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Welcome everyone to our May 2022 issue of the 'Centre for Entrepreneurship Fellows Newsletter' where we continue to share important story highlights from the many facets of entrepreneurship here at UBSS.

This is our 4th CFE Newsletter, and hope that you are enjoying the publications.

Adjunct Professor Art Phillips

Director, Centre for Entrepreneurship / UBSS

UBSS/GCA News

Best Wishes to Professor Andy West



It is with deep regret to announce the resignation of Professor Andrew West from the position of Dean, UBSS (effective February 27, 2022). Andy has moved out of the education sector and into the IT industry.

Fortunately for UBSS/GCA, Andy will remain an instructor in the Executive MBA program from time to time.

Andy has been involved with UBSS/GCA for many years, commencing his work with the school in 2014 as Dean – and after taking a short break returned to teach MBA Economics, introduced the Business Simulation Game (BSG), and in 2016 became the Foundation Director of the Centre for Entrepreneurship. Under his stewardship the Centre developed a significant profile both internally and externally.

I would like to acknowledge and thank Andy for his unwavering commitment and diligence with all that he achieved. When I took over his role as Director of the CFE some 16 months ago, Andy was instrumental in ensuring strong guidance and support to me.

I wish Andy the very best going forward with his work in the IT field.

Emeritus Professor Greg Whateley, Deputy Vice-Chancellor and Vice President (Academic) - Group Colleges Australia / UBSS, has returned to the role of Acting Dean, as well as taking on the role of Program Director MBA (in partnership with Richard Xi); Provost, Executive Campus.

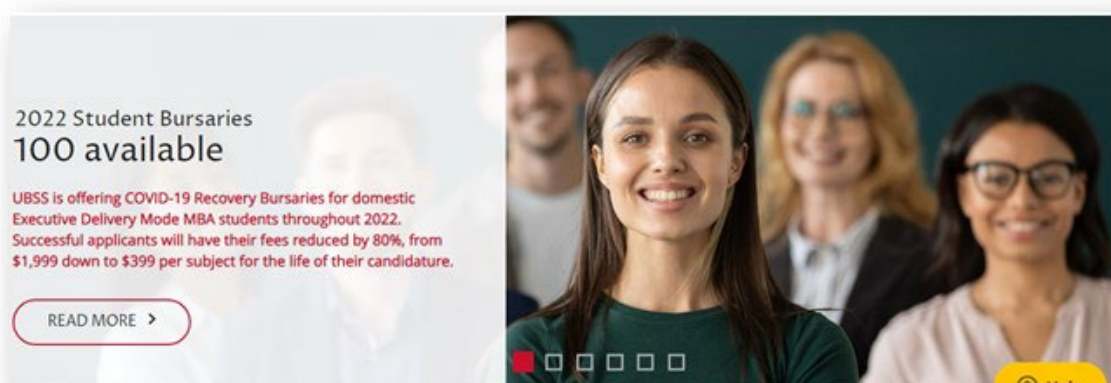
INCENTIVES OF UBSS

Executive Delivery Mode 'Bursaries'

As part of the contribution to the COVID-19 recovery, UBSS is offering 100 Bursaries to the Executive Delivery Mode MBA. This shows the commitment from CEO Alan Manly OAM and the GCA Board to assist post-graduate students with continuous learning, to get that promotion, a new career or launch a business.

Students studying their MBA via the Executive Delivery Mode are eligible to apply for 1 of 100 COVID-19 Bursaries to make their studies more accessible in the wake of the pandemic. This 80% bursary reduces fees down to \$399 per subject (from \$1,999).

Restricted to domestic students within the Executive Delivery Mode MBA only.



For complete details go to the UBSS website.

<https://www.ubss.edu.au/executive-delivery-mode-bursaries/>

All interested and relevant applicants must apply to the Provost, Executive Campus via the email: greg.whateley@ubss.edu.au.

Please tell your friends and colleagues about this wonderful offer.

Student Survey

Our recent survey has shown, 96% of our current postgraduate students would like to remain online, and 89.4% of our undergraduates would prefer the same. This aggregates at 93.3%.

It appears 'online' is the continuing path for our future, which works well especially with the state-of-the-art lecture rooms that our lectures work in, consisting of 8 large screens at their fingertips (3 ceiling mounted, 3 wall mounted and 2 desktops), an auto-tracking ceiling camera, top-notch quality in room 'audio' playback, Rode Wireless GO lapel microphones, and the very best delivery format Blackboard Collaborate®.

UBSS/GCA continues to produce only the best for their students, receiving world-class content from renowned lectures who know how to deliver superb academic content and real-world industry ‘work integrated learning’ (WIL), who share entrepreneurial knowledge through their experiences and expertise.

Work Integrated Learning (WIL) Entrepreneur Events at UBSS TV Studios



Barry Gordon – Fellow (Work Integrated Learning Entrepreneur Interview)



Barry Gordon - Director, Commercial & Contract Management with Transport for NSW, who has an extensive career in large infrastructure, construction and manufacturing projects, gave a wonderful presentation on 8 March, in T1 2022, in the subject ‘Business Analysis & Programming’ (MIT101).

Barry spoke about his wealth of knowledge to the areas of project management, commercial management, strategic development, risk, governance and quality management.

In his current role - he manages commercial, compliance, assets and revenue management for the E-Tag, Transport Management Centre and electronic ticketing systems (Opal).

Thank you to Barry for your unwavering commitment to UBSS and for this most valuable interview.

Link to the recording:

https://www.kaltura.com/index.php/extwidget/preview/partner_id/3091243/uiconf_id/46609463/entry_id/1_6qyle6g7/embed/dynamic

Ailsa Page – Fellow (Work Integrated Learning Entrepreneur Interview)



Ailsa Page, known as the Marketing Sherpa (AP Marketing Works), an award-winning business owner and former judge on the Telstra Business Awards gave a fantastic presentation on 1 March, T1 2022, in the subject ‘Marketing New Products’ (MKT002).

Ailsa specialises in helping small business find their true point of difference, which dramatically improves their bottom line.

Having been in the trenches of marketing for 20+ years, Ailsa has a unique ability to instantly get to the heart of her audience by decoding marketing mumbo-jumbo and delivering easy-to-implement marketing strategies.

Link to the recording:

<https://www.ubss.edu.au/2022/march/mkt002-interview-with-ailsa-page-live-and-recorded/>

Ailsa Page has a Bachelor of Arts in Psychology and a Post Graduate Diploma in Management from the Melbourne Business School and a Diploma of Workplace Training and Assessment Systems.

Ailsa is a Fellow of UBSS, a Fellow of the Australian Marketing Institute and is a Certified Practising Marketer. She earned the highest accreditation and international designation of Certified Speaking Professional with Professional Speakers Australia. Ailsa is also a three-time successful author.

Thank you to Ailsa for your commitment to UBSS and for this excellent interview on marketing techniques.

There’s more to come in T2/2022, where we will have two WIL Entrepreneur Events which are being scheduled for in-class presentation interviews. The first will be with our Fellow Ray Dib, on

22 June, in the subject 'Management Attributes & Skills' (MCR003), and we are also in the process to schedule Fellow Tanya Graham in the subject 'Managing Digital Transformation' (MIT103) for late June. We look forward to producing these very important events for our postgraduate students.

Please reach out to me if you are interested to be involved later in the year, and / or next year with a presentation/interview relating to your speciality.

Publications – Print & Recordings

Congratulations to Greg Whateley, Andy West and Ashok Chanda on their recent book, 'Things Will Never Be The Same' – Or Will They? ISBN 978-1-907453-34-2 (Smart Questions) 180 pages.



This is a CSR publication consisting of 22 chapters from UBSS staff (12), local (7) and international writers (5). All 22 chapters are available in soft copy.

Whateley - <https://www.ubss.edu.au/media/3263/things-will-never-be-the-same.pdf>

West - <https://www.ubss.edu.au/media/3336/covid19-the-accelerator-that-evenly-distributed-the-future.pdf>

Chanda - <https://www.ubss.edu.au/media/3276/delivering-change-when-things-are-constantly-changing.pdf>

Kok - <https://www.ubss.edu.au/media/3340/up-against-methodolatry.pdf>

Kanwar - <https://www.ubss.edu.au/media/3341/board-meetings-will-never-be-the-same.pdf>

O'Connor - <https://www.ubss.edu.au/media/3594/things-more-things-change.pdf>

Whateley and Kopanakis - <https://www.ubss.edu.au/media/3608/using-cpd-as-a-means-of-getting-back-in-front.pdf>

Parker - <https://www.ubss.edu.au/media/3612/chapter-8-will-the-great-resignation-accelerate-the-great-outsource-and-the-great-automation.pdf>

Whateley, L - <https://www.ubss.edu.au/media/3634/if-you-can-read-this-youre-too-close.pdf>

Jankoff - <https://www.ubss.edu.au/media/3637/how-covid-has-changed-the-way-i-do-things.pdf>

Bendel - <https://www.ubss.edu.au/media/3639/coping-with-volatility.pdf>

Phillips - <https://www.ubss.edu.au/media/3640/waves-from-the-effects-of-covid-19-on-a-music-business.pdf>

Everett - <https://www.ubss.edu.au/media/3641/covid-learnings-on-forgiveness-and-optimism.pdf>

Seow - <https://www.ubss.edu.au/media/3677/music-on-screen.pdf>

Page - <https://www.ubss.edu.au/media/3678/what-always-was-and-what-always-will-be.pdf>

Lim - <https://www.ubss.edu.au/media/3699/musings-on-music-musicians-and-the-metaverse.pdf>

Bofinger - <https://www.ubss.edu.au/media/3697/is-2022-going-to-be-another-groundhog-year-.pdf>

Huvanandana - <https://www.ubss.edu.au/media/3700/the-economy-will-never-be-the-same-or-will-it.pdf>

Xi - <https://www.ubss.edu.au/media/3708/hybrid-learning-for-post-pandemic.pdf>

O'Connor - <https://www.ubss.edu.au/media/3709/some-things-stay-the-same.pdf>

Wong - <https://www.ubss.edu.au/media/3710/competing-in-the-post-covid-world.pdf>

Rigg and Bofinger - <https://www.ubss.edu.au/media/3713/the-recovery-of-the-live-music-industry.pdf>



Thank you to Gus Hooke (foreword), Veronica Sorace (proofing) and Stephen Parker (editing, formatting and publishing).

Of special note to this publication.

UBSS provides in kind support to the Musicum20 benchmarking symposium which is set for July 2022 – www.musicum.com. Eleven of the articles were written by Musicum20 participants, and as such, an international launch of the book will take place on Thursday, July 21 at 6:00pm in Singapore (chaired by Greg Whateley in his capacity of DVC, GCA and President of the Musicum20). Musicum20 provides UBSS with a unique opportunity to benchmark grade distributions internationally, as one example, against seven other private providers in many countries including Japan, France, South Korea, Germany, Hong Kong, Philippines and Singapore.

This initiative provides UBSS with an outstanding profile opportunity.

Congratulations to our CEO, Alan Manly OAM, on his recent articles:



FINANCE | STRATEGY

The key to successful shoestring start-ups

<https://insidesmallbusiness.com.au/management/growth/the-key-to-successful-shoestring-start-ups>

The inevitable boom after an enforced recession caused by COVID plus the low-interest rates from government bonds has resulted in a boom for private companies. This has resulted in a record surge in investment pushing many privately held start-ups to achieve unicorn status.

However, as we know, all big companies start small. Taking heart from this adage it is obvious that if you have a great idea and no money you are embarking on a well-worn path. Sadly, many fail not through lack of enthusiasm but more from a lack of cunning.

Assuming that money is in short supply how can you start a business on a shoestring budget?

‘The 8 life skills you need to succeed in business’ in CEO World Magazine.



The 8 life skills you need to succeed in business

Alan Manly OAM | C-Suite Agenda | March 7, 2022



One of the good things about being in business is that no one expects you to say sorry. The default mantra when delivering disappointing news is practiced recital of that catch-all phrase, business is business. This mantra is a window into other characteristics of successful people. Below are 8 traits, whilst needed to succeed in business, would not be recommended in polite company. Let's take a look at them:

The 8 traits include: team building, delegation, networking, financial management, risk-taking, pragmatism, undersanding human nature, and acceptance.

The full article is available at - <https://ceoworld.biz/2022/03/07/the-8-life-skills-you-need-to-succeed-in-business/>

Our Featured Fellows, and Welcome New Fellows



Tanya Graham

Tanya is Executive General Manager, Strategic Programs for Healthscope, having previously been the Chief Transformation Officer for Alinta Energy and Chief Digital Officer for AusTrade. She holds an MBA from Macquarie Graduate School of Management (MGSM) and is a graduate of the Australian Institute of Company Directors.

Having now been in senior leadership roles for over fifteen years, Tanya has experience working with Board Directors, Executive teams, regulators, valued clients and stakeholders. She has enabled organisational growth by developing strategic vision, strategic plans and leading the execution of numerous large change management transformations across Technology/ IT, Operations, Pharmaceutical & Healthcare, Financial Services, Government, Retail & Property.

For our students and Alumni, I had the opportunity to ask Tanya a couple select questions, where she has shared her insights from her years of experience.

What does your usual week look like and how do you manage your time?

“No week, or even day is the same for me. Given the breadth of my role, I'm constantly switching between different strategic areas. I could be working with the Head of Mental Health on their projects in the morning and then working through operational challenges in the afternoon. I spend a lot of my time talking with the Executive team about our strategic direction, and also a lot of time working with Project Managers on the detail of how we deliver our projects.

This means I have to be very disciplined and organised with my time. I work out the priorities for the week on a Sunday and ensure I've allowed adequate time through the week to cover these off. I also make sure I schedule breaks between meetings so I can reflect on the previous conversation, review what's required for the next conversation/ meeting/ activity - and **reset** so I'm **ready** to **go**. I call this the **3 R's**”.

What advice would you give students about smart planning for a career in management / leadership.

“I think it's good to have a vision about what you want to achieve, however you need to be flexible about how to get there and the opportunities you accept.

Firstly, think about your career as climbing a rock wall, rather than a corporate ladder. Sometimes you will move up, sometimes you'll move sideways to broaden your skills and experience, and occasionally you may actually stop and take time out because you have other life priorities at that point, and that's all ok.

Secondly, be mindful when you take on a new or expanded leadership role. Make sure you have invested in your own development ahead of time and accept there will be a period of transition as you take on new responsibilities. It can be really daunting taking on a bigger role so talk to your own manager and get the support & coaching you need”.

Thank you for this Tanya – great insights!

CFE profile: <https://www.ubss.edu.au/tanya-graham/>

[Tanya Graham - LinkedIn profile](#)

Welcome to Our New Fellows

Dr Narisa Chauvidul-Aw - CEO & Founder of KogoPAY Group | Smile Money Limited



Narisa is the CEO and founder of KogoPAY Group. KogoPAY is a socially conscious fintech start-up in London with other offices in Bangkok, Vilnius and soon in GCC. KogoPAY provides banking and mobile payment services for B2B and B2C focusing on real time funds transfer using innovative technologies such as Blockchain and AI.

Narisa holds a Ph.D. from the London School of Economics and Political Science (LSE) and has many years of experience working both in academia and business. She is a qualified auditor (ex PwC) and spent more than 20 years as a Finance Director and full time and part time lecturer.

Read more here: <https://www.ubss.edu.au/dr-narisa-chauvidul-aw/>

Justin Wibrow - Lawyer, Commercial Advisory Expert, Restaurateur, Rotarian.



Entrepreneurial spirit is at the core of every experiential led activity Justin undertakes. His equivalent ‘lemonade stand’ was the writing of wine lists for five-star hotels at just 21 years of age, winning industry recognition and critic acclaim in the process. To explore, engage and innovate has remained ever present throughout his life.

As an Australian legal practitioner, Justin has a deep understanding of the necessary and best practise approaches required to deliver functional governance in concert with commercial and outcomes-based considerations. His board and advisory committee tenures include Bendigo

Community Bank, Holmesglen Institute and the Stroke Association of Victoria where he was co-convenor of the Life After Stroke mentoring program

Read more here: <https://www.ubss.edu.au/justin-wibrow/>

Mark Cody – Member of the National Skills Council for the Agribusiness sector, the Executive Director of the Primary Industries Skills Council and is an ISO Lead Auditor.



After an early 4-year career in epidemiology (Oxford University) and international project management (Middle East), Mark joined the Commonwealth Department of Employment, Education and Training.

During his 20-year Government career, he was seconded to the National CBT Secretariat to report on the establishment of the National Vocational Education and Training System. He was subsequently seconded to the Centre of Manufacturing to redesign the National Industry Extension Service (NIES) model. During this time he also helped form the Consultants College lecturing on workplace team development and collaborative management systems.

During the 1990's and into the early 2000's Mark was also an Elected Member and Chairman (Mayor) of a peri-urban Council as well as running a mixed farm property north of Adelaide.

After Government, Mark headed up a large training organisation and a number of Seafood Industry bodies and moved into investing in Sea Farming and Horticulture in Asia.

Mark's passion is education, demography, political advocacy and establishing partnerships. He has been instrumental in establishing a number of partnerships across Asia and continues to work at a political level to improve education and investment.

Currently Mark is involved in 5 companies across Asia, is a member of the National Skills Council for the Agribusiness sector, the Executive Director of the Primary Industries Skills Council and is an ISO Lead Auditor. Recently he co-authored the National Industry Labour Agreement for the Horticulture Industry and has regularly contributed papers to the Commonwealth and State Governments on various policy matters.

Read more here: <https://www.ubss.edu.au/mark-cody/>

We now have 23 Fellows of the CFE.

We look forward to working with our Fellows now and into the future as they provide a **leading knowledge network** to the UBSS student cohort and Alumni. Our Fellows are an integral part of UBSS's commitment to 'work integrated learning' (WIL) – a valued source of expertise from world class business entrepreneurs and leaders who are focused to share their knowledge and experience through interviews, special presentations, case studies and seminars.

The value of our Fellows is clearly recognized to create a better tomorrow for today's students.

Video Recordings of Our Fellows - 'About, Who Am I'

We have begun producing and collecting short video recordings of our Fellows, we have three completed to date, where I'd like each of you to prepare a 2-minute chat about 'who you are, what you do', + why, and importantly – your passion for entrepreneurship. Talk very briefly at the end about your Fellowship to UBSS and how important 'work integrated learning' is for students.

You can watch the first three examples we have completed to better help formulate your approach. Go to,
<https://www.ubss.edu.au/centre-for-entrepreneurship/>

Hover over pic of the top row of Fellows, you will see the video time duration on the right side bottom of our pics – it will auto begin to play:

The 3 Fellows who completed their recording to date:

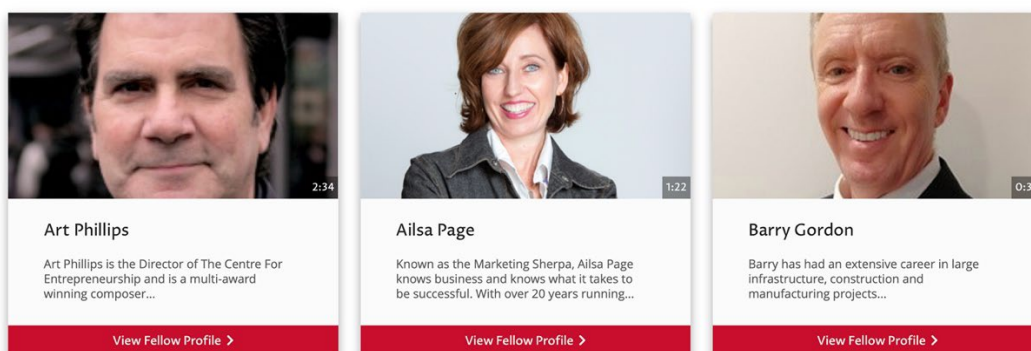
Ailsa Page

Barry Gordon

Art Phillips

Leading Knowledge Network

We are delighted to introduce our Fellows. Our Fellows provide the UBSS student cohort and Alumni with integral 'work integrated learning' (WIL) experiences, by sharing their expertise and business knowledge through interviews, special presentations, case studies and seminars. The value of our Fellows is clearly recognized to create a better tomorrow for today's students.



Over the course of the next few months, I'd like to have every Fellow record an 'About – Who Am I', where we will include your short 2-minute video under your pic on the CFE website. Ideally, we would like to get you into the UBSS TV studio in Sydney if you live locally. In the interim, can I suggest **everyone** does a practice run recording in your office, and if that recording is suitable we would consider using that version. For others who are outside of Sydney, please do the same and with the view of your recording being your very final.

The required format is: mp4 (1280x720p, non-interlaced, with a minimum bitrate of 5000 kbits/sec)please allow approximately 5 seconds of clear time at top and tail for our ease of editing.

Once you are happy with your version - please send a dropbox link to me for collection.

Please appear in full business dress (men: suit and tie), with a nice background, possibly in your office if backdrop is clean and suitable, or something interesting relating to your work, etc. – anywhere from 1.30 to 2.30 minutes duration if desirable.

There is also now a video of myself speaking as the ‘Director of the CFE’ on the front about page.

Welcome to the CFE

Background

The Centre for Entrepreneurship (CFE) is the brainchild of Alan Manly OAM - founder, owner and Managing Director of Group Colleges Australia and UBSS. Alan is an Australian entrepreneur and company director with over 25 years of experience in the Australian Education industry.

In 2021 Alan was honoured with the Medal of the Order of Australia (OAM) in recognition of his Service to Tertiary Education. The citation also acknowledges Alan's community service commitment over many years. Alan Manly has appeared on numerous television interview shows speaking about entrepreneurship and business skillset, and has a multitude of articles published in a range of national and international publications.

Alan recognises the importance of an MBA student not just receiving a classroom education, but also hearing from Australian and international business executives and entrepreneurs - to truly develop 'job ready' graduates. The Centre for Entrepreneurship operates within UBSS, a respected private higher education provider in Australia, offering Master of Business Administration, Bachelor of Accounting and Bachelor of Business awards.

Inspiration

His first book "When There Are Too Many Lawyers" tells the story of an entrepreneur caught up in a ten year court case. His new book "The Unlikely Entrepreneur" is an essential read for all aspiring entrepreneurs.

[Learn more about Alan Manly](#)

Work Integrated Learning

The Centre For Entrepreneurship is an integral part of the delivery of work integrated learning (WIL) at UBSS. WIL brings the real world to the classroom. By having Fellows present to students their entrepreneurial experience or subject matter expertise, this greatly enriches the student learning experience.

Our 'work integrated learning' is enhanced with interviews from industry experts, case studies, real world business projects, writing business plans and business simulation - all designed to prepare UBSS students for their future careers or entrepreneurial endeavours.

Under the guidance of TEQSA, the Higher Education Standards Framework (HESF) 2021 (Standard 1.4.2c) requires courses of study to contain "knowledge and skills required for employment and further study related to the course of study" and "skills in independent and critical thinking suitable for life-long learning" (Standard 1.4.2d). This is achieved through the various WIL measures embedded in all UBSS courses and subjects, with the assistance of the CFE.



Sponsored Events - Thailand

'Bangkok Entrepreneurial Student Tryouts' (BEST Competition) 2022, Learning Without Borders.



The Thailand based project is managed by Learning Without Borders with a panel of international experts including Dr. Narisa Chauvidul-Aw, CEO and Founder of KogoPAY Group, Smile Money

Limited; Mr. Chusin Mateechaipong, Marketing Director at Bitkub Online; Mr. Axel Winter, CEO, Pivot Point; Dr. Ronnakorn Vaiyavuth, Director, CU Innovation Hub Chulalongkorn University, and Adjunct Professor Art Phillips, MMusStud, Director, Centre for Entrepreneurship, UBSS.

The event took place on Saturday 9 April 2022. The competition was held on Zoom and is available to watch [here](#).



The format for each group was a 15 minute pitch.

1 minute: A short introduction of each team and also a time for teams to prepare to share their presentation.

7 minutes: The team's presentation/pitch

7 minutes: Q&A time with the judges

There were five key awards decided on by the panel of judges:

Greatest Social Impact

Most Innovative Business Model

Best Validation

Best Pitch

Most Advanced Prototype

The winners of this event can be found [here](#).

Further reference: <https://www.ubss.edu.au/2022/april/best-2022-competition-high-school-start-up/>

Personal Note

Please forward any new and exciting information about yourself and your business success stories from time to time, as we will have a 'featured Fellow' in each new edition of our 'CFE Newsletter'.

You can see more of what we're up to on our website, <https://www.ubss.edu.au>

Wishing you all well.

Yours sincerely,

Adjunct Professor Art Phillips

Director, Centre for Entrepreneurship / UBSS

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tele: 0407 225811

CFE website: <https://www.ubss.edu.au/centre-for-entrepreneurship/>