Hello there and welcome to the first edition of the GSM News for 2005. It's daunting to realize that we are almost half way through the first decade of the 21st century.

2004 was a landmark year for the GSM and 2005 is going to be just as significant, if not more so.

As you will read inside this edition, we have just completed (21 January) our first summer study program, which proved very popular with students wanting to accelerate their study progress.

The GSM's offshore programs in Singapore, Indonesia and Manila are building our international reputation. On 8 January we celebrated the first anniversary of our successful joint venture with Singapore's PSB Academy. This partnership, with one of Singapore's biggest education institutions, is expanding the profile of UWA and the GSM in the Asian region.

From the interesting stories inside you will see that GSM students continue to excel in a broad range of endeavors in Western Australia and abroad. It never ceases to amaze me how innovative our students can be.

Our student support goes from strength to strength and late last year saw the election of a new Council for the Graduate Management Association. In conjunction with the GSM, the GMA has a solid program of events planned for 2005.

My thanks go to everyone – staff, students and alumni – for their efforts in the past year and I wish everyone considerable success in their 2005 endeavors.

From the Director

Paul James Roberts (30) successfully combine life as a professional soccer player with his studies across several countries.

Paul, who received a Director's Letter for Academic excellence when he graduated in Singapore in October 2004, now works with one of Asia's leading television networks, ESPN STAR Sports.

His commentary of football games reaches about 180 million viewers across Asia and ESPN covered his MBA graduation.

Early in his career, Paul, hailing from Canberra and known affectionately as 'PJ', spent three years at the University of Nevada, Las Vegas, on a soccer scholarship. He captained Australia's national team at the 1996 World FIFA Futsal (five a side soccer) Championships in Spain. PJ played for the Canberra Cosmos (1997 – 2000) and the Perth Glory (2000 – 2002).

“I went about it the hard way, beginning in Perth with a few subjects, then transferring to a club in Malaysia, where I did some distance learning subjects with another university,” PJ said.

“One of the main reasons I moved to Singapore was to continue my studies through UWA, because graduating through a prestigious MBA program was very important to me.

“The people at the GSM really bent over backwards to help me out in my situation. Without their support and cooperation it would have been extremely difficult for me to have graduated.”

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MBAs Dominate Business Planning Competition

GSM MBA graduates and current students have dominated the prize winners in the inaugural UWA Business Planning Competition, run by the Centre of Entrepreneurial Management and Innovation (CEMI).

The Competition - open to all UWA students, alumni, and staff - encouraged entrants to hone their skills in presenting and selling their ventures to potential investors.

After internal assessment, five finalists presented their ventures to a panel of industry judges in Perth on 8 December 2004.

Overall Winners
The overall winner was the business plan for AlertShopper – a value-added search engine for retail sales promotions, developed by UWA Law graduate Beau Leese (25), currently studying for a Masters in Marketing.

Second prize went to gambling and live event service SmartBet. This business plan was produced by UWA MBA graduates Rebecca Evans, a management consultant, and lawyer Archana Mishra, plus management consultant Jennifer Evens, currently finishing her UWA MBA.

The business plan for Dreamfit, a provider of custom-engineered recreational equipment for people with disabilities, won third prize. This was produced by 21-year-old Darren Lomman, who, during his Bachelor of Mechanical Engineering degree, was inspired by a motorcycle enthusiast who had been paralysed in an accident.

Other Finalists
Rebecca Kopcsandy (see profile page 10), who completed her UWA-MBA this year and has now enrolled in the UWA-DBA program, was fourth with her business plan for the HR company Advantage People Management Australia.

The fifth finalist was the business plan for WildMango - a new WA Internet Service Provider offering broadband cheaper than dial up - by MBA graduate Steve Shears and MBA student Phil Kirby.

The UWA BPC 2004 was funded by the Australian Government Department of Industry, Tourism and Resources (AusIndustry) as part of its National Innovation Awareness Strategy. Motorola Australia and NM Rothschild & Sons Australia were also competition sponsors.

First Intensive Summer Study Program

While many people were enjoying their festive season holidays, about 100 GSM students instead took the opportunity to fast track their studies in the School's inaugural intensive Summer Study program.

The program is designed to provide an opportunity for local, international and offshore MBA, graduate certificate and graduate diploma students to complete units more quickly – outside the traditional study year.

Students were able to focus on one unit and were required to attend five classes during the fortnight (10 – 21 January 2005). Units covered were Organisational Behaviour (taught by Sandra Kiffin-Petersen), Leadership Effectiveness (Fiona Broadbent), Economic Management and Strategy (Ken Robertson), plus Data Analysis and Decision Making (Peter Carter).

Strong Demand
MBA Program Director and Summer School Coordinator Barb Wood said there was strong demand for the summer study program.

“It's designed for those who find it more convenient to study, perhaps while on holidays from their work and for those who find intensive study more suitable,” Barb said.

“This first year was a good trial and we are planning to provide more options next year.”

MBA Becomes Top Paid Health Chief

GSM MBA alumnus, Dr Neale Fong, has now become the highest paid public servant in Western Australia, having been appointed as Director-General of the massive State Department of Health, which has a $3.1 billion annual budget.

This latest position, which carries a record salary reportedly twice that of the Premier, follows Dr Fong's appointment last August, as the Executive Chairman of the Health Reform Implementation Taskforce. The Taskforce is responsible for implementing major reforms of the health system – described as the most important in its history.

Dr Fong – who graduated from the GSM with an MBA in 1996 – also holds Degrees in Medicine and Surgery, plus a Masters qualification in Theology. He is also the Chairman and Commissioner of the West Australian Football Commission.
More than 400 students have now completed their first year of UWA programs in Singapore, offered under a partnership with the PSB Academy, one of the island nation’s biggest education institutions.

The GSM’s MBA and DBA programs, plus UWA’s Bachelor of Commerce, are available under this joint venture, which had its anniversary on 8 January 2005.

The PSB Academy provides the facilities – the new campus in Toa Payoh’s HDB Hub – plus the administration of students, while GSM staff do the teaching. MBA students can articulate to Perth to complete their studies, if required.

GSM teachers and lecturers who regularly travel to Singapore to teach under this partnership include Dr. Chris Perryer, Dr. William Ardey, Dr. Ian Dunlop, and Prof. Roger Smith. Prof. Geoff Soutar, Prof. Izan and Prof. Steve McShane are prominent regulars who teach the DBA program.

PSB Academy School of Business Vice-President, Ms Yeo May-Fung said the collaboration has strengthened the profile of UWA in the Singapore market and the Asian region.

“Having met our student enrolments targets in this first year, the partnership has set the tone for continuous growth and future successes,” Ms Yeo said.

“By linking up with reputable foreign universities, such as UWA, the PSB Academy has put its programs on the international platform.”

DBA Published Internationally

Intellectual challenge was the motivation for GSM DBA Ricki Hewitt, who received her doctorate at the 15 September 2004 graduation ceremony in Perth.

Since completing her thesis, Ricki has already had two papers, co-written with her supervisor - University of British Columbia Prof. Anthony Boardman - accepted for publication.

Ricki is the Director of the executive search and recruitment consultancy Management Projects, which she established in 1995. Clients include 20 State and 15 Australian Government agencies plus indigenous representative bodies.

Ricki started her career in the Commonwealth Treasury and then in the Legislative Research Service (LRS) of the Parliamentary Library in Canberra as an economist and industrial relations specialist. She subsequently consulted in vocational education, training and development.

“I found the DBA course work year particularly stimulating,” Ricki said. “It provided me with exposure to a variety of established and emerging management theories and research, plus qualitative and quantitative methods.

“The highlight was researching and writing my thesis, which gave me the opportunity to travel to Canada to work closely with Prof. Boardman, who is a leading academic in cost benefit analysis and transaction costs economics.”

Luxury hotels, spas and resorts are work environments for GSM MBA and HR consultant Bryan Hoare, who is putting his studies to good effect in Singapore, Thailand and Hong Kong.


Fresh from graduating, he headed to Thailand to take up a management role at a world leading Spa Resort, working to create closer staff interaction and a clear corporate communication culture. Then it was on to Bali, for general management consulting to rebrand a resort hotel, focusing on marketing and operations in food, beverage and leisure.

“I spent 6 months on this project, helping give the resort direction through a clear strategic plan,” Bryan said. “I found great use for what I learned through the MBA Strategic Management and Corporate Turnaround modules plus the strong marketing direction.”

Last November, Bryan headed to Hong Kong to manage part of the American Club in Tai Tam, in the south of the island.

“This opportunity will provide a significant challenge and will allow more of my MBA learning to come into play,” he said. “My GSM MBA has given me a greater awareness of the whole business - especially the strategic element.”

MBA’s Luxury Resort Life

Bryan Hoare: ‘...a greater awareness of the whole business’

Visit the GSM website
www.gsm.uwa.edu.au
Busy Indonesian MBA in HR Consulting

GSM MBA Jusup Agus Sayono is a human resource management and marketing consultant who spreads his time between his consulting business, lecturing at Tarumanagara University and speaking at workshops and training seminars in Indonesia.

Jusup graduated with his UWA MBA and a Master of Management (MM) from Tarumanagara in 2000. He plans to continue his studies for the dual degree MM-MBA which is jointly provided by Tarumanagara and the GSM.

Post Graduate Lecturer
Since graduating, he has been a lecturer in entrepreneurship and innovation, plus finance management, in Tarumanagara University’s post-graduate program.

Now the Managing Partner with HR education and training consulting firm S&CO (PT.Sarana Cipta Otoritas - www.schoholding.com), Jusup is also the Managing Director of PT. Sarana Cipta Technology, a firm that deals in advertising and promotion technology equipment.

Inaugural Singapore Student’s Achievement

UWA GSM MBA student Jeffrey Chang received a Director’s Letter for academic excellence in October 2004, achieving seven high distinctions and four distinctions.

Jeffrey, who has one more subject to do to complete his MBA, is one of the first people to study under the partnership between the UWA and Singapore’s PSB Academy which provides the facilities and administration, while GSM staff do the teaching and lecturing.

Management Experience
He has 13 years experience in manufacturing, business planning and marketing with Texas Instruments, including regional experience as a mid-level manager responsible for revenue, profit, on-time delivery and customer satisfaction.

Jeffrey is now General Manager of the Singapore operations of Forever Living Products, a total health management company and the world’s largest producer of aloe vera-based health and beauty products.

He has held senior management positions for more than 12 years in several companies, including Ganesha Bank (Gajah Tunggal Group), Mayapada Bank (Lippo Group), Dewa Ruiji Bank (Gajah Tunggal Group), Dunkin Donuts (Dunkin Corporation).

Jusup said he has thoroughly enjoyed his studies particularly because of the international approach and the expatriate student friends he has made from Singapore, India and the USA.

Valuable Team Work
Aspects of his MBA studies that he believes have been most valuable to his career have included the teamwork, the logical thinking approach and strategic planning. He achieved a high distinction in his Human Resources unit.

“I feel proud to have received my MBA from the GSM and, in my current consulting business, this means I can earn the best income and have increasing trust from my clients,” Jusup said. “I think the GSM is the best.”

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Visit the GSM website
www.gsm.uwa.edu.au
CENWAB
Centre for Women and Business

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CENWAB’s 2005 activities include an interesting community outreach program of Boardroom Luncheons and Women of Achievement Dinners culminating with the annual Women in Management Dinner on Friday, 19 August.

Boardroom Luncheons
The first luncheon, hosted by Frechills and to be addressed by Western Power MD Tony Iannello, is on 2 March. In May, Chamber of Commerce and Industry CEO John Langoulant will address the next Boardroom Luncheon, hosted by Wesfarmers Ltd. These events are for Perth busineswomnen to exchange ideas with esteemed opinion leaders in a convivial environment.

Research Focus
CENWAB is Australia’s first research center working to advance women in management, small business and the professions. A major focus for CENWAB in 2005 will be getting out the results of the large ‘generation study’ which examined the careers and lives of 245 Perth men and women managers and professionals.

Joint University Study
Work has started on the joint University of New England and GSM study of ‘Women on Regional Boards’, in particular Regional Development Boards and Commissions and the Area Consultative Committees, in both NSW and WA. The study, funded by an ARC linkage grant, is examining the impact of gender diversity on board performance.

Industry partners are the NSW Department of State and Regional Development, the Regional Women’s Advisory Council in the Department of Transport and Regional Services (DoTARS) plus the WA Department of Local Government and Regional Development.

Managerial Skills Development
CENWAB is combining this year with the GSM’s CEMI to provide a comprehensive and flexible program of managerial skills development and training for female managers of small to medium sized firms who are keen to develop their innovation and overall success. In the first half of the year, CEMI will launch its Small Business Excellence Program (SBEP) for owner-managers of small to medium sized firms in collaborative research and education projects.

ILC
Integral Leadership Centre

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The ILC is now in the second year of its four year strategic plan, having had a successful inaugural year in 2004.

A fully-owned UWA company under the auspices of the Graduate School of Management, the ILC conducts commercial leadership and organisational development programs for Australian and international organisations, plus research in these areas.

2004 was very successful financially, but was equally important in determining our future directions and key strategic goals.

Building Corporate Bridges
In 2005, the ILC plans to become a more significant contributor to GSM research and to help UWA to build stronger bridges to the corporate world. Other key 2005 goals include:
• Attracting more than $50,000 in research grants
• Commencing a world-wide research study on organisational and leadership excellence
• Implementing a Balanced Scorecard in the operation of ILC
• Developing an international business plan, and
• Implementing a market positioning and branding strategy

New Staff
The ILC welcomes Louise Anderton, our new Manager of Optimum Balance, the Centre’s health promotion business unit. This provides organisations with dynamic and effective worksite, executive health and lifestyle programs. Louise has completed a UWA Bachelor of Exercise Rehabilitation with a minor in Accounting and was awarded Dux of her year.

ILC MBA Scholarship
Soon to join the ILC is Ritesh Bhartiya, who has been awarded the 2005 MBA Scholarship, offered to enrolled MBA students at UWA. The scholarship provides a valuable opportunity to apply MBA learning and experience in a dynamic and supportive organisational context. Ritesh will be working closely with ILC staff and consultants.

CEMI
Centre for Entrepreneurial Management & Innovation

Director: Associate Professor Tim Mazzarol
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In 2005 CEMI will continue ongoing research, including a collaborative study, with the StateWest Credit Society, into how the process of word of mouth referral works in its application to promotion in the services sector. Also underway is a joint study with the Centre for Business Research (CEREN) at ESC Groupe Dijon Bourgogne, France. This investigates the strategic decision making of small entrepreneurial firms when commercialising new technologies.

More International Collaboration
Further collaboration in both research and education is planned with the University of Durham and the Institute of Chartered Accountants. Academics from Durham University Business School (DUBS) and CEMI plan to undertake mutual visits in 2005 to further develop their alliance.

New Entrepreneur Programs
A key 2005 focus for CEMI will be the delivery of a series of new educational programs for entrepreneurs in small firms who are keen to develop their innovation and overall success. In the first half of the year, CEMI will launch its six-month Innovation Excellence Program (IEP) designed to assist firms in commercialising new technologies. During the second half, CEMI will launch its Small Business Excellence Program (SBEP) for owner-managers of small to medium sized firms in metropolitan and regional areas. A pilot program is scheduled to start in the Great Southern Region of WA, based on the UWA Albany Centre.

New Graduate Certificate
Another key CEMI initiative is the launch of the new UWA Graduate Certificate of Technology Commercialisation. Jointly developed and delivered by the GSM and the UWA Faculty of Engineering, Computing and Mathematics, this new course will assist students, from science and engineering disciplines, to better understand the process of commercialisation.
Associate Director’s Many ‘Hats’

As Associate Director of the GSM, Prof. Ray Fells wears many hats and has many ‘behind the scenes’ roles on top of his teaching.

Among his responsibilities are coordinating the School’s teaching staff, planning the timetable and ensuring that the content of the GSM MBA is up to date.

“It’s a never ending process to make sure that what we teach and how we teach it is the best that it can be and meets the needs of students and the wider community,” Ray said.

Top School Challenge
The GSM is now recognized as one of the top graduate business schools in Australia and Ray believes the challenge is to maintain this by improving the study experience of students. Liaising with the GSM’s overseas partners is another key responsibility that keeps Ray traveling between Perth, Singapore, Indonesia, Manila and Europe during the year.

For the past three years, Ray has been invited by Cambridge University to lecture in negotiation skills, a unit which has achieved the biggest enrolment of all MBA electives at the prestigious University’s Judge Institute of Management School.

Popular Unit
He teaches a popular unit on negotiation in the GSM programs and also teaches at the AISAM summer school and Griffith University. In 1998, Ray received the Faculty Excellence in Teaching Award.

He joined the GSM as Associate Director in January 2001, having previously been a member of the Department of Organisational and Labour Studies at UWA. Prior to becoming an academic, Ray worked as an adviser and conciliator in industrial relations in the UK. He was appointed as a Professorial Fellow at the beginning of 2004.

International MBAs
He has taught more than 2,000 MBAs, professionals and managers in the UK, Singapore and Perth, in the past decade, including delivering organisational and management units in the GSM’s MBA program, and the Executive MBA.

“Most of my students have considerable work experience, many are in senior management and some run their own companies,” Nick said. “The biggest challenge is to engage them with alternative ways of looking at the ‘softer’ aspects of organisational leadership and management and at their own behaviour towards their bosses, colleagues and subordinates.

“I see my own role very much as one of facilitator, coach or guide, rather than a traditional ‘lecturer’.”

Research Collaboration
Nick has done research, training and consultancy work with more than 50 UK and Australian companies.

Visit the GSM website
www.gsm.uwa.edu.au

GSM Director
Honoured by ANZMAC

GSM Director Professor Geoffrey Soutar has been honoured by the Australian and New Zealand Marketing Academy (ANZMAC) by being made an inaugural Fellow of the Academy.

The Award recognises Professor Soutar for outstanding leadership in research, marketing education, and discipline development within UWA and the Academy, which has members from universities across Australia and New Zealand.

Only Three Recipients
He was one of just three recipients of the Fellowships that were announced at the recent (29 November - 1 December) ANZMAC 2004 Conference, hosted by Victoria University, in Wellington, New Zealand.

Out-going ANZMAC President, Professor Geoff Kiel said that the Fellowships acknowledged members held in high esteem by their peers.

“Professor Soutar has provided outstanding leadership to three universities (UWA, Curtin and ECU) in Western Australia where he has developed research centres, enhanced the profile and quality of existing programs, and created alliances with other research-led institutions,” Professor Kiel said.

“He has made major contributions to the administration of each university. He also has served on many significant committees within academic and professional bodies and has been elected a Fellow of several of these.

“Professor Soutar’s contribution to the Australian Research Council, where he was the only academic to represent marketing and management, has been particularly noteworthy.”

Interdisciplinary Work
ANZMAC said that the Professor’s work was characterised by its interdisciplinary focus, and he has published in leading marketing journals as well as in esteemed journals in economics, education and management.

Celebrating Achievements of Staff
Celebrating Achievements of Students

**Perth PhD for Kenyan Government Bank Official**

GSM student Dulacha Barako is an officer with the Central Bank of Kenya (CBK), who took study leave to complete his PhD in Accounting and Finance. Dulacha received a Government of Kenya scholarship to develop his qualifications. He recently returned to his CBK position in the Department of Bank Supervision. This provides on and off-site evaluation of all banks and financial institutions to ensure the proper functioning of the financial system in Kenya.

**Unique Role**
The CBK has a unique role in the Kenyan economy. It is responsible for formulating and executing monetary policy, supervising and regulating depository institutions, assisting the Government’s financing operations and serving as Government banker.

During his time at UWA, Dulacha – who has an MBA from the University of Nairobi - also conducted a linguistic class, in the English Department, for students interested in learning his tribal language.

**Conducive Learning Environment**
He said that what he enjoyed about the GSM was the conducive learning environment and the excellent profile of its staff. Dulacha’s PhD Thesis was ‘Voluntary corporate disclosure by Kenyan companies: A Longitudinal Exploratory Study’.

“Conducting research is challenging and interesting,” he said. “My entire study time at the GSM has been valuable to me. My qualification will provide me with flexibility in my career pursuits. ‘The GSM is a great place to study and my qualification will provide me with an edge in a highly competitive labour market and where necessary alternative career choice.”

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**Perth Holiday = Major MBA Career Change**

A holiday from the US, to visit a high school friend in Perth, led to a major career change for Brenna Pavey, who received her MBA (Advanced) at the GSM 15 September 2004 graduation in Perth.

Brenna received a Director’s Letter for Academic Excellence for her studies, which specialised in entrepreneurship and small business.

**Lured to Perth**
She said she was ‘lured to Perth’ by a very good high school friend, who moved here with her family in 2000.

“When I came to visit, she was in the middle of her UWA Information Management degree and decided I would be a good candidate for the MBA,” Brenna said. “Coming to a new city where I had just two friends was a bit daunting, but many of the GSM international students were in the same boat and I quickly found a core group of mates.”

Brenna, who is proficient in Internet project planning and IT management, works as a contract writer on marketing and business strategy.

**Munich Study**
In the US, she received her BA, German (hons) at the University of California in Berkeley in 1992, completing an honors thesis in literature. Brenna studied for a year in Munich at the Ludwig-Maximillians University, for her certificate in Germanic Studies.

“I think the GSM’s ability to attract a diverse group of students, from Australia and around the world, may be its greatest asset,” Brenna said. “The School brings together a very interesting, eclectic community.”

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**EMBA: ‘Solid Tools and Proven Methods’**

‘Being the Founder and significant shareholder in three successful companies in totally unrelated industries, I joined the EMBA with considerable experience. I have found this experience has been complimented by the ability to now examine, analyse and plan the appropriate course of action using solid tools and proven methods that reduce the variables and give confidence to the strategies.’

Virtual Cancer Centre (part of the Virtual Medical Centre network) Director Wayne Hughes EMBA (Cohort 2)

Visit the GSM website www.gsm.uwa.edu.au
Key Career Management Strategies

While providing career advice to executives, I am constantly surprised by the lack of attention some give to managing their own careers. The challenge is to apply your strategic thinking and planning skills to your own career. Here are ways to help you review your goals and to develop plans to achieve them.

1. Make an honest self assessment: Before you market yourself you need to know your product. Ask yourself:
   - What do I enjoy?
   - In what sort of work environments have I been successful?
   - What is my natural style and behaviour?
   - What technical skills can I demonstrate?

Use this self assessment to build a personal profile so you can apply more critical thinking to career opportunities.

2. Do your research

By developing your understanding of target industries, companies and positions, you will be much better able to assess opportunities. You can then tailor your skills and abilities to present a better package to a potential employer.

   - Networking: Speak to people ‘in the know’. Develop contacts in target industries. Ask for advice and information rather than a job. Most jobs aren’t advertised, they are a ‘tap on the shoulder’.
   - Public information: From the Web (company website are particularly useful), Who’s Who, newspapers, magazines etc.
   - Industry Associations: These can be most helpful with contacts, networking opportunities and information.

3. Develop and use your networks

One of the most important benefits from completing an MBA is the opportunity to build networks, but you must develop and maintain them. Regular events by Alumni associations can be a great help, but you have to do the hard work to identify the key people to whom you need to be talking.

   - Demonstrate your interest in the other person. Find out about them and what they do. Ask good questions. Be attentive.
   - Reflect back ideas or opinions that might be of interest, or are relevant, to the other person. Provide advice or recommendations, if you can.
   - Add value. Find ways to connect and introduce people. Strengthening the network around you means helping other people get value out of their networks too.

4. Prepare and focus during the recruitment process

When the opportunity comes to pursue a role, take it seriously and put in the effort. Learn about the people you are meeting. Understand the role and how it links with the organisation’s strategy and objectives.

   - In interviews make sure you listen. Answer the question. Provide some context to your answer through examples or personal experience. Ask questions to improve your understanding and show the critical thinking you’ve done about the role.

   - The offer process may have several steps, don’t jump the gun. Generally, having open and direct discussions about remuneration expectations is the best policy. No one likes to be ambushed, and acrimonious negotiations are no way to start with a new employer.

5. Take control of your own career

You must take control of your own career. Be as serious about managing it as you are about managing your business. Put in the appropriate time and effort.

Developing Your Communication Skills

Have you ever noticed how bright some people can appear to be, until they speak? It might seem quite unfair, but we often make judgements about people based solely on their appearance and ability to communicate. You can count on them doing the very same to you.

Communicate to Prosper

Although you might have great knowledge, wonderful skills and talent, these won’t be apparent to others unless you can share them skillfully and efficiently. It’s extremely important to find the very best ways of communicating what you have to offer, so that people can truly appreciate and make use of your knowledge.

Two areas - ‘selling yourself’, and ‘public speaking’ - are vital for all of us to develop to the best degree we can.

People will only know your attributes through your ability to communicate. If a group of applicants with similar abilities are applying for a single position, you can bet that the one most able to impress the interviewer, by using good communication skills, will have the front running. Learning the art of selling features and benefits is the key to success.

Skills to be Learned and Practised

How many times have you found yourself bored and disinterested when listening to a speaker who might have had some wonderful material, but presented it poorly? It’s vital, particularly in management and teaching, that these skills are learned and practiced so you become an efficient and entertaining presenter.
The Student and Alumni Association of the GSM had a great year in 2004, and looks forward to building on this in 2005.

Since the last issue of the GSM News, we have held our Annual General Meeting, and there was very strong interest, with a record turnout and a record number of candidates standing. The vote took three quarters of an hour to count.

Thanks to all people who stood, attended the AGM and voted. And to Pru Hodgkinson, Bev Partridge and Catherine Vogel for helping with the event and vote count. Congratulations to those elected.

New Council Position
We have invited Brian Leadman, GMA President 2002-2004, to return to Council in the newly-created position of ‘Immediate Past President’. Brian did a fantastic job over the past two years. The GMA is almost unrecognizable from what it was in 2002, and much of this is due to his passion and energy.

We’d also like to acknowledge recent Council members Jonathon Trautman, Emily Lyons, Phil Hirschberg and Antoine Musu, who served the GMA so well during their tenure. I know we will see more of them at GMA events this year, and this really speaks to the heart of what we do. Slogging away at a GSM course, you form deep friendships and the GMA is a medium for you to catch up with your fellow students and to form new contacts.

Unmissable Events
If you’ve not been to a GMA event before, I urge you to attend in 2005. Come along, meet new people, listen to our top line-up of speakers, and, as we like to say, “Network with us!” Our calendar of events (see Page 11) kicks off with Professor Nick Forster addressing a 23 February breakfast at the WA Club. Nick’s talk is entitled ‘The Androgynous Leader’ – all about using the best of the male and female leadership styles to best effect.

Our 2005 blue ribbon event will be the annual Prize-Giving Dinner-Dance on 30 April with keynote speaker outgoing Telstra CEO Dr Ziggy Switkowski. Please diarise this now, because this will attract a record turnout. We will be presenting prizes to the top students and lecturers, as well as providing dinner, drinks, and entertainment.

Along with these events, we will be running breakfasts and the 2020 Seminar.

Member for Life
One of your new Council’s first decisions was to move to ‘Lifetime Membership’. In 2005, we are proposing a once-off fee of just $150 for graduates (current price is $50 for one year, $120 for three), with students still having free membership while enrolled. Once a member, you can avail yourself of discounts at all our events, our online networking facility, regular newsletters and no more reminders to pay for membership renewals.

Reunions
Another 2005 innovation will be a series of Reunion events to gather together graduands from similar graduation years. Our first event is on 16th March and for all those who graduated 1998-2002 inclusive.

Online Networking
In 2005, we intend to significantly upgrade our web site, including providing an online networking community, secure payment for our events, plus more. This will be a fantastic resource for GMA members, especially for those outside Perth, to get back in touch with old friends.

Alumni have always told us the GMA should push for professional development and career opportunities. Students can also provide feedback on anything that concerns them by emailing the GMA at - gma_student_rep@gsm.uwa.edu.au.

So much to do, but we have a fantastic group of people on Council, and I’d like to thank them all for hitting the ground running since the AGM on 19 November. Our 30-page Annual Journal was published in January.

I’m excited about the coming year, and look forward to welcoming you to our events in 2005.

With best wishes,
Charlie Gunningham
President, GMA
More than 25 years in manufacturing as an industry executive, have focused Dr Kim Teng’s interest in helping companies grow.

Kim, who graduated with his GSM DBA in Perth last September, migrated to Australia in 1999, bringing with him considerable South East Asia management experience.

He helped establish Malaysian chemical products manufacturer Palm-Oleo Pty Ltd and was its inaugural Chairman. As CEO of Rubberex (M) Ltd, with clients in 90 countries, he steered it to listing on the Kuala Lumpur Stock Exchange Second Board in 1996. He was also principally responsible for setting up Jasa Megah Limited of Malaysia, becoming CEO and taking it to KLSE second board listing in 1992.

Kim is now the Principal Partner in Perth-based Auskim Strategic Consulting, providing strategic management advice. Auskim, which plans to expand into China, is currently assisting with the restructuring of a WA wind-farm business.

Licensed Migration Agent

As a licensed Migration Agent, Kim also helps people who plan to migrate permanently to Australia.

Steve White (left) and David Lockett show off a hard copy version of their new West Coast Times in front of a 100-year-old printing press.

The entrepreneurial spirit of GSM MBA Steve White, who graduated in 2003, is helping create a new tabloid newspaper - the West Coast Times - to be published both in hard copy and online.

The West Coast Times Group is led by Steve (CEO) and digital media executive, David Lockett. Their combined industry experience spans 50 years and their intellectual capital includes print publications, advertising design, digital content development and business management.

Steve said the philosophy of the West Coast Times – soon to be launched - was to fill what market research has shown to be a currently unmet need for better coverage of community achievement and industry success stories.

The enterprise stemmed from considerable research and development in 2004. Steve and the Group executives also participated in CEMI’s Digital Content Feasibility Study forums held at the GSM by Associate Professor Tim Mazzarol, to determine a policy framework for WA’s Information and Communication Technology (ICT) industry.

“I remember attending a one-day writing communication course at UWA,” Steve said. “The facilitator asked us to turn to the person next to us to discuss our life and interests. This person later became one of my lecturers in the area of leadership - Prof Ron Cacioppe - now the head of the GSM’s Integral Leadership Centre. That month, I decided to resign from my position, to pursue an MBA full time.

“The most important thing is that I can now use all the skills I gained at the GSM, especially in the areas of leadership and strategy.”

Experienced DBA Helps Business Growth

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Twenty-five-year old Perth MBA graduate Rebecca Kopcsandy has management and caring experience beyond her years.

Aged just 21, she started as Assistant Manager of two aquatic facilities. She already had several years’ industry experience, working full time during her undergraduate degree.

Young MBA and Busy Volunteer

Having completed her GSM MBA - plus an honours degree in Psychology - Rebecca has now established her consulting company, Advantage People Management Australia, providing specialist business training, strategic human resources management and corporate psychology services.

Ambulance Officer

Along the way she has found time to work as a volunteer ambulance officer with St Johns Ambulance after seven years as a volunteer first aid officer. She has also worked as a volunteer grief support worker for Solace Australia’s CAOS Division.

Rebecca was St Johns Ambulance Divisional Cadet of the Year in 1995 and won the Shire of Armadale’s 1997 Young Citizen of the Year Award.

“The MBA teaches you more than just finance, economics, strategy and organizational ethics,” Rebecca said. “This program is for those seeking a business qualification, but also a personal and professional challenge. It provides inspiration and a tough lesson in what it takes to succeed.”
A Musical Senior Manager

Studying for his MBA complements the dual life of international entertainer Ric Stern, who has travelled the world as a singer, pianist song-writer, while working along the way as a senior manager.

Brooklyn-born Ric has a showbusiness career spanning 40 years, starting his first band at 15 and performing in US college coffee houses with the likes of the young Billy Crystal, who went on to become a Hollywood megastar.

As a young tertiary-qualified musician, Ric performed across the US, including in the famous Playboy Clubs of New York, New Jersey and Miami. He has since performed in Singapore, Taiwan, Hawaii, Japan and aboard luxury cruise ships.

Pan Am Manager

Management has been a parallel career stream and, in 1978, Ric was A/Director of Operations for Pan American World Airways, directing 43,000 staff from Florida.

He emigrated to WA for family reasons. Ric, who is half way through his MBA, enrolled at the GSM when applying for a CEO position in WA Local Government. The selection panel said a UWA MBA would be an ideal qualification and indicated they could likely offer him a job upon his graduation.

Ric has his sights set on a senior public or private sector position, possibly in tourism, travel or hospitality.

Fraternity

“I love the interaction with lecturers and students and have found the GSM an excellent medium for networking and meeting new people across many cultures,” he said. “I am making lifetime friendships and truly understand the meaning of ‘fraternity’ as I’ve never known it before.”
New Business School Dean

Perth business-woman Tracey Horton has been appointed Dean of the UWA Business School.

Since May 2004, Ms Horton has been working with UWA to help establish the School’s new strategic direction.

She graduated from UWA in 1986 with a Bachelor of Economics with first class honours. Ms Horton went on to Stanford to complete a Master of Business Administration, with an outstanding academic record.

From an early career as an analyst with the Reserve Bank of Australia, Ms Horton worked in the US with an international management consulting firm before returning to Perth in 2000, taking up a range of directorships and business consultancy roles.

UWA Vice-Chancellor, Professor Alan Robson said Ms Horton would bring added strength to one of Australia’s leading business schools.

Professor Robson paid tribute to the work of Dr Paul McLeod who retires as Dean after setting the framework for the School’s future direction.

SURVIVAL SKILLS FOR MANAGERS
Management Skills Workshop Program for GSM Students

Program for the First Quarter 2005

This workshop program is a joint venture of the Graduate Management Association and the GSM. These events are intended to provide students with opportunities to upgrade their management skills to increase their competitiveness when applying for jobs and to assist them to progress their careers.

The workshops provide excellent scope for networking with fellow students and alumni while you also pick up extra skills and knowledge.

Presentations Skills
Ms Margot Halbert
Positive Persuasion
7.00am to 9.30am
(Myers Lecture Theatre)
Thursday, 17 February 2005

Networking Skills
Mr Ron Gibson
Go Networking
2.30pm to 5.30pm
(Myers Lecture Theatre)
Friday, 11 March 2005

Career Management
Ms Annette Walker
Insight Career Management
9.00am to 4.00pm
(Myers Lecture Theatre)
Saturday, 12 March 2005

Decision Making at the Board Table
Prof. Malcolm Richmond
4.00pm to 6.00pm
(Myers Lecture Theatre)
Friday, 15 April 2005

Drinks and finger food are served at the end of most workshops to facilitate networking. Please register early at GSM Reception, as places are limited.

MBAs Appointed for GSM Development

The GSM recently appointed two new people - Kay Macpherson – Smith and Heather Merritt.

Kaye, who has the Student Development role, has worked at the organisational and operational levels in health care management for the past 15 years. She completed the MBA International program last year and will be involved with the organisation of the GSM’s regular extra-curricular workshops, seminars and social events.

Heather, who will focus on Marketing and Development, previously worked in marketing and communications throughout Australia, Indonesia and Canada. She completed her MBA at the GSM, graduating in 2003 and is currently Vice President of the GSM’s alumni association, the GMA.

Kaye and Heather will also liaise with students to help them develop individual study plans to meet their career objectives, and can be contacted on 6488 3980 or email - kmsmith@gsm.uwa.edu.au - hmerritt@gsm.uwa.edu.au