

## Dean's update

Welcome to the second and final edition of *Alumni Matters* for 2008. The last few months have been very busy for the Faculty, with a plethora of activity involving our alumni, industry supporters, undergraduate and graduate students.

The UMCAS reunion dinner held in July was a truly wonderful evening for our Faculty with alumni filling the Ormond college dining hall. This event was the largest reunion dinner ever held, and was a signal of renewed engagement of our alumni with the Faculty.

Thank you to Peter Yates for his address concerning private equity in Australia, and also the end of private investment in economics and commerce training for Australian children. My congratulations and thanks go to the UMCAS Committee, especially Ian Loxton, for their work ensuring the success of this evening. Thank you also to all of our alumni who attended, I look forward to seeing you next year.

The second Student Leadership Forum was held on the 8th August with our brightest undergraduate students hearing from business and community



leaders about the environmental challenges facing business, the rise of China and India as global economic players and also about the importance of community involvement. Thank you to all who assisted and joined our students at lunch time to share career stories, advice and debate these important issues.

At the graduate level, we have just introduced a suite of new courses for recent graduates and for specialist professionals. Chief among these is the new Master of Management, aimed at recent graduates of all disciplines. The Master of Management will replace the Master of Applied Commerce from January 2009.

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**Meet the alumni who have created the successful car share business Flexicar – page 3**

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Ross Cameron

## UMCAS President's report

2008 is proving to be a busy year for the graduate community, culminating in a hugely successful annual reunion dinner (see page 14). This evening – always held mid-year at Ormond College – was a boomer, with 230 graduates and friends

rugging up on a cold Melbourne winter's night and enjoying a terrific reception.

All thoroughly enjoyed the night, and the passionate and controversial presentation from Peter Yates hit the mark. The 2009 Reunion Dinner – pencilled in for 16 July – will be bigger and better, so mark that in your diaries NOW!

The Young Alumni body (i.e. recent graduates) continues to be particularly active, with its Young Alumni networking sessions, and 'Meet the Entrepreneur' evening – this year with Shane Hills from Koko Black, who delighted attendees with a chocolate tasting and impromptu lesson on the finer art of chocolate making (and consumption). The next Young Alumni event takes place later this month on 30 October, with Gareth Edgecombe, President of Coca-Cola South Pacific, as the speaker (see events calendar on page 16 for details).

*The mentoring program continues to gain momentum and any graduate interested in mentoring existing students should contact the Alumni Advancement Office at [ecom-alumni@unimelb.edu.au](mailto:ecom-alumni@unimelb.edu.au).*

Another highlight in October is the 40+ Reunion Luncheon for those that graduated 40 or more years ago. It is to be held at University House on 15 October and is always a wonderful afternoon. Again, contact the Alumni Advancement Office for details.

A big thank you to the organisations that have supported us this year, including BDO Kendalls, Deloitte, Ernst & Young, KPMG and RSM Bird Cameron.

After 16 years on the UMCAS committee, one of our most dedicated members, John Meehan, stepped down at the AGM last month. Since 1992, John has been a tireless worker for UMCAS and his energy will be missed. Thanks, John, for your hard work. At the same time we welcome four new members to the committee – Stephanie Barr, Siobhan Cheng, Richard Hounsell and Tzer-Han Lim – and look forward to the enthusiasm that they bring with them.

Finally, thanks go to all our Alumni, without whose support and involvement we would not be able to continue our work in extending a first-class University experience to all students, regardless of background or means. Through the 2008 UMCAS scholarship appeal, we hope to expand our already extensive scholarship program and provide opportunities for even more students than ever before, making the UMCAS scholarships among the most prestigious in the Faculty. Congratulations to this year's recipients, Xiao Ye Wan (MAC) and Jason Ng (BCom).

Please do keep us informed of any changes to your contact details and make sure that we have your current email address listed so you don't miss out on notifications and invitations to upcoming events. To do so, please send an email with your updates to [ecom-alumni@unimelb.edu.au](mailto:ecom-alumni@unimelb.edu.au). You can also check the alumni website at <http://www.ecom.unimelb.edu.au/alumni/> to see what's happening. I look forward to seeing you soon.

Ross Cameron, President

## Dean's update

(from page 1)

We can now say with certainty that the Melbourne Graduate School of Management provides a very wide range of programs, all of which offer a transformative educational experience and are enriched by the research and practice of inspiring and knowledgeable academics. More information about programs at the Melbourne Graduate School of Management is included in this edition of *Alumni Matters* and also on our website.

*Looking forward, 2009 will be another big year for the Faculty. Continued growth over the last decade has seen us expand both academic programs and student numbers so much so, that we will now be increasing our physical profile to a new premises. Already a landmark on the cusp of the CBD, our distinctive new building is student-centric in its design and we plan to move into this building at the end of January 2009 with launch planned for late February to celebrate this momentous occasion.*

I have the distinct pleasure of serving as Dean of this Faculty for a further three years. The past five years as Dean have been very exciting and personally rewarding for me, particularly as our vision to create a world class business school is becoming a reality. I am especially thrilled also in being able to work closely with our Advisory Board, members of UMCAS and the alumni and business community. So thank you for your support thus far and I look forward to our continued collaboration in meeting future challenges.

Professor Margaret A. Abernethy  
Dean, Faculty of Economics and  
Commerce

## How do you get from A to B without your own car?

You can take public transport, ride your bike, walk, or you can take Bart, Pops, Casper, Biggles, Tango or Thor.



**Tim Watts BA / BCom 1997**

– Flexicar Co-Founder

**Luke Brown LLB / BCom 2002**

– Flexicar Co-Founder

**Monique Conheady BA / BEng (Hons) 2001**

– Flexicar Co-Founder and CEO

**Flexicar: Around the corner, around the clock.**

*We invited this dynamic trio for a coffee break from their respective busy schedules and give us some insights into their experiences.*

It's the mid 1990's. Starbucks is taking off. The dot com-ers are booming, and everybody's an entrepreneur. Two Melbourne students are on exchange in Vancouver searching for a classic, North-American summer vacation experience. They settle on a road-trip across Canada, buy a car together – a National Lampoon-style jalopy – and set about uncovering their big idea, which in the end, was all about letting go of car ownership all together.

Tim Watts, Monique Conheady and Luke Brown co-founded FloCarshare in 2005, and renamed the service Flexicar in 2006.

Together, they have created a dynamic car-sharing service, and a cost-effective alternative to car-ownership.

“We really wanted to be the “Virgin” of sustainability and the sustainable product line,” Monique says. While they may not have reached that status just yet, Flexicar are challenging some fundamental values that Australians have about how they get around.

As with any new venture, challenges are many and resources are few. Flexicar had essentially created a new service category, and thus had to persuade people that they had a valuable proposition.



### What is flexicar?

Flexicar is a membership-based car-sharing service, with over 40 cars parked and ready to go on the streets in inner-city Melbourne and Sydney. It's the answer for anyone who wants the freedom of a car, without the costs and hassles of actually owning one. Each car has a unique personality and its own name. Because Flexicar is a pay-as-you-go service, members drive only when necessary, making it a cost-effective and environmentally friendly choice. [www.flexicar.com.au](http://www.flexicar.com.au)





"The challenge is introducing a new concept to the market; it challenges people's ideas about transport fairly fundamentally, we had to spend a long time just educating people about what the concept is," Monique says.

Tim adds: "Australia is in general pretty embracing of people doing this, both on the finance and investment side, and on the consumer side. We have so many fantastic members who have been with us from the beginning, and who have been evangelists for the concept."

It's not just the market that needs education. Decision makers in state and local government also need to understand and support a concept like Flexicar. And the same applies to the insurance industry. Luke explains that getting a car-share service insured was initially, and not surprisingly, a bit of a struggle.

"It wasn't that people were against the idea, we just got a lot of vacant looks. Mike Crawford was the CEO of Insurance Australia Group, he was in the Saturday age espousing IAG's corporate sustainability one week, so I rang him on Monday and spoke to his PA.

"All of a sudden he was being cc'ed in all the emails to and fro with our insurance broker, and we had insurance within one week. He was one of the people who, like us, had seen the value of sustainability in business," Luke says.





So after dealing with the usual challenges of setting up a new venture, Flexicar now has an established membership base, and demand keeps growing. Fundamentally, this is because car-sharing complements a city's existing public transport system, and Flexicar members can choose the most efficient way of getting from A to B, rather than jumping in a car every time they have somewhere to go.

***"It becomes part of the city fabric, how do you get around? You can choose the public transport system, you can choose to drive a car or you can choose car-sharing," Tim says.***

State government supports the idea of integrating car-sharing with public transport, and the Melbourne Transport Forum has also endorsed car-sharing as an integral component in ensuring the sustainability of Melbourne's transport system. Those endorsements represent a big win, and Flexicar are working on developing an official partnership with Metlink that will lead towards a full integration with the public transport system, after the Myki implementation.

"Flexicar might be a Connex or a Yarra Trams, that's what I'd like to see in the future, it just becomes part of the system," Monique says.

### How does flexicar work?

-  Join up as a member and get your Flexicard.
-  Book your car online or on the phone.
-  Swipe your Flexicard across the windscreen to unlock the car.
-  Drive to wherever you need to go, but bring the car back on time!

This kind of integration will increase access to Flexicars and streamline the way the public transport system operates. The increased density in the inner city, population growth and growing concern about making sustainable transport choices all point to a surge in demand for more Flexicars on the street.

***"With rising petrol prices, rising cost of living, cost is the fundamental reason why people join, and then there's the bonus that it's also a good environmental choice," Monique says.***

"We currently service 25 suburbs in Melbourne and Sydney and the intention is to deepen the amount of that service. At the moment it might be one or two cars per suburb, we're trying to grow that to five-plus and start to move into areas that haven't yet been serviced," Tim says.

While the member-base has generally included individuals and households, the Flexicar service is also a great way for businesses to tap into a sustainable transport option for their employees. Flexicar are working on building partnerships with corporate Australia and bigger corporations in Melbourne and Sydney.





“We’re out there trying to communicate to that new audience that there are terrific synergies, a lot of these big corporations in the inner city have fleets, carpools and so on, effectively they’re doing the same sort of thing we’re doing, but we think there’s a real payoff to the environment and to the community if they can start to think laterally about those fleets,” Tim says.

“And we can save them money!” Luke adds.

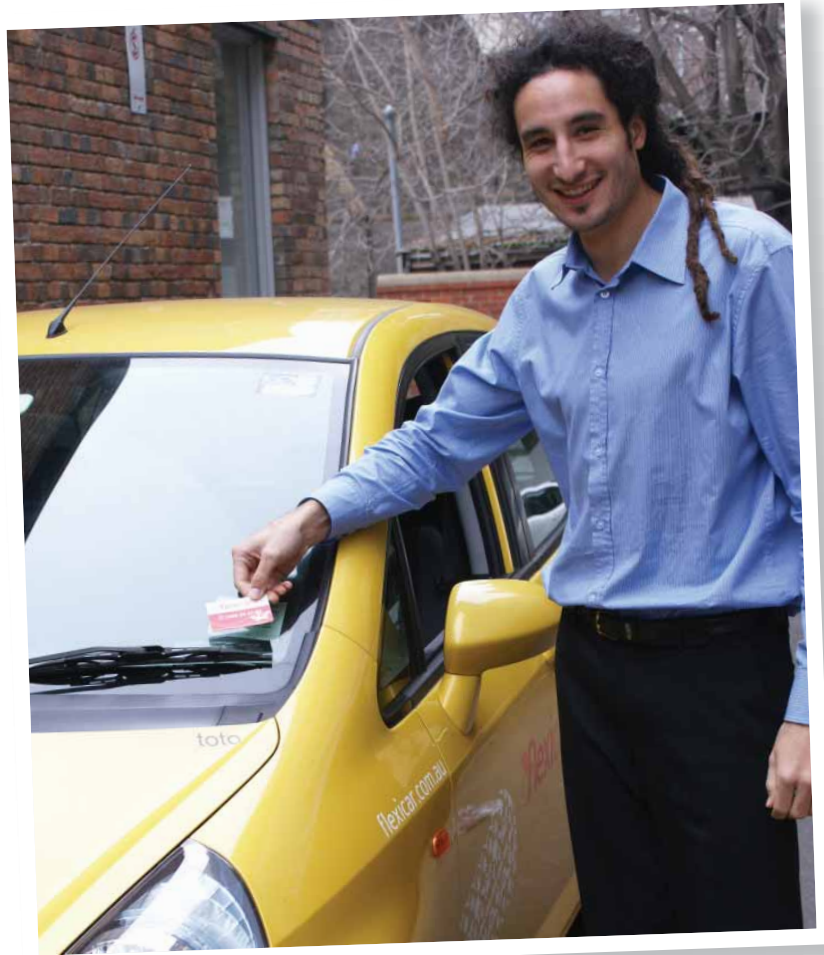
Many ideas materialise out of a holiday or a road-trip. Some of these never make it to the final destination, but Flexicar’s success says a lot about its founders and their determination to make a positive contribution to sustainable business. So are there any words of wisdom from these three entrepreneurs?

Tim: “If you’ve got a good idea and it ticks a few of these boxes beyond being a great business idea, you’re going to find a groundswell of support out there, so by all means give it a go. Do the hard numbers and do the hard due diligence, but be confident that if the idea stands up, you’re going to find support.”

Luke: “Business is one of the best ways to change the world, but it will only work if the numbers stack up, so you need the right balance between optimism and pragmatism.”

Monique: “I really like how naïve we were in thinking that we were going to create a brand as big as Virgin and be the brand of sustainable services and products. And even though we haven’t – we may not have got to that place – I think you do need to have some of that optimism that you can create something that big.”

As with all ventures that set out to change the world, optimism, persistence and hard work all do eventually pay off, in one way or another. And sometimes, being bold enough to challenge the norm is the key to success.



As at June 2008 Flexicar has 2000 members and is Australia’s largest car-sharing service.



The Flexicar fleet includes Smart Cars, Honda Jazzes, Subaru Forester, Corolla Station Wagons and Honda Civic Hybrids – all with their own unique names and identities.



Flexicar has partnerships with six local councils, Metlink and Honda.



Flexicar has attracted funding from City of Melbourne Small Business Development Scheme and from the Victorian Government’s Sustainability Fund.



Flexicar has also received funding from private equity investment.



Flexicar was selected as a finalist in the 2008 Melbourne Awards, the 2008 National UN World Environment Day Awards and the 2007 B300 Melbourne Awards.



Flexicar covers petrol, registration and insurance costs.



45 per cent of members don’t think about the price of petrol since joining Flexicar.



If you drive less than 10,000 km a year, Flexicar is much cheaper than running your own car.



# Melbourne Graduate School of Management

## What's new in 2009?



### Introducing the Master of Management

The Master of Management suite of programs is Melbourne GSM's premier offering aimed at recent graduates from all disciplines as well as early career starters.

The Master of Management is a degree title that is internationally recognised and its introduction offers a consolidated program for graduates of the University of Melbourne New Generation degrees, as well as recent graduates from other universities.

By studying in the Master of Management, students will engage in transformative educational experiences, have access to the most inspiring and knowledgeable academics and visitors and develop a network of peers from a diverse range of countries.

Our students will study in an environment that is encouraging, supportive, and safe and where members of the Melbourne GSM demonstrate a belief in students' abilities and potential.

The Master of Management suite is the result of a revision to the existing Master of Applied Commerce programs.

The key change is the introduction of a common core of four foundation subjects, followed by 12 subjects of specialised study in discipline areas.

All Master of Management programs will be 16 subjects in length. The existing 12-subject Master of Applied Commerce programs will be discontinued as of semester 1, 2009.

Master of Management students will also participate in a week-long pre-semester program, which will focus on developing a variety of skills such as leadership, communication and case study analysis, as well as providing students with an opportunity to establish connections with their peers across all Master of Management specialisations.

Students have the option of undertaking one of the following Master of Management specialisations:

- Accounting
- Business Analysis and Systems
- Economics
- Finance
- Management
- Marketing.

### Introducing the Master of Professional Accounting

The Master of Professional Accounting provides an alternative pathway to a career in accounting for those graduates who meet the selection criteria.

At the successful completion of the course, graduates will have the skills and knowledge necessary for entry into the accounting profession and satisfy the educational requirements of the Institute of chartered Accountants (ICAA)<sup>1</sup> and the Certified Practising Accountants (CPA) Australia<sup>2</sup>.

This program is aimed at students with at least one year of work experience and an academic background in business, such as an undergraduate degree in business/commerce, or successful completion of sufficient business/commerce breadth subjects as part of a non-Commerce New Generation degree.

The Master of Professional Accounting is a 12-subject program, and will be available from Semester 1, 2009.

### Changes to the Master of International Business

The Master of International Business, has been revised and will be positioned as the premier program of its type in Australia and internationally.

The main revision to the existing course structure is that the Master of International Business will now be offered in 12-subject and 16-subject streams, rather than the previous eight and 12-subject streams. This will allow for greater depth and breadth of study in international business, and enable students to gain more nuanced and sophisticated ways of understanding and analysing current developments in international business.

Students who have completed an undergraduate degree in business will be eligible for the 12-subject program, those without will be required to take a semester of preparatory study. Students are still required to have at least two years of relevant work experience for entry into this program.

Find out more at a Melbourne GSM Programs Information Evening, Thursday 16 October and Thursday 27 October 6:00pm – 7:30pm. For more information about any of the programs offered at the Melbourne GSM, please visit: [www.melbournegsm.unimelb.edu.au/](http://www.melbournegsm.unimelb.edu.au/)



1: Accreditation pending for ICAA

2: Accreditation pending for CPA Australia

# The Graduate Experience

## A common goal beckons for students at one of the University of Melbourne's newest graduate schools – the Melbourne Graduate School of Management.

The Melbourne Graduate School of Management, or Melbourne GSM, is part of the University's Melbourne Model education revolution and a shift to a University-wide focus on a 3+2 teaching model. The +2 component centres on a two-year Masters degree which complements a three-year undergraduate degree in any field of interest to the student.

Executive Director of Melbourne GSM, Ms Brooke Young, observes that this structure works well in the business and management field, as once the undergraduate degree is completed, students know what they want to do in the workplace and are very motivated to build on previous knowledge.

According to Professor Greg Whitwell, Associate Dean of the Faculty of Economics and Commerce, students appreciate the importance of a graduate business education which differentiates them in the job market. Acquiring a deeper understanding of a variety of business disciplines through a Masters degree results in more effective business and community leaders.

One of the goals of the Melbourne Model is to create global citizens; through the Global Business Practicum, Melbourne GSM aims to enhance students' understanding of the globalised economy, as well as boosting their professional career opportunities through career advancement or career change. Learning about international work practices through the practicum enables students to increase their global network and prove their ability to work in an international setting.

Ms Young adds that in addition to developing the prudence and judgement critical for successful decision-making in business, graduate schools offer education from outstanding educators renowned for the excellence of their research and teaching, like Dr Sean

Pinder, who received the 2007 Pearson Finance/Accounting Lecturer of the Year award<sup>1</sup>.

In addition, students will be guaranteed access to some of the world's best academics at the Melbourne GSM and the opportunity to develop their talents and necessary skills that will enable them to add value to society.

"We put a strong emphasis on research-led teaching as, without a doubt, good practice is informed by good theory and good theory only comes from research," Professor Whitwell concludes.

[Source: David Scott, *The Voice*]

<sup>1</sup>: The award recognises innovative teaching in finance or accounting and is judged by the Education Directors of Australasia's leading professional accounting bodies.

# Studies add zing to hair styling category

## A knowledge transfer partnership between Procter and Gamble and the Faculty of Economics and Commerce has generated innovative solutions to complex marketing problems in Australia.

Around 120 students enrolled in Consumer Behaviour through the Department of Management and Marketing took part in a case competition initiated by Dr. Elison Lim, lecturer in Marketing, in cooperation with Procter and Gamble.

The students were challenged to style a solution that addresses specific concerns facing the marketing team at Procter & Gamble regarding the daily hairstyling needs and habits of the Australian consumer.

The top three teams from the undergraduate class and those from the graduate class were selected to compete in the Case Competition Finals on Saturday 31 May and face the panel of judges – consisting of leading academics, practitioners and communications experts from the University and Procter and Gamble – with their presentations.

Professor Gregory Whitwell, the Faculty's Associate Dean for Academic Programs, was the chair of the judging panel. As someone who goes to these competitions regularly and sees the world's best, Greg was impressed with the outstanding quality of the presentations exhibited by the students, a sentiment echoed by Sophie Brown, the Human Resources Manager from Procter & Gamble.

Not only was this initiative the first case competition of its kind for the Melbourne GSM graduate students, it was also a Faculty first in bringing together undergraduate and graduate students in a joint project and competition. Furthermore, the project provided an excellent example of Knowledge Transfer.

The winning teams were announced at a presentation ceremony and presented with Certificates of Excellence jointly endorsed by the Faculty of Economics and Commerce and Procter & Gamble. A reception for family and friends followed.



The winning Undergraduate Case Competition Team, with Dr Elison Lim (third from left).

Congratulations to all involved in the project and to the winners:

### Best Undergraduate Team – Sleek Consulting Group

Rishi Garg  
Lisa-Marie La Brooy  
Wei Siang Lee  
Chiara Mariano  
Ahmed Moosa

### Best Graduate Team – The Famous Five

Marc-Philipp Liver  
Inderjit Singh  
Ivana Christanmas

### Best Presenting Team – P&G Warriors

Suci Kennita Kurniawan  
Clare Richards  
Janet Hiu-Man Cheng  
Yujun Chen  
Fei Fei Liu

# Helen McKay Memorial Prize

Key to the ongoing academic excellence of our students is philanthropic support from the community and friends of the Faculty. The generosity of donors allows our students to flourish and succeed, both during their time at the University and in their future endeavours.

Through the continued benevolence of Mr Alan McKay and Mrs Frances McKay, the Helen McKay Memorial Scholarship has allowed many of our students to pursue academic success. The 2008 recipient, Lucie Moore, has achieved great success throughout her studies, and the scholarship has assisted in her decision to study further within the Faculty.

"Receiving the Helen McKay Memorial Prize made me reconsider my future plans, and was one of the factors that drove me to choose to continue studying economics.

"I have chosen to do Honours in economics next year, and then I hope to be able to study economics further in the US or UK," Lucie said.



Lucie with Alan and Frances McKay

The McKays' support has also influenced Lucie to make a community contribution of her own. "Ultimately I would like to do work in economics in a developing country," she said.

Awards available within the Faculty offer not only financial rewards and incentive to pursue greater academic heights, but also link our students more closely with industry. Currently there are 28 companies and associations sponsoring our students, with many more interested in lending their financial support in the coming years.

We hope this number will continue to rise, and enable the Faculty to continue its role as a national and global leader in education and research.

## Distinguished research scholars promoted to full Professors

Professor Margaret Abernethy, Dean of the Faculty of Economics and Commerce, has announced the promotions of Professor Greg Whitwell, Professor Robert Dixon and Professor Bill Harley as approved by the Senior Appointments Committee. Professor Abernethy has praised the three new Professors, saying, "All three are distinguished research scholars and have provided significant inputs to leadership and teaching for a number of years."



**Professor Greg Whitwell** has held a number of important positions in the Faculty of Economics and Commerce, including: Associate

Dean (Graduate Studies), Inaugural Associate Dean (International), Deputy Head, Department of Management, Director, Master of Applied Commerce (Marketing) and Associate Dean (Academic Programs). His research interests include Marketing's contribution to business strategy and the role of intangible marketing assets; Customer leading versus customer led; International marketing, especially exporting; Organizational culture and its effect on the provision of quality levels,

and; Social capital and its relevance to marketing activities. Professor Whitwell received a BEc (Hons, First Class) (Monash) and a PhD (Melb). His publications appear in leading Marketing journals.



**Professor Bill Harley** joined the Department of Management and Marketing at the Faculty of Economics and Commerce in 1996

as a Lecturer. He quickly progressed to Senior Lecturer, Associate Professor and Associate Dean (International) prior to becoming full Professor. His research interests include Industrial Relations, HRM, Work Organisation, High Performance Work Systems, Employee

Autonomy, Democracy and Participation at Work, Labour Process Theory. Professor Harley completed his PhD at Queensland University. His publications appear in leading Management journals.

**Professor Robert Dixon** graduated with a PhD from the University of Kent in 1973. He worked as a lecturer at the Department of Economics at the University of Papua New Guinea from 1973 – 1977. At the University of Melbourne, he was appointed Lecturer at the Department of Economics and Commerce in 1980, Senior Lecturer in 1983, and Reader in 1987 before being named Professor. His research interests include Macroeconomics, Industrial Economics, Marxian Economics and Regional Economics. He has published in a range of leading international journals.

## Faculty Advisory Board update

The Faculty Advisory Board, chaired by Mr Peter Yates, is pleased to welcome two new alumni – both BCom (Hons) graduates – Mr Rupert Myer and Mr Anthony Burgess.

Chairman of the Myer Family Co. Ltd and Director of the Myer Family Office Ltd., Rupert Myer is also a director of the publicly listed investment companies Diversified United Investment (DUI) Ltd and AMCIL Ltd. Anthony Burgess was until recently Head of Mergers and Acquisitions Europe at Deutsche Bank in London.

The Melbourne Graduate School of Management and the Faculty of Economics and Commerce look forward to working with both new members.

# Student Leadership Forum 2008: Our World, Our Community, Our Choices

**The Faculty's annual Student Leadership Forum took place on 8 August and was kindly sponsored by nabeduction.**

A one-day event dedicated to enriching the learning experiences of 100 of the Faculty's most talented students, the forum intended to give students an awareness of important community and business challenges, and of how they are likely to have significant opportunities in the future as leaders in their chosen professions.

Suzanne Dixon, Director Advancement, Faculty of Economics and Commerce, said this year's event was a great success with approximately 100 undergraduate Economics and Commerce students, seven staff members, eight speakers and 15 corporate table hosts in attendance.

"The objective is to strengthen the ongoing community and industry engagement of our students and

to contribute to improving our knowledge transfer activities.

"By showing ways in which their knowledge of the world of commerce can be applied outside the classroom, the event contributes to students' understanding of the importance and relevance of commerce studies. It also provides opportunities for meeting and networking with other high-achieving students, and with business and community leaders," Suzanne said.

Fifteen of our Alumni acted as corporate table hosts at the forum. Over lunch, students were able to further discuss the issues raised, and thoroughly enjoyed hearing about the experiences of Alumni, both during their studies and in their careers.



*Above: Alumna Merran Kelsall with BCom/Eng student Richmond Glasgow*



*Left: Hugh Evans, Founder of The Oak Tree Foundation*



*Professor Joan Rydon with the 2001 CS Soper Scholarship recipient, Matthew Cloughton*

## Vale

### Professor Joan Rydon 1924–2008

It was with deep sadness that earlier this year we learnt of the passing of Professor Emerita Joan Rydon, a close, life-long friend and supporter of the Faculty, and a distinguished Australian political scientist.

Professor Rydon was the first woman to be appointed to a Chair in Politics in Australia (La Trobe University, 1975) and held this position until her retirement.

Her husband, the late Professor Charles Samuel (Sam) Soper, was a first-class honours graduate of the Faculty of Economics and Commerce and returned to a Readership in 1962. In 1970 he was appointed to a Chair in Economics, which he held until his retirement in 1980. He was Dean of the Faculty of Economics and Commerce from 1974–1975.

Professor Rydon established the CS Soper Scholarship in memory of her husband after his passing, and this has been of great benefit to many students over the years. The Scholarship is open to students entering the Bachelor of Commerce (Honours) intending to specialise in Economics.

Known for her strong support of young scholars, Professor Rydon attended the Dean's Awards Ceremony each year. She took a keen interest in the student recipients of the CS Soper Scholarship and was always lively and engaging.

Professor Rydon will be remembered with great fondness by all who knew her. We extend our sincerest condolences to Professor Rydon's son, John Soper.

# Profile: Professor Simon Bell

## Alumnus is appointed Chair in Marketing at the Faculty of Economics and Commerce

Professor Simon Bell has returned to the University of Melbourne to become Chair in Marketing at the Faculty of Economics and Commerce.

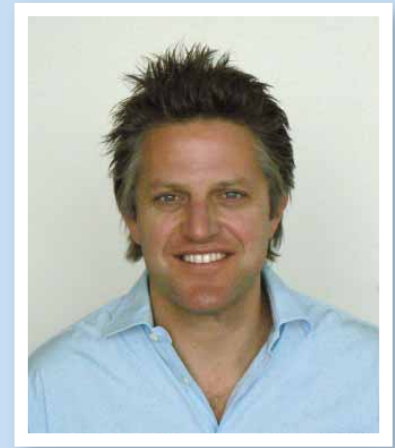
The key objective of the Chair in Marketing is to strengthen the Department's and the Faculty's research profile, capabilities and sustainability by engaging in rigorous and relevant research in partnership with relevant stakeholders.

"I am excited about the opportunity to share some of my experience in Marketing education and research gained in Europe over the last six years, where I worked with leading corporations like Shell, Rolls Royce, Royal Mail and British Telecom. I am also very keen to forge close links with the Australian business community and the marketing profession in terms of knowledge

exchange," Professor Bell said.

Before returning to the University of Melbourne to rejoin the Department of Management and Marketing, Professor Bell was at Cambridge University's Judge Business School, which ranks 10th in the world in terms of its MBA programs. He has held visiting positions at Copenhagen Business School, Catolica University in Lisbon, and Imperial College in London, where customised executive education and training is well-established.

Professor Bell completed a BCom (Hons) and a PhD from the University of Melbourne. His research interests include Services and Relationship Marketing, Customer Loyalty, Sales



Professor Simon Bell

Force Management, Organisational Learning and Social Networks and Regional Clusters. He has published in leading international journals such as the *Journal of the Academy of Marketing Science*, the *Journal of Retailing*, *Industrial Marketing Management* and the *Journal of Service Research*.



Professor David Dickson addressing actuarial alumni

## University of Melbourne Actuarial Alumni

### The Faculty's newest alumni group

The University of Melbourne Actuarial Alumni Group (UMAA) was officially launched on 24 July. Hosted by Deloitte, this widely anticipated event was attended by over 70 alumni from across various years.

The event provided a key opportunity for alumni to catch up and reminisce over memorable experiences from their university days. Caroline Bennet (BCom 1994; MBA 2004), who hosted the evening, was one of the Centre's earliest graduates and is now a Partner at Deloitte. She welcomed the attendees and spoke about the importance of networking. Professor David Dickson then encapsulated the tremendous growth of the Centre in recent years and informed alumni.

Since its inception, the Centre has grown from three full-time staff and a handful of students to six full-time staff and over 400 undergraduate students. The Centre maintains one of the strongest reputations in the Asian region for both research and education, and continues to attract a considerable number of students throughout the world. Graduates have forged successful careers worldwide, including Asia, Europe and the United States.

The launch event also featured attendees from extraordinarily diverse industries – including actuarial consulting, insurance, investment banking, management consulting and funds management – highlighting the strength of the brand and the transferability of the actuarial skill set.

It was also very pleasing to note the affectionate bond between alumni in the actuarial group, as they continued to exchange stories of their corporate experiences beyond the scheduled end of the launch function. Caroline Bennet and Deloitte must be specially acknowledged for their kind hosting and catering of the event.

UMAA plans to host more events and networking functions in the future, and welcomes all University of Melbourne graduates who have studied actuarial studies in their university career. If you wish to become a member of the UMAA, please send your contact details to [ecom-alumni@unimelb.edu.au](mailto:ecom-alumni@unimelb.edu.au).

# Student Achievement Evening

On 12 August the Dean, Professor Margaret Abernethy, hosted the third annual Faculty of Economics and Commerce Student Achievement Evening.

This event recognised the academic excellence of the Faculty's best and brightest students, with awards presented to those who achieved the top marks in their subjects.

Industry sponsors were in attendance to co-present awards with the Dean, and meet these high achieving students.

The evening was sponsored by Sothertons Chartered Accountants. As one of the Faculty's newest sponsors, Sothertons has made a generous contribution to support the students of the Faculty, and encourage their success both during their studies and in future endeavours.

A highlight of the evening was a poignant address from Mr Jarrod Coysh, General Manager of Education at National Australia Bank. An alumnus of the Faculty (BCom 1992, MBA 1998), Jarrod spoke about the lessons he learnt during his studies, and those that he has continued to learn throughout his professional life. His advice was well received by students, parents and staff alike.

Following the formal presentations, celebrations continued with drinks and a light supper. By all accounts, industry sponsors were impressed by the high calibre of students, and a very enjoyable night was had by all.

A special thank you goes to Professor Margaret Abernethy for hosting the event and to Professor Jeff Borland for his excellent performance as Master of Ceremonies. Recognition and thanks also to Peter Pryn of Sothertons, and to Jarrod Coysh for his inspiring address.



## Business Practicum: Student Workplace Projects

Student Workplace Projects form the basis of the Business Practicum, a unique final-year subject within the Bachelor of Commerce program. This subject offers our highest achieving students the opportunity to apply their university learning in a real business environment, engaging with a business challenge of genuine strategic importance to a host organisation.

In each instance a student team works on a host-specified project to produce a professional-standard report analysing the business challenge and proposing courses of action for the organisation's consideration.

Participating host organisations have been very pleased with the performance of student teams: the quality of their work is high, their analysis is strong and their proposals are often implemented. Accordingly, many participating organisations request student teams on a regular basis.

To find out more about this program and becoming a host organisation, contact the Student Experience Office on 03 8344 0571 or email [ecom-capstonestudies@unimelb.edu.au](mailto:ecom-capstonestudies@unimelb.edu.au).

## Commercialising inventions – what's the story?

The Intellectual Property Research Institute of Australia and the Australian Institute for Commercialisation are hosting a one-day conference in February 2009 (Tuesday 17th in Brisbane and Thursday 19th in Melbourne) on commercialising inventions.

This conference will feature the results from several national surveys of inventors, including a survey of 4000 Australian inventors. Two internationally renowned experts in the economics of innovation, Professor Bronwyn Hall (US) and Professor Alfonso Gambardella (Italy) will be making the keynote addresses.

The conference is targeted at senior business managers, intellectual property lawyers, patent attorneys and policy analysts. It is intended to inform people about how many inventions are developed; how many are successfully commercialised; what are the main characteristics of this success and what the value of most patents is. A panel of international and local speakers has been assembled to ensure that this conference will be the premiere event on commercialising pathways.

For more information, please visit [www.ipria.org](http://www.ipria.org)

### About IPRIA

The Intellectual Property Research Institute of Australia (IPRIA) is a national centre for multi-disciplinary research on the law, economics and management of intellectual property. It is based at the University of Melbourne. It was established in 2002 with generous funding from IP Australia, the federal government agency responsible for the granting of rights in patents, trade marks and designs.

IPRIA has a core of employed research staff, as well as affiliated Research

Associates located within the University of Melbourne, in other Australian universities and in associated research institutions overseas.

IPRIA's research focuses on ways to foster innovation and on supporting high quality policy development by government in areas relating to intellectual property. It seeks to use the outcomes of its research to create and contribute to healthy public debate on key issues relating to innovation and intellectual property.



# Melbourne Graduate School of Management Global Business Practicum

## Call for expressions of interest from companies overseas

The Melbourne GSM has developed an exciting new subject, the Global Business Practicum, offering our Masters students the opportunity to undertake a two week global business assignment at a company overseas.

Successful pilot programs ran this year in Bangkok and Kuala Lumpur involving a range of companies including an investment bank, engineering firm, HR consultants and a convention centre.

We are looking for companies to partner with us for our February and July 2009 programs in Singapore, Bangkok, Kuala Lumpur and China (city to be confirmed).

We anticipate the work placements to be a successful mix of skills training, interaction with senior industry experts, introduction to local society, business and culture, and completion of a small-scale but significant project.

The students would be supported by academics and staff from the University of Melbourne on the ground in the host city.

There is no cost to participate in the project; the investment would be time with the students and access to your work environment.

If you are interested in this opportunity for partnership please contact Clare Harper, Manager Student Experience, Melbourne Graduate School of Management for more information on [harperc@unimelb.edu.au](mailto:harperc@unimelb.edu.au).

## Our new home

Construction of the Faculty's new building is now nearing its final stages, and is well on its way to being labelled a future Melbourne landmark, thanks to the building's artistic façade.

Several tours have been conducted for both staff and other interested parties and, from the massive 450-seat theatre in the basement to the administrative hub on the 12th floor, the general consensus is that this is going to be a spectacular new teaching, learning and working space.

The Melbourne Graduate School of Management and the Commerce Student Centre will be two of the building's new occupants, and the move is set to go ahead in January 2009.



*Construction at 198 Berkeley Street is almost complete*

# Mentorship program launch at Deloitte

The mentorship program is an exciting new initiative that UMCAS has been involved with in 2008. The program involves UMCAS partnering with AIESEC, a University student organisation. Volunteer alumni mentors had the opportunity to mentor one or more undergraduate Commerce students who are members of AIESEC.

The opportunity was extended to all Commerce alumni, particularly focusing on younger alumni with the hope of creating a greater affinity between each mentor and undergraduate mentee.

The program is scheduled to coincide with the University calendar year (April – October). Mentors and mentees are expected to communicate regularly and meet at least four times during the program to develop the partnership.

Deloitte Consulting hosted a spectacular opening night on 17 April. Approximately 60 alumni mentors and undergraduate mentees gathered to meet for the first time and eagerly commence their mentorship partnerships. There was an amazing buzz among the students and mentors throughout the night. This energy has continued throughout the year, leading up to the official conclusion of the program with a closing event in October to be hosted by RSM Bird Cameron.

This is an innovative new development for UMCAS, providing development and growth opportunities to both students

and alumni. Dennis Lee, who has been co-ordinating the undergraduate mentoring scheme this year, is pleased to announce that the program will be run in collaboration with the Faculty's Graduate Careers Centre from 2009. For the past five years, the centre has been running the Career Mentoring Program, which matches business professionals with students pursuing graduate study. In 2009 the program will combine both undergraduate and graduate students seeking mentorship.

We would like to take this opportunity to thank our supporters, particularly Deloitte Consulting and RSM Bird Cameron for their support this year. Our thanks are also extended to AIESEC for being our partner in this program. Finally, the mentors must be congratulated on volunteering their time and effort to help make this program a success.

If you would like to know more about this program, or would like to be a mentor in 2009, please contact the Graduate Careers Centre for further details at [ecom-gcc@unimelb.edu.au](mailto:ecom-gcc@unimelb.edu.au).



*Mentor Simon Woods with mentee Charlene Kang*



*Ian McCall, Strategy and Operations Partner, Deloitte Consulting*

## Queen's Birthday Honours

Congratulations to the following alumni who have received Queen's Birthday Honours in 2008:

### **Officer of the Order of Australia (AO)**

#### **Dr Ian J. Watt, AO – BCom (Hons)**

For service to the community through the development of public policy and administration in the areas of finance and governance, budget and expenditure policy, taxation reform and through contributions to international professional finance organisations.

### **Member of the Order of Australia (AM)**

#### **Mr Esmond J. Downey, AM – BCom 1944**

For service to the community through a range of church, educational and aged care organisation.

#### **Mr Peter J. Griffin, AM - BCom 1963**

For service to the community through support for health, medical research, arts and charitable organisations, and to business, particularly in the investment and banking sectors.



# Recent Alumni events



*Ross Cameron, UMCAS President; Margaret Abernethy, Dean; Janine Kirk, Lead Partner, Ernst & Young; Chris Leptos, Managing Partner, Ernst & Young and UMCAS Vice-President*

## Turning 1000 into 2020: An evening with the Vice-Chancellor, Professor Glyn Davis, 27 May 2008

On 27 May the Dean, Professor Margaret Abernethy and UMCAS President, Mr Ross Cameron, hosted a presentation by the Vice-Chancellor, Professor Glyn Davis. The presentation was an opportunity for the Vice-Chancellor to share his views on the 2020 Summit, which he co-chaired with Prime Minister Kevin Rudd in April.

Among the small group of guests were Alumni Professor Margaret Jackson and Mr Frederick Grimwade, who both participated in the 2020 summit (in the areas of 'Future Directions for the Australian Economy' and 'Future directions for rural industries and rural communities' respectively), and were able to share their experiences.

Thanks to Ernst & Young for sponsoring the event.

## Inaugural lecture by Prof Bryan Lukas (Head, Dept of Management and Marketing), 10 June

Professor Bryan Lukas' inaugural professorial lecture "Market Competitiveness and Market-oriented Product and Brand Management" provided a wonderful insight into the art and science of being a market-orientated firm. He explained that marketing provides firms with a strategic logic that is central to market competitiveness. The audience thoroughly enjoyed his lecture.

## Young Alumni event at Koko Black, 11 June

Shane Hills, the founder of Koko Black Chocolate, welcomed 60 alumni to the Collins Street branch of his chocolate empire for a "Meet the Entrepreneur" event organised by the UMCAS Young Alumni group. Shane gave us a bit of background on the building of his company and brand name into the success that it is today, as well as inside information into the world of chocolate-making. No-one can deny, however, that the highlight of the evening was the sumptuous chocolate tasting that followed – truffles, caramels, chocolate mousse, cake, Koko Black's signature hot chocolate and various shades of pure chocolate decadence were enough to satisfy the chocoholic in all of us. Thanks to Koko Black, and co-sponsor RSM Bird Cameron.



*Craig Cooper, Director, RSM Bird Cameron and Fiona Abud, Development Manager, Advancement Unit enjoy their Koko Black hot chocolates.*

## 2008 UMCAS Reunion Dinner, 17 July 2008

More than 220 alumni and friends gathered at Ormond College on 17 July for what has been labelled the highlight of the UMCAS calendar, the annual reunion dinner – and this year's reunion was indeed no exception.

After the official welcome by UMCAS President, Ross Cameron, the evening kicked off with a stunning performance by After 5 Artists (including one of our alumni, Meta Santos).

Alumni spanning across an incredible 66 years of graduation then had the chance to reconnect and catch up over dinner. The Dean, Professor Margaret Abernethy, gave a heartfelt address, followed by a topical speech from Peter Yates.

In the words of one of our alumni, "It was absolutely first class and a great tribute to the work of the President, the support of the Dean and Faculty, and to the association."



*The Dining Hall at Ormond College provided a wonderful setting for alumni to reminisce over dinner.*

## Inaugural lecture by Prof Graham Sewell (Dept of Management and Marketing), 29 July

Professor Graham Sewell gave his inaugural professorial lecture on the topic of workplace surveillance. A recording of the lecture, titled "Big Brother versus a fair go: is workplace surveillance coercive or does it guarantee our rights at work?" is available through the Faculty news webpage at [www.ecom.unimelb.edu.au/faculty/news.html](http://www.ecom.unimelb.edu.au/faculty/news.html)

## Join the Alumni Web Community

**The Alumni Web Community (AWC) is the best way to stay in touch with the University and other alumni – and make sure they can stay in touch with you!**

By becoming a member of the AWC you can:

- view and maintain your personal profile
- look for friends and classmates in the alumni directory
- get your free, permanent '@alumni.unimelb.edu.au' email address and forwarding service.

The AWC already has over 6000 members. To join, visit [www.unimelb.edu.au/alumni/awc/](http://www.unimelb.edu.au/alumni/awc/)



# Help us make your alumni experience more rewarding...

[www.unimelb.edu.au/alumni](http://www.unimelb.edu.au/alumni)

## Complete our alumni preferences survey

Do you want to hear about alumni activities happening in Beijing or Brisbane?

Do you want to know what the University is doing about climate change?

Do you want to access the University's online journals?

Would you be interested in mentoring a student?

Provide your preferences to these and other questions via our new online tool and we will deliver information about the news, opportunities and services that interest you.

Complete the survey by 14 November 2008 and you could win one of three \$500 accommodation vouchers.

**Log on at:** [www.unimelb.edu.au/alumni/preferences](http://www.unimelb.edu.au/alumni/preferences)

**Tel:** +61 3 8344 1751

CRICOS: 00116K

**dream large**



# Calendar of events

## Alumni Events – Australia

### Department of Economics/Melbourne Institute Public Policy Lecture

“Microeconomic Policy in Australia: Reflections and a Suggestion about Fairness”

Speaker: Professor Jonathan Pincus, University of Adelaide

Date: Tuesday, 7 October at 6pm

Venue: ESJ King Theatre, 3F, Medical Building, Grattan Street

Enquiries: Sara Currie at 03 8344 1848 or [scurrie@unimelb.edu.au](mailto:scurrie@unimelb.edu.au)

### Annual 40+ Reunion Luncheon for Commerce Alumni who graduated 40 or more years ago

Date: Wednesday, 15 October at 12.30pm

Venue: Upper East Dining Room, University House

Cost: \$50.00

Enquiries: Alumni Office at 03 8344 2603 or [ecom-alumni@unimelb.edu.au](mailto:ecom-alumni@unimelb.edu.au)  
Bookings essential

### Downing Lecture

Speaker: Professor Richard Burkhauser, University of Essex

Date: Thursday, 23 October

Venue: Copland Theatre, Economics and Commerce Building

Time: 6.00pm

Enquiries: Sara Currie at 03 8344 1848 or [scurrie@unimelb.edu.au](mailto:scurrie@unimelb.edu.au)

### Young Alumni Event

“Marketing beverages to the Australian consumer”

Speaker: Gareth Edgecombe, President, Coca-Cola South Pacific

Date: Thursday, 30 October

Venue: KPMG, 147, Collins Street, Melbourne

Time: 6.00pm–8.00pm

This event is free and open to all alumni of the Economics and Commerce Faculty  
Enquiries: Alumni Office at 03 8344 2603 or [ecom-alumni@unimelb.edu.au](mailto:ecom-alumni@unimelb.edu.au)

## Finch Lecture

Speaker: Professor Raghuram Rajan

Date: Wednesday, 5 November

Venue: Copland Theatre, Economics and Commerce Building

Time: 6.00pm

Enquiries: Sara Currie at 03 8344 1848

or [scurrie@unimelb.edu.au](mailto:scurrie@unimelb.edu.au)

## MBIT Alumni Function

For all graduates of the Master of Business and IT program

Date: Friday, 7 November

Venue: TBC

Time: 7.00pm–10.00pm

Enquiries: Sokola Jovanovski at 03 8344 1671 or

[sokolaj@unimelb.edu.au](mailto:sokolaj@unimelb.edu.au)

## SAVE THE DATE!

The 2009 UMCAS Reunion Dinner will be held on Thursday, 16 July 2009 at Ormond College. Details will be confirmed closer to the time, but please put this date in your diaries now.

## Alumni Network news and events – International

### China Alumni Receptions

The Vice-Chancellor, Professor Glyn Davis will be in China in October as part of the Graduate Careers & Employment Expos, and will deliver a keynote speech at two Alumni Receptions in Beijing and Shanghai.

### Beijing:

Date: Monday, 13 October

Time: 6.00pm–7.45pm:

Careers & Employment Expo

7.45pm–10.00pm:

Main Reception and Dinner

Venue: Shangri-La Kerry Hotel, Grand Ballroom, 2F,1

Guanghua Road,

Chaoyang District

### Shanghai:

Date: Thursday, 16 October

Time: 6.00pm–7.45pm:

Careers & Employment Expo

7.45pm–10.00pm:

Main Reception and Dinner

Venue: Sofitel Hyland Hotel, Majestic Ballroom, 4F, 505 Nanjing Road East

Enquiries: Alison Carr at [alumni-office@unimelb.edu.au](mailto:alumni-office@unimelb.edu.au)

or +61 3 8344 1751 or visit

[www.unimelb.edu.au/alumni/china](http://www.unimelb.edu.au/alumni/china)

Bookings essential.

## New Alumni Networks in Canada

New alumni networks in Canada will give around 730 University of Melbourne alumni the chance to reconnect. The Alumni Association is planning a social networking event in the coming months, and Toronto-based alumni are encouraged to join.

### Toronto:

Contact: Ceri Evans (GDipEd 2004)

Email:

[TorontoAlum.UniMelb@gmail.com](mailto:TorontoAlum.UniMelb@gmail.com)

Facebook Group: Melbourne University Graduates – Toronto Chapter.

### Vancouver/West Coast:

Contact: Tim Lang (BSocSc 1996)

Email: [tim.lang@sap.com](mailto:tim.lang@sap.com).

For more information on alumni activity in Canada, visit:

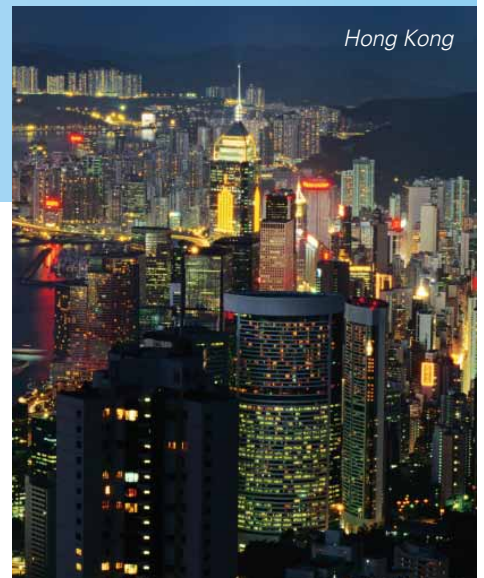
[www.unimelb.edu.au/alumni/canada](http://www.unimelb.edu.au/alumni/canada)

## Hong Kong

The Alumni Association of The University of Melbourne (Hong Kong) welcomes a new President, Alvina Chan (BIS/BCom 2002). Join the group to stay in touch with the latest events and activities.

Email: [contacts@aaum.com.hk](mailto:contacts@aaum.com.hk)

Facebook Group: Alumni Association of The University of Melbourne (Hong Kong)



Hong Kong

## Contact details and further information:

Faculty of Economics and Commerce Advancement Unit, Level 7,

Alan Gilbert Building, 161 Barry Street, The University of Melbourne VIC 3010

Tel: 03 8344 2603 Fax: 03 8344 2147

Email: [ecom-alumni@unimelb.edu.au](mailto:ecom-alumni@unimelb.edu.au) Web: [www.ecom.unimelb.edu.au/alumni/](http://www.ecom.unimelb.edu.au/alumni/)

Facebook: University of Melbourne Commerce Alumni Society group

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Disclaimer: the information in this publication was correct at the time of printing.

The University reserves the right to make changes as appropriate.