



Australian Institute of International Affairs

The Smart Power Capability Requirements of a Middle Power

Outcomes Report

15 February 2012



Organised by
Australian Institute of International Affairs



Outcomes Report

A seminar discussing the Smart Power capability requirements of Australia as a middle power was held at the AIIA Conference Centre in Deakin, Canberra on 15 February 2012.

The seminar, hosted by the Australian Institute of International Affairs and chaired by ACT Branch President Ian Dudgeon, was a closed event held under the Chatham House rule. The seminar brought together a variety of government officials, members of the Australian Defence Forces and Australian Federal Police, academics, industry professionals and the media to discuss, debate and engage with the concepts of hard, soft and smart power. The object of the seminar was to identify Australia's Smart Power capability requirements across the war/peace spectrum as well as means for measuring their effectiveness. Findings and recommendations of the seminar will be presented in a report to government.

Highlights of the seminar included:

- Insightful pre-recorded message from Professor Joseph Nye on the concept of smart power
- More than forty participants, including: Dennis Richardson, Secretary of DFAT; Philip Flood, former Secretary of DFAT; Ric Smith, former Secretary of Defence; Lt General (R) John Sanderson, former Governor of Western Australia; Innes Willox, Chief Executive of the Australian Industry Group; Charlie McElhone, General Manager of the National Farmer's Federation.
- Coverage of a range of issues including how Australian diplomacy, aid, defence and trade can be used effectively as smart power tools
- Case study of RAMSI which provided insights from personnel on the ground and presented an example of how smart power has worked in the past and lessons to improve in the future
- The overall program received a 4.25 out of a possible 5.0 rating from participants



Dennis Richardson and Ian Dudgeon



Ric Smith



Objectives

The object of the seminar was to bring influential figures together to examine Smart Power in an Australian context and to discover its utility in increasing the power projection of Australia as a middle power.

The concept of Smart Power emerged approximately twenty years ago and became increasingly popular following Joseph Nye's publications on the topic in 2004 and 2011. It is most commonly defined as "the toolbox of all the instruments available for the pursuit of foreign policy". It utilises both hard coercive power, such as the military, and soft persuasive power, such as diplomacy. Smart Power is the effective use of these instruments in order to maximise the power projection of a country.

In the Asian Century it is increasingly important for Australia, as a middle power in the Asian neighbourhood, to maximise its power projection. Considering this, the seminar focused on what capabilities Australia needs to employ Smart Power effectively, where it has been failing and how it can improve for the future.

The seminar brought together experts from various spheres of influence to formulate recommendations on how actors can best utilise their capabilities to project power and, importantly, how different actors can work together to maximise the influence of Australia worldwide.

Specific objectives included:

- To discuss the strengths, weaknesses and areas for improvement of Australia's smart power tools including military, diplomacy, aid and business.
- To identify means of measuring the effectiveness of smart power tools.
- To report to government on the principal issues discussed, including Australia's identified Smart Power capability requirements and their potential use in support of national objectives.





Participants

Government:

- Mr Dennis Richardson AO, Secretary, Department of Foreign Affairs and Trade
- Mr Bruce Gosper, Deputy Secretary, Department of Foreign Affairs and Trade, former Ambassador and Permanent Representative to the WTO
- Ms Ruth Pearce, Assistant Secretary, Public Diplomacy & Information Branch, Department of Foreign Affairs and Trade
- Ms Emily Pollnitz, Acting Director, Public Diplomacy Section, Department of Foreign Affairs and Trade
- Mr Graeme Wilson, Head, Global China Dialogue Secretariat, Department of Foreign Affairs and Trade, and former Special Coordinator RAMSI
- Dr John Carter, Secretary, Foreign Affairs Sub Committee, JSCFADT, Parliament House
- Ms Victoria Walker, Australia in the Asian Century Taskforce, Prime Minister & Cabinet
- Mr Peter Baxter, Director General, AusAID
- Mr James Batley PSM, Deputy Director General, AusAID, and former Special Coordinator RAMSI
- Mr Ben Davey, Executive Officer to Deputy Director General James Batley, Asia Pacific & Program Enabling Group, AusAID.
- Mr Peter Yuile, Executive Director Education & Corporate, Austrade

Defence and Law Enforcement:

- Mr Ric Smith AO PSM FAIIA, Special Envoy for Afghanistan & Pakistan, former Secretary of Defence
- Mr Michael Shoebridge, FAS Strategic Policy Division, Defence
- Dr Alan Ryan, CEO, Australian Civil Military Centre
- Mr Lachlan Wilkins, Assistant Director, Counter Terrorism and Domestic Security, SPD Defence
- Mr Paul Scarmozzino, Policy Officer, Malaysia, SPD Defence
- Mr Lachlan McGovern, Policy Officer, PNG and Solomon Islands, SPD Defence
- Lt General John Sanderson AC FAIIA (Retd), former Governor of Western Australia, former Chief of Army and former Military Commander UNTAC (Cambodia)
- Brigadier John Frewen AM, Chief of Staff Forces Command, former Commander, Regional Military Intervention Force RAMSI
- Commodore Peter Quinn CSC RAN, DG Naval Capabilities, Transition & Sustainment
- Captain Lee Goddard CSC RAN, Director, Military Strategy Commitments ADF HQ
- Colonel Dennis Malone, Director Research and Analysis, Army
- Lieutenant Colonel Tim Lopsik, Deputy Director Strategy, Army
- Lieutenant Colonel Michael Scott, SO1 Futures, Army
- Assistant Commissioner Mandy Newton, International Deployment Group, AFP
- Superintendent Adrian Norris, Coordinator, Business Support Team, AFP, former AFP deployments to RAMSI & Afghanistan
- Mr John Murray APM, former AFP Liaison Officer South Pacific, Interpol (Paris) and UN (Cyprus)



Australian Institute of International Affairs

Academia:

- Mr Ken Waller, Director, Australian APEC Study Centre, RMIT University
- Mr Chris McNicol PSM, Manager, Course Development and Delivery, National Security College, ANU
- Mr Jeremy Farrall, Centre for International Governance and Justice, ANU

Industry:

- Mr Innes Willox, Chief Executive, Australian Industry Group
- Mr Colin Heseltine, Director, Sino Gas & Energy Holdings
- Mr Charlie McElhone, General Manager, National Farmers' Federation
- Mr Paul Gallagher, Executive Director of Australian-ASEAN Business Council and Australian-Japan Business Cooperation Council, Australian Chamber of Commerce and Industry

Media:

- Mr Bruce Dover, Chief Executive, Australia Network, ABC
- Dr Mike McCluskey, Chief Executive, Radio Australia ABC
- Mr Daniel Flitton, Senior Correspondent, The Age

Non-Governmental Organisations:

- Ms Annmaree O'Keeffe AM, Research Fellow, Lowy Institute
- Mr Philip Flood AO, former Vice Chairman CARE Australia and former Secretary, Department of Foreign Affairs and Trade
- Ms Susan Hutchinson, Manager Civil Military Affairs, Australian Council for International Development
- Mr Andrew Shearer, former Director of Studies, Lowy Institute
- Mr John McCarthy AO FAIIA, National President AIIA
- Ms Zara Kimpton OAM, National Vice President, AIIA
- Ms Melissa Conley Tyler, National Executive Director, AIIA
- Mr John Robbins, Deputy National Executive Director, AIIA
- Mr Ian Dudgeon RFD, President, AIIA ACT Branch



Annmaree O'Keeffe and Peter Baxter



Mandy Newton



Format

Sessions focused on:

- Smart Power in the Australian Context
- Diplomacy: Conventional and Public Diplomacy
- Aid and Other National Assets
- Defence and Law Enforcement
- RAMSI: a case study
- Markets, Trade and Investment
- Capability Requirements: Current and Future Challenges

Feedback

Remarks received described the event as an “excellent seminar” with particular praise for the “extraordinary group of speakers”. Other comments praised the AIIA for providing a greater understanding of Australia’s potential smart power tools and providing a platform for officials from across different sectors to come together to discuss key issues. The quality of the speakers and moderators and the quality of the overall discussion received a 4.5 out of a possible 5.0 rating.

Acknowledgements

The Australian Institute of International Affairs would like to thank all the participants in this seminar for their attendance and valuable input, particularly speakers and moderators. A special thank you is extended to Mr Dennis Richardson for his support in bringing this project to fruition.

The Organising Sub-Committee was comprised of:

- Mr Ian Dudgeon RFD, President, AIIA ACT Branch - chair
- Ms Melissa Conley Tyler, National Executive Director, AIIA
- Mr John Robbins, Deputy National Executive Director, AIIA
- Ms Emily Dale, Research Intern, AIIA
- Ms Katherine Flynn, Research Intern, AIIA



James Batley



Ian Dudgeon, Michael Shoebridge and John Sanderson



Andrew Shearer