

## UBSS Course Advisory Committee Membership

The current membership of the Course Advisory Committee is 10 members (*as at June 2022*) –

Simon Chhoeu Chair (External)

Associate Professor Richard Xi Secretary (Internal)

Associate Professor Wayne Smithson (internal)

Adjunct Professor Art Phillips (Internal)

Dr Cyril Jankoff (External)

Lawrence Porter (External)

Associate Professor Ashok Chanda (Internal)

Adjunct Professor Jamie Rigg (External)

Rahul Daga (External)

Bernadette Or (External)

## Chair



**Simon Chhoeu - B.Acctg (UTS), M.Tax(Hons), FINSIA, FCPA, CFP, CA  
PARTNER - WINTERGATE & ASSOCIATES, WINTERGATE GROUP,  
WINTERGATE PARTNERS**

Simon is a principal and partner of Wintergate & Associates and Wintergate Group, a Practice which had its origins in the establishment of J.F. Smith & Co. in the 1930's and which in 1955 became Smith Jones & Co. He still has clients dating back from the 1940's and has honorary audits of organizations such as the NSW Sports Federation. He has been instrumental in helping clients with projects and assisting them to establish business links and opportunities in Asia, in particular China.

As managing Partner since 2001, Simon is responsible for the corporatising of the accountancy division and setting the future direction of the Practice. He is responsible for branding Wintergate & Associates as the clients' wealth & lifestyle improvement strategists and the adoption of the motto: "working with you to achieve the wealth and lifestyle you want and ensure peace of mind using our uniquely integrated accounting, financial planning and legal services team".

Simon has completed a Bachelor of Accounting and a Masters of Taxation Law with Honours at the University of Technology Sydney, Graduate Diploma of Financial Planning at the Securities Institute of Australia and Certified Financial Planning course at the Financial Planning Association (FPA). He is also a CA and a FCPA. Simon also has extensive experience in the area of self-managed superannuation funds and employer superannuation plans, estate planning and succession planning for family businesses. Simon is a member and on the Board of various community groups and non profit organisations. He is currently an Executive of CPA Australia (NSW) Division.

Simon is a member of the following community groups:

- Advisory Board Member for Vibewire Inc. Vibewire is an innovative non-profit youth organisation providing media, arts & entrepreneurial opportunities and events for young people
- Advisory Board Member for All Together Now, an organisation that foster Cultural understanding.
- Past Chair of CPA Young Professionals Committee
- Charter membership director for the City of Sydney Lions Club
- Member of Parramatta Chamber of Commerce
- Member of Parramatta Toastmasters Club
- Member of various Taxation Discussion Groups such as the Cumberland Discussion Group & Western Suburbs Luncheon Group No. 1
- Volunteer member of the Not for Profit organisation: Pro Bono Australia
- Member of Australia-China Property Foundation Ltd.

## Secretary



### **ASSOCIATE PROFESSOR RICHARD XI**

*Cert Bus (UNSW), Cert Ec and Bus (Fudan). Dip Acc (SIT), Dip Interp (NSIT), B. Htl Mgt (SIT), Grad Cert Tourism Management (SNU), Grad Cert China Stud (USyd), Grad Cert Bus Admin (UBSS), MA Asian Studies (UNSW)*

Richard Xi is the **Senior Post Graduate Coordinator** at UBSS.

Before Richard relocated to Australia, his professional career commenced at the *Shanghai Municipal Bureau of Tourism* where he gained several years of experience in hotel management, Business management as well as professional development and training.

In 1998 he returned to China and was appointed a Senior Business Development Adviser by a *Sino-Holland joint venture in Shanghai* to provide advice to the JV's business development strategy.

Before he joined UBSS, Richard worked at *Western Sydney University (WSU)* and in charge of student activities and events at *WSU the College Westmead Campus*. He was the chief presenter in the Colombo Plan seminar 'China's past, present and future' organized by WSU Law School and a chief presenter in WSU the College's 'Cultural and Language Exchange Program (CLEP)'. Prior to WSU, he worked at *UNSW Global (University of New South Wales)* as a business development coordinator, marketing officer, China project manager in coordinating UNSW Global/UNSW's international business plan and project with China.

He was a cultural adviser and editor to Alan Manly's book 'The Unlikely Entrepreneur' (*Chinese version*), and a cultural adviser to the book 'Doing Business in China' (published by UNSW press).

Richard is Secretary of the Grade Review committee and the Course Advisory committee.

## ASSOCIATE PROFESSOR WAYNE SMITHSON



Wayne has held a number of senior finance positions including Finance Director for a number of national companies over a commercial career extending beyond 40 years. Most notable senior positions that include National Finance Director for *Ernst & Young* and Finance Director for the *Bank of New Zealand* in Australia. While his primary industry focus was in the financial services and insurance sectors, Wayne has experience across many industries including manufacturing, services and logistics.

Wayne has also had significant international experience in the Asia- Pacific region - where as Regional Finance Director for the region for a Swiss based professional services organisation - he was involved in a number of key business acquisitions. Most recently he has owned and operated a successful Tax and Accounting practice.

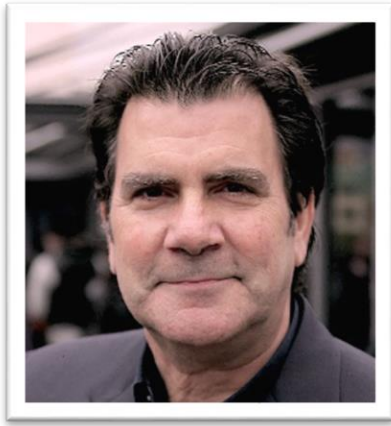
As well as holding a Master of Business Administration and an undergraduate degree from *Macquarie University* in accounting, Wayne is a qualified CPA and is a graduate member of the *Australian Institute of Company Directors* and a Fellow of the *Australian institute of Management*.

In addition to 40 years of commercial experience, Wayne has had an extensive career in teaching at Higher Education level. Wayne began to focus on a teaching in 2008 accepting a sessional lecturer position at *Sydney University* in 2008. In 2010 Wayne turned his attention to Higher Education Teaching as his focus profession and has taught at a number of universities and Colleges including *Western Sydney University*, *Charles Sturt University*, *Federation University* and *Charles Darwin University*.

Wayne has taught at both graduate and undergraduate levels across both Business and Accounting Disciplines, successfully combining a dynamic of theoretical and practical application drawing on his extensive years of commercial experience in particular at Board and Director Level.

Wayne is currently the **Program Director for the Bachelor of Accounting** at UBSS, an Associate Professor, a member of the Academic Senate and Chair of the Academic Integrity Committee at UBSS.

## ADJUNCT PROFESSOR ART PHILLIPS



### **Owner | director | composer | producer, 101 MUSIC PTY LTD and ART PHILLIPS MUSIC DESIGN**

**Art Phillips** is a two-time Emmy Award winning composer with credits spanning feature films, television, advertising and documentary series including Santa Barbara, Neighbours, Missing Persons Unit, Outback House, Pirate Islands: The Lost Treasure of Fiji, The Flying Vet, The Secret Lives of Sleepwalkers, Catalyst, Dead Tired, Made in China, Fatal Bond, Signal One and Sher Mountain Mystery.

As guitarist, arranger, orchestrator, musical director and record producer, Art has performed live on concert tours and record albums for Barry Manilow, Minnie Riperton, Demis Roussos, John Rowles, Ricky May, Burl Ives, The Carpenters television specials and Sally Kellerman, to name a few.

Composer of over 100 production music albums for companies such as Universal Production Music, FirstCom Music, 5Alarm Music, Sonoton, One Music, Bruton, Chappell Recorded Music Library, Groovers Music, Access Music, EVO, and his own production music label 101 MUSIC PTY LTD, now with 42 album releases in the 101 Music catalogue.

His production music has been used in television shows throughout the world including Cold Case Files, Hollywood Medium, America's Most Wanted, Current Affair (US), Celebrity Profile, NYPD Blue, The Oprah Winfrey Show, Survivor, 60 Minutes, Dancing With The Stars, The Dog Whisperer, E True Hollywood Story, The Ricki Lake Show, Good Morning America, Amazing Medical Stories, Harry's Practice, The Great Outdoors, Dateline, Extra-The Entertainment Magazine Show, E-News Daily, Fox Sports, Lost JFK Tapes The Assassination, National Geographic., NBC Sports, NFL Redzone Replay, Celebrity Page, Weather Caught On Camera, Secrets of the Earth, Fugitive Task Force and The USA Today Show.

In 2018, he was nominated by the Production Music Association 'Mark Awards' (USA) for 'Best Jazz Artist' for his album 'Italian Holiday' (101M032) featuring Phillips on electric and acoustic guitars, released by his record label 101 Music Pty Ltd. Also, that year, Phillips received a 'Global Music Award' for this same album, 'Italian Holiday'.

Art is the longest standing President of the Australian Guild of Screen Composers (AGSC), 2001 ~ 2008, and was Vice President from 1992 ~ 2000. Art Phillips obtained a 'Master of Music Studies' from the Queensland Conservatorium of Music / Griffith University in 1999.

In 2016, Art was appointed Deputy Chair of the 'Academic Board of The Australian Institute of Music' (AIM.) He is a councillor for 'Music Australia', formerly known as 'The Music Council of Australia', representing 'Music in Film and Television', 2005 ~ current. He is also 'International Relations Liaison' for the 'Australian Guild of Screen Composers', and acts for the AGSC with observer status on the 'Music Creators of North America' (MCNA).

Phillips has passed on his knowledge and expertise to countless students at Universities and Institutions across Australia and abroad, and is an active and valued member of the global music community. Art is currently the Director of the Centre for Entrepreneurship and is also a lecturer at UBSS in the postgraduate program.

## DR CYRIL JANKOFF



Cyril is a regular speaker and trainer in Australia and overseas in relation to the buy-side and sell-side contracting, and associated areas including business acumen/awareness, business improvement, negotiations, meetings, contact and commercial law, risk and finance. Throughout his over thirty-year career he has worked in diverse industries and practiced as a public accountant, financial controller, solicitor, in-house counsel, country manager and a business consultant. He also mentors in the above areas. Cyril has taught at all corporate levels and since 1986 he has continually taught a range of business subjects to vocational, undergraduate and graduate university students.

His advice has been sought in the creation, costing, pricing, execution, management, dispute resolution and litigation of many commercial contracts. Included in the above is over 20 years of experience as a forensic accountant and expert witness where he still investigates and acts as an expert witness in commercial contract dispute resolution. He assisted the *Australian Corporate Lawyers Association (ACLA)* in their July 2012 *Reforming Australian Contract Law* submission to the *Australian Government* and is an Advisory Council member for the *International Association for Contract and Commercial Management (IACCM)*. In addition to his technical knowledge and skills Cyril has extensive experience in local and international training and education program design, implementation and presentation in contracting and wider management areas.

Cyril is a highly qualified practitioner with formal qualifications that include a Doctor of Education, *RMIT University* (thesis related to business acumen/awareness, business improvement in privately owned businesses and continuing professional development of senior management and external advisers); a Master of Business Administration, *Edinburgh Business School*; a Graduate Diploma of Taxation, *RMIT University*; a Bachelor of Business (Accounting), *RMIT University*; a Bachelor of Laws, *University of Melbourne*; a Diploma of Contract Management, *Australian Institute of Management* and a Certificate IV in Training and Assessment, *Australian Institute of Management*.

He has written two books. The first is his 450-page *Manage Your Contracts – A practical start to finish guide for contracting professionals* book is now in its 4<sup>th</sup> Edition. The second is his 250-page 2018 book *Tools to Improve Contract Outcomes – A practical guide to contracting professionals*. He is currently completing *Finance for Managers and Procurement Professionals*. The audience for all books (and corporate training programs) is non-legally and non-finance trained buy-side and sell-side contracting and general managerial staff.

When he is not training, he splits his week by working some days with a solicitor and the other as Finance Director for a professional services organisation.

His Professional Memberships/Accreditations include current practicing certificates as a **Certified Practising Accountant** and as a **Solicitor**; **Fellow Member** of *CPA Australia* and the *Australian Institute of Management*. He is

Certified by the International Association for Contract and Commercial Management as an Expert Level Supplier Relationship Management Professional (“SRME”). Over the years Cyril has been on many CPA Australia committees and was a member of its Disciplinary Committee which disciplined CPA Australia members for non-compliance with its By-Laws.

## ASSOCIATE PROFESSOR ASHOK CHANDA



Dr Chanda has a great passion for building 'New Age Learning' and 'Digital Transformation' in education industry. Ashok has been driving online MBA and Technology Enhanced Learning, building a change from a conventional learning delivery to an online learning delivery. In past, Ashok was associated with Australian Institute of Business and Education Centre for Australia, wherein he played a key role in building these organisations. Ashok has extensive experience of education management, compliance and academic management.

Ashok has a PhD in Management from University of South Australia, Adelaide and has MBA and Law qualifications. He has authored three business books on business strategy, organisational performance and strategic HRM and numerous research papers. He has also been involved in academic leadership being a part of Academic Board of APIC, AIB, Universal Higher Education and Governing Board of ASBM University and Editorial Board of ASBM International journal. He has also actively participated in teaching being an adjunct faculty with Indian Institute of Management, Asian School of Business Management and lecturer with UNISA, Australia

Ashok in his career spanning more than 25 years has been a business professional and has lead large corporations as a Chief Executive and at a senior management level in oil and gas, construction, mining, energy and logistics industries and has been instrumental in its growth and success. Ashok has built capabilities with a diverse expertise in global leadership roles covering established and emerging markets. He is currently the Provost of the Virtual Campus of UBSS.



## Lawrence Potter



Lawrence is the CEO of Strategon, a Strategic Management Consulting firm, with 30 years' commercial experience consulting to FMCG; Engineering; Information Technology; Consumer Services; Professional Services; Fashion & Fashion Accessories; Facilities & Property Management Services; Gift and Homewares; Education; and Online Marketing & Retail Services.

Lawrence is an entrepreneurial business management advisor commercialising and growing a wide range of businesses across the manufacturing and service sectors. Working particularly with to Small and Medium sized Business both domestically and internationally, he is focused on guiding business owners, managers, and entrepreneurs to grow their businesses.

As such his consultancy involves working with business owners and their teams to develop strategic options (sales, marketing and business development) to grow their businesses. He drives the implementation of the developed strategies and business development programs. Implementation and Skills Training covers a number of key areas but in particular is focused on, Sales, Sales Management, Strategic Marketing, Marketing Communications, Digital & Social Media Marketing, Export Management, Customer Acquisition and Retention initiatives.

Lawrence experience is enhanced with an academic career at Macquarie University and Western Sydney University, developing and delivering strategy management and marketing programs. He also possesses a strong knowledge base and thought leadership perspective and this is recognised with accreditation from the Chartered Managers Institute (UK) as a Chartered Manager (CMgr). He is also a Certified Practicing Marketer (CPM), and is a FELLOW with the Institute of Managers and Leaders (FIML); Australian Marketing Institute (FAMI) and Higher Education Academy – UK (FHEA).

## Rahul Daga



Rahul has been associated with UBSS (and GCA) for a number of years as our preferred supplier of printing and merchandise.

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.

Without the capital he needed for equipment, premises and employee wages, Rahul took the plunge to go mobile in his first business venture. There were huge challenges to overcome, with no customers and no physical address. For most of the first two years, he mainly conducted the business through way of knocking on doors as most people were not aware that there was a Snap franchise in the area. As he did not have a physical property or address, it took numerous follow-up phone calls and appointments to reach a stage where he could earn enough to pay himself a salary each month.

Without physical address, Rahul's approach to his prospects was very proactive. He would inform them that 'I will come to you to understand your requirements' and 'you will not have to leave the office'. This worked with most of the clients as it saved them a trek to a shop and leaving the comfort of their office facility. By meeting his clients in an atmosphere in which they felt at ease, this assisted Rahul in understanding his clients - and their budgets -so that he could suggest appropriate options tailored specifically to their needs. This has helped him achieve high customer satisfaction and new business by referrals.

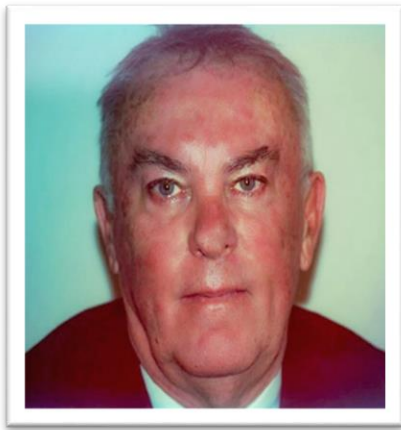
Reaching his current revenue has been a big achievement and is heartening for Rahul, who has also been juggling his time while he completes an MBA. He agrees with the experts that sales-related activities need to be the first focus of any business, and then the rest can just happen. He writes -

*"I always tell myself, in tough times, that if one door closes - four more open. So keep your eyes open to see the opportunities and never give up."*

Rahul now owns the Snap Centre in Kingsgrove, NSW

*Rahul is an entrepreneur with a client focus. He is a dual franchisee as well – bringing experience and expertise to UBSS in this domain. We are delighted to have Rahul join us as a Fellow. Rahul is a member of the UBSS Course Advisory Committee (a sub-committee of the Academic Senate).*

## Adjunct Professor Jamie Rigg



With a career spanning over four decades and many parts of the world, **Jamie Rigg** is an accomplished Musician, Arranger, Producer and Music Educator.

As Musical Director to the late, great *Ricky May*, Jamie served a lightning Apprenticeship in the industry and by his early twenties had performed in venues large and small, touring Australia, New Zealand and the United Kingdom.

Jamie's knowledge of recording and new technology is second only to his passion and appreciation for all music. With a strong foundation in studio producing for television, stage and CD, he has combined his talents to produce the best sound for any environment.

As a composer, arranger and performer, Jamie has worked with an impressive collection of performers from all corners of the musical world including - Jimmy Barnes, Chuck Berry, Bo Diddley, Jerry Lee Lewis, The Everly Brothers, Human Nature, Craig McLachlan, John Farnham, Renee Geyer, Jon Stevens, Vince Jones, Lesley Gore, Bryan Ferry, Leo Sayer, Jimmy Webb, Marcia Hines, Kate Ceberano, Doug Parkinson, Brian Cadd, Glenn Shorrock, Jon Stevens, Guy Sebastian.

Jamie is currently a sitting member of the *Musicum20 International Symposium Group* that brings together members from all over the world including Australia, Hong Kong, Korea, Japan, France, Germany and Spain.

**Bernadette Or**



Bernadette is currently the *General Manager Finance and Corporate Services* with the Energy and Water Ombudsman NSW. She has had a distinguished business career and is a Fellow of the CPA.