## Contents

- Dean’s message .......................................................... 2
- The Dean’s Circle .......................................................... 4
- Thanks To You .............................................................. 6
- Celebrating philanthropy .................................................. 8
- The year in numbers ....................................................... 9
- Annual Fund ................................................................. 10
- Telstra supports Indigenous champion ................................. 12
- Rupert Murdoch Fellowship – the next generation .................. 14
- Helen Macpherson Smith Trust, supporting MBS for 25 years ........ 16
- From MURRA, big things grow ........................................ 18
- 50th anniversary of MBA inspires new alumni scholarship .......... 20
- John Gough, farewell to a business legend ............................ 21
- Corporates and students back our Master of Business Analytics ... 22
- Intel taps our students for the next big thing ......................... 24
- Egon Zehnder Prize ........................................................ 26
- 2015 donors ................................................................... 28
- Executive Committee, Alumni Council, Board of Directors ........ 32
Thank you for helping us make history

In 2015, we celebrated the 50th anniversary of Australia’s first MBA, 25 years of support from the Helen Macpherson Smith Trust for our women MBA students, and the first year of our newest program, the Master of Business Analytics, which has now attracted scholarship support from BP.

It was also a year of reflection in which we honoured the philanthropic spirit of all our donors and supporters over the years by bringing them together with the students and graduates they have helped.

We also published In a Class of Their Own: Melbourne Business School 1955-2015, Mary Sheehan’s excellent account of our proud history and pivotal role in advancing Australian business.

On a sad note, we lost one of our greatest supporters, John Gough, who sat on the board of many of Australia’s top companies and organisations, including the MBS board for 22 years, serving as chairman for 16 years.

The year showed we have much to be proud of, as demonstrated by the money pledged for a new scholarship at the Annual Alumni Dinner, the unexpected individual alumni support for a new scholarship and a major social impact research project, our new and long-standing corporate donors and your valuable Annual Fund contributions. I thank each and every one of you very much.

In the face of a challenging and rapidly changing economic environment, and increased competition locally and globally, we are now at a critical time in our history. To distinguish ourselves in this market, we are drawing on our history to reinvigorate our brand so we can continue to attract elite business talent and give them the best career-changing education they can experience anywhere.

With the support of our donors, alumni, faculty, staff and students, we can write a future history as distinguished and impactful as our proud past.

I look forward to your continued support for our great School and wish you much success in 2016.

Thank you sincerely.

Zeger Degraeve
Dean, Melbourne Business School
Dean, Faculty of Business and Economics,
The University of Melbourne

MBS Chair: Philanthropy is our future

“We have had wonderfully generous donations from people in the past to set up the School, and, to remain globally competitive and relevant, it’s important to continue building our philanthropic support to provide scholarships and world-class resources for our students and attract high-quality academics for teaching and research.”

Ross Barker (MBA 1980)
John Clemenger Memorial Prize, 1980
Dean’s Circle Lifetime Patron
Chairman, MBS Board
Managing Director, Australian Foundation Investment Co.
The Dean’s Circle recognises donors who make gifts and pledges of $1,200 or more to the School in a single year. Thank you to our Dean’s Circle donors for the impact your donations have on the evolution and growth of the School.

**Lifetime Patron $100,000+**
- Ross Barker (MBA 1980)
- Krystyna Campbell-Pretty
- Peter Clemenger AC
- Philip Corme (MBA 2002)
- Robert Craig (MBA 1995)
- John Dahlsten (MBA 1969)
- Sally & Peter Doherty (SEMBA 1990)
- John Kennedy
- Ian Kirk (MBA 1998)
- Frank Zipfinger (SEMBA 2003)

**Lifetime Ambassador (facilitating donations $100,000+)**
- Ken Roberts (MBA 1991)
- Ian Kirk (MBA 1998)
- Allan Hume Reid (MBA 1970)
- Sally Holloway
- Charles Goode AC
- John Dahlsen (MBA 1969)
- Philip Cormie (EMBA 2002)
- Krystyna Campbell-Pretty
- Ross Barker (MBA 1980)
- Lee R. Requa (MBA 2000)
- Philip Turss (SEMBA 1994)
- Enrico Rizzon (MBA 1999)
- Brooke Miller (MBA 2000)
- Paul Bennett (MBA 2005)
- Ambassador (facilitating Dean’s Circle donations in a calendar year)
- Ian Kirk (MBA 1998)
- John Kennedy
- Frank Zipfinger (SEMBA 2003)

**$5,000–$9,999 Steward**
- Geoffrey Allen AM (MBA 1969)
- Paul Bennett (MBA 2005)
- Anthony Burgess
- Nevsa Caesar (SEMBA 2003)
- Enrica Centorame
- Clyn Davis
- Zeger Degraeve
- Daniel Evans (SEMBA 1994)
- Louise Gourlay
- Dean Ireland (MMktg 1977)
- Geoffrey Kimpton (MBA 1976)
- Graeme Liebelt
- Peter Nicholas (SEMBA 2003)
- Enrico Rizzon (MBA 1999)
- Vivek Tulpule (SEMBA 2003)
- Michael Tratt (MBA 1980)
- Vikas Tulpule (SEMBA 2003)
- Frank Zipfinger (SEMBA 2003)

**$2,500–$4,999 Partner**
- Vicki Allen (SEMBA 2003)
- Ian Begg (SEMBA 2003)
- Jan Begg (SEMBA 2003)
- Paul McDonald (SEMBA 2003)
- Frank Zipfinger (SEMBA 2003)

**$1,200–$2,499 Member**
- Robert Allinson (MBA 1999)
- Sunil Balu (MBA 2003)
- Yew Chuan Bay (MBA 1969)
- Jan Begg (SEMBA 2003)
- Laura Bell
- Richard Blackett (PDM 1995)
- Peter Boyd (MBA 1993)
- John Chambers (MBA 1969)
- Robert Craig (MBA 1995)
- Chris Crozier (MBA 1999)
- Geoffrey Currell (MBA 1968)
- Kristine Dery (SEMBA 1991)
- Carol Dilenia (SEMBA 2003)
- Mithran Doraisamy (MBA 1994)
- Douglas Dow (PHD 1997)
- Nicola Duggan (MBA 1996)
- Marc Filip
- Thomas Foster (MBA 1996)
- Jim Fredericksen
- Chris Freeland (MBA 1996)
- Warren Gallbrath (MBA 1997)
- Stewart Gault (MBA 2005)
- Jennifer George
- Pratap Ghose (MBA 2005)
- Ian Gibson (MBA 1989)
- Charles Gillies (MBA 1991)

**$10,000–$24,999 Benefactor**
- Cheryl Mckimna (MBA 1988)
- David Parsons (SEMBA 1995)
- Sotrios Salts (MBA 2000)
- Jacqui Spence (MBA 2001)
- Michael Stiffnell (SEMBA 2010, MMktg 2011)
- Adam Trippe-Smith (SEMBA 2018)
- Paul van Veenendaal (MBA 1985)
- J.L. Vleesenbeek (SEMBA 2003)
- $1,200–$4,999 Steward
- Anonymous

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Melbourne Business School is built on philanthropy. Our Carlton campus was opened in 1986, thanks, in large part, to the ‘Five Johns’, a group of business leaders that included the Johns Dahlsen, Elliott, Gough, Rose and Smith.

These influential men raised $17 million from major Melbourne corporations and friends to create a building fund. Their enduring legacy gave the School, previously scattered across the University of Melbourne, a single home and sense of place and purpose for the first time.

In November 2015, MBS held a special event to acknowledge the generosity of all our alumni and supporters who have helped generations of talented people make their mark in the global business community.

The event brought together donors and the exceptional recipients of the scholarships, prizes and programs they have funded.

Guest speakers, Sarah Davies, CEO of Philanthropy Australia, and Simon Lewis (SEMBA 2015), Head of Philanthropy at the Myer Family Company, spoke about the difference philanthropy can make to the lives of receivers and givers.

Allan Reid Scholarship winner

Another speaker, Abhishek Acharya (MBA 2016), provided a shining example of philanthropy’s power to transform. He spoke of coming to Australia from India as an international student in 2006, having to decide whether to stay or return, and staying in a big way by becoming an RAAF engineer.

It was the generosity of alumnus Allan Reid (MBA 1970) that allowed Abhishek to take the next step and transition from a military to a business career, gaining a deep sense of gratitude in the process.

The Allan Reid Scholarship allowed me to experience what it feels like to be a scholarship recipient. It helped me focus on my studies and take care of my family, but it does not end here. I hope to pass on this feeling to new students by paying it forward.

Abhishek’s insight that today’s receivers are tomorrow’s givers was confirmed by many other beneficiaries in our inspiring “Thanks To You” video.
Celebrating philanthropy

Your generosity enables the School to improve its programs and attract and support top students, researchers and faculty through enhanced services, world-class teaching, important scholarships and valuable work experience programs and other opportunities.

In 2015, three new scholarships were made available to outstanding students, helping them achieve their goals and aspirations at MBS. We also enjoyed tremendous support for our new Master in Business Analytics program through scholarships and several corporate-funded prizes, while research and faculty also enjoyed increased support.

The year in numbers

$815,501
Total value of your donations

320 Total Donors
69 First time Donors
84 2015 Dean’s Circle Donors

Sources of support

49% Donors
(including alumni, friends, staff, students)

36% Companies and other organisations

15% Trusts and foundations

What you supported

43%
Teaching & research

35%
Scholarships

13%
Unrestricted

6%
Other

2%
Class gifts

1%
Student experience
Melbourne Business School Annual Fund

The Annual Fund is a vehicle for you, our alumni and friends, to regularly engage with the mission of the School through your giving. As Annual Fund donors, you are a special community, defined by your extra investment in our shared vision.

In 2015, to foster the sense of your shared stake in the Annual Fund, we asked an alumnus to serve as Annual Fund Chairperson. We thank Philip Turss (EMBA 1994) for his service in this role in 2015 and now welcome Nicola Duggan (MBA 1996), who takes up the mantle in 2016.

Thank you to Philip Turss

Having donated to Melbourne Business School for over 10 years, I was happy to serve as Annual Fund Chairperson for 2015.

My career journey spans over 38 years in all areas of HR, with a focus on executive and major company remuneration and implementation of global HR systems.

I believe in the School’s mission, having benefited from my association with the School and with you, my peers, in the alumni community. I value our shared brand and the vitality of our network. I am pleased to do anything I can to further those values. Moreover, it was a mark of the School’s appreciation, and the improvements in the Advancement program, that I was asked to serve.

Welcome to our 2016 Annual Fund Chair

I earned the return on my MBA investment within a couple of years. I was at ANZ pre-MBA, then returned to ANZ and received promotions and salary increases straight away. Studying in the 90s, during a recession, I consider myself lucky to have been employed and especially fortunate to have gained the MBA advantage.

I also made some terrific friends at the School.

My giving is motivated by a desire to give others the opportunity to study at MBS.

Nicola Duggan

Annual Fund 2015

$213,081

Total raised

307

Total number of donors

$694

Average gift to Annual Fund

What you supported: MBS Annual Fund

32% Scholarships

8% Class gifts

45% Unrestricted

5% Other

5% Student experience

5% Teaching & research

Watch Nicola explain more about why she is representing the Annual Fund in this short video.
Telstra supports a very determined Indigenous champion

Jennifer Day takes winning in her stride. The former national indoor-volleyball champion is fiercely competitive and never wastes an opportunity, including as winner of the MBS Telstra Indigenous Scholarship, which has opened up a corporate career for the one-time veterinary surgeon.

It’s a career trajectory her grandmother, a member of the Stolen Generation, would be proud of. Taken from Wongawol station, about 300 km north east of Wiluna in West Australia’s Central Desert region, where she was born, her grandmother was raised at Sister Kate’s Children’s Home in Perth.

“Grandma always emphasised the importance of education. Even though my family did not have a lot of money, investing in education was always seen as the most important thing. I thank her for instilling that attitude in me.”

The Telstra Indigenous Scholarship gives Jennifer a place on our Executive MBA program and a senior-level position as a strategist at Australia’s largest telecom company while she studies.

Jennifer says she would never have been given the opportunity at Telstra Retail without the support of Jennifer Wongawol from the Stolen Generation, would be proud of. Taken from Wongawol station, about 300 km north east of Wiluna in West Australia’s Central Desert region, where she was born, her grandmother was raised at Sister Kate’s Children’s Home in Perth.

“I worked as a vet for several years in low socioeconomic areas. I would often be treating the family dog and hear people say, ‘I can either fix my dog or feed my kids.’ I didn’t want to be taking more money off them. I wanted to be on the other side, helping break that cycle of intergenerational disadvantage that we see so often in our communities.”

Jennifer moved into the not-for-profit sector as the Business Development Manager at the Community Development Foundation, which seeks government and private backing for programs that support sporting clubs and higher attendance and parent/carer involvement in schools and communities across Western Australia and the Northern Territory.

The scholarship allows us to show the breadth and best of Indigenous employees,” says Telstra Chief Sustainability Officer Tim O’Leary. “A lot of effort around Indigenous employment focuses on graduates or work experience at the entry level, but this scholarship is for management level, allowing us to provide the full range of opportunities for Indigenous Australians.”

Helping others

Jennifer’s background has given her a passion for helping others help themselves.

“I came from an organisation of six employees to an organisation of over 40,000,” she says. “I remember walking through the revolving doors for my interview on the first day and was so scared. I just thought, ‘This is so different from anything that I’ve done in the past and way out of my comfort zone.’ But I also thought, ‘This is such a good opportunity. I’ve just got to give it everything I’ve got.’”

Her mentor at Telstra, Executive Director, Strategy and Operations, Matthew Tutty, is impressed by just how much Jennifer can give.

“Jennifer represents the very best of emerging leaders, demonstrating the passion to create real value, and the maturity to understand that we can only achieve this through and with others.

“Drawing on a deep sense of community and social purpose, a prodigious work ethic, and a passion for learning, Jennifer has brought her technical skills to life through her work and relationships at Telstra. We are privileged to have been a part of her journey and very excited that she is a part of ours.”

National team player

Jennifer is clearly an exceptional team player, who perfected that particular talent over eight years as a member of the national women’s indoor-volleyball team, until she retired two years ago.

“They were some of my best years. I travelled to Abu Dhabi, Japan, Taiwan, New Caledonia, Vietnam and Thailand to play a sport I love. It’s the friendships I made from the teams that I played in that will last forever.”

A fitting comment from a great champion of her community, which now includes MBS. Welcome Jennifer, and thank you Telstra.

Interview nerves

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IT’S HOW WE CONNECT

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Jennifer moved into the not-for-profit sector as the Business Development Manager at the Community Development Foundation, which seeks government and private backing for programs that support sporting clubs and higher attendance and parent/carer involvement in schools and communities across Western Australia and the Northern Territory.

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Thanks to her scholarship win, Jennifer’s passion to learn more about business, while on the MURRA program, became an opportunity to study for her MBA and work for Telstra, one of Australia’s biggest companies.

MURRA mates

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Rupert Murdoch Fellowship – the next generation

We recently celebrated 25 years of our most prestigious and generous award, so perhaps new input from Rupert Murdoch’s niece, Penny Fowler, in selecting the 2015 winner marks a shift to the next generation of global leaders, which the Rupert Murdoch Fellowship seeks to support.

Penny is the granddaughter of Sir Keith Murdoch, who built the Herald and Weekly Times into a dominant force in the Melbourne newspaper market in the first half of the 20th century and became its chair – the position Penny now holds.

The company still prints more than 4.5 million newspapers a week, including Australia’s most popular daily, the Melbourne Herald Sun, making it a pillar in News Corp’s global empire, where Rupert, aged 84, continues as Chair and CEO.

Family seems part of the reason Penny chose Frank (Francis) Doyle (MBA 2016) as the latest fellowship winner. Frank is juggling the birth of his first child with his MBA studies.

I felt the fellowship would really make a difference to Frank and his career. All of the candidates really impressed me, but the reason Frank was so impressive is his potential as a future leader. I’m really looking forward to following his progress.

Penny Fowler
Chairman, Herald and Weekly Times

Frank Doyle with Emma Snell, Corporate Social Responsibility Manager, News Corp Australia, and Merrill Gray, Rupert Murdoch Fellow 1993

Frank says the win, which covers program fees and pays a living stipend, has made a big difference to his life.

“The fellowship means that I can support the huge responsibilities of having a baby, paying the mortgage and studying 70 hours a week without the whole ship capsizing.”

Frank is proud to be chosen as the 56th winner of a fellowship set up to support leadership talent.

“I would like to thank my donor for their amazing generosity and will try my best to reassure them that their investment in me, and more broadly business education in Australia, has been well spent. The course is world class and will massively improve the trajectory of my career.”
Helen Macpherson Smith Trust, supporting MBS for 25 years

Melbourne Business School is privileged to be among the many recipients of support from one of the country’s most respected charities, the Helen Macpherson Smith Trust, which has given out more than $100 million to the Victorian community since 1951.

The trust honours the daughter of wealthy Victorian graziers and wife of a notable judge, Darvell Hutchinson, AM, chaired the trust for 60 years from 1964 and turned her $550,000 bequest into a $100 million philanthropic trust, which has helped women pursue an MBA through the MBS-Helen Macpherson Smith Trust Fellowship since 1990.

The 1997 winner, Tiziana Pittui, was the first female board member of a company operated by Clark Shoes, which has companies all over the world. She’s now Head of Insights and Information at Devondale Murray Goulburn after holding similar positions at Coles and Forthought Research.

When the fellowships were first established, the so-called glass ceiling was alive and very well,” Philip says. “It was an opportunity to encourage and support high-quality female graduates, who saw their future careers in business, to enable them to attend Melbourne Business School, including some who, in other circumstances, might not have been able to do so."

When I first applied to study at Melbourne Business School, I was uncertain I’d be accepted, purely because I didn’t know anyone in the communications industry who had considered studying for an MBA,” she says.

Having risen to the top of her profession as Media Strategy and Engagement Manager at Melbourne’s Royal Children’s Hospital, where she played a leading role in the hospital’s Good Friday Appeal, one of Victoria’s biggest, Vanessa was seeking new ways to make a difference to people’s lives.

“I’ve immersed myself wholeheartedly into life and made what I know will be life-long connections with classmates and faculty. I hope to continue to give back to the school and the community to ensure I pay forward the support I’ve received.”

Trust Fellowship supports Vanessa’s fast-moving ambitions

After spending nine years as a communications professional, the 2015 Helen Macpherson Smith Fellowship winner Vanessa Whatmough wanted a career change but wasn’t sure she fitted the mould of an MBA student.

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Working and walking with our researchers

In addition to funding the fellowship that carries its name, the Helen Macpherson Smith Trust has been a strong supporter of our faculty since 2008, when it helped set up our Asia Pacific Social Impact Centre. This year, it is also helping Associate Professor Jody Evans develop long-term employment skills and opportunities for the Indigenous community of Victoria’s Goulburn Valley.

Associate Professor Evans’ Working in Two Worlds research project seeks to support Goulburn Valley’s Aboriginal peoples through the work of Algabonyah, a newly formed decision-making body that will lead reform and create trust between the Indigenous and broader communities and help them collaborate and work together.

The project, which the University of Melbourne and Melbourne Business School also support, will develop and implement a framework to evaluate and strategically plan Algabonyah’s aspirations and activities to improve its ability to provide skills-based training and mentoring.

Working with the Helen Macpherson Smith Trust to develop this project over the past year has been a rich and rewarding experience. The trust’s place-based approach to philanthropy aligns strongly with the goals of Melbourne Business School and the University of Melbourne to create value with and for the communities we serve.”

Jody Evans
Associate Professor, Melbourne Business School

Restless by nature, she even helps people outside of work. As Head Coach of Nike Run Club Melbourne, Vanessa led a team of 30 Run Leaders who coached and mentored more than 1000 social runners every week to achieve their fitness goals. She also trained participants in the 2015 Melbourne Marathon.

“What I have loved about my career and leadership endeavours is the opportunity to make a lasting difference to the way people view themselves.”

Vanessa says the fellowship has encouraged her to think beyond her preconceived notion of a typical MBA career path and develop the confidence to consider establishing her own business.

“It is my hope that, as I become a business leader, I can assist other women on their journeys and play my part in creating the next generation of leaders.”

Vanessa says the fellowship has removed much of the financial burden associated with her MBA studies and allowed her to “hit the ground running” as she pursues her new ambition.

Associate Professor Evans says the past reliance on the knowledge and skills of short-term secondees from corporate partners has left Indigenous organisations in regional Victoria with a skills-deficit, which limits their self-sufficiency and sustainability.

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Jody Evans
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Philip Moors AO took over chairing the trust from Darvell Hutchinson in 2014 and continues his legacy.

Philip and Tiziana feature in our 2015 “Thanks To You” video, featuring past and present MBS donors and beneficiaries.

Valerie’s legacy was carried on by her husband,浠”, and their son, Philip, who took over chairing the trust from his mother in 2014 and continues his legacy.

Philip and Tiziana feature in our 2015 “Thanks To You” video, featuring past and present MBS donors and beneficiaries.

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From MURRA, big things grow

The MURRA Indigenous Business Master Class program brings together MBS faculty, corporate and alumni mentors and supporters, and students from across Australia on a shared journey. In three short years, MURRA has won a University of Melbourne prize for excellence in Indigenous education, attracted a growing number of students and led to the creation of a similar program for Land Council CEOs. Most importantly, it has gained support from the Indigenous community, who see it as a true partnership rather than an externally imposed model.

Kinaway, Indigenous Business Australia and Supply Nation have all endorsed the program, and it continues to have the support of the SEMBA Class of 2003 and other generous alumni, such as Ian Kirk (MBA 1998).

“Since 2007, Ian Kirk has supported research at MBS through PhD scholarships. In 2014, we were delighted that Ian chose to support MURRA both financially and as a mentor. He is an example of how our alumni community can continue to deliver real impact to our students and the wider community,” says Professor Ian Williamson, Director of the Asia Pacific Social Impact Centre.

SEEMBA Class of 2003, supporting internships

In the early years of the MURRA program, participants often struggled to formulate a strategy that brought together their classroom learnings with the on-the-ground practicalities they faced in their enterprises. To address this challenge, and help them take the next critical step in evolving their businesses, the program was modified to give them an opportunity to develop a strategic plan in an area they identified as part of their studies. This change created an opportunity for our MBA students to work as interns on consulting projects for MURRA businesses, supported by the SEMBA Class of 2003 Endowment Fund.

In 2015, the fund extended its support to funding an internship at Social Ventures Australia (SVA) for MBA student Jennifer Kahirimbanyi. Thanks to that assistance, the former Bank of Uganda service manager gained valuable work experience in an area that helped her gain her current job as IT Audit Lead with Credit Union Australia.

Alumnus boosts MBS as global social impact research hub

A donation in 2015 from one of the most respected names in the global financial community, alumnus Philip Cormie (EMBA 2002), has positioned Melbourne Business School’s Asia Pacific Social Impact Centre (APSIC) as a research leader in the fast-growing area of impact investment.

Soon after the 2008 global financial crisis, Philip was asked to help stabilise AIG, the giant New York-based insurance multinational, whose precarious state during the crisis threatened to bring down the world economy. He helped the company restructure its global operations to repay the $180 billion loan it received from the US Government to prevent a contagious collapse.

The renowned management consultant is now supporting APSIC research into measuring the impact of social investment initiatives to give organisations an objective basis for assessing their attempts to address global warming, inclusion and other social issues.

“I am very grateful to the SEMBA Class of 2003 for providing the support that enabled me to take on an internship at SVA. Financial constraints would have prevented me from taking on an unpaid internship. Their support gave me the opportunity to fulfil my passion to contribute to the resolution of social issues.”

Jennifer Kahirimbanyi (MBA 2015)

“Measurement is the key problem in all impact projects. It’s pivotal. If you crack it, the participation rate in the sector increases and the amount of social and business good that can be achieved accelerates vastly. It has enormous implications if we can get the measurement issue right in this APSIC project.”

Philip Cormie
CEO, Mosaic Advisory and Capital
John Clemenger legacy continues to nurture MBS talent

The connection between the Clemenger family and Melbourne Business School spans our history. The funds for the John Clemenger Memorial Prize, honouring the founder of one of Australia’s most successful advertising companies, were provided to the School in 1964, just as our MBA program was getting off the ground.

Since then, the prize has recognised 58 outstanding students for their contribution to business and society. In 2015, the prize went to Ford Motor Company engineer Robert Grosvenor (MBA 2015), who typifies the challenges facing Australian managers in a fast-moving global environment.

Robert commenced his part-time MBA, while working at Ford’s engine design plant in Geelong, southwest of Melbourne, to gain leadership and management skills and improve his chances of working at senior levels overseas.

"Given the calibre of MBA students at Melbourne Business School, I was very surprised, yet humbled and honoured, to receive the prize,” Robert says. “While studying part time and working full time was challenging, the rich learning environment at MBS made it an incredibly rewarding experience.”

Robert received his prize at the 2015 Valedictory Dinner from John Clemenger’s grandson, Tony Clemenger, who is a digital marketing expert and CEO of Clemenger Consulting.

50th anniversary of MBA inspires new alumni scholarship

With 2015 marking the half century of Australia’s first MBA, our alumni and friends rose to the occasion at the Annual Alumni Dinner to provide funding for the new Alumni Community Scholarship.

Supported by an anonymous $10,000 donation from a generous member of the MBS community, and swelled by alumni contributions, the scholarship will provide significant support to a worthy candidate of one of our 2016 Master’s programs.

It was a great outcome for the dinner, which was held at the beautiful Plaza Ballroom at Melbourne’s historic Regent Theatre and honoured by the presence of two members from our first MBA class and Australia Post CEO Ahmed Fahour (MBA 1993), who delivered the Charles Goode Oration.

The Alumni Council will select the winner of the new scholarship in 2016 from a short list of qualified candidates.

John Gough, farewell to a business legend

Melbourne Business School lost a giant of our community in 2015 with the passing of John Gough, AO, OBE. One of the original ‘Five Johns’ who helped raise $17 million from corporate Australia to build our Carlton campus in the 1980s, John chaired some of Australia’s biggest and best-known companies, including Pacific Dunlop and ANZ.

John’s links with the School span more than five decades, firstly as an alumnus in 1963 then as a board member for 22 years, beginning in 1973 and including a stint as Chairman from 1979 to 1995.

The list of other organisations on whose boards John served is as long as it is distinguished. They include BHP, CSR, ICI Australia, Amcor, the Ian Potter Foundation, the National Gallery of Victoria, the Royal Botanic Gardens and the Walter and Eliza Hall Institute of Medical Research.

John Dahlsen, another of the Five Johns, remembers him as a business visionary.

“He was always looking ahead and forging links where new opportunities were emerging for Australian business, especially in Asia.”

When Labor Party leader Gough Whitlam made his historic visit to China in 1971, before becoming Prime Minister, John Gough was already signing orders with Chinese shoe factories as head of Dunlop’s footwear division.

Acknowledging his esteemed reputation, the Australian Financial Review noted in its tribute (30 July 2015) that John’s 60-year professional life “covered the rise, decline then reinvention of the Melbourne business scene.”

His record was “impressive” and his management style “unorthodox” – he had “no desk in his office and the walls were littered with tribal masks, paintings and ornaments” – the paper said, which also recalled a quote from John Gough that perhaps reveals the secret to his success.

“You have to have fun. Unless you laugh a lot about things, you really have a problem.”

John Dahlsen remembers him as a passionate believer in the value of executive education who constantly sought support from business for the School he loved. He recalls working with him to successfully and quickly crack a problem, set by the late Richard Pratt, head of packaging giant Visy, in exchange for a $1 million donation.

“John had tremendous common sense and great values that were transparent to all, giving you great confidence in dealing with him on business and personal matters. He will be sadly missed, not only by the School but all his business and personal friends, including myself.”


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MBS student 1963
Alumnus 1963
Board member 1973–1995
Chairman 1979–1995
Corporates and students back our Master of Business Analytics

The success of our new Master of Business Analytics program is reflected in the quality of the students and high level of corporate support it has attracted. Thirty-two students graduated from the inaugural 2015 class, and double that number will complete the program in 2016.

In 2015, market research firm Forethought Research and business intelligence software provider Yellowfin offered prizes to the 2015 cohort, and A.T. Kearney and BP provided scholarships for the 2016 cohort — showing the program’s importance to companies who need analysts who can interpret data and help decision makers use it to meet business objectives.

Sport is junior hockey coach Lawrence Lifson’s lifelong passion, which led to a fascination with statistics. But after studying a combined Engineering and Commerce degree, Lawrence wasn’t sure where to steer his career.

He chose IT consulting and spent four years with global professional services company Accenture, where he realised he could leverage his experience and maths and stats obsession to enter the fast-developing fields of analytics and big data.

With the help of our MBusA program and his 2016 MBusA Scholarship win, Lawrence is now sure he has his career on the right track.

“The MBS-BP Scholarship has greatly assured me that I made the right decision to take a year off work to pursue a new career direction,” Lawrence says. “Being the recipient of a scholarship from a renowned business school and sponsored by a global organisation is an honour that I can point to for the rest of my career.”

The Forethought-Roberts Prize

A company that has earned an international reputation by using science to understand consumer behaviour is a natural supporter of our MBusA program — and when that company is headed by a Melbourne Business School alumnus, you have a major fan.

Forethought Research is headed by Ken Roberts (MBA 1991), a passionate believer in using behavioural economics, psychology, micro-economic theory, neuroscience and accurate data to help clients, such as Kmart and Jetstar, grow their customer base.

The company sponsors the Forethought-Roberts Prize, awarded to the top MBusA student — or, in the case of the 2015 prize, the equal top students.

So good were the cohort in the program’s first year that the prize, which includes a medal, designed by Forethought staff, was shared by Rebecca Wilson (MBusA 2015) and David Loong (MBusA 2015), who both now work for another program supporter, A.T. Kearney.

“Receiving the Forethought-Roberts Prize was a wonderful way to cap off a truly transformative year,” Rebecca says. “To have our achievements recognised, not only as a cohort but also as members of the inaugural class has given me great confidence as I begin this new phase in my career.”

The winning team had key insights and their solutions showed that they could think outside of the box. It’s important to be creative. That’s when you see something special.”

The AT Kearney Scholarship

With offices in more than 40 countries, global management consulting firm A.T. Kearney is quick to identify emerging business trends, which is why it became an early supporter of our MBusA, established to meet the growing demand for business-savvy data analysts.

The company set up the MBs-A.T. Kearney Scholarship for students in the program’s first year in 2015. It pays for program fees and a living allowance and offers an internship at the firm.

The 2016 cohort winner is Japveer Arora, a former vehicle dynamics engineer at Maruti Suzuki India, who is very grateful for the opportunity it has given him.

“The scholarship has really helped me to pursue my studies at MBS, especially as I was having a tough time arranging the required resources,” Japveer says. “But it’s not just about the money but also the amazing opportunity to do my industry practicum with such a reputable firm. It will be a great boost to my future career. I am deeply grateful to ATK for their support and confidence in me.”

Yellowfin Prize

Spawned out of frustration with existing business intelligence tools, Yellowfin began as a start-up in Melbourne in 2003 and now boasts over one million end-users and tens of thousands of clients in over 50 countries.

In 2015, Yellowfin provided its software to our 2015 cohort to compete for the Yellowfin Prize and gain real experience by helping the Carlton Group Pharmacy identify its key customers and most profitable products, store locations and sales periods.

The judging panel, including MBS faculty and Teresa Pringle, Yellowfin’s Content Services Team Lead, awarded the prize to the team of Leo Leng, David Loong, Andy McCall and Jason Widjaja.

“We were looking for people, able to think a little off-centre,” Teresa says.

The winning team had key insights and their solutions showed that they could think outside of the box. It’s important to be creative. That’s when you see something special.”
Intel taps our students for the next big thing

In a world where chips and sensors can control just about everything, deciding where to use them is a major challenge. To help it identify some feasible possibilities, Intel offered our students US$10,000 in prize money in 2015 for their best internet-of-things ideas, and they responded brilliantly.

The MBS-Intel Case Competition attracted 77 full and part-time MBA students, who divided themselves into 18 teams to pitch ‘the next big thing’ to the world’s largest chipmaker.

The field was narrowed to five finalists, who had just 30 minutes to impress the judging panel of Beau Gillette, Malaysia Site Controller at Intel’s Penang chip plant, its largest in Asia, his Intel colleagues, Amit Minocha and Chris Kelly, and Melbourne Business School academics Assistant Professor Geoff Martin and Associate Professor Kwanghui Lim.

Team Wearwolves nabbed the US$5,000 first prize with its idea to integrate data from medical devices, medical staff and patient histories for more efficient, responsive and higher-quality hospital care.

A baby-monitoring device from the CGHMN Consulting team took out the US$3,000 second prize and third-placed Team Telin won US$2,000 for its farm-animal monitoring system.

“I was absolutely blown away by the passion, energy and interest of the students,” Beau said.

Intel is using the case competition to build its relationship with Melbourne Business School, which it sees as a valuable source of future executives in the Asia region, having already recruited Sanjeev Sekarajah (MBA 2015) as a Senior Finance Specialist at its Penang plant.

“When I first came to visit Melbourne Business School, it was pretty obvious that this is where we wanted to focus,” Beau said. “And once we landed our first MBA graduate, Sanjeev, and saw how quickly he’s adapting, we knew this is an area that we want to invest more in to build that relationship.”

Part of Intel’s relationship-building with Melbourne Business School is an ongoing case competition in which students pitch their ideas for the ‘next big thing’.

Gamers battle glampers at Tourism Victoria competition

How would you attract more visitors to Victoria, home to the world’s most liveable city? Our MBA students at the 2015 MBS-Tourism Victoria Case Competition suggested luring the growing hordes of online gamers as well as the trending glampers, keen to get offline in style.

The students competed for a $10,000 prize pool, funded by a generous donation from former Tourism Victoria Chairman John Kennedy.

One of the five finalists, Heather Watson proposed turning Melbourne into an e-sports epicentre, where gamers from around the world would come to watch the best teams compete. She said top gamers earn $1 million a year and watching them play is hugely popular, with Europe and the US having a 50-million-strong crowd following, and even more in nearby China and South Korea.

But it was Bronwyn Portes’ idea for a series of 4.5-star ecolodges along Victoria’s dramatic Shipwreck Coast on the popular Great Ocean Road that took out the $5,000 first prize.

“Ecotourists, with their strong social awareness and focus on nature and culture, represent one of the fastest-growing segments of the domestic market,” she told the judges. “And they spend far more than anyone else when they visit.”

The judges, Jodie Stevens and Nick Byrne from Tourism Victoria and Associate Professor Jody Evans and Assistant Professor Brandon Lee from Melbourne Business School, gave Heather the $3,000 second prize.
Gus D’Onofrio, a sure bet for Egon Zehnder Prize

Global consultancy and executive search firm Egon Zehnder knows leadership potential when it sees it, so you really need to stand out from our excellent MBA talent to win the Egon Zehnder Leadership Prize.

The career history of Gus D’Onofrio (EMBA 2015), who is Head of Technology at online betting company CrownBet, after seven years in senior IT roles at rival Sportsbet, suggests he was a sure bet to win the 2015 prize, given to a peer-nominated student for outstanding leadership and contribution to life outside the classroom.

Gus is also on our 2016 Alumni Council, a board member of occupational health service provider Era Health Work Solutions and Victorian State Secretary of Mensa Australia, where membership requires having an IQ in the top two per cent of the population – and he’s modest.

"It’s a huge privilege and a satisfaction to be voted for a prize by my peers," Gus said. "It helped me feel more confident about myself and my decisions. I’m humbled to have won from among such great students and professionals."

Melbourne Business School is also privileged to benefit from Egon Zehnder’s sponsorship of our Women and Management and Annual Alumni dinners and the consultants they provide to work with our students on our Senior Executive MBA and Executive MBA programs.

Mirza Shamid, at your service

Mirza Shamid’s prize is sponsored by Australia’s largest, locally owned, independent consulting firm, ACIL Allen Consulting, which specialise in economics, public policy and public affairs.

No matter how busy some people are, they always seem to have time to help others. For Mirza Shamid, this personality trait has become a career.

The winner of the 2015 ACIL Allen Consulting Group Service Prize recently helped launch Public Transport Victoria’s Night Network project, which required coordinating the different operators of Melbourne’s train, tram and bus network to deliver all-night transport for the city’s night owls on weekends.

"Winning the prize has reconfirmed my belief that helping others has helped me find success too," Mirza says. “Even in my current role as the Customer Experience lead at PTV for the Night Network project, I know my contribution has helped change the way Melburnians see themselves and compare our great city to other global cities. Receiving this award reinforces my wish to create a better community for all of us to live in.”

Mirza is a fitting recipient of a prize whose winner is decided by students on the basis of who among them has shown exceptional community service and enriched the student experience beyond the classroom.

The part-time MBA graduate was a Student Representative Council member while studying at MBS from 2013 to 2015. He became President in 2014 and was made Emeritus President after standing down in 2015.
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