

# INDONESIA - AUSTRALIA



## F O R U M

A joint initiative of the Governments of Indonesia and Australia

### Innovation and Collaboration Activities: Digital Demonstration session

Thursday 1 February 2018, 1530-1700



**Facilitator: Helen E. Brown**

Managing Director of Bisnis Asia  
Fellow, Digital Economy, Australia Indonesia Centre

**Helen Brown** stepped away from a life-long career in journalism to create Bisnis Asia, an advisory which helps build stronger business relationships between Australia and Asia by providing tailored assistance and expertise. Spent 20 years of career at national broadcaster ABC in radio, television and online, including four years in Indonesia as a Correspondent reporting on the region and the country. In that time she reported on the people and their issues, attended multi-lateral strategic and business summits, and covered the 2014 Presidential election. Helen served on the Jakarta Foreign Correspondents Club, co-founded a media discussion group in Indonesia and undertakes numerous speaking and moderating roles alongside her business advisory. She was recently appointed as Fellow, Digital Economy, at the Australia Indonesia Centre.



**Elisabeth Yunarko**

Founder and Managing Director, Spokle Group

Elisabeth co-founded Spokle Group – an Australian-based healthcare services start-up, which develops and delivers speech and language therapy for families with special needs children and connects them to experts through digital platforms.

With 20 years of experience in both commercial and digital transformation, she has spent her career solving business challenges for multinational corporations in medical devices, pharmaceutical and food manufacturing around the world.

	<p>Elisabeth holds a Bachelor of Science and a Master of Engineering Science from the University of New South Wales, Australia and a Master of Business Administration from Manchester Business School, UK. She grew up in Indonesia and now resides in Sydney, Australia.</p>
	<p><b>Dan Koerner</b> Creative Director, Sandpit</p> <p>Dan Koerner is a Creative Director of Sandpit and has a background in performance, film and digital as a director and creative collaborator. Sandpit creates immersive, personal experiences that place audiences right at the centre of interactive experiences that connect physical things to the digital world.</p> <p>Sandpit was founded in 2012 and comprises directors who have diverse experience in creating live events, screen media, digital content and developing new technologies. Sandpit has designed multiplatform extensions for feature films '52 Tuesdays', 'The Boy Castaways' and has directed an interactive audio tour experience 'I, Animal' for Melbourne Zoo and 'I Am Not An Animal' for the Adelaide Zoo. Sandpit created an interactive phone booth project 'Dial-A-Story' with Penguin Books, a series of talking lamps for Arts Centre Melbourne called 'The Story of Lamp' and an interactive audio tour of the apocalypse called 'Eyes'.</p> <p>Sandpit has spoken at Transmedia Hollywood in Los Angeles, and the Arts Participation Incubator's 'Technologies for Participation' Seminar at MONA. Sandpit was a participant of Screen Australia's Multi-Platform Clinic, and Screen Australia and the Australia Council for the Arts' Hive Lab during the 2012 Melbourne Festival. They are currently artistic directors of the digital theatre initiative - one of two triennially funded programs by the Australia Council.</p> <p>Sandpit has several on-going projects in collaboration with the Sydney Opera House, the Australian Centre for the Moving Image, Google's Creative Lab in Sydney and Museums Victoria.</p>



**Simon te Hennepe**

CEO and Co-Founder, TRAVLR

Involved in start-ups since his early teens, Simon te Hennepe is a native of the technology and start-up sectors with a wealth of knowledge across the technology and travel industries. With a passion for building great products that solve specific problems for real people, Simon and his wife Lani created The Bali Bible in 2009 as a way to help their friends experience better travel to Bali.



With no shortage of big problems in the travel industry, the ambitious founders went on to create TRAVLR – the ultimate destination marketing platform which is poised to disrupt the \$1.29 trillion-dollar travel industry by closing the loop on the 5 stages of travel – a feat described by some as the ‘holy grail’ of the travel industry.

**Christopher Burns**

General Manager, Indonesia, TRAVLR

Founded Secret Sumatra surf resort in 2006.

Established a 1,200Ha abaca farm in Northern Sulawesi as CEO for Purico Holdings.

Founded alunalun.com, an e-commerce platform that was to be the ‘Alibaba of Indonesia’. Gained reasonable traction early stage but were late to market and struggled to compete.


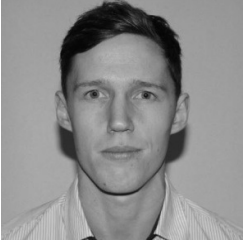
Joined TRAVLR after being inspired by Simon’s passion to reinvent the way we travel.



**Robert Morrish**

CEO, Haventec

Robert Morrish is a seasoned technologist with over 28 years’ experience taking innovations from concept to commercialisation. He has a history of leadership in software and systems engineering, business strategy and enterprise architecture. Robert joined Haventec as CEO in March 2016 from Macquarie Group, where, as the head of COG digital architecture and strategy he was instrumental in transforming Macquarie’s digital API platforms. Previous to Macquarie, Robert was involved in two other successful Australian start-ups that expanded into global markets: Sabela Media and Decide Interactive. Robert is an accomplished

	<p>Paralympian (1988 British Volleyball team), PADI dive master and Afro/Cuban percussionist.</p>
	<p><b>Alison Hardacre</b> Co-founder and Managing Director, HealthKit</p> <p>Alison Hardacre is a global health technology entrepreneur. In 2016, Alison was named one of the Top 50 Australian and New Zealand Women in Tech, and in 2015 received the Victorian Pearcey Entrepreneur Award. Alison co-founded HealthKit, a global health platform for practitioners, patients and people everywhere used in over 50 countries around the world, that makes healthcare efficient, effective and accessible. Before HealthKit, Alison was an accomplished general manager in health and banking, and a director of numerous health organisations. She speaks five Asian languages, and holds an MBA from Melbourne Business School, and Law and Arts degrees from Monash University.</p>
	<p><b>Kalen Iselt</b> Co-Founder / COO, Mobilkamu</p> <p>Mobilkamu is disrupting new car financing. There is typically very little direct access to financing for the vast majority of Indonesians looking to purchase a new car. Traditionally buyers must go through dealers for financing, who may overcharge customers by up to 5% of the value of the vehicle.</p> <p>Mobilkamu allows for a more transparent process, helping customers to approach multiple finance companies, before securing the stock through partner dealerships, both allowing greater chance of approval for financing and providing major cost savings. Mobilkamu now works with over 40 dealerships throughout Jakarta and 3 main financing partners.</p> <p>Mobilkamu is in the process of developing a sales assistance mobile application to make the possibility of selling new cars available to virtually anyone, helping to fuel sales growth and expansion to other major Indonesian cities. Mobilkamu will soon also be leaping into other verticals beginning with motorbikes, in pursuit of its vision of making financing of life-changing products a possibility for as many Indonesians as possible</p>



**Andrew Muller**

Ionize

During his career, Andrew has consulted widely throughout Australian Commercial and Government organisations applying his knowledge of information security standards, emerging security technologies and software assurance. He is actively involved in the development of the 27000 suite of standards as a member of the Standards Australia IT/012/04 working group as well as co-leading the Canberra Ruxmon, Canberra OWASP, Canberra Bsides and the global OWASP Security Testing Guide project. He also takes an active role in the community, presenting information security topics, such as social media security, to schools during the National Cyber Security Awareness Week and is an Adjunct Lecturer on cyber security through UNSW Canberra's Intensive Learning program.