
There have been some major developments since our last newsletter, in particular the School’s accreditation by EQUIS, which demonstrates our international standing. This achievement is a significant step towards our vision of being a leading global management education institution. Many thanks go to everyone involved in our successful submission.

We have had graduation and presentation ceremonies in Perth, Singapore and Manila and are very proud of our latest graduates who join our select group of alumni across the globe. Since we started more than 12 years ago, the GSM has graduated more than 2,500 alumni, many of whom are now in influential positions in government, business and industry.

Congratulations go to our latest BCG Business Strategy team who won the 2005 national competition, coming out on top of Australian and New Zealand universities. This is the second time a GSM team has won this prestigious competition, with a School team also winning in 2003. Well done.

As you will read inside, GSM staff and students continue to excel, with many making their mark locally and internationally.

Our three research centres continue to build stronger relationships with business. In this edition you can read about their latest activities, in particular CEMI’s cooperative training scheme with the Water Corporation.

In partnership with the GMA, the School has run several networking and social events, several at the new University Club, which has proved to be a very popular venue.

My thanks to everyone for their efforts over the past three months and I wish you all great success in your final trimester for 2005.

Prof. Geoffrey Soutar
Director
Graduate School of Management

Increased International Reputation
“This will add value to the postgraduate qualifications of our current and past students and help us attract more high quality international students,” Prof. Soutar said. “It is a significant step towards our vision of being a leading world-class management institution and will boost our already considerable international reputation.”

The GSM has graduated more than 2,500 alumni, many now in influential positions in government, business and industry throughout the world. The School offers three MBA programs, an Executive MBA, a Doctor of Business Administration, Doctor of Philosophy and a Graduate Certificate/Diploma in Business Administration.

Leading international accreditation agency EQUIS has confirmed the Graduate School of Management’s place as a world class management education institution.

The European Quality Label for International business Schools (EQUIS) is the international system of quality assessment, improvement, and accreditation of higher education institutions in management and business administration.

Those accredited must demonstrate high general quality in all dimensions of their activities, plus a high degree of internationalisation. EQUIS also looks for a balance between high academic quality and the professional relevance provided by close interaction with the corporate world.

Brussels Conference
The accreditation plaque was formally presented to the GSM at the European Foundation for Management Development (EFMD) Conference in Brussels on 13 June, 2005

GSM Director, Professor Geoffrey Soutar, said the EQUIS accreditation was recognition of the significant progress and respect the School had achieved over the past 12 years.

Members of the victorious GSM team (see full story Page 2) who recently defeated other leading Australian universities, to win the National BCG Strategy Competition in the second such national victory for the School. Front (L-R) David Pearson and Andrew Strika. Back (L-R) Jason Chanlongsirichai, Andrea Ford, BCG Judge Kate Chaney, Jeff Keating and Stewart Fethers.
Developing a Water Wise Education and Training Initiative between UWA and the Water Corporation - aka ‘WETMI’ - was judged the winning project in a unique cooperative training scheme between the GSM’s CEMI and the Water Corporation. Under the scheme – among the biggest direct involvements of GSM students in industry - the Water Corporation sponsored and mentored 4 projects for some 60 MBA students enrolled in the Entrepreneurship & Innovation unit. All were real innovation projects designed to assist the Water Corporation with its sustainability management.

Second prize was ‘Developing a Water Sustainability Interpretive Centre Model’ by Jason Condello, Jason Whiteaker and Julian Walters.


‘WETMI’ Wins Water Corp. Acclaim

A GSM team has defeated other major Australian universities to win the 2005 national final of the prestigious national business strategy competition, sponsored by The Boston Consulting Group (BCG).

This is the second time a GSM team has won the national BCG competition. In 2003, a School team became the first from a Western Australian university to take out the annual event since it started in 1991.

The GSM’s latest winning team (see front page picture) is Andrea Ford, Stewart Fethers, David Pearson, Jason Chanlongsirichai, Jeff Keating and Andrew Strika. The academic coaches were Sathya Ganganahalli, Prof Gary Stockport and Bruce McCallum. Team coordinator was Madeleine Tan and Australian Public Speaking Champion Cliff Boer provided coaching in presentation skills.

Across Australia and NZ

The BCG Business Strategy Competition is open to all universities in Australia and New Zealand and is run by the University of NSW Commerce and Economics Society. Competing teams have three hours to prepare a solution to a case study based on a business problem. They then have 10 minutes to present their solutions to a panel of judges who assess them on their teamwork, problem solving and analytical abilities.

The national final was held in Sydney on 28 September, after UWA teams, in both the undergraduate and postgraduate divisions, defeated other local universities at the 29 July WA regional finals.

UWA’s regional winning undergraduate team, from the School of Economics and Commerce, was Wen-Yew Lee, Yuna Lee, Penelope Mallinckrodt, Heidi Petroff, Louise Squire and Gareth Woodbridge. Their coach and coordinator was Dr Christine Soo.

GMA Patron to Become UWA Chancellor

Leading businessman Dr Michael Chaney, the recently retired CEO of Wesfarmers Limited, has been appointed Chancellor of The University of Western Australia from 2006.

Dr Chaney, also the patron of the Graduate Management Association (GMA), will succeed Dr Ken Michael, who will become Western Australian Governor in January 2006.

Dr Michael said that Dr Chaney’s qualities and skills - attained over many years as a leader in the private sector and through his support of community organisations - would contribute significantly to the role of UWA and its community standing.

‘WETMI’ Wins Water Corp. Acclaim

Project winners in the landmark CEMI – Water Corporation cooperation project. (From L-R): Cameron Elliott, Marisa Branscombe, Water Corporation mentor John Brennan, Kristine Smith and Beau Leese.

Team member Robert Whitworth is not pictured.

‘Developing a Water Wise Education and Training Initiative between UWA and the Water Corporation’ - aka ‘WETMI’ - was judged the winning project in a unique cooperative training scheme between the GSM’s CEMI and the Water Corporation.

Under the scheme – among the biggest direct involvements of GSM students in industry - the Water Corporation sponsored and mentored 14 projects for some 60 MBA students enrolled in the Entrepreneurship & Innovation unit. All were real innovation projects designed to assist the Water Corporation with its sustainability management.

Second prize was ‘Developing a Water Sustainability Interpretive Centre Model’ by Jason Condello, Jason Whiteaker and Julian Walters.


National Media Highlights GSM Work

Australia’s national business news media has recently highlighted the work of GSM staff and students.

The GSM’s Innovation Excellence Program (IEP), run by the Centre for Entrepreneurial Management & Innovation (CEMI), was featured in an article ‘Incentive approach to profit’, in the Australian newspaper’s 3 August edition.

Honours thesis research by UWA School of Economics and Commerce graduate Winkie Wong was featured in an article ‘Backroom Burdens’ in the Business Review Weekly magazine’s August 18 edition. The story examined the views of senior WA business people on her research which found that board appointments were still rare for women in Australian business.
More than 50 students who completed this year through the GSM’s and School of Economics & Commerce Singapore Program, attended a special Presentation Ceremony on 10 August 2005 at the Raffles City Convention Centre in Singapore.

The ceremony was the fourth for the GSM in Singapore and the second through the on-going partnership with PSB Academy, one of Singapore’s biggest education institutions. The GSM’s MBA and DBA programs, plus UWA’s Bachelor of Commerce, are available under this joint venture.

Thirty nine students received their Bachelor of Commerce undergraduate degree at the August presentation.

Twelve postgraduates who attended the presentation had completed their MBA. They were Chang Chee Hong Jeffrey, Han Hwee Chin, Lam Fon Hou, Lau Sing Khong, Lim Chun Wui, Razali B Mohd, Ng Vicki Kwee Fang, Ng Eng Hing Edmund, Satria Surjati, Tan Cheng Hong Martin, Fransiskus Tiaras, and Woo Yee Thye (Simon).

Director’s letters for academic achievement went to Paul Jackson, David Harrison, Kristy Panton, David Dun, Matthew Kailis and Carim Armanios. Director’s letters were also awarded to Singapore students Han Hwee Chin and Chang Chee Hoong Jeffrey.

Four PhDs and three DBAs were among 87 students - including 22 from Singapore and 13 from the GSM’s Indonesian program - who recently completed their degrees.

The GSM’s Perth ceremony for these latest graduates was held at UWA on Monday, 12 September 2005.

Graduates to receive their PhDs were Dulacha Galgallo Barako, Llandis Barratt-Pugh, Roger Seares, and Yeo Yung Chuan.

DBAs were presented to Lim Lan Yuan, Diwangkoro Ratam, and Brian Shegar.

Senior officials from UWA and the PSB Corporation attended the ceremony, including PSB Chairman Lee Suan Hiang, members of the PSB Board, UWA Chancellor, Dr Ken Michael, and Vice Chancellor, Prof Alan Robson.

Four students (Fong Mei Chan Sharon, Gan Chui Goh, Koh-Tan Angela, Ong Tiong Hui) had completed their Master of Management Research (MMR). Brian Shegar had completed his DBA and Yeo Yung Chuan had completed his PhD.

Congratulations to our new Kenyan PhD: (L-R) GSM lecturer Jo Sneddon, new PhD, Dr Dulacha Galgallo Barako, UWA Business School Dean Tracey Horton and GSM lecturer, Stacie Chappell.

Happy graduating students, from the joint GSM Universitas Tarumanagara Indonesian program, after the Perth graduation ceremony: (L-R) Jastiro Abi, Adi Surya, Linarti Reksoatmodjo (at the back), Vincentia Indrarini, GSM Jakarta Program Director, Prof. Roger Smith, Judi Irwanto (at the back), Budi Hamidjaja, Dede Kasnadi, Hardi Octomo, and Sandy Permadi.

Happy Days for Graduates
For the first time, UWA has been represented at a key international forum for young Chinese leaders.

Business School Lecturer in Marketing, Dr Fang Liu, was selected by the Young Chinese Leaders’ Forum – known as DRAGON 100 – to participate in the 2005 meetings.

The Forum, considered a network for young Chinese Leaders of tomorrow, was held from 21 – 29 August 2005, with the theme ‘Opportunities in China: A Vision for a Shared Future’. Dr Liu attended meetings in Hong Kong and Shanghai.

Each year the Forum selects 100 people of Chinese origin from all over the world, aged between 18 and 35, from many candidates nominated by universities, institutions, or any organisation, based on their leadership skills, academic prowess and commitment to the community.

Since the early 1990s, UWA and the Business School have built strong collaborative research and teaching relationships with Chinese universities and institutions.

Dr Liu, who has worked at UWA for the past seven years, said she felt proud and very privileged to have been the first successful candidate nominated by the University.

Philippines President Gloria Arroyo attended the 2003 birthday of GSM MBA Claire dela Fuente because she is the national president of that country’s biggest association of bus drivers.

Claire, who received her MBA at the March 2005 ceremony in Perth, is also a popular recording artist, known to some as ‘the Karen Carpenter of the Philippines’. Her first album, in 1977, was then the Philippines’ biggest-ever seller.

As President of the Integrated Metro Bus Operators Association, Claire – who started as a bus driver in 1993 - is regularly consulted by top government officials and often featured in the news media.

In the middle of her MBA program, Claire started a business called ‘The Skin Shop’ which now has five branches.

Credibility as a leader

Claire decided to study for an MBA for better leadership credibility and to better equip her in government negotiations. She describes this as the best decision she has made in her life.

“The MBA program was perfect from all angles and was a major review for me,” Claire said. “I was able to compare what I have learned in my life with what was written in books and to understand why things happened the way they did.”

GSM Jakarta Program Director, Prof. Roger Smith has spent two months teaching at Gonzaga University in Spokane, Washington State, USA – famous for being where the late Bing Crosby studied.

Roger taught units in Small Business Consulting and Business Strategies for the Asia Pacific Region in Gonzaga’s Summer Session.

Famous Singer Bing Crosby was a liberal University benefactor and the house where he was born is now an alumni centre within the campus perimeter.

Planned Collaborative Relationship

Prior to going to Gonzaga in June, Roger visited Colorado State University (CSU) in Fort Collins. UWA and the GSM are in process of establishing a collaborative relationship with CSU. Roger met staff in the College of Business to discuss plans for the upcoming October visit to UWA by senior CSU management.

www.gsm.uwa.edu.au
In the past few months, CENWAB has continued to build its business relationships through community outreach events that have proved to be very popular. The first was a ‘Women in Business’ Boardroom luncheon, hosted by the Water Corporation, on 31 May, 2005 and attended by 30 of Perth’s senior business and professional women. Water Corporation CEO, Dr. Jim Gill, spoke on ‘Staying Ahead of a Drying Climate’ and his presentation can be found on the Centre’s website under ‘events’.

**Record Dinner**

The fifth Women in Management Dinner, attended by a record 290 people at the Parmelia Hilton on 19 August, was addressed by prominent woman corporate board member Fiona Harris. Many corporate groups sponsored a table for both staff and clients. Organisations represented included the Australian Institute of Management, Alcoa, Wesfarmers, KPMG, the Royal Automobile Club of Australia, plus the Australian Securities and Investment Commission. Also present were people from the Government Employees Superannuation Board, Price Waterhouse, Ernst & Young, CSC, RSM Bird Cameron, Perth Rotary, and Woodside, plus organizations such as John Holland, the Department of Community Development, Skywest Airlines, the Water Corporation, Jackson McDonald, Wanslea Family Services, SWOT (Strong Women Out There!), UWA Business School, the Networking Bookclub, the Department of Community Development and Women in Local Government.

**Small Business Training**

As part of a Commonwealth Department of Industry, Tourism and Resources grant, CENWAB is partnered with CEMI to develop and deliver training to small business operators in Perth and Albany. In September, CENWAB started the four-session Albany series, facilitated by Prof. Leonie Still and Kaye Harrold, and specially designed for women in small business. The Perth training will be available through UWA’s Extension Program in November.

**ILC Integral Leadership Centre**

ILC workshops, for several City of Joondalup business units, have contributed to a Joondalup victory over local governments across Australia and New Zealand, in the Local Government Management Challenge. Team members said they used what they had learned from the workshops, presented by the ILC’s Dee Roche, plus knowledge gained from Prof. Ron Cacioppo’s ‘Successful Change Model’.

**Customised Training and Consulting**

The ILC now has the contract to conduct the WA Department of Health’s Vital Leadership Program and three intakes are underway.

**International Business**

During July and August, the ILC ran an Executive Development Program for the Social Services Training Institute (SSTI), the peak body for not-for-profit organisations in Singapore. In conjunction with PSB Corporation Singapore, the ILC has been contracted by Nokia to deliver teaching sessions in Beijing later this year. Leadership, Strategy and Finance modules will be delivered by GSM academics Prof. Steve McShane, Lecturer Satyha Ganganahalli and Prof. Iain Watson, from the UWA School of Economics and Commerce.

**Staff Movements**

New Compass Services Assistant, Vishal Sharma has joined the ILC and MBA Scholar, Ritesh Bhartiya, has gone to Dubai after completing his studies in Perth.

**CEMI Centre for Entrepreneurial Management & Innovation**

Eight entrepreneurs have now completed CEMI’s first Innovation Excellence Program (IEP), which helps researchers and managers to better understand the commercialisation process (see story Page 11).

**New Graduate Certificate**

CEMI has started the new Graduate Certificate in Technology Commercialisation (GCTC), where students do applied projects with real companies. Combining GSM units and those from the Faculty of Engineering, Computing and Mathematics, this course aims to address WA's current poor record of commercializing innovations.

**Small Business Excellence Program**

In partnership with CENWAB, CEMI is now running the Small Business Excellence Program (SBEP) in Albany. Funded by AusIndustry, the SBEP is being run in concert with the Centre for Regional Innovation and Enterprise (CRIE). This business networking group includes the Great Southern Development Commission, Albany Business Centre, Great Southern Area Consultative Centre, Albany Chamber of Commerce and Industry, UWA Albany Centre, and Great Southern TAFE.

Eighteen Great Southern region companies (21 people) have signed up for the four-month Strategic Enterprise Program, combining diagnostic assessments, online learning, and workshops, with individual and peer-group mentoring.

**Indigenous Enterprise**

CEMI has won a $490,000 ARC Linkage Grant with the South West Aboriginal Land and Sea Council (SWALSC) to examine enterprise and entrepreneurship among WA’s Noongar community. This will help develop a SWALSC enterprise support unit during 2006-2008.

**Other Research**

Research is being completed for the Armadale Redevelopment Authority, for the development of a multimedia prospectus for regional investment. A further Department of Education and Training study, is investigating the clustering function of regional TAFE Colleges in WA's Northwest.
Celebrating Achievements of Staff

Key New Business School Appointments

The UWA Business School has two new Associate Deans - Prof. John Cordery (left) and the GSM’s Phil Hancock (right).

John, who joined UWA in 1991, is currently Professor of Management and Co-Director of the School’s Centre for Organisational Research. He teaches organisational behaviour and human resource management, and is heavily involved in supervising doctoral students.

As Associate Dean, Research, John says he wants to develop more major collaborative research programs with industry and leading overseas universities, attracting more world-class researchers to the Business School.

Award Winner Teaching Fellow

GSM lecturer and 2005 Excellence in Teaching Award Winner, Dr Sandra Kiffin-Petersen, has been awarded a fellowship by UWA’s Teaching and Learning Committee, to support the development of management education.

Her project’s aim is to identify the interpersonal skills and attributes that lead to managerial and leadership effectiveness, and to work out the best ways to develop these in the MBA program.

Employers will be surveyed on what they consider to be the most desirable skills and attributes of an MBA graduate. Current and former GSM students will also be invited to participate.

South African Top Lecturer Award

In what is a very rare accolade for a visiting academic, the GSM’s Professor Gary Stockport has received a ‘Top Lecturer of the Year’ award from South Africa’s University of Witwatersrand (Wits) Graduate School of Business.

Professor Stockport was chosen on the basis of his SPOT (student evaluation) scores and student comments.

Gary has been a Visiting Professor at Wits since 2002 and he spends about 2.5 months there each year. He has also received six letters of commendation for outstanding MBA and Executive Program teaching.

“Wits is a top global Business School and I was surprised and delighted to win a Top Lecturer award,” Gary said.

Senior Teaching Fellow

In his new role as Associate Dean, Teaching and Learning, Phil Hancock wants to see the Business School’s excellent teachers used more through mentoring, peer evaluation and workshops, to further enhance teaching and learning in the Business School.

Phil, who joined the GSM in 2002, is also Chair of the GSM’s Teaching and Learning Committee. He teaches in the Perth EMBA Program, the Perth and Singapore MBA Programs, plus the Advanced Management Program of the Integral Leadership Centre (ILC).

As the sole academic member of the national Urgent Issues Group (UIG), Phil also helps interpret mandatory accounting standards for all reporting entities across Australia.

Support Please

“Support for this project will be greatly appreciated,” Sandra said. “The findings are expected to help inform the design of the curriculum and improve the experiences for our MBA students.”

Sandra joined the GSM in 2001, having previously taught organisational behaviour and human resource management at the UWA’s Department of Organisational and Labour Studies.

Awarded a PhD in organisational behaviour in 2003, her research interests include coaching to improve performance, emotions in the workplace, and work team effectiveness.
MBA student Maree Quinlan has become the inaugural recipient of a new Foundation scholarship, developed by the Paraplegic Benefit Fund (PBF) and headed by GSM alumnus Jon Morris.

The PBF Foundation, which took effect in trimester B, is paying for Maree’s MBA studies, plus a $20,000 salary per annum, in exchange for 20 hours of weekly work.

PBF Australia funds activities to reduce the cause and effect of spinal cord injury including prevention, research and community support. It is predominantly funded by its 60,000 members, who receive $00,000 if they ever sustain a permanent spinal cord injury. There are three spinal injuries weekly in WA, most from road crashes or falls.

Attracting Quality Staff

Jon, who completed his GSM MBA in 2003, said the PBF Foundation was designed to attract quality potential management staff. “This provides the opportunity for Maree to experience the not-for-profit sector for 12-18 months and to apply her classroom learning in a dynamic and supportive business environment,” Jon said.

(You can support PBF by becoming a member for $30 a year - or $50 a family. Call - 9443 1777)

From Israel to a Perth MBA

Returning to Perth from Israel, so his children could spend time with their grandparents, provided the perfect opportunity for David Berinson to take time out to study for his MBA at the GSM.

Having been brought up in Perth, David also wanted a change from several years legal practice with Yigal Arnon & Co, one of Israel’s leading law firms. “Because my practice focused on transactional work, I thought an MBA would be a good supplement and would help me appreciate in more detail the business considerations behind many of the decisions made during negotiations,” David said.

“I was most interested in understanding the quantitative aspects of business considerations which is why I was particularly interested in managerial and corporate finance, investments, economics and accounting.”

His decision paid off as David was awarded the Chamber of Commerce and Industry 2004 Prize for the Best Student completing the MBA.

Since February, he has been working in Perth as a solicitor in the Corporate Finance Division of Corrs Chambers Westgarth in corporate transactions, mergers and acquisitions, capital raisings and corporate governance.

Zoë Kristall – the winner of the Charles Harper Prize for Greatest Overall contribution to the MBA program for 2004 – transformed her career as a chemical engineer to managing technology commercialisation.

“I was working at Alcoa as a chemical engineer and wanted to change from a technical to a management role and to be involved in a company’s strategic direction,” she said. “The MBA has helped me to understand my leadership style and to re-define my career direction.”

The skills and networks gained during her MBA studies at the GSM, enabled Zoë to change both her career direction and field.

In September 2004, she graduated with an MBA, specialising in Entrepreneurship and Innovation. Zoe now works as an Investments and Services Manager for Offspring (www.offspringventures.com), a subsidiary of leading ASX-listed firm QPSX Ltd.

During her GSM studies, Zoë represented the GSM as a member of the 2004 BCG Strategy Team, was a GMA student council representative, organised networking events and tutored in Entrepreneurship for the UWA School of Economics and Commerce.

“The MBA has taught me the importance of cultivating balance in my life. It’s not just about taking courses to improve your career, it’s a process of becoming more self aware and trusting yourself to follow your heart.”
Helping the News Media to Help You

TOO often company executives view the media fearfully, terrified at the thought of even meeting a journalist, let alone dealing with one. But, most journalists simply want to hear a good story and to relay it to their readers, hoping that everyone benefits. If you know what you are talking about, they’ll probably keep in touch to check things out in the future.

The sound journalism message is often lost amid the bad press that certain media elements create for themselves. Dealing with reporters successfully is, however, like any other business venture – know your market and expect to make some mistakes as you feel your way.

What is ‘The Media’

Like a reef, the media is the sum of innumerable parts. Thinking only of commercial current affairs, tabloid newspapers and radio shock jocks is short sighted. There is a vast array of specialist media which filter feed below, from the Internet to trade magazines.

How it works

Media operators want to reach an audience and have advertisers pay to access it. The mass market is at the lower end and the higher up the information spectrum, the smaller, more discerning are the audiences. Each particular market is pursued differently by various outlets and advertisers. The ‘Economist.com’ reaches an entirely different group of people from ‘Gardening Gurus’.

How to engage with Journalists

Engaging with the media is about knowing to whom you want to speak and what you want to say. Note where your rivals and predecessors have received coverage. Look for journalists who appear to mostly get it right. Be personal; most business journalists, for instance, are happy to be sounded out about your story. Make sure you are ready to discuss things openly.

How to make it work for you

Have something worthwhile to say because your message must interest the audience the journalist is seeking. Don’t fudge about with vague notions or gloss over things you obviously want to avoid, that simply sparks more interest.

Agree, before you start, what ‘on the record’ is and be aware that everything you say may be quoted or used – at some stage.

Make sure you are available when a journalist needs you. Learn from your mistakes, and theirs; no-one is perfect. Be useful; journalists want information, so develop a relationship that is a two-way street, where you are as valuable to them, as they are to you.

2006 Summer Study Program includes Company Visits

Student visits, to major international organisations based in WA, will be a part of the GSM’s second MBA Summer Study Program next year (9 – 21 January 2006).

The Program gives local, international and offshore MBAs, plus graduate diploma students, the chance to study MBA units outside the normal trimester timetable.

Summer Program Coordinator Kaye Macpherson-Smith said it is anticipated that six units - including two focusing on business in South East Asia - will be taught via an intensive study mode over the two weeks.

Industry tours and events

“Each unit includes a visit to one of WA’s major organisations where students will meet with senior management for an open discussion session,” Kaye said. “There will also be a tour of production facilities.”

“Depending on the number of international students registered, there will be several social events to welcome them and current GSM students and staff will be invited to attend.”

Popular program

In keeping with the School’s global mindset, 2006 Summer Program invitations have been sent to all the GSM’s international partners including WHU Koblenz in Germany, Colorado Business School, Copenhagen Business School in Denmark, Bergen University in Norway, Paris GSM, Bocconi University in Italy and WITS in Johannesburg, South Africa.

Australian ANBS University students have also been invited, plus other international MBA students. More than 100 local students attended the first Summer Study Program early this year and there have already been more applications for the 2006 program.

Applications to some units are now closed because maximum class capacities have been met. However, a second round will soon be advertised, for those students wanting to apply for the remaining available units.

Visit the GSM website

www.gsm.uwa.edu.au
### 2020 Innovation Hypothetical

Innovation has become a bottom-line necessity for all organisations, so the GMA invites you to our annual 2020 Seminar, entitled ‘Survival through Innovation’ at the University Club on Thursday, 20 October. Join GSM Emeritus Professor André Morkel who will lead 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) will be grilled, without preparation, on how they would handle certain business challenges and decisions. This event is sure to sell out, so please get in early. Book your tickets at the GMA web site - www.gma.asn.au - or with Bev Partridge - 6488 3785.

### New Monthly Celebration

The end of month drinks (previously ‘Last Friday at Steve’s’) has relocated to the University Club on campus where more than 100 people turned up to celebrate the end of July. As always, food and drinks were laid on to start the evening. Make this a regular event on your diary; you are guaranteed to meet old friends and to make new ones.

In October, the GMA will launch a revamped website, including secure payments for memberships and events, plus online networking.

### AGM and Council Elections

Our 26 October Annual General Meeting is time to reflect on the GMA’s past 12 months, and to elect the new Council positions (7 graduates, 3 students) for the coming year. Everyone is up for re-election. We welcome anyone considering running for Council for 2006. Please get in touch with any Council member to find out what’s required and how you can contribute.

### Record Numbers At Networking Events

Your hard-working GMA Council looks forward to serving you well and to hearing from you with any queries, ideas and comments.

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

### Coming GMA Events

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<tr>
<th>Event</th>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>2020 Seminar</td>
<td>Thur, 20 Oct</td>
<td>(5.30pm - 7.30pm)</td>
<td>University Club, UWA</td>
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<tr>
<td>GMA AGM</td>
<td>Wed, 26 Oct</td>
<td>(5.00pm – 6.00pm)</td>
<td>University Club, UWA</td>
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<tr>
<td>End of Month Drinks</td>
<td>Fri, 28 Oct</td>
<td>(5.30pm - 8.00pm)</td>
<td>University Club, UWA</td>
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<td>Champagne breakfast with Kate Lamont</td>
<td>Wed, 16 Nov</td>
<td>(7.15am - 9.00am)</td>
<td>University Club, UWA</td>
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<tr>
<td>Student Meltdown Party</td>
<td>Sat, 3 Dec</td>
<td>(7.00pm until late)</td>
<td>University Club, UWA</td>
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*Record Numbers At Networking Events*

Dome Coffees’ founding director, Patria Jafferies with GMA Council member Brenna Pavey at the Uni Club, after Patria’s VIP address to the 30 August breakfast sponsored by the GMA, CENWAB and CEMI. Patria’s address was entitled ‘A Business Blueprint that Works’ - How organisations can think more strategically about sustainability’.
Working towards her MBA through the ANBS Program was a major factor in helping Debbie Cutts win her current Information Manager position with the City of Stirling.

She joined the Corporate Information section in October 2004 and the City now pays part of her fees, grants study leave and is thoroughly supportive of her studies. Her boss, Darren Simmons, is also a GSM student with the ANBS.

Debbie said the job criteria included experience in managing people and working towards further business study. Her team management role involves liaising with senior management and executives daily.

She is working to finish her eighth ANBS unit and plans to start her MBA in September with the goal of finalising her studies during 2006.

Amazing Personal Growth

Debbie said the ANBS program has given her amazing personal growth, making her a ‘totally different’ more understanding person who listens to people rather than dictating.

“The best part of my studies are the Saturday morning lectures and the class debates, but the most valuable thing I have learned is the importance of friendship,” she said. “I have been with the same study partners - Evelyn Wong and Joe Fenech - from day one.”

EMBA’s New Communications ‘Hub’

EMBA graduate Nicolle Jenkins has launched her own marketing and communications firm, The Hub, specialising in strategic services to corporate, government, tourism and non-profit organisations.

Nicolle, the former Communications Manager of the Perth Convention Exhibition Centre, developed the venue’s brand, marketing and communications strategies and the official opening celebrations.

She received her EMBA in March and, with fellow EMBA graduate John Carruthers, has decided to continue her studies for a Doctorate of Business Administration (DBA). Nicolle and John are the first two EMBA students to continue to DBA studies.

Australia-wide Experience

Nicolle has spent more than a decade in the marketing and communications industry throughout Australia, with management positions in the corporate and not-for-profit world. She is a former Deputy President for Surf Life Saving WA.

Nicolle said the two-year EMBA created new life-long friends and opened her eyes to new business challenges and opportunities.

Practical DBA

“I realised I wanted more from my career, and armed with extra knowledge, I decided to extend myself further in business,” she said.

“For me, continuing on towards a DBA is a practical way to create new understandings in an area of business that I am passionate about and where there is a current gap in knowledge.”

EMBA Joins Top ASX Company

Executive MBA graduate Trevor Cook has recently become General Manager Operations for Consolidated Minerals Limited, a top 200 ASX company and an independent supplier of manganese, chromite and nickel ores to world markets.

Trevor - a member of EMBA Cohort 2 who graduated on 14 March 2005 – previously worked with leading mine, construction and haulage firm BGC Contracting.

“During the EMBA course and my time at BGC, it became very relevant to me that the immediate supervisor held the key to creating and maintaining high performance work teams,” Trevor said.

“We shifted the historical focus, which was on senior management development, to the line supervisor, and began to see significant performance results, both in physicals and in the company’s overall cultural growth.”

Trevor now has responsibility for the active surface mining, processing and plant maintenance operations undertaken by CML and its subsidiaries.

“CML has a very financially focused leadership group, so the Financial Management aspects of the EMBA, coupled with units such as Strategic Human Resource Management and Organisational Leadership, will certainly help me in this new role,” he said.
Bringing Inventions to Market

The first group of eight WA inventors has now completed the unique Innovation Excellence Program (IEP), run by the GSM’s Centre for Entrepreneurial Management and Innovation (CEMI).

The IEP, involving six workshops over four months, delivered by GSM and private sector experts, provides practical guidance to Western Australian inventors through the process of getting their ‘real life’ projects commercialised. Private sector mentors work with each individual participant.

The first IEP, which finished in August, involved entrepreneurs from industry and university research laboratories. Ventures included carbon emissions trading and plant design software, welding technology, a sleep monitoring device, a new chemical extraction process and waste management technology.

Four of the participants on the IEP were supported by the Federal Government’s Commercialising Emerging Technologies (COMET) Program.

Dr Harrie Hofstede, MD of environmental technology company SPARTEL Pty Ltd, was one of the first IEP participants. His project - FABCOM® - is a hybrid composting system for processing organic waste into safe, odourless organic fertiliser.

“As a scientific professional, I have found the IEP to be critical in providing me with practical insights and commercialisation skills which I have applied directly to FABCOM®,” Dr Hofstede said. “I believe the IEP provides the key to unlocking the commercial potential of WA’s vast resource of innovators.”

MBA Wins Italy Oil & Gas Scholarship

GSM MBA Rebecca Gordon is the only Australian this year to win a prestigious Italian scholarship to study strategic planning for the oil and gas industry.

Rebecca, who finished her MBA (Advanced) in 2003, applied after fellow graduate Norm Roberts alerted her to the advertisement by ENI, Italy’s largest energy provider and one of its biggest companies.

Fellow GSM MBA graduate Antonio Marino won the same scholarship last year.

BCG Team Member

Rebecca is no stranger to winning, having been a member, as was Norm Roberts, of the victorious GSM 2003 team in the national Boston Consulting Group strategy competition.

As the scholarship program is taught in Italian, Rebecca left in June for an intensive three month language course in Camerino in Italy’s Le Marche region. She will then go to Milan for 10 months to study for a Masters in Energy, Environmental Management and Economics with the ENI corporate university.

Senior Consultant

For the past six years, Rebecca has worked with strategic information firm Data Analysis Australia in Perth, being promoted to Senior Consultant upon completion of her MBA.

Youngest MMR Seeks Academic Career

At 24, James Chen is the youngest student in Singapore to complete the Master of Management Research (MMR) program - the coursework component of the GSM’s Doctor of Business Administration.

Since 2004, the MMR program has been offered by the UWA GSM in a joint venture through the PSB Academy, to provide quality postgraduate business education to Singaporean students.

DBA Next

James is now enrolling for the thesis stage of the DBA.

Prior to his Singapore GSM studies, he already had a Master of Project Management and an MBA from the University of Adelaide, also being the youngest student in both these courses.

In pursuit of his goal of an academic career, James has already had some 30 articles accepted by business-related publications, including a local academic journal.

Along the way, he has worked as a Business Development Manager with Singaporean training and consultancy business organisation, CMConduit Pte Ltd.

‘Even though there are other overseas universities in Singapore,” James said, “My heart is with UWA, as it dared to give me the chance to shine and for that I will always be grateful.”
The GSM’s MBA Program in Manila marked its third year in August with a special celebration addressed by Philippines Senator Richard Gordon. Pictured here, after the event, (L-R) Mr Basil Ong, Chair of the GSM Advisory Board, Mr Raymond Ang, CEO of GSM partner AIHE, Dr Chris Perryer, Director of the GSM Manila Program, Australian Ambassador to the Philippines, Tony Hely, GSM Associate Director, Professor Ray Fells, and Kerryn Tangle, Public Affairs Manager with the Australian Embassy.

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.

‘What Do Employers Want?’
Mark Nicholas
General Manager Beilby (WA)
7-30am - 9:00am
Friday, 7 October 2005
Myers Lecture Theatre

‘The 21st Century Management Consultant’
Mike Chappell
Principal Consultant
PracSys
4.00pm - 6.00pm
Friday, 21 October 2005
Myers Lecture Theatre

‘Strategic Positioning to Drive Maximum Shareholder Value’
Bob Browning
CEO Alinta
4.00pm - 6-00pm
Friday, 4 November 2005
Myers Lecture Theatre

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

Marketing Expert Joins GSM

The GSM’s newest lecturer - marketing expert Dr. Simone Pettigrew - completed her PhD at the School in 1999 and has wanted to return as a staff member ever since.

Simone has been a full-time academic since 1998 and previously worked in marketing in the energy sector, with organizations such as AlintaGas and Shell.

She comes to the GSM from Edith Cowan University where she was a Senior Lecturer who won research and teaching awards in the Faculty of Business and Public Management.

Consumer research

Simone is mainly involved in consumer research, particularly involving vulnerable segments such as children, the elderly, and those with physical and mental health problems.

She is also the originator and Editor-in-Chief of the Journal of Research for Consumers - www.jrconsumers.com – which receives hundreds of monthly hits from interested consumers and academics. In her spare time Simone is a Pilates instructor.

Wintry Day for GSM Golfers

The second annual GSM – GMA Golf Day was held on a wet and windy 5 May at the prestigious Suncity Golf Club at Yanchep, north of Perth.

The conditions didn’t deter GSM staff, students and alumni from applying their varying skills and enjoying a barbeque dinner afterwards.

The winning team, achieving a score of 60 in a four ball ambrose game, was Paulis Sui, Shihong Tan, Russell Davies and Drew Madacsi.

GMA Alumni Relations and Events Coordinator, Bev Partridge said that the involvement of course professional Sean McKay, was ‘fantastic’ and he donated some great prizes.

“This event is a lot of fun for everyone, from beginners to pros,” Bev said.

“It’s a great social gathering which we believe will develop into a yearly highlight.”

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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.

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