

Guidelines to submit activity ideas

About Katalis

Katalis supports inclusive growth through trade and investment between Indonesia and Australia. We collaborate with beneficiaries (i.e., business or businesses, business organisations or other organisations) to jointly deliver commercially oriented activities. These commercial activities are across a diverse range of sectors including agrifood, advanced manufacturing, services and skills and aim to deliver commercial as well as development impact. Activity ideas will need to meet our investment criteria set out further below.

Who can apply?

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

What kind of support is available?

Potential beneficiaries (i.e., a business or businesses, business organisation or other type of organisation) 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](#).

For example, Katalis is currently:

- Supporting and de-risking a large investment in the health sector in West Java through the provision of Banking Feasibility Studies
- Designing a pilot project to support cocoa exports from Indonesia to Australia and/or third-party export markets
- Connecting Indonesian employers with Australian training providers, through the development of a TVET Clearinghouse to expand workforce skills in priority sectors, such as digital services, health and tourism
- Supporting both governments to implement IA-CEPA in full, maximising the benefits of the agreement for Indonesian and Australian businesses, including the removal of agreed tariffs and other barriers
- Connecting leading businesswomen in Indonesia and Australia to boost opportunities for bilateral trade and investment
- Undertaking a Market Entry Strategy to support a business beneficiary enter the Indonesian market and develop large, grid scale batteries in support of Indonesia’s development of an electric vehicle industry
- Collaborating with an Indonesian beneficiary to develop sustainable tourism standards and skills exchange involving Australian TVET providers in a large-scale tourism development project in Eastern Indonesia.

The following provides an indicative guide of potential activities that could be supported by Katalis.

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 	<ul style="list-style-type: none"> ▪ Industry training and capacity building ▪ Skills exchange and industry skills development

	<ul style="list-style-type: none"> ▪ Technical assistance on standards and conformity assessment procedures ▪ Prototyping (pilot testing products and services) ▪ Product innovation (expand product range to attract new customers) ▪ Market entry strategies 	<ul style="list-style-type: none"> ▪ Education and vocational training linkages ▪ Bespoke industry course development
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Katalis is unable to support activities that:

- Support political agendas or outcomes
- Solely support development outcomes, with no commercial benefit
- Solely support commercial outcomes, with no development benefit
- Contravene the laws of either Indonesia or Australia
- Only benefit or involve one country – the activity must benefit both Indonesia and Australia
- Require equipment, supplies, or services that are already being supported through other sources
- Directly subsidise staff salary costs of the organisation/s that will receive support from Katalis (the beneficiary)
- Are related to capital expenditure in real property, equipment, or computer software of the beneficiary
- Retrospective costs.

What information is required?

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

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|--|--------------------------------|
| 1. Lead beneficiary details | 6. Activity details and risks |
| 2. Partner beneficiary 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 (or the opportunity you want to pursue).
- The activity needed from Katalis, and how this activity will help overcome the above problem/help pursue the opportunity.
- 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?
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 activities 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 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 does activity development look like?

If an activity idea is accepted for further development, Katalis will contact the proponent (potential beneficiary) and collaborate with them to draft an Activity Proposal. The Activity Proposal further refines the activity, including how it meets each investment criteria, and goes into detail regarding what the proponent (potential beneficiary) and Katalis are each responsible for. In many cases, Katalis will also seek to agree a Memorandum of Understanding with the potential beneficiary.

Who is the beneficiary and how does Katalis collaborate with the beneficiary?

The beneficiary/ies is/are the organisation/s directly benefitting from the commercial outcome of the activity. The beneficiary is typically a business, group of businesses, business organisation or other organisation that

has collaboratively developed the activity idea with Katalis. As Katalis is not a grants program, we do not provide funding to beneficiaries. Instead, we collaborate with beneficiaries to jointly deliver agreed activities.

Who is the implementing partner?

The implementing partner/s is/are the service provider(s) Katalis contracts to undertake all or certain parts of the agreed activity on behalf of the beneficiary. Implementing partners may be individual consultants, consulting or research firms, or other types of service providers, including other DFAT programs.

A key distinction between the two is that beneficiaries cannot receive funding directly from Katalis, as Katalis is not a grants program. Rather, Katalis collaborates with the beneficiary to agree what parts of the activity Katalis will be responsible for delivering directly, and what the beneficiary will pay for itself – which may include in-kind contributions. For the parts Katalis is responsible for, we undertake a procurement process to select an appropriate implementing partner or partners, then contract them as the implementing partner(s) to undertake the agreed work on behalf of, and in collaboration with, the direct beneficiary or beneficiaries.

What is the application deadline?

Ideas for activities can be submitted all year – there is no application deadline. Agreed activities will either be included in Katalis’s Annual Work Plan (AWP), finalised in December each year, or, if urgent, submitted to the Government of Indonesia and Government of Australia for “out of session” approval. While there is no deadline, the activity development process can take several months depending on its complexity.

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 25, International Financial Centre (IFC)
Jl. Jend. Sudirman No. Kav 22-23
Jakarta 12920, Indonesia
business@iacepa-katalis.org

What happens after I submit my activity idea?

Activity ideas are assessed and prioritised against the Katalis investment criteria, considering 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 (potential beneficiaries) of ideas that show the most potential, noting the considerations above, and collaborate with these proponents (potential beneficiaries) 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.