



## Australia Awards South Asia & Mongolia

### Selection Criteria for Short Course

#### Trade Promotion and Marketing-post COVID-19 (Sri Lanka)

##### Purpose and Objectives

The objectives of this Short Course are to provide Participants with a practical understanding of current international trade and investment issues and the opportunities and challenges presented to businesses in a globalised economy recovering from COVID-19.

The proposed Short Course will explore ways in which trade can be reinvigorated in Sri Lanka by considering:

- sectors which might benefit from prioritised investment
- the benefits of introducing sector and occupation specific training and certifications, for example in business development, quality control, marketing and labelling
- integrating e-commerce
- initiatives that simplify and harmonise trade procedures and documentation, develop single window systems and enable electronic filing of import/export documents (showcasing best practice examples from within the region introduced in response to COVID-19 restrictions).

Participants will also investigate policy levers to promote women's economic opportunities in the context of intra-regional trade, including:

- strengthening female-dominated sectors
- supporting women's transition to higher levels of trade value chains
- facilitating female entrepreneurs' access to productive resources and cross-border markets

Case studies from the region will be used to explore how lessons learnt from these projects might be applied to a Sri Lankan context.

##### Participant Profile & Eligibility Criteria

Up to 20 mid-level officials will be selected through an open application process, based on relevant work experience and educational qualifications.

Participants for this Short Course should meet the following criteria:

- Be a citizen of Sri Lanka and currently residing in their country of citizenship.
- Have stable internet connectivity as well as a laptop/computer to access course content for download, webinar participation and live sessions.
- Not have applied for or hold permanent residency in either Australia or New Zealand or married, engaged to, or are a de facto of a person who holds, or is eligible to hold, Australian or New Zealand citizenship or permanent residency, at any part of the application, selection or mobilisation phases.
- Satisfy all requirements of the Department of Home Affairs for the relevant Australian Visa Subclass 500 and be able to provide attested documents for processing a visa application to enter Australia for the duration of the Short Course. This includes confirmation of full vaccination according to the guidelines provided by the [Department of Home Affairs](#).
- Be able to obtain the necessary study and travel approvals from their employer for the time commitment required, as outlined below.
- Be able to commit to completing a Return to Work Plan (RWP) with their supervisor
- Be committed and available to participate in each of the three major elements of the Short Course outlined below under 'Time Commitment Required'.
- Meet the course 'specific eligibility criteria' below for this Short Course and adhere to the application process detailed in this document.
- Have access to the internet and be computer literate.

- Women, people of diverse ethnicity, ability/disability, sexual orientation, gender identity, gender expression and sex characteristics are all encouraged to apply.

### Specific Eligibility Criteria

Target participants will be mid-level officials with representation from:

- Department of Commerce
- Chambers of Commerce
- Women's Chamber of Commerce and Industry
- Sri Lanka Customs
- The Board of Investment of Sri Lanka
- MSME practitioners.

Participants will have the following qualifications, skills and experience:

- Demonstrate a strong commitment to contributing the skills and knowledge gained during the Short Course within and across Participants' organisations to support whole of government connectivity.
- Willing to participate in a virtual 'community of practice' with other Participants and the course Provider to maintain connections made during the course.
- Have occupied their current position for at least 12 months and/or have a minimum of two years relevant work experience. Nominees should not be planning/scheduled for retirement for at least two years following completion of the course.

### Time Commitment Required

Participants must be committed and available to participate in the activity both in person and online and must obtain the necessary study leave approvals from their business.

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| • <b>Preliminary Activity (Online or in the region):</b>      | <b>20 – 22 June 2022</b>            |
| • <b>Core Learning Elements (in-Australia):</b>               | <b>29 August – 9 September 2022</b> |
| • <b>Applied Learning Activity (Online or in the region):</b> | <b>15 – 17 November 2022</b>        |

All dates and locations are tentative and more information will be provided at the time of selection.

### Application Process

To apply for this Short Course, applicants must: complete an application online at - <https://apps.australiaawardssouthasiamongolia.org/register> and upload the required documentation by **29 April 2022**. Only completed applications submitted online will be considered.

All candidates will need to submit an online application, including their responses to application questions (exploring their motivation for joining the Short Course) and a CV outlining the roles and responsibilities of their current role, as well as any other relevant experience or qualifications.

For more inquiries, contact Australia Awards - Sri Lanka team by emailing on [inquiries@australiaawardssrilanka.org](mailto:inquiries@australiaawardssrilanka.org) or calling on +94 115772977 – 80 / +947 625517205