The AEI Japan Report
Recent Activities and Events from AEI Japan May 2007

Contents

2 Note From The Counsellor
3 2006 Australia-Japan Year of Exchange - Building the Education Relationship
3 Endeavour Japan Awards
3 DEST- MEXT Exchange Programme
4 Innovation Exhibit
4 Nobel Prize Winner Visit
4 Higher Education Forum
5 Study in Australia Fair
5 YOE Rugby Match
5 Showcase of Australian Education and Research Capability
6 Forum to Discuss the Future of English Education in Japan
6 AEI Japan/Austrade Market Briefing and Industry Event
7 Media Tour to Australia
7 Internet Kiosk at Waseda University
8 Japan's First Astronaut Honoured for Services to Australia-Japan Cooperation in Education and Science
8 JET Programme Participants are Young Ambassadors for Australian Education
9 Historic Australia-Japan Education Agreement
9 Endeavour Awards Ceremony
Note From The Counsellor

Australia’s education and training engagement with Japan is substantial and rewarding. It brings benefits to Australia in the form of policy exchange, committed and productive institutional linkages and from a range of education-related exports. AEI-Japan plays an active role in strengthening all of these important aspects of the education relationship.

In March 2007, the collective momentum of these different dimensions of the education relationship came together in the signing of an historic Australia-Japan Memorandum on Education Cooperation. Reflecting the importance of education and training in the context of the greater bilateral relationship, the Australian Prime Minister, the Hon John Howard MP, participated in that signing ceremony. The signing reflects the very active and important education relationship that Australia and Japan have shared in the past and also gives it significant impetus for the future.

The Memorandum comes at a very important time. The education relationship between the two countries is changing, as is the shape of education around the globe. The Memorandum gives encouragement for Australia and Japan to collaborate in developing solutions to the challenges that lie ahead.

Each year, in the order of 80,000 Japanese travel to Australia for an education-related reason. Some are coming as part of Japanese government-supported school excursion programs, others for English language and short term study and approximately 18,000 for longer term, full-time study. The nature and purpose of the student flows between the two countries is also changing and I hope that the Memorandum will also support the activities of Australian institutions as they shape their engagements with Japan to take advantage of those changes.

This report has been developed to highlight some of the activities that AEI Japan and its partners are undertaking to support the Australian education community with interests in Japan. We would be very interested in your feedback.

Patrick Cremen
Counsellor (Education, Science and Training)
Australian Embassy, Tokyo
2006 Australia-Japan Year of Exchange
Building the Education Relationship

In 2006, AEI Japan joined with other government and non-government partners to celebrate the Australia-Japan Year of Exchange (YOE). The YOE commemorated the 30th anniversary of the signing of the 1976 Basic Treaty of Friendship and Cooperation between Australia and Japan and a number of education-related activities took place as part of the commemorative year. Of particular note were:

- A meeting of Australian and Japanese university presidents;
- The 10th Anniversary of the DEST-MEXT officer exchange programme;
- An innovation exhibit showcasing Australia-Japan science cooperation;
- A showcase of Australian Nobel Prize achievements;
- A Study in Australia Fair as part of the "Australia Week"; and
- The presentation of YOE commemorative Endeavour Japan Awards

In total, more than a quarter of all events celebrating the YOE had an education emphasis.

Endeavour Japan Awards

To commemorate the YOE, the Department of Education, Science and Training (DEST) awarded five leading Japanese scholars with special 2006 Endeavour Japan Awards valued at $250,000. The Australian Ambassador to Japan, Mr Murray McLean, and the then Japanese Minister for Education, Mr Kenji Kosaka, presented the Japanese scholars with the awards at a ceremony held at the Australian Embassy. The five scholars are undertaking postgraduate studies in fields ranging from farm animal health, building and planning, international relations, Teaching English to Speakers of Other Languages (TESOL) and international communication. The scheme put a spotlight on Australian higher education and demonstrated the quality and sincerity of the Australian government-led education engagement with Japan.

DEST-MEXT Exchange Programme

2006 marked the tenth anniversary of the annual officer exchange programme between DEST and its Japanese counterpart, the Ministry of Education, Culture, Sports, Science and Technology (MEXT). To welcome the 2006 DEST-MEXT Exchange Officer, Mr Brett Pattinson, who hailed from DEST’s International Group, and also to mark the anniversary of the programme, AEI Japan hosted a special reception in September 2006 in Tokyo.

Guests at the reception included representatives from MEXT and associated education organisations. Previous Japanese participants on the programme also attended the event, including its very first from 1996 who said he is now working as a Ministerial Advisor. All the previous exchange officers spoke highly of their time in Canberra and the positive benefits that the programme has delivered to them personally, as well as to the way in which Australia and Australian education is understood in Japan.
Innovation Exhibit

An English and Japanese language exhibit and website showcasing 46 stories of cooperation between Australia and Japan in science, technology, engineering and innovation, was produced for the YOE. The "Innovation: a Showcase of Australia-Japan Cooperation" exhibit was developed through a partnership between the Japanese National Museum of Emerging Science and Innovation (Miraikan) and Questacon - Australia’s National Science and Technology Centre, with funding from DEST. The exhibit has helped to build better recognition of the quality of Australian education and research.

Nobel Prize Winner Visit

AEI Japan supported the visit to Japan in 2006 by Australian Nobel laureate, Professor Barry Marshall. The visit demonstrated Australia’s high quality education and research and supported our broader Study in Australia campaign. To coincide with the event, AEI produced a banner to showcase Australia’s Nobel Prize achievements which now supports other dimensions of Australia’s education and science promotion in Japan.

Higher Education Forum

With support of AEI, the Australian Vice-Chancellors’ Committee hosted a 24-strong delegation of Japanese university presidents and associated university staff at a meeting in Sydney in May 2006. The meeting followed a similar gathering at the World Expo in Aichi Japan in June 2005.

Outcomes of the meeting were prospects for further development of collaborative research programmes and two-way student and staff mobility between the two countries. The meeting also covered issues of university governance; autonomy and funding mechanisms; transnational education; and quality assurance mechanisms for teaching and research.
**Study in Australia Fair**

To build awareness of Australian education amongst the Japanese public, AEI Japan held a Study in Australia Fair in October 2006 as the final event of the YOE "Australia Festival", a two-week programme of events highlighting contemporary Australian culture and lifestyle.

A total of 17 Australian institutions and marketing bodies participated in the event that attracted 305 prospective students. The institutions provided individual counselling, and former Japanese students who had studied in Australia presented practical advice based on their experiences. Presentations were given by staff from AEI Japan and the Department of Immigration and Citizenship as well as by TOEFL and IELTS representatives.

**YOE Rugby Match**

AEI Japan took the opportunity to promote the Study in Australia brand at an historic rugby union match that took place in Tokyo on 4 November 2006 between an Australian Prime Minister’s XV and the Japan National Team. The match was a YOE event and also recognised the Japan Rugby Football Union’s 80th anniversary. Newly appointed Japanese Prime Minister, Shinzo Abe, attended the match and joined the Australian Ambassador to Japan, Murray McLean, and former Japanese Prime Minister, Yoshiro Mori, in pre-match ceremonies. The match was watched by over 10,000 spectators and was broadcast live on two Japanese cable TV networks (with a combined 26.7 million subscribers) with a delayed telecast shown on TV Kanagawa (which has 1.5 million viewers).

**Showcase of Australian Education and Research Capability**

A high level science symposium bringing together Australian and Japanese experts in the areas of Earth Systems Science (climate change) and Nano-materials took place in Australia in November 2006.

The groups reported the outcomes of their discussions at the 12th Joint Committee on Science and Technology (JCST) meeting, which took place in Canberra the following day. The meeting was co-chaired by Science Group Manager, Ms Jessie Borthwick, and His Excellency, Ambassador Masaaki Ono, from Japan’s Ministry for Foreign Affairs.

The JCST is the formal government mechanism to oversee and review collaborative activities between Australia and Japan, and seeks to facilitate, strengthen and diversify cooperation in science and technology.
Forum to Discuss the Future of English Education in Japan

In August 2006, AEI Japan hosted “The Future of English 2006”, a forum featuring a panel discussion and presentations from leading Australian and Japanese educators for an audience of over 100 English language education policy makers, government officials, administrators, academics and teachers from Japanese schools, colleges and universities.

The Forum was developed to generate discussion and exchange ideas on issues relevant to the teaching of English and English language teacher training, and to strengthen Australia-Japan cooperation in this area. The event attracted the official support and participation of Japan’s Ministry of Education. AEI provided funding for the two Australian participants: Associate Professor Seamus Fagan, Chair of English Australia and Director of the English Language and Foundation Studies Centre at the University of Newcastle; and Professor Alastair Pennycook from the University of Technology Sydney.

AEI Japan/Austrade Market Briefing and Industry Event

To support institutions participating in the “Study in Australia Week Japan 2006”, AEI Japan and Austrade held a combined market briefing and networking event on 26 May. The event was designed to build understanding of the Japanese education system and current internationalisation activities, and to grow the number of Japanese contacts for Australian institutions.

AEI played a special role in arranging the briefing for the Australian institution representatives on the Japanese market and education environment. Speakers included Patrick Cremen of AEI Japan, an officer from the Elementary and Secondary Education Bureau of the Ministry of Education, Culture, Sports, Science and Technology, a representative from the Japan College of Foreign Languages, and a Professor from a Japanese university.

The programme also included a networking session for the Australian institutions to meet new Japanese agents and representatives from Japanese institutions and a briefing for the Japanese audience by the Department of Immigration and Citizenship. The formal activities were followed by a reception in the Australian Embassy garden.

A similar event is being held on 25 May 2007.
Media Tour to Australia

In November 2006, AEI Japan, with the support of Qantas, conducted a media tour to Sydney and Melbourne for four Japanese print journalists. The tour showcased Australian institutions, courses and study environment to build greater awareness of Australian education amongst the Japanese education media and potential students from Japan. The study tour also helped to strengthen working relationships with key Japanese media with the view to supporting coverage of future Study in Australia activities held in Japan.

The itinerary involved visits to two universities, one public and one private school, two public and three private vocational colleges and an English college. The study tour also included a visit to Sport Knowledge Australia (the International Centre of Excellence in Sports Science and Management), a visit to the Australian Universities Quality Agency, consultations with two state government education departments and a reception hosted by the Australian Department of Education, Science and Training. The journalists also had the opportunity to meet with academics and students, including Japanese students currently studying in Australia.

The tour resulted in a significant amount of positive media coverage of Australian education in Japan.

Internet Kiosk at Waseda University

Australia’s Ambassador to Japan, Mr Murray McLean, and President of Waseda University, Professor Katsuhiko Shirai, launched the Study in Australia kiosk at Waseda University at a special event in July 2006.

The kiosk has been designed to bring accurate and comprehensive information directly to students. The kiosk and the associated “Study in Australia” website will ensure that prospective students receive up to date and factual information about studying in Australia. A link to the local Japanese website contains information in Japanese on a broad range of topics of interest to Japanese students, including course, visa and scholarship information.

Waseda University was chosen as the kiosk’s first destination because of the close links it enjoys with a number of Australian universities, including the University of Adelaide, the Australian National University, the University of Queensland, the University of Sydney, the University of New South Wales, Macquarie University and Monash University.

The kiosk was transferred to the Kita-Kyushu International Association in February and will be accessible to the public at the information centre during 2007.
Japan's First Astronaut Honoured for Services to Australia-Japan Cooperation in Education and Science

Japan’s first astronaut, Dr Mamoru Mohri, an Australian alumnus, was appointed an Honorary Member of the Order of Australia at a special ceremony in December 2006. An initiative of AEI Japan, the award was presented to Dr Mohri by Australia’s Ambassador to Japan, Mr Murray McLean, in recognition of his service to Australia-Japan education and science relations.

The Executive Director of the National Museum of Emerging Science and Innovation, known as the Miraikan (Questacon’s sister organisation in Japan), and astronaut of the Japan Aerospace Exploration Agency (JAXA), Dr Mamoru Mohri was appointed an Honorary Member (AM) in the General Division of the Order of Australia.

Dr Mohri completed his doctorate in Chemistry at Flinders University, South Australia in 1976. Since that time, Dr Mohri has been a great champion of Australia and of the Australia-Japan bilateral relationship, as well as a great supporter of DEST/AEI’s efforts to build the education and science relationship between the two countries.

JET Programme Participants are Young Ambassadors for Australian Education

Each year the Japanese government hosts young people from overseas to teach English and/or work in local government offices around Japan as part of the Japan Exchange and Teaching (JET) Programme. In 2006, 387 Australians participated in the programme.

To inform the newly arrived Australian JET participants about the AEI Japan office and to encourage them to be ambassadors for Australian education, AEI takes part in an Australian Embassy orientation event for the new participants each July. In addition to providing “Study in Australia” materials at the briefing, AEI Japan sends each “JET” a comprehensive package of information in English and Japanese about studying in Australia. Using the materials, the JETs are able to help promote Australia as a study destination and answer queries on the Australian education system with a higher degree of confidence.
The Prime Minister of Australia, the Hon John Howard MP, witnessed the signing of an historic Memorandum on Cooperation in Education between Australia and Japan at a special ceremony held in Tokyo in March 2007. The Memorandum was signed by Ms Yuko Obuchi, Japanese Vice Minister for Education and Australian Ambassador to Japan, Mr Murray McLean.

The Memorandum formalises the strong and active bilateral education relationship between Australia and Japan and provides a framework for new cooperative activities between the two countries in the fields of schools, vocational, higher and distance education.

The exchange and professional development of officials, academics, scholars, teachers, and students is encouraged in the Memorandum, as is cooperation and the exchange of information to assist in ongoing education reform, the recognition of educational qualifications and student/staff mobility.

Endeavour Awards Ceremony

The Prime Minister of Australia, the Hon John Howard MP, also took the opportunity of his visit to Japan in March 2007 to present eight high achieving scholars and professionals from Japan with prestigious Endeavour Awards.

The Awardees will undertake studies in a broad range of fields, including maritime archaeology, conservation planning, early childhood education, eye lens development and bariatric surgery.