to provide on-award and post-return support that is targeted, appropriate and accessible to alumni in the various sectors.
7. **Alumni contribute according to seniority, career path, and experience** – Alumni contributions to their organisations and communities is shaped by their position, career path, and experience. A majority of alumni re-enter the workforce in professional positions and move into management positions over time. The program needs to build on the understanding gained in the tracer study about the impact trajectory of alumni and ensure an integrated analysis of the various elements affecting performance.
8. **Alumni maintain positive perceptions of Australia and have professional or business links with Australia** – All of the 45 persons participating in the longitudinal case histories said they have a positive experience of Australia. Over half of alumni working in education institutions and in government organisations said their organisation had a link with Australian organisations. Just under 50% of these alumni were involved in the link with Australia to some extent. Less than a quarter of alumni in Vietnamese companies had a link with Australian organisations, but only 11% of these alumni were involved in their company's link with Australia.

Links with Australia (Outcome 4) is the one outcome of which the program has least control, as it depends on the interests of alumni and the opportunity they have in maintaining links with Australia. The program could be pro-active in facilitating these links by including a candidate's potential to establish links in the selection criteria for awards and/or for the Small Grant Scheme; and by promoting special membership of AusCham and facilitating links with visiting Australian academics. This Outcome will be further addressed in 2015 through a Linkages Options Paper.

**Recommendations to improve program performance.** The 2014 Monitoring & Evaluation Strategy and Plan recommended that DFAT strengthen its M&E approach,

analytical capacity, data quality and strategic knowledge in order to support evidence-based decision-making in the program. The following recommendations supporting this direction are presented for DFAT's consideration in the M&E strategy and plan for 2015 and beyond into the next phase of the program in Vietnam.

**(i) Recommendations about ongoing work in the M&E Work Plan**

**Recommendation 1:** *That AAV continues to investigate the conditions in organisations impacting the performance and results of alumni. That the program develops and tests an instrument for making this assessment. This is important to investigate because the conditions in employer organisations will either constrain or facilitate the use of alumni skills and knowledge, which is an expected outcome of the scholarships program. The program should investigate this topic with regard to a selection of representative organisations by collecting data on these conditions through individual interviews. The interview data would be used to develop an instrument to assess relevant areas of the organisations and produce a quantitative analysis of the conditions affecting the use of skills and knowledge by alumni in their work. The assessment findings could be used by the program in the future to identify, research and disseminate information on good practices in participating organisations in improving areas needing improvement in order to make better use of alumni's skills and knowledge.*

**Recommendation 2:** *That the program identifies good practices in employer organisations, including the practices of supportive supervisors, which create the conditions that facilitate the application of skills and knowledge gained by alumni in their studies. That the program shares these good practices with alumni, supervisors, colleagues and leaders in partner organisations employing alumni.*

**Recommendation 3:** *That the program supports key organisations in the use of the instrument for assessing organisational conditions and in the analysis of organisational changes that are necessary to facilitate the use of skills<sup>8</sup>.*

**(ii) Recommendations for the M&E Work Plan in 2015**

The purpose of implementing the recommendations is to lay a foundation for M&E in the next phase of scholarships program.

**Recommendation 4:** *That DFAT focus the M&E work plan in 2015 on a programming theme of strategic importance to the design of the next phase of the scholarships program, in accordance with the HRD strategy. That DFAT selects its M&E activities (such as case studies) to support the learning agenda for the M&E plan.*

**Recommendation 5:** *That AAV design an 'alumni results' database in order to manage and make better use of data on program outcomes for purposes of learning, decision making, and continuous improvement in the program. That AAV coordinate with the Indonesia program in the database design work with the guidance of Canberra.*

**Recommendation 6:** *That AAV convene a 'review' workshop toward the end of the phase for DFAT and its partners to analyse results and performance and identify lessons learned in the program that are applicable to the design of the next phase, including the M&E strategy.*

**(iii) Recommendations for the next phase of Australian Awards in Vietnam**

The overall purpose of the recommendations is to provide direction in an M&E strategy for the next phase.

**Recommendation 7:** *That the MC build into its next annual plan for AAV some suitable M&E activities to help DFAT adopt an M&E strategy in the next phase that supports a*

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<sup>8</sup> The work underway and planned in the Special Study on Organisational Conditions and Practices affecting the Application of Alumni's Skills and Knowledge will address this set of recommendations.

*whole-of-phase approach to continuous learning and the strategic use of M&E resources to support an agenda for learning and improvement. The suitable M&E activities would be linked to the achievement of outcomes such as the organisational conditions and practices study, which is linked to outcomes 1 and 2, and the linkages options study which is linked to outcome 4.*

*Recommendation 8: That DFAT incorporate value-based evaluation activities into the M&E strategy in order to determine return on investment, benchmark performance, and assess value for money in the program investment.*

**Recommendation 9:** *That DFAT incorporate new design features in the scholarships program – such as inter-program alumni activities, an on-award program, direct support to scholarships management in priority organisations, or support to alumni volunteer work for development – in order to make better use of programming investments.*

## 12 Risk management

The update of the Monitoring and Evaluation Strategy and Plan (2014 Annual Plan: Annex 5-version 4) in March 2014 contains a modified and simplified Risk Management Matrix (RMM) which makes three improvements over previous versions:

- The RMM identifies four types of risk: operational risk, financial risk, development risk and reputation risk. The overall number of risks in the RMM was significantly reduced to ten risks to focus attention on the big picture and not the details.
- The RMM now rates residual rate not just initial risk. Residual risk is the risk that remains after the risk response is successfully implemented. It is more relevant to risk owners and managers.
- The RMM identifies the parts of the theory of change that are affected by the risk. It also identifies the risk owner.

The updated RMM as at 31 December 2014 is found in Annex 10 of this Report. Since the RMM was modified and updated in March 2014 there have been only two changes in the Likelihood of residual risks occurring. These are:

- (i) **Services and Operations.** *There is a risk that applicants provide information and/or documentation that is false, inaccurate, or otherwise insufficient, which decreases the effectiveness and efficiency of application and selection processes.*

This risk has been raised from Very Low to Medium due to the eleven cases of suspected fraud detected during the application and selection process in the 2014 round. All the cases were related to false or inaccurate documentation, in particular not disclosing they already had a Masters degree and applying for a second one (see Section 2.4 Selection issues/ suspected fraud cases for details).

Related to the issue of a second Masters degree is the possible risk of a scholar undertaking studies in Australia being detected as already having a Master's degree but not disclosing it when applying for a scholarship. Such detection would cause embarrassment and hardship for the particular scholar and detract from the integrity of the scholarship's selection processes. One possible way to minimise this risk would be to allow applicants who have gained a Masters at a Vietnamese university to apply for a second Masters in Australia, due to the difference in quality of the degrees and the benefits accruing from enhanced soft skills and establishing Australian linkages.

- (ii) **Contractual Compliance.** *There is the risk that the ELT Contractor performs poorly and quality standards are not met jeopardising the progress of awardees.*

The Likelihood of this residual risk occurring has been reduced from Low to Very Low, because of the high quality of RMIT Vietnam's delivery of English language training in Vietnam and the excellent communication between RMIT and AAV (see p 122 of Annex 3 Placement and Mobilisation Report) .

In sum, there are no high residual Likelihood risks in the updated Matrix and there are four medium Likelihood residual risks out of a total of ten Likelihood risks (set out in Annex 10 RMM).

## 13 Summary of key recommendations

See summary of key recommendations in Annex 7.

## 14 General statistics on scholarships by Central Agencies, Provinces, and Field of Study

The following statistics are included in Annex 8:

- Table 1: Scholars by Central Agency
- Table 2: Scholars by province
- Table 3: Scholarships by level of study and field of study
- Table 4: Scholarships by field of study

## 15 Budget and resource utilisation

See summary of budget and resource utilisation in Annex 9.

## 16 Updated risk management matrix

The updated Risk Management Matrix is attached as Annex 10.

# Annex 1

General Awareness and Promotion Report 2014

## Introduction

This report summarizes and assesses the implementation of the General Awareness and Promotion (GAP) plan for the 2014 Australia Awards Scholarship round. It examines the effectiveness of the approach and the activities undertaken as set out in the GAP Strategy and Plan 2013-2014 and includes recommendations for the 2015 round.

The implementation of the GAP plan for the 2014 round was marked by:

- (i) innovations in the use of social media, such as Google advertising and Facebook as a means of communication with potential applicants
- (ii) innovation in the use of Google Analytics to measure the volume and sources of traffic to and time spent on the AAV website by users

the development of a new AAV website containing more comprehensive, detailed information on application requirements and new subject matter such as the Equity of Access Fund, DFAT's fraud policy and Impacts

## Approach to Australia Awards Scholarship promotion

The overall purpose of AAV's 2014 promotion activities was to raise awareness of the AAS in general (both in Australia and Vietnam) and specifically to recruit sufficient quality applicants to reach the 2014 round's target of up to 185 scholarships and the individual Profile targets. The two-level approach, as specified in the GAP Strategy, continued to be used this round. This comprises: 1) **General Awareness Strategy** and 2) **Targeted Promotion Strategy**.

- a) The **General Awareness Strategy** consists of two interrelated components: i) **Applications Publicity Phase** and ii) **Perennial Publicity Phase**. The Applications Publicity Phase took place after the approvals of all publicity materials by DFAT, and lasted from early January 2014 until the end of March 2014, the closing date for the 2014 round applications. The Perennial Publicity Phase occurred throughout the year, as the opportunity arose, in cooperation with the DFAT Public Affairs office.
- b) The **Targeted Promotion Strategy** focused on the three Applicant Profiles and other priority groups and study fields with each target having a specific promotion approach, where appropriate. The implementation of this strategy started prior to and coincided with the Applications Publicity Phase, but also took place throughout the year at a less intensive level.

## Results of 2014 round

In the 2014 round, a total of 1,356 applications was received and 185 conditional awards (plus 26 awards in reserve) were approved by the JSC against the notional target of up to 185 scholarships. This was an increase of 106 over 1,250 applications received in the 2013 round.



Table 1. 2014 Round results by Profile

Profile	Applications				Conditional Awards Approved by JSC					
	P.1	P.2	P.3	Grand Total	P.1	P.2	P.3	Total	P.3 Reserve	Grand Total
Number of Applications	507	208	641	1356	65	50	70	185	26	211
Percentage	38%	15%	47%	100 %	35%	27%	38%	100%		

This round was marked by an almost doubling of Profile 2 applications to 208 from 113 last round. This increase appears largely to be the result of removing the IELTS requirement at application for Profile 2 applicants. However, the number of Profile 2 conditional awards still did not meet the new 30% target which was reduced from 40% in previous rounds. The unfilled places were then allocated to Profile 3, which had a large number of high calibre applicants.

There was a slight increase in the number of Profile 1 applications to 507 compared to 502 last round. The eligibility criteria for Profile 1 applicants were narrowed this round. The broad category of 'development workers' was replaced with 'staff from local NGOs and provincial businesses'. Employees of INGOs, international agencies and Embassies were made explicitly ineligible.

This round also saw the continued, although small, increase in the number of Profile 3 applications to 641 from 635 last round representing 47.3% of total applications. Included in this figure was the more significant increase in PhD applications to 331 from 298 last round.

## Assessment of the GAP Strategy Plan implementation

### Summary assessment

Implementation of the GAP during 2013-2014 FY has been effective in achieving the overall target of high quality conditional awardees at a total cost of AUD 33,000. This figure is a reduction of AUD 2,849 from the budget revised in November 2013 and a larger reduction of AUD 9,360 from the original budget in the Annual Plan 2013-2014.

A key recommendation in this report is that AAV should strengthen its social media presence for the 2015 round. The continuing majority of applicants who claim some form of personal contact as their primary source of AAS information, the doubling in the AAV Facebook users over the past year, the effective use of advertising on Google and Facebook, and the very wide internet coverage together strengthen the view that AAV should place more attention on social media as a means of communication with its target group. After all, communication through social media can be seen as a new interactive form of personal contact.

The introduction of advertising on both Google and Facebook has been effective in bringing a higher number of readers to the new AAV website. The use of Google Analytics for the first time has also enabled AAV to measure the volume and sources of traffic to the AAV website as well as measure how long readers from these sources stayed on the site. As a consequence, AAV should make use of the facility in both Google and Facebook to determine the locations where the advertisements should appear, e.g. the provinces.



Access to the AAV website has also been greatly enhanced by the improvement made in organic Google searching, particularly using Vietnamese language versions of search words. This also means that AAV depends less on outside websites for public awareness, especially during the year where no advertising campaign takes place.

Moreover, the extremely low percentage of applicants who noted newspapers as their information source reinforces the view that AAV should focus its written communications on social media. As such, the most significant recommended change to the AAV 2014-2015 GAP Strategy and Plan is to discontinue print media advertising and re-allocate this budget to advertising on Google and Facebook.

The other major area of promotion activity and expenditure is the visits to targeted disadvantaged provinces. In assessing the effectiveness of these visits this reports looks at the results in the numbers of applications and awards over the five years of the program to see whether patterns or correlations emerge. While acknowledging the caveats that apply in making this analysis, a number of positive correlations can be seen between the visits to provinces over the five years and positive selection results. For example, looking at the results of Profile 1 over the past two rounds, it can be seen that visits to targeted provinces receive a higher number of Profile 1 awards than the non-targeted provinces that are not visited.

If expenditure on visits to all targeted provinces which have been visited during the five rounds is compared over the last three years, both in terms of the amount spent and the proportion of the expenditure on provincial visits compared to the total promotion expenditure, there has been a marked improvement in both measurements. Yet the number of applications from these provinces has continued to increase, with a very significant increase in the 2014 round. This trend would suggest that in the 2014 round there was improved value for money over the previous two years in the funds spent on provincial visits.

As a result of the five year trend analysis, criteria are established on a region by region basis for which provinces should be visited or not visited next round. The result is a set of proposals that visits take place to various provinces in three regions – Mekong Delta, northeast and northwest - at a budget somewhat lower than last round's expenditure<sup>9</sup>.

## Applications publicity phase

### Sources of information about scholarships

The categories in the OASIS survey were basically unchanged from previous rounds and thus some categories remained too general for an accurate analysis of sources of information for AAS applicants. As in previous rounds, AAV used a more detailed survey on its website to obtain more specific and useful information.

However, there was an issue this round with the AAV's survey when only 263 responses were received - about one fifth of the number of applicants. This low response was probably due in large part to the survey not being placed in a prominent enough position on the new website, and readers being unfamiliar with the new website's structure. Nevertheless, the survey results provide a useful guide on the effectiveness of specific media vehicles used in the promotion campaign.

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<sup>9</sup> The visits took place in December 2014 but as they relate to the 2015 selection round they will be reported in the 2015 Annual Report.

Table 2. OASIS survey results

First learnt about AAS 2014 Round	Number	%
Friend, relative or colleague	611	45.1%
Australia Awards Vietnam website	388	28.6%
Workplace or nominating authority	136	10%
Home institution or university	108	8%
DFAT scholarship recipient	33	2.4%
Other	26	1.9%
Publication, Radio, TV	22	1.6%
DFAT website	14	1.0%
Australian Embassy or Australian Education Centre	9	0.7%
Australian institution or university	5	0.4%
DFAT or Managing Contractor's Office	4	0.3%
<b>Grand Total</b>	<b>1,356</b>	<b>100.0%</b>

Table 3. AAV website survey results 2014

Information sources	Number	%
Friends/relatives	71	27%
Employer/colleagues	73	27.8%
Australian Alumni	21	8%
Poster, brochure, and office notice boards	10	3.8%
Google advertisement / Google search	15	5.7%
Facebook advertisement	4	1.5%
Provincial Information Sessions, TV, Radio	4	1.5%
Newspaper: Lao dong	1	0.4%
Newspaper: Thanh nien	2	0.8%
Newspaper: Tuoi tre	2	0.8%
Newspaper: did not specify	1	0.4%
<b>Sub-total</b>	<b>6</b>	<b>2.4%</b>
Website: AAV	<b>34</b>	<b>12.9%</b>
Website: DFAT		

Information sources	Number	%
Website: Central Agencies	2	0.8%
Website: Universities	3	1.1%
Website: NGO Centre		
Website: VNExpress	3	1.1%
Website: TuoitreOnline	4	1.5%
Website: Dan tri	9	3.4%
Website: did not specify	3	1.1%
<b>Sub-total</b>	58	21.9%
Email: UNDP Mailing list		
Email: Alumni Database		
Email: NGO Centre		
Emails: did not specify	1	0.4%
<b>Sub-total</b>	1	0.4%
<b>Total</b>	<b>263</b>	<b>100%</b>

Similar to the 2013 round, there was some correlation between the OASIS and AAV surveys. In particular, both surveys continue to indicate that the most widespread source of information continues to be personal contact. According to the OASIS survey, 'friends/ relatives/ colleagues' are still the top source for information on the scholarship (45.1%) with 'workplace or nominating authority' constituting another 10%. The combined figure of 55.1% for these two sources coincides closely with results of similar sources on the AAV website, where the combined sources of 'friends/relatives' and 'employer/colleagues' add up to 54.8%.

On the other hand, in the OASIS survey the Australia Awards website accounted for 28.6% of responses, which is in contrast to the 12.9% indicated in the AAV survey. The difference could possibly be accounted for by the fact that in the OASIS survey there is no category for other websites (except the DFAT site) and many applicants, who were directed to the AAV website from these other websites, probably nominated the Australia Awards Vietnam website as their source of information in the OASIS survey. The total of all the website sources in the AAV survey comes to 21.9% which is much closer to the OASIS figure.

What we do not know from these surveys is where the primary source of information was obtained by the friends, relatives, employers and colleagues. It is probably reasonable to assume that many of these also received their initial information from websites and other communication vehicles.

According to the AAV survey, among commercial websites, Google advertising was the top source (5.7%), followed by Dan Tri (3.4%), Tuoi Tre Online and Facebook Advertising (tied at 1.5%) and VnExpress (1.1%) (see p. 31 for further analysis).

#### **Recommendations:**

- AAV strengthen its social media presence, as word-of-mouth remains the most effective means of communication and social media marketing can be seen as a new form of word-of-mouth marketing.

- AAV locate the survey on sources of information for applicants in a more prominent position on the AAV website

### AAV website

The new, expanded AAV website was launched in January 2014, with separate sections for applicants, current awardees and alumni. In general, the new website provides more comprehensive, detailed information than the old website. New sections include information on the Equity of Access Fund, DFAT's fraud policy and Impacts.

The average number of page views (also called hits) per month during the two-month campaign period was 155,781, higher than the average of the same period in 2013 (102,327) and that of the three-month campaign in 2012 (140,798).

**Table 4. Number of page views, sessions and users on AAV website 2014**

	Feb	Mar	Apr	May
<b>Page views</b>	191,445	120,118	24,823	38,132
<b>Sessions</b>	52,063	30,803	7,807	10,919
<b>Users</b>	40,063	15,098	5,886	7,825

There was strong traffic in March, even after the advertising campaigns with Dan Tri, VnExpress, Tuoi Tre and Facebook had finished.

For the first time, using the Google Analytics system, AAV could measure the volume and sources of traffic to the AAV website as well as how long readers from these sources stayed on the site.

According to Google Analytics, the top five outside sources of traffic in March for the AAV website were Google organic searching, Google advertising, Vietnam International Education Development (VIED) website, Facebook and Dan Tri's articles.

Access to the AAV website has been greatly enhanced by the improvement made in organic Google searching, particularly using Vietnamese language versions of search words<sup>10</sup>. The term "Australia Awards Scholarships" in Vietnamese ("Học bổng Chính phủ Australia", "Học bổng Chính phủ Úc") landed it at both the top and the second positions on Google. Even very general words like "học bổng chính phủ" (government scholarship) showed the AAV website among the top five websites on Google search. Similarly, some other terms "học bổng Úc," "học bổng Australia" (Australian scholarships) all put AAV among the top five websites. In other words, the use of organic searching linked to the website could be seen as saving communication costs, as Google represents up to 89% of the global search market.

As for the English search word "Australia Awards Scholarships" on Google, the AAV website ranks below many other websites of the Australia Awards program, such as the websites of DFAT, Australia Awards, Australia Awards Indonesia, Australia Awards in

<sup>10</sup> Google searching is different than Google paid advertising, and for an analysis of Google paid advertising see p 33. Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to advertisements, which are distinguished from organic results by their placements and/or background colours.

Africa, Australia Awards in Pakistan and the Endeavour Scholarships. Nevertheless, it is still found on the first page of the Google search results in Vietnam.

The search word “Học bổng Chính phủ Australia” (“Australia Awards Scholarships” in Vietnamese) also showed the website among the top five websites on Yahoo and Bing search engines. However, with some other common search terms in Vietnamese, such as “Học bổng Chính phủ Úc,” the website is not visible among search results of either Yahoo or Bing. A possible explanation is that the algorithm of each search engine is different. Google is more focused on finding websites that are relevant to the interest of the readers and more exigent on fighting spam sites, which are often a problem with Yahoo and Bing.

The increased traffic to the website indicates the effectiveness of a diversified communication campaign. Google organic searching also plays an important role in bringing new readers to the website. This also means that AAV depends less on outside websites for public awareness, especially during the year where no advertising campaign takes place.

## Commercial website advertising

### *Comparison of commercial website usage*

By dividing the total duration of time readers from the commercial websites spent on the AAV webpage with the total amount of money spent on the advertisements on these sites, an analysis can be made of the cost effectiveness of each commercial website. This method of measurement is used to replace the previous method of comparing the total number of hits.

In the table below, the comparisons are made among the websites based on the statistics gathered from the 1 February to 30 March 2014 application period. Five indexes are studied: session, average session duration, total session duration, advertising costs and advertising costs per second. A session (or visit) is defined as a group of interactions one user takes within a given time frame on a website, 30 minutes by default. In other words, whatever a user does on a website (e.g. browses pages, downloads resources, purchases products) before they leave equals one session.

VnExpress, despite leading in the number of visits (sessions), seems to be the least cost effective, taking into account the money spent for each minute visitors stayed on the AAV website. Tuoi Tre Online is the most cost effective in terms of the cost per minute. Facebook is not listed here, as its readers came also from non-paid posts, and not just paid posts.

**Table 5. Comparison of commercial websites’ usage (1 February to 31 March 2014)**

Websites	Sessions	New Users	Pages / Session	Advertising costs (AUD)	Average session duration (minute)	Total Duration (Minutes)	Advertising cost per minute
VnExpress	10,509	9,021	2.22	4,350	1.6	16,289.0	0.27
Google Advertising	9,885	7,593	2.31	2,683	2.2	21,417.5	0.13
Dan Tri	8,185	7,163	3.16	3,650	2.6	20,871.8	0.17
Tuoi Tre	4,040	3,564	3.43	1,240	2.8	11,177.3	0.11

**Recommendation:**

- AAV continue to use VnExpress as an advertising vehicle. Even though it is not as cost effective as other commercial websites, it is still the most widely read news website in Vietnam. Advertising on VnExpress is useful also in promoting general awareness of the AAS among Vietnamese.

**Facebook advertising**

AAV also paid for Facebook advertising via NovaAds from 14 February to 28 February 2014. According to NovAds, Facebook advertising brought 10,252 clicks to the Facebook Page of the AAV. The total number of 'likes' (people confirming that they like the AAV Facebook page or the ads) was 1,446 after reading the ads.

**Table 6 Facebook advertising statistics 2014**

Date	*Impressions	Clicks	Page Likes
02/14/2014	11,052	277	48
02/15/2014	9,526	294	39
02/16/2014	10,115	304	17
02/17/2014	19,629	378	56
02/18/2014	16,662	600	60
02/19/2014	20,971	626	51
02/20/2014	49,784	1,174	203
02/21/2014	46,262	881	108
02/22/2014	39,359	1,197	145
02/23/2014	46,862	1,273	197
02/24/2014	56,424	1,164	192
02/25/2014	7,742	221	31
02/26/2014	21,425	453	60
02/27/2014	18,942	446	34
02/28/2014	58,144	964	205
<b>Total</b>	<b>432,899</b>	<b>10,252</b>	<b>1,446</b>

\*Impressions are the number of times the ads appear.

It was difficult to use Google analytics to compare the effect of Facebook advertising with other commercial websites, as the analytics do not distinguish between the effects of Facebook advertisements and non-paid posts on the AAV website. The combined effects, however, are respectable if the total session duration of Facebook is considered (presented in table 7 below). The total duration of Facebook readers on the AAV website amounts to

21,149 minutes, more than all commercial channels except Google CPC, while the advertising cost was AUD 817, lower than all other commercial websites.

**Table 7. Duration of sessions on Facebook (1 February to 31 March 2014)**

Website	Sessions	Average session duration (minutes)	Total duration (minutes)
facebook.com	3,778	4.9	18,386.3
m.facebook.com (Facebook accessed via mobile tools)	1,017	2.7	2,762.9
<b>Total</b>	<b>4,795</b>		<b>21,149.2</b>

An advantage of Facebook compared with Google is that it is easier to reach out to those who are genuinely interested in the scholarship program, as Facebook users could easily share the information with their friends/relatives. The effectiveness of Facebook tends to be more permanent, as those who choose to 'like' the website page as the result of the ads/posts help to strengthen its audience base long after the campaign ends. Also with the sharp growth of Facebook's current audience (from 5,083 in December 2013 to 11,757 as of 16 September 2014), its impact will even be bigger in the future. The question is how to maximize its effect.

AAV could maximize the wide range of audience by seeking to ensure the ads reach readers in the provinces, rather than just those in big cities. Facebook currently allows readers to be determined in certain locations. According to Infolinks, an online advertising company in Hanoi, the advertiser could determine before the campaign the locations where the ads will appear and use printscreen as proofs to show to their client.

**Recommendations:**

- AAV continue to use Facebook advertising because it is effective in spreading the word about AAV's Facebook page at a modest cost. AAV increase its budget for Facebook advertising, using savings from other budget areas.
- AAV determine the campaign locations where ads will appear before the Facebook advertising campaign starts.

**Google advertising evaluation**

The Google advertising campaign includes three parts: search campaign, Google Display Network (allowing an organisation to place ads on a variety of news sites across the internet to reach more potential customers) and Google remarketing (allowing a company to reach people who have previously visited its website, by showing these previous visitors ads that are tailored to them).

In the search campaign the top 15 effective key words were all in Vietnamese. Among these 15 words, the word "Úc", which is a more popular and informal name for Australia in Vietnamese, seems to dominate. These 15 words account for up to 51% of search results.

According to the NovaAds' figures, the Google Display Network produced twice the number of clicks of Google Search, while costing half as much. In contrast, according to NovaAds Google Remarketing did not produce any noticeable result (only 210 clicks).

Google, like Facebook, allows the advertiser to determine the locations of the ads. It is also more advanced than Facebook in being able to tell the locations of its ad readers in search/ad results, according to Infolinks. In other words, the AAV could take advantage of this feature to give priority to provinces in its communication campaign.

**Recommendations:**

- AAV focus only on the words that proved to be effective in the search campaign in Google advertising.
- AAV give priority to provinces in the Google advertising campaign
- AAV continue with Google Display Network, although checks must be made to ensure the quality of the websites that show the ads
- AAV drop Google Remarketing, as its effect is not apparent.

**Non-commercial website advertising**

Google Analytics was also used to compare the effects of non-commercial websites on the readership of the AAV website, in terms of the total length of time their readers spent on the AAV website during the two-month application period.

**Table 8. Non-commercial websites usage (1 February to 31 March 2014)**

	Sessions	Average session duration (minutes)	Total duration (minutes)
Direct Access	20,449	5.4	110,424.6
Google organic searching	10,637	5.5	58,326.2
vied.vn	4,750	6.8	32,379.2
duhoc.dantri.com.vn	1,744	6.3	10,958.1
moj.gov.vn	618	5.9	3,635.9
amec.com.vn	605	7.1	4,275.3
scholarshipplanet.info	442	4.9	2,158.4
aid.dfat.gov.au	438	6.6	2,890.8
thanhnien.com.vn	349	3.4	1,198.2
vietnam.embassy.gov.au	301	5.1	1,535.1

Among the non-commercial websites, Google organic searching ranks first, followed by the VIED website. The high position of Google organic implies the importance of having an effective search mechanism.

Besides the VIED, Dan Tri's articles in the Studying Abroad (Du Hoc) section were, surprisingly, an effective channel for sharing information. It is noteworthy that Dan Tri's response was often more positive when the Embassy assisted in distributing AAV information.



Amec.com.vn is a website of a study-abroad consulting company, while scholarshipplanet.info is a website sharing information on scholarships. Thanh Nien Online has had an article for many years on its site which contains a list of various government scholarships and includes the link to the AAV' website ([http://www.thanhvien.com.vn/link/hoc\\_bong.htm](http://www.thanhvien.com.vn/link/hoc_bong.htm)).

There were around 100 articles on websites all over Vietnam that covered the AAS application and selection round (the full list attached). There is a strong presence in the coverage in the Mekong Delta as well as colleges and universities in this area. In contrast the website coverage in the northeast was poor.

### Newspaper advertising

According to the AAV survey, newspapers accounted for only 2.9% of the information sources even with ads appearing twice in three newspapers (Tuoi Tre, Lao Dong and Thanh Nien) - only half the results of last round (5.8%). The weakening influence of the print media particularly among young educated readers might partly explain this.

#### **Recommendation:**

- AAV discontinue its print advertising due to its lack of effectiveness, and funds saved be reallocated to Google and Facebook advertising.

### Brochure / poster / folder

Publicity materials followed the branding requirements for Australia Awards and the new brochure design was approved by the Australia Awards Communications Manager. The total print run for 2014 round was: 4,500 brochures, 1,200 posters and 2,300 country profiles. The Australia Awards Office in Canberra sent 1,200 folders, which were used for packaging the promotion materials, and disseminated to CAs, Provincial People's Committees (PPCs), media organisations, local NGOs, universities and research institutes and handed out at information sessions (see also p 38).

### Enquiries by hotline, email and Facebook

In the 2014 round, Facebook was added to the AAV hotline and general email as a means of answering applicants' queries. The hotline was open during the two-month application period from 8:30 am to 16:30, Monday to Friday. AAV responses were made to queries on Facebook even during the Tet holidays to encourage applicants to ask questions and provide them with enough time for completing applications. The more comprehensive information on the new AAV website and the application information placed on Facebook were probably factors in reducing the number of questions received (2,817 compared with 3,303 in 2013 - a decrease of 15%). The breakdown summary is in Table 9 below.

**Table 9. Number of queries on AAV hotline, email and Facebook**

	Number of enquiries
General Information email (answered by the Scholarship Officer)	1,034
Promotion and Screening Manager (PSM)'s email	259
Facebook	271
Sub-total - Email and Facebook enquiries	1,564

	Number of enquiries
Hotline (answered by the Scholarship Officer)	753
PSM extension	500
Sub-total - Phone enquiries	1,253
<b>Total enquiries</b>	<b>2,817</b>

The questions centred on:

- Criteria for being considered disadvantaged and available support
- Is there a template for a research proposal?
- I am currently on 165/some other scholarship, can I apply?
- Assistance with the meaning of the questions on OASIS
- Do I need an offer letter?
- When/how are the results released
- I am planning to get married/ am pregnant, how do I fill in spouse/children details?
- How to contact one's potential supervisor for research candidates?

**Recommendation:**

- AAV review the website content to make clearer where possible the issues raised by applicants in communication with AAV.

**Media coverage**

During the scholarship application period, VTV4 presented two programs - in February and March - on Dao Thu Huong, a visually impaired AAS awardee, in its program for people with disabilities "Life Is Beautiful". Dao Thu Huong was portrayed as a talented young woman who, despite her disability, had overcome life's challenges and had received a scholarship to study in Australia. In the March program, AAS was also featured as an Australian Government scholarship program that is fully supportive of talented people with disabilities. Both the Team Leader and the MC's Gender and Social Inclusion Adviser were interviewed in this program to discuss the support available for people with disability.

The online VTV article on Dao Thu Huong, together with the March video story (<http://vtv.vn/Tam-long-Viet/Nghi-luc-cua-co-gai-khiem-thi-Dao-Thu-Huong/106363.vtv>) proved to be very popular on the AAV Facebook with up to 365 people clicking 'likes'.

There was TV coverage of the meetings with PCC and/or of the information sessions in many of the provinces visited (Nghe An, Ha Tinh, Quang Binh, Quang Tri, Bac Kan, Cao Bang, Tuyen Quang, Hoa Binh and Dien Bien).

**Other information sessions**

In the 2014 round, an information session was held in Da Nang, hosted by the Da Nang alumni core group with around 80 persons in attendance. No general information session was organized in Hanoi and Ho Chi Minh City.

Information sessions were held for the first time in several universities in Hanoi specializing in construction, urban and rural planning and project management, viz. the Architecture University, the Civil Engineering University and the Transportation and Communication

University to encourage more applicants to these high priority themes. Lecturers in these universities are predominantly men so the information sessions served a dual purpose of seeking to redress the gender balance favouring women in applications.

## Perennial publicity phase

### Social media

#### **Facebook**

The readership of the AAV Facebook more than doubled to 13,563 as of December, 2014, from 5,083 in December 2013. This indicates that AAV efforts to maintain Facebook as an interactive channel to reach out to alumni, awardees and potential applicants seems to have borne fruit. Based on the analytics system of Facebook, there is also a growing diversity in the locations of the Facebook readers, including not only big cities but also Thai Nguyen, Khanh Hoa, An Giang, Thanh Hoa, Ba Ria-Vung Tau and Quang Tri, among other provinces.

Facebook also proved to be an effective tool for disadvantaged applicants to learn about AAS, as it encourages readers to ask questions and give responses, publicly or privately as they wish. Around ten disadvantaged applicants (including both rural disadvantaged applicants and applicants with disabilities) sent questions via Facebook.

The ranking of the Facebook page on Google search is also good, with the Vietnamese search terms for the word “Australia Awards Scholarships” (Học bổng Chính phủ Australia, Học bổng Chính phủ Úc) landing it among the top 15 websites found by Google. In fact Google brought in more new people reading the Facebook page than the AAV website itself.

#### **YouTube and LinkedIn**

Apart from Facebook, AAV also strengthened its presence on other social media platforms, viz. Youtube and LinkedIn. While Youtube aims at the general public, LinkedIn focuses specifically at the alumni community. Eleven videos (full list attached) were uploaded on the AAV Youtube channel from August 2013 to September 2014, with a total of 3,163 views and 25 subscribers as of December 2014.

The LinkedIn group for Australia Awards alumni was established in July 2014 and as of December 2014, has 296 members. Using LinkedIn as a forum for alumni is useful due to its networking ability, as LinkedIn members provide much information about their career background and the platform can help link people with shared interests or common fields of work. Posts on this platform tend to focus on enriching professional knowledge.

However, it is difficult to create the enthusiastic interactivity in LinkedIn that Facebook enjoys, though LinkedIn has a respectable number of members. The situation might be improved, if AAV diversifies its content, for example posting videos and pictures on LinkedIn and linking topics for discussion to subjects covered in professional development seminars.

In the past, the forum on the website (<http://www.asavn.com/forum>) established several years ago by the Embassy for Australia Awards alumni has proven to be ineffective. There appear to be at least two problems with the forum. Firstly, it is not convenient to use, like Facebook or LinkedIn where members can combine checking their group forums with doing other tasks. Secondly, the absence of the administrator's and key members' posts has made the forum inactive.

#### **Recommendation:**

- AAV encourage alumni to use LinkedIn as a forum to discuss the topics of seminars organized for alumni, such as the seminar on green growth.

### **Website coverage of pre-departure briefings**

Several commercial and non-commercial websites covered the pre-departure briefings in November 2013 and May 2014. These included the commercial websites: [tienphong.vn](http://tienphong.vn), [dantri.com.vn](http://dantri.com.vn), [thegioimoi.vn](http://thegioimoi.vn) and the Central Committee for Ethnic Minority Affairs (CEMA) website [ubdt.gov.vn](http://ubdt.gov.vn).

## **Targeted promotion strategy**

### **Information package mail-outs to targeted institutions**

The mailing list used in 2013 was updated for 2014. INGOs and large companies were removed from the list due to the new eligibility requirements. Information packages containing the promotion materials were mailed to:

- 63 Provincial People's Committees
- 30 coordinators and heads of personnel/ training departments of Central Agencies.
- 91 local NGOs
- 77 research institutes
- 248 university rectors and heads of international cooperation departments.
- 181 college rectors and heads of international cooperation/training departments.
- 116 newspapers/magazines.

According to the AAV survey, the category 'poster, brochure, and office notice boards' accounted for a 3.8% response rate. These materials were also likely to contribute to the employers' and colleagues' information sharing, which amounted to 27.8% response rate in the AAV survey.

There is currently some difficulty in updating the full list of local NGOs in Vietnam, as there is no central repository of local NGOs unlike for INGOs and attention is required to ensure as full coverage as possible in the mail-out list.

#### ***Recommendations:***

- AAV continue its targeted mail-outs for the purpose of targeting applicants in specific sectors and general awareness raising.
- AAV send separate packages to Directors of provincial Department of Education and Training and Department of Home Affairs in addition to Provincial People's Committees.

### **Promotion visits to targeted provinces and universities**

#### ***Visits undertaken in 2014 round***

Visits to targeted, disadvantaged provinces aim to promote the scholarships among local government staff and, in particular, encourage disadvantaged rural applicants working in both local government and non-government agencies to submit applications.

Disadvantaged rural applicants include ethnic minorities, who fulfil the definition of disadvantaged rural applicants, and those who are not ethnic minorities.

The provincial visits in the 2014 round were shortened and their commencement was delayed until the first week of January 2014. This was due to the change of Government in Australia and the consequent review of the aid program. Preparations for arranging the visits could not start until mid-December 2013. The visits' schedule was also affected by the lengthy Tet New Year holiday period which coincided with the opening of the application round on 1 February. It was thus an achievement in itself that visits could be organised to 12 provinces in three regions and be completed by 28 February 2014.

In the 2014 round, the visits' schedule was limited to follow-up visits to two regions that had first been visited in the 2013 round, viz. 5 north central provinces (Thanh Hoa, Nghe An, Ha Tinh, Quang Binh, Quang Tri) and 4 northeast provinces (Bac Kan, Cao Bang, Ha Giang and Tuyen Quang), as well as to 3 provinces in the northwest (Hoa Binh, Son La and Dien Bien). For the first time, visits did not take place in the Central Highlands provinces or in any of the 8 Mekong Delta provinces that have been variously visited in the past.

In general, the provincial visits were again successful in making local authorities aware of the scholarships. AAV held meetings at the PCC level in 8 of the 12 provinces. Opportunities were provided to hold public information sessions in all except one province (Hoa Binh). Overall, the level of success varied from province to province according to the degree of support from the PPC leadership and their availability for meetings, the organizational capacity and enthusiasm of PPC staff, the PPC targeting of appropriate participants for the information sessions, and the attention paid by the PPCs to provincial HRD needs and planning.

The degree of support by the provincial leadership was strongest in the north central provinces with PPC meetings held at Vice Chairperson level in 4 of the 5 provinces, while in the other 7 provinces in the northeast and northwest only in Hoa Binh was there such high level representation (on the other hand no information session was held in this province). The Thanh Hoa PPC requested a second information session from AAV to follow-up applicants who did not attend the earlier information session and noticeably applicants from Thanh Hoa increased from 9 in 2013 to 24 in 2014.

In assessing the effectiveness of targeted provincial visits, it is useful to look at the numbers of applications and awards over the five years of the program to see whether there are patterns or correlations with visits. In making such assessments a number of caveats apply. From information available we do not know the degree to which provincial visits actually influenced applicants in submitting an application, especially as OASIS and AAV website surveys indicate that word-of-mouth remains the most important source of information for applicants about the scholarships.

As more and more scholarships have been offered to applicants from the provinces it is reasonable to assume that word-of-mouth dissemination has become increasingly important. Furthermore, access to online information about the scholarship program is also becoming widespread, illustrated in particular in the 2014 round by AAV's use of Google and Facebook as scholarship communication vehicles.

Moreover, a provincial visit (in particular an information session) may not necessarily generate an application in the year it takes place, but the effect of the visit may be one or more years later, as anecdotal information suggests. Thus the often sharp changes in yearly application and selection results per province need to be looked at in terms of trends over a period of time.

Table 10. Targeted provinces' application and award results (2010-2014)

Targeted Provinces	2010		2011		2012		2013		2014		Total	Total
	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards
Central Highlands												
Dak Nong	1	0	3	2	2	0	6	0	7	4	19	6
Kon Tum	7	2	3	2	12	4	5	3	5	1	32	12
Dak Lak	6	1	11	4	20	7	25	7	27	7	89	26
Sub-total	14	3	17	8	34	11	36	10	39	12	140	44
Mekong Delta												
An Giang	38	11	23	8	34	9	23	5	28	3	146	36
Soc Trang	15	5	12	0	11	1	8	0	12	1	58	7
Kien Giang	4	1	16	5	4	0	3	0	9	0	36	6
Tra Vinh	22	1	13		17	0	13	4	8	2	73	7
Hau Giang	3	1	3		6	1	2	0	6	1	20	3
Bac Lieu	2	0	10	1	3	0	5	0	3	1	23	2
Ben Tre	0	0	6	1	0	0	1	0	3	1	10	2
Ca Mau	9	2	6	2	5	0	4	1	2	0	26	5
Sub-total	93	21	89	17	80	11	59	10	71	9	392	68
North Central												
Thanh Hoa	6	1	3	1	6	1	9	1	24	2	48	6
Nghe An	6	1	6	3	7	3	18	5	23	3	60	15

Targeted Provinces	2010		2011		2012		2013		2014		Total	Total
	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards	Applications	Awards
Quang Binh	2	1	6	0	5	1	18	5	14	3	45	10
Ha Tinh	3	1	1	1	1	0	5	1	8	2	18	5
Quang Tri	6	1	10	2	5	1	9	2	8	1	38	7
Sub-total	23	5	26	7	24	6	59	14	77	11	209	43
Northeast												
Bac Kan	2	0	2	1	1	0	6	3	3	1	14	5
Cao Bang	6	4	11	2	2	1	5	0	3	0	27	7
Tuyen Quang	0	0	1	0	1	1	1	0	2	0	5	1
Ha Giang	4	1	2	0	1	1	4	1	1	1	12	4
Sub-total	12	5	16	3	5	3	16	4	9	2	58	17
Northwest												
Lao Cai	5	3	13	5	9	0	5	1	16	7	48	16
Dien Bien	2	0	4	1	6	3	4	2	10	3	26	9
Son La	4	1	11	4	13	4	3	0	8	4	39	13
Hoa Binh	3	0	2	0	2	0	5	2	6	1	18	3
Lai Chau	2	1	2	1	0	0	1	0	1	0	6	2
Sub-total	16	5	32	11	30	7	18	5	41	15	137	43
Grand Total	158	39	180	46	173	38	188	43	237	49	936	215



### ***Analysis of provincial visits (2010-2014)***

In analysing provincial visits statistics over the last five years the following comments can be made:

- The number of applications and awards from provinces which have targeted universities (e.g. Kontum, Dak Lak, An Giang, Tra Vinh, Thanh Hoa, Nghe An, Quang Binh and to a lesser extent Ha Tinh and Quang Tri) is higher than those provinces where there is no such university. This distorts provincial results. The location of important research institutes can also boost numbers somewhat (e.g. Son La, Ca Mau and Dak Lak).
- There is a clear correlation between the commencement of visits to the north central provinces in 2013 and the very significant increase in the applications received as well as awards offered in 2013 and 2014, compared to the previous three years. The number of applications more than tripled from 24 in 2012 to 77 in 2014.
- A correlation can be seen between the results of two northwest provinces not visited in 2013 and visited in 2014. The combined number of applicants for Dien Bien and Son La more than doubled from 7 in 2013 to 18 in 2014 and awards increased from 2 to 7.
- There is a less clear correlation between the number of applications received when visits commenced in 2013 to the four northeast provinces. There was an increase in applications from 6 to 16 in 2013, but the number of applications then declined to 11 in 2014, one less than in 2011 when no visits took place. A follow-up visit in 2015 should indicate whether there is any cumulative effect of the recent two visits.
- Repeated visits to Soc Trang and Tra Vinh for four years up until 2013 seems to have been an important factor in the continuing large numbers of applications received from these two provinces, although this has not been translated into a commensurate number of awards, even though Tra Vinh has an important provincial university. These results suggest that there is a limited pool of competitive, quality applicants in these two provinces. The meagre results in Ca Mau and Bac Lieu also indicate a limited number of quality applicants and perhaps also a relative lack of interest in the scholarship program and HRD planning by the two PPCs.
- The province with by far the best set of results in terms of applications and awards is An Giang in terms of both Profile 1 and Profile 3 - the Profile 3 results coming from the provincial An Giang University. (However, illustrating the inconsistency in year-by-year results is the fact that in 2014 An Giang University did not receive any awards for the first time under AAV.)
- The inconsistency in results is also illustrated by the results in Dak Nong and Lai Cao. Dak Nong was visited three times in 2011, 2012 and 2013 with a combined total of 10 applicants. No visit took place in 2014 yet 7 applications were received and 4 awards offered. Lai Cao has not been visited since 2012, but in 2014 16 applications were received and 7 awards offered. Anecdotal evidence from applicants from both provinces suggests that previous information sessions and successful awardees in the past were factors in generating the large number of applicants this round.
- The largest number of applications received (237) from all the targeted provinces visited in the five rounds was in the 2014 round, increasing sharply from the previous years. The 2014 round also saw the highest number of awards compared to previous rounds, although the difference was not so large.

### ***Profile 1 results in targeted provinces***

The following table provides the results for 12 targeted provinces visited in 2014 in terms Profile 1 and total applications. Of note is the comparatively large number of Profile 1 applications and awards, comprising around three quarters of both totals.

Table 11. Targeted provinces – 2014 selection round results

Region	Seq.N o	Province	Total Applicants		Total Awards	
			P.1	Total	P.1	Total
North Central	1	Thanh Hoa	17	24	2	2
	2	Nghe An	15	23	2	3
	3	Quang Binh	13	14	2	2
	4	Quang Tri	8	8	1	1
	5	Ha Tinh	7	8	2	2
	Sub-Total		60	77	9	10
Northeast	6	Cao Bang	3	3		
	7	Bac Kan	2	3	1	1
	8	Tuyen Quang	2	2		
	9	Ha Giang		1		1
	Sub-Total		7	9	1	2
Northwest	10	Dien Bien	8	10	3	3
	11	Son La	3	8	1	4
	12	Hoa Binh	6	6	1	1
	Sub-Total		17	24	5	8
Grand Total			84	110	15	20

It is noteworthy that in the 2014 round the four provinces (other than the 6 large cities) that have the highest number of Profile 1 awards - Lao Cai (7), Dak Nong (4), An Giang (3) and Dien Bien (3) - are all targeted disadvantaged provinces that were visited.

The following table provides the results for the 16 targeted provinces visited in 2013 in terms of Profile 1 and total applications. The application numbers are remarkably similar to 2014 with exactly the same number of Profile 1 applications (84) and 3 more total applications in 2013, even though 4 more provinces were visited in 2013.

Table 12. Targeted provinces – 2013 selection round results

Region	Seq. No	Province	Total Applicants		Total Awards	
			P. 1	Total	P. 1	Total
Mekong Delta	1	Tra Vinh	8	13	3	4
	2	Soc Trang	4	8		

Region	Seq. No	Province	Total Applicants		Total Awards	
			P. 1	Total	P. 1	Total
	3	Bac Lieu	5	5		
	4	Ca Mau	3	4	1	1
	5	Hau Giang	1	2		
	6	Ben Tre	1	1		
	Sub-Total		22	33	4	5
North Central	7	Quang Binh	15	18	4	5
	8	Nghe An	9	18	3	5
	9	Quang Tri	9	9	2	2
	10	Thanh Hoa	7	9	1	1
	11	Ha Tinh	1	5		1
	Sub-Total		41	59	10	14
Northeast	12	Bac Kan	6	6	3	3
	13	Cao Bang	5	5		
	14	Ha Giang	4	4	1	1
	15	Tuyen Quang	1	1		
	Sub-Total		16	16	4	4
Northwest	16	Hoa Binh	5	5	2	2
	Sub-Total		5	5	2	2
Grand Total			84	113	20	25

Strikingly, there is a similar correlation as in the 2014 round in the number of Profile 1 awards received by provinces visited compared to those provinces not visited. The highest number of Profile 1 awards per province in the 2013 round were in 4 targeted provinces visited: Quang Binh (4) Tra Vinh (3), Nghe An (3) and Bac Kan (3). Two more visited provinces received 2 awards each (Quang Tri and Hoa Binh). In addition, two of the targeted provinces not visited that year, Dak Lak and Dien Bien, each received 2 awards. In contrast, the highest number of awards received by a non-targeted province (other than Danang) was Quang Ngai with 2 awards, with other provinces obtaining one award or none.

Thus based on the results of Profile 1 over the past two rounds, it can be seen that visits to targeted provinces received a higher number of Profile 1 awards than non-targeted provinces which were not visited. This suggests that overall provincial visits are effective in generating Profile 1 applications and awards, which otherwise are likely not to have occurred in the same numbers, if the visits did not take place.

**Recommendations:**

- AAV continue to visit selected disadvantaged provinces, especially those with large concentrations of ethnic minorities, since evidence of the past two years suggest there would be fewer Profile 1 applications received, if these visits did not take place.
- The MC's Gender and Social Inclusion Adviser include key organisations dealing with ethnic minority issues in her next round of visits prior to the 2015 selection round

**Criteria for determining the 2015 round visits**

In terms of determining criteria for the 2015 round provincial visits, the following criteria for selecting provinces are set out for each region, as the regions and provinces differ in terms of the number of times visited, the numbers of applications received and the ethnic minority population.

**a) North Central**

*Not visit provinces with good results over the past two years*

As results of the past two years have been good, these provinces could be omitted in the 2015 round (unless there is a PPC request for a visit e.g. Thanh Hoa in 2014).

**b) Central Highlands**

*Not visit provinces with good results over the past two years*

Although not visited in 2014, the good results over the last two years and good contacts at both Tay Nguyen University and the Kontum campus of Danang University suggest that a visit to the Central Highlands need not take place in 2015.

**c) Mekong Delta**

*Provinces only visited once or twice*

*Provinces with important universities*

*Provinces with large concentrations of ethnic minorities where results could be improved*

As the Mekong Delta provinces were excluded from the visits schedule in 2014, it is proposed that a week-long visit take place to selected provinces.

- Ben Tre, a province only visited once (2013).
- Hau Giang, a province visited twice.
- Kien Giang, a province with a large Khmer population and not visited for the past two years but with potential for better results.
- Tra Vinh, a province with a high concentration of Khmer and the important Tra Vinh University but with a low number of awards (7).
- Soc Trang, a province with a high concentration of Khmer, but with a low number of awards (7).

**d) Northeast**

*Provinces with large concentrations of ethnic minorities where results could be improved*

It is proposed that a week-long visit take place again to four highly disadvantaged provinces in the northeast which were visited in 2013 and 2014. These provinces have large ethnic minority populations and results could be improved. In 2014, these four provinces combined only obtained 11 applications and 2 awards. The four provinces are:

- Bac Kan
- Cao Bang<sup>11</sup>
- Ha Giang
- Tuyen Quang

**e) Northwest**

*Provinces with important universities*

*Provinces with large concentrations of ethnic minorities where results could be improved*

*Not visit provinces with good results over the past two years*

The very good results achieved in both applications and awards in Lao Cai and Dien Bien in 2014 suggest that for the 2015 round visits to these provinces may be omitted. A visit to Lai Chau, a poor, remote province with a large majority of ethnic minority inhabitants, is difficult to justify as its record is very meagre to date, suggesting a very small pool of applicants.

It is proposed to visit three provinces in the northwest:

- Son La, where Tay Bac University, a disadvantaged regional university with very few applications and awards to date, is located.
- Hoa Binh, as it has a very heavy concentration of the Muong ethnic minority and is situated close to Hanoi on the way to Son La.
- Yen Bai, to be added to the visits schedule for the first time, since it a disadvantaged province with very high concentration of H'mong in two of its districts and a large ethnic Thai presence. It is now also easily accessible by the new Hanoi-Lao Cai motorway.

***Expenditure on provincial visits***

In the 2014 round, total expenditure on provincial visits was AUD 10,480 compared to the budget of AUD 10,154 revised in November 2013 (and AUD 20,442 in the original Annual Plan budget). As there were 110 applications from these 12 provinces, each application nominally cost AUD 92.30 and each Profile 1 application cost AUD 124.76.

Expenditure on the provincial visits in 2013 was higher at AUD 12,210, as the visits that year included the Mekong Delta and Central Highland provinces. The individual cost of the 113 applications was AUD 108.05 and the 84 Profile 1 applications AUD 145.37. Thus on a strictly financial basis, the 2014 visits could be seen as more cost effective than the 2013 visits. However, an important caveat remains – it is not known whether these particular visits actually generated these applications.

If expenditure on visits to all targeted provinces that have been visited in the five rounds is compared over the last three years, both in terms of the amount spent and the percentage spent on provincial visits compared to the total promotion expenditure, there has been a marked improvement in both measurements. At the same time, there has been a continuing upward trend in the number of applications (in 2014 a very significant upward trend). This trend would suggest that in the 2014 round there was improved value for money over the previous two years in the funds spent on provincial visits. The percentage of provincial visits expenditure drops from roughly half in the previous two years to a third in the 2014 round.

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<sup>11</sup> Cao Bang was not visited in December 2014 as the PPC said they did not have enough potential candidates to justify a visit.

**Table 13. Targeted visits' expenditure as percentage of total promotion expenditure**

Selection round year	Total applications from targeted provinces	Provincial visits' expenditure	Total promotion budget	Percent prov. visits expend. over total promotion budget
<b>2012</b>	173	AUD 15,267	AUD 32,747	46.6%
<b>2013</b>	183	AUD 12,210	AUD 23,575	51.8%
<b>2014</b>	237	AUD 10,480	AD 33,290*	31.5%

*\*This includes a one-off expenditure for upgrading the website of AUD3,500. If this amount is excluded from the total expenditure the percentage is 35.2%.*

The proposed budget for provincial visits in 2015 selection round is AUD 9,957 which is a little less than the AUD 10,480 that was spent in 2014. It is proposed to visit three regions, the same number as in the last round, with the Mekong Delta region replacing the north central region.

### **Targeting disability**

Continuing the momentum generated in the 2013 round, the number of applications from persons with disability increased again from 16 to 21 in the 2014 round, although the number of awards offered decreased by one from 8 last round to 7 this round. There was a continuing high number of applications for studies in disability-related areas (24 compared to 25 last round), while the 9 awards offered was 3 less than in 2013.

The increase in the number of applications from persons with a disability can be seen as a result of an accumulation of factors: information about last year's successful awardees being passed through disability organisations' networks, including Facebook, publicity about the Equity of Access Fund provided on the website and by direct AAV communication with disability organisations, the two VTV4 television programs on disability, and the second round of consultations with disability-related organisations prior to the opening of the 2014 round by the MC's Gender and Social Inclusion Adviser and AAV staff.

#### **Actions taken:**

- A letter was sent on 24 September 2014 to all disability-related organisations on the AAV database informing them of: i) the results of the 2014 round in terms of the number of applications and awards offered to persons with disability, their work locations and level of study, ii) similar results on applicants and awardees proposing to undertake disability studies, iii) the date of the 2015 round and encouraging dissemination of this information.
- AAV examined the applications of all unsuccessful applicants with disabilities and applicants for disability related studies in the 2014 round to see if any have potential for applying again in 2015. If so, AAV contacted them and encouraged them to apply.

#### **Recommendations:**

- The MC's Gender and Social Inclusion Adviser accompanied by an AAV staff member undertake another round of visits to key disability-related organisations prior to the opening of the 2015 round.
- AAV offer to hold more special information sessions for Disabled Persons Organisations, if the latter see benefit in doing so.

## Targeting gender studies

There was a small increase again in the number of applications for gender-related studies from 28 last round to 30 this round, although there were 3 fewer awards than the 8 offered last year.

### *Actions taken:*

- A letter was sent on 24 September 2014 to all organisations dealing with gender equality issues in the AAV database: i) informing organisations of the results of the 2014 round both in terms of the number of applications and awards offered to persons applying for gender studies, ii) informing them of the date of the 2015 round and iii) encouraging dissemination of this information.
- AAV examined the applications in the 2014 round of all unsuccessful applicants, who proposed gender studies, to see if any have potential for applying again in 2015 and, if so, contacted them and personally encouraged them to apply.

### *Recommendation:*

- The MC's Gender and Social Inclusion Adviser accompanied by an AAV staff member should undertake another round of visits to key gender-related organisations prior to the opening of the 2015 round<sup>12</sup>.

## Targeting central agencies (Profile 2)

The near doubling of Profile 2 applications to 208 from 113 last round was primarily the result of removing the IELTS requirement at application for Profile 2 applicants. However, the 50<sup>13</sup> awards approved by the JSC still fell short of the 55 awards target that had been reduced from 40% to 30%.

In 2014, four central mass organisations were added to the list of Central Agencies (CAs) eligible under Profile 2, bringing the total to 34. As in past rounds, the agencies that belong to the former Priority Public Institutions (PPI) program predominated in terms of the number of applications (169 applications from 13 agencies) compared to non-PPI agencies (39 applications from 14 agencies). However, the contrast between the two types of agencies is more striking when comparing the 46 awards offered to the former PPI agencies with only 4 awards for the non-PPI agencies. The primary reason for the gap between the large number of applicants and the relatively small number of Profile 2 awards was the lack of work experience of many of the applicants.

AAV's intensive engagement with the CAs in the 2014 round continued as follows: (i) individual meetings held with 26 CAs to report on the 2013 results and discussion of their participation in the 2014 round; (ii) a collective briefing session for CA coordinators to advise them of the 2014 round selection criteria and requirements; (iii) the promotion of internal CA information sessions with the participation of the AAV HRD Manager (10 sessions held) and iv) contacting individual Profile 2 applicants (around 15-20) who failed the previous round but with potential to apply more successfully again.

Twenty CAs placed scholarship information on their websites, which was six more than last round. However, very limited internal promotion activity was undertaken by most of the new CAs, as they claimed that they did not have sufficient numbers of applicants to justify extensive promotion. It is noteworthy that only two non-PPI CAs held internal workshops.

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<sup>12</sup> The Gender and Social Inclusion Adviser accompanied by a staff member undertook a round of visits to gender, disability and ethnic minority related organisations from 12 to 16 January 2015.

<sup>13</sup> Four of these awards were subsequently withdrawn when it was discovered that four awardees already had a Masters degree, which made them ineligible. Thus the number of Profile 2 conditional awards fell to 46.



*Actions taken:*

- Letters were sent in mid-August 2014 to Profile 2 CAs informing them of the employees that had been offered conditional awards and asking for confirmation that the awardees did not already hold Masters degrees. Three CAs confirmed that their employees already had Masters degrees and four scholarships were subsequently withdrawn
- All unsuccessful Profile 2 applications from the 2014 with potential to re-apply in the 2015 round have been examined with a view to encouraging them to apply. A total of 76 applicants were telephoned by the HRD Manager who provided them with individual advice on the reasons for their lack of success. Around three-quarters indicated that they intended to re-apply.
- Individual meetings with 28 CAs were held in December 2014 to discuss the 2014 selection round results and encourage them to be more pro-active in the 2015 round in supporting applicants who meet their HRD needs.

**Recommendation:**

- AAV focus its intensive engagement on those CAs that have a good record in terms of selection results and cooperation with AAV and, as in the last round, in the form of:
  - A collective briefing session with all CA coordinators in mid-January 2015 with the SBV invited to share its scholarship nominating process and HRD practices.
  - Strong encouragement to the CAs to hold internal information sessions with the participation

## GAP budget 2014-2015

The following is the revised GAP budget for FY 2014-2015.

**Table 14. GAP expenditure in 2013/2014 and revised budget for 2014/2015**

Rate: 18,801.86 VND = 1 AUD; 21,075 VND = 1 USD

Item / Details	FY 2012-2013 Expenditure (AUD)	FY 2013-2014 Expenditure (AUD)	Forecasted FY 2014-2015 Expenditure (AUD)*
<b>1. Perennial Publicity</b>			
Upgrade website (including search engine optimization)	0	3,500	0
Use existing VTV programs	0	0	300
<b>2. Applications Publicity</b>			
Website ad: Tuoitre online	1,920	1,240	1,364
Website ad: VNExpress	5,060	4,350	4,785
Website ad: Dan Tri	0	3,650	4,015

Item / Details	FY 2012-2013 Expenditure (AUD)	FY 2013-2014 Expenditure (AUD)	Forecasted FY 2014-2015 Expenditure (AUD)*
Website ad: Google and Facebook	0	3,500	4,500
Newspaper ad: Lao Dong	560	860	0
Newspaper ad: Vietnam News	360	0	0
Newspaper ad: Tuoi Tre	0	800	0
Newspaper ad: Thanh nien	585	610	0
Printed material	1,760	2,320	2,292
Mail-outs	1,020	1,270	1,270
Provincial visits	12,210	10,190	9,957
Education Road Show	0	520	520
<b>3. Workshop for CAs</b>	100	190	190
<b>Total</b>	<b>23,575</b>	<b>33,000</b>	<b>29,193</b>

\*excludes VAT

The new forecasted expenditure for FY 2014-2015 is AUD 29,193, which is slightly lower compared to the budget of AUD 30,433 in the original 2014-2015 Annual Plan. The revised forecast is AUD 3,807 less than the expenditure in 2013. As can be seen from the budget table, there is no budget item for newspaper advertising thus saving AUD 2,270 spent in 2013. An additional amount of AUD 1,000 has been added to the amount spent last round on Google and Facebook advertising bringing the amount to AUD 4,500. This reallocation has enabled AUD 1,270 to be saved over last year's expenditure on newspaper ads. A further saving is due to the one-off AUD 3,500 spent on the website upgrade in 2013. The cost of the commercial websites has been increased by 10% over last year's expenditures to allow for possible cost increases in these items.

## Attachment 1

### Media coverage of the 2014 application period

Links of articles	Type of website	Sources
<p>Department of External Affairs, Thanh Hoa Province  <a href="http://songoaivu.thanhhoa.gov.vn/vi/portal/Pages/20140208/gioi-thieu-chuong-trinh-hoc-bong-chinh-phu-australia-ads-tai-thanh-hoa-chap-canh-uoc-mo-du-hoc-cho-con-em-xu-thanh-f521d3.aspx">http://songoaivu.thanhhoa.gov.vn/vi/portal/Pages/20140208/gioi-thieu-chuong-trinh-hoc-bong-chinh-phu-australia-ads-tai-thanh-hoa-chap-canh-uoc-mo-du-hoc-cho-con-em-xu-thanh-f521d3.aspx</a></p> <p>Committee of Ethnic Minorities, Thanh Hoa Province  <a href="http://thanhhoa.gov.vn/vi-vn/bandantoc/Pages/Article.aspx?ChannelId=54&amp;articleID=109">http://thanhhoa.gov.vn/vi-vn/bandantoc/Pages/Article.aspx?ChannelId=54&amp;articleID=109</a></p> <p>Hong Duc University, Thanh Hoa  <a href="http://www.hdu.edu.vn/vi-vn/32/2738/Hoi-thao-gioi-thieu-Chuong-trinh-hoc-bong-Chinh-phu-Australia-nam-2014.html">http://www.hdu.edu.vn/vi-vn/32/2738/Hoi-thao-gioi-thieu-Chuong-trinh-hoc-bong-Chinh-phu-Australia-nam-2014.html</a></p> <p>Nghe An People's Committee  <a href="http://www.nghean.gov.vn/wps/portal/!ut/p/c4/04_SB8K8xLLM9MSSzPy8xBz9CP0os3i_MG9_TxPDUGcvdzcDA09Hlx-TEFMTY_8Ac_3q1Dz9gmXHRQB-rd_6/?WCM_PORTLET=PC_7_4INDM9S34FNRE0IU7BV9KKDNJ0_WCM&amp;WCM_GLOBAL_CONTEXT=/wps/wcm/connect/web+content/portal_na/ttsk/xh/3cd90700427c41d1aff2bfc0b5d5079a">http://www.nghean.gov.vn/wps/portal/!ut/p/c4/04_SB8K8xLLM9MSSzPy8xBz9CP0os3i_MG9_TxPDUGcvdzcDA09Hlx-TEFMTY_8Ac_3q1Dz9gmXHRQB-rd_6/?WCM_PORTLET=PC_7_4INDM9S34FNRE0IU7BV9KKDNJ0_WCM&amp;WCM_GLOBAL_CONTEXT=/wps/wcm/connect/web+content/portal_na/ttsk/xh/3cd90700427c41d1aff2bfc0b5d5079a</a></p> <p>Vinh University  <a href="http://www.vinhuni.edu.vn/Vinhuni/Display/57/0/3272/index.htm">http://www.vinhuni.edu.vn/Vinhuni/Display/57/0/3272/index.htm</a></p> <p>Ha Tinh Television  <a href="http://hatinh.tv.vn/detail/open/id/3231">http://hatinh.tv.vn/detail/open/id/3231</a></p> <p>Ha Tinh PC  <a href="http://congbao.hatinh.gov.vn/vbpg_hatinh.nsf/47794e937861e28f472579100054f798/AE9DB9CFC0F2778947257C55002A6C53/\$file/cong%20van%2012.pdf">http://congbao.hatinh.gov.vn/vbpg_hatinh.nsf/47794e937861e28f472579100054f798/AE9DB9CFC0F2778947257C55002A6C53/\$file/cong%20van%2012.pdf</a></p> <p>Ha Tinh PC  <a href="http://qppl.hatinh.gov.vn/vbpg_hatinh.nsf/4b438b320dbf1cda4725719a0012432c/36D044421CF007BD88257BE20026375C/\$file/cong%20van%203213.pdf">http://qppl.hatinh.gov.vn/vbpg_hatinh.nsf/4b438b320dbf1cda4725719a0012432c/36D044421CF007BD88257BE20026375C/\$file/cong%20van%203213.pdf</a></p> <p>Quang Binh People's Committee  <a href="http://www.quangbinh.gov.vn/3cms/?cmd=130&amp;art=1389665112033&amp;cat=1192241671049">http://www.quangbinh.gov.vn/3cms/?cmd=130&amp;art=1389665112033&amp;cat=1192241671049</a></p> <p>Quang Binh Television</p>	<p>Provincial governments, provincial newspapers/televisions and websites of provincial universities/colleges</p>	<p>AAV Deputy Team Leader and staff's Provincial visits</p>

Links of articles	Type of website	Sources
<p><a href="http://qbtv.vn/Truyen-Hinh-Quang-Binh/PortalDetail/0/Hoi_thao_gioi_thidu/51/2952">http://qbtv.vn/Truyen-Hinh-Quang-Binh/PortalDetail/0/Hoi_thao_gioi_thidu/51/2952</a></p> <p>Hoa Binh Newspaper</p> <p><a href="http://www.baohoabinh.com.vn/218/83546/Lanh_dao_UBN_D_tinh_lam_viec_voi_Chuong_trinh_hoc_bong_chinh_phu_Australia_tai_Viet_Nam.htm">http://www.baohoabinh.com.vn/218/83546/Lanh_dao_UBN_D_tinh_lam_viec_voi_Chuong_trinh_hoc_bong_chinh_phu_Australia_tai_Viet_Nam.htm</a></p> <p>Cao Bang People's Committee</p> <p><a href="http://www.caobang.gov.vn/news/1727.cb">http://www.caobang.gov.vn/news/1727.cb</a></p> <p>Cao Bang Newspaper</p> <p><a href="http://baocaobang.vn/Thoi-su/UBND-tinh-Lam-viec-voi-Doan-cong-tac-Chuong-trinh-Hoc-bong-Chinh-phu-Australia/23163.bcb">http://baocaobang.vn/Thoi-su/UBND-tinh-Lam-viec-voi-Doan-cong-tac-Chuong-trinh-Hoc-bong-Chinh-phu-Australia/23163.bcb</a></p> <p>Tay Bac University</p> <p><a href="http://www.utb.edu.vn/index.php/2013-05-25-09-32-25/news/468-ha-i-tha-o-gia-i-thia-u-ch-ng-tra-nh-ha-c-ba-ng-cha-nh-pha-australia-ta-i-tr-a-ng-a-i-ha-c-ta-y-ba-c">http://www.utb.edu.vn/index.php/2013-05-25-09-32-25/news/468-ha-i-tha-o-gia-i-thia-u-ch-ng-tra-nh-ha-c-ba-ng-cha-nh-pha-australia-ta-i-tr-a-ng-a-i-ha-c-ta-y-ba-c</a></p> <p>Dien Bien Department of Education and Training</p> <p><a href="http://dienbien.edu.vn/index.php?nv=news&amp;op=GDTX-CN/GDTX-CN-Hoc-bong-Chinh-phu-Australia-co-hoi-dao-tao-sau-dai-hoc-cho-ung-vien-cac-tinh-mien-nui-nam-2014-730">http://dienbien.edu.vn/index.php?nv=news&amp;op=GDTX-CN/GDTX-CN-Hoc-bong-Chinh-phu-Australia-co-hoi-dao-tao-sau-dai-hoc-cho-ung-vien-cac-tinh-mien-nui-nam-2014-730</a></p> <p>Bac Kan Television</p> <p><a href="http://backantv.vn/trong-tinh/hoi-thao-gioi-thieu-hoc-bong-australia/13913.html">http://backantv.vn/trong-tinh/hoi-thao-gioi-thieu-hoc-bong-australia/13913.html</a></p> <p>Tuyen Quang Newspaper</p> <p><a href="http://www.baotuyenquang.com.vn/xa-hoi/giao-duc/hoi-thao-gioi-thieu-hoc-bong-chinh-phu-australia-2014!-36036.html">http://www.baotuyenquang.com.vn/xa-hoi/giao-duc/hoi-thao-gioi-thieu-hoc-bong-chinh-phu-australia-2014!-36036.html</a></p> <p>Tuyen Quang College</p> <p><a href="http://caodangtuyenquang.edu.vn/thong-bao/thong-bao-chuong-trinh-hoc-bong-chinh-phu-australia-52.html">http://caodangtuyenquang.edu.vn/thong-bao/thong-bao-chuong-trinh-hoc-bong-chinh-phu-australia-52.html</a></p> <p>Ha Giang's Department of Education and Training</p> <p><a href="http://hagiang.edu.vn/news/component/docman/doc_download/175-chuong-trinh.html?Itemid=41">http://hagiang.edu.vn/news/component/docman/doc_download/175-chuong-trinh.html?Itemid=41</a></p> <p>Son La College</p> <p><a href="http://www.cdsonla.edu.vn/qlkh/attachments/article/187/Thong%20bao%20hoc%20bong%20Australia.doc">http://www.cdsonla.edu.vn/qlkh/attachments/article/187/Thong%20bao%20hoc%20bong%20Australia.doc</a></p>		
<p>ELI</p> <p><a href="http://www.elidanang.edu.vn/index.php/vi/cac-ky-thi/ky-thi-ielts-qui-trinh-dang-ky-thi/207?task=view">http://www.elidanang.edu.vn/index.php/vi/cac-ky-thi/ky-thi-ielts-qui-trinh-dang-ky-thi/207?task=view</a></p>	Websites of universities	AAV Team Leader and staff's visits

Links of articles	Type of website	Sources
<p>Thai Nguyen University of Agriculture and Forestry  <a href="http://www.tuaf.edu.vn/khoanonghoc/bai-viet/thong-bao-tham-du-chuong-trinh-gioi-thieu-hoc-bong-chinh-phu-uc-nam-hoc-2015-3230.html">http://www.tuaf.edu.vn/khoanonghoc/bai-viet/thong-bao-tham-du-chuong-trinh-gioi-thieu-hoc-bong-chinh-phu-uc-nam-hoc-2015-3230.html</a></p> <p>Information Technology and Communication University – Thai Nguyen University  <a href="http://ect.ictu.edu.vn/index.php/th%C3%B4ng-b%C3%A1o/332-h%E1%BB%8Dc-b%E1%BB%95ng-ch%C3%ADnh-ph%E1%BB%A7-australia-n%C4%83m-2014-ni%C3%AAn-h%E1%BB%8Dc-2015.html">http://ect.ictu.edu.vn/index.php/th%C3%B4ng-b%C3%A1o/332-h%E1%BB%8Dc-b%E1%BB%95ng-ch%C3%ADnh-ph%E1%BB%A7-australia-n%C4%83m-2014-ni%C3%AAn-h%E1%BB%8Dc-2015.html</a></p> <p>Thai Nguyen University  <a href="http://tnut.edu.vn/thong-bao-gioi-thieu-hoc-bong-chinh-phu-australia-nam-2014-dt1929.html">http://tnut.edu.vn/thong-bao-gioi-thieu-hoc-bong-chinh-phu-australia-nam-2014-dt1929.html</a></p> <p>Hanoi Architectural University  <a href="http://www.hau.edu.vn/vi/tin-tuc/Van-phong-Hoc-bong-Australia-tai-Viet-Nam-gioi-thieu-Chuong-trinh-hoc-bong-Chinh-phu-Australia-nien-khoa-2015.aspx">http://www.hau.edu.vn/vi/tin-tuc/Van-phong-Hoc-bong-Australia-tai-Viet-Nam-gioi-thieu-Chuong-trinh-hoc-bong-Chinh-phu-Australia-nien-khoa-2015.aspx</a></p> <p>University of Transport and Communication  <a href="http://www.utc.edu.vn/?q=thongbaomoi/th%C3%B4ng-b%C3%A1o-ch%C6%B0%C6%A1ng-tr%C3%ACnh-h%E1%BB%8Dc-b%E1%BB%95ng-ch%C3%ADnh-ph%E1%BB%A7-australia">http://www.utc.edu.vn/?q=thongbaomoi/th%C3%B4ng-b%C3%A1o-ch%C6%B0%C6%A1ng-tr%C3%ACnh-h%E1%BB%8Dc-b%E1%BB%95ng-ch%C3%ADnh-ph%E1%BB%A7-australia</a></p> <p>Hanoi University of Agriculture  <a href="http://hua.edu.vn/vie/tintuc/detail.php?aid=33&amp;id=4917">http://hua.edu.vn/vie/tintuc/detail.php?aid=33&amp;id=4917</a></p>		to universities
<p>Ministry of Agriculture and Rural Development  <a href="http://www.mard.gov.vn/pages/news_detail.aspx?NewsId=30526">http://www.mard.gov.vn/pages/news_detail.aspx?NewsId=30526</a>  <a href="http://www.mard.gov.vn/pages/news_detail.aspx?NewsId=27857">http://www.mard.gov.vn/pages/news_detail.aspx?NewsId=27857</a>  <a href="http://www.mard.gov.vn/pages/news_detail.aspx?NewsId=31511">http://www.mard.gov.vn/pages/news_detail.aspx?NewsId=31511</a></p> <p>Ministry of Justice  <a href="http://moj.gov.vn/mobile/Pages/danh-sach-thong-bao.aspx?ItemID=513">http://moj.gov.vn/mobile/Pages/danh-sach-thong-bao.aspx?ItemID=513</a></p> <p>Ministry of Construction  <a href="http://www.xaydung.gov.vn/c/document_library/get_file?p_l_id=26808&amp;folderId=48304&amp;name=31103">http://www.xaydung.gov.vn/c/document_library/get_file?p_l_id=26808&amp;folderId=48304&amp;name=31103</a></p> <p>VIET - Ministry of Education and Training (MOET)  <a href="http://vied.vn/vn/content/thongbao/thongbaochung/thong-bao-tuyen-sinh-hoc-bong-chinh-phu-australia-nam-2014-">http://vied.vn/vn/content/thongbao/thongbaochung/thong-bao-tuyen-sinh-hoc-bong-chinh-phu-australia-nam-2014-</a></p>	Websites of CA's	Information sent to CA's

Links of articles	Type of website	Sources
<p><a href="#">nien-hoc-2015_51069.aspx</a></p> <p>MONRE</p> <p><a href="http://www.monre.gov.vn/v35/default.aspx?tabid=428&amp;CategoryId=3&amp;ID=129967&amp;Code=AXDV129967">http://www.monre.gov.vn/v35/default.aspx?tabid=428&amp;CategoryId=3&amp;ID=129967&amp;Code=AXDV129967</a></p> <p>Supreme Court</p> <p><a href="http://toaan.gov.vn/portal/pls/portal/docs/5928563.PDF">http://toaan.gov.vn/portal/pls/portal/docs/5928563.PDF</a></p>		
<p>Hanoi Pedagogical University No2</p> <p><a href="http://www.hpu2.edu.vn/index.php?language=vi&amp;nv=hop-tac-quoc-te&amp;op=Chuong-trinh-hoc-bong-du-hoc/Thong-bao-chuong-trinh-hoc-bong-Chinh-phu-Uc-nam-2014-10">http://www.hpu2.edu.vn/index.php?language=vi&amp;nv=hop-tac-quoc-te&amp;op=Chuong-trinh-hoc-bong-du-hoc/Thong-bao-chuong-trinh-hoc-bong-Chinh-phu-Uc-nam-2014-10</a></p> <p>HCMC University of Science</p> <p><a href="http://www.hcmus.edu.vn/index.php?option=com_content&amp;task=view&amp;id=6809&amp;Itemid=1174">http://www.hcmus.edu.vn/index.php?option=com_content&amp;task=view&amp;id=6809&amp;Itemid=1174</a></p>	Websites of universities	Information sent out by the VIED to universities
<p>Tuoi Tre</p> <p><a href="http://tuoitre.vn/Giao-duc/Du-hoc/593052/175-hoc-bong-cua-chinh-phu-australia.html">http://tuoitre.vn/Giao-duc/Du-hoc/593052/175-hoc-bong-cua-chinh-phu-australia.html</a></p> <p>Tien Phong</p> <p><a href="http://www.tienphong.vn/giao-duc/hoc-bong-chinh-phu-australia-nam-2014-646962.tpo">http://www.tienphong.vn/giao-duc/hoc-bong-chinh-phu-australia-nam-2014-646962.tpo</a></p>	News websites	VIED's website
<p>Tra Vinh University</p> <p><a href="http://qtns.tvu.edu.vn/index.php/hocbong/358-thong-bao-ve-hoc-bong-chinh-phu-australia-nam-2014-nien-hoc-2015">http://qtns.tvu.edu.vn/index.php/hocbong/358-thong-bao-ve-hoc-bong-chinh-phu-australia-nam-2014-nien-hoc-2015</a></p>	University	
<p>Can Tho People's Procuracy</p> <p><a href="http://vkscantho.vn/vkscantho/index.php/news/Tin-nganh-Kiem-sat/THONG-BAO-VE-CHUONG-TRINH-HOC-BONG-CHINH-PHU-AUSTRALIA-NAM-2014-300/">http://vkscantho.vn/vkscantho/index.php/news/Tin-nganh-Kiem-sat/THONG-BAO-VE-CHUONG-TRINH-HOC-BONG-CHINH-PHU-AUSTRALIA-NAM-2014-300/</a></p> <p>Da Nang People's Procuracy</p> <p><a href="http://vkscanang.gov.vn/index.php?language=vi&amp;nv=news&amp;op=vanbanmoi/Thong-bao-ve-Hoc-bong-Chinh-phu-Australia-nam-2014-1054">http://vkscanang.gov.vn/index.php?language=vi&amp;nv=news&amp;op=vanbanmoi/Thong-bao-ve-Hoc-bong-Chinh-phu-Australia-nam-2014-1054</a></p> <p>Can Tho Education Technology College</p> <p><a href="http://www.ctet.edu.vn/View/534/Thong-bao-ve-Chuong-trinh-hoc-bong-Chinh-phu-Uc-tai-Viet-Nam-nam-2014.html">http://www.ctet.edu.vn/View/534/Thong-bao-ve-Chuong-trinh-hoc-bong-Chinh-phu-Uc-tai-Viet-Nam-nam-2014.html</a></p> <p>Soc Trang Teachers' Training College</p> <p><a href="http://www.sttc.edu.vn/index.php/12-tin-tc/tin-giao-dc/663-v-vic-d-tuyn-thc-si-tin-si-theo-hc-bng-ca-chinh-ph-uc-dt-tuyn-chn-nam-2014">http://www.sttc.edu.vn/index.php/12-tin-tc/tin-giao-dc/663-v-vic-d-tuyn-thc-si-tin-si-theo-hc-bng-ca-chinh-ph-uc-dt-tuyn-chn-nam-2014</a></p>	Provincial departments and colleges	Information sent out by ministries and provinces to relevant departments and colleges

Links of articles	Type of website	Sources
<p>Hoa Binh Province's Social Insurance  <a href="http://bhxhhoabinh.gov.vn/download/2138/2453/tuyen-sinh-dao-tao-thac-sy-tien-sy-chuong-trinh-hoc-bong-chinh-phu-australia.aspx">http://bhxhhoabinh.gov.vn/download/2138/2453/tuyen-sinh-dao-tao-thac-sy-tien-sy-chuong-trinh-hoc-bong-chinh-phu-australia.aspx</a></p> <p>Vinh Phuc Department of Natural Resources and Environment  <a href="http://tnmtvinhphuc.gov.vn/index.php/vi/news/Tin-tuc-hoat-dong/Thong-bao-ve-viec-dang-ky-tham-gia-Chuong-trinh-Hoc-bong-Chinh-phu-Australia-nam-2014-3865/">http://tnmtvinhphuc.gov.vn/index.php/vi/news/Tin-tuc-hoat-dong/Thong-bao-ve-viec-dang-ky-tham-gia-Chuong-trinh-Hoc-bong-Chinh-phu-Australia-nam-2014-3865/</a></p> <p>Southern College of Mechatronics and Agriculture  <a href="http://cea.edu.vn/bai-viet/Hop-tac-quoc-te/Chuong-trinh-hoc-bong-Chinh-phu-Australia-AAS-/557.mt24h">http://cea.edu.vn/bai-viet/Hop-tac-quoc-te/Chuong-trinh-hoc-bong-Chinh-phu-Australia-AAS-/557.mt24h</a></p>		
<p>Hue University  <a href="http://hueuni.edu.vn/qlvb/admin/uploads/CV%20100_DHH_HTQT_21922014.pdf?PHPSESSID=fdcdcdcf5daad14c9b8144310c338f9f">http://hueuni.edu.vn/qlvb/admin/uploads/CV%20100_DHH_HTQT_21922014.pdf?PHPSESSID=fdcdcdcf5daad14c9b8144310c338f9f</a></p> <p>Hue University of Agriculture and Forestry  <a href="http://www.huaf.edu.vn/modules.php?name=News&amp;op=viewst&amp;sid=2404">http://www.huaf.edu.vn/modules.php?name=News&amp;op=viewst&amp;sid=2404</a></p> <p>Gia Lai branch - Ho Chi Minh University of Agriculture and Forestry  <a href="http://phgl.hcmuaf.edu.vn/contents.php?ids=16477&amp;ur=phgl">http://phgl.hcmuaf.edu.vn/contents.php?ids=16477&amp;ur=phgl</a></p> <p>Faculty of Information Technology, Hue University of Science  <a href="http://it.husc.edu.vn/hocbong-vieclam/hocbong-saudaihoc/?detail=592">http://it.husc.edu.vn/hocbong-vieclam/hocbong-saudaihoc/?detail=592</a></p> <p>Vietnam National University, Hanoi  <a href="http://www.vnu.edu.vn/ttsk/?C2096/N15627/Hoc-bong-Chinh-phu-Australia-2014.htm">http://www.vnu.edu.vn/ttsk/?C2096/N15627/Hoc-bong-Chinh-phu-Australia-2014.htm</a></p> <p>Daklak Department of Education and Training  <a href="http://www.daklak.edu.vn/index.php?option=com_content&amp;view=article&amp;id=3497:hc-bng-chinh-ph-australia-bt-u-nhn-h-s&amp;catid=110:thong-tin-giao-duc">http://www.daklak.edu.vn/index.php?option=com_content&amp;view=article&amp;id=3497:hc-bng-chinh-ph-australia-bt-u-nhn-h-s&amp;catid=110:thong-tin-giao-duc</a></p> <p>Tay Nguyen University  <a href="http://www.ttn.edu.vn/tnu/index.php/vi/thongbao/111-11/1087-111402141">http://www.ttn.edu.vn/tnu/index.php/vi/thongbao/111-11/1087-111402141</a></p> <p>Hanoi University of Pharmacy  <a href="http://www.hup.edu.vn/cpbdv/phtqt/noidung/Lists/dhbb/View_detail.aspx?ItemID=99">http://www.hup.edu.vn/cpbdv/phtqt/noidung/Lists/dhbb/View_detail.aspx?ItemID=99</a></p> <p>Binh Dinh Department of External Affairs</p>	Websites of universities, colleges and provinces	Information packages sent out by the AAV



Links of articles	Type of website	Sources
<a href="http://songoaivu.binhdinhh.gov.vn/newsdetail.php?lang=vi&amp;newsid=517&amp;id=176">http://songoaivu.binhdinhh.gov.vn/newsdetail.php?lang=vi&amp;newsid=517&amp;id=176</a> Lac Hong University <a href="http://www.lhu.edu.vn/21/24523/Thong-bao-tuyen-sinh-hoc-bong-Chinh-phu-Australia-nam-2014-nien-hoc-2015.html">http://www.lhu.edu.vn/21/24523/Thong-bao-tuyen-sinh-hoc-bong-Chinh-phu-Australia-nam-2014-nien-hoc-2015.html</a> Quy Nhon University <a href="http://www.gnu.edu.vn/vi/news/cac-phong-ban/hop-tac-quoc-te/1103-hoc-bong-chinh-phu-australia.html">http://www.gnu.edu.vn/vi/news/cac-phong-ban/hop-tac-quoc-te/1103-hoc-bong-chinh-phu-australia.html</a> Duy Tan University <a href="http://pkhaothi.duytan.edu.vn/Home/ArticleDetail/vn/116/965/tuyen-sinh-hoc-bong-chinh-phu-australia-nam-2014-nien-hoc-2015">http://pkhaothi.duytan.edu.vn/Home/ArticleDetail/vn/116/965/tuyen-sinh-hoc-bong-chinh-phu-australia-nam-2014-nien-hoc-2015</a> Tien Giang University <a href="http://www.tgu.edu.vn/pages/tgu/TopicDetail/4208">http://www.tgu.edu.vn/pages/tgu/TopicDetail/4208</a> Kien Giang College of <a href="http://www.kiengiangtec.edu.vn/kgtec.Detail=Hoc-bong-Chinh-phu-Australia-tai-Viet-Nam_20140217004.html">http://www.kiengiangtec.edu.vn/kgtec.Detail=Hoc-bong-Chinh-phu-Australia-tai-Viet-Nam_20140217004.html</a> Soc Trang Community College <a href="http://www.stcc.edu.vn/index.php?detail/1/2/691/&amp;THONG-BAO:-V/v-trien-khai-hoc-bong-Chinh-phu-Uc-nam-hoc-2015---2016">http://www.stcc.edu.vn/index.php?detail/1/2/691/&amp;THONG-BAO:-V/v-trien-khai-hoc-bong-Chinh-phu-Uc-nam-hoc-2015---2016</a> VNU University of Economics and Business <a href="http://ueb.edu.vn/newsdetail/duhoc_hocbong/10582/hoc-bong-chinh-phu-australia-2014.htm">http://ueb.edu.vn/newsdetail/duhoc_hocbong/10582/hoc-bong-chinh-phu-australia-2014.htm</a> Can Tho University <a href="http://websrv2.ctu.edu.vn/dept/dir/hocbong/0195%20-%20H%E1%BB%8Dc%20b%E1%BB%95ng%20ch%C3%A4nh%20ph%E1%BB%A7%20%C3%9Ac..pdf">http://websrv2.ctu.edu.vn/dept/dir/hocbong/0195%20-%20H%E1%BB%8Dc%20b%E1%BB%95ng%20ch%C3%A4nh%20ph%E1%BB%A7%20%C3%9Ac..pdf</a> Graduate School, Can Tho University <a href="http://gs.ctu.edu.vn/?p=961">http://gs.ctu.edu.vn/?p=961</a> Da Nang University <a href="http://www.udn.vn/posts/view/1160/59">http://www.udn.vn/posts/view/1160/59</a> Da Nang University – Department of Medicine and Pharmacy <a href="http://fmp.udn.vn/News/Hoc_bong_chinh_phu_Australia2014.2.30216/195">http://fmp.udn.vn/News/Hoc_bong_chinh_phu_Australia2014.2.30216/195</a> Da Nang University of Technology – Da Nang University <a href="http://www.dut.edu.vn/index.php?option=com_content&amp;view=article&amp;id=966%3Atuyn-chn-h-s-hc-bng-chinh-ph">http://www.dut.edu.vn/index.php?option=com_content&amp;view=article&amp;id=966%3Atuyn-chn-h-s-hc-bng-chinh-ph</a>		

Links of articles	Type of website	Sources
<a href="http://australia-nm-2014niem-khoa-2015&amp;catid=81%3Ain-tc-trng-hbk&amp;Itemid=198&amp;lang=vi">australia-nm-2014niem-khoa-2015&amp;catid=81%3Ain-tc-trng-hbk&amp;Itemid=198&amp;lang=vi</a> National University of Ho Chi Minh City - University of Social Sciences and Humanities <a href="http://www.hcmussh.edu.vn/3cms/?cmd=130&amp;art=1393153050733&amp;cat=1329473663374">http://www.hcmussh.edu.vn/3cms/?cmd=130&amp;art=1393153050733&amp;cat=1329473663374</a>		
Will To Live <a href="http://www.nghilucsong.net/tuyen-sinh/27/chuong-trinh-hoc-bong-chinh-phu-australia---nkt-la-doi-tuong-uu-tien.html">http://www.nghilucsong.net/tuyen-sinh/27/chuong-trinh-hoc-bong-chinh-phu-australia---nkt-la-doi-tuong-uu-tien.html</a>	NGO website	The MC's Gender and Equity Adviser's visits to disability and gender organisations
Thanh Nien Newspaper <a href="http://www.thanhvien.com.vn/pages/20131223/uc-uu-tien-hoc-bong-cho-nguoi-khuyet-tat-viet-nam.aspx">http://www.thanhvien.com.vn/pages/20131223/uc-uu-tien-hoc-bong-cho-nguoi-khuyet-tat-viet-nam.aspx</a>	News website	
MOLISA <a href="http://www.molisa.gov.vn/news/detail/tabid/75/newsid/58424/seo/Chinh-phu-Australia-uu-tien-danh-hoc-bong-cho-nguoi-khuyet-tat-tai-Viet-Nam/language/vi-VN/Default.aspx">http://www.molisa.gov.vn/news/detail/tabid/75/newsid/58424/seo/Chinh-phu-Australia-uu-tien-danh-hoc-bong-cho-nguoi-khuyet-tat-tai-Viet-Nam/language/vi-VN/Default.aspx</a>	MOLISA's website	
Hanoi Disabled People's Association <a href="http://www.dphanoi.org.vn/index.php?option=com_content&amp;task=view&amp;id=3948&amp;Itemid=776">http://www.dphanoi.org.vn/index.php?option=com_content&amp;task=view&amp;id=3948&amp;Itemid=776</a>	DPA's website	
Hoa Hoc Tro Magazine <a href="http://hoahoctro.vn/tuyen-sinh-hoc-bong-chinh-phu-australia-nam-2014-nien-hoc-2015/">http://hoahoctro.vn/tuyen-sinh-hoc-bong-chinh-phu-australia-nam-2014-nien-hoc-2015/</a> Dan Tri Newspaper <a href="http://duhoc.dantri.com.vn/du-hoc/chinh-phu-australia-cap-175-suat-hoc-bong-thac-si-tien-si-nam-2015-837281.htm">http://duhoc.dantri.com.vn/du-hoc/chinh-phu-australia-cap-175-suat-hoc-bong-thac-si-tien-si-nam-2015-837281.htm</a> VnExpress Newspaper <a href="http://vnexpress.net/tin-tuc/giao-duc/du-hoc/chuong-trinh-hoc-bong-chinh-phu-australia-2951318.html">http://vnexpress.net/tin-tuc/giao-duc/du-hoc/chuong-trinh-hoc-bong-chinh-phu-australia-2951318.html</a> Dan Tri Newspaper <a href="http://duhoc.dantri.com.vn/co-hoi-du-hoc/hoi-thao-hoc-bong-chinh-phu-australia-tai-cac-tinh-mien-nui-phia-bac-838563.htm">http://duhoc.dantri.com.vn/co-hoi-du-hoc/hoi-thao-hoc-bong-chinh-phu-australia-tai-cac-tinh-mien-nui-phia-bac-838563.htm</a> Giao Duc Thoi Dai Newspaper <a href="http://giaoducthoidai.vn/giao-duc/hoc-bong-chinh-phu-australia-2014-75707-v.html">http://giaoducthoidai.vn/giao-duc/hoc-bong-chinh-phu-australia-2014-75707-v.html</a> Nguoi Lao Dong Newspaper <a href="http://tuyensinh.nld.com.vn/news/Du-hoc-45/175-suat-hoc-">http://tuyensinh.nld.com.vn/news/Du-hoc-45/175-suat-hoc-</a>	News websites	Information sent out by email by AAV to organisations

Links of articles	Type of website	Sources
<a href="#">bong-cua-Chinh-phu-Uc-792/</a> An Ninh Thu Do <a href="http://www.anninhthudo.vn/Xa-hoi/Australia-giam-suot-hoc-bong-du-hoc-sinh-Viet-Nam/535997.antd">http://www.anninhthudo.vn/Xa-hoi/Australia-giam-suot-hoc-bong-du-hoc-sinh-Viet-Nam/535997.antd</a>		
United Education <a href="http://www.unitededu.com.vn/du-hoc-cac-nuoc-2/du-hoc-uc/1128-tieu-chuan-ung-tuyen-chuong-trinh-hoc-bong-chinh-phu-australia.html">http://www.unitededu.com.vn/du-hoc-cac-nuoc-2/du-hoc-uc/1128-tieu-chuan-ung-tuyen-chuong-trinh-hoc-bong-chinh-phu-australia.html</a>	A study abroad consulting company	
University of Labor and Social Affairs <a href="http://www.uls.edu.vn/NewsDetail.aspx?ID=891">http://www.uls.edu.vn/NewsDetail.aspx?ID=891</a> Tra Vinh University <a href="http://qtns.tvu.edu.vn/index.php/hocbong/335-hoc-bong-chinh-phu-australia2015">http://qtns.tvu.edu.vn/index.php/hocbong/335-hoc-bong-chinh-phu-australia2015</a>	University websites	
Kênh Tuyển Sinh <a href="http://kenhtuyensinh.vn/tieu-chuan-ung-tuyen-chuong-trinh-hoc-bong-chinh-phu-australia">http://kenhtuyensinh.vn/tieu-chuan-ung-tuyen-chuong-trinh-hoc-bong-chinh-phu-australia</a>	Study-abroad website	
NGO Centre <a href="http://www.ngocentre.org.vn/news/applications-open-australia-awards-scholarships-post-graduate-study">http://www.ngocentre.org.vn/news/applications-open-australia-awards-scholarships-post-graduate-study</a>	Website of NGO Center	
Phap Luat TP Ho Chi Minh Newspaper <a href="http://plo.vn/giao-duc/hoi-thao-hoc-bong-chinh-phu-uc-448585.html">http://plo.vn/giao-duc/hoi-thao-hoc-bong-chinh-phu-uc-448585.html</a> AMEC Company <a href="http://www.amec.com.vn/hoc-bong-chinh-phu-uc-nam-2014-2015.html">http://www.amec.com.vn/hoc-bong-chinh-phu-uc-nam-2014-2015.html</a> ADC <a href="http://www.adcdhoc.vn/index.php?option=news&amp;view=view-news&amp;cid=2&amp;id=392">http://www.adcdhoc.vn/index.php?option=news&amp;view=view-news&amp;cid=2&amp;id=392</a>	News website A study-abroad consulting company	AAV's website
Scholarship Planet <a href="http://scholarshipplanet.info/vi/scholarship/hoc-bong-toan-phan-tu-chinh-phu-australia-2014-2015/">http://scholarshipplanet.info/vi/scholarship/hoc-bong-toan-phan-tu-chinh-phu-australia-2014-2015/</a>	Website on scholarships	AAV's Facebook
Bao Moi website <a href="http://www.baomoi.com/Hoi-thao-hoc-bong-chinh-phu-Uc/107/13102367.epi">http://www.baomoi.com/Hoi-thao-hoc-bong-chinh-phu-Uc/107/13102367.epi</a> Tin 247 website	News websites	Other websites copying news from mainstream

Links of articles	Type of website	Sources
<a href="http://m.tin247.com/chuong_trinh_hoc_bong_chinh_phu_australia-11-22750907.html">http://m.tin247.com/chuong_trinh_hoc_bong_chinh_phu_australia-11-22750907.html</a> Citinews website <a href="http://citinews.net/giao-duc/hoi-thao-hoc-bong-chinh-phu-uc-QP22RVQ/">http://citinews.net/giao-duc/hoi-thao-hoc-bong-chinh-phu-uc-QP22RVQ/</a> PR Web <a href="http://prweb.vn/prweb-news/hoi-thao-hoc-bong-chinh-phu-australia-tai-cac-tinh-phia-bac.html">http://prweb.vn/prweb-news/hoi-thao-hoc-bong-chinh-phu-australia-tai-cac-tinh-phia-bac.html</a> <a href="http://caohockinhhte.info/index.php?/topic/44-th%C3%B4ng-b%C3%A1o-h%E1%BB%8Dc-b%E1%BB%95ng-ch%C3%ADnh-ph%E1%BB%A7-australia-2014/">http://caohockinhhte.info/index.php?/topic/44-th%C3%B4ng-b%C3%A1o-h%E1%BB%8Dc-b%E1%BB%95ng-ch%C3%ADnh-ph%E1%BB%A7-australia-2014/</a>		news websites
Suc tre nhan van <a href="http://suctrenhanvan.edu.vn/home/201402236558/hoc-bong-chinh-phu-australia-tai-viet-nam/">http://suctrenhanvan.edu.vn/home/201402236558/hoc-bong-chinh-phu-australia-tai-viet-nam/</a>	Website of the Youth Union of a university in HCMC	
Center of Development of high-quality human resources of Quang Nam Province <a href="http://nhanlucquangnam.org.vn/index.php?option=com_content&amp;view=article&amp;id=1347:hc-bng-chinh-ph-australia-nm-2014&amp;catid=237:chau-uc&amp;Itemid=614">http://nhanlucquangnam.org.vn/index.php?option=com_content&amp;view=article&amp;id=1347:hc-bng-chinh-ph-australia-nm-2014&amp;catid=237:chau-uc&amp;Itemid=614</a>	Website of a center of Quang Nam Province'PC	
Ca Mau Department of Education and Training <a href="http://sogddt.camau.gov.vn/?tabid=97&amp;ndid=8474&amp;key=">http://sogddt.camau.gov.vn/?tabid=97&amp;ndid=8474&amp;key=</a> Hau Giang's Department of Education and Training <a href="http://haugiang.edu.vn/sohg/news/new12074/ausaid-mien-chung-chi-ielts-cho-ung-vien-co-quan-nha-nuoc">http://haugiang.edu.vn/sohg/news/new12074/ausaid-mien-chung-chi-ielts-cho-ung-vien-co-quan-nha-nuoc</a>	Provincial Departments of Education and Training's websites	
Dong Thap club of study-abroad students <a href="http://dongthap.gov.vn/wps/portal/dhs!/ut/p/c0/04_SB8K8xLLM9MSSzPy8xBz9CP0os_jQEDc3n1AXEwN_Q3cLA0eDQDNPPzd4-AwM_2CbEdFADOW7VI!/?WCM_PORTLET=PC_7_UTFFLUD40O1G80A0Q6INF73204_WCM&amp;WCM_GLOBAL_CONTEXT=/wps/wcm/connect/DHS/sitdhs/sitathongtinhocbong/ads+2014">http://dongthap.gov.vn/wps/portal/dhs!/ut/p/c0/04_SB8K8xLLM9MSSzPy8xBz9CP0os_jQEDc3n1AXEwN_Q3cLA0eDQDNPPzd4-AwM_2CbEdFADOW7VI!/?WCM_PORTLET=PC_7_UTFFLUD40O1G80A0Q6INF73204_WCM&amp;WCM_GLOBAL_CONTEXT=/wps/wcm/connect/DHS/sitdhs/sitathongtinhocbong/ads+2014</a>	Dong Thap Province's study-abroad students' club	
Binh Duong's Youth Center <a href="http://hotrothanhnienbd.com/home/?p=15968">http://hotrothanhnienbd.com/home/?p=15968</a>	Binh Duong Province's Youth Center	

## Attachment 2

### List of YouTube videos posted by AAV from August 2013 to August 2014

1. <https://www.youtube.com/watch?v=mTp8JDgAoME> : “Kitchen of Love”, a TV show directed by Australia Awards alumnus Nguyen Hong Chi
2. <https://www.youtube.com/watch?v=qR2eiEjHiRg> : Hanoi Television interviewed AAV’s Scholarship Administration Manager Dam Thi Phuong Thao in challenges students have to face while studying abroad.
3. <https://www.youtube.com/watch?v=XA78ott0Zus> : Short promotions video (1.5 minute long) of the AAS program.
4. <https://www.youtube.com/watch?v=LD3lLvTKYkE&list=UUe76buTppZe7WgmROsvwJ5Q> : VTC10 interviewed Professor Paul Newman during the VNAC
5. <https://www.youtube.com/watch?v=OldybmYplJo&list=UUe76buTppZe7WgmROsvwJ5Q> : Vietnam News Agency discusses the bilateral cooperation in education of Australia and Vietnam
6. <https://www.youtube.com/watch?v=9UNHmpJK0AU&list=UUe76buTppZe7WgmROsvwJ5Q>: VTC10 interviewed Professor Neal Menzies during the VNAC
7. <https://www.youtube.com/watch?v=RvPX3uWE1F8&list=UUe76buTppZe7WgmROsvwJ5Q> : VTC 16 covers the VNAC
8. <https://www.youtube.com/watch?v=alwd8QWnhY&list=UUe76buTppZe7WgmROsvwJ5Q> : VTV1’s story on Australia Awards alumnus Dao Thi Hang
9. [https://www.youtube.com/watch?v=\\_ZONKfl8GtM&list=UUe76buTppZe7WgmROsvwJ5Q](https://www.youtube.com/watch?v=_ZONKfl8GtM&list=UUe76buTppZe7WgmROsvwJ5Q) : A full-length program of the VTV1 on Vo Thi Hoang Yen, who would later become an Australia Awards awardee
10. <https://www.youtube.com/watch?v=EqzPc5mHYCo&list=UUe76buTppZe7WgmROsvwJ5Q> : Journey of Dreams, a long program on the Australia Awards Scholarships program
11. <https://www.youtube.com/watch?v=KMTDziZ22VM&list=UUe76buTppZe7WgmROsvwJ5Q> The ABC’s story on an invention of ripening fruits during transit by Australia Awards alumnus Ho Thanh Binh and his professor at University of Queensland.

# Annex 2

## Selection Report 2014

## Application and selection process

The application and selection process for the 2014 round saw a consolidation of the processes in the previous rounds, with only a few changes from the 2013 round. As in previous rounds, the overall process consisted of three stages: eligibility screening, assessment of written applications, and interviews of all shortlisted candidates.

The interview panels for short-listed candidates were similarly constituted to the last round: the panels were chaired by expatriate consultants and comprised a representative from the HRD section of the Embassy and an alumnus. The expatriate chairpersons, alumni and Embassy staff were the same persons as in the previous two rounds thus providing continuity and experience in selection. (One small difference was the addition of a second alumnus to the Profile 3 PhD panel.)

There were again two meetings of the JSC, the first meeting to decide short-listed candidates, and the second meeting to approve conditional awards following recommendations by the interview panels.

The following were the most significant changes in implementing the 2014 selection round:

- There was a reduction of 50 in the scholarships target from 235 scholarships in 2013 to 185 this round, reflecting the high level, bilateral decision to re-allocate some funds for short-term training priorities.
- Following the decision of the PCC in August 2013, the Profile 2 target was reduced from 40% to 30% and the requirement removed for Profile 2 applicants to submit an IELTS certificate at application. This latter change had the desired result with an almost doubling of the number of Profile 2 applications, although the number of awards still fell short of the 30% target (see p 104).
- The eligibility criteria for Profile 1 applicants were narrowed this round with the emphasis on applicants involved in provincial development and or working for Vietnamese NGOs; employees of INGOs and international agencies were no longer eligible. This change, however, had the unexpected consequence of an increase in ineligible applications (see p 67).
- English language requirements were tightened for conditional awardees with the minimum IELTS requirement of 4.5, to ensure they met RMIT's Level 4 course entry requirements. Fortunately, only 2 of 16 conditional awardees in this category failed to meet the requirements after RMIT testing and both scholarships were withdrawn.
- A new strategy was introduced to provide additional English language support for disadvantaged conditional awardees with low IELTS. The strategy allows for disadvantaged short-listed candidates with IELTS of 4.0 to be interviewed and considered for a conditional scholarship, provided they could meet the lower RMIT Level 3 course entry requirement. In this round, there was one disadvantaged conditional awardee who met these conditions (see Special English on p 66).

Overall, the implementation of the 2014 selection round went smoothly. Apart from the increase in the number of ineligible applications, the only other significant issue that emerged was the increase in the number of suspected fraud cases detected, compared to previous rounds. Most of these cases involved Masters applicants not disclosing they already had a Masters degree. They were either made ineligible or their scholarships were subsequently withdrawn (see p 105).



## Scholarship numbers and profiles

### Overall scholarship target

The target for the 2014 round was 185 scholarships, a reduction from the 235 in the 2013 round. This consisted of 175 scholarships plus 10 possible leadership training awards selected on an internationally competitive basis. The system of reserve awardees was continued, but for Profile 3 only, whereby approved reserve awardees were automatically transferred to the final list of Profile 3 awardees as vacancies occurred in any of the three Profiles.

### Profiles

With the reduction of the target number of scholarships to 185 and the PCC decision to reduce the Profile 2 target to 30%, the following targets were allocated to the three Profiles.

- **Profile 1** (Local Government officials and staff of local NGOs and provincial enterprises)  
Target 35% of 185 = 65 awards
- **Profile 2** (Central Agency officials)  
Target 30% of 185 = 55 awards
- **Profile 3** (Tertiary Lecturers including TESOL and Researchers)  
Target 35% of 185 = 65 awards

TESOL target (included in all Profiles above) 10% of 185 = 18.5 awards

### PhD scholarship target

As in previous years, the indicative allocation of scholarships for PhD studies was 20% (37 awards).

## Applications requirements and criteria

### Application requirements and data

The Profile requirements for applicants remained the same for Profile 3, but the eligibility criteria were narrowed for Profile 1 and four mass organisations were added as eligible Central Agencies in Profile 2 (see below).

Table 1. Application Requirements

Profile 1	Profile 2	Profile 3
<b>1.Civil and Public Servants</b> working with People's Councils and People's Committees and mass organisations at provincial, district and commune levels  <b>2. Staff of local NGOs</b> (not	<b>Central Agency officials</b> working on administration, management, policy and training issues from 30 designated Central	<b>Tertiary Lecturers</b> at academies, universities and colleges  <b>Tertiary English Language Lecturers</b>

Profile 1	Profile 2	Profile 3
staff of International NGOs) <b>3. Staff of provincial private and public enterprises</b> contributing to development	Agencies and four mass organisations	<b>Researchers</b> at universities, research centres and research institutes
GPA requirement: 6.5	GPA requirement: 7.0	GPA requirement: 7.0
No IELTS requirement on application IELTS selection test result 4.5 minimum	No IELTS requirement on application IELTS selection test result 4.5 minimum	IELTS 5.5 for I PhD, and all TESOL applicants IELTS 4.5 for other Masters applicants
Two years' work experience	Two years' continuous work experience with the same employer	Two years' work experience
Letter from current or previous employer	Letter from current employer	Letter from current employer

## Disadvantaged applicants

There were no further changes in the requirements and conditions for disadvantaged applicants (persons with disability and disadvantaged rural applicants) after the reduction in the minimum GPA to 6.0 and the extension of the non-requirement for an IELTS certificate at application across all three Profiles were made last round (see p 77 for more information on disadvantaged applicants).

## Selection results summary

The record number of applications received (1,356) allowed the overall target of 185 awards to be achieved. The breakdown of applications and awards by Profile is shown in Table 1 below.

**Table 2. Applications and Conditional Awards by Profile approved by JSC2**

	Total Applications				Conditional Awards Approved by JSC2				P. 3 Res.
	P. 1	P. 2	P. 3	Total	P. 1	P. 2	P. 3	Total	P. 3
No.	507	208	641	1356	65	50	70	185	26
%	37.4%	15.3%	47.3%	100.0%	35.1%	27.0%	37.9%	100.0%	

The key summary results of the 2014 round and comparison with 2013 and, where relevant, with 2012 are as follows:

**Applications.** A total of 1,356 applications compared to 1,250 applications in 2013 and 1,231 in 2012.

**Conditional awards.** A total of 185 conditional awards plus 26 awards in reserve approved by the JSC against a target of 185 (compared to 235 awards plus 15 in reserve in 2013 and 253 awards plus 22 in reserve in 2012).

#### **Applications and awards by Profile.**

- **Profile 1.** There was a very slight increase in the number of applications in Profile 1 from 502 to 507. Awards approved by JSC numbered 65 compared to 73 in 2013. However two awardees subsequently failed to meet the RMIT Level 4 Placement Test and another was made ineligible, as she had applied for a second Masters. In these three cases their conditional awards were withdrawn and thus the actual total approved is 62.
- **Profile 2.** The number of Profile 2 applications almost doubled over the last round from 113 to 208. This increase appears to be largely the result of removing the IELTS requirement at application. However, the number of awards approved by the JSC decreased to 50 from 67 last round, still short of the reduced 30% target of 55 awards. Four awardees were subsequently made ineligible when it was discovered that they had applied for a second Masters degree. Thus the actual total approved is 46.
- **Profile 3.** Almost half (641) of the total applicants (compared to 635 in 2013) were in Profile 3 indicating the continuing pressure on academics to upgrade their degrees. The JSC approved 70 Profile 3 awards and 26 awards in reserve. One award was subsequently withdrawn when it became known that she had already had a Masters degree. Seven awardees were transferred to the final approved list to replace the 3 awardees from Profile 1 and the 4 from Profile 2 above whose scholarships were withdrawn. Thus actual total approved is 76.

**Ineligibility.** There was a significant increase in the number of ineligible applications from 25% last round to 32.4% this round. This was a result of the sharp increase in ineligible applications in Profile 1 which jumped from 30% to 48.3% due largely to the narrowing of eligibility criteria for Profile 1 (See p 67, Eligible/Ineligible Applications for further explanation).

**PhD studies.** The increase in PhD applications (331) in Profile 3 continued this round up from 298 in 2013 and 246 in 2012; 37 applicants were offered conditional PhD awards meeting the 20% target. Two PhD awardees have since withdrawn and have been replaced by 2 from the reserve list of 7 PhD awardees.

**Gender ratio.** Female applicants continue to outnumber males (F 60.4%; M 39.6%) at a similar ratio to the last round (F 61%; M 39%) with the highest number of women in Profile 2 (65.9%). The gender balance favouring women rose in terms of awards offered, increasing to 62.2%, which is in sharp contrast to the 56% in 2013 and 55% in 2012.

Female applicants outnumber male applicants and awards across all three Profiles and categories including local government officials, local NGOs and ethnic minority applicants.

**People with disability.** There was an increase in the number of applications from people with disability to 21 from 16 in the 2013 round and 2 applications in both 2012 and 2011 rounds. This reflects the heightened targeting of people with disability over the past two rounds. Seven persons with disability (F: 5; M: 2) received conditional awards compared to 8 awards in the previous round.

**Disadvantaged rural.** There was again a significant increase in the number of disadvantaged rural applicants to 109 from 83 last round and 44 in 2012. Twenty-eight (10 ethnic minorities and 18 non-ethnic minorities) were offered conditional awards compared to 25 last round.

**Ethnic minorities.** There was a further increase in the number of applications from ethnic minorities (both disadvantaged and not disadvantaged) to 52 this round compared to 49 in 2013 and 44 in 2012. The JSC approved 14 conditional awards (F: 9; M: 5) compared to 10 (F: 5; M: 5) in 2013.

**Special English.** Four of 5 disadvantaged rural candidates with IELTS 4.0 (i.e. below the 4.5 requirement) were assessed to have sufficient English levels to be interviewed. Two of the 4 were subsequently recommended by the interview panel to JSC, subject to their meeting the entry requirements of RMIT's Level 3 course. One candidate met the requirement at the RMIT placement test, was offered a conditional award by the JSC and is undertaking the Level 3 course. This course is treated as a Special English course.

**Study themes.** The development themes with the largest number of conditional awards were: economic growth 19.4%, education 13.7%, environment 12.8%, governance 10.9%, health, HIV/AIDS 10.4%, rural development 9.5% and infrastructure 6.6% - the same top themes as in 2013.

**Cross-cutting themes.** Applications in the three cross-cutting themes were almost the same in number to the last round: gender equality 30, disability 24 and human rights 27. However, at the award stage the numbers are all fewer than last round – gender equality 5, disability 9 and human rights one.

**Central Agencies (CAs).** Of the 34 CAs in Profile 2, applications were received from the staff of 27 CAs (5 more than last round) including one from the four mass organisations added this round. Topping the list of awards (after removing the 4 awardees who were subsequently made ineligible) are: SBV (8), MOF (7), MPI (5), MOFA (4), MOLISA (4), all agencies under the former PPI program. Only 3 of the non-former PPI agencies have awards offered to their staff – SPP, SPC and PCOC.

**University/College representation.** There was a slightly smaller representation of applications from universities/colleges (154) compared to 156 last round, but the same number as in 2013. Awards were approved for staff of 41 universities and colleges (excluding the reserve list), compared to 44 last round. The awards were spread fairly evenly across large and small universities/colleges.

Three targeted regional/provincial universities achieved good results – Tay Nguyen University (4) with the highest number of awards for a single institution across the country, Thai Nguyen (3) and Tra Vinh (2).

**City/province representation.** There continues to be broad geographical representation across Vietnam with applications received from 61 of 63 Vietnam's provinces/cities, 4 more than last round. 39 provinces/cities are represented at award stage compared to 32 last round.

Five provinces stand out with the highest number of Profile 1 awards approved by the JSC: Lao Cai (7), Dak Nong (4), Quang Binh (3), An Giang (3) and Dien Bien (3) - all are targeted disadvantaged provinces

## Outputs

### Eligible / ineligible applications

An unexpected issue that emerged this round was the significant increase in ineligible applications which jumped to 32.4% this round. This reversed the continuing decline in ineligible applications that occurred over the previous three rounds (25% in 2013, 30.7% in 2012 and 35% in 2011). Somewhat ironically, this increase in ineligible applications occurred despite the availability of more comprehensive and easily accessible information on application requirements and processes in the new AAV website.

The overall increase in ineligible applications was in large part due to the sharp increase in ineligible applications in Profile 1, which jumped from 30% to 48.3% (although there were small increases in the other two Profiles). The increase in Profile 1 ineligible applications can be ascribed to the narrowing this round of the groups eligible to apply under Profile 1. The broad category, 'development practitioners', was replaced with 'staff from local NGOs and provincial businesses'. Employees of INGOs, international agencies and Embassies were made explicitly ineligible. Project officers working in PMUs of Government projects who were not civil servants were no longer eligible; nor was non-academic staff working in universities and colleges eligible. A large number of applications were thus received from these groups who in previous rounds were eligible.

This round, there was also a noticeable increase in applications from employees of commercial enterprises in Hanoi and HCM City. This may have been due in part to a misunderstanding of 'staff of provincial enterprises' as this was first time that the word 'enterprises' was used in referring to Profile 1 criteria. As a consequence of the increased cases of ineligible clearer messages have placed on the AAV website about eligible categories and ineligible categories of applicants.

Table 3. Eligible/Ineligible Applications by Profile

Eligibility	Total Applications			
	P. 1	P. 2	P. 3	Total
<b>Eligible</b>	<b>262</b>	<b>178</b>	<b>476</b>	<b>916</b>
%	51.7%	85.6%	74.3%	67.6%
<b>Ineligible</b>	<b>245</b>	<b>30</b>	<b>165</b>	<b>440</b>
%	48.3%	14.4%	25.7%	32.4%
<b>Total</b>	<b>507</b>	<b>208</b>	<b>641</b>	<b>1356</b>

### Reasons for ineligibility

Not surprisingly, the most common reason for ineligibility was 'not belong to one of the three Profiles' with just under a third of the reasons (31.4%). This is a huge jump from the 5% registered last round. The reasons for this sharp increase are explained above. In response the criteria for Profile 1 has been changed for the next round to explicitly exclude 'staff of enterprises based in Hanoi, HCM City, Haiphong, Hue, Danang and Can Tho'.

The reason with the second highest percentage was 'do not meet IELTS requirements' (19.1%) which is an increase over last round's 15%. This high rate occurred despite the dropping of IELTS requirements for Profile 2 applicants. Most of those applications made ineligible for this reason submitted invalid IELTS certificates. In response, the need to submit a valid IELTS certificate and the definition of 'valid' have been made more prominent and appear more frequently on the AAV website.

The next highest percentage for ineligibility was 'has not met required length of work experience' at 14.7%, which is lower than last round's 18%, but with almost the same number of applicants. The fourth highest percentage is 'level of study not appropriate' at 10.1%, somewhat less than last round with 12%, but with virtually same number of applicants. The category 'does not meet GPA requirements' dropped from 7% last round to 4.6% this round.

One big improvement from last round was the significant reduction in the number and the percentage of applicants made ineligible for 'presented incomplete application – documents missing'. This fell from 23% (the highest percentage last round) to 11.7% this round. This reduction is probably due to the clearer information about required documentation on the new website as well as to AAV's efforts to follow-up missing documentation.

**Table 4. Reasons for Ineligibility**

Reason	Reason 1	Reason 2	Total	%
Does not belong to one of three profile	170	1	171	31.4%
Does not meet IELTS requirements	89	15	104	19.1%
Has not met required length of work experience	64	16	80	14.7%
Level of study is not appropriate	40	15	55	10.1%
Does not meet minimum GPA requirement	23	2	25	4.6%
Presented incomplete application – Documents missing	20	44	64	11.7%
Degree is informal	8	1	9	1.7%
Does not meet the citizenship and residency criteria	8		8	1.5%
Does not meet the required number of years after returning to Vietnam	5		5	0.9%
No research proposal submitted for Research applicants	5	5	10	1.8%
No evidence of contact with potential supervisors for Research applicants	4	6	10	1.8%
Proposed area of study is not available under AAS	3		3	0.6%
Supporting documents not properly certified - Documents not certified.	1		1	0.2%
<b>Total</b>	<b>440</b>	<b>105</b>	<b>545</b>	<b>100.0%</b>

## Short-listing by IELTS

This round, only Profile 3 applicants were required to submit valid IELTS certificates at application. Profiles 1 and 2 applicants and disadvantaged applicants were not required to do so, but if they were short-listed by JSC 1 and did not have a valid IELTS certificate, they were required to sit the IELTS Selection test on 7 June 2014. Several candidates sat self-funded IELTS tests at a later date because of work commitments or illness, but the results were known before the JSC 2 and are included in the table below.

The most significant point about the IELTS results this round was the low number of only 4 candidates in Profile 2, who did not meet the minimum requirements of IELTS 4.5. In Profile 1, 13 candidates did not meet requirements of whom 5 were disadvantaged (compared to last round's 9 candidates of whom 4 were disadvantaged).

Of the 109 Profile 1 candidates short-listed, 42 applicants had already submitted valid certificates, and 65 Profile 1 candidates sat for the IELTS on 7 June 2014. Thirty-nine of 105 Profile 2 candidates short-listed had submitted valid certificates and 64 Profile 2 candidates sat the 7 June test. In addition, 4 disadvantaged candidates in Profile 3 took the IELTS test. Thus a total of 133 short-listed candidates took the IELTS tests in Hanoi and HCM City. The IELTS results are set out in the table below



Table 5. IELTS Results

IELTS Group	Overall Score	Profile 1				Profile 2				Profile 3			Total
		Test taken later	Test on 7 June 2014	Submitted Valid IELTS	Sub-Total	Test taken later	Test on 7 June 2014	Submitted Valid IELTS	Sub-Total	Test on 7 June 2014	Submitted Valid IELTS	Sub-Total	
6.5 and above with no sub-band below 6	8.5										2	2	2
	8			1	1						2	2	3
	7.5						2		2		6	6	8
	7		1	2	3		2	4	6		17	17	26
	6.5		1	2	3		1	5	6		22	22	31
	<b>Sub-Total</b>		<b>2</b>	<b>5</b>	<b>7</b>		<b>5</b>	<b>9</b>	<b>14</b>		<b>49</b>	<b>49</b>	<b>70</b>
6.0 and above with no sub-band below 5.5	7										3	3	3
	6.5			1	1		2		2		16	16	19
	6		9	8	17		13	5	18		37	37	72
	<b>Sub-Total</b>		<b>9</b>	<b>9</b>	<b>18</b>		<b>15</b>	<b>5</b>	<b>20</b>		<b>56</b>	<b>56</b>	<b>94</b>
4.5 and above with no sub-band below 3.5	6.5						1		1				1
	6	1	4	2	7		5	3	8		9	9	24
	5.5		10	12	22	1	17	15	33	2	36	38	93
	5	1	16	6	23		11	7	18	1	10	11	52

IELTS Group	Overall Score	Profile 1				Profile 2				Profile 3			Total
		Test taken later	Test on 7 June 2014	Submitted Valid IELTS	Sub-Total	Test taken later	Test on 7 June 2014	Submitted Valid IELTS	Sub-Total	Test on 7 June 2014	Submitted Valid IELTS	Sub-Total	
	4.5		11	8	19		6		6	1	6	7	32
	<b>Sub-Total</b>	<b>2</b>	<b>41</b>	<b>28</b>	<b>71</b>	<b>1</b>	<b>40</b>	<b>25</b>	<b>66</b>	<b>4</b>	<b>61</b>	<b>65</b>	<b>202</b>
<b>Disadvantaged Applicants not meet IELTS requirement</b>	4.5		2		2								2
	4		3		3								3
	<b>Sub-Total</b>		<b>5</b>		<b>5</b>								<b>5</b>
<b>4.0 and below, made ineligible</b>	4		7		7		1		1				8
	3.5		1		1		2		2				3
	3						1		1				1
	<b>Sub-Total</b>		<b>8</b>		<b>8</b>		<b>4</b>		<b>4</b>				<b>12</b>
<b>Not taking IELTS test</b>						1			1				1
<b>Total</b>		<b>2</b>	<b>65</b>	<b>42</b>	<b>109</b>	<b>2</b>	<b>64</b>	<b>39</b>	<b>105</b>	<b>4</b>	<b>166</b>	<b>170</b>	<b>384</b>

Four of the 5 Disadvantaged rural candidates with an overall IELTS minimum of 4.0 were deemed to have sufficient English levels for interview. Two of the 4 were subsequently recommended by the interview panels to JSC2, subject to their satisfying the entry requirements to RMIT's Level 3 course. The RMIT test was held at the AAV office on 15 July 2014 and one of the candidates passed and was approved by the JSC for a conditional award.

Following the IELTS tests, a total of 371 candidates qualified for an interview which took place over two different periods: 9-20 June and 30 June to 9 July 2014. The candidates for interview were divided into four panels as follows:

- Profile 1: 101
- Profile 2: 100
- Profile 3 PhD: 90
- Profile 3 Masters: 80

Prior to the commencement of the interviews, interview panels were advised to carefully consider the potential risk of recommending non-disadvantaged candidates with a low IELTS score of 4.5 and having any sub-bands of 3.5. Experience in the previous rounds has shown that candidates from this category often have difficulty and suffer stress from the beginning of the English language training period. They find it hard to keep up and the difficulty often increases with each level of training they undertake.

To further address the issue of conditional awardees with low IELTS scores an additional condition was added this round in the conditional award offer letter for awardees with an IELTS score of 4.5. These awardees were required to undertake a Placement Test administered by RMIT after JSC2. At this Placement Test, they had to meet the entry requirements of RMIT Level 4 to retain their conditional awards. Level 4 is the lowest course level in the contract between DFAT and RMIT. Of the 16 conditional awardees who took the RMIT Placement Test only 2 awardees failed to meet the Level 4 course entry requirements and their conditional awards were then withdrawn.

With a view to further tightening English language requirements, it was decided that in the next selection round the overall IELTS score of 4.5 will require a minimum sub-band of 4.0, instead of 3.5 as currently stands.

## Application results by level of study

In total, 985 Masters and 355 PhD applications were received. Twenty-four PhD applications were received in Profiles 1 and 2 and were thus ineligible. The number of PhD applications in Profile 3 has continued its upward trend reflecting the pressure on academic staff to upgrade their degrees. Applications increased to 331 from 298 in 2013 and from 246 in 2012. Of these 331, 262 were deemed eligible compared to 231 in the 2013 round. Following the interview process all 37 PhD candidates submitted to the JSC2 (representing the targeted 20 %) were approved, with another 7 candidates approved for the reserve list. Two PhD awardees have subsequently withdrawn and have been replaced by two reserve awardees.

There was a decrease in the number of Masters degree applications in Profile 3 from 337 last round to 306 this round for reasons that are not clear. Thirty-three (33) Profile 3 Masters awards were approved by the JSC and an additional 19 placed on the reserve list to substitute for withdrawals in all three Profiles. At the end of December 2014, the actual total number of approved Profile 3 Masters awards was 42. (One Masters awardee withdrew and another had her scholarship withdrawn as she applied for a second Masters. Eleven awardees were transferred from the reserve list.)

**Table 6. Applications and Awards by Level of Study and Profile approved by JSC2**

Level of Study	Total Applications					Total Approved by JSC2					Reserve P.3
	P.1	P.2	P.3	Total	%	P.1	P.2	P.3	Total	%	
Masters	477	202	306	985	72.6%	65	50	33	148	80.0%	19
Others	12		4	16	1.2%						
PhD	18	6	331	355	26.2%			37	37	20.0%	7
Total	507	208	641	1356	100.0%	65	50	70	185	100.0%	26

### Application results by gender

The gender balance favouring female applicants (60.4%) has remained virtually unchanged for the past three rounds (2013 F: 61%, 2012 F: 60%). In terms of awards offered, the gender balance favouring women became even more favourable, increasing to 62.1%. This change is in sharp contrast to the reverse trend that occurred in the previous two rounds, when the percentage of female awardees dropped to 56% in 2013 and to 55% in 2012.

Female applicants outnumber male applicants and awards across all three Profiles with the highest percentage of female applicants (65.9%) and awards (68%) in Profile 2. In 2013 the percentages were respectively 63% and 64%. Profile 3 has the best gender balance of the three Profiles with 58.3% female applicants and 57.1% female awardees.

More women (53.8%) applied than men (46.2%) for PhD scholarships, slightly less than last round (55%). At the award stage the ratio was almost equal with 19 women and 18 men receiving awards. This reversed the situation in 2013 when more men (60%) were offered PhD awards than women.

Women outnumber men in applications and awards in all targeted categories including local government officials, local NGOs, persons with disability and ethnic minorities. Especially in respect of local government awards, it is worth noting that the results this round reversed the situation in 2013 when male awardees in local government outnumbered female awardees. There were also more ethnic minority women who received awards (F: 9; M: 5) this round compared to last round, when the numbers were even (5 each).

In contrast to last round, where a common pattern was detected of a dramatic decline from the short-listing stage to the awards stage in the percentage of women in the categories of government employees, ethnic minorities and PhD candidates, this pattern did not reoccur this round. Thus last year's pattern did not presage a continuing one and could be seen as an anomaly of that round.

Table 7a. Total Applications and Awards by Gender and Profile approved by JSC2

Gender	Total Applications				Total Approved by JSC2				
	P. 1	P. 2	P. 3	Total	P. 1	P. 2	P. 3	Total	P. 3 RES
Female	308	137	374	819	41	34	40	115	16
%	60.7%	65.9%	58.3%	60.4%	63.1%	68.0%	57.1%	62.2%	
Male	199	71	267	537	24	16	30	70	10
%	39.3%	34.1%	41.7%	39.6%	36.9%	32.0%	42.9%	37.8%	
<b>Total</b>	<b>507</b>	<b>208</b>	<b>641</b>	<b>1356</b>	<b>65</b>	<b>50</b>	<b>70</b>	<b>185</b>	<b>26</b>

Table 7b. Applications in Profile 1 by Employment Sector and Gender

Sector	Total Applications				Total Approved by JsC2			
	Female	Male	Total	%	Female	Male	Total	%
Local Gov	103	75	<b>178</b>	35.1%	22	14	<b>36</b>	55.4%
Business Organization	69	52	121	23.9%	2	2	4	6.2%
Local NGO	43	20	<b>63</b>	12.4%	7	4	<b>11</b>	16.9%
High School	31	8	39	7.7%	6		6	9.2%
University/Research Institute	22	16	38	7.5%	1	1	2	3.1%
Union Mass	9	5	14	2.8%				0.0%
Hospital/Medicine Centre	8	6	14	2.8%	3	2	5	7.7%
INGOs/International Agency	9	4	13	2.6%				0.0%
Unemployed	6	4	10	2.0%				0.0%
Overseas	3	6	9	1.8%				0.0%
Ministry Project	3	2	5	1.0%		1	1	1.5%
Media/Journalism	2	1	3	0.6%				0.0%
<b>Total</b>	<b>308</b>	<b>199</b>	<b>507</b>	<b>100.0%</b>	<b>41</b>	<b>24</b>	<b>65</b>	<b>100.0%</b>

## Applications by study theme

The Development themes with the largest number of applications in the following order are: Economic Growth (21.4%), Education (18.1%), Environment (12.4%), Governance (12%), Rural Development (9.4%), Health, HIV/AIDS (8%) and Infrastructure (6.6%). While the first seven themes are the same seven themes as in 2013, the order is quite different except that Economic Growth remains the most popular. The biggest changes from last round are the reductions in Rural Development from 15% to 9.4% and Infrastructure from 10% to 6.6%. Environment increased from 10% to 12.4%.

Table 8. Applications by study theme

Development Theme	Total Applications					Total Approved by JSC2							
	P. 1	P. 2	P. 3	Total	%	P. 1	P. 2	P. 3 REC	Total	%	RES	Grand Total	%
Economic growth	90	60	140	<b>290</b>	21.4%	5	23	7	<b>35</b>	18.9%	6	<b>41</b>	19.4%
Education	80	8	157	<b>245</b>	18.1%	6	2	16	<b>24</b>	13.0%	5	<b>29</b>	13.7%
Environment	65	18	85	<b>168</b>	12.4%	12	4	7	<b>23</b>	12.4%	4	<b>27</b>	12.8%
Governance	66	75	22	<b>163</b>	12.0%	11	11	1	<b>23</b>	12.4%		<b>23</b>	10.9%
Rural development	65	6	56	<b>127</b>	9.4%	11		9	<b>20</b>	10.8%		<b>20</b>	9.5%
Health, HIV/AIDS, pandemics	45	11	53	<b>109</b>	8.0%	8	3	8	<b>19</b>	10.3%	3	<b>22</b>	10.4%
Infrastructure	43	1	46	<b>90</b>	6.6%	3		7	<b>10</b>	5.4%	4	<b>14</b>	6.6%
Food security	5	3	43	<b>51</b>	3.8%		2	7	<b>9</b>	4.9%	3	<b>12</b>	5.7%
Gender equality	20	2	8	<b>30</b>	2.2%	4		1	<b>5</b>	2.7%		<b>5</b>	2.4%
Human rights	8	13	6	<b>27</b>	2.0%		1		<b>1</b>	0.5%		<b>1</b>	0.5%
Disability	17	2	5	<b>24</b>	1.8%	5	1	3	<b>9</b>	4.9%	1	<b>10</b>	4.7%
Regional stability	1	6	4	<b>11</b>	0.8%			1	<b>1</b>	0.5%		<b>1</b>	0.5%
Water and sanitation	1	1	9	<b>11</b>	0.8%		3	2	<b>5</b>	2.7%		<b>5</b>	2.4%
Disaster risk reduction	1	2	7	<b>10</b>	0.7%			1	<b>1</b>	0.5%		<b>1</b>	0.5%
<b>Total</b>	<b>507</b>	<b>208</b>	<b>641</b>	<b>1356</b>	100%	<b>65</b>	<b>50</b>	<b>70</b>	<b>185</b>	100%	<b>26</b>	<b>211</b>	100%



At the award stage, the order remains the same (except Rural Development drops one place). Economic Growth remains at the top at 18.9%, slightly higher than last round (18%). Education in second place declines from 18.1% to 13%, but this is higher than the 10% in 2013. There are increases over last round in Health, HIV/AIDS from 8% to 10.3%, in Rural Development from 9.4% to 10.8% and in Food Security from 3.8% to 5.7%.

Applications in the three cross-cutting themes were very similar in numbers in the last round: Gender Equality: 30 (2013 - 28), Disability: 24 (2013 - 25) and Human Rights: 27 (2013 - 28).

However, at the awards stage, there are fewer awards than last round: Gender Equality: 5 (2013 - 8), Disability: 9 (2013 - 12) and Human Rights: 1 (2013 - 7).

The continuing high numbers of applications for gender and disability studies, in particular, can be ascribed to the increased focus on targeting these two areas in promotion materials and activities over the past two years. Of particular importance have been the visits to relevant targeted organisations by the MC's Gender and Social Inclusion Advisor prior to the application round each year. As for human rights, the third cross-cutting theme, this is more eclectic theme in terms of categorisation and the reasons for the huge drop between the number of applications and awards are not apparent.

## Disadvantaged applicants

As in the previous two rounds, disadvantaged applicants were defined as

- (i) persons with disability
- (ii) disadvantaged rural applicants born in designated poor districts OR attending high school in these districts AND working in these districts or provinces where such districts were located.

Ethnic minorities were not per se deemed as disadvantaged, but had to meet the conditions of disadvantaged rural applicants to be categorised as disadvantaged. Disadvantaged applicants enjoyed a bonus of 4 points during the assessment process to help boost their chances of selection.

**Table 9. Disadvantaged Applications and Conditional Awards**

Disadvantaged	Ethnic Group	Total Applications	Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved by JSC2
<b>Disabled</b>	Disabled	<b>21*</b>	<b>16**</b>	<b>8***</b>	<b>7***</b>
<b>Disadvantaged Rural Applications</b>	Ethnic Minorities	28	23	14	10
	Non Ethnic Minorities	81	73	37	18
	<b>Sub-Total</b>	<b>109</b>	<b>96</b>	<b>51</b>	<b>28</b>
<b>Total Disadvantaged Applications</b>		<b>130</b>	<b>112</b>	<b>59</b>	<b>35</b>

\* 16 applications in Profile 1 plus 2 application in Profile 2 and 3 applications in Profile 3

\*\* 12 applications in Profile 1 plus 1 application in Profile 2 and 3 applications in Profile 3

\*\*\* 5 applications in Profile 1 plus 2 application in Profile 3

#### Persons with disability (PWDs)

There was a further increase in the number of applications from PWDs to 21 this round from 16 in 2013, although the 7 awards offered were one less than last year's 8. The results of the past two years are a substantial improvement over the 2 applicants and 2 awards in the 2012 round.

Five of the awardees are in Profile 1 and two are in Profile 3 (one a Masters and the other a PhD awardee). Four PWD candidates suffer from mobility difficulty in the legs and one in the hand, while two have hearing impairments. Unlike last round, there were no applicants with sight impairments.

#### Disadvantaged rural applicants

Disadvantaged rural applicants are divided into i) those who are ethnic minorities and who fulfill the definition of disadvantaged rural applicant and ii) those who are not ethnic minorities. There was a significant increase in the total of number disadvantaged applicants from rural areas to 109 this round from 83 last round. The biggest increase came from non-ethnic minority applicants whose numbers jumped to 81 this round from 60 last round.

Of the total of 51 short-listed rural disadvantaged candidates, 28 were approved by the JSC for awards (10 ethnic minorities and 18 non-ethnic minorities). This compares with 25 awards offered in 2012.

### **Ethnic minorities**

There was a small increase in applications from ethnic minorities from 49 last round to 52 this round (F: 35, M: 17). Of these 52, 35 were deemed eligible and 21 were shortlisted (F: 13; M: 8) and 14 (F: 9; M: 5) approved by the JSC for awards. This compares to the 10 (F: 5; M: 5) who received awards last year.

There was a smaller range in ethnic group representation at application decreasing from 14 to 11 ethnic groups (but the same number as in 2012). The Tay (15) and the Muong (10) have the largest number of the 52 applications. Eight ethnic groups achieved awards. The Tay have the most awards (4) while the Muong, Khmer and the Giay are in second place with 2 awards each. Nine of the awards were in Profile 1, one in Profile 2 and 4 in Profile 3.

For the second year, the Tay have replaced the Thai as the dominant ethnic minority group applying for and receiving awards. The Central Highlands ethnic groups are represented by one award each for the Ede and Ja Rai. For the first time under the AAV program a Hmong has received an award.

Table 10. Ethnic Minorities

Ethnic Group	Total Applications				Total Eligible Applications				Total Shortlisted Applications				Total Approved by JSC2			
	P. 1	P. 2	P. 3	Total	P. 1	P. 2	P. 3	Total	P. 1	P. 2	P. 3	Total	P. 1	P. 2	P. 3	Total
Tay	10	2	3	15	5	2	3	10	3	1	1	5	3		1	4
Muong	7	2	1	10	5	2		7	3	1		4	1	1		2
Khmer	3		4	7	1		2	3	1		2	3	1		1	2
Nung	6			6	5			5	2			2	1			1
Ede	2	1	2	5			2	2			2	2			1	1
Thai	2			2	2			2								
Ja Rai	2			2	2			2	1			1	1			1
Giay	1		1	2	1		1	2	1		1	2	1		1	2
Cham			1	1			1	1			1	1				
Hmong	1			1	1			1	1			1	1			1
Lach	1			1												
<b>Total</b>	<b>35</b>	<b>5</b>	<b>12</b>	<b>52</b>	<b>22</b>	<b>4</b>	<b>9</b>	<b>35</b>	<b>12</b>	<b>2</b>	<b>7</b>	<b>21</b>	<b>9</b>	<b>1</b>	<b>4</b>	<b>14</b>

Table 11. Applications by Region and Provinces approved by JSC2

Region	Seq No	Province	Total Applications				Total Eligible Applications				Total Shortlisted Applications by JSC1				Total Approved by JSC2					
			P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	%	P.3 RES
Central Coast	1	Danang	19	3	46	68	6	2	34	42	2		9	11	2		3	5	2.7%	2
	2	Khanh Hoa	6		9	15	3		8	11	1		3	4			1	1	0.5%	
	3	Quang Nam	7		3	10	6		2	8	2		1	3	1		1	2	1.1%	
	4	Quang Ngai	2		4	6	1		2	3	1		2	3	1		1	2	1.1%	1
	5	Binh Dinh			5	5			4	4			2	2			1	1	0.5%	1
	6	Phu Yen	1		3	4			3	3									0.0%	
	7	Ninh Thuan	1		1	2	1		1	2	1		1	2	1			1	0.5%	1
		Sub-Total	36	3	71	110	17	2	54	73	7		18	25	5		7	12	6.5%	5
Central Highlands	8	Dak Lak	11	1	15	27	8		13	21	3		10	13	2		5	7	3.8%	
	9	Lam Dong	5		3	8	3		3	6	1			1	1			1	0.5%	
	10	Dak Nong	7			7	6			6	5			5	4			4	2.2%	
	11	Gia Lai	4		2	6	4		1	5	1			1						
	12	Kon Tum	2		3	5	2		3	5	1		3	4			1	1	0.5%	
		Sub-Total	29	1	23	53	23		20	43	11		13	24	7		6	13	7.0%	
Mekong	13	Can Tho	12		43	55	3		34	37	1		7	8	1		2	3	1.6%	

Region	Seq No	Province	Total Applications				Total Eligible Applications				Total Shortlisted Applications by JSC1				Total Approved by JSC2					
			P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	%	P.3 RES
Delta	14	An Giang	15		13	28	13		7	20	6		1	7	3			3	1.6%	
	15	Soc Trang	7	1	4	12	6		3	9	3			3	1			1	0.5%	
	16	Kien Giang	8		1	9	4		1	5			1	1						
	17	Tien Giang	2	1	5	8	1	1	1	3	1		1	2	1		1	2	1.1%	
	18	Tra Vinh	2		6	8			5	5			5	5			2	2	1.1%	1
	19	Dong Thap	2		5	7	1		3	4			1	1			1	1	0.5%	
	20	Hau Giang	3	1	2	6	3	1	1	5	2			2	1			1	0.5%	
	21	Long An	4			4	1			1										
	22	Bac Lieu	3			3	1			1	1			1	1			1	0.5%	
	23	Vinh Long	3			3	3			3	2			2	1			1	0.5%	
	24	Ben Tre	2		1	3	2		1	3	1			1	1			1	0.5%	
	25	Ca Mau	2			2	1			1										
		Sub-Total	65	3	80	148	39	2	56	97	17		16	33	10		6	16	8.6%	1
North Central	26	Thua Thien Hue	23		43	66	13		32	45	3		13	16	2		4	6	3.2%	5
	27	Thanh Hoa	17		7	24	12		3	15	4		1	5	2			2	1.1%	1
	28	Nghe An	15		8	23	10		6	16	3		2	5	2		1	3	1.6%	

Region	Seq No	Province	Total Applications				Total Eligible Applications				Total Shortlisted Applications by JSC1				Total Approved by JSC2					
			P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	%	P.3 RES
	29	Quang Binh	13		1	14	12			12	7			7	3			3	1.6%	
	30	Quang Tri	8			8	6			6	2			2	1			1	0.5%	
	31	Ha Tinh	7		1	8	7		1	8	6		1	7	2			2	1.1%	1
		Sub-Total	83		60	143	60		42	102	25		17	42	12		5	17	9.2%	7
Northeast	32	Thai Nguyen	5		23	28	4		18	22	2		7	9	1		4	5	2.7%	
	33	Quang Ninh	5		2	7	4		1	5	2			2	1			1	0.5%	
	34	Phu Tho	3		2	5	3		2	5	1		2	3	1		1	2	1.1%	
	35	Cao Bang	3			3	1			1										
	36	Bac Kan	2		1	3	2		1	3	1			1	1			1	0.5%	
	37	Tuyen Quang	2			2	2			2	1			1						
	38	Lang Son	1	1		2	1			1	1			1						
	39	Ha Giang			1	1			1	1			1	1			1	1	0.5%	
		Sub-Total	21	1	29	51	17		23	40	8		10	18	4		6	10	5.4%	
Northwest	40	Lao Cai	15		1	16	13			13	8			8	7			7	3.8%	
	41	Dien Bien	8		2	10	8		2	10	6		2	8	3			3	1.6%	
	42	Son La	3		5	8	3		4	7	1		4	5	1		3	4	2.2%	
	43	Hoa Binh	6			6	4			4	2			2	1			1	0.5%	

Region	Seq No	Province	Total Applications				Total Eligible Applications				Total Shortlisted Applications by JSC1				Total Approved by JSC2					
			P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	%	P.3 RES
	44	Yen Bai			1	1			1	1			1	1						
	45	Lai Chau	1			1	1			1										
		Sub-Total	33		9	42	29		7	36	17		7	24	12		3	15	8.1%	
Red River Delta	46	Hanoi	128	192	261	581 (42.8%)	42	169	196	407	13	103	69	185	10	49	28	87	47.0%	10
	47	Hai Phong	6		9	15	3		4	7										
	48	Vinh Phuc	4		2	6	4		2	6										
	49	Thai Binh	3		2	5	2		2	4			1	1			1	1	0.5%	
	50	Hai Duong	2		1	3	1		1	2	1			1						
	51	Bac Ninh	2		1	3	2		1	3	1		1	2						
	52	Ninh Binh	2			2	1			1										
	53	Hung Yen	1		1	2	1		1	2										
	54	Nam Dinh	1			1	1			1										
		Sub-Total	149	192	277	618	57	169	207	433	15	103	71	189	10	49	29	88	47.6%	10
Southeast	55	HCMC	68	8	85	161 (11.87%)	12	5	63	80	6	2	18	26	4	1	8	13	7.0%	3
	56	Ba ria - Vung Tau	4		6	10	3		4	7										



Region	Seq No	Province	Total Applications				Total Eligible Applications				Total Shortlisted Applications by JSC1				Total Approved by JSC2					
			P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	P.1	P.2	P.3	Total	%	P.3 RES
	57	Binh Duong	3		1	4														
	58	Dong Nai	3			3	1			1	1			1	1			1	0.5%	
	59	Tay Ninh	2			2	2			2	1			1						
	60	Binh Phuoc	1			1	1			1	1			1						
	61	Binh Thuan	1			1	1			1										
		Sub-Total	82	8	92	182	20	5	67	92	9	2	18	29	5	1	8	14	7.6%	3
Overseas	61	Philippines	2			2														
	62	Brunei	1			1														
	63	Portugal	1			1														
	64	Singapore	1			1														
	65	Thailand	1			1														
	66	UK	1			1														
	67	USA	1			1														
	68	Zambia	1			1														
		Sub-Total	9			9														
Total			507	208	641	1356	262	178	476	916	109	105	170	384	65	50	70	185	100%	26

\* There a total 1347 applications from 61 provinces and 9 applications from overseas

## Applications by regions and provinces

There continues to be broad geographical representation across Vietnam with applications received from 61 of Vietnam's 63 provinces/cities, four more than in 2013. At the award stage, 39 provinces are represented, compared to 32 provinces, who received conditional awards last year.

The percentage of applicants from Hanoi in this round (42.8%) is only a little less than last round (44.2%). The continuing disproportionate number of applications from Hanoi is not surprising as all CAs are based in Hanoi; Hanoi remains the principal tertiary education and research centre for Vietnam; and many local NGO headquarters are based in Hanoi. However, there was a significant decrease in the percentage of awards from Hanoi (47%) compared to last round (58%). This reflects the ineligibility this round of INGOs and international agencies, normally based in Hanoi, and the smaller percentage of Profile 2 awards approved.

In HCM City, there was a more significant drop in the percentage of applications, from 15.2% last round to 11.9% this round, although the percentage of awards from HCM City (7%) was virtually the same.

The provinces (other than the 6 major cities) with the largest number of applications (7 or more) are listed below together with the number of total awards and the number of Profile 1 awards. The five provinces that stand out in terms of Profile 1 awards are Lao Cai (7), Dak Nong (4), Quang Binh (3), An Giang (3) and Dien Bien (3), all targeted disadvantaged provinces. The four provinces each with two Profile 1 awards are also targeted provinces.

**Table 12. Provinces with the largest number of applications, total awards and Profile 1 awards approved by JSC2**

Provinces	Applications	Awards	Awards Profile 1
Khanh Hoa	15	1	0
Quang Nam	10	2	1
Dak Lak	27	7	2
Dak Nong	7	4	4
An Giang	28	3	3
Kien Giang	9	0	0
Soc Trang	12	1	1
Tien Giang	8	2	1
Tra Vinh	8	2	0
Dong Thap	7	1	0
Thanh Hoa	24	2	2
Nghe An	23	3	2
Quang Binh	14	3	3
Ha Tinh	8	1	1
Quang Tri	8	2	2

Provinces	Applications	Awards	Awards Profile 1
Thai Nguyen	28	5	1
Quang Ninh	7	1	1
Lao Cai	16	7	7
Dien Bien	10	3	3
Son La	8	4	1

For a more detailed analysis of the applications and awards of disadvantaged provinces visited for the 2014 round see p 42, Annex 1 General Awareness and Promotion Report.

### 5.1 Applications by university / college

There was a slightly smaller representation of applications from universities/colleges across the country (154) compared to last round (157), but the same number as in 2012. The number of universities/colleges remaining at the award stage dropped to 41.

It is noteworthy that two targeted regional/provincial universities achieved good award results – Tay Nguyen (4) and Thai Nguyen (3). Tra Vinh University, another targeted university which has performed poorly in the past, achieved 2 awards this round. Surprisingly, An Giang University, which has been among the top recipients of awards among the targeted universities each year, has no awards this round. These two last figures indicate that results should be more usefully analysed over a period of time, instead of year by year, to obtain a more accurate assessment.

In fact, Tay Nguyen University has the highest number of awards among all universities and colleges in the country this round. This compares with the seven colleges/schools at Hue University with a total of 4 awards, the five colleges at VNU, Hanoi with 3 awards, and the four colleges at Danang University with 3 awards. Both VNU, HCM City and Can Tho University have only one award each among all their colleges. In 2013, the universities with the highest number of awards were the College of Technology, Danang University – 6, and the Banking Academy and Tay Nguyen University with 4 each.

While there were high numbers of applications from the large, prestigious universities, these numbers were significantly reduced at the short-listing and approval stages. This took place principally in the context of higher priority being given to lecturers at regional and provincial universities (other than those located in the six large cities), in particular through being allocated 4 bonus points. As the results indicate, it is clear that the large, urban universities do not predominate in terms of awards this round.

The wide spread of universities and colleges with applicants indicates that the scholarship program is generally well known among lecturers at these institutions. The large influx of applications from tertiary level lecturers should continue because of the ongoing pressures from MOET and universities/colleges on academics to upgrade their degrees.

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
Others	Others	1	An Giang University	12	6		0		0	0
		2	Tay Nguyen University	10	9	7	4	7.8%	0	4
		3	Hong Duc University	7	3	1	0	0.0%	1	1
		4	Nha Trang University	6	6	3	1	2.0%	0	1
		5	Tra Vinh University	6	5	5	2	3.9%	1	3
		6	Dong Thap University	5	3	1	1	2.0%	0	1
		7	Danang University, Kon Tum Campus	3	3	3	1	2.0%	0	1
		8	Dalat University	3	3		0	0.0%	0	0
		9	Vinh University	3	2	2	1	2.0%	0	1
		10	Tien Giang University	3			0	0.0%	0	0
		11	Quang Nam University	3	2	1	1	2.0%	0	1
		12	University of Finance and Accounting	3	1	1	0	0.0%	1	1
		13	Tay Bac University	3	2	2	1	2.0%	0	1
		14	Vinh University of Technology Education	2	2		0	0.0%	0	0
		15	Academy of Banking -	2	2		0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
			Phu Yen Branch							
		16	Hanoi Pedagogical University No.2	2	2		0	0.0%	0	0
		17	Northeast College of Agriculture and Forestry	2	1		0	0.0%	0	0
		18	Soc Trang Community College	2	2		0	0.0%	0	0
		19	Ba ria - Vung Tau University	2			0	0.0%	0	0
		20	PetroVietnam University	2	2		0	0.0%	0	0
		21	Binh Dinh College	2	2	2	1	2.0%	1	2
		22	Quy Nhon University	2	1		0	0.0%	0	0
		23	Hau Giang Community College	2	1		0	0.0%	0	0
		24	Ba ria - Vung Tau Teacher Training College	1	1		0	0.0%	0	0
		25	Hung Yen University of Finance and Business Administration	1	1		0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		26	Nha Trang College of Education	1	1		0	0.0%	0	0
		27	Kien Giang Vocational College	1	1	1	0	0.0%	0	0
		28	Lao Cai Teacher Training College	1			0	0.0%	0	0
		29	Nghe An Teacher Training College	1	1		0	0.0%	0	0
		30	Van Xuan University of Technology	1	1		0	0.0%	0	0
		31	Vinh University of Medicine	1			0	0.0%	0	0
		32	Tuy Hoa Industrial College	1	1		0	0.0%	0	0
		33	Quang Binh University	1			0	0.0%	0	0
		34	Southern Agriculture College	1	1	1	1	2.0%	0	1
		35	Yen Bai Teacher Training College	1	1	1	0	0.0%	0	0
		36	Pham Van Dong University	1	1	1	1	2.0%	0	1

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		37	Soc Trang Teachers' Training College	1	1		0	0.0%	0	0
		38	Son La College	1	1	1	1	2.0%	0	1
		39	Thai Binh Medical College	1	1	1	1	2.0%	0	1
		40	Bac Kan Community College	1	1		0	0.0%	0	0
		41	Ben Tre College	1	1		0	0.0%	0	0
		42	Binh Duong University	1			0	0.0%	0	0
		43	Dien Bien Teachers' Training College	1	1	1	0	0.0%	0	0
		44	Dien Bien Technical and Economic College	1	1	1	0	0.0%	0	0
		45	Nong Lam University, Gia Lai Campus	1	1		0	0.0%	0	0
		46	Ha Giang Teacher Training College	1	1	1	1	2.0%	0	1
		47	Ha Tinh University	1	1	1	0	0.0%	1	1
		48	Hai Duong Medical Technical University	1	1		0	0.0%	0	0



Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
			Sub-Total	112	81	38	18	35.3%	5	23
Hai Phong	Hai Phong	49	Hai Phong Vocational College of Tourism and Services	1			0	0.0%	0	0
		50	Hai Phong University	1			0	0.0%	0	0
		51	Maritime College No.1	2			0	0.0%	0	0
		52	Vietnam Maritime University	3	2		0	0.0%	0	0
			Sub-Total	7	2			0.0%		
Can Tho	Others	53	Can Tho Medical College	2	1		0	0.0%	0	0
		54	Can Tho College	1			0	0.0%	0	0
		55	Can Tho Technical and Economic College	1			0	0.0%	0	0
		56	Can Tho University of Technology	1	1		0	0.0%	0	0
		57	Tay Do University	1	1		0	0.0%	0	0
			Sub-Total	6	3			0.0%		
	Can Tho	58	Can Tho University	22	20	5	1	2.0%	0	1

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
	University	59	School of Economics and Business Administration, Can Tho University	3	3		0	0.0%	0	0
		60	College of Agriculture and Applied Biology, Can Tho University	2	2	1	0	0.0%	0	0
		61	School of Education, Can Tho University	2	2		0	0.0%	0	0
		62	School of Social Sciences and Humanities, Can Tho University	2	2		0	0.0%	0	0
			Sub-Total	31	29	6	1	2.0%	0	1
	Sub - Total			37	32	6	1	2.0%	0	1
Danang	Others	63	College of Commerce	2	2		0	0.0%	0	0
		64	Danang University of Medical Technology and Pharmacy	2	2	2	0	0.0%	1	1
		65	College of Transportation No. 2	1			0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		66	Danang College of Economics - Planning	1			0	0.0%	0	0
		67	Danang Polytechnic College	1	1		0	0.0%	0	0
		68	Danang Vocational Tourism College	1			0	0.0%	0	0
		69	Duc Tri College	1	1		0	0.0%	0	0
		70	Duy Tan University	2			0	0.0%	0	0
			Sub-Total	11	6	2	0	0.0%	1	1
	Danang University	71	College of Economics, Danang University	14	11		0	0.0%	0	0
		72	College of Science and Technology, Danang University	13	10	5	2	3.9%	1	3
		73	College of Foreign Languages Studies, Danang University	5	5	1	1	2.0%	0	1
			College of Education, Danang University	1	1	1	0	0.0%	0	0
			Sub-Total	33	27	7	3	5.9%	1	4

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
	Sub-Total			44	33	9	3	5.9%	2	5
Hanoi	Others	74	Hanoi University of Agriculture	23	17	6	2	3.9%	1	3
		75	Academy of Banking	13	10	2	1	2.0%	0	1
		76	National Economics University	9	3	1	0	0.0%	0	0
		77	Hanoi University of Science and Technology	8	7	1	1	2.0%	0	1
		78	Foreign Trade University	7	5		0	0.0%	0	0
		79	Water Resources University	7	5	2	1	2.0%	0	1
		80	Hanoi School of Public Health	6	5	3	2	3.9%	1	3
		81	Hanoi University	6	6	2	1	2.0%	0	1
		82	Hanoi University of Natural Resources and Environment	5	3	1	0	0.0%	0	0
		83	University of Civil Engineering	5	5	3	2	3.9%	1	3

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		84	Vietnam Forestry University	5	3		0	0.0%	0	0
		85	Hanoi University of Architecture	4	4	1	1	2.0%	0	1
		86	Hanoi University of Industry	4	2		0	0.0%	0	0
		87	Diplomatic Academy of Vietnam	3	2		0	0.0%	0	0
		88	Hanoi National University of Education	3	3	1	1	2.0%	0	1
		89	Hanoi University of Medicine	3	2	1	0	0.0%	0	0
		90	People's Police Academy	3	2	1	1	2.0%	0	1
		91	University of Transport and Communications	3	3	1	0	0.0%	1	1
		92	Academy of Finance	2	2		0	0.0%	0	0
		93	Hanoi University of Mining and Geology	2	2	1	0	0.0%	0	0
		94	People's Security Academy	2	2	2	1	2.0%	0	1

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		95	University of Commerce	2	2		0	0.0%	0	0
		96	University of Labour and Social Affairs	2	1		0	0.0%	0	0
		97	Academy of Journalism and Communication	1	1		0	0.0%	0	0
		98	Academy of Politics and Public Administration - Region I	1			0	0.0%	0	0
		99	FPT University	1	1		0	0.0%	0	0
		100	Ha Tay Teacher Training College	1	1		0	0.0%	0	0
		101	Hanoi University of Culture	1			0	0.0%	0	0
		102	Hanoi University of Pharmacy	1	1		0	0.0%	0	0
		103	Hanoi Vocational College of High Technology	1			0	0.0%	0	0
		104	Institute of International Studies - Ministry of Public Security	1	1		0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		105	Phuong Dong University	1	1		0	0.0%	0	0
		106	Posts and Telecommunications Institute of Technology	1			0	0.0%	0	0
		107	Thang Long University	1	1		0	0.0%	0	0
		108	Thanh Tay University	1	1		0	0.0%	0	0
		109	The North Vietnam College Of Agriculture And Rural Development	1			0	0.0%	0	0
		110	Vietnam University of Fine Arts	1			0	0.0%	0	0
			Sub-Total	141	104	29	14	27.5%	4	18
	Vietnam National University - Hanoi	111	College of Languages and International Studies, Vietnam National University - Hanoi	7	7	3	2	3.9%	1	3
		112	College of Natural Sciences, Vietnam National University - Hanoi	5	4		0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		113	College of Social Sciences and Humanities, Vietnam National University - Hanoi	3	3	1	0	0.0%	0	0
		114	College of Engineering and Technology, Vietnam National University - Hanoi	1	1	1	1	2.0%	0	1
		115	International School, Vietnam National University - Hanoi	1			0	0.0%	0	0
			Sub-Total	17	15	5	3	5.9%	1	4
	Sub-Total			158	119	34	17	33.3%	5	22
HCMC	Others	116	HCMC University of Banking	7	5		0	0.0%	0	0
		117	HCMC University of Economics	6	3	1	0	0.0%	0	0
		118	HCMC University of Education	6	4		0	0.0%	0	0
		119	HCMC University of Medicine and Pharmacy	6	5	3	2	3.9%	0	2



Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		120	Nong Lam University	6	5	1	1	2.0%	0	1
		121	HCMC Open University	3	2	1	0	0.0%	0	0
		122	HCMC University of Technical Education	3	3		0	0.0%	0	0
		123	HCMC University of Technology	3	3	1	0	0.0%	0	0
		124	College of Finance and Customs	2	2		0	0.0%	0	0
		125	HCMC University of Food Industry	2	1		0	0.0%	0	0
		126	HCMC University of Transport	2	1		0	0.0%	0	0
		127	Pham Ngoc Thach University of Medicine	2	2		0	0.0%	0	0
		128	HCMC University of Architecture	1	1	1	0	0.0%	1	1
		129	HCMC University of Culture	1			0	0.0%	0	0
		130	HCMC University of Foreign Trade University	1	1	1	1	2.0%	0	1

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		131	HCMC University of Industrial	1	1		0	0.0%	0	0
		132	HCMC University of Law	1	1	1	0	0.0%	0	0
		133	HCMC University of Sports	1	1		0	0.0%	0	0
		134	Hoa Sen University	1	1		0	0.0%	0	0
		135	Nguyen Tat Thanh University	1	1		0	0.0%	0	0
		136	Saigon Technology University	1	1		0	0.0%	0	0
		137	Ton Duc Thang University	1	1		0	0.0%	0	0
			Sub-Total	58	45	10	4	7.8%	1	5
	Vietnam National University - HCMC	138	College of Social sciences and Humanities, Vietnam National University - HCMC	3	2		0	0.0%	0	0
		139	College of Natural Sciences, Vietnam National University -	2	2	1	1	2.0%	0	1

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
			HCMC							
		140	College of Economics and Law, Vietnam National University - HCMC	1	1	1	0	0.0%	0	0
		141	International School, Vietnam National University - HCMC	1			0	0.0%	0	0
			Sub-Total	7	5	2	1	2.0%	0	1
	Sub-Total			65	50	12	5	9.8%	1	6
Thai Nguyen	Thai Nguyen University	142	College of Economics and Business Administration, Thai Nguyen University	10	9	2	1	2.0%	0	1
		143	College of Agriculture and Forestry, Thai Nguyen University	4	4	2	1	2.0%	0	1
		144	International School, Thai Nguyen University	3			0	0.0%	0	0
		145	School of Foreign Languages, Thai Nguyen University	2	1		0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		146	College of Economics and Technology, Thai Nguyen University	1	1	1	1	2.0%	0	1
		147	College of Sciences, Thai Nguyen University	1	1		0	0.0%	0	0
			Sub-Total	21	16	5	3	5.9%	0	3
Thua Thien Hue	Others		Hue Industrial College	3	2			0.0%		
	Hue University	148	College of Economcis, Hue University	12	10	3	1	2.0%	1	2
		149	College of Agriculture and Forestry, Hue University	11	10	3	0	0.0%	1	1
		150	College of Foreign Languages, Hue University	6	5	3	1	2.0%	2	3
		151	College of Medicine and Pharmacy, Hue University	3	1	1	1	2.0%	0	1
		152	Hue University	3	1	1	1	2.0%	0	1
		153	College of Education, Hue University	1	1		0	0.0%	0	0

Region	Big Cities/ Universities	Seq No	Organisation	Total Applications	Total Eligible Applications	Total Shortlisted Applications by JSC1	Total Approved Applications by JSC2	Percentage Approved	Total Approved on Reserve List by JSC2	Total Approved/R eserve
		154	College of Sciences, Hue University	1	1	1	0	0.0%	1	1
			Sub-Total	37	29	12	4	7.8%	5	9
	Sub-Total			40	31	12	4	7.8%	5	9
	Total			484	364	116	51	100.0%	18	69

## Profile 2 applications from Central Agency (CA) staff

As indicated above, there was almost a doubling of Profile 2 applications from CA employees to 208 compared to 113 last round. This was largely due to the removal of the requirement for Profile 2 applicants to submit IELTS certificates on application and most of the Profile 2 applicants took advantage of this. Of the 34 Central Agencies (CAs) in Profile 2, applications were received from the staff of 27 CAs (5 more than last round), including from one of the four mass organisations (Communist Youth Union) added to the list in 2014. Topping the list, similar to last round, are MOF (41), which is a huge increase from 18 applications in 2013 and SBV (21), up from 13 last year. MPI is not far behind with 20 applications, an increase from 9 last round.

The interview panels recommended 48 candidates from 15 CAs to JSC2 and 50 were approved for awards. However, four of these awardees subsequently had their scholarships withdrawn, when it was learnt they already had a Masters degree and thus the number approved dropped to 46. The shortfall in places was filled by high quality Profile 3 Masters conditional awardees, who were on the reserve list.

Topping the list of awards (after removing the 4 disqualified awardees above) were: SBV (8), MOF (7), MPI (5), MOFA (4), MOLISA (4), all agencies under the former PPI program. Only four of the non-former PPI agencies had awards approved by JSC2 – SPP, SPC, PCOC and ONA. However, the award of the ONA staff member award was subsequently withdrawn as she applied for a second Masters. Four of the non-former PPI agencies (MOCST, GI, Most and CEMA) in fact declined to participate formally in the program because of the poor English language levels of their staff and thus the lack of potential applicants.

A key reason for the large gap between the number of applicants and the number of awardees was that many of the candidates were young, lacked experience and were not able to articulate their future contributions to the work place and more broadly to Vietnam's development. Some of these would be better placed next round after another year's work experience and have been encouraged to apply again. While the number of awards this round still fell short of the reduced 30% target of 55 awards, the new target is more realistic and it is possible it could be reached next round.

Table 14. Results by CAs

Seq. No	CAs	Total Applications			Total Approved by JSC2		
		F	M	Total	F	M	Total
1	MOF	32	9	41	4	4	8
2	SBV	15	6	21	7	1	8
3	MPI	15	5	20	6	1	7
4	MOIT	9	7	16	2	1	3
5	MPS	5	10	15		2	2
6	MOFA	7	5	12	3	1	4
7	MONRE	10	2	12	2	1	3
8	MOLISA	6	6	12	2	2	4

Seq. No	CAs	Total Applications			Total Approved by JSC2		
		F	M	Total	F	M	Total
9	MOH	7	3	10	2	1	3
10	SPP	4	4	8	1		1
11	MARD	4	3	7	2	1	3
12	SPC	2	4	6		1	1
13	MOJ	3	1	4	1		1
14	MOST	2	2	4			
15	VOV	3		3			
16	VSS	3		3			
17	VNA	2		2			
18	ONA	2		2	1		1
19	SA	1	1	2			
20	MOC	1		1			
21	OOG	1		1			
22	MOIC		1	1			
23	MOET		1	1			
24	PCOC	1		1	1		1
25	VTV		1	1			
26	HCMCYU	1		1			
27	MOT	1		1			
	<b>Total</b>	<b>137</b>	<b>71</b>	<b>208</b>	<b>34</b>	<b>16</b>	<b>50</b>

## Suspected fraud cases

As for all Coffey International managed programs, AAV takes a zero-tolerance approach to all fraud and is fully compliant with DFAT guidelines. During the 2014 selection round eleven cases of suspected fraud cases were detected, which is a sharp increase compared to previous years. The cases fell into two types: i) not disclosing relevant information in their application (9 cases), and ii) false application supporting documents (2 cases). Five cases were detected during the appraisal and interview stages and were made ineligible. Six cases were detected after they had been awarded conditional scholarships and their scholarships were withdrawn.

### **Not disclosing relevant information**

Eight of the nine cases involved applicants applying for a Masters Degree but withholding information in the application form that they already had a Masters Degree. Applying for second Masters Degree would make them ineligible.

One of these cases was detected through scrutiny of supplementary documents during application appraisal, which revealed she had a Masters degree. Another case became known when an applicant from the Ministry of Finance disclosed during her interview that she already had a Masters degree. Both these applicants were made ineligible and not considered by the Joint Selection Committee (JSC).

Following the above two cases, the JSC requested AAV to write to heads of organisation and personnel departments of all 2014 conditional round awardees seeking confirmation on the educational qualifications of the awardees. As a result of this correspondence six more cases were detected and their scholarships were withdrawn.

- Central Agencies (CAs) – 4 cases: Ministry of Planning and Investment (2 cases), Ministry of Finance (one case) and Office of the National Assembly (one case).
- Vietnam Academy of Water Resources – one case
- Nghe An Planning and Construction Institute – one case

The ninth case involved a lecturer at An Giang University applying for a Masters in Organisational Leadership, while his Letter of Employment and academic reference stated that he was applying for a PhD and that he already had a Masters Degree in Philosophy. His application was made ineligible and not considered by the JSC.

### **False application supporting documents**

The first case involved an applicant resident in Hanoi who provided a fraudulent letter of employment and labor contract indicating falsely that she was employed at a provincial Department of Agriculture and Rural Development. If this was the situation she would have been eligible. The second case involved an applicant who altered by hand the dates of one of her employment contracts so as to show the employment period met the application requirements. Both these applications were made ineligible and were not considered by the JSC.

### **Follow-up actions taken by AAV**

1. Emails/letters were sent to the heads of organisation and personnel departments/sections or heads of organisations of all 2014 round conditional awardees and reserve awardees, who had been transferred from the reserve to the official list.
2. Letters were sent to the applicants suspected of fraudulent actions stating that their actions were a serious infringement of the Australia Awards Scholarship application and selection procedures. As a consequence they would be disqualified from further consideration of any scholarship funded by the Australian Government.

All organisations cooperated and responded to AAV's emails/letters, without any apparent relationship damage. However, MPI wrote a letter asking that its employee be able to apply for other Australia Government scholarships and ONA wrote asking that the employee be permitted to do the Masters degree she applied for, as it was in line with her work requirements.

### **Fraud prevention measures**

1. As has been the practice in previous selection rounds, AAV checked the veracity of IELTS certificates on <https://ielts.ucles.org.uk> of all 2014 round conditional



awardees, who submitted certificates obtained through self-funded tests, not official tests funded by AAV.

2. The reference to DFAT's policy on fraud has been placed in a more prominent position on the 'How to Apply' page of the AAV website with a link to the existing sub-page 'Policy on Fraud'.
3. Not applying for a second Degree at the same level has been added specifically to the list of Eligibility Criteria. The warning about not applying for a second Masters degree now appears in more locations on the AAV website.
4. The Letter of Employment and CV templates have been strengthened by requesting that all university and college degrees of the applicant be listed in both documents. (Both these documents are signed off by the employer.)
5. An additional box has been added to the Application Checklist used in appraising applications noting whether or not the academic degrees have been listed in the Letter of Employment.

Where the employer has not provided the requested information on academic degrees for a conditional awardee in the Letter of Employment, then a letter will be sent to the employer similar in content to the letters sent out this round

# Annex 3

## **Placement and Mobilisation Report 2014**

## Introduction

This report provides statistical data and analysis as at 20 December 2014 of key aspects of the placement and mobilization process undertaken for awardees in 2014 from three rounds: 2012 round/2013 intake (ADS 2013), 2013 round/2014 intake (AAS 2014), 2013 round/2014 intake (AAS 2015)\*. The following matters are discussed:

- Overview of key results (by round/ intake)
- Key placement statistics (placement, reasons for withdrawal, fields of study, placement by universities)
- Mobilisation (visas, health checks, travel arrangements, etc)
- English Language Policy
- University Information Day
- Placement and mobilisation of awardees with disability
- Issues arising

In 2014, a total of 215 (M=89; F=126) awardees from three rounds (2012: 5, 2013: 145, 2014: 65) were placed. This compares to the total of 263 awardees placed in 2013, also from three rounds. Forty-seven were enrolled in PhD studies and 168 were in Masters courses at 29 Australian universities. In 2014, Flinders University had by far the highest number of AAS awardees (39) and the second was the University of Queensland (19).

In 2014, the visa application and health examination processes were carried out smoothly. There was no case of late visa grant for awardees who met health requirements.

The communications between RMIT and AAV relating to the awardees' progress during their English Language Training at RMIT Vietnam, IELTS tests and placement issues were effective. Awardees' progress was monitored closely and academic and non-academic support for awardees was provided on a timely basis. As a result, awardees were able to complete their courses at RMIT successfully and/or able to obtain placement offers or be approved for additional English Language Training.

Some minor issues that were raised in the 2013 Annual Report were resolved during the 2014 placement and mobilisation process; no new issues arose during 2014 that require further attention

## Overview of key results

### ADS 2012 round / 2013 intake

Of the 253 awardees (22 ALAS and 231 ADS) from the 2012 round, 243 (20 ALAS and 223 ADS) awardees were placed at 31 Australian universities and mobilized successfully in 2012, 2013 and 2014.

Eighteen awardees withdrew including 15 conditional awardees and 3 awardees on the reserve list, who withdrew during the placement process. The difference in the number of awards approved (253) and the number placed (243) was due to the fact that 10 awardees who withdrew late could not be replaced in time. The reasons for withdrawal are set out in Table 1.e and Table 1.f.

As reported in the 2013 Annual report, 5 rural disadvantaged awardees were approved to depart later than their peers – in semester 2, 2014. These five awardees were placed and mobilised successfully in 2014 through different means: (i) two met the required IELTS of their approved courses after an extra English course, (ii) one received an English waiver due to her improved IELTS score, (iii) one was offered a place conditionally with a Graduate Diploma as an articulating course, and (iv) one was approved for PCE in Australia. Thus the total number of awardees placed from the 2012 round/2013 intake is unchanged.

### ADS 2013 round / 2014 intake

In the 2013 round, there was no separate ALAS program. The ALAS program was transformed into a leadership component of the AAS program. There were 235 conditional awardees (226 AAS awardees plus 9 AAS awardees who were approved for the leadership program) and 15 candidates placed on reserve.

Of the 235 conditional awardees, 231 awardees (including 9 leadership program awardees) were placed at 30 Australian universities. Of the 231 awardees, 86 awardees were placed in 2013 and 145 awardees were placed in 2014. Detailed placement numbers are set out in Table 1.b.

Of the 145 awardees placed in 2014, 6 awardees (including 2 rural disadvantaged and 4 non- disadvantaged ones) were approved to postpone their departure until Semester 2, 2015 due to their English and special personal circumstances (having a new born baby).

Of the four remaining awardees not placed in 2014, one rural disadvantaged awardee and one awardee with disability, who struggled with their English studies at RMIT Vietnam, were approved to attend the additional English training and IELTS preparation courses and to depart in Semester 2, 2015. These two awardees will be placed in March 2015.

Nine awardees withdrew. Seven reserve candidates including 6 Masters and one PhD were approved to replace the awardees who withdrew. There was no replacement for the two late withdrawal awardees due to the time constraints (one withdrew in October 2014 and another one withdrew in January 2015). They accounted for the other two awardees not placed in 2014.

### ADS 2014 round / 2015 intake

In the 2014 round, there were 185 conditional awardees and 26 awardees placed on reserve. Up to 10 of the conditional awardees are to be considered to join a revised leadership program. In 2014, of the 185 awardees, 65 awardees (including 24 PhD and 41 Masters) were placed at 25 Australian universities.

By the end of December 2014, 17 awardees had withdrawn, including 13 conditional awardees and 4 awardees on the reserve list, who withdrew during the placement process. Details of their reasons are set out in Table 1.e and Table 1.f.

Of the 65 awardees placed in 2014, 56 awardees will commence their studies in semester 1, 2015, 6 will commence in Semester 2, 2015. The 3 remaining students include one awardee who is waiting for the medical clearance due to having TB history and two awardees who could not depart as planned due to medical and work commitment issues. They have requested a deferral until Semester 1, 2016. Their requests have been submitted to Scholarship and Alumni Branch in Canberra for approval.

## Key placement statistics

### Placement process

The following tables provide key data relating to the placement process for the ADS/AAS awardees as of 20 December 2014.

**Table1a. 2012 round/2013 intake placement summary by semesters, gender and level of study**

Total conditional awards	Female	Male	Masters	PhD	Total	Reserve
	139	114	203	50	253	22
Awards withdrawn*	14	4	11	7	18*	
Total placed	129	114	196	47	243	14 (remaining reserve candidates)
Semester 1, 2013	52	32	61	23	84	
Semester 2, 2013	44	40	66	18	84	
Semester 1, 2014	31	39	64	6	70	
Semester 2, 2014**	2	3	5	0	5	

*Note \*: 18 withdrawal cases include 15 conditional awardees and 3 awardees on the reserve list who withdrew during the placement process.*

*\*\* 5 awardees, who were approved to postpone their departure to Semester 2, 2014, were placed and mobilized as planned.*

**Table1b. 2013 round/2014 intake placement summary by semesters, gender and level of study**

Total conditional awards	Female	Male	Masters	PhD	Total	Reserve
	132	103	188	47	235	15
Awards withdrawn*	7	2	7	2	9	8 (remaining reserve candidates)
Total placed	128	103	185	46	231	
Semester 1, 2014	53	33	63	23	86	
Semester 2, 2014	40	34	61	13	74	
Semester 1, 2015*	34	31	56	9	65	
Semester 2, 2015**	1	5	5	1	6	

*Note: The difference of 4 awards between total awards approved (235) and total awardees placed (231) due to the fact that*

*\* there were no replacements for two awardees who withdrew in October 2014 and in January 2015 and the two awards were not included in the 65 listed in Semester 1-2015, and*

*\*\*two special awardees who will be placed in March 2015 were not included in the six listed in Semester 2-2015.*

Table 1c. 2014 round/ 2015 intake placement summary by semesters, gender and level of study in 2014 (only awardees who had IELTS 6.5 and above and/or completed Level 7 at RMIT Vietnam in October 2014)

Total conditional awards	Female	Male	Masters	PhD	Total	Reserve
	115	70	148	37	185	26
Awards withdrawn*	13	4	15	2	17	9 (remaining reserve candidates)
Total placed	49	16	41	24	65	
Semester 1, 2015	44	13	37	20	57	
Semester 2, 2015	4	2	2	4	6	
Semester 1, 2016**	1	1	2	0	2	

Note: \*17 withdrawal cases include 13 conditional awardees and 4 awardees in the reserve list who withdrew during the placement process

\*\* : one awardee was diagnosed as TB positive at the mobilization stage and is undertaking the 8-month treatment regimen in Vietnam. It is expected that she could meet the health requirements of Departure of Immigration and Border Security (DIBS) for departure in semester 1, 2016. Another awardee was requested to postpone his departure until Semester 1, 2016 by his employer, the State Bank of Vietnam, due to unexpected understaffing. AAV has contacted the Scholarship and Alumni Branch Canberra for their deferral issues.

Table 1d. Summary of placement and mobilization made in 2014 by rounds and semesters

Round	Semester	Number of Awardees
<b>2012 round/2013 intake</b>	Semester 2, 2014	5
<b>2013 round/2014 intake</b>	Semester 2, 2014	74
	Semester 1, 2015	65
	Semester 2, 2015	6
	Semester 1, 2015	57
<b>2014 round/ 2015 intake</b>	Semester 2, 2015	6
	Semester 1, 2016*	2
<b>Total placement in 2014</b>		<b>215</b>

Note: \* The departure of two awardees with medical and work commitment issues from the 2014 round will be determined by Scholarship and Alumni Branch in Canberra.

Table 1e. Reasons for withdrawal

Reasons	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake
Personal reasons	3	5	7
Work commitment	0	1	0
Awarded other scholarships	15	1	2
Withdrawn by DFAT	0	2	8
<b>Total</b>	<b>18</b>	<b>9</b>	<b>17</b>

Table 1f. Details of conditional awards which were withdrawn by DFAT.

Detailed reasons	2013 round/ 2014 intake	2014 round/ 2015 intake
Insufficient English: Did not meet English entry requirement for RMIT Level 4 course at the RMIT Placement test	0	2
Ineligibility: Attending Master course in Australia when applying for scholarship	1	0
Ineligibility: Having a Master degree and applying for the second master	0	6
Misconduct: Lack of honesty and integrity	1	0
<b>Total</b>	<b>2</b>	<b>8</b>

*Note: In 2014 round, awardees who had IELTS score 4.5 or a sub-band 3.5 at the selection test were required to undertake a Placement Test administered by RMIT Vietnam to gain entry to RMIT Vietnam's Level 4 course. If the awardee was unable to meet the entry requirement, conditional offer of a scholarship would be withdrawn by DFAT.*

Table 2a. Placement summary by rounds and offer conditions (unconditional/conditional and PCE in Australia)

Stage of Placement Process	2012 round/ intake	2013 round/ 2014 intake	2014 round/ 2015 intake - 1 <sup>st</sup> group
Being offered a place unconditionally (unconditional offers)	139	150	43
Being offered a place conditionally (conditional offers)	103	81	22
Being offered a place with a PCE course funded by DFAT	1	0	0
<b>Total</b>	<b>243</b>	<b>231</b>	<b>65</b>

## Placement preferences

Table 2b. ADS/AAS placement summary by preferences for three rounds

	2012 round/ 2013 intake				2013 round/ 2014 intake				2014 round/ 2015 intake -1 <sup>st</sup> group			
Preference/ placement	1 <sup>st</sup> pref	2 <sup>nd</sup> pref	3 <sup>rd</sup> pref	Total	1 <sup>st</sup> pref	2 <sup>nd</sup> pref	3 <sup>rd</sup> pref	Total	1 <sup>st</sup> pref	2 <sup>nd</sup> pref	3 <sup>rd</sup> pref	Total
Conditional	98	4	2	104	71	10	0	81	20	2	0	22
Unconditional	118	19	2	139	133	17	0	150	39	4	0	43
<b>Total</b>	<b>222</b>	<b>21</b>	<b>4</b>	<b>243</b>	<b>104</b>	<b>27</b>	<b>0</b>	<b>231</b>	<b>59</b>	<b>6</b>	<b>0</b>	<b>65</b>

Table 2c. ADS/AAS Placement summary for three rounds by rejections

	2012 round/ 2013 intake				2013 round/ 2014 intake				2014 round/ 2015 intake- 1 <sup>st</sup> group			
Preference placement	1 <sup>st</sup> pref	2 <sup>nd</sup> pref	3 <sup>rd</sup> pref	Total	1 <sup>st</sup> pref	2 <sup>nd</sup> pref	3 <sup>rd</sup> pref	Total	1 <sup>st</sup> pref	2 <sup>nd</sup> pref	3 <sup>rd</sup> pref	Total
Rejected by student (AAV seeks placement at 2 <sup>nd</sup> or 3 <sup>rd</sup> preference)	12	0	0	12	18	0	0	18	5	0	0	5
Rejected by university (AAV seeks placement at 2 <sup>nd</sup> or 3 <sup>rd</sup> preference)	9	4	0	13	9	0	0	9	1	0	0	1
<b>Total</b>	<b>21</b>	<b>4</b>	<b>0</b>	<b>25</b>	<b>27</b>	<b>0</b>	<b>0</b>	<b>27</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>6</b>

In 2014 for the first time, there was no case of seeking placement at the 3<sup>rd</sup> preference due to the improved support of the Local Academic Advisor /placement team. Different types of support were provided for awardees before and during placement process. A meeting with awardees with low IELTS scores was held at AAV office to provide advice about the course selection and strategies to encourage them to improve their IELTS scores and thus obtain unconditional offers from Australian universities.

The Local Academic Adviser paid special attention in reviewing the course selection of all awardees and providing counselling services for a number of awardees during placement



process. Awardees, whose first preference was rejected, almost always accepted the advice of the Academic Advisor/placement team in selecting the second preference. In addition, the placement team worked closely with different universities to ensure successful placement, including the discussion of pathway options and provision of supporting documents relating to awardees' experience, qualifications and tertiary education.

The main reason for awardees deciding to withdraw from their first preference was their inability to meet the English language requirements of the course. However, the number of awardees who changed to their second preferred course where they met the English language requirements was less than last year. The reasons for university's rejections by rounds are detailed in the following table.

**Table 2d. Reasons for universities' rejection by rounds**

Reasons for rejections by universities	2012 Round/ 2013 intake	2013 Round/ 2014 intake	2014 Round/ 2015 intake - 1 <sup>st</sup> group
	Number of rejections	Number of rejections	Number of rejections
Insufficient academic background: Awardees did not meet academic entry requirement	12	8	1
Insufficient academic background: Bachelor degree is not considered equivalent to an appropriate Australian Bachelor degree	0	0	0
Insufficient English: Awardees did not meet English requirement of approved course	1	0	0
Course unavailability: the face-to-face course is no longer available	0	0	0
Supervisor unavailability: University could not arrange a supervisor for student due to staff turnover	0	1	0
<b>Total</b>	<b>13</b>	<b>9</b>	<b>1</b>

**Table 3a. Total breakdown of ADS/AAS placement by profiles,  
gender and level of study for three rounds**

Profile	Female			Male			Total
	Masters	PhD	Sub-total	Masters	PhD	Sub-total	
Profile 1	75	0	75	78	0	78	153
Profile 2	84	0	84	55	0	55	139

Profile	Female			Male			Total
	Masters	PhD	Sub-total	Masters	PhD	Sub-total	
Profile 3	90	57	147	40	60	100	247
<b>Total</b>	<b>249</b>	<b>57</b>	<b>306</b>	<b>166</b>	<b>60</b>	<b>233</b>	<b>539</b>

There were more female awardees (57%) than male awardees (43%) placed over the three rounds. This reflects the predominance of women being selected in the scholarship program.

**Table 3b. Placement summary for 2012 round/2013 intake by profiles, gender and level of study**

Profile	Female			Male			Total
	Masters	PhD	Sub-total	Masters	PhD	Sub-total	
Profile 1	34	0	34	44	0	44	78
Profile 2	30	0	30	27	0	27	57
Profile 3	42	23	65	19	24	43	108
<b>Total</b>	<b>106</b>	<b>23</b>	<b>129</b>	<b>90</b>	<b>24</b>	<b>114</b>	<b>243</b>

Female awardees accounted for 53% and male awardees 47%.

**Table 3c. Placement summary for 2013 round/2014 intake by profile, gender and level of study**

Profile	Female			Male			Total
	Masters	PhD	Sub-Total	Masters	PhD	Sub-Total	
Profile 1	33	0	33	33	0	33	66
Profile 2	41	0	41	25	0	25	66
Profile 3	36	18	54	17	28	45	99
<b>Total</b>	<b>110</b>	<b>18</b>	<b>128</b>	<b>75</b>	<b>28</b>	<b>103</b>	<b>231</b>

In the 2013 round placement, female awardees accounted for 55% while male awardees accounted for 45% of the total awardees placed.

Table 3d. Placement summary for 2014 round/2015 intake – the first group by profile, sex and level of study

Profile	Female			Male			Grand Total
	Masters	PhD	Sub-Total	Masters	PhD	Sub-Total	
Profile 1	8	0	8	1	0	1	9
Profile 2	13	0	13	3	0	3	16
Profile 3	12	16	28	4	8	12	40
<b>Total</b>	<b>33</b>	<b>16</b>	<b>49</b>	<b>8</b>	<b>8</b>	<b>16</b>	<b>65</b>

Among the first group from the 2014 round/2015 intake, female awardees (75%) outnumbered male awardees (25%). This percentage is subject to change in the next year's report when more awardees from the 2014 round are placed.

### Field of study / development theme selected by awardees

Table 4 shows the placement by field of study/development theme selected by awardees who have met the English requirement by universities.

Table 4. Summary of field of study/ development theme by round

Field of study / Development theme	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Total
Communication and Media	4	0	0	4
Disability	4	11	0	15
Economic growth	39	46	16	101
Education	23	23	15	61
Environment	35	27	7	69
Food security	15	6	4	25
Gender equality	1	8	1	10
Governance	36	32	5	73
Health, HIV/AIDS, pandemics	34	19	7	60
Human Rights	6	7	0	13
Infrastructure	13	15	3	31
Regional stability	5	2	1	8

Field of study / Development theme	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Total
Rural development	26	30	5	61
Water & Sanitation	2	5	1	8
<b>Total</b>	<b>243</b>	<b>231</b>	<b>65</b>	<b>539</b>

The five most popular fields of study were: Economic growth (101), Governance (73), Environment (69), Education (61) and Rural development (61).

### Universities selected by awardees for three rounds

The ADS/AAS awardees from the 2012, 2013 and 2014 rounds were placed at 33 different Australian universities. The top six universities with the highest number of AAS awardees over the past three rounds are:

1. Flinders University (75)
2. The University of Melbourne (62)
3. The University of Queensland (52)
4. The Australian National University (38)
5. La Trobe University (36)
6. RMIT University (32)

Table 5a. Placement by universities and rounds

Name of University	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Total
Australian Catholic University		1		1
Carnegie Mellon University	1			1
Central Queensland University	2	2		4
Charles Sturt University	2	1		3
Curtin University	3	3	2	8
Deakin University	1	1		2
Flinders University	28	41	6	75
Griffith University	1		1	2
James Cook University	5	6	1	12

Name of University	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Total
La Trobe University	14	16	6	36
Macquarie University	4	5		9
Monash University	10	12	4	26
Murdoch University	1	3	4	8
Queensland University of Technology	8	3	5	16
RMIT University	17	13	2	32
Southern Cross University	1	1		2
Swinburne University of Technology	1			1
The Australian National University	19	17	2	38
The University of Adelaide	14	9	6	29
The University of Melbourne	29	26	7	62
The University of New England	4	3		7
The University of New South Wales (including ADFA)	11	14	2	27
The University of Newcastle	3	3	1	7
The University of Queensland	22	23	7	52
The University of Sydney	11	8	1	20
The University of Western Australia	5	2	2	9
University of Canberra	3	1	1	5
University of South Australia	4	2	1	7
University of Tasmania	6	5	3	14
University of Technology Sydney	8	6	1	15

Name of University	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Total
University of Western Sydney		1		1
University of Wollongong	2	1		3
Victoria University	3	2		5
<b>Total</b>	<b>243</b>	<b>231</b>	<b>65</b>	<b>539</b>

There was a clear division among awardees in terms of their preferred course selection. Awardees who selected Group 8 universities (The University of Melbourne and The University of Queensland) were awardees with very good English skills. Most obtained unconditional offers from these universities. Awardees who selected universities with more flexible English requirements, such as Flinders and La Trobe University, were generally those who had lower English language scores on entry to the scholarship program.

The English requirement was the major concern of many awardees and probably constituted the biggest placement challenge. After Monash University offered lower IELTS requirement for many courses, the number of awardees who selected Monash as their first preference increased. In addition, after the Australian National University (ANU) notified higher IELTS entry requirements for course admission, the number of awardees who selected ANU in Semester 1, 2015 decreased significantly.

In 2014, RMIT University and La Trobe University continued to accept the RMIT Advanced Plus Certificate (Level 7 Certificate) as the equivalent to IELTS 6.5 in assessing awardees' English language capabilities. In terms of university placement for three rounds, La Trobe University and RMIT University respectively rank the 5<sup>th</sup> and 6<sup>th</sup> in the list of preferred universities.

**Table 5b. Placement by universities and rounds in 2014**

Name of University	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Grand Total
Australian Catholic University	0	1	0	1
Central Queensland University	0	1	0	1
Charles Sturt University	0	1	0	1
Curtin University	0	1	2	3
Flinders University	2	31	6	39
Griffith University	0		1	1
James Cook University	1	6	1	8
La Trobe University	0	9	6	15

Name of University	2012 round/ 2013 intake	2013 round/ 2014 intake	2014 round/ 2015 intake	Grand Total
Macquarie University	0	1	0	1
Monash University	0	7	4	11
Murdoch University	0	1	4	5
Queensland University of Technology	0	2	5	7
RMIT University	0	9	2	11
Southern Cross University	0	1	0	1
The Australian National University	0	11	2	13
The University of Adelaide	0	9	6	15
The University of Melbourne	0	11	7	18
The University of New England	0	3	0	3
The University of New South Wales (including ADFA)	0	5	2	7
The University of Newcastle	0	3	1	4
The University of Queensland	0	12	7	19
The University of Sydney	0	5	1	6
The University of Western Australia	0	2	2	4
University of Canberra	1	0	1	2
University of South Australia	0	1	1	2
University of Tasmania	1	5	3	9
University of Technology Sydney	0	5	1	6
University of Western Sydney	0	1	0	1
Victoria University	0	1	0	1
<b>Total</b>	<b>5</b>	<b>145</b>	<b>65</b>	<b>215</b>

The top six preferred universities in 2014 were Flinders University (39), The University of Queensland (19), The University of Melbourne (18), La Trobe University (15), The University of Adelaide (15) and the Australian National University (13).

## Placement and self-funded IELTS tests

The clearer English language policy (see p 125), the detailed timeframe provided for IELTS placement tests and the more flexible acceptance of self-funded tests facilitated a smooth placement process in 2014. Awardees were informed about the IELTS placement deadlines at orientation sessions at the beginning of the English training conducted by RMIT and at briefing sessions conducted by AAV.

In cases where awardees failed and were required to repeat a course (such as Level 5, Level 6), they were informed promptly about the new placement deadlines by AAV and RMIT. The good communications between AAV and RMIT relating to IELTS testing and placement ensured the effective monitoring of awardees' progress and successful placement.

The three types of IELTS test results (selection, placement or self-funded) used for placing awardees at Australian universities are set out in the following table.

**Table 6. Summary of type of IELTS results used for placement by rounds**

Round	Selection test	Placement test	Self-funded test	Total
2012 round	95	60	63	218
2013 round	45	72	84	201
2014 round	27	19	13	59
<b>Total</b>	<b>167</b>	<b>151</b>	<b>160</b>	<b>478</b>

Of 539 awardees placed over the past three rounds, 478 awardees used their IELTS results to meet the English language requirement of their approved courses. There were more awardees who used their self-funded test result for obtaining offers (160) than those who used DFAT-funded placement test (151). According to awardee feedback, the more relaxing atmosphere of self-funded tests helped these awardees be more focused and less anxious and thus able to improve their scores. To some extent, the policy of accepting self-funded test result for placement purposes has facilitated successful placement.

## Placement and other means of meeting English requirements of Australian universities

Out of 539 awardees placed, 61 awardees used other means to meet the requirements of universities. Twenty (20) awardees obtained a English waiver from Australian universities as their IELTS results were lower than the requirement. Some used both IELTS certificate, RMIT English Advanced Plus Certificate or a foreign Masters degree to prove their ability and obtain the English waiver approval from universities. Forty (40) awardees used the RMIT English Advanced Plus Certificate/ Level 7 certificate to meet the English requirements of La Trobe, RMIT, Carnegie Mellon and the University of New England, etc. One disadvantaged awardee was approved for PCE in Australia.



Table 7. Placement by other means than IELTS

Round	English waiver	RMIT English Advanced Plus Certificate	PCE
2012 round	7	17	1
2013 round	12	18	0
2014 round	1	5	0
<b>Total</b>	<b>20</b>	<b>40</b>	<b>1</b>

## Mobilisation

### Mobilisation for the three rounds

The following table shows mobilisation figures from 2010 to the present. As the number of scholarship has been reduced, the number of mobilisations in the 2015 report will be less.

Table 8. Number of the mobilisations of ALA/ADS awardees.

Year	Number of awardees mobilised
2015: (S1, 2015 and current number of S2, 2015)	136
2014:	237
2013:	225
2012:	349
2011	228
2010	239

*Note: \* The number is based upon the scholarship start date of awardee recorded in OASIS.*

**Visa processing:** This year, VFS Global replaced the International Organization for Migration in facilitating the visa lodgment of Australian Awards recipients. As VFS Global staff members were not familiar with visa applications for Australia Awards recipients, AAV, DIBS office and Post had to work closely with VFS Global at meetings and through intensive communications via phone and email to clarify procedures and solve emerging issues.

Once again, the use of a spreadsheet summarising the visa applications being sent to the DIBS office after approval by the Embassy, in lieu of individual letters of support from the Embassy, proved effective in reducing processing visa time. As a result, all awardees who met health requirements had their visas issued without delay.

**Medical examination for visa purposes:** AAV maintained the medical services contract with the Family Medical Practice (FMP) to the end of December 2014. FMP fulfilled their contractual responsibilities satisfactorily.

AAV provided detailed instructions for awardees about the new e-health system and the use of My Health Declarations at the visa and travel briefings. AAV also followed up with FMP in Hanoi and HCMC to ensure that any extra tests for awardees needed could be organised on a timely basis. The surveys of the awardees on health checking arrangements and services in May and December 2014 conducted by AAV had positive feedback.

**Travel arrangements:** For awardees who commence their studies for semester 1, which is a peak travel time from Vietnam, some delays have normally been experienced in confirming flight bookings with Vietnam Airlines. In 2014, airline bookings for Semester 1 were commenced in November. AAV staff worked closely with Vietnam Airlines to avoid purchasing airfares of other airlines at much higher cost and deferrals due to ticketing issues.

## Pre-departure briefings

AAV organised four Pre- Departure Briefings (PDBs) for Australia Awards recipients in May and November 2014. At the November PDBs, Endeavour awardees were invited to join the general information sessions for the first time.

The PDBs aimed to provide awardees with useful information to meet the challenges and responsibilities of life and study in Australia. PDBs were held as follows:

**Table 9. Schedule of Pre-Departure Briefings**

Hanoi	Ho Chi Minh City
16 May 2014 Venue: Melia Hotel	14 May 2014 Venue: Liberty Central Hotel
28 November 2014 Venue: Grand Plaza Hotel	25 November 2014 Venue: Liberty Central Hotel

The format and content of the PDBs were similar to those conducted in previous years.

Presentations were given on awardees' responsibilities and obligations; living and studying in Australia including living costs, basic legal information, accommodation options, and scholarship entitlements.

Presentations on the alumni program and reintegration were made to ensure that awardees understood the full scholarship cycle and the support they receive on their return from study. There were sessions on safety and security, gender and HIV/AIDS.

A key part of the PDBs was the interactive session between alumni and awardees, whereby recently returned alumni provide firsthand experience of living and studying in Australia. At the November session, an Endeavor alumnus joined the alumni panel.

At the end of the PDBs, certificates were presented to awardees to mark their success in being awarded an Australia Awards Scholarship/Endeavour Award by the Australian Ambassador in Hanoi and the Consul General in Ho Chi Minh City. In November a Vice

Minister of Education and Training attended a PDB for the first time in Hanoi. Photos of the events were sent to all awardees who attended and were posted on AAV's Facebook.

The survey questionnaire's responses clearly indicated participants' satisfaction with the PDB's organisation and content, especially the support provided by AAV staff.

While most Endeavour awardees appreciated the detailed information and strong support provided by AAV for AAS awardees, some expected that a separate PDB for Endeavour Awards should be organized. These Endeavour awardees expected to be advised about the Endeavour Awards program's policies. This matter should be raised with Australian Education International (AEI) before the next PDB in May 2015.

## English language training and policies

In recent years, awardees with IELTS score of 4.5 and any sub-bands of 3.5 often had difficulty and from the beginning of the English training course. This difficulty increased with each level of training they undertook.

At a meeting in June 2014 attended by Post, AAV and RMIT, the English language policy was updated. The policy included a new strategy to support disadvantaged awardees. One policy change was raising of the minimum sub-band requirement to 4.0, instead of 3.5 as in previous rounds. This change will be introduced in the 2015 selection round.

A second change involved an additional condition being added in the award approval letter of conditional awardees with an IELTS score of 4.5 (or who have a sub-band 3.5). These conditional awardees are now required to undertake a Placement Test administered by RMIT before the commencement of the English training course. At this Placement Test, they must be able to meet the entry requirements of RMIT Level 4 (the lowest course in RMIT's contract with DFAT) to maintain their conditional scholarship and thus be able to proceed with English training. This new condition was introduced for the 2014 round conditional awardees and of the 16 conditional awardees who took the test failed two failed and had their scholarships withdrawn.

The new strategy to provide additional, Special English language support for disadvantaged awardees with a low IELTS score has 4 levels of intervention.

1. Disadvantaged awardees with overall IELTS of 4.0 before JSC 1 or IELTS of 4.5 or with a sub-band 3.5 who meet the entry requirements of RMIT Level 3 class can join an RMIT public Level 3 class.

This relates to short-listed, disadvantaged candidates who achieve an IELTS score of 4.0 at the selection test and thus do not reach the minimum 4.5. Their English sub-band competencies are assessed to see whether they should be interviewed. If they are recommended by the interview panel for a scholarship, they have to first sit for a RMIT placement test to see whether they meet the requirements of the Level 3 RMIT public course before they are considered for a scholarship by JCS2. In the 2014 round, 4 of 5 such shortlisted candidates were selected for interview, 2 were recommended to JCS2 and one was approved by JCS2 for a conditional award. She has joined the Level 3 public course.

2. Additional private ad hoc tutoring may be provided according to the needs of the students during the RMIT course.

In 2014, 2 disadvantaged students having difficulty in their RMIT course were given personal tuition during their course,

3. For those who are considered to be at high risk by RMIT/AAV, at the end of the RMIT training they may continue with a special 10-week IELTS test preparation session delivered by an outside provider. In this case they will not sit the DFAT-funded Placement Test until the end of the IELTS preparation course.

In 2014, 6 disadvantaged students undertook the special IELTS test preparation course.

4. Additional 20 or 10 weeks PCE training may be provided in Australia.

In 2014, one disadvantaged student from the 2012 round, who was approved for PCE in Australia, successfully completed his PCE at Flinders University and will commence his main Masters course in Semester 1, 2015.

The new English language policy on the additional condition for conditional awardees with IELTS of 5.0 has been posted on AAV's website to inform potential applicants in the next selection round. It has also been highlighted in information sessions. In addition, RMIT is establishing procedures concerning the conduct of the additional RMIT Placement Tests.

In December 2014, a further measure was decided to provide additional support in English language training to non-disadvantaged awardees. In the case of 3 of 4 non-disadvantaged awardees, who did not meet the English requirement of their approved course, DFAT approved the postponement of their departure date and additional English training support. Due to their special circumstance they were approved to join the existing IELTS course for disadvantaged awardees in Hanoi and Ho Chi Minh City. However, one awardee could not attend this course due to his medical condition and will undertake self-study. It is expected that these awardees could be mobilised in Semester 2, 2015.

## Placement and mobilisation for awardees with disability

Table 10. Awardees with disability placed from 2013 to 2015

Total awardees with disability placed	Female	Male	Masters	PhD	Total
Semester 2, 2013	0	1	1	0	1
Semester 1, 2014	3	1	3	1	4
Semester 2, 2014	2	0	2	0	2
Semester 1, 2015	0	2	2	0	2
Semester 2, 2015	1	0	1	0	1
Total	6	4	9	1	10

The policies of support for awardees with disability were emphasized at orientation and briefing sessions to ensure that any new awardee with disability could access the support. In 2014, one awardee with hearing impairment, who did not declare his disability status during the selection process, contacted AAV at the placement stage for support.

Awardees with disability who are studying English at RMIT Vietnam also received support from RMIT and AAV related to their English language training, placement and other non-academic issues.

## University information day

The annual University Information Days for AAS awardees were held respectively on 1 and 3 August 2014 in Ho Chi Minh City and Hanoi. The purpose of the event was to allow conditional awardees the opportunity to meet with university representatives to discuss and finalise their proposed study options.

**Participants.** Like previous years, universities have a strong preference to meet candidates who already have been awarded a scholarship and wish to finalise their course selection instead of meeting potential scholarship applicants. Therefore, only newly selected conditional awardees of the 2014 round/2015 intake and the conditional awardees from the 2013 round, who were undergoing English language training, were invited to the event. Also invited were reserve candidates of the 2014 round.

A total of 26 universities registered to attend the event; however, on the actual event dates, only 25 universities attended. The University of Canberra informed AAV later that they could not attend as registered due to conflicts in staff schedule. The number of universities attending decreased from 31 in 2013.

**Timing.** The timing for the event in August 2014 was chosen after the selection of conditional awards was completed to coincide with the Placement events (i.e. the Placement Briefing and the Research Design Workshops) taking place around the same period to minimize the time conditional awardees had to be absent from work and travel for those in the provinces. Travel and accommodation costs for the HCM City event for AAV staff could also be reduced.

Due to the above, the event could not coincide with IDP events and similar AAS events in Laos and Cambodia, which took place two weeks previously. Feedback from universities shows that this gap between the two sets of events meant that two business trips would be required by the universities. This probably contributed to the decrease of participating universities. However, it would not have been feasible to hold the Vietnam event in a similar period to Laos and Cambodia, as then, the results of the 2014 round would not have been available.

**Evaluation.** A large majority of universities (20 out of 22 who answered the survey) rated the event as well organised (rated 4 and 5 on a 5 point scale) and 18 of the 22 universities deemed the event a valuable experience. All representatives who answered the survey indicated that they would recommend that their university attend the event again next year.

The issues that reportedly concerned the student participants the most were English language requirements, course contents and academic entry requirements, especially for PhD programs, and living conditions.

Two universities expressed concerns about the number of students they felt were not prepared for the English expectations of institutions. These students requested English waivers and acceptance of English scores lower than the institution may be able to grant.

## Issues

The minor Issues relating to the placement and mobilization process that were raised in the 2013 Annual Report were resolved during 2014. This year, there were no issues with course and institution transfers, visa procedures and there was no case of departure date postponement due to a late university offer or a late visa issue (provided that the awardee met DIBS health requirements).

**Course and institution transfers.** In a similar way to last year, the Local Academic Adviser worked closely with the placement team in providing academic advice for awardees to ensure the most appropriate courses were selected. As a result, there were no course/institution transfers before awardees left for Australia.

**University offers.** In 2014, detailed placement spreadsheets with all student details, including their potential supervisors, previous university offers, current IELTS score, and their intention of bringing family to Australia, were also sent to all universities by the deadline for submitting requests for placement in OASIS (15 March and 25 August).

In respect of awardees with IELTS results still pending, AAV informed the respective universities about their IELTS test plans and kept universities updated about their IELTS results on a regular basis. As a result, universities were able to update the offers and consider other options including English waiver approval for determined awardees with solid experience. All awardees were able to obtain their offers from Australian universities on a timely basis.

**Visa procedures:** The new procedures introduced by DIBS in 2013 streamlining the visa process were smoothly implemented in 2014. The close collaboration between DIBS, AAV and VFS Global reduced the visa processing time. There was no case of late visa grant which delayed awardees' departure date.

**Postponement of departure date and deferrals:** Postponement of departure dates and deferrals were not issues in 2014. In order to improve the efficiency of placement and mobilisation processes, various initiatives were put into practice by AAV. All cases of postponement and the two deferral cases consisted of awardees with medical and personal issues, which are largely out of the control of the awardees. Such incidents can happen at any time, at pre-departure or on-award stage. However, all stakeholders (Post and universities) are kept informed about postponement of departure dates and deferrals.

**Increased efficiency.** In conclusion, the following initiatives have been undertaken by AAV to improve the efficiency of the placement and mobilisation processes in 2014.

1. A detailed framework has been established for IELTS Placement Tests and awardees have been informed about IELTS placement tests deadlines in early briefings by AAV and RMIT.
2. Detailed placement spreadsheets with all student details, including their intention of bringing family to Australia, were sent to all universities.
3. AAV informed the respective universities about awardees' IELTS test plans and kept universities updated about their IELTS results on a regular basis.
4. Air bookings for Semester 1 commencement of studies were started earlier in November.

# Annex 4

## Academic Outputs Report 2014

## Introduction

As of 31 December 2014, there were 608 scholars with academic results recorded from OASIS for the 2014 academic year. The overwhelming majority (94.5%) of these scholars were performing satisfactorily.

Variation requests significantly decreased by 43% over the 2013 figures, with the most common type of award variations being course detail changes/entitlement variations (95) representing 63% of the total. Other types of award variations were course and institution transfers (8), course extensions (38), course upgrades (2), suspensions (7) and terminations (2).

The following provides detailed information on, and analysis of scholars' progress and award variations. The cut-off date for data on award variations was 20 December 2014 (a similar date to 2013). The cut-off date for academic performance was somewhat later on 31 December 2014. As there were very little data on OASIS by this date, the data had to be collected manually by AAV staff.

## On-scholarship progress

### Academic results

There were 608 students (555 ADS/AAS and 53 ALAS) recorded on OASIS as having academic results in the 2014 academic year as of 31 December 2014. These figures are not complete as the results of many students had not been uploaded by the universities, as universities had shut down for the holiday season by this date.

**Table 1. Number of students by scholarship type and level of study**

Scholarship Type	Masters	PhD	Total
ADS/AAS	401	154	555
ALAS	18	35	53
Total	419	189	608

Table 2a below shows students' results reported by semester.

**Table 2a. Break down of students by type and results by semester**

Number of students with results by semester	ADS/AAS	ALAS	Grand Total
Semester 1 results only	306	33	339
Semester 1 and 2 results	210	20	230
Semester 2 results only	34		34



Number of students with results by semester	ADS/AAS	ALAS	Grand Total
Semester 1, 2 and 3 results	2		2
Semester 2 and 3 results	3		3
<b>Total Semester 1 results</b>	<b>518</b>	<b>53</b>	<b>571</b>
<b>Total Semester 2 results</b>	<b>249</b>	<b>20</b>	<b>269</b>

It is noted that more students have their academic results reported in 2014 (608) compared to the same period in 2013 (467) due to the results being collected manually. Two students have results reported for three semesters – semesters 1, 2 and 3 and three students have results reported for Semester 2 and Semester 3. These two categories refer to students studying at universities which offer three semesters in an academic year.

The information in Table 2b below provides further details on academic progress of students. The academic results are provided by semester, divided into three categories: 'Satisfactory', 'Unsatisfactory' and 'Suspended'.

**Table 2b. Progress of ADS/AAS and ALAS students on awards as of 31 December 2014**

Overall Progress	Semester	ADS/AAS			ALAS			Total
		Masters	PhD	Total	Masters	PhD	Total	
<b>Satisfactory</b>	Semester 1	349	139	488	18	32	50	538
	Semester 2	166	70	236	6	13	19	255
	Semester 3	3	2	5				5
	<b>Sub-Total</b>	<b>518</b>	<b>211</b>	<b>729</b>	<b>24</b>	<b>45</b>	<b>69</b>	<b>798</b>
<b>Unsatisfactory</b>	Semester 1	20	8	28		3	3	31
	Semester 2	10	3	13		1	1	14
	<b>Sub-Total</b>	<b>30</b>	<b>11</b>	<b>41</b>		<b>4</b>	<b>4</b>	<b>45</b>
<b>Suspended</b>		<b>1</b>	<b>1</b>	<b>2</b>				<b>2</b>
<b>Total</b>		<b>549</b>	<b>223</b>	<b>772</b>	<b>24</b>	<b>49</b>	<b>73</b>	<b>845</b>

**Satisfactory:** In Semester 1, 2014, 538/571 students who have results for Semester 1 (94.4%) were ranked as 'satisfactory'. In Semester 2, 2014, 255/269 (94.8%) students had 'satisfactory' academic progress. These results are similar with those in 2013 (94.7% for Semester 1 and 94.8% for Semester 2).

**Unsatisfactory:** In Semester 1, 2014, 31 students (28 ADS/AAS and 3 ALAS) comprising 11 PhDs and 20 Masters were reported as 'unsatisfactory' accounting for 5.4% (31/571).

These cases will be reported in Sections *Course detail changes/entitlement variations* (p 135), *Suspension* (p 139) or *Course extensions* (p 137) if an extension was required. In Semester 2, 14 students were ranked 'unsatisfactory', accounting for 5.2 % (14/269). Three ALAS PhD students were in "Unsatisfactory" group in Semester 1 and one ALAS PhD student in Semester 2.

**Suspended:** The Academic Progress Report generated from OASIS reveals that 2 ADS/AAS students (1 Master and 1 PhD) were recorded as 'suspended'

### ADS/AAS students' progress

Where data are available, this section analyses the progress of students by semester classified as 'High achievers', 'Progress as expected', 'Students at risk', 'Suspended'

**Table 3. ADS/AAS students' progress by semester and classification**  
(Percentage of academic progress per total of results in each semester)

Semester	Academic Progress	ADS/AAS	%
<b>Semester 1</b>	High Achievers	65	12.5%
	Progress as expected	423	81.7%
	Students at risk	28	5.4%
	Suspended	2	0.4%
	<b>Sub-Total</b>	<b>518</b>	<b>100%</b>
<b>Semester 2</b>	High Achievers	49	19.7%
	Progress as expected	187	75.1 %
	Students at risk	13	5.2%
	<b>Sub-Total</b>	<b>249</b>	<b>100%</b>
<b>Semester 3</b>	High Achievers	2	40 %
	Progress as expected	3	60%
	<b>Sub-Total</b>	<b>5</b>	<b>100%</b>

**High achievers:** 'High achievers' are students with "good academic standing, excellent progress, outstanding performance, and/or a high distinction average". Based on an analysis of available data on OASIS, 12.5% of the students could be considered as high achievers in Semester 1 (65 out of 518 ADS/AAS students). In Semester 2, 49 of 249 ADS/AAS students could be classified as high achievers accounting for 19.7%. While the percentage in Semester 1 is similar to last year (13%), in Semester 2, the percentage increased significantly from 8% in 2013 to 19.7%.

**Students at risk:** 'Students at risk', as classified by universities, are students with unsatisfactory academic results. They are students who fail one or more subjects or have research delays for various reasons. In the 2014 data available, 28 ADS/AAS students were considered to be at risk in Semester 1, accounting for 5.4 % of the 518 ADS/AAS scholars who have Semester 1 results on OASIS. Based on Semester 2 results, 13 ADS

/AAS students were also classified as at risk accounting for 5.2% of scholars having Semester 2 results on OASIS.

However, the category of 'Student at risk' is somewhat misleading. Some PhD students have experienced research delays not necessarily because of their academic performance, but because their research topics are technical, sensitive or at global level and considerable time and effort are required to obtain and confirm data and information. These cases will be reported in detail in the section *Course extensions* (p 137).

**Progress as expected:** The number of students in the 'Progress as expected' category totalled 423 in Semester 1 accounting for 81.7 % of 518 ADS/AAS students and 186 in Semester 2, accounting for 75.1% of the 249 ADS/AAS students.

**Suspended:** Two (2) ADS/AAS students were recorded as 'suspended' in the report generated from OASIS for the whole academic year. These two suspended cases related to academic progress on OASIS and were on the suspension list that required an award variation. The designation 'suspended' was explained on OASIS as 'results pending' or 'pending progress report'.

## ALAS students' progress

Table 4. ALAS students' progress

Semester	Academic Progress	ALAS	%
<b>Semester 1</b>	High Achievers	11	20.8%
	Progress as expected	39	73.6 %
	Students at risk	3	5.7%
	<b>Sub-Total</b>	<b>53</b>	<b>100%</b>
<b>Semester 2</b>	High Achievers	4	20%
	Progress as expected	15	75%
	Students at risk	1	5%
	<b>Sub-Total</b>	<b>20</b>	<b>100%</b>

\*Percentage of academic progress per total of results in each semester.

**High achievers:** There were 11 high achieving ALAS scholars that could be identified in Semester 1 and 4 more in Semester 2.

**Progress as expected:** In Semester 1, 39 of 53 ALAS students (74%) and 15 of 20 students (75%) in Semester 2 were satisfactorily undertaking their courses and were categorized as achieving 'progress as expected'.

**Students at risk:** Three ALAS PhD students were 'at risk' in Semester 1 (one of them was at risk in both Semesters 1 & 2) because of personal and family issues that were impacting on their studies.

## Scholarship completion

### OASIS data

As of 31 December 2014, there was incomplete information on completed scholarships recorded in OASIS. However, ADS/AAS 10 students were recorded as completing their courses, 134 ADS/AAS and ALAS students had finalised their courses and 29 students had finalised their courses pending results. The pending results are either the results of their thesis assessment or final examination results, which had not been updated by the universities on OASIS.

Table 5. Academic completion for ADS/AAS and ALAS students at 31 December 2014

Scholarship Status	ADS/AAS			ALAS			
	Masters	PhD	Sub - Total	Masters	PhD	Sub - Total	Total
Completed	10		10				10
Finalised	122	2	124	10			134
Finalised Pending Results	20	6	26		3	3	29

### Comment

In summary, the data for this section are not complete. The results of many students had not been uploaded on OASIS by 31 December 2014, when universities closed for the holiday season. The information on completion of awards was also not available on OASIS at the time this report was prepared. Moreover, as universities differ in their marking and classifications, the AAV assessment of 'high achievers' and 'progress as expected' is somewhat subjective and has been based on students' grades and on comments in OASIS

## Award variations

There were 152 award variation requests for scholars on-award for the period 20 December 2013 to 20 December 2014, of which 147 cases were accepted and 5 cases rejected. It is noteworthy that the total number of variation requests is 43% less than the number in 2013. The decrease is mainly due to the reduction of course details changes/entitlement variations from 203 cases in 2013 to 95 cases in 2014. These were the most common types of variations for scholars on-award. Other variations were course and institution transfers (8), course extensions (38), course upgrades (2), suspensions (7), and terminations (2). As of 20 December 2014, the total cost of approved variations was AUD 335,106.

The table below reports on all the variations for scholars on-award in Australia.

Table 6. Types of variations by year

Type of Variation Request	No. of Variations 2014	No. of Variations 2013	No. of Variations 2012	No. of Variations 2011
Course and Institution Transfers	8	24	27	16
Course Extensions	38	24	22	27
Course Upgrades	2	1	7	7
Reductions	0	2	2	1
Suspensions	7	10	9	4
Terminations	2	1	4	3
Withdrawal	0	1		
Course Details Changes/ Entitlement Variations	95	203	262	214
<b>Total</b>	<b>152</b>	<b>266</b>	<b>333</b>	<b>272</b>

### Course detail changes / entitlement variations: Total 95

Sixty-three percent of award variations (95) in 2014 are course detail changes/entitlement variations, which are applied whenever there is a change in the value of the scholarship. This includes: adding courses (pre-course English or articulating courses, replacement subjects in case of academic failure), adding entitlements (field work, reunion travel), deleting, reducing or increasing entitlement value, editing dates and value of entitlements including Overseas Student Health Cover (OSHC). For the first time, this variation includes Disability Support.

The following table provides a breakdown of course detail changes/entitlement variations. The total number represents a significant reduction of 43%, with decreases in all sub-categories. The largest decrease (from 71 to 15) was in Students Services and Amenities fees, as the universities have now included this cost in their offers.

Table 7. Course detail changes/entitlement variations

Description	No. of variations
Revision of offers to correct start dates, end dates, and OSHC costs	14
Increases in tuition fee	23
Student Services and Amenities Fee (SSAF)	15
Funds for reunion airfares /completion travel costs	31
Fieldwork costs	4

Description	No. of variations
Academic failure (costs to repeat subjects)	5
Disability support	3
<b>Total</b>	<b>95</b>

- **14** cases in entitlement variations relate to revision of offers. This includes course detail changes, reducing or increasing entitlement costs based on correcting start dates or end dates and correcting cost of Introductory Academic Program (IAP) and costs of OSHC. These variations normally entail minor cost implications and are generally an adjustment in the value of the scholarship.
- 23 cases of entitlement variations relate to an increase in tuition fees. Course fees fluctuate on an annual basis. Among them, one case required an increased tuition fee because of incorrect fee calculation during suspension.
- **15** cases of entitlement variations related to the SSAF, which was a compulsory fee introduced in Australian universities from Semester 1, 2012.
- **31** cases of entitlement variations relate to funds for reunion airfare costs and completion travel costs. This occurs when students change their status of 'accompanied' to 'unaccompanied' or vice versa (i.e. bringing or not bringing their families to Australia).
- **4** cases of entitlement variations relate to field work, which was not requested at placement stage. Out of 4 cases, 1 case was rejected.
- **5** cases of entitlement variations relate to academic failure. Five students failed one subject; therefore, 5 award variations were requested to fund a repeat of the failed subjects in the summer course or an additional course during the semester. As all 5 students successfully passed the failed subjects, no extensions were required for these students.
- **3** students with a disability were eligible to extra financial support through Disability Support Agreements.

### Course and institution transfers: Total 8 (7 cases of course transfer and 1 case of institution transfer)

#### **Course transfers: 7**

- **2** cases relate to awardees wishing to transfer to more suitable and preferred streams of the same courses as they considered the new streams would fit better with their duties in Vietnam. These course transfers do not lead to cost increase.
- **2** cases relate to downgrades due to poor academic performance where the students wanted to change or were recommended to change to less demanding courses.
  - One case involves a course downgrade from PhD level to MPhil program as the student was unable to meet milestone requirements for his PhD. The student requested a downgrade to the MPhil program, which is shorter in duration and more suited to his knowledge of the content. His supervisor supported the downgrade. This change will reduce the student's scholarship by approximately 12 months. If this variation had not been approved, the scholarship would have

been terminated as he would not have been able to complete his PhD in the remainder of the scholarship period.

- One case relates to a Master student who failed one subject in her first semester and was granted an extension. As she failed two other subjects in her last semester, she was not eligible for a second extension. She was not even eligible for a Graduate Diploma and the university had to downgrade to Post Graduate Certificate in Arts. This student was very depressed about this downgrade decision so the university contacted the AAV office to follow up with her and her family. Subsequently, the university had a change of mind and allowed late submission of her thesis from Vietnam which she submitted after returning. She was then transferred back to a Masters course and the academic record on OASIS indicates that she has passed her Master course.
- 1 case relates to closure of a school. As a consequence, the program was transferred to another school in the same university with a new CRICOS code. The course fee remains the same. This variation also adjusts the expected course duration to 4 years including IAP.
- 1 case relates to a student's request for a change of supervisor in another Faculty at the same university. The new supervisor is supportive of her research objectives and there is also necessary funding available in that faculty. This transfer is not in conflict with the student's contract with DFAT or Vietnam's country priorities and she can fully transfer to the results of her previous work.
- 1 case relates to an error in the CRICOS code on OASIS. The CRICOS code in OASIS is for 1.5 years Master of Law in Global Business Law; however, what was offered to the student was the 1 year Master of Law in Global Business Law with different CRICOS code.

***Institution transfers: 1***

- 1 case relates to a Masters student who passed all her subjects in the Graduate Diploma and then should have moved into the Master of Cultural Heritage Management in Semester 2 2014, with a completion date of 31 July 2015. Unfortunately, she was not able to do so, as a core subject that she needed to do in her next semester was not conducted by the School. Suspension was considered allowing her to go home for a semester and return in February 2015 to do her Masters in Semester 1 & Semester 2 2015, but this would have been very disruptive for her and her employer was also not supportive. Therefore, a suitable alternative Masters program at another university was found where she was able to transfer in Semester 2 2014 and be able to complete her Masters within her current scholarship date. The new course is consistent with her duties at work, similar in range of subjects, and will not result in an extension.

**Course extensions: Total 38**

- 22 cases relate to research delay or delay in minor research projects because of different reasons. A common reason related to unexpected data-collection delays beyond the students' or the universities' control. Reasons include: delays in getting approval for doing interviews, delayed data analysis, delays in theses being edited, delays in arranging field work or work placement and delays in the delivery of needed experimental chemicals/agents. Other delays were due to changes in supervisors or an adjustment in research topic due to unavailability of reliable data. As a result, there occurred a large increase in variation costs, even though additional tuition fees were

waived in some cases. It is noteworthy that the 22 cases in research delay compare to only 7 cases in 2013.

- **7** cases involve the correction of scholarship end dates on OASIS based on the official results end date.
- **6** cases relate to poor academic performance and with cases being combined with health issues as well.
  - Two cases relate to two students who failed one subject in second semester, mainly because they could not manage deadlines.
  - One case relates to a Masters student who failed one subject in Semester 1 and was granted an extension. She then failed other two subjects in her last semester and was not be eligible for a second extension. She was initially downgraded to a Graduate Certificate, but was subsequently allowed to submit her thesis from Vietnam. She finally obtained her Masters. Her case was also reported above in the section on course transfers.
  - One case relates to a student's failure to pass two subjects, as she encountered challenges adjusting to study and life in Australia and had health issues at the beginning of her scholarship. She did two replacement subjects in summer term and needed an extension until the date the summer term results were released.
  - One case relates to a student's failure in one unit in 2013. He was to overload his subjects in Semester 2, 2014. However, the student fell very ill and doctors recommended that he drop the overload unit. The University has been considering how he can complete his course in the shortest possible time as he will only need an extension for one unit. The best possible outcome is that he undertakes a Cross Institutional Unit that he can complete by 30 April 2015.
  - One student received a technical failure which meant that he had the marks to pass the subject but failed a compulsory requirement to pass the subject. He also had medical problems and was advised to reduce his study load for 6-12 months. It is expected that he will be able to complete his degree with only one session extension.
- **3** cases of extension variation relate to 2 students with health problems. One had had two variation requests (one was rejected) which were reported in the 2013 report. She suffered from mental conditions and found her studies overwhelming. She was granted a suspension which led to an extension. She returned Australia in February 2014 to commence her Master's degree from the beginning. After her return to Australia, the Student Contact Officer (SCO) realised that the new end date of her scholarship was not calculated correctly at the time of the suspension submission. Therefore, a new request was requested to cover Contribution to Living Expenses (CLE) and OSHC

### Course upgrades: Total 2 (one was accepted and one was rejected)

- **1** case relates to a course upgrade to include an honours program due to the student's very impressive academic results. It was critical for him to complete an honours program to be able to enrol for a PhD in the future.



- 1 case relates to a high achieving student who was supported by his supervisor for an upgrade to PhD level. However this request was rejected because there was not sufficient evidence for upgrading after only a few months of his Masters course.

Due to a technical error, the award variation could not be rejected on OASIS system, but the university has been informed of the Post's decision.

### Suspensions: Total 7

- 1 case is due to pregnancy and maternity leave.
- 2 cases relate to health issues.
- 2 cases relate to family issues. One student returned to Vietnam to take care of her mother who was seriously ill and required care. One student had urgent family issues which she had to return home to solve.
- 1 case relates to an unavoidable research delay. Due to the global financial crisis and the delay in the original implementation date of a new law, the student could not follow up data collection as originally planned. She was in a position where no research or writing could take place, and her supervisory team agreed that the best option was for her to suspend for 6 months.
- 1 case relates to a student who returned early from suspension. This led to award variation.

It should be noted that there is a discrepancy in the data on suspended cases in the Academic progress report in *Section 2 On- scholarship progress* (2 cases) and the data on suspension cases (7 cases) in the section *Suspension* (p 139). This is because the relevant universities did not update on OASIS the information on academic progress of those students on a timely basis. Most of the students requested a suspension due to health problems and family issues, not for academic reasons

### Terminations: Total 2

- 1 case relates to a student doing a PhD in Economics and Finance. As she had not been making satisfactory progress she was placed on conditional status, with the conditional milestones that she had to meet. However, she did not meet those conditions and did not communicate as expected with her supervisors and SCO. On the basis of her continued lack of progress and communication, the university assessed that the situation was not going to improve and recommended that her scholarship be terminated. Her appeal against termination was unsuccessful and her scholarship was terminated.
- 1 case relates to a PhD Student who encountered issues in his candidature due to marriage problems and father's illness in mid-2012. He was advised to suspend his scholarship for three months, and this was approved. However, he did not return home during the suspension period. The student's reason for not returning was that his father's condition had improved as a result of his wife returning home to look after him. Since then, the student has been evasive and failed to keep contact with his supervisors, faculty and SCO, despite many attempts to contact him. The student did not achieve any milestones in his PhD candidature and did not achieve his candidature confirmation. As a consequence the university recommended that his scholarship be terminated and this was approved.

## Conclusion

Overall, there was a significant decrease (43%) in variations for scholars on-award in 2014, declining from 266 cases in 2013 to 152 cases in 2014. This was mainly due to the sharp reduction in course change details/entitlement variations (from 203 to 95) which represented 63% of the total variations. The Students Services and Amenities Fee accounted for a large proportion of this reduction, but there were decreases in all sub-categories of this variation.

Course change details/entitlement variations occur when there is a change in the value of the scholarship. Five of these variations related to subject failure, but all these awardees subsequently passed their failed subjects.

The only significant increase in variations over last year was in course extensions. This was principally due to the increases in extension cases as a result of research delay, which was much higher than in 2013 (increasing from 7 to 22 cases). Why there was such a large increase in 2014 is not clear. This indicates that closer monitoring of students doing research by the universities should be undertaken to provide them with timely support so as to minimise research delays and thus extension variations.

On the other hand, the reduction by two-thirds (from 24 to 8) in the number of course and institution transfers demonstrates a more effective selection and placement process of awardees in 2014.

It should be noted that in 2014 there were two terminations of PhD scholarship due to academic failure and one downgrade from a PhD to MPhil. (While the two terminations were one more than in 2013, they were still less than the 4 terminations in 2012 and 3 in 2011.) There were no terminations in Masters studies. Nevertheless, the PhD failures suggest that in the selection process, attention needs to be strongly focused on a PhD applicant's research capability and overall readiness to complete normally arduous PhD studies.

In 2014, the total cost of award variations (AUD 335,106) is higher than in 2013 (AUD 154,884). This increase is due to tuition fee increases, the additional costs to cover the extension period (tuition and CLE and OHSC) for the increased number of students with research delays, and the cost of repeating failed subjects. A new cost (AUD 47,305) relates to support for students with a disability, which occurred for the first time in 2014.

## Annex 5

### Reintegration and Alumni Report 2014

## Reintegration strategy objective

The objective of the reintegration and alumni strategy for Vietnam is to achieve outcome 4 in the AAV program logic framework:

“Alumni return and maintain linkages and positive perceptions of Australia that contribute to strengthening the Vietnam-Australia bilateral relationship and are supported to enhance their contribution to development objectives by applying what they have learnt and through diffusion to others.”

## Reintegration strategy

### Background

Implementation of the reintegration strategy involves a series of two workshops – one in Australia followed by another in Vietnam. The in-Australia workshop takes place near the end of the awardees’ last semester of studies; the second workshop, in-Vietnam, follows several months after the new graduates resume employment.

The purpose of the workshop series is to assist new graduates reintegrate successfully into the workplace and apply usefully their new skills and knowledge in their place of employment. The approach adopted at the in-Australia workshop is to encourage the awardees to think about the skills and knowledge they have gained in Australia, to prepare them mentally for the transition from student to employee and to make contact with their supervisors.

The follow-up workshop back in Vietnam aims to facilitate the new graduates’ exchange of reintegration experiences, to guide them in formulating an individual Reintegration Action Plan (ReAP) for applying their skills and knowledge in the workplace with their supervisors’ support, and to provide them with change agent strategies for transferring these skills and knowledge. They are also briefed on the alumni network and support program.

After each workshop in Australia and Vietnam, a self-paced module package summarising the relevant workshop content is sent to all those who could not attend the workshops, so that all targeted returnees are given the opportunity to be exposed to the workshop content.

The reintegration strategy commenced with a pilot program in November 2012. An assessment of the pilot was undertaken by the AAV M&E Adviser in October 2013. This resulted in a number of modifications to the strategy, although the approach of the two workshops and the formulation of a ReAP remained unchanged

### Changes in reintegration strategy

Modifications to the strategy were outlined in the Annual Plan 2014-2015; however, most of the recommended changes were implemented for both workshops held in the first half of 2014 prior to the commencement of the 2014-2015 Plan. These changes and AAV’s response are summarised in the table below.

**Table 1: Recommended Changes in the Reintegration Strategy and AAV's Response**

Recommended Changes	AAV Response
<p>Closer link be established between the workshops in Australia and Vietnam.</p> <p>Workshops in Australia to focus more on participants reflecting on technical and soft skills that might realistically be applied in the context of the ReAPs.</p>	<p>Achieved by more time being spent in both workshops, especially the in-Australia workshop, with graduates identifying and discussing the skills and knowledge that they had gained and were applicable in their workplace context.</p>
<p>Role of employers to be given more emphasis as the two most important factors in the implementation of the ReAPs was supervisor support and ReAP relevance to the organisation.</p> <p>As preparation for developing their ReAPs at the Vietnam workshops, alumni be encouraged to discuss with employers skills and knowledge and how they might usefully apply in their workplace.</p>	<p>Employers' role given emphasis as follows:</p> <p>In the in-Australia workshop, awardees were asked to contact their employers to prepare for their return and on arrival to discuss with employers how their skills and knowledge could be applied in the workplace.</p> <p>AAV sent a letter to employers informing them of the integration strategy and the purpose of the workshops in Vietnam and Australia.</p> <p>The invitation letter to the new graduates for the in-Vietnam workshop, requested graduates to discuss with their employers their skills and knowledge that could be applied in their ReAPs before attending the workshops.</p> <p>A separate email was sent to employers before the Vietnam workshop asking them to discuss with their employees possible actions for their ReAPs.</p> <p>A pilot workshop was held in Hanoi for new graduates' supervisors working in Central Agencies (CAs) together with their CA coordinators two weeks before the workshop to brief them on the workshop and ReAPs.</p>
<p>More emphasis on follow-up with CA graduates based on AAV's strong links with CAs. Follow-up to take place before and after the Vietnam workshops.</p>	<p>AAV staff followed up by SMS those CA alumni who did not respond to the two email invitations to the in-Vietnam workshop and an SMS reminder was sent the day before to those who had confirmed attendance (94 graduates from semester 1, 2014 were invited to the Hanoi workshops in October/ November 2014).</p> <p>The HRD Manager repeatedly followed-up those alumni who delayed their ReAP submission.</p>

Recommended Changes	AAV Response
<p>The ReAP to be introduced earlier in the Vietnam workshop and more time spent on how to complete it.</p> <p>The time spent on the change agent component of the workshop to be reduced.</p>	<p>The Vietnam workshop program was changed with the ReAP session coming early in the program instead of near the end and more time was spent on this item.</p> <p>The session on how to be change agent was shortened by half and replaced the ReAP session near the workshop end.</p>
<p>Alumni are expected to discuss their ReAPs with their supervisors and obtain written endorsement before submission.</p>	<p>The ReAP template was changed from a statement that the ReAP be discussed and endorsed by the supervisors to a requirement that supervisors actually sign the ReAP indicating they endorsed it.</p>
<p>The use of Facebook to be explored as an additional means of contacting awardees/alumni and as a way to facilitate sharing of alumni experiences in implementing ReAPs</p>	<p>Facebook was not used as a means of contacting awardees/alumni as the reintegration workshops were closed events by invitation only. It was more effective to use personalised communications such as email, telephone and SMS.</p> <p>There was a very wide variety of actions in the ReAPs in different workplace conditions which made sharing of experiences on Facebook by alumni on their ReAP experiences not practicable.</p>

## Workshop program 2014

During 2014, the following workshops were held for three cohorts:

- **Cohort 1:** In late March 2014, workshops were held in four cities of Vietnam – Hanoi (3 workshops), Danang, HCM City and Can Tho – for the alumni who had completed their studies in semester 2, 2013 and who were eligible for the workshops in Australia in October 2013.
- **Cohort 2:** In May 2014, workshops were held in seven Australian cities for awardees who were to finish their studies in semester 1, 2014. These workshops were followed by workshops in late October/November 2014 (after awardees' return to Vietnam) in the same cities above with the addition of Hue.
- **Cohort 3:** In October 2014, workshops were held for a new cohort of awardees who were to finish their studies in semester 2, 2014. These workshops were held in six cities in Australia. They will attend the follow-up workshop in Vietnam scheduled in March 2015.

Table 2 below provides a statistical comparison of the awardees/alumni who were eligible to attend the workshops (i.e. those who completed their studies at the nominated semester), those who were actually invited to attend (in the Australian workshops some awardees were located in distant cities and could not attend the workshops), and those who actually attended the workshops.

**Table 2. Attendance at reintegration workshops in Australia and Vietnam**

	Eligible Awardees / Alumni	In-Australia Workshops		In-Vietnam Workshops		Australia Workshop (% of Invitees)	Vietnam Workshop (% of Invitees)
		Invitees*	Attendees	Invitees	Attendees		
Cohort 1	130			130	67		51.5%
Cohort 2	154	147*	111	142**	87	75.5 %	61.3%
Cohort 3	94	87*	60	-	-	69%	

\* Only those located in the cities in Australia where the workshops were held were invited to the workshops.

\*\* The difference the two Invitees columns is explained by the fact that 5 awardees had their scholarships extended.

In respect of the Vietnam workshops, invitations were also sent to the cohort of alumni who had returned six months earlier, but who did not attend the workshops held several months after they returned. As might be expected, far fewer of these alumni attended the workshops averaging around 25% for the two workshops. As this cohort of alumni had already been back in Vietnam around nine months, and as they had already been reintegrated to a large extent, they were not the primary target of the workshops (see Table 3).

**Table 3: Rate of attendance of previous cohorts in Vietnam workshops**

Previous cohort not attending October 2013 workshops but attended March 2014 workshops			Previous cohort not attending March 2014 workshops but attended October/November 2014 workshops		
Invited	Attended	Percentage	Invited	Attended	Percentage
109	23	21%	60	17	28%

When the two cohorts of alumni (recent cohort and the previous cohort) are combined, the overall participation rate at the Vietnam workshops of the two cohorts increased from 37.6% in March 2014 to 51.5% in October/November 2014.

## Endeavour alumni

For the first time, Endeavour alumni were invited to join the reintegration workshops in Vietnam as part of the effort to bring both DFAT and Endeavour awardees into a single Australia Awards Alumni Network in Vietnam. As Endeavour alumni are not on the AAV alumni database, invitations were sent by the AEI Office. Because of the different types of Endeavour awards, it was not clear how many Endeavour alumni had returned to Vietnam at the time of the workshops.

In the March 2014 workshops, twelve Endeavour alumni registered to come to the workshops, although only eight actually came. The figures for the October/November 2014 workshop were similarly small with 11 Endeavour alumni registering and ten attending the workshops.

## Welcome back ceremonies

Another feature of the Vietnam workshops in 2014 was their combination with a Welcome Back Ceremony for the newly-returned alumni. This ceremony normally took the form of a speech and the presentation of Australia Awards Certificates of Achievement by a senior officer of the Australian Embassy in Hanoi, or in the south, an officer from the Australian Consulate-General. In the central Vietnam workshops, as the numbers of attendees were small, the presentation was undertaken by the AAV HRD Adviser at the March workshops and the AAV Deputy Team Leader at the October/November workshops. The presentations normally took place in conjunction with a lunch or dinner that accompanied all the workshops.

The introduction of the Welcome Back Ceremonies and the presentation of certificates most likely contributed to some extent to the increase in attendance rates at the Vietnam workshops, especially the 10% increase achieved from the March to the October/November 2014 workshops

## Workshop attendance rates

When first formulated in 2012, the reintegration strategy identified 'low attendance rates' at the workshops as a high probability risk in successfully implementing the strategy. Table 4 below provides a summary of workshop attendance rates since the implementation of the strategy.

**Table 4. Percentage attendance rates at Australian and Vietnamese workshops**

Vietnam workshops	Percentage attendance	Australian workshops	Percentage attendance
		October 2012	50%
April 2013	44.4%	April 2013	52%
October 2013	48.8%	October 2013	61.7%
March 2014	51.5%	May 2014	75.5%
October/November 2014	61.3%	October 2014	69%

As Table 4 shows there has been steady improvement in the attendance rates at both the in-Australia and in-Vietnam workshops compared to the initial low rates. Noteworthy were both the 75% reached at the Australian workshops in May 2014 (although the October/November 2014 rate fell back somewhat to 69%, but still significantly higher than the previous workshops) and the sharp jump in the Vietnam workshops from 51.5% in March 2014 to 61.3% in October/November 2014. In particular the attendance rate in Hanoi improved from 49.5% in March 2014 to 60.6% in October/November 2014.

The higher attendance rates can probably be ascribed in part to the increased awareness among the awardees in Australia and the alumni on their return about the workshops and their usefulness, spread by those who have attended the workshops. The high attendance at the last workshops in Vietnam can also be partly explained in that many of those returning had been among the first briefed on the reintegration strategy at their pre-departure briefing in December 2012 and even some at the May 2013 briefing.



Different strategies have also been used to maximize workshop attendance, including follow-up emails, SMSs and telephone calls, expanding the locations of workshops at universities and cities in Australia and cities in Vietnam, and varying the times of the workshops to include weekends and after hours. The higher attendance rates seem to indicate that this flexible approach has brought positive results.

There are clearly a number of reasons why many of the targeted group did not attend the workshops in Australia or in Vietnam, for example, study or work commitments, health reasons including pregnancy, and business travel when they are back in Vietnam. Some do not attend as they do not consider they need assistance in reintegrating, since their work responsibilities are clear and/or they have reintegrated well with supervisor support (this is to be welcomed).

## Conduct of the in-Vietnam workshops

A major change occurred in the delivery of the Vietnam workshops in October/November 2014 when the AAV HRD Adviser was unable travel to Vietnam because of medical problems. The workshops were then delivered by the HRD Manager (who had assisted the HRD Adviser in all previous Vietnam workshops) and the AAV Deputy Leader. The Team Leader also assisted with the Hanoi workshops. The AAV team was briefed on skype by the Adviser, especially on the linkages between the Australian and Vietnam workshops.

Apart from the changes resulting from the assessment of the pilot program described in Section 2 above, several other innovations were introduced in the Vietnam workshop program in 2014.

1. Prior to the October/November Hanoi workshop, in an attempt to facilitate greater involvement of supervisors in the integration process, a pilot briefing was conducted for supervisors of 39 returning alumni from ten central agencies. Despite the briefing being held late on a Friday afternoon with refreshments served, and extensive individual telephone follow-up, only five supervisors and three coordinators attended. Although those attended spoke positively about the contributions of returning alumni and the usefulness of the ReAPs to their institutions, the very poor attendance indicates this pilot activity did not meet its objectives and will not be repeated.
2. At the March 2014 workshops in HCM City and Can Tho, older guest alumni were invited on a pilot basis to share their reintegration experiences with the recent returning alumni. As this innovation was appreciated by those attending the two workshops, it was decided to expand this model to all October/November workshops. The guest alumni were selected on the basis that they had attended the March workshops and had developed ReAPs. In Hanoi, two guest alumni were invited to each of the three workshops and one guest alumnus in the other locations. Their contributions added value to the workshop content and were appreciated by the participants.
3. A third innovation was the arrangement of the three Hanoi workshops in October/November on the basis of the three Profiles. This division of participants worked very well for the Friday afternoon and Saturday morning workshops with participants predominantly being Profile 3 and Profile 2 respectively, but the smaller Saturday afternoon (nominally for Profile 1) had a mixture of participants. As the participants in the first two workshops worked in similar work environments, their respective skills, exchange of reintegration experiences and discussion on ReAPs, were more relevant. Profile 3 had the highest attendance rate (77.4%), then Profile 2 (46.7%) and the lowest was Profile 1 (35.4%). The Profile 1 low rate is understandable as many of these alumni were from distant Northern provinces.

This last innovation stemmed from a recommendation from the 2014 Tracer Study report: that AAV determines whether or not the varying needs of returning alumni warrant further tailoring of AAV program support to alumni as they prepare for and undergo the return and reintegration process in Vietnam. However, this recommendation could only be implemented in Hanoi because of the large

## Evaluation of the workshops

### In-Australia workshops

The two series of Australian workshops were overall highly evaluated by participants. The ratings for the October workshops were generally higher than those for the March workshops, even though they were both conducted by the HRD Adviser. The highest rating of 'completely' in agreement in both workshops was for the Trainer's effectiveness - 87.5% and 85.5% respectively. The 'completely' rating for the workshop meeting expectations rose from 69.8% for the March workshops to 75% for the October workshops. The contributions of DFAT representatives at four of the October workshops may have been a contributing factor in this higher rating

### In-Vietnam workshops

The overall positive evaluation of the two series of Vietnam workshops can be summarised in participants' agreement to the statement:

<i>Overall, the workshop met my expectations</i>			
Workshops 2014	Completely	Mostly	Partly
March	65.6%	31.1%	3.3%
October/November	66.4%	32.7%	0.9%

As can be seen the results above are strikingly similar, despite the change in the facilitators in the two sets of workshops – respectively the AAV HRD Adviser/HRD Manager and the HRD Manager/Deputy Team Leader. The evaluation of the trainers shows a somewhat higher rating for the March workshop as seen in the table below, but overall the ratings for both workshops are very positive, as evidenced by participants' agreement to the statement:

<i>The trainers were effective</i>			
Workshops 2014	Completely	Mostly	Partly
March	82.2%	16.7%	1.1%
October/November	74.5%	25.0%	0%

Another interesting evaluation result was the similar participants' response in both series to the statement:

<i>The ReAP will be useful to my work</i>			
Workshops 2014	Completely	Mostly	Partly
March	55.5%	34.4%	8.9%
October/November	53.6%	36.4%	10%

The 90% or more participants viewing the ReAP as a useful tool for their work is encouraging, at least in terms of their intentions. Reducing the small percentage of those who partly agreed will be difficult given the differences in work conditions and the personalities of alumni, and the fact that some of the alumni had not yet found employment.

## Reintegration survey

A survey was carried out in October 2014 by the AAV M&E Adviser on the implementation of the reintegration program for the alumni who were eligible to attend the workshops in Vietnam in October 2013 and March 2014, i.e. respectively 12 and 6 months after the two workshops.

The main findings of the survey were:

1. Around 84% of the 247 alumni who responded to the survey attended at least one reintegration workshop in Australia or Vietnam.
2. Around 70% of the 247 alumni prepared ReAPs.
3. Alumni have implemented their ReAPs according to plan in 75% of cases with 33% actually completed at the time of the survey.
4. Supervisors have played a key role in the design and implementation of the ReAPs.
5. The main factor in the successful implementation of the ReAPs is the relevance of its activities to organisations, colleagues, and the supervisors.
6. The main outcome of the ReAPs is HRD in organisations.
7. The program has improved the reintegration workshops, and more awardees/attendees have attended the workshops, but the main factors in the success of the ReAPs are inside the organisation.

More detailed findings of the survey can be found in Section 3.2 of the M&E Report 2014.

## On-going reintegration program risks

The 2014 reintegration workshops were successfully conducted as demonstrated by the positive participant evaluations in both Australia and Vietnam. In Vietnam, this has been achieved despite the late substitute of AAV local staff to deliver the workshops in October/November, instead of the HRD Adviser. In fact, successful AAV staff delivery of the workshops has provided the program with a more cost effective option for the workshop delivery in Vietnam in 2015.

This year's workshops were marked by a significant 10 percent increase in attendance by the targeted, recent alumni returnees at the Vietnamese workshops, with the increase most marked in Hanoi. This increase could be ascribed to a number of factors, including the accumulation of knowledge among awardees/alumni about the value of the workshops after two years, the beginning of the return of alumni who have been briefed at pre-departure briefings, the combining of Welcome Back Ceremonies and certificate presentation with the workshops, the flexibility in the timing and location of workshops, and the intensive follow-up by AAV staff to workshop invitees.

Nevertheless, the attendance rate at both workshops remains a high risk, as witnessed by the decrease of 6% in the attendance rate in Australia from the March 75% to October's 69% (although this latter was still higher than the two previous workshop series). AAV will continue to take action to mitigate this risk, such as flexibility in workshop location and timing, intensive follow-up to invitations, and specific briefings on the reintegration program at pre-departure briefings.

A related risk is the number of alumni who attend the workshops and who actually develop and implement their ReAPs. The reintegration survey indicated that around 70% of respondents had prepared ReAPs. This figure is broadly in line with AAV's record of alumni attending the October 2013 and the March 2014 workshops who had submitted ReAPs

(60% and 68% respectively). Even then, these results required intensive follow-up by the HRD Manager.

Another significant risk is the lack of support by supervisors for effective reintegration of their employees. The assessment of the pilot program concluded that one of the two most important factors in the implementation of the ReAPs was supervisor support. One positive indication of supervisor support is a finding from the reintegration survey (see previous section) that “*supervisors have played a key role in the design and implementation of ReAPs*” (e.g. 60 percent of alumni who prepared ReAPs had discussed them with their supervisors during its preparation and 90 percent of these alumni said that they had received support from their supervisors for their ReAPs.)

However, there are negative examples indicating the challenges in obtaining supervisor support for the reintegration process. The very poor attendance at the AAV briefing of CA supervisors and coordinators before the October/November 2014 workshops in Hanoi is one example. Another is the low number (less than 20%) who indicated by show of hands at the Hanoi workshops that they had discussed with their supervisors what skills and knowledge they could apply in the ReAPs, before workshops took place. This low response occurred despite emails being sent to both the alumni and their supervisors asking for this discussion to take place.

The basic issue is that the scholarship program has very little leverage over alumni when they return to Vietnam, let alone their supervisors. Under the current program structure, AAV leverage is limited to trying to persuade the alumni of the benefits of the reintegration workshops (including their social networking value) and the usefulness of the ReAPs to their workplace reintegration. As for supervisors, the leverage is far more tenuous and probably in most cases non-existent. The only link with employers (not supervisors) is an employer letter of support at the time of application, seeking information on how the applicants’ chosen field of study will fit with their organisations’ HRD plans.

## Alumni support program

### Professional development

#### Professional development models

Professional development events continued to form the backbone of the 2014 alumni program using two models: training workshops and half-day seminars. The follow-up preparation of the summary and record of proceedings of the VNAC 2013VTV held in mid-December 2013 represented the third professional development model – a conference – which was undertaken in 2013.

Professional events in 2014 comprised a two-day training workshop for southern alumni, four-half day workshops on journal article writing in four cities, and four half-day seminars, one of which was the initiative of the Hanoi core group. In addition, the HCM City core group organised a series of lunchtime talks. The training workshops on journal article writing and the two seminars on Green Growth were direct outcomes of the VNAC 2013.

#### Workshops on journal article writing

A highlight of the year was the series of four half-day workshops on journal article writing conducted by the AAV International Academic Adviser in July/August 2014. The workshop was a repeat of the well-received workshop conducted by the Adviser at the VNAC and was replicated in Hanoi, Hue, HCM City and Can Tho. The series of workshops proved to be

very popular with 301 (F: 191; M: 110) participants of the 460 who registered. Participants included 18 Endeavour alumni and 22 AAF alumni.

While the workshop was originally designed to assist academics and researchers with Australian research-focused degrees to convert their thesis research into peer-reviewed, English language journal articles, only 17 of the participants had PhDs or Masters by research degrees. However 139 of the participants were employed by either an education or research institution. The workshops were very highly rated by participants.

Adviser recommendations for future journal article writing and related workshops include:

1. Repeat the workshops in 2015 for those who could not attend the 2014 workshops.
2. Offer a 'journal manuscript advisory service' (provided by the adviser) to 15 researchers in second half of 2015.
3. Invite conditional PhD and Masters by research awardees to the repeat workshops in 2015.
4. Offer a one-day workshop on research design to Masters alumni considering a research career (provided by the adviser), based on the workshop the adviser conducts for new research degree awardees.

These four recommendations could be included in next year's annual plan, but with a much smaller number of researchers in the proposed journal manuscript advisory service, depending on budgetary considerations

### **Seminar on Green Growth in Hanoi**

Following on from the sub-session on Green Growth at the VNAC 2013, a very successful seminar was held in Hanoi on 11 October 2014 with the title of "*Green Growth and Energy Efficiency, from Home to Office*". The seminar title, content and presenters were selected in consultation with alumni experts who attended the VNAC 2013 sub-session. There were four presentations, each by an alumni expert:

- *Overview of Vietnamese Government policy on Green Growth* – Mrs Vu Xuan Nguyet Hong (seminar chairperson), former Vice President of the Central Institute for Economic Management, MPI.
- *Vietnam Renewable Energy: Wind and Solar Potentials* – Dr Tran Phuong Dong, Senior Consultant PEAPROS Consulting JSC.
- *Development of Green Buildings in Vietnam: In line with the Technology, Economy and Social Conditions* – Associate Professor Nguyen To Lang, Vice Rector, Hanoi of Hanoi Architecture University.
- *Green Transport* – Mr Nguyen Van Kien, Technical Adviser, GIZ.

Discussions at the seminar were very lively, with many participants expressing their views in a passionate way, showing strong commitment to green growth issues as well as frustration over the state of the poor state of the environment in Vietnam. Such was the level of interest that discussion was extended into the refreshment and lunch times.

Sixty-nine alumni (F: 40; M 29) and several invited guests attended the seminar. Forty-five percent of the alumni worked in education and research institutes, with the remaining fairly evenly divided among employees of central government agencies, businesses and NGOs. A notable feature about the participants is that there were more senior alumni than previous seminars – 52% were 35 years or older, among whom more than half were 45 years old or more. This indicates the high interest in the subject by mid-level environment and economic professionals.

One outcome of the seminar was a proposal to hold a series of group discussions after hours in the AAV office with specialised topics under the Green Growth theme. A second outcome was a proposal to hold a follow-up seminar on Green Growth in Central Vietnam.

### **Seminar on Green Growth in Hue**

The follow-up seminar on Green Growth was organised in Hue on Sunday 14 December 2014 in cooperation with the newly established Thua Thien Hue branch of the Vietnam-Australia Friendship Association and the Vietnam Union of Friendship Associations (VUFO) Thua Thien Hue. The Hue alumni core group played a leading role in organising the seminar and arranged a group-based format for the seminar proceedings involving group discussions and presentations.

Following a presentation on the Vietnam Government's policy on Green Growth by consultant, Dr Tran Phuong Dong, four discussion groups were formed, one led by Dr. Dong on *Renewable Energy: Wind and Solar Potential* and the three others led by local alumni on the topics: i) *Advancing Green Growth-Oriented Tourism Development in Thua Thien Hue Province*, ii) *From Home to Office – What should We do to Mitigate Climate Change?*, and iii) *Green Growth at Grass Roots Level: a Community Level Perspective*. Due to the group-based format, the seminar lasted until mid-afternoon resuming after lunch.

The seminar was attended by 33 participants comprising 27 (F:14; M:13) alumni (of whom 3 were Endeavour alumni) and 6 persons from the Vietnam-Australia Friendship Association and VUFO. Transport was provided by the alumni program for the three participants from Danang. Forty-one persons had registered for the seminar. The evaluations showed a very high level of satisfaction for the seminar's usefulness, the information acquired and the value of the group discussions,

### **Training workshop on Communication Skills in Vung Tau**

A two-day training workshop on communication skills was held at Vung Tau for alumni in southern Vietnam on 14-15 June 2014. The topic and trainer were selected by the HCM City alumni core group following a proposal from the AAV office that a training workshop be held to respond to the recommendation made in the 2013 M&E Report that more support be given to alumni in the transfer of knowledge and skills in the work place, by improving alumni skills in "mentoring, supervision, presentations, communication and teamwork".

The topic of the workshop chosen by the core group, after canvassing a number of local trainers, was 'Essential NLP (Neuro-linguistic Programming) Life Skills' delivered by Mr Nguyen Khac Thanh Dat, an expert trainer in NLP. NLP is an approach to communication and personal development, which originated from research aimed at enhancing communication with psychological patients. It later became a popular tool to coach people in self-awareness, positive thinking and effective communication. As such, the NLP communication training covered the M&E Report recommended skills of supervision, mentoring and teamwork.

The workshop was divided into eight topics with a presentation by the trainer on concepts and best practices, followed by group exercises to apply the concepts and tools in a real world situation. Presentations and group work each lasted for about half the workshop duration. Participants were presented with a certificate at the end of the workshop.

The workshop attendance was limited to 50 participants with 89 alumni originally registering. In the end 49 alumni attended with almost equal gender representation (F: 25; M: 24). Over half of the participants came from the business sector and around a quarter worked in education and research institutions. Seven of the 49 came from the provinces. Two of the participants were AAF alumni but there were no Endeavour alumni. Eight of the 49 participants were over 45 years old.



Participants gave the seminar very positive feedback with 94% fully agreeing that they had acquired useful information; over 80% fully agreed that their time was well spent and that the presentations were of good quality with the remaining 20% partially agreeing.

### **Seminar on branding strategies in Hanoi**

The Hanoi alumni core group took the initiative and organised a seminar on Branding Strategies in the afternoon of Sunday 4 May. The seminar was combined with social activities in the morning followed by lunch. The presenter was an alumnus, who has ten years working experience in the areas of marketing, branding consultancy and market research. The presenter's essential message was that a branding strategy is like a "compass" directing all marketing activities of a brand, whether this is for any product, service, organisation or person.

The AAV office supported the Hanoi core group's event by sending invitations, arranging the venue contract and facilitating the online evaluations. Financial support was limited to the cost of the venue hire and afternoon refreshments. The seminar was attended by 72 alumni including 4 Endeavour alumni coming from a range of employment sectors, with 27 from enterprises and 20 from education institutions.

The seminar was highly rated by participants with 21 of 24 alumni who submitted online evaluations agreeing the seminar fully met their expectations while the remaining three said it mostly did. All 24 said that they acquired useful information and that the time spent at the seminar was worthwhile. The most convincing testimony was by an alumnus who wrote in an article for the AAV website that she went to the seminar with a negative view about brands, but the speaker changed her mind. As analysed by the speaker, 'the concept brand is not something that is cooked up, but something built on unique values which were actually owned by a product, a person, or an organisation'. She concluded that she went home with a lot questions for herself "with a backpack of new knowledge and skills" which she had gained from the seminar.

### **Support for presentations at VietTESOL**

The first VietTESOL conference held in Vietnam took place in Hanoi on 9-10 December 2014 at the University of Education, VNU, in cooperation with the National Foreign Language Project 2020. Given the major role that Australian Government scholarships have played in educating a very large cohort of TESOL lecturers and experts in higher education institutions in Vietnam, and the Embassy's co-sponsorship of the conference, funding support in the form of airfares was provided to three DFAT Australia Awards graduates in TESOL from central and southern Vietnam to present posters at the conference. Several other alumni who were both DFAT and subsequently Endeavour alumni were supported by AEI. Many DFAT alumni from central and northern Vietnam attended the conference with a number presenting papers.

## **Professional development challenges**

### **Wider alumni participation**

The continuing challenge of the alumni program is to attract wider participation of alumni, especially older alumni, who, because of work and/or family commitments, have had no or peripheral involvement in the alumni program. While VNAC 2013 was successful in attracting older alumni, considerable success was also achieved this year, particularly in respect of the two key professional development events – the Journal Article Writing workshops and the Green Growth seminars, where a large proportion of participants were mid-level professionals in academia and government. The choice of the event topics of was clearly of interest to a wide spectrum of ages.

The geographical spread of alumni especially in central Vietnam (where there are 212 alumni in the 10 central provinces) and the increasing number of alumni (102) in the Mekong Delta creates some organizational issues. The success of the reintegration workshops held in Can Tho in October 2013 and May 2014 for recent returnees in the Mekong Delta led to the decision to include Can Tho as a venue for the Journal Article Writing workshop in July 2014.

Can Tho is the best location because of the concentration of alumni at the Can Tho university and its central location in the Delta. However, with a limited alumni support budget and the relatively small alumni numbers, it will not always be feasible to organise separate professional development events in Can Tho. It should also be noted that transport connections have substantially improved in recent years allowing fairly easy access to HCM City for alumni events.

The almost even split of alumni numbers between Hue and Danang presents a different challenge. The separate Danang alumni core group was only established in 2013, but apart from the Coordinator, the group is not representative of the bulk of the alumni in Danang who are academic staff at Danang University. The alumni in Danang are not as motivated as those in Hue and the interest in alumni functions is generally low. This was demonstrated by the inability of the AAV office to evoke sufficient interest among relevant academic and Danang City PC alumni in the Green Growth seminar, which had originally been planned for Danang. In contrast, the alumni in Hue enthusiastically took over the proposed seminar as their own. One solution has been the provision of transport for alumni for events in the other city. The other option is to repeat workshops in the two cities as has happened with the reintegration workshops.

### **Importance of networking**

It is clear from the formal evaluations and from informal feedback that the program's provision of opportunities for networking is highly appreciated by alumni and constitutes one of the main reasons for alumni attendance at events. All these events are accompanied by a lunch or dinner to facilitate networking. For two-day workshops, social activities feature prominently in the program. A key feature of the workshop in Vung Tau was the beach games in the late Saturday afternoon and the gala dinner function in the evening. Combining professional development with social networking events is a successful formula and should continue.

### **Cost sharing**

With the long-term objective for the AAAN in Vietnam to become more autonomous and financially self-supporting, more attention should be paid to alumni sharing the cost of events with the alumni support program, where this is feasible. The vast majority of alumni are professionals with reasonable levels of income and can afford small contributions to events. Cost-sharing is also a particularly useful means for strengthening alumni commitment when they register for an event and reducing the non-show rate, often as high as 20%. During 2014, cost-sharing successfully occurred with three professional development events.

One event was the two-day workshop in Vung Tau, when those registering were required to transfer VND 200,000 to a designated core member's account. These funds were then allocated to non-core event expenses such as the bus hire from HCM City, Saturday morning breakfast and prizes for the games and gala dinner. The second event was the one-day event in Hanoi combining social activities in the morning, a lunch and the seminar on Strategic Branding in the afternoon. The Hanoi alumni met the entire costs of the morning refreshments, game prizes and lunch.



A different form of cost-sharing occurred at the Green Growth seminar in Hue, when the Chairman of the Vietnam-Australia Friendship Association (an Endeavour Executive Fellowship alumni), who is the Rector of the Thua Thien Hue Industrial College, provided the venue at the College free of charge.

Further exploration needs to be undertaken of how to expand the cost sharing approach for professional development events where this is feasible; although care has to be taken to ensure that the form of cost-sharing does not unnecessarily deter alumni from attending alumni events. Locally initiated events by alumni are clearly the most suitable events for cost-sharing. The establishment of a formal national alumni organisation should lead to more opportunities for cost sharing by alumni.

### **Promotion of gender equality**

Two very different events were organised during the year to follow the successful gender seminar held in 2013 to further promote gender equality in the program. The first event had the aim of activating the alumni gender expert group, dormant since the seminar, and to encourage the group to share ideas on how the scholarship program might strengthen gender issues in its alumni and other activities. The event took the form of informal drinks to meet the AAV's Gender and Social Disability Adviser in the late afternoon of 24 June 2014. Of the 19 alumni listed as 'gender experts', seven confirmed their attendance and all came. The other 12 indicated they could not attend for family or work reasons.

During the event, the adviser facilitated a brainstorming session using the 'dotmocracy' technique for the participants to vote on three specific questions on how to strengthen gender issues in the scholarship program. The two ideas that received by far the most votes from the group were:

- Networking the alumni and sharing information on gender equality activities, projects, supports and research
- Encouraging groups of alumni to apply for bigger small grants on gender

Following up the first idea above, AAV sent an email to all 19 members of the group reporting the brainstorming results to see whether they were willing to share their contact details with others in the group. It was suggested that a Google Mail Group be set up for group communication. The result, however, was disappointing. While eight alumni responded positively, only four actually joined the Mail Group, which to date has no content.

The small attendance at the drinks event and the failure to establish a working Mail Group demonstrates the difficulty in the 'gender experts' functioning as a group and contributing more broadly to the AAV program. In relation to the second idea above, in the fifth round of Small Grants, which closed on 31 October 2014, there were two individual alumni submissions but no group submissions on gender issues.

The second event is the organising of a photography competition with a gender equality theme. The name of the competition is "Gender Equality through Alumni's Lenses". The competition is being held in conjunction with the Family BBQ in Hanoi on 14 March 2015 and with International Women's Day on 8 March. At the BBQ it is expected that the winners will be presented with prizes by the Ambassador and the winning photos will be exhibited. The competition was launched on 15 December 2014 and the results will be reported in next year's Annual Report.

Women continue to participate prominently in the alumni program. There was strong representation of female alumni in the professional development events held in 2014 with a similar overall ratio of 61% women – similar to last year's 60%. In the two-day training workshop in southern Vietnam, the ratio was a little less in favour of women (W: 51%; M: 49%), presumably reflecting the difficulties of some women with young children attending a

weekend event. The high attendance rate of women suggests that the subject matter, the timing and location of these alumni events are generally acceptable to most female alumni.

Women continue to play a key role in the alumni core groups that have been established in four cities – HCM City, Hue, Danang and Hanoi. In Hue and Danang, the alumni coordinators are women and the majority of the members of the core groups are women. Five of the six DFAT alumni members of the alumni working group elected by alumni to progress the formation of a national Australia Awards alumni organisation are women.

### **Electronic innovations**

The year saw the introduction of different forms of electronic innovation. Facebook proved a very effective channel both to extend invitations and to notify updates for the two-day workshop in Vung Tau. Those alumni registering for the workshop were also invited to join the AAV Facebook, thus providing an efficient way to communicate and to further promote the AAV Facebook to a wider alumni community.

Again in preparing for the Vung Tau workshop, an online list of participants was developed to allow the three parties involved (AAV office, HCM City core group coordinator and the holder of the bank account) to allow constant viewing and checking of alumni registrations to avoid confusion.

Another innovation was the establishment of an Australian Government LinkedIn Group page for alumni, which at the end of December 2014 had 297 members.

In addition, the AAV office introduced a system of reminder SMS messages sent the day before an event to all those who had registered. Feedback from alumni indicates that this has been an effective innovation and is now use for all similar AAV events

### **Access to on-line academic databases**

In response to alumni needs, for the past four years AAV has subscribed to a widely used, international set of academic databases provided by the ITGroup. Following a survey of users in November 2013 to explore their needs, one of the two databases was changed and the databases now comprise ProQuest and Cambridge Journals Online (new). This facility can accommodate up to 1,500 users and, as of the end of November 2014, 1,229 alumni had subscribed (with an overall ratio of 60.5% in favour of women, a 2.0% increase over last year). The percentage of users from Profile 3 is 46% (an increase of 3.0% over last year) compared to 33% Profile 1 users.

## **Strengthening professional links with Australian institutions**

### **Small grants scheme**

The SGS has the combined objective of enhancing the professional knowledge of alumni and of strengthening alumni links with Australian organisations. At the request of Post, an assessment was undertaken in February 2014 by the AAV M&E Adviser on the SGS's efficiency and effectiveness. Key conclusions of the assessment were:

- The SGS has performed effectively with regard to its purpose and objectives.
- Almost 90% of grantees enhanced and capitalised on their knowledge and skills gained in Australia.

- More than 70% of grantees strengthened their professional links with Australian organisations.
- Most grants provided the grantor with good value for money.
- Grant recipients are satisfied with the SGS and its operations.
- SGS management is labour intensive and transactions costs are high relative to the amounts being managed.
- SGS could meet higher standards for objectivity, consistency and transparency in appraisal process and decision-making.

Recommendations made in the assessment were for two stages of implementation:

- First stage. Recommendations for the next round included: i) expanding the range of eligible activities, ii) reducing inefficiencies, redundancies and overhead in the pre-award and post-award stages, iii) improving SGS documentation and timeliness of appraisal processes, and iv) maintaining two rounds of grants annually.
- Second stage. Other recommendations aimed at subsequent rounds covered i) improved performance accountability mechanisms, ii) performance-based features, iii) a payment- by- deliverable pilot scheme, and iv) the development of a how-to guide.

In consultation with the Post, AAV drafted new, detailed SGS guidelines, which included most of the recommendations for implementation in the first stage, as well as the development of a how-to guide, originally recommended for the second stage. Of the recommendations for expanding the type of activities eligible, only Organisational Change was approved by Post and added to the original three activity types: Presentation at Conferences; Research; and Organisation of Training Courses, Workshops or Seminars.

A feature of the new guidelines is the development of a Proposal Evaluation Criteria Grid to assist alumni in ensuring that all required criteria are addressed in their submissions and to provide a transparent and common basis for proposal appraisal. The Grid should ensure better quality submissions and a more systematic, fair and timely basis for submission appraisal by the AAV office and Post.

Following approval of the guidelines and the how-to guide by Post, announcements were made through the alumni database, Facebook, LinkedIn and the AAV website that the fifth SGS round would close on 31 October (two months later than forecast in the 2014-2015 Annual Plan). In effect, this will be the last round under the AAV program, as there will be insufficient time for another round before the closure of the program in January 2016.

In line with the recommendation to build capacity of grantees in preparing grant applications and managing grants, a training workshop was held in Hanoi on 1 October 2014 for interested alumni. Forty-four alumni registered and 27 (F: 19; M: 8) attended. In addition, it is planned to hold briefing sessions at the AAV Office and possibly in HCM City on financial reporting to successful grantees.

A total of 33 submissions was received in the fifth round covering 50 alumni with almost equal numbers of men and women (M: 26; F: 24). Key features of the submissions are summarised in Table 5.

**Table 5: Submission Activity Type and Alumni Profile**

Submission Activity Type	Number of Submissions	Alumni Profile	Number of Submissions
Organisation of training course, workshop or seminar	13	Profile 1	19

Submission Activity Type	Number of Submissions	Alumni Profile	Number of Submissions
Research	12	Profile 2	10
Organisational change	4	Profile 3	21
Presentation at a conference	4		
Total	33		50

In both Activity Type and Alumni Profile there are changes from earlier rounds. Previously, research activities dominated, but in this round organisation of training courses, workshops and seminars were most common. Again in this round, there is an unusually high number of Profile 1 alumni submitting proposals, although still slightly outnumbered by Profile 3 alumni. Alumni living in Hanoi are predominant as usual with 32 of 50 alumni. The next is Thua Thien Hue with 12 submissions, followed by HCM City with 3 alumni. The most popular sectors are Education with 12 submissions, Rural Development with six and Food Security with four. There are two submissions on Gender Equality and one on Disability. There are proposals by four alumni who had previously received grants.

Two of the four submissions on conference presentations were submitted early to Post as both conferences (in Thailand and Australia) took place before the appraisal process of all submissions could be completed. Both were approved. This utilised the flexible provisions in the new SGS guidelines regarding submissions for conference submissions. Statistics providing a breakdown of activity types, sector, profile, level of study, geographical location and area of work are found in Attachment 1.

Three submissions were subsequently withdrawn and one submission for a conference presentation in Australia in August 2015 was deferred until the alumnus' abstract was approved. AAV office appraised the remaining 29 submissions using the new Evaluation Criteria Grid and sent the assessments to Post on 19 December 2014.

The overall quality of the submissions was considerably higher than previous rounds, largely due to the revised Guidelines and submission template which to a very large degree the applicants followed. The AAV office also spent considerable effort in providing feedback on the submissions seeking clarification or requesting more information in the submissions. Most of the feedback was directed at the budgets requesting explanations for specific items, proposing reductions in item costs and even eliminations of some items, which were outside the scope of SGS funding. The vast majority of the applicants complied with AAV requests and proposals, hence the large number of recommended submissions.

#### *Summary of AAV recommendations<sup>14</sup>*

- Total budget of approved (2), strongly recommended (9), recommended (13) submissions:
- AUD 121,147
  - Total budget of submissions (2) for consideration by Post: AUD 22,726
  - Total budget of submissions not recommended (3): AUD 24,988.

<sup>14</sup> Post advised AAV in January 2015 that all the recommended submissions and one submission submitted to Post for consideration had been approved (totaling AUD 138,887), subject to confirmation that there were sufficient funds within the 2014/15 available planned funds.

The list of the Small Grant Scheme proposals recommended by AAV to Post is found in Attachment 2.

## Links with DFAT and the Australian embassy

The alumni database provides a ready-made list of alumni with a wide-ranging pool of expertise, who can be identified to assist with Embassy projects and studies and attend special Embassy functions. In 2014, the database was used on a number of occasions to seek alumni for DFAT and Embassy initiatives, including the provision of appropriate alumni to attend specific Embassy events and alumni success stories for the Embassy Facebook. In October 2014, AAV assisted the Embassy with conducting surveys and arranging interviews with alumni for the DFAT research on 'Strategies for enhancing the promotion of Vietnamese mid-career women to senior positions in Vietnam'.

## Small grants scheme

### **Australian Chamber of Commerce (AusCham), Vietnam**

Alumni working in the commercial sector are encouraged to establish links with the Australian business community, especially in HCM City, through an 84% discounted membership fee (reduced from USD250 to USD40), as a result of AAV corporate membership. Despite more intensive efforts on the part of both AAV and AusCham to encourage alumni to join AusCham, the result has been disappointing and as of November 2014 there were only six alumni who are current members. This is all the more surprising, as over the past year AusCham has developed a more dynamic and attractive program

### **Australian volunteers**

In March 2013, the Embassy developed a draft Vietnam Scholarship/Volunteer Linkages Matrix identifying common needs and practical activities to support these needs through each program. In practice the links between alumni and the Australian volunteers continue to be largely ad hoc. The impediments for stronger links between the two programs include (i) the short-term nature of volunteers and their geographical spread, (ii) most professional development events for alumni are in Vietnamese, and (iii) the necessary attendance limitations for training workshops.

The most common link has been invitations for a group of appropriate alumni to attend welcome lunches for newly arrived volunteers. Another linkage that has been useful is informing volunteers about each scholarship application period so that they can encourage suitable contacts to apply

## Establishment of a national AAA network in Vietnam

### Cooperation with Endeavour alumni

A major breakthrough in 2014 has been the close coordination between DFAT alumni and Endeavour alumni in effect leading to the establishment of a single Australia Awards Alumni Network in Vietnam, in line with the GoA's policy. Endeavour alumni are now included in most DFAT alumni activities supported by the AAV program. These include the Vietnam reintegration workshops combined with the welcome home ceremony, the pre-departure briefings, the professional development and social networking events, and access to the

academic database. The only major activity not including Endeavour alumni is the Small Grant Scheme, mainly because Endeavour alumni are not on the AAV database. Invitations from the AAV office to Endeavour alumni are sent indirectly through the AEI office to their Endeavour awards database.

## Establishment of a national AAA organisation

As a result of the three consultation workshops in Hanoi, Danang and HCM City, where consensus was reached that DFAT alumni should establish a national Australia Awards Alumni organisation in Vietnam, a representative, six-member working group was elected by alumni. In early 2014, two members representing Endeavour alumni were added to the group making it an 8-member group (F: 6; M: 2).

In April 2014, the working group held consultations with various stakeholders in Hanoi, including the Embassy, AAV, VGAC and the Secretary of the Vietnam-Australia Friendship Association. Following those consultations the group decided to select the option of forming a separate organisation sponsored by the Friendship Association as distinct from becoming a 'branch' within the VGAC (also sponsored by the Friendship Association).

The working group then drafted a set of regulations for the establishment of an Australian Awards Alumni Association under the auspices of the Friendship Association and submitted the draft to the VUFO in August. The informal reaction of VUFO was to query the establishment of a second Australian alumni organisation when VGAC was long established. Subsequently the AAV Team Leader and the coordinator of the working group met the responsible officer in VUFO to explain the reasons for the Australia Awards alumni preference. At the meeting VUFO suggested that the Embassy write a letter to VUFO setting out the Embassy's views on the establishment of the proposed Association. At the time of writing this report the Embassy was reviewing the matter.

# Mobilising alumni to strengthen the scholarship program

## Mobilising alumni for promotion

As alumni are highly effective 'ambassadors' for the scholarship program, AAV seeks to mobilise alumni at alumni events to assist with the promotion of the scholarships throughout the year, not merely during the scholarship application period. At the opening of applications, all alumni on the database are provided with information by email and requested to pass this on to their professional and social networks.

Before visits to provinces and provincial universities, alumni working there are mapped and contacted where possible. If available, alumni are also invited to address public information sessions in the provinces.

## Pre-departure briefings

It has been the practice over the past four years for recently-returned alumni to brief and interact with new awardees at pre-departure briefings. The interactive, ninety minute time allotment allows a detailed question and answer session on range of specific issues of concern to the new scholarship awardees. At the November 2014 pre-departure briefings, the Endeavour alumni were included for the first time and an Endeavour alumnus was added to the three guest DFAT alumni for the question and answer session



## Mentoring programs

### Mentoring of new awardees

The mentoring program was launched at the end of 2010 to assist new awardees better adjust to the different study and living conditions in Australia. In principle, mentors and mentees are linked through their common field of study and, where possible, attendance at the same university. Alumni PhD alumni mentor awardees who are undertaking research degrees (PhD or Masters by research) and Masters alumni are assigned to Masters by coursework awardees.

In practice, as reported in the 2013 Annual Report, this formula has been modified in respect of more recent cohorts of mentees. Mentors who are current awardees at the same universities as the mentees have been located. This has occurred in respect of PhD mentees and mentees at smaller universities, in particular.

Figures for the last two cohorts in December 2013 and May 2014 where the assignment of mentors has been completed are summarised as follows:

- December 2013: 120 mentees (94 Masters by coursework; 26 PhD and Masters by research) all were matched with a total of 99 mentors.
- May 2014: 66 mentees (53 Masters by coursework and 13 PhD and Masters by coursework) all were matched with 58 mentors.

In June 2014, an online survey was sent to the mentees and mentors from the December 2013 cohort. Of nearly half the 120 mentees who responded to the survey, 94% of respondents were positive about the program, i.e. very useful (30%), useful (36%) and somewhat useful (28%), compared to 85% in the previous cohort's survey. Three respondents did not find the program useful, an improvement over the previous cohort's survey when 9% (15) of the respondents were similarly negative about the program.

Of the 97 mentors, 30% responded to the online survey, a slight increase from 25% in the previous survey. One hundred percent of the respondents were positive about this program, i.e. very useful (31%), useful (38%) and somewhat useful (31%), an encouraging increase from the 94% in the previous survey. Eighty-six percent of mentor respondents rated their mentees as being very active, active or somewhat active. Responding to the question what they felt best about being a mentor, 79% of the mentor respondents stated that the best feature of the mentoring scheme was that it gave them the opportunity to contribute to the scholarship program.

In this survey, mentees were also asked whether they would prefer their mentor to be an alumnus or a current awardee. Seventy percent responded that they preferred the mentor to be an awardee. Thus for the December 2014 cohort, the mentoring program will try to meet mentee expectations and find current awardees as mentors for those who have made this choice.

The initiative taken in December 2013 to introduce the mentoring scheme earlier to the new awardees, i.e. one month before the pre-departure briefings, also appeared to work well. In conclusion, the mentoring scheme continued to be an effective channel to help awardees adjust to the different study and living conditions in Australia.

### Mentoring of newly returned alumni

A new initiative was introduced following the March 2014 reintegration workshops in Vietnam, whereby older alumni are invited to act as mentors for newly returned alumni to assist their reintegration into the workplace. There were 15 newly returned alumni in the first cohort who were matched with suitable older alumni. In a survey conducted in November 2014 of the 15 mentees and mentors only four mentors and four mentees responded. Of

the four mentee responses, three mentees said that they had contacted their mentor only once, with one making contact more than 3 times. Two of the four mentor respondents said that they had not been in contact with their mentees.

Following the November 2014 workshops, five more alumni registered and were matched with older alumni. The small number pool of alumni registrants, the few survey respondents and the not so positive survey responses suggest that this initiative does not meet a significant alumni need and after the second cohort should be discontinued.

## Alumni database maintenance

The AAV alumni database is the cornerstone of all alumni-related activities and it is essential that it be accurate and constantly updated. Two staff members have been assigned to update the database whenever possible, using all possible information avenues including email, tracer study, impact studies, websites, event registration and working through alumni who studied at the same time as alumni who cannot be contacted. The VNAC 2013 conference alone generated a huge number of alumni contact updates (457 updates of the 608 registered).

The database maintenance work has been significantly increased since the introduction of the Australia Awards Online Database (AAOD) database administered by the Alumni Engagement Unit (AEU) in DFAT. As there are important fields, such as profiles, disadvantaged alumni, work location (province) and alumni status (e.g. deceased, retired etc.), which are not on the AAOD database, but which are necessary for reporting and sorting purposes for the Vietnam program, the Vietnam alumni database has to be maintained resulting in much duplication of work. The AAOD has not yet been able to accommodate the Vietnam field requirements.

As of the end of December 2014, the large backlog of alumni not updated in the AAOD database (reported in the 2013 Annual Report) had been eliminated and the two databases are now updated simultaneously. However, a problem has been detected with the insertion of duplicate names in the AAOD with the reversed positions of family names and given names. AEU has been informed about this issue.

The two online systems (contact updating and event registration) allow alumni to easily update their information and register for events. This has enabled the AAV office to more efficiently keep track of changes in contact details. In addition, the database of AAF alumni continues to be updated and, as a result, more AAF alumni have attended alumni activities.

## Reintegration and alumni program expenditure

Details of reintegration and alumni program expenditure in 2014 are found in Attachment 2. The total expenditure was AUD 43,568, which was AUD 3,298 less than the budget of AUD 46,866.



## Attachment 1

### Statistics on Small Grants Scheme

#### Round 5 - 2014

<b>Number of Submissions</b>	33
<b>Number of Alumni</b>	50

Activity type	Number of Submissions
Organisation of a training course, workshop or a seminar	13
Research	12
Organisational change	4
Presentation at a Conference	4
Grand Total	33

Activity sector	Number of Submissions
Education	12
Rural development	6
Food security	4
Environment	2
Gender equality	2
Governance	2
Disability	1
Economic growth	1
Health	1
Infrastructure	1
Regional stability	1
Grand Total	33

Gender	Number of Alumni
Male	26
Female	24
Grand Total	50

Profile	Number of Alumni
Profile 1	19
Profile 2	10
Profile 3	21
Grand Total	50

Geographical work location	Number of Alumni
Hanoi	32
Thua Thien Hue	6
Ho Chi Minh City	3
An Giang	1
Bac Ninh	1
Can Tho	1
Hai Phong	1
Hau Giang	2
Lang Son	1
Lao Cai	1
Quang Tri	1
Grand Total	50

Area of Work	Number of Alumni
Education	11
Agriculture and Rural Development	11
Public Policy and Administration	8
Environment	4
Health	4
Social Services	4
Economics	3
Communication and Media	2
Law	2
Social Sciences	1
Grand Total	50

  

Degree	Number of Alumni
Master	37
PhD	13
Grand Total	50

  

Alumni requesting a second Grant	Number of Alumni
A second SGS application (received an earlier Grant)	4
First SGS application	46
Grand Total	50

## Attachment 2

### Total expenditure for reintegration and alumni support in 2014

No	Time	Place	Type/no of activity	Subject/Topic	Facilitator(s)/ Contracted agency	No. attended	Budget (AUD)	Actual cost (AUD)
Professional Development Activities								
1	25 April 2014	Hanoi (Embassy)	Working group meeting and dinner	Working Group Meeting with Embassy, AAV, Secretary of Vietnam-Australia Friendship Association, VGAC	AAV	8 alumni (F: 5; M: 3)	3,000	2,280
2	4 May 2014	Hanoi (Sum Villa Restaurant)	Seminar (half day)	Branding Strategies	Hanoi Core Group Alumni presenter: Mr. Nguyen Duc Son	72 (F:46; M: 26)	3,036	1,380
3	14-15 June 2014	Vung Tau (Lan Rung Hotel)	Training workshop (two days)	Communication Skills	NLP communication trainer: Mr. Nguyen Khac Thanh Dat	49 (F: 25; M: 24)	8,000	6,930
4	24 June 2014	Hanoi (Somerset Apartment)	Informal drinks	Gender Expert Group Networking Event	AAV's Gender and Social Disability Adviser Ms. Cara Ellickson	7 alumni (F:6; M:1) and 4 guests	0	90
5	July – August 2014	Hanoi, Hue, HCMC, Can Tho	Training workshop (half day)	Journal Article Writing	AAV's International Academic Adviser Dr. David Annandale	301 (F: 191; M: 110)	6,815	5,311

No	Time	Place	Type/no of activity	Subject/Topic	Facilitator(s)/ Contracted agency	No. attended	Budget (AUD)	Actual cost (AUD)
6	1 October 2014	Hanoi (Sunway Hotel)	SGS capacity building	Training on SGS 5 <sup>th</sup> Round Guidelines	AAV	27 (F:19; M:8)	500	300
7	11 October 2014	Hanoi (Press Club)	Seminar (half day)	'Green Growth and Energy Efficiency, from Home to Office'	Alumni presenters: Ms. Vu Xuan Nguyet Hong Dr. Tran Phuong Dong Assoc. Prof. Nguyen To Lang Mr. Nguyen Van Kien	69 (F: 40; M: 29) alumni and 2 guests	3,036	2,380
8	November 2014	Hanoi	VNAC2013	Printing and Distribution of VNAC2013 Executive Summary and Proceedings	AAV	120 Executive Summary publications 100 Proceedings	1,620	1,621
9	14 December 2014	Hue (Hue College of Industry)	Seminar (half day)	Green Growth	Alumni facilitators: Mr. Phan Dinh Hiep Dr. Tran Phuong Dong Dr. Nguyen Quy Hanh Ms. Tran Thi Thanh Ha Ms. Pham Thi Dieu My	27 (F:14; M: 13) alumni and 6 guests	2,036	880

No	Time	Place	Type/no of activity	Subject/Topic	Facilitator(s)/ Contracted agency	No. attended	Budget (AUD)	Actual cost (AUD)
10	December 2014	Hanoi	Return airfare support to alumni who displayed posters at VietTESOL Conference		AAV	3 (F: 2; M: 1)	0	531
In Vietnam Reintegration Workshops and Welcome Back Ceremonies								
11	March 2014	Hanoi, Da Nang, HCMC, Can Tho			AAV's HRD Adviser: Mr. Kevin Egan	67	3,920	4,890
12	Oct-Nov 2014	Hanoi, Da Nang, HCMC, Can Tho, Hue			AAV's HRD Manager: Mr. Dao Tran Phong AAV's Deputy Team Leader: Ms. Vu Thi Thanh Hoa	87	3,457	5,430
In Australia Reintegration Workshops								
13	May 2014	7 cities			AAV's HRD Adviser: Mr. Kevin Egan	111	2,000	2,000
14	October 2014	6 cities			AAV's HRD Adviser: Mr. Kevin Egan	60	2,000	1,555

No	Time	Place	Type/no of activity	Subject/Topic	Facilitator(s)/ Contracted agency	No. attended	Budget (AUD)	Actual cost (AUD)
Central Agency Employer Briefing								
15	17 October 2014	Hanoi (Press Club)	Meeting	Briefing CA employers and coordinators on new returnee's reintegration process	AAV	5 employers 3 CA coordinators	0	580
Online Academic Information Resources								
16	Online academic information resources	Vietnam	Online access to academic resources	ProQuest and Cambridge Databases	ITGROUP	1,242	6,856	6,710
AusCham Membership								
17	AusCham membership	Vietnam	Membership fee 2014		AusCham	8 (4 renewed, 4 new)	590	700
Total Alumni expenditure							46,866	43,568
Small Grant Expenditure								
18	1 January – 31 December 2014		Disbursement for SGS activities		AAV	10	60,000	8,133
Total SGS expenditure							60,000	8,133

## Attachment 3

### Summary of SGS Proposals

Full Name	Position	Employing Institutions	Degree obtained in Australia	Australian Institutions	Date of return to Vietnam	Activity Title	Type of Activity	Activity Duration	Activity Location	Proposed funding (VND)	Proposed funding (AUD)
<b>APPROVED</b>											
<b>Do Thanh Hoa</b>	Researcher/ Project Officer	Centre for Creative Initiatives in Health and Population (CCIHP)	Master of Public Health	Queensland University of Technology	31-Jul-13	Participating in the 6th International Conference on Public Health among the Greater Mekong Sub-Regional Countries at Khon Kaen, Thailand. Abstract accepted.	Presentation at conferences	4 days	Khon Kaen, Thailand	12,964,896	708.00
<b>Bui Quoc Anh</b>	Vice Manager of Biotechnology Centre	Research & Development Centre, Saigon Hitech Park	Master of Science in Agriculture	The University of Sydney	05-Oct-08	Oral presentation for Royal Australian Chemical Institute Congress (RACI), December 7-12 December 2014. Abstract accepted.	Presentation at conferences	5 days	Adelaide, Australia	57,116,00	3,022.00
<b>STRONGLY RECOMMENDED</b>											
<b>Kha Chan Tuyen</b>	Lecturer	Nong Lam University	Doctor of Philosophy (Food Science) Master of Philosophy (Food Science)	The University of Newcastle The University of Newcastle	31-Dec-09	Production of spray dried Gac fruit juice and whole milk blends	Research	12 months	HCM City	92,149,000	4,968.00
<b>Tran Sang Tao</b>	Lecturer and Researcher  Deputy Director	Hue University of Agriculture and Forestry (HUAUF)	PhD in Agriculture Master of Sciences (Agriculture)	Hue College of Agriculture and Forestry The University of New England	28-Sep-96	Effects of rice bran and phytase supplementation in layer diets on the performance, egg quality and biochemical parameters of Commercial CP Brown Hens	Research	6 months	Thua Thien Hue	93,680,000	4,990.00
<b>Pham Hoa Hiep</b>	Lecturer	Hue University - College of Foreign Languages	Doctor of Education	The University of Melbourne	1-Apr-05	Research Culture at Australian and Vietnamese Universities: A Pilot Comparative Study and Implications for Vietnam	Research	7 months	Thua Thien Hue, HCM City and Melbourne	69,073,000	3,702.00
<b>Ngo Minh Ha</b>	Lecturer/ Research	Vietnam National University of Agriculture	Master Animal Studies	The University of Queensland	31-Dec-13	Developing a novel therapy (naturally occurring bacteriocins) to prevent multidrug resistant Escherichia coli infections	Research	12 months	Hanoi	91,480,000	4,997.00
<b>Tran Khanh Long</b>	Lecturer	Hanoi School of Public Health	Master of Public Health	Queensland University of Technology	3-Aug-12	Research on services and support for persons with disabilities in disasters - a case study of Quang Tri province	Research	6 months	Quang Tri province	148,460,000	8,025.00
<b>Do Thi Hanh Trang</b>	Lecturer	Hanoi School of Public Health	Master of Public Health	The University of Melbourne	31-Jul-10						
<b>Bach Ngoc Thang</b>	Economics Lecturer	National Economics University	PhD in Economics	The University of Queensland	31-Mar-14	A training course on "Survey design/ management and count-data regression"	Organisation of a training course, workshop or a seminar	6 months	Hanoi	90,000,000	4,877.00
<b>Nguyen Thi Kim Dung</b>	Project officer  Lecturer	Center for Counseling, Research and Empowering Community (CoRE)  Thang Long University	Master of Applied Anthropology and Participatory Development	The Australian National University	31-Dec-97	Training course: Empowering girls through life skills program called "Shine"	Organisation of a training course, workshop or a seminar	3 months	Hanoi	89,607,000	4,832.00



Full Name	Position	Employing Institutions	Degree obtained in Australia	Australian Institutions	Date of return to Vietnam	Activity Title	Type of Activity	Activity Duration	Activity Location	Proposed funding (VND)	Proposed funding (AUD)
<b>STRONGLY RECOMMENDED</b>											
<b>Tran Thang Long</b>	Lecturer	National Economics University	Doctor of Philosophy (Faculty of Business & Economics)	Monash University	31-Dec-13	Strengthening research networking capability of Institute for Economics and Development Studies	Organisation of a training course, workshop or a seminar	12 months	Hanoi	76,282,000	4,311.00
<b>Ton Thi Tam</b>	Expert	Ministry of Education and Training	Master of Education	Queensland University of Technology	5-Dec-11	Developing/Formulating the regulation on organizing and activity of the Ethnic Minority Boarding Schools in order to meet the requirement of education basic and comprehensive renovation.	Organisational change	10 months	will be selected based on representative of each region, Vietnam	92,300,000	4,947.00
<b>RECOMMENDED</b>											
<b>Nguyen Thi Bich Thuy</b>	Lecturer	Hanoi University of Science and Technology - School of Foreign Languages	Doctor of Philosophy in Education Master of Education (TESOL)	The University of Sydney Monash University	14-Aug-13	Presentation of research paper "EFL collaborative learning in a Vietnamese university" at the 11th Annual CamTESOL conference in Phnom Penh Cambodia, 2015.	Presentation at conferences	5 days	Phnom Penh, Cambodia	24,391,000	1,319.00
<b>Tran Ha Uyen Thi</b>	Lecturer	Hue University - College of Economics	Master of Applied Commerce (International)	The University of Melbourne	31-Jul-09	Assessing the current situation of e-commerce adoption in handicraft businesses of traditional craft villages of Thua Thien Hue province	Research	12 months	Thua Thien Hue	74,845,000	4,099.00
<b>Nguyen Hai Yen</b>	Researcher	Institute of Ecology and Works Protection	Master of Plant Biotechnology	The University of Adelaide	12-Oct-12	Reduce chemical sprays in urban areas by changing public attitude and behaviour in dealing with urban pests	Research	9 months	Hanoi	93,260,000	4,948.00
<b>Le Minh Vu</b>	Program Officer	Medical Committee Netherlands Vietnam	Master of Development Practice (Community Development)	The University of Queensland	31-Dec-10	Sparkling social change via social networks among ethnic young people in upland Huong Hoa district of Quang Tri province, Vietnam	Research	9 months	Quang Tri province	182,850,000	9,822.00
<b>Nguyen Nhat An</b>	Program Officer	Oxfam Vietnam	Master of Development Practice	The University of Queensland	31-Dec-11						
<b>Do Thi Thanh Ha</b>	Dean	University of Languages and International Studies, Vietnam National University	PhD of Linguistics Master of Applied Linguistics	The University of Melbourne The University of Melbourne	31-May-11	Further investigation into how Vietnamese students acquire English in their study programs Article writing on the development of their participation in group discussions	Research	2 weeks	Melbourne	77,716,000	4,213.00
<b>Nguyen Thi Van Khanh</b>	Deputy Head	Lao Cai High School for Gifted Students	Master of Education (TESOL-International)	Monash University	31-Dec-12	TESOL Workshop "Building capacity for English Language Teaching (ELT) in Lao Cai through innovative practices"	Organisation of a training course, workshop or a seminar	4.5 months	Lao Cai province	72,110,000	3,869.00
<b>Nguyen Quy Hanh</b>	Secretary General	Vietnam Union of Friendship Organisations of Thua Thien Hue Province	PhD in Development Research Master of Development Practice	University of Bonn (Germany) The University of Queensland	30-Jun-14	Regional participatory project writing seminar	Organisation of a training course, workshop or a seminar	4.5 months	Thua Thien Hue	117,100,000	6,307.00
<b>Vo Dinh Anh Tuan</b>	Chief of the Office	Vietnam Union of Friendship Organisations of Thua Thien Hue Province	Master of Development Practice	The University of Queensland	31-Dec-11						

Full Name	Position	Employing Institutions	Degree obtained in Australia	Australian Institutions	Date of return to Vietnam	Activity Title	Type of Activity	Activity Duration	Activity Location	Proposed funding (VND)	Proposed funding (AUD)
<b>RECOMMENDED</b>											
<b>Tran Thi Tuyet</b>	Director	University of Languages and International Studies, Vietnam National University	PhD of Education Master of Education	La Trobe University The University of Melbourne	01-Mar-13	Graduate employability workshops	Organisation of a training course, workshop or a seminar	4 months	Hanoi	73,600,000	4,242.00
<b>Nguyen Van Huy</b>	Official	National Center For Water Resources Planning and Investigation (NAWAPI)	Master of Health and International Development	Flinders University	31-Jul-14	Capacity building for young staff at the National Centre for Water Resources Planning and Investigation and its subordinate centres	Organisation of a training course, workshop or a seminar	4 months	Hanoi	72,200,000	4,098.00
<b>Phan Ton Bao Duy</b>	Officer	Thua Thien Hue Department of Rural Development	Master of Environmental Management	Flinders University	31-Jul-14	Training needs assessment and organisation of training course for traditional craft villages in rural areas in Thue Thien Hue	Organisation of a training course, workshop or a seminar	3.5 months	Thua Thien Hue	92,994,000	4,990.00
<b>Nghiem Xuan Huy</b>	Deputy Director	Vietnam National University, Hanoi - College of Social Sciences and Humanities - Centre of Education Quality	PhD of Communication and Information	University of South Australia	25-Mar-12	Enhancing information literacy for first year students at University of Social Sciences and Humanities (USSH), VNU Hanoi	Organisation of a training course, workshop or a seminar	10 months	Hanoi	142,900,000	8,210.00
<b>Pham Tien Toan</b>	Lecturer	Vietnam National University, Hanoi - College of Social Sciences and Humanities	Master of Library and Information Science	Queensland University of Technology	15-Jul-11						
<b>Nguyen Thi Trang Nhung</b>	Lecturer	Vietnam National University, Hanoi - College of Social Sciences and Humanities	Master of Information Technology	Queensland University of Technology	14-Dec-10						
<b>Nguyen Quang Dong</b>	Consultant	Research on Development Communication (RED Communication)	Master Government and Public Policy	The University of Queensland	31-Dec-13	Promoting Evidence-based Policy practices in Vietnam through the development of Vietnamese Policy Online – an open policy research database	Organisational change	12 months	Hanoi	217,500,000	11,684.00
<b>Hoang Thu Trang</b>	Senior Community-Based Officer	CARE international in Vietnam	Master of Environmental Management and Development	The Australian National University	31-Jul-13						
<b>Nghiem Lien Phuong</b>	Public servant	National Assembly Office	Master of Public Policy	The Australian National University	21-Jul-13						
<b>Vu Lan Huong</b>	Freelance Consultant	Freelance	Master of Environment	The University of Melbourne	31-Jul-14						
<b>Tran Duc Nga</b>	Director of External Affairs Office	Hai Phong Private University	PhD of Education	The University of Tasmania	03-Jul-12	Changing from teacher-centred teaching to more student-centred: the implication of Constructive Alignment theory	Organisational change	11.5 months	Hai Phong	73,851,000	3,967.00

## Annex 6

### **Gender, Disability and Social Inclusion Report 2014**

## Strategy objective

The AAV Gender, Disability and Social Inclusion (GDSI) Strategy for 2014-2015 has the following objective:

“Women, men, people from ethnic minorities and people with disability (i) have equitable access to scholarships and new skills and (ii) use their new skills to contribute to gender equality and social inclusion in Vietnam (target of 50% participation by women) and to development in the priority areas.”

## Progress in implementing strategy objective

### Results

The 2014 selection round marked a continuing improvement towards achieving the objective of equitable access to scholarships by disadvantaged groups, in particular for applicants with a disability and the rural disadvantaged. In addition, the target of 50% participation by women continues to be exceeded by a similar percentage to previous years.

#### ***Gender equity***

The 2014 round results again highlight the unusual situation encountered by the Australia Awards program in Vietnam, which is the ongoing balance of applicants and awardees substantially in favour of women. Applications were virtually in the same ratio as in the previous two years (F: 60.4%: M: 39.6%). However, in contrast to the previous two rounds, the balance of awards offered became even more favourable to women with the female ratio of awards increasing to 62.2% compared to 56% in 2013 and 55% in 2012.

This favourable female ratio in terms of applicants and awards occurred across all three Profiles with the highest percentage of female applicants (65.9%) and awards (68%) in Profile 2. In 2013, the percentages were respectively 63% and 64.4%. The most even gender balance of the three Profiles was Profile 3 with 58.3% female applicants and 57.1% female awardees.

Women outnumber men in both applications and awards in all targeted categories including persons with disability, ethnic minorities, rural disadvantaged, local government officials and Vietnamese NGOs. In respect of local government awardees, the results this round reversed the situation in the 2013 round when male awardees outnumbered female awardees. There was also a higher ratio of ethnic minority women (F: 9 awards; M: 5 awards) who received awards this round in contrast to the same share of 5 awards each gender last round.

In terms of PhD scholarships, more women (53.8%) applied than men (46.2%), slightly less than last round (F: 55%; M: 45%). At the award stage, the balance was almost the same with 19 women and 18 men offered awards. This result reversed the situation in 2013 when male awardees (60%) outnumbered female awardees (40%) and resumed the overall pattern of past years when more women received PhD awards than men.

In contrast to last round, where a common pattern emerged of a significant decline from the short-listing stage to the awards stage in the percentage of women in the categories of local

government employees, ethnic minorities and PhD candidates, this pattern did not reoccur this year. Thus, last round's pattern across these three categories can be seen as an anomaly and does not necessarily presage a continuing trend.

Attracting a high percentage of female applicants in Vietnam is clearly not a problem in whatever category of applicants, including ethnic minority women. The higher percentage of Profile 2 applicants and awards favouring women this round supports the findings reported in last year's Report that young male graduates are somewhat reluctant to enter Government employment because of low salaries and tend to join the business sector, where there is more opportunity to earn a higher income. In addition, Vietnamese men in Government employment, in particular, are reluctant to be absent from their jobs for the scholarship period, because of the potential opportunity cost of not being present in the workplace to compete for promotion.

### ***Ethnic minorities***

In the 2014 round, total ethnic minority numbers saw increases in both applications (52 total, F: 35; M: 17) and awards (14 total, F: 9; M: 5). These figures compare well with the last two rounds (2013, 49 applications and 10 awards and in 2012, 44 applications and 11 awards). As mentioned above, the large drop last round between short-listing and final selection in respect of ethnic minority women did not reoccur.

### ***Disadvantaged rural***

In the GDSI Strategy, social inclusion also includes applicants from disadvantaged rural areas, which are designated under the Government of Vietnam's sustainable poverty elimination program. To qualify for this disadvantaged category, applicants need to have been born in OR attended high school in designated disadvantaged districts AND be currently employed in those districts or provinces with designated districts. Ethnic minorities need to meet these criteria to be designated as disadvantaged.

This round, there was a further increase in disadvantaged rural applicants to 109 from 83 in 2013 comprising 28 ethnic minorities designated as rural disadvantaged, and 81 non-ethnic minority applicants. The number of awards rose to 28 from 25 last round (10 ethnic minorities and 18 non-ethnic minorities).

### ***Persons with a disability***

The sharp increase in applications and awards for persons with a disability that occurred last round (16 applications and 8 awards) was consolidated this round with a further increase in applications (21) although with one less award (7). Five of the awardees are in Profile 1 and two are in Profile 3, with one awardee undertaking PhD studies. There was only one Profile 2 applicant, who was made ineligible because of her informal Bachelor degree.

Twelve of the 21 applicants and five of the 7 awardees were women. Altogether 5 of the 21 applicants were ineligible. Five of the awardees have mobility difficulties (4 in the legs and one in one hand) and two have a hearing impairment. Unlike last round, there were no applicants with sight impairments.

The applicants with disability came from a cross-section of employment sectors with 7 applications each from Vietnamese NGOs, 6 from local Government, 3 each from education/research institutes and companies and one each from INGOs and media/press. Awards were offered to staff of Vietnamese NGOs (3) and local government and education/research institutes (2 each). The breakdown of applications and awards is set out below.

### Applicants with disability

Sector of Employment	Total Applicants	Conditional Awardees
Local Government	7	3
Vietnamese NGO	6	2
Research/ Education Institute	3	2
Companies	3	
INGO	1	
Media/Press	1	
<b>Total</b>	<b>21</b>	<b>7</b>

## Mainstreaming strategies

### Promotion

#### *Gender and ethnic minorities*

In the context of the continuing higher number of female applicants and awardees, the emphasis again in the 2014 round promotion material was on the social inclusion component of the strategy rather than gender equality. The 2014 round promotion materials highlighted the priority given to disadvantaged applicants: disadvantaged rural applicants and persons with disability, as well as ethnic minorities. Only in the Vietnam Country Profile and on the AAV website was there specific reference to gender, but with the focus being more on encouraging applicants from rural areas of both genders, viz., “men and women from provincial and rural areas .... are strongly encouraged to apply”.

In briefing sessions held with PPCs, efforts were made to encourage the participation of the provincial Women’s Union, the Ethnic Minority Committee and the Department of Labour, Invalids and Social Affairs, and in most cases, these agencies were represented. At these PPC briefings, AAV staff drew attention to the priority given to these categories of disadvantaged applicants.

Because of time constraints due to the change in the Australian Government, provincial visits for the 2014 round were limited to five provinces in the northeast, predominantly populated with ethnic minorities, and five disadvantaged provinces in the north central coast, with significant ethnic minority populations. These were the same provinces visited for the first time last round and aimed to consolidate local awareness about the scholarships program.

#### *Gender equality studies*

There was a small increase in the number of applications for gender equality studies to 30 from 28 in 2013 applications. However, the number of awards decreased from 8 last round to 5 (partly reflecting the overall decrease in the number of awards in 2014). Two of the 30 applications for gender equality studies were from men but neither received an award.

Applicants working at Vietnamese NGOs received three out of the 5 awards; one awardee is a university lecturer and the other is a staff member of a provincial Women’s Union. The university lecturer will undertake PhD research on Vietnamese women’s post natal mental health, while the other 4 awardees will do Masters degrees.

An extensive contact list has been made of institutes, universities and NGOs dealing with gender equality issues. As in the 2013 round, letters were sent in September this year to these organisations reporting the 2014 round results in terms of gender studies and encouraging applications for gender studies in the 2015 round. Consultation visits by the Gender and Social Inclusion Adviser and AAV staff to selected organisations on this contact list were undertaken prior to the 2014 round and further visits will take place before the opening of the 2015 round.

### ***Disability***

The continuing high level of applications from and awards to persons with disability largely reflects the intensive round of consultations by the MC's Gender and Social Inclusion Adviser and AAV staff held with people's disability organisations, local and international NGOs working on disability issues, and MOLISA, prior to both the 2013 and 2014 rounds. Other factors are promotion by the word of mouth by awardees with disability through the networks of disability organisations and by Facebook, and the impact of the VTV educational program last year featuring two awardees and one alumnus with disability (a DVD of the program was disseminated to disability related organisations with a letter informing them of the 2013 round applications and awards of persons with disability).

An additional dimension relating to disability is the targeting of applicants who are working in organisations or roles that support persons with disability. In 2014, 24 applications for disability-related studies were received and 9 awards offered compared to 25 applications and 12 awards in 2013.

Information sessions were conducted for potential applicants with disability in Danang and HCM City respectively on 5 and 9 November 2014. The sessions were organised by the Danang Disabled People's Organisation and in HCM City by the Disability Research and Capacity Development. Thirteen persons with disability attended the Danang session and 21 persons with disability attended the HCM City session. While the participants in the information sessions showed keen interest, most will not be able to meet AAS eligible criteria for various reasons, such as not having a formal degree, lacking relevant work experience, working for INGOs and having a background in inappropriate fields of study (such as IT).

In HCM City there was extensive media coverage of the information session including interviews with the AAV Deputy Team Leader. A video segment was shown on HTV7's morning program "Good Morning New Day". The Voice of HCM City broadcast a report on radio and placed an article on its website. TV.TuoiTre.online showed a video of the information session and by 12 November had attracted 2,000 views.

### **Equity of Access Fund**

A major initiative undertaken last year was the establishment of the Equity of Access Fund for Australia Awards in Vietnam to provide support for disadvantaged persons (persons with disability and the rural disadvantaged) in gaining equal access to the scholarship program. The establishment of the Fund, in particular, reflects the increased focus of DFAT on improving support for persons with disability in the scholarship program. The Fund covers persons with disability and the rural disadvantaged at the pre-award and the post-award stages only. Funding support for persons with disability on-award is channelled by DFAT through OASIS using Disability Support Agreements. Rural disadvantaged while on-award, however, do not benefit from any additional funding support.

The use of the Equity of Access Fund started in July 2014 with the provision of housing and allowances to carers of two scholars with disability. There were 5 other separate cases

when the Fund was accessed comprising a total of 15 disadvantaged persons who have benefited from the Fund. The beneficiaries can be categorised as follows:

- A disadvantaged rural scholar on award whose medical condition did not allow her to travel alone was escorted back to Vietnam by an AAV staff member in September 2014.
- A disadvantaged rural alumnus from Gia Lai was provided an airfare and accommodation stipend to attend the reintegration workshop in HCM City in November 2014.
- Ten potential applicants with disability were each supported with VND 100,000 travel allowance to attend the information session for the 2015 round at Danang on 5 November 2014.
- An awardee with a mobility disability was provided with a rent subsidy for VND2,500,000 a month for the duration of his English language training at RMIT in HCM City from October 2014 to July 2015.
- Two awardees with hearing impairment were required to undertake an additional hearing test.

The total amount expended under the Fund in 2014 was close to AUD 22,000. The Fund has proven it is a very useful means of assisting disadvantaged persons whenever this is requested, and is a concrete demonstration of DFAT's commitment to provide equal access to scholarships.

### **Course selection**

The online OASIS application process, whereby applicants nominate their courses and universities on application, has significantly limited the roles of the Academic Advisers (and AAV placement staff) in steering relevant applicants to universities strong in gender studies. Unless Academic Advisers are contacted during the application stage for advice, their advice will be limited to short-listed candidates/ awardees who want or who have to change their selected courses.

### **Pre-departure briefing**

It has been the practice for a number of years to have special sessions at pre-departure briefings on gender issues and HIV/AIDS. Beginning in 2011, the AFP has been invited to give a briefing on security issues, which also includes domestic violence.

### **Alumni database**

As of July 2014, the program database contained 3,896 alumni of which 51.2% are women and 48.8% are men. The program has awarded more scholarships to women than men in every annual round since 2008. In the past four years, 62.7% of all new alumni entered into the program database have been female (488 women as compared to 290 men).

With respect to the AAF database, males and females were equal at 50%, indicating an increase of one percent for women over last year's 49%.

Women comprise 53.5 % of the 2,694 alumni who, according to the database, currently live and work in Vietnam. Female alumni are predominant in international organisations (67.1%) and NGOs (63.8%). They form a majority in education institutions (57.8%), foreign private sector firms (53.6%), in local government (52.2%) and in central government agencies (51.3%).



Among the alumni, there are 386 women and 569 men who are leaders and senior managers (defined as Deputy Directors and above). Women leaders and senior managers comprise 40.4 % of the 955 leaders and senior managers in the database, and 14.4 % of all alumni employed and living in Vietnam

### **Women's participation in alumni activities**

Women continue to participate prominently in the alumni program. There was strong representation of female alumni in the professional development events held in 2014 with an overall ratio of 61% women – similar to last year's 60%. In the two-day training workshop in southern Vietnam, it was noticeable that the ratio was more even (W: 51%; M: 49%), perhaps indicating the difficulties faced by female alumni with small children in attending a weekend long event. Nevertheless, the high level of attendance of women suggests that the subject matter, the timing and location of these alumni events are generally acceptable to most female alumni. It is also noteworthy that at the series of focal group discussions held in conjunction with the 2014 Tracer Study at the AAV office commencing at 5.00pm, far more women (21) attended than men (5).

Women continue to play a key role in the alumni core groups that have been established in four cities – HCM City, Hue, Danang and Hanoi. In Hue and Danang, the alumni coordinators are women and the majority of the members of the core groups are women. Five of the six DFAT alumni members of the alumni working group elected by alumni to progress the formation of a national Australia Awards alumni organisation are women.

AAV has sought to activate the alumni 'gender expert group' which has been inactive since the seminar on gender issues in April 2013 and to encourage the group to share ideas on how the scholarship program might strengthen gender in its alumni and other activities. The event took the form of informal drinks to meet the AAV's Gender and Social Inclusion Adviser in the late afternoon of 24 June 2014. Of the 19 alumni listed as 'gender experts', seven attended.

During the event, the Adviser facilitated a brainstorming session using the 'dotmocracy' technique for the participants to vote on three specific questions on how to strengthen gender in the scholarship program. The two ideas that received by far the most votes from the group were:

- Networking the alumni and share information on gender equality activities, projects, supports and research
- Encourage groups of alumni to apply for bigger small grants on gender

Following up the first idea above, AAV sent an email to all 19 members of the group to see whether they were willing to share their contact details with others in the group by setting up a Google Mail Group. The result, however, was very disappointing. While eight alumni responded positively, only four joined the Mail Group, which appears to be dormant. This result indicates the difficulties in keeping the group active.

There were no professional development events specifically relating to ethnic minority issues. Even though the numbers of ethnic minority alumni are currently low, AAV staff will work with the Gender and Social Inclusion Adviser to explore potential areas of interest for future workshops.

## Gender and social inclusion outcomes

The Tracer Study undertaken in 2014 examined the impact of the scholarship program on Australia Awards alumni and analysed the responses from 785 alumni as well as group discussions with 28 of these alumni. The main questions for the study included a question about how the employment experiences, application of skills and knowledge, and achievements of male and female alumni compared. All survey data were dis-aggregated to answer these questions.

### Survey respondents

The survey respondents were grouped into 5 cohorts. Cohort 1 alumni returned in the period 2010 to 2012; cohort 2 in 2009 to 2007; cohort 3 in 2004 to 2006; cohort 4 in 2001 to 2003; and cohort 5 in 1998 to 2000.

Almost 59% of the survey respondents were women. Women comprised 61% of respondents in the most recent cohorts 1 and 2; and 52% of respondents in cohorts 3, 4 and 5. Women comprised less than 46% of respondents in cohort 5, the oldest cohort.

### Seniority of position on return

About 59% of alumni who returned to their previous employers returned to the same position or level of position as before. However 39% returned to a higher position. Men (28.6%) tended to return to higher positions more frequently than women (20.4%).

### Finding a job on return

More than one quarter of alumni said they had found a new job on return. Women (29%) were more likely than men (25%) to look for new employers.

### Employment situation

Almost 96% of 666 respondents were either working full-time, working more than one job, or enrolled in further study. Men and women were just as likely to be working full-time, but men were more likely to work more than one job. Women were more likely to be working part-time.

### Type of work role

Alumni respondents were predominantly in professional (50.4%) and management (40.7%) positions. Men (39%) worked in management positions more frequently than women (28%). Women (46%) worked in professional positions more than men (33%).

Among recently returned alumni, men were 50% more likely to be in management positions than women. Among the oldest cohort men were 65% more likely than women to be in management positions. In cohorts 3 and 4, men were respectively around 25% and 20% more likely to be in management positions. Only in cohort 2 were men and women equally as likely to be in management positions (see table below for details).

**Table 1: Percentage of Alumni in Management Positions (by Gender)**

Cohort (Year of Return to Vietnam)	Total		Male Alumni		Female Alumni	
	No.	% of Total	No.	% of Males	No.	% of Females
Cohort 1 (2010 to 2012)	97	31.0	45	39.1	52	26.3
Cohort 2 (2007 to 2009)	83	45.6	34	45.9	49	45.4
Cohort 3 (2004 to 2006)	56	47.5	29	53.7	27	42.2
Cohort 4 (2001 to 2003)	60	65.9	28	73.7	32	60.4
Cohort 5 (1998 to 2000)	53	65.4	35	79.5	18	48.6
Total	349	44.5	171	52.6	178	38.7

### ***Achievements of men and women***

Alumni in recent cohorts were more likely to report achievements than alumni in older cohorts. In particular, alumni in recent cohorts participated in linkages between Vietnamese and Australian organisations, promoted gender equality, and volunteered in local organisations in higher percentages than alumni in older cohorts. Alumni in Cohort 1 were almost twice as likely to promote gender equality as alumni in any other cohort. They were also most likely to promote disability inclusion. Alumni in older cohorts were more likely to receive a promotion, or present a paper at an international conference.

### ***Knowledge outputs***

In the past three years, almost 96% of returning alumni produced at least one output related to their skills and knowledge. Common outputs were presentations and reports related to skills and knowledge acquired. Over half of alumni produced at least one presentation, report, or teaching course and materials. Men were more likely than women to produce all types of knowledge outputs except teaching materials and blogs. This included presentations, reports, briefings and memos.

### ***Improvements in organisational systems***

Almost 94% of alumni made improvements in at least one area of their organisation in the last three years. The main areas that alumni helped to improve were procedures, programs and management systems.

Men were more likely than women to make improvements in their organisations. Significantly more men than women made improvements to management systems and policies in organisations. Men were also more likely to improve linkages with other organisations. Women were most likely to improve their organisation's programs, while men were most likely to improve its management systems.

### ***Promotion of gender equality***

Women were more likely than men to promote gender equality in the work place. Alumni typically promoted gender equality through informal means such as supervising, mentoring or on-the-spot guidance. Generally, gender equality is promoted to a greater extent than disability inclusion.

Only 10% of surveyed alumni promoted gender equality to a great extent through informal means in the last 3 years. Only 5% promoted gender equality to a great extent in training and teaching activities. Men were more likely than women to promote gender equality in training and teaching activities. About 26% of men promoted gender equality to a medium extent in training and teaching activities in the last 3 years.

### ***Alumni involvement in community development***

Alumni who volunteered in local organisations used their skills and knowledge in their work duties more frequently than those who did not volunteer. On average, these alumni were 19.1% more likely to promote gender equality to at least a medium extent in their organisation.

## Conclusion

The mainstreaming strategies outlined in the GDSI Strategy have supported the achievement of very satisfactory results in the application and selection round, particularly in respect of persons with a disability, the rural disadvantaged and women.

The continuing increase in applications from targeted disadvantaged Vietnamese, especially persons with disability and the rural disadvantaged, was a noteworthy feature of the 2014 round. In particular, the positive result in attracting applicants with disability seems to be the cumulative effect of the recent intensive engagement with selected organisations dealing with disability and the word of mouth dissemination through local disability networks, particularly stimulated by last year's awardees. This form of engagement needs to continue and is bolstered by enhanced support for awardees with disability being provided by DFAT and the Equity of Access Fund. Nevertheless, as noted in last year's report, the pool of persons with disability, eligible for postgraduate studies in Australia will remain very limited because of the social and educational barriers they confront in Vietnam.

Noteworthy also was the increase in both applications and awards for ethnic minorities, both rural disadvantaged and non-disadvantaged. In particular, the occurrence last round of very large gap between the short-listing and award stages for ethnic minority women was not repeated this round and more ethnic women (9) were offered awards than men (5), compared to 5 awards each in 2013. Thus last year's result appears to have been an anomaly.

# Annex 7

## Summary of Key Recommendations

1. AAV strengthen its social media presence, as word-of-mouth remains the most effective means of communication and social media marketing can be seen as a new form of word-of-mouth marketing.
2. AAV continue to use VnExpress as an advertising vehicle. Even though it is not as cost effective as other commercial websites, it is still the most widely read news website in Vietnam and is useful in promoting general awareness of the AAS.
3. AAV continue to use Facebook advertising because it is effective in spreading the word about AAV's Facebook page at a modest cost. AAV should increase its budget for Facebook advertising, using savings from other budget areas.
4. AAV determine the campaign locations where ads will appear before Google and Facebook advertising campaign starts and give priority to provinces.
5. AAV drop Google Remarketing, as its effect is not apparent.
6. AAV discontinue its print advertising due to its lack of effectiveness, and funds saved be reallocated to Google and Facebook advertising.
7. AAV continue to visit selected disadvantaged provinces, especially those with large concentrations of ethnic minorities, since evidence of the past two years suggest there would be fewer Profile 1 applications received, if these visits did not take place.
8. The MC's Gender and Social Inclusion Adviser include key organisations dealing with disability, ethnic minority and gender issues in her next round of visits prior to the 2015 selection round.
9. AAV offer to hold special information sessions for Disabled Persons Organisations, if the latter see benefit in doing so.
10. AAV examine the applications in the 2014 round of all unsuccessful applicants who are persons with disability or who have applied for disability-related and gender studies to see if any have potential for applying again in 2015. If so, AAV contact them personally and encourage them to apply.
11. AAV examine all unsuccessful Profile 2 applications to encourage individually those with potential to re-apply in the 2015 round.
12. AAV focus its intensive engagement on those CAs that have a good record in terms of selection results and cooperation with AAV and, as in the last round, in the form of:
  - Individual meetings with CAs in December 2014 to discuss the 2014 selection round results and to encourage them to be more pro-active in the 2015 round in supporting applicants who meet their HRD needs.
  - A collective briefing session with all CA coordinators in mid-January 2015 with the SBV invited to share its scholarship nominating process and HRD practices.
  - Strong encouragement to the CAs to hold internal information sessions with the participation of the HRD Manager
13. In light of the increase in ineligibility in the 2014 round, AAV ensure that clearer messages are placed on the AAV website explaining what categories of applicants are eligible or not eligible to apply.
14. Because of the increase in variation extension cases as a result of research delays, closer monitoring of students doing research by universities should be undertaken to provide them with timely support so as to minimise research delays and thus extension variations.

15. Exploration should be undertaken of how to expand the cost sharing approach for alumni events where this is feasible.
16. The pilot briefing for supervisors of new alumni returnees for CAs be discontinued because of the poor attendance.
17. The journal article writing workshops conducted by the International Academic Adviser should be repeated in 2015/2016 for those who could not attend the workshops in 2014.
18. Conditional PhD and Masters by research awardees should be invited to the journal article writing workshops.
19. A one-day workshop on research design be held for Masters alumni considering a research career, based on the workshop the International Academic Adviser conducts for new research degree awardees.
20. The recently introduced mentoring program for recently returned alumni be discontinued because the small pool of alumni registrants and the not so positive survey responses indicate that this initiative does not meet a significant alumni need.

# Annex 8

## Annual Report Statistics 2014



Table 1: Scholars by CGA

Seq. No	CGAs	Alumni							Scholars on Award							Conditional awardees						Total CGAs			Total Research Institutes			Total		
		CGA			Research Institutes			Sub Total	CGA			Research Institutes			Sub Total	CGA			Research Institutes		Sub-Total									
		F	M		F	M	Sub Total		F	M	Sub Total	F	M	Sub Total		F	M	Sub Total	F	Sub Total		F	M	Total	F	M	Total	F	M	Total
1	MARD	13	16	29	38	53	91	120	4	7	11	12	7	19	30	1	1	2	1	1	3	18	24	42	51	60	111	69	84	153
2	SBV	54	23	77				77	13	7	20	2	1	3	23	1	1	2			2	68	31	99	2	1	3	70	32	102
3	MPI	34	35	69	7	10	17	86	7	2	9	1	1	2	11	3	1	4	1	1	5	44	38	82	9	11	20	53	49	102
4	MOF	50	20	70	1		1	71	12	4	16				16	2	4	6			6	64	28	92	1	0	1	65	28	93
5	MOFA	21	38	59				59	5	1	6	2		2	8	2	1	3			3	28	40	68	2	0	2	30	40	70
6	MOIT	16	20	36		3	3	39	5	5	10				10	1		1			1	22	25	47	0	3	3	22	28	50
7	MONRE	9	10	19	6	2	8	27	7	6	13	3	3	6	19	2	1	3			3	18	17	35	9	5	14	27	22	49
8	MOH	6	6	12	14	9	23	35	2		2	3	2	5	7	2	1	3			3	10	7	17	17	11	28	27	18	45
9	MOJ	15	14	29	1		1	30	1	1	2	1		1	3	1		1			1	17	15	32	2	0	2	19	15	34
10	MOET	7	15	22	1	1	2	24				2	1	3	3							7	15	22	3	2	5	10	17	27
11	MPS	5	14	19		1	1	20	1	1	2				2		1	1			1	6	16	22	0	1	1	6	17	23
12	MOLISA	6	4	10	2	3	5	15	2		2				2	1	2	3			3	9	6	15	2	3	5	11	9	20
13	ONA	7	7	14				14	2	1	3		1	1	4							9	8	17	0	1	1	9	9	18
14	MOST	2	6	8	5	2	7	15														2	6	8	5	2	7	7	8	15
15	VNA	8	2	10				10	3		3				3							11	2	13	0	0	0	11	2	13

Seq. No	CGAs	Alumni							Scholars on Award							Conditional awardees							Total CGAs			Total Research Institutes			Total		
		CGA			Research Institutes			Sub Total	CGA			Research Institutes			Sub Total	CGA			Research Institutes		Sub-Total										
		F	M		F	M	Sub Total		F	M	Sub Total	F	M	Sub Total		F	M	Sub Total	F	Sub Total		F	M	Total							
16	PCOC	6	3	9				9								1		1			1	7	3	10	0	0	0	7	3	10	
17	MOIC	4	5	9				9														4	5	9	0	0	0	4	5	9	
18	OOG		7	7				7		1	1				1							0	8	8	0	0	0	0	8	8	
19	MOC	1	3	4		3	3	7														1	3	4	0	3	3	1	6	7	
20	VTV	3	3	6				6														3	3	6	0	0	0	3	3	6	
21	MOT		5	5		1	1	6														0	5	5	0	1	1	0	6	6	
22	SPP		1	1				1	1	2	3				3	1		1			1	2	3	5	0	0	0	2	3	5	
23	VOV	2	1	3				3		2	2				2							2	3	5	0	0	0	2	3	5	
24	MCST	2	1	3				3														2	1	3	0	0	0	2	1	3	
25	CEMA	1	1	2				2		1	1				1							1	2	3	0	0	0	1	2	3	
26	SA	1		1				1	1	1	2				2							2	1	3	0	0	0	2	1	3	
27	SPC		1	1				1											1	1	1	0	1	1	1	0	1	1	1	2	
28	MOHA									1	1				1							0	1	1	0	0	0	0	1	1	
29	HCMYU		1	1				1														0	1	1	0	0	0	0	1	1	
Total		273	262	535	75	88	163	698	66	43	109	26	16	42	151	18	13	31	3	3	34	357	318	675	104	104	208	461	422	883	

### No. of Alumni

Alumni Status	No.
Vietnam	2783
Untraceable	488
Overseas	418
Retired	163
No current employment information	119
Deceased	12
<b>Total</b>	<b>3983</b>

### Number of Scholarship by Scholars

Type of Scholars	How many times received scholarship			Total
	One	Two	Three	
Total Alumni	3898	83	2	3983
Scholars on Award	560			560
Conditional Awardees	136			136
<b>No. of Scholars</b>	<b>4594</b>	<b>83</b>	<b>2</b>	<b>4679</b>
<b>No. of Scholarships</b>	<b>4594</b>	<b>166</b>	<b>6</b>	<b>4766</b>

Table 2: Scholars by province

Region	Province of Employment	Alumni (1)			On Award			Conditional Awardees (2)			Total
		F	M	Sub-Total	F	M	Sub-Total	F	M	Sub-Total	
<b>Central Coast</b>	Binh Dinh	4	6	10	5	2	7				17
	Danang	41	30	71	9	11	20	1	4	5	96
	Khanh Hoa	11	15	26	9	2	11				37
	Phu Yen	2	2	4		2	2				6
	Quang Nam	1	5	6	1	3	4		1	1	11
	Quang Ngai	2	3	5	1	1	2	1	1	2	9
	<b>Sub - Total</b>	<b>61</b>	<b>61</b>	<b>122</b>	<b>25</b>	<b>21</b>	<b>46</b>	<b>2</b>	<b>6</b>	<b>8</b>	<b>176</b>

Region	Province of Employment	Alumni (1)			On Award			Conditional Awardees (2)			Total
		F	M	Sub-Total	F	M	Sub-Total	F	M	Sub-Total	
Central Highlands	Dak Lak	8	4	12	6	9	15	4	2	6	33
	Dak Nong	2		2					3	3	5
	Gia lai	3	2	5		1	1				6
	Kon Tum	1	2	3	6	3	9				12
	Lam Dong	15	8	23		2	2	1		1	26
	<b>Sub - Total</b>	<b>29</b>	<b>16</b>	<b>45</b>	<b>12</b>	<b>15</b>	<b>27</b>	<b>5</b>	<b>5</b>	<b>10</b>	<b>82</b>
Mekong Delta	An Giang	12	15	27	7	10	17	3		3	47
	Bac Lieu	1	1	2				1		1	3
	Ben Tre	1		1	1		1				2
	Ca Mau	2	3	5		1	1				6
	Can Tho	42	26	68	12	10	22	1		1	91
	Dong Thap	4	2	6	2		2				8
	Hau Giang	1	1	2	1		1		1	1	4
	Kien Giang	5	2	7	1		1				8
	Long An		6	6							6
	Soc Trang	2	3	5	2		2				7
	Tien Giang					3	3				3
	Tra Vinh	4		4	2	3	5		1	1	10
	Vinh Long		1	1				1		1	2
	<b>Sub - Total</b>	<b>74</b>	<b>60</b>	<b>134</b>	<b>28</b>	<b>27</b>	<b>55</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>197</b>
North Central	Ha Tinh	3	2	5	2		2	2		2	9
	Nghe An	3	6	9	3	5	8	2		2	19
	Quang Binh		1	1	2	3	5	2	1	3	9
	Quang Tri	3	11	14	1	2	3	1	1	2	19
	Thanh Hoa	4	1	5	1		1	1	2	3	9
	Thua Thien Hue	66	41	107	8	10	18	4	2	6	131
	<b>Sub - Total</b>	<b>79</b>	<b>62</b>	<b>141</b>	<b>17</b>	<b>20</b>	<b>37</b>	<b>12</b>	<b>6</b>	<b>18</b>	<b>196</b>
Northeast	Bac Giang		1	1							1

Region	Province of Employment	Alumni (1)			On Award			Conditional Awardees (2)			Total
		F	M	Sub-Total	F	M	Sub-Total	F	M	Sub-Total	
	Bac Kan	1		1	1	1	2	1	1	2	5
	Cao Bang	5	1	6	1		1				7
	Ha Giang				4		4				4
	Lang Son	1	2	3	1		1				4
	Phu Tho								2	2	2
	Quang Ninh	2	4	6	1		1				7
	Thai Nguyen	9	15	24	3	6	9	1	2	3	36
	Tuyen Quang		2	2							2
	<b>Sub - Total</b>	<b>18</b>	<b>25</b>	<b>43</b>	<b>11</b>	<b>7</b>	<b>18</b>	<b>2</b>	<b>5</b>	<b>7</b>	<b>68</b>
Northwest	Dien Bien		1	1	1	4	5	1	2	3	9
	Hoa Binh				2		2		1	1	3
	Lai Chau	1	2	3							3
	Lao Cai	5	1	6	3	1	4	4	2	6	16
	Son La	2	2	4	2	3	5	2	1	3	12
	Yen Bai	3		3	1	1	2				5
	<b>Sub - Total</b>	<b>11</b>	<b>6</b>	<b>17</b>	<b>9</b>	<b>9</b>	<b>18</b>	<b>7</b>	<b>6</b>	<b>13</b>	<b>48</b>
Red River Delta	Bac Ninh	6	10	16							16
	Ha Nam	1	1	2							2
	Hai Duong	3	2	5	2		2				7
	Hai Phong	2	9	11		4	4				15
	Hanoi	940	778	1718	187	113	300	31	30	61	2079
	Hung Yen		1	1							1
	Nam Dinh	1	5	6							6
	Ninh Binh		2	2							2
	Thai Binh	1	1	2	2		2		1	1	5
	Vinh Phuc	1	2	3	1		1				4
	<b>Sub - Total</b>	<b>955</b>	<b>811</b>	<b>1766</b>	<b>192</b>	<b>117</b>	<b>309</b>	<b>31</b>	<b>31</b>	<b>62</b>	<b>2137</b>
Southeast	Ba Ria - Vung Tau	2	1	3	1	1	2				5

Region	Province of Employment	Alumni (1)			On Award			Conditional Awardees (2)			Total
		F	M	Sub-Total	F	M	Sub-Total	F	M	Sub-Total	
	Binh Duong	9	6	15	1		1				16
	Binh Phuoc	1	2	3							3
	Binh Thuan		2	2		2	2				4
	Dong Nai	3	3	6				1		1	7
	HCMC	248	237	485	23	21	44	3	5	8	537
	Ninh Thuan		1	1		1	1		1	1	3
	<b>Sub-Total</b>	<b>263</b>	<b>252</b>	<b>515</b>	<b>25</b>	<b>25</b>	<b>50</b>	<b>4</b>	<b>6</b>	<b>10</b>	<b>575</b>
<b>Grand Total</b>		<b>1490</b>	<b>1293</b>	<b>2783</b>	<b>319</b>	<b>241</b>	<b>560</b>	<b>69</b>	<b>67</b>	<b>136</b>	<b>3479</b>

Note: (1) Alumni statistics refer only to contactable alumni in Vietnam whose current employment is known: Total: 2783

(2) Conditional awardees (136) includes 128 of 2014 round awardees plus 08 from 2013 round still in Vietnam

Table 3: Scholarships by level and field of study

Level of Study	Field of Study	Alumni	Current Awardees	Conditional Awardees	Total
<b>Undergraduate</b>	Agriculture and Applied Sciences	51			51
	Business Services	220			220
	Communication and Journalism	10			10
	Community Development	1			1
	Economics	54			54
	Education	36			36
	Environment	43			43
	Infrastructure	48			48
	Laws	10			10
	Medicine/Pharmacy	15			15
	Public Health/Epidemiology	16			16

Level of Study	Field of Study	Alumni	Current Awardees	Conditional Awardees	Total
	Public Policy and Administration	1			1
	Science and Technology	316			316
	Social Science	2			2
	<b>Sub - Total</b>	<b>823</b>			<b>823</b>
<b>Graduate Diploma</b>	Agriculture and Applied Sciences	11			11
	Business Services	38			38
	Communication and Journalism	1			1
	Community Development	2			2
	Economics	22			22
	Education	166			166
	Environment	11			11
	Information Management	1			1
	Infrastructure	6			6
	Laws	5			5
	Public Health/Epidemiology	5			5
	Public Policy and Administration	3			3
	Science and Technology	52			52
	Social Science	2			2
	No information*	4			4
	<b>Sub - Total</b>	<b>329</b>			<b>329</b>
<b>Masters</b>	Agriculture and Applied Sciences	183	27	12	222
	Business Services	606	14	4	624
	Communication and Journalism	64	6		70

Level of Study	Field of Study	Alumni	Current Awardees	Conditional Awardees	Total
	Community Development	139	37	6	182
	Disability	1	12	8	21
	Economics	235	63	23	321
	Education	415	14		429
	Education		14	9	23
	Environment	187	52	18	257
	Information Management	23			23
	Infrastructure	96	23	5	124
	Laws	102	6	4	112
	Medicine/Pharmacy	12			12
	Public Health/Epidemiology	145	32	14	191
	Public Policy and Administration	130	37	11	178
	Science and Technology	233	2		235
	Social Science	36	2	1	39
	Transnational Crime (Human Trafficking, Drug Control, Counter Terrorism)	12	1	3	16
	No information*	4			4
	<b>Sub - Total</b>	<b>2623</b>	<b>342</b>	<b>118</b>	<b>3083</b>
<b>PhD</b>	Agriculture and Applied Sciences	20	31	7	58
	Business Services	8	5		13
	Communication and Journalism	1	1		2
	Community Development		9	1	10
	Disability		1	2	3
	Economics	25	19		44



Level of Study	Field of Study	Alumni	Current Awardees	Conditional Awardees	Total
	Education	25	40		65
	Education		4	2	6
	Environment	10	36	1	47
	Information Management	2			2
	Infrastructure	1	11	5	17
	Laws	8	12		20
	Medicine/Pharmacy	2	12		14
	Public Health/Epidemiology	11	19		30
	Public Policy and Administration	9	9		18
	Science and Technology	17	5		22
	Social Science	7	4		11
	<b>Sub - Total</b>	<b>146</b>	<b>218</b>	<b>18</b>	<b>382</b>
<b>Short-term (Intensive English)</b>		<b>116</b>			<b>116</b>
<b>No information*</b>		<b>33</b>			<b>33</b>
<b>Total</b>		<b>4070</b>	<b>560</b>	<b>136</b>	<b>4766</b>

*\*Note: "No information" means we do not have information on course details or just have information about level of study (most of them are International Monetary Fund /ACIAR alumni)*

## Annex 9

### **Budget and Resource Utilisation (Year 6)**





# Annex 10

## Updated Risk Management Matrix

Risk Definition	Risk Response	Initial Risk Jun 2013	Res. Risk Mar 2014	Res. Risk Dec 2014	Date 4	Result Level	Risk Owner
Operational Risk							
<b>Op2 – Services and Operations</b> There is a risk that applicants provide information and/or documentation that is false, inaccurate, or otherwise insufficient, which decreases the effectiveness and efficiency of application and selection processes.	<ul style="list-style-type: none"><li>• Increase use of targeted promotion for different profiles</li><li>• Use different selection criteria for different profiles</li><li>• Implement controls documented in quality manual including online verification of English scores</li><li>• Monitor if IELTS or GPA scores become barrier to entry</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> High	<b>Likelihood:</b> Very Low <b>Impact:</b> Low	<b>Likelihood</b> Medium <b>Impact</b> Medium		Outputs	MC/TL
<b>Op2 – Services and Operations</b> There is a risk that awardees enrol in the wrong programs, struggle with or fail courses, do not complete their studies, or do not return to Vietnam as agreed.	<ul style="list-style-type: none"><li>• Monitor courses chosen by short-listed candidates at interview stage during selection process</li><li>• Use experienced academic advisers</li><li>• Monitor placements and awardee progress in consultation with relevant Australian universities</li><li>• Monitor non-return rates and failure/termination rates</li><li>• Meet with university staff and university participants in annual information days and meet with visiting university staff at AAV office</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Very Low <b>Impact:</b> Medium	<b>Likelihood</b> Very Low <b>Impact</b> Medium		Outputs	MC

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<b>Op3 – Performance Management</b> There is a risk that the program is unable to make effective use of M&E findings and reports because of a weak framework for evidence-based decision-making in the program.	<ul style="list-style-type: none"><li>Develop robust M&amp;E framework for the program</li><li>Maintain current information on alumni in database</li><li>Provide adequate resources to implement M&amp;E Strategy</li><li>Develop and test a framework for evidence-based decision making</li></ul>	<b>Likelihood:</b> Medium <b>Impact:</b> Medium	<b>Likelihood:</b> Medium <b>Impact:</b> Medium	<b>Likelihood:</b> Medium <b>Impact:</b> Medium		Outcomes	MC/M&E
<b>Op4 – Information Management</b> There is a risk that poor quality alumni data will prevent the program from communicating with returning alumni about post award alumni support available.	<ul style="list-style-type: none"><li>Promote support to alumni widely and consistently</li><li>Maintain regular contact through various alumni activities and communications</li><li>Provide adequate resources to maintain alumni data</li><li>Maintain on-line updating capacity</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Low <b>Impact:</b> Medium		Outcomes	MC/TL
<b>Financial Risk</b>							
<b>Fin2 – Fiduciary</b> There is a risk that fraudulent practices by program participants or staff decrease the effectiveness and value of the program and damage the integrity of the Australian scholarships.	<ul style="list-style-type: none"><li>Ensure quality assurance of financial functions and systems by Coffey Adelaide Office</li><li>Implement Coffey Financial Management Procedures including provisions for fraud control</li><li>Apply relevant elements of DFAT's anti-corruption policy</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Low <b>Impact:</b> Medium		Outputs	MC/TL

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	<ul style="list-style-type: none"><li>Adhere to Procedures for Risk Management of Fraud in Scholarships Selection Processes</li><li>Provide transparent guidelines and process for submission and approval of applications for small grants</li><li>Review Small Grant Scheme operations after 4 rounds</li></ul>						
<b>Fin3 – Contractual Compliance</b> There is a risk that the Managing Contractor provides inadequate program management inputs and fails to achieve objectives and diminished return on Australian investment in Vietnam’s HRD	<ul style="list-style-type: none"><li>MC to provide quality assurance and improvement</li><li>MC and M&amp;E Adviser to report on quality annually</li><li>Conduct Annual Contractor Improvement Meeting</li><li>Monitor Contractor Performance Reports</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> High	<b>Likelihood:</b> Very Low <b>Impact:</b> High	<b>Likelihood</b> Very Low <b>Impact</b> High		Outputs	CID
<b>Fin3 – Contractual Compliance</b> There is the risk that the ELT Contractor performs poorly and quality standards are not met jeopardising the progress of awardees	<ul style="list-style-type: none"><li>Contractors adhere to an agreed communication protocol and agreed calendar of key dates</li><li>Monitor the results of and issues arising from the ELT program for AAS awardees</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood</b> Very Low <b>Impact</b> Medium		Outputs	ELT C



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<b>Development Risk</b>							
<b>Dev1 – Strategy</b> There is a risk that partner government counterparts reduce their commitment, contribution to and ownership of the program, and scholarships as the right means of achieving development outcomes.	<ul style="list-style-type: none"><li>Align AAV approaches with GOV priorities and periodically review by the two governments</li><li>Monitor changing priorities using PCC meetings and respond appropriately</li><li>Present scholarship program within context of HRD strategy and enhance the links with other programs</li><li>Maintain effective communication with partner government counterparts using tools including electronic exchanges, webpage, alumni activities and face-to-face briefings</li><li>Work closely with Institutional coordinators</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> High	<b>Likelihood:</b> Very Low <b>Impact:</b> Low	<b>Likelihood</b> Very Low <b>Impact</b> Low		Outcomes	DFAT MC
<b>Dev2 – Development Capacity</b> There is a risk that cultural, institutional and personal influences impede the ability of men and women to equally participate in and benefit from scholarships program.	<ul style="list-style-type: none"><li>Develop and implement a program gender and social inclusion strategy</li><li>M&amp;E monitors achievement of gender equity targets annually</li></ul>	<b>Likelihood:</b> Low <b>Impact:</b> Medium	<b>Likelihood:</b> Medium <b>Impact:</b> Medium	<b>Likelihood</b> Medium <b>Impact</b> Medium		Outcomes esp. Outcome 3	MC/M&E
<b>Dev3 – Institutional Capacity</b> There is a risk that conditions in	<ul style="list-style-type: none"><li>Accept HRD constraints in the public sector</li></ul>	<b>Likelihood:</b> Low	<b>Likelihood:</b> Medium	<b>Likelihood</b> Medium		Outcomes	DFAT MC/HRD

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employer organisations, including weak HR capacity, inhibit alumni's reintegration in the workplace and constrain their use of knowledge and skills acquired from their study in Australia.	<ul style="list-style-type: none"><li>• Support alumni and their employer organisations to manage re-integration effectively</li><li>• Use post award initiatives to contribute to individual and organisational development</li><li>• Facilitate links with alumni networks</li><li>• Promote alumni's high levels of relevant skills and knowledge to employer organisations and supervisors</li><li>• Monitor reintegration experience and achievement of outcomes through annual M&amp;E activities.</li></ul>	<b>Impact:</b> High	<b>Impact:</b> Medium	<b>Impact</b> Medium			/M&E

