

Guidelines to submit activity ideas

About Katalis

Katalis works to support inclusive growth through trade and investment between Indonesia and Australia. We work across a diverse range of target sectors including agrifood, advanced manufacturing, services and skills and place gender equality and social inclusion (GESI) at the centre of everything we do. Katalis has funding and expertise available for businesses, business associations and other organisations to pursue trade, investment and skills development activities that benefit Indonesia and Australia. Activity ideas will need to meet investment criteria set out further below.

Who can apply?

Any business, business association or other organisation can submit an idea for an activity. Proponents need to be registered in either Australia, Indonesia, or both countries.

What activities will be prioritised?

Katalis will prioritise activities that:

- Meet the Katalis [investment criteria](#)
- Are focused on economic recovery from COVID-19
- Are supported with co-investment, either in cash or in-kind

What kind of support is available?

Organisations can submit activity ideas for support to overcome barriers, identify commercial opportunities, upskill their business, or align business, trade and investment ecosystems to take advantage of the wealth of opportunities under [IA-CEPA](#).

In 2021 for example, Katalis is:

- Working with Indonesian businesses to identify bilateral agricultural export priorities and pilot projects to take advantage of economic opportunities with Australia.
- Connecting Indonesian employers with Australian training providers to address workforce skills needs in priority sectors, such as digital services, health and tourism.
- Connecting leading women in non-traditional industries with each other to boost opportunities for female entrepreneurs in trade and investment across Indonesia and Australia.
- Exploring opportunities to support Indonesia's plans to develop an electric vehicle, where Australia's advanced manufacturing sector can complement Indonesia's needs.

The following provides an indicative guide of potential activities that could be funded or supported.

Market Access	Market Integration	Skills for recovery
<ul style="list-style-type: none"> ▪ Policy and regulatory analysis and advocacy ▪ Market research 	<ul style="list-style-type: none"> ▪ Value chain analysis ▪ Feasibility studies ▪ Scoping studies and business opportunity assessments ▪ Networking and partnership brokering ▪ Technical assistance on standards and conformity assessment procedures 	<ul style="list-style-type: none"> ▪ Industry training and capacity building ▪ Skills exchange and industry skills development ▪ Education and vocational training linkages

What information is required?

The submission form has 36 questions and is broken down into nine sections:

- | | |
|---|--------------------------------|
| 1. Lead organisation details | 6. Activity details and risks |
| 2. Partner organisation details (if applicable) | 7. Support/investment required |
| 3. Sector | 8. Katalis investment criteria |
| 4. Location of activity idea | 9. Monitoring and evaluation. |
| 5. Marketing | |

Sections 1 through 5 are general administrative questions, while questions 6 through 9 require more detailed information – further explanation of what to expect from these questions is provided below.

Activity details and risks

This section will ask you to advise the proposed start and end date of your activity, and will give you up to 200 words per question to explain each of the following:

- The business problem you want to help overcome with your activity idea.
- The support needed, and how this support will help overcome the above problem.
- Any potential project risk(s) and the steps you would take to minimise these risk(s).

Support required

This section will ask you to identify (via checked box options) what type of activity you are seeking support for, and how much you estimate the activity will cost. You will also be asked if you are willing to co-fund the activity and if so, what percentage of the activity you plan to fund.

Meeting the Katalis Investment Criteria

This section asks you to explain how your idea satisfies Katalis’s investment criteria. You will have up to 200 words to address each criterion, as outlined here:

1. **Maximises outcomes from IA-CEPA:** What commercial outcomes is the activity expected to deliver? What is the business case for the activity? What is the potential return on investment? (Click [here](#) for the key benefits of IA-CEPA).
2. **Includes financial or in-kind co-contribution from the proponent:** Katalis will prioritise activity ideas with financial or in-kind co-contribution. Please provide details regarding your co-contribution.
3. **Mutually beneficial to Indonesia and Australia and aligned with bilateral and/or regional interests:** Does the activity support ‘win-win’ bilateral commercial opportunities? Please detail who the direct and indirect beneficiaries will be of your activity and if they are in Indonesia or Australia. What broader economic, social or public benefit (if any) are you expecting beyond the commercial outcomes identified?

How does the activity increase bilateral and/or regional growth and prosperity? (This picks up the idea of IA-CEPA delivering powerhouse opportunities, whereby the imports of one partner are used to strengthen the export competitiveness of the other partner).

4. **Prioritises catalytic outcomes:** Is the activity scalable? Does it crowd in other investors or traders from the sector or from related value chains?
5. **Delivers gender equity and social inclusion:** Does your activity target, include or make a positive impact on women, people with disabilities or other marginalised groups – particularly in sectors heavily affected by COVID-19?
6. **Politically feasible and practical:** Katalis can support policy and regulatory reform to help strengthen and align commercial ecosystems. Is your activity dependent upon large policy or regulatory reform under IA-CEPA? If so, is the change politically feasible or practical?
7. **Reflects Indonesia and Australia's comparative advantages:** What resources (e.g., human, industry, commercial, organisational, management, institutional) from each country will your activity idea draw on?

Monitoring and Evaluation

You will have up to 200 words to explain how you plan to measure and evaluate the commercial outcomes.

What is the application deadline?

Ideas for activities can be submitted all year – there is no application deadline.

How do I submit an idea for consideration?

There are two methods to submit your idea:

1. Via the [Business Portal](#), using the online form.
2. By downloading the form [here](#), filling in and then email/mail it to the Katalis office at:
Tower 2, Level 18, International Financial Centre (IFC)
Jl. Jend. Sudirman No. Kav 22-23
Jakarta 12920, Indonesia
business@iacepa-katalis.org

What happens next?

Activity ideas will be assessed and prioritised against the Katalis investment criteria, giving due consideration to competing ideas, budget constraints and guidance from both the Government of Indonesia and the Government of Australia. All ideas are welcome but Katalis will only consult with proponents of ideas that show the most potential, noting the considerations above, and collaborate with these proponents to develop and refine the ideas into an agreed activity. Following this consultation and collaboration phase, any activity agreed with Katalis management would then need to be approved by Katalis's board, the Economic Cooperation Committee (ECC), comprising representatives from the Government of Indonesia and the Government of Australia. Any activity agreed with Katalis management will either be included in Katalis's annual work plans (finalised every December, for ECC approval and implementation in the following calendar year) or else submitted "out of session" to the ECC for approval.