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## Welcome Message

By Art Phillips

Welcome everyone to our Centre for Entrepreneurship information newsletter where I'll be sharing story highlights from the many facets of entrepreneurship here at UBSS.

The CFE Newsletter will be published every 2 months beginning in July 2021. We'll keep them short and sweet, with a maximum of 3 ~ 4 topics that are easy to read.

I want to congratulate our CEO, **Alan Manly** for his recent OAM. Wow, wow and wow - such an honour for Alan, his family and all of us at UBSS/GCA.

I also want to thank our Fellows for your continued involvement and expertise given to UBSS, and a very warm welcome to Sam Sorace and Ray Dib, two new Fellows to our Centre who are featured *inside* this edition.

I hope you will enjoy these publications.

Regards,

**Adjunct Professor Art Phillips**

Director, Centre for Entrepreneurship / UBSS

## Alan Manly recognised with the medal of the Order of Australia (OAM)



**Alan Manly (CEO and Chair, Board of Directors at Group Colleges Australia operating as Universal Business School Sydney) has been honoured on June 14, 2021 in the Queen's Birthday 2021 Honours List with the Medal of the Order of Australia (OAM) General Division.**

The honour is bestowed in recognition of his Service to Tertiary Education. The citation also acknowledges his community service commitment over a number of years.

The Order of Australia is the pre-eminent way Australians recognise the achievement and service of their fellow citizens – and as such is a huge acknowledgment of Alan's work and commitment over many years.

Deputy Vice Chancellor, GCA Emeritus Professor Greg Whateley notes – 'this achievement is a big deal – for GCA, UBSS and of course Alan himself. I speak on behalf of all at Group Colleges Australia when I say we are proud of Alan's accolade and thank him for his ongoing commitment to excellence in the industry and especially ensuring the quality and reputation of Australia in the context of the International Student arena.'

The award has been approved by the Governor-General in his capacity as Chancellor of the Order of Australia, with effect from 14 June 2021. A formal investiture ceremony will be conducted later in the year (September or October) at Government House.

Alan himself comments – 'firstly I must thank my family for their unrelenting support. In relation to service to tertiary education I happily acknowledge the team at UBSS for their professionalism and dedication that has taken UBSS to the top of its category in higher education. It has been my honour to be team leader.'

A profile of Alan is available [here](#).

Alan's articles and books can be located [here](#).

## Welcome New CFE Fellows

### RAY DIB, FAICD, FGIA



Ray is an experienced entrepreneur and investor who has grown multiple successful businesses, exiting via sale to ASX listed companies.

Ray works within business and community organisations including being co-founder and investor at MyBond, an innovative company changing the way Australians pay rental bonds on residential properties. As well as investing and mentoring, Ray is committed to making a difference by volunteering with The Buttery Foundation who specialise in the treatment of alcohol and other drug misuse, problem gambling and mental health issues. Ray is a Fellow and Graduate of the Australian Institute of Company Directors (FAICD), and a Fellow Member of the Governance Institute of Australia (FGIA).

He was Chairman and Interim CEO of the Canterbury Bankstown Bulldogs, where under his stewardship he recruited three CEOs, with two successfully continuing to lead two National Football Codes. While he was on the Board, membership grew by 500%, alongside successful major sponsorship agreements. Ray has insights into balancing public interest with commercial obligations over many years as a Chair, Director, CEO and Founder.

Ray is committed to personal development and learning, and regularly receives coaching himself. In 2019 Ray completed his Executive MBA, attended the Harvard Business School and completed the Executive 'Governing for Non-Profit Excellence' program and the AICD's Boardroom Mastery course. The Harvard governance program delves into the critical issues facing non-profit board leaders while the AICD's Boardroom Mastery Course is designed to transform personal understanding of boardroom dynamics; to develop self-awareness and to advance director capabilities.

Ray enjoys mentoring start-up boards and founders and his extensive qualifications as a Financial Services Professional bring a natural focus on risk management and governance. He understands how to help business founders access the network they need to grow and succeed.

### SAM SORACE



Sam is a passionate and enthusiast leader who has worked in a variety of financial services roles in the private sector. His background spans working for listed local

and global asset management companies applying his business development skills across different wealth management distribution channels. As Director, Wholesale Sales for Invesco Australia, he is responsible for business development opportunities by offering and facilitating investment strategies for the wealth management market. His distribution channels, which have been nurtured over decades, extend across family offices, dealerships, private banks and private wealth. Sam has more than 20 years' experience in financial services in sales and distribution, holding senior roles with both Zurich Financial Services and Westpac. Sam currently provides market and strategic input to ensure that the go to market investment strategies create value for all key stake holders.



Sam is also the first of the Melbourne cohort to complete his Graduate Certificate in Business Administration. The current lock downs and restrictions in Melbourne made it impossible for Sam to attend

the recent graduation in Sydney. In place, Emeritus Professor Greg Whateley, Deputy Vice Chancellor, GCA presented Sam with his testamur at the Windsor Hotel on Sunday, June 20.

Sam also became a Dean's Scholar (2021) given his outstanding performance academically in the Graduate program. Sam is currently completing the Graduate Diploma (Executive Mode).

## Fireside Chats - Interview Style Presentations



**Adjunct Professor Art Phillips, Director - Centre For Entrepreneurship / UBSS, will be hosting and moderating interview style presentations with profile guest entrepreneurs starting in T2/2021 in select MBA subject classes.**

The direction and intent of the fireside chat style interviews is to engage the students with a more relaxed learning experience by enticing them to participate more fluidly during the one-hour event, inclusive of a 15 minute Q&A section.

The lecture room will be refitted for the event with 2 single-seater black leather lounge chairs and coffee table at the front of the room with the ceiling camera focused in static mode to capture the set. The events will be live to students during the class time and recorded for UBSS content in the 'video publication series'.

On 8 June 8,2021, Art interviewed **Frank Caruso**, of Caruso's Natural Health, in his subject class Entrepreneurship Report, MCR012.

Frank shared his principles for personal success. Frank believes that nothing great in this world has ever been created without passion! He believes if you live each day doing something that you truly love, you live a full, happy life no matter what age.

Check out the full recording [here](#).



Figure 1 - Art and Frank in action



Figure 2 - Focus of interview with Sudhir Warriar

Once the current coronavirus lockdown restrictions ease, we will be producing another fireside chat in Zahra Sadeghinejad's class, 'Clients & Markets' (MCR005), live online and recorded featuring **Sudhir Warriar**, Executive Chairman / Owner, Australian Cruise Group. Sudhir will speak about how he sailed into the big league with a thriving business on Sydney Harbour.

From fruit and vegies to Cruise ships, combining his cultural pragmatism and Australian entrepreneurship, Sudhir will discuss success in business through risk-taking.

Strategy, risk-taking and evaluating business opportunities is crucial for success. Flexibility, adaptability, whilst keeping care for your clients and their experiences must always be a top priority. Sudhir will discuss a case that was managed well, and one that did not go so well. He will talk about negotiating strategies and acquiring new assets, and chat about some of the differences in cultures from his Indian business affairs through his Australian businesses. We will hear about Sudhir's action plan in 2020 and 2021 dealing with survival during Covid-19.

Read more about [Sudhir Warriar](#).

We are also honoured to have one of our Fellows, **Rahul Daga**, owner of a successful dual franchise of 'Snap Printing', located in Darlinghurst & Kingsgrove (Sydney), being interviewed by Art Phillips in Wayne Smithson's UBSS class, 'Leading Innovation & Change' (MHR002).

This feature interview will be live online and recorded once covid restrictions ease here in Sydney.

Without a physical address in his early years of franchising, Rahul's approach to his prospects was very proactive, by bringing the printing service to the clients doorstep. He would inform them: 'I will come to you to understand your requirements and you will not have to leave your office'. This worked well with the majority of his clients, as it saved them a trip to a shop and leaving the comfort of their office facility.

Rahul studied printing technology in India and the UK. He started his career on the production floor and worked his way up to customer service and sales to get



closer to his dream of starting his own business. After studying in UK, he visited the Drupa exhibition in Germany – the printing industry’s Mecca. The Drupa exhibition opened Rahul’s eyes to tremendous opportunities in the printing industry.

Rahul will speak about how he built his business under the ‘Snap’ franchise.

Rahul will discuss the skillsets in franchising, and how franchising works. He will speak about the development of two franchise Snap Printing locations in Sydney and the backstory of developing a successful mobile printing service.



Figure 3 - The mobile office of Rahul and Snap Printing, an on-road marketing vehicle and advertising tool.

Read more about [Rahul Daga](#).



## Personal Note & CFE Request

Please send me any new and exciting information about you and your business success stories from time to time, as we will have a feature or two in each new edition *inside* the Fellows highlight.

You can see more of what we’re up to on our [website](#).

Wishing you and your families a great couple of months, until next edition – stay well, stay safe and please stay in touch.

Best regards,

**Adjunct Professor Art Phillips**

Director, Centre for Entrepreneurship / UBSS