Global Accreditation Highlights GSM Strengths

The GSM is ‘a good school, playing a vital role in its part of the world, with a strong orientation towards internationalisation, research and enterprise’.

Other GSM strengths include ‘collegiality in decision-making, a high degree of institutional loyalty and mutual support among staff, the ready accessibility of staff to students from recruitment through graduation, and a personal and friendly atmosphere’.

These quotes come from the evaluating panel of the European Quality Label for International Business Schools (EQUIS), which visited the GSM’s Perth and Singapore campuses in March 2005. EQUIS is one of the two leading international business school accreditors (the other is the AASCB).

Stringent process

During its visits, the four-member evaluation panel, of senior international academics and officials, interviewed faculty members, alumni, students, and industry representatives.

Accreditation applicants are evaluated on a comprehensive self-evaluation report into factors such as industry links, international orientation, student satisfaction with courses, resources and staffing, teaching and research.

The Equis team

GSM Prof David Plowman (see profile Page 6) coordinated the compilation efforts and also wrote the GSM’s self-assessment report. He was assisted by Research Assistant, Justin Yukich, and Administrative Officer, Catherine Vogel during 14 months of preparation, including workshops, staff meetings and detailed research. This work culminated with an EQUIS accreditation plaque being formally presented to the GSM at the European Foundation for Management Development (EFMD) Conference in Brussels in June 2005.

‘Life changing’ MBA

After the evaluation, the EQUIS panel said they found ‘clear evidence obtained from students on MBA programs of the ‘life-changing’ impact and personal development they had gained’.

The panel also said that ‘the quality and qualifications of the (GSM) staff are very good and they are highly dedicated and efficient. The panel was very impressed by their high level of motivation, dedication and availability of staff to students and other stakeholders’.

From the Director

Hello and welcome to the final GSM News for 2005. It’s been a wonderful year – the 12th anniversary of our School and one full of major achievements and significant milestones.

Notably, the GSM has received prestigious international accreditation from the European Quality Label for International Business Schools (EQUIS), our MBA program student places have again been completely filled, and a GSM team won the national BCG Business Strategy Competition for the second time in three years.

As you will read inside, the GSM has reached agreement to extend our unique dual-degree program in Indonesia, which is offered in partnership with Jakarta’s Universitas Tarumanagara (Untar).

This issue also has some fascinating profiles of our graduates who have gone on to achieve success across the globe, joining the more than 2,500 GSM alumni making an impact on world business.

This year has been particularly successful for the Graduate Management Association, which, in partnership with the GSM, has run a series of very successful networking and social events, strengthening our solid links with the business community. And, these links extend well beyond Australia, with GSM students having the opportunity, in May 2006, to undertake a two-week study tour of China, to learn the business culture and to network with Chinese government and business leaders.

Everyone should feel very proud of their efforts and achievements during 2005.

Thank you to everyone involved in helping make the GSM the outstanding school that it is today and I wish you and your family the very best wishes for the festive season.

Prof Geoffrey Soutar
Director
Graduate School of Management

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Agreement has been reached between UWA and the Singapore branch of a leading international professional company secretaries body, to establish a program of student articulation in graduate studies.

The agreement – which took effect in July - is between UWA and the Singapore Association of the Institute of Chartered Secretaries and Administrators (SAICSA).

SAICSA members are in public listed and private limited companies, corporate secretarial firms, legal practices, international accounting firms, government departments and statutory boards.

Exemption from some units

The agreement will enable appropriate SAICSA members, residing in Singapore, to be eligible for exemption from some units when they articulate to UWA courses.

The new relationship will include a series of events and talks in Singapore by experts in ‘Leadership and Management’. The first, on 8 December, was by National University of Singapore Associate Professor of Accounting, Mak Yuen Teen, who is also Deputy Chairman of the Corporate Governance Committee of the Institute of Certified Public Accountants of Singapore.

The talk, at the Executives’ Club in Singapore, was organised by the Centre for Corporate Management & Development in association with SAICSA, the PSB Academy, the UWA Business School and UWA Alumni.

Did You Know?

- The GSM was the first school within UWA to offer offshore programs.
- The School was one of the first in UWA to introduce a professional doctorate.
- The GSM initiated the articulated Graduate Certificate, Graduate Diploma and Masters degree sequence that is now common practice in the University.
- The GSM led the way in introducing an intensive Summer School and in converting the two semester system into a three trimester year.

Five Year Extension for Untar Joint Venture

Agreement has been reached to extend - for another five years - the unique dual-degree program in Indonesia, offered by The University of Western Australia in partnership with Jakarta’s Universitas Tarumanagara (Untar).

Since January 2001, the UWA’s Graduate School of Management has offered its MBA in conjunction with the Magister Manajemen (MM) Program of Untar’s School of Graduate Studies.

UWA and Untar lecturers each teach 50 per cent of the MM – MBA Program which is regarded by the World Bank as an important pilot project in university to university cooperation.

Nearly 100 graduates

Some 30 students are currently involved in the joint program, which has so far produced nearly 100 graduates.

Major infrastructure development

Prof Smith said Untar had also approved the major development of their university infrastructure.

“They will build a multi-storey teaching block at their Jakarta Campus 1, have approved a new hospital close to Campus 2 and are considering a plan to develop an international standard university on their Campus 3,” Prof Smith said. “As you can see, they are serious about further establishing Untar in the front rank of Indonesian universities.”

Singapre Student Articulation Agreement

Prof Roger Smith - ‘serious about further establishing Untar.’

GSM Jakarta Program Director, Prof Roger Smith was recently in Jakarta to finalise the five year extension.

‘They will build a multi-storey teaching block at their Jakarta Campus 1, have approved a new hospital close to Campus 2 and are considering a plan to develop an international standard university on their Campus 3,” Prof Smith said. “As you can see, they are serious about further establishing Untar in the front rank of Indonesian universities.’
Celebrating Achievements of Students

Beware; completing the GSM’s Executive MBA will change you and those close to you will definitely notice the difference.

This benign warning comes from Stuart Collison, who recently completed his EMBA while working as the WA State Manager for Orrcon Steel & Tube - www.orrcon.com.au - building it from a brownfield site to a firm with a $24 million annual turnover.

Stuart moved to WA from Victoria in 2002 and started in an old empty building ‘with nothing but an old milk crate to sit on and another for my laptop’. He organized everything from the building fit-out, the lease, staff employment, stock, and four years later the firm now has a third of the market.

**Leading not managing**

Stuart said his EMBA studies have led him to better relate to people; to listen more and talk less. He now thinks in terms of ‘leading’ people rather than ‘managing them’.

“At work, I have taken the time to really ‘get into the heads’ of my staff to understand what I need to do with each of them to get them to perform better,” he said. “I have also become more thoughtful – I don’t rush around like I used to, I put time aside regularly to think and this pays dividends.”

**Valuable EMBA aspects**

Stuart said the most valuable aspects of the EMBA were the cohort approach, the weekend lectures and the emphasis on strategy.

“To be considered to join the EMBA program you need a minimum of five to ten years senior management experience,” he said. “Having that amount of experience in one room, is stimulating, competitive and a bit scary at times.

“The weekend lectures mean you can implement on Monday what you learned on the weekend. The experiences we learned through the EMBA are totally and immediately transferable to a work situation.”

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**UWA Business School Hosts Major Marketing Conference ANZMAC**

In a first for Western Australia, the UWA Business School recently (5 - 7 December) hosted the 2005 conference of the Australian and New Zealand Marketing Academy (ANZMAC).

GSM Director, Prof Geoff Soutar and Associate Prof Jill Sweeney co-chaired the 8th ANZMAC conference, which was the biggest ever, attracting nearly 500 delegates, including many from South East Asia. This attendance was a 25 per cent increase on the previous year. The organising committee came from the GSM and the School of Economics and Commerce, plus Market Equity.

**Across Tasman network**

ANZMAC, established in 1998, provides an Australia – New Zealand network for educators and practitioners interested in marketing theory and research.

The theme of the 2005 conference – held at Fremantle’s Esplanade Hotel – was ‘Broadening the Boundaries’ and discussion focused on the opportunities for synergies between marketing and other disciplines, such as information systems and e-business.

More than 420 papers were presented in 10 concurrent sessions that ran continuously for the three days. Some 330 reviewers have been kept busy evaluating more than 500 papers received for the conference which focused on the opportunities for synergies between marketing and other disciplines, such as information systems and e-business.

**Expert keynote speakers**

Keynote speakers included electronic commerce and data management expert, Prof Richard Watson, the Distinguished Chair for Internet Strategy and Director of the Center for Information Systems Leadership at the University of Georgia. He spoke on broadening the joint boundaries of Information Systems and Marketing to more effectively serve customers.

The past President and national Director of the Australian Marketing Institute, Michael Smith, the Managing Director of the Marketing Centre in Perth, spoke on ‘The Hard Questions Being Asked By Major Companies’.

As well as UWA sponsorship of the conference, there were several external sponsors, including universities, Palandri Wines and the Perth Convention Bureau.

**STOP PRESS: Prestigious ANZAM Life Membership**

GSM Director, Prof Geoff Soutar, has been awarded Life Membership of the Australian and New Zealand Academy of Management (ANZAM) in acknowledgment of his contribution and services to the Academy.

ANZAM is the peak professional body for management educators, researchers and practitioners in Australia and New Zealand, with about 300 individual and 50 institutional members (representing most Australian and New Zealand universities), including some from other countries.

Prof Soutar was presented with this prestigious award at the ANZAM 2005 Conference (7-10 December), hosted by University of Canberra.
Happy GSM Manila Program students enjoy coffee outside their Manila CBD lecture building on the last day of classes. (L-R): Hoover Uy De Baron, Nerissa Basconcillo, Flemming Hansen, Pia Parungao, Anton YAP, GSM Manila Program Director Dr Chris Perryer, Kim Ostergaard, Emilie Viray, Oswald Go, and Joey Santos.
During the last quarter, CENWAB continued its busy community outreach program with two Women in Business Boardroom lunches, a jointly-conducted breakfast with the Graduate Management Association (GMA), and training for women in small business.

The Royal Automobile Club (RAC) of Australia hosted the first luncheon, where senior managerial and professional women in Perth heard AlintaGas Chief, Bob Browning, speak about his organisation’s strategic directions. The second event, hosted by The Australian Institute of Management (WA Division), had Prof Chris Bartlett, of Harvard University, speaking about the shape of future organisations.

The joint CENWAB-GMA breakfast featured Kate Lamont, of Lamont’s fame, discussing ‘How to Keep Your Business Fresh’. She emphasised three factors: adopt a customer approach, be innovative, and be ‘present’ in the business.

Two training sessions for women in small business - ‘Riding the Seesaw: Creating Balance’ and ‘Smart Socialising for Business Success’ - were conducted by Prof Leonie Still and Kaye Harrold.

Research into Regional Governance

CENWAB is participating with The University of New England and Curtin University of Technology, in an ARC Linkage grant examining regional governance in NSW and WA. Project interviews started in November with Chairs, CEOs and Board Members of the Wheatbelt and Peel Regional Development Commissions, being interviewed on factors, including gender representation. Other regions will be interviewed in early 2006.

Best Paper Award

Prof Still and Viti Simmons won the NSW Department of State and Regional Development Best Paper award for their paper entitled ‘Entering Women in Rural, Regional and Remote Australasia’ at the September annual conference of the Small Enterprise Association of Australia and New Zealand (SEAANZ). The paper analysed interviews of 75 women small business owners around Australia, and was part of the national study, sponsored by Westpac Banking Corporation.

The ILC has been very busy, during this final quarter of 2005, conducting leadership development programs for the Monadelphous Group and Alinta Ltd, the Pathways to Leadership Program for senior WA public sector managers, and the Vital Leadership Program for the WA Department of Health.

The Vital Leadership Program is part of a major initiative by the Director General, Dr Neale Fong, to revamp and rejuvenate his Department’s services. It covers leadership, 360 feedback, managing change, building high performance teams and individual coaching. So far, 75 senior managers have started the Program and two more are scheduled for next year.

The ILC has also just completed a major review and study of the current status of Western Power services to new property developments. This study was commissioned by the Urban Development Department of the WA Department of Environment and Conservation.

International Executive Development

The ILC has been invited to repeat the Executive Development Program in 2006 for Singapore’s Social Services Training Institute (SSTI). The GSM’s Prof Steve McShane and A/Prof Tim Mazzarol recently delivered teaching sessions for Nokia in Beijing on the ILC’s behalf. A further module will be delivered in 2006 by Prof Iain Watson, from the School of Economics & Commerce.

Farewell and Welcome

In October, the ILC farewelled Brad McManus, who has been the Centre’s Chief Operating Officer for the past three years. Brad made an outstanding contribution and was highly regarded by clients and colleagues alike. Andrea Lloyd is acting in the COO position until the end of 2005.

The ILC welcomes UWA Management and Marketing Graduate, Ellen Ridout, as the new Office Coordinator.

In September, CEMI strengthened links with university research teams during visits to several European countries. These included the Centre for Business Research (CEREN) at ESC Group Dijon Bourgogne, France, the Swiss Institute for Research into Small Business and Entrepreneurship (KMU-HSG) at the University of St Gallen, Switzerland, and the Medium Enterprise Development unit at the UK’s Durham University Business School (DUBS). In concert with researchers in Austria, Belgium, Italy, Austria, Poland and Canada, CEMI will examine the strategic decision making of entrepreneurs in small, high-innovator firms.

Spanish conference

CEMI presented two papers at the Entrepreneurship, Innovation and Small Business (EISB) network conference at the IESE Business School of the University of Navarra, Barcelona. The first paper focused on the planning and growth characteristics of small business owners. The second – a collaborative study with CEREN – examined the relationship between entrepreneurs from small innovative firms and stakeholders, both internal and external.

CEMI has also surveyed StateWest Credit Society customers, as part of its ARC funded Linkage Grant study into the importance of ‘word of mouth’ as a promotional tool. The findings identified a three-factor model associated with ‘word of mouth’ - the message’s credibility, the credibility of the message’s delivery, and the strength of the sender’s delivery.

Industry outreach

CEMI held a series of popular and well attended ‘Small Business Booster’ workshops through UWA Extension, the UWA Albany Centre and Great Southern TAFE. These focused on strategic management, marketing, research and innovation. They compliment the Strategic Enterprise Program (SEP), a mentored learning and business development process currently being piloted, with 21 small business owners, in WA’s Great Southern Region.

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Director: Professor Ron Cacioppo
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Director: Associate Professor Tim Mazzarol
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Prof Witnesses Amazing GSM Growth

As the GSM’s Foundation Director from 1993 - 2000, Prof David Plowman has seen the birth of the School and its amazing growth to the respected business management institution it is today.

He recalls that when he was appointed, the GSM had only two full-time academic staff – himself and Prof Andre Morkel, who, David says, did most of the work associated with the new School’s formation.

The GSM now has nearly 30 full-time staff and twice as many adjunct staff. Student numbers have grown from slightly less than 200, to more than 1,200.

David says the School’s development is testimony to the great work done by dedicated GSM staff and Prof Soutar, who took over as Director at the beginning of 2000.

Industrial relations expert

Prior to joining the GSM, David held appointments at the Universities of South Australia, Melbourne and New South Wales. At the last institution, he was Professor of Industrial Relations, Head of the School of Industrial Relations, and Director of the Industrial Relations Research Centre. In 1995, David was elected to the prestigious Academy of Social Science in Australia in recognition of his research into industrial relations.

Before academe, David spent more than 10 years in industry working in areas of industrial relations and personnel management.

Doctoral programs coordinator

He is now the GSM’s Co-ordinator of Doctoral Programs - the traditional PhD plus the Doctor of Business Administration (DBA) – currently involving more than 80 doctoral students enrolled in Perth and Singapore.

David teaches research methods in the DBA Program and is also Deputy Chair of UWA’s Academic Board, the University’s highest academic decision making body.

“As a long-time academic I particularly enjoy the commitment to quality teaching and research that is a pervasive part of UWA’s ethos,” he said.

“I have always been interested in the transmitting of knowledge and what better way of doing that than to teach graduate students in a great school and university.”

Prof David Plowman – ‘commitment to quality teaching’

The GSM administration team that makes it all happen

A Merry Christmas to our alumni, students and friends of the GSM.
Scientist James Williams credits his MBA with having allowed him to make the transition from medical research to business.

Prior to graduating with his MBA in 2002, James said he could have been categorised as ‘a fairly successful and capable scientist’. Afterwards, he said he would be better described as ‘an entrepreneur leveraging off (his) scientific background’.

“Even if I had entrepreneurial leanings beforehand, I think the MBA allowed me to realise them and be comfortable in how I shape my career to accommodate them,” James said. “The framework provided by the MBA can certainly facilitate a transition to business with some credibility.”

Entrepreneurial path

After six years post-doctoral study in cancer research, and completing two thirds of his MBA, James was approached in mid-2000 to join a small technology consultancy. This rapidly progressed to him being appointed MD of a medical device start-up company.

He has since co-founded a specialist technology commercialisation consultancy, Tessitura Pty Ltd, which has played a major role in establishing and financing three technology start-up companies.

Of these, Dimerix Bioscience has secured venture capital investment and established a joint venture with ASX-listed Starpharma, whilst iCeutica, Inc has secured international funds and attracted the support of key international scientists. With iCeutica, James was also one of four inventors named on the patent underlying the technology being commercialised.

“The MBA has given me the framework and confidence to apply my thought processes to broader business related issues,” James said. “The end result is that I now have a comfort level in dealing across the spectrum from fundamental science to broad corporate strategy, including dealing with all the stakeholders involved.”

MBA’s Form

International Partnership

Five MBA students and graduates, who met at the GSM and formed an international partnership to commercialise innovations, have launched their first venture.

The partners, who came together at UWA and during group MBA sessions at the GSM, are Andrew Caminschi (graduated in 2001), Robert Yu (2004), Cameron Reynolds (2004), Lynton Mayne (yet to graduate), and Antonio Varano (2003).

Telephone conferencing

Most of their business meetings are by international conference call because Andrew is now based at Santa Rosa, California (near Silicon Valley), Tony lives in New York State, Cameron lives in London, while Lynton and Robert live in Perth.

Their partnership, Empress Ventures – www.empressventures.com – will open its Perth office this month and launched its first business – ‘Real Roast’ – in October. The group currently has many other business ideas – mostly involving IT – in the pipeline, with five at various stages of serious review.

Cameron said ‘Real Roast’, the idea of another non-UWA partner, Keith Williamson, stemmed from market research which showed a real desire for good, healthy roast food outlets which were separate from traditional food halls. ‘Real Roast’ is now open in the Perth suburb of Armadale, with the group considering another four stores next year.

MBA group sessions

Cameron said the MBA group sessions were ideal for determining what people to work with.

“We got to know our fellow MBA students pretty well in the group projects where all the agro and the bonding took place,” he said. “You certainly learn who you can work with and who you can’t.

“The five of us all come across different deals and skills so we put together a team to chew over opportunities and commercialise them.”

BCG Winners

All smiles from the GSM team that won the Boston Consulting Group National Business Strategy Competition 2005, defeating leading universities across Australia. This is the second time in three years that a GSM team has won. Back Row (L-R) Stewart Fethers, Jason Chanlionsrinchai, and Andrew Strika. Front Row: David Pearson, Andrea Ford, and Jeff Keating.
In the past 20 years management consultancy has changed considerably and 21st century consultants face a very different environment from that which confronted their colleagues of 20 years ago. 

Forces for Change

The operating environment for business has been transformed. The advent of the internet and the availability of inexpensive, efficient technology have enabled better quality analysis and strategy formulation. Management and governance standards have clearly improved since the 1980s and innovation is increasingly valued as a pathway to value creation.

Now, halfway through the first decade of the 21st century, both consultants and the clients they serve have changed.

More Agile Consultants

Management Consultants need multiple competencies and increasingly use their networks to find the best skills available to solve problems. They must focus on value-adding and work in a world of greater client sophistication and service expectations.

Smarter Clients

Clients are changing. They are focusing on core competencies, have fewer physical assets and emphasise intellectual assets. We now see more outsourcing, alliances and networking, open-source innovation, speedier growth and agile management.

Consistent requirements

What hasn’t changed is the need for management consultants to get results, the importance of ethics, good communication, the need to take care of the relationship with clients and networking.

Based on my experience, here are the 10 essential ingredients for success as a management consultant in this 21st century:

1. Have a point of view
2. Keep your sense of humour
3. Tell the truth, even if it hurts
4. Protect confidences
5. Practice what you preach
6. Watch expenses carefully
7. Manage clients for long term relationships
8. Get help when you need it
9. Provide some professional services for free
10. Know when it’s time to leave

China Business Study Tour

About 30 GSM students will be involved in a unique two-week study visit to China next year, to learn the business culture and to network with Chinese government and business leaders.

The GSM’s Executive MBA students, plus those studying the MBA (Advanced) and the MBA (International) are able to use China Study Tour (29 April – 10 June 2006) to gain a unit’s credit towards their degree. Select students from the Singapore MBA will also be with the group.

Further information is at - http://web.biz.uwa.edu.au/units/shanghai2006/

The China Study Tour coordinators are the GSM’s Exchange and International Studies Coordinator, Madeleine Tan and Lecturer Joolay Sim. Academic components of the tour will be delivered by leading Professors from China, Singapore and Australia. For further information, they can be contacted at: mtan@gsm.uwa.edu.au - jsim@gsm.uwa.edu.au - respectively.

Immersion experience

This tour is designed to be a real business ‘immersion’ experience.

“Tour participants will visit businesses and sites, in financial and economic capital Shanghai, Zhejiang and Jiangsu Provinces,” Madeleine said. “Organisations we will visit include multinational corporations in China, small to medium enterprises, state-owned enterprises plus local businesses.

“This tour is exclusive to our students and we will be meeting and networking with some key business schools to exchange ideas and explore opportunities.”

Learning seminars

Learning seminars will be provided by local business leaders and professionals. Guest lectures and seminars in China will be delivered by senior Chinese Government Officials, Australian representatives and professionals in foreign companies operating in China.

Shanghai JiaoTong University will host interactive seminars with eminent academics plus networking with China-based EMBA and MBA students.
Celebrating Achievements

A Year of Teamwork

At the risk of blowing our own trumpet, it is worth acknowledging the many achievements of the Graduate Management Association in 2005 (see insert). These great results came from the election of an excellent group of individuals to Council, the consistent and valuable support of Geoff Soutar and all at the GSM, our Patron Michael Chaney, our members and supporting organizations Gerard Daniels Australia, Beilby, The Photoplay Group, Forrest Hill Wines, Optima Press, Wesfarmers, Ernst & Young and MemberIt. Thank you to everyone involved.

AGM - New Council members

In 2006, we say goodbye and thanks to Brian Leedman, who has been an inspiration on Council for more than three years, President for two and Immediate Past President in 2005. Thanks also go to Stuart Downing, Councillor for four years and Treasurer for three, as well as Madiha Bux, Bourby Webster and David Pearson, who all contributed superbly on Council in 2005.

Happily, the GMA Council can always attract new talent, and we are delighted to have welcomed the following new members elected at the 26 October AGM:

- Rebecca Kopcsandy – graduate member
- Joe Tohotoa – graduate member
- Ean Alexander – student member

At the first Council meeting after the AGM, the following were elected to office-bearing positions:

- President – Charlie Gunningham
- Vice President – Heather Merritt
- Treasurer – Madeleine Tan
- Secretary – Brenna Pavey

The 2005 2020 ‘Hypothetical’ team (L-R): Michael Malone (iiNet), Stewart Washer (Phylogica), GSM Professor Emeritus André Morkel (Moderator), Leanne Preston (Wild Child), Rob Newman (Foundation Capital), Charl Morkel (MC) and Charlie Gunningham (GMA President).

GMA 2005 Achievements

In no particular order:

- Strategic Review of GMA
- Launch of new branding & logo
- Cleaning up of 3000+ strong Alumni and GMA membership database
- Move to lifetime membership for alumni
- Doubling in membership (both graduate and student) to 300+
- Launch of e-newsletter
- Largest GMA Dinner with Ziggy Switkowski as guest speaker
- Largest GMA breakfast with Patria Jafferies as guest speaker
- Partnership with University Club
- New end of month drinks concept at Uni Club
- Partnering with GSM, CEMI and CENWAB on events
- Support from UWA’s Office of Development
- Launched Alumni Reunion events
- Seat on UWA Business School Fund Raising Committee
- Regular feedback for students to GSM
- First ever student ballot for GMA Council
- Renaming the ‘GMA Prize’ and ‘Charles Harper Prize’ in honour of the first GMA President, who built up the Association in his eight years as President and wrote the GMA Constitution.
- Development of the new web site with online networking and secure payment facility
- Increased media exposure for GMA (especially after the Dinner)

Kate Lamont Champagne Breakfast

At a recent champagne breakfast held at the University Club, WA food and wine legend Kate Lamont offered advice for owner-managers on how to keep their businesses from going stale, leading customer behaviour and avoiding ruts.

2006 – the GMA's 30th year

GMA Journal will be published mid-January, highlighting our 2005 activities and looking forward to the exciting events we have planned for 2006 - our 30th year. One date for the diary right now: the black tie gala event of the year, the GMA Dinner, is set for Sat 8 April 2006 - an absolutely unmissable event, where we will have one of the most prominent CEOs in Australia as keynote speaker, at a fantastic new location (all will be revealed in the GMA Journal).

Thanks for all your support in 2005, and may I wish you a wonderful Christmas and New Year season.

Charlie Gunningham
charlie@aussiehome.com - (08) 9389 5833

The 2005 2020 Seminar – DVD available

This year’s 2020 Seminar, ‘Survival through Innovation’, was held at the University Club on Thursday, 20 October. GSM Professor Emeritus André Morkel led four of WA’s top innovators through a series of hypothetical scenarios. Michael Malone (iiNet), Rob Newman (Foundation Capital), Leanne Preston (Wild Child), and Stewart Washer (Phylogica) were grilled, without preparation, on how they would handle certain business challenges and decisions. It was an excellent event, and thanks must go to Charl Morkel for organizing the seminar. For those who missed it, we had the occasion filmed, and a DVD (with the whole 80 minutes, and features on every speaker) is now available (for $10). To order, please email me on charlie@aussiehome.com

Charlie Gunningham
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The 2006 – the GMA's 30th year

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Thanks for all your support in 2005, and may I wish you a wonderful Christmas and New Year season.

Charlie Gunningham
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Very Successful 29th Year

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- Development of the new web site with online networking and secure payment facility
- Increased media exposure for GMA (especially after the Dinner)
The winner of the GSM - ILC 2005 MBA scholarship, Ritesh Bhartiya, from India, has secured a position in Dubai with one of the world’s ‘Big Four’ accounting and financial services firms.

Ritesh, who graduated with his MBA this year, is now with the Corporate Finance department of KPMG (Middle East), part of a team working on transactions including project finance, private equity, mergers and acquisitions.

He enrolled at the GSM while working as an Investment Banker with Merrill Lynch, India. In November 2004, Ritesh was working part-time for the Graduate Management Association (GMA) in Perth. He noticed a flier about the GSM-ILC scholarship and applied. Winning it, he said, was a ‘great boost’ to his morale.

Multi-cultural Mix

Ritesh said the GSM’s MBA Program offers a good mix of qualitative and quantitative units, involving a multi-cultural group of students from diverse professional backgrounds.

Most of us underwent a paradigm shift after a few MBA units because they challenge you to leave your comfort zone to take a more holistic view,” Ritesh said. “The GSM program encourages students to think like leaders and not mere managers.

Global skill sets

“The group projects were great learning grounds, forcing us to think outside the box. They helped us understand and respect different cultures, countries and working styles, equipping us with skill sets to be successful professionals working in any part of the world.”

Ritesh said the GSM’s very friendly administrative staff are always there to help students feel at home. “Especially for international students, who are thousands of miles away from home among strangers, such a warm welcome and treatment goes a long way.”

Key UK Engineering Role

Newly graduated MBA, Dr Dan Sullivan, has been appointed to the national management team of UK firm Atkins, a global provider of technologically-based engineering consultancy and support services.

Dan, who finished his final unit in May 2005, is now Atkins’ Business Manager of Networks and Traffic Operations in the UK Midlands. He is involved in business development, financial management and project direction, being responsible for some 40 staff in Birmingham, Northampton, Nottingham and Derby.

Previously, Dan was Traffic Engineering Services Manager for the WA Main Roads Department.

21st century model

How he secured his new position is a model for 21st century job searching. Dan applied to a journal advertisement using the web, was interviewed, twice by telephone, then traveled to the UK for a meeting. After returning to Australia, he was quizzed, via video, by Atkins’ managing Director and two Board members.

His quest attracted the attention of four different British companies, and Dan said a GSM MBA is very highly valued in the UK.

“Many of the interview questions I was asked related to topics that I was only able to answer because of the skills and knowledge that the MBA had provided me,” Dan said. “It has equipped me with a far better appreciation of the full range of activities required in managing a business and leading staff.”

“Thinking of undertaking an MBA? Do it now! I was recently successful in being awarded a strategic role with the Fremantle Ports as a Business Information Manager. Without the studies I have completed at the GSM, I would not have even got to the interview stage.” – Debbie Cutts, who came through the Graduate Certificate/Diploma Program and is now near completion of her MBA.
MBA Key to ICT Role

GSM student Marcus Oates believes his MBA studies were the key to him being chosen as the Western Australian Regional General Manager of global ICT services giant Siemens.

He was one of four people being considered for the position earlier this year, and believes his MBA experience was the differentiator.

“Siemens embarked upon a corporate cultural transformation project and I believe they recognised that my MBA studies were aligned with the attributes they required,” Marcus said.

Previous Dubai role

In his previous two-year role as WA Manager of Serck Controls Pty Ltd, Marcus was responsible for 52 staff. Prior to Serck, he worked for more than two years in Dubai, as a General Manager with Hunter Watertech Middle East FZE.

He is now responsible for supporting Siemens’ WA business groups - Communications, Power Generation, Medical, Automation, Building Technology and Transport - and representing them to the highest levels of business and government.

ANBS path

Marcus enrolled in the GSM’s ANBS Program on the advice of fellow participant Claire Howells and is on track to complete his MBA next year. Under the ANBS, the graduate business schools of five of Australia’s leading universities offer a nationwide management course for people with significant management experience.

“The MBA has provided me with analytical - technical skills, plus an understanding of people and how they are effected by events in the work environment, increasing my ability to make informed decisions,” Marcus said.

“The whole MBA experience has been a lot of fun and an opportunity to develop many lasting friendships.”

Challenge Yourself by Competing in a Triathlon

Start training now…Join the UWA Business School Team! Alumni, students, staff and friends are all welcome.

Challenge yourself and participate with us in the BP Ultimate/BRW Corporate Triathlon Series on 12 March 2006.

If you are interested in participating as part of a team, or individually, contact Heather Merritt at the Business School on 6488 8171 or by email on heather.merritt@uwa.edu.au

Pre training has already started so come join us!

View of the Future UWA Business School

There will be a link between planned elements of the proposed new UWA Business School and traditional aspects of the University. This is an architect’s (Woods Bagot) design drawing of the planned ‘Rose’ window wall for a new lecture theatre in the new Business School complex. The design elements for the new building are being based on the West Australian landscapes of the State’s major economic regions. This new ‘Rose’ window is a modern interpretation of the magnificent existing window in UWA’s Winthrop Hall.
SURVIVAL SKILLS FOR MANAGERS

Management Skills Workshop Program for GSM Students

This workshop program is a joint venture of the GSM and the Graduate Management Association. 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.

‘Building Strategic Networks for Career and Business Success’
Ron Gibson
Director, GoNetworking
4.00pm – 6-00pm
Friday, 27 Jan, 2006
Myers Lecture Theatre

‘Fear Busters for Public Speaking’
Kym Godfrey
Speech Pathologist, Director, AccentWest
7.00am – 8-45am
Thursday, 23 Feb, 2006
Myers Lecture Theatre

Have your say:
If you have a good story, picture or idea for GSM News, then please let us know. Alumni, we’d love to hear what you’ve been doing since you graduated.

Simply Contact: Ross Storey
Tel: +61 8 9339 3972
Email: horizonprm@iinet.net.au

Please register early with Bev – 6488 3785 – as places are limited.

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www.gsm.uwa.edu.au

The UWA Business School has a new Marketing Manager – Heather Merritt, who was formerly responsible for marketing and development at the GSM.

Heather’s new role will encompass both the GSM and the School of Economics & Commerce, the two schools which make up the UWA Business School faculty. As Marketing Manager, she is responsible for leading the development and implementation of a marketing and communications campaign, to raise the Business School’s brand and reputation in line with UWA’s pursuit of ‘Achieving International Excellence’.

Before joining the GSM, Heather worked in marketing and communications roles throughout Australia, Indonesia and Canada. She is currently the Vice President of the Graduate Management Association (GMA). Heather graduated with her GSM MBA in 2003 and has commenced work on her Doctor of Business Administration.

New Business School Marketing Manager

Graduate Update:
If you are interested in the GSM’s future plans, have any feedback, or want to hear about networking and professional development events throughout the year, and have not yet updated your details, we encourage you to do so.

Please update your details by mailing this form to The University of Western Australia - Graduate School of Management M404 - 35 Stirling Highway
- Western Australia 6009, or email heather.merritt@uwa.edu.au, or fax, to Heather Merritt on: +618 6488 1072

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Email

Preferred Mailing address

Home Address

Company Name

Telephone (H) | Telephone (W) | Mobile

All information is strictly confidential to The University of Western Australia. The UWA GSM and Office of Development are responsible for the maintenance of the UWA GSM database. We often receive requests from graduates to provide addresses for fellow graduates, with whom they wish to renew contact. Please indicate if you would be willing to divulge your address only in these circumstances.

Yes ☐ No ☐