Research and recruitment are two areas identified as priorities in the next three years if UNSW is to improve its position in the major league of Australian universities. So says Professor Fred Hilmer, our new Vice-Chancellor.

We believe that these are areas in which the Faculty must excel if we are to consolidate and enhance our position as a leading provider of business education and research in the region.

I am delighted to announce that we have been awarded a $2 million grant over five years to investigate ageing and productivity issues. You can read more on the topic in this edition and you may like to catch our new monthly Research e-zine, “The Edge”, which will keep you informed about some of the major research going on in the Faculty. If you would like us to email you a regular copy, please contact ymorita@unsw.edu.au.

The Faculty recently welcomed Professor Edward C Prescott, 2004 Nobel Laureate in Economics as our guest for the 2006 International Thought Leadership program. Professor Prescott spoke at a special corporate lunch at The Westin, supported by Barclays Global Investors. During his brief visit to the Faculty he also met with the Hon Peter Costello and members of the Treasury in Canberra, and spent a day with the Reserve Bank.

The issue of energy is high on the national agenda and the recently-established Centre for Energy and Environmental Markets (CEEM) is on the way to becoming a major research leader, bringing together a number of key players from various disciplines within the University, such as Engineering, the AGSM and the Institute for Environmental Studies.

This year we have also had the privilege of meeting two of Australia’s most influential CEO’s – Steven Lowy (Westfield) and Dr David Morgan (Westpac). Both appeared in conversation with Helen Trinca, Editor of the AFR’s BOSS magazine in front of audiences of over 700 students, alumni, staff and key members of the business community. They spoke frankly about life at the top and their philosophies on life and business.

Meet the CEO is sponsored by Deloitte. The final speaker in this year’s series is Dr Peter Shergold, Secretary of the Department of the Prime Minister & Cabinet, on Thursday October 5. Don’t forget, if you are unable to attend, you can catch the whole thing on our website at www.fce.unsw.edu.au (follow the links to the Alumni section.)

Welcome to the second issue of Office of the Dean for 2006

Photos from left to right:
Dr David Morgan with his daughter Jessica, an honours student in the Faculty
New Alumni Leader Fiona Balfour
Chief Information Officer, Telstra
Entrepreneurs Scott Farquhar and Mike Cannon-Brookes

Professor John Piggot, Acting Dean
UNSW will become the leading research and education hub of Korean studies in Oceania and South East Asia, after being officially endorsed by the Korean government.

The endorsement involves a grant of $1.5 million over five years to UNSW’s Korea-Australasia Research Centre (KAREC).

The Korean Ministry of Education and the Academy of Korean Studies (AKS) has given funding and official recognition to only four overseas universities. The three other prestigious international universities are UCLA, University of London (SOAS) and the University of Washington, Seattle.

KAREC is jointly located in the Faculty of Commerce and Economics and the Faculty of Arts and Social Sciences and has been led by Associate Professor Chung-Sok Suh from the School of Organisation and Management, who has been its inaugural Director since 2000.

“KAREC has established extensive networks for Korean studies covering Oceania and Southeast Asia and has been effectively maintaining this research network for the past few years. KAREC and UNSW have demonstrated leadership in Korean studies in the region, and we expect them to strengthen it through this grant,” said Dr. Deok-hong Yoon, the President of the Academy of Korean Studies (AKS) and a former Korean Minister for Education and Deputy Prime Minister.

The funding is for four major research areas: International Business, Culture and the Culture Industry, Public Sector Reform and Korean Language Education and Humanities.


Professor John Piggott, Acting Dean of the Faculty of Commerce and Economics, is the team leader of a project entitled “Working Longer: Policy Reforms and Practice Innovations”, which has been awarded two million dollars over the next five years.

“A popular response to increased longevity is to suggest that older workers should work longer,” said Professor Piggott. “But working longer involves changes to established policies, practices, and institutions, which are currently built around retiring earlier.

The program establishes new research collaborations designed to advance global knowledge on ageing and work. Through its research, the team aims to influence workplace practice and policy to encourage a more vibrant labour market for older workers. The project involves researchers at UNSW, the Australian National University and the University of Sydney.

The project will forecast demographic and health transition in Australia and will develop capacity to analyse the likely economic and workplace adjustments that population ageing will generate. It will examine the extent to which “working longer” is an appropriate response to this transition, and analyse how the labour market for older workers might evolve, taking account of individual circumstances (health, financial status, dependant care) and institutional practices (age discrimination, employment conditions, work organisation), as well as regulatory and policy impacts.

This will lead to a more precise analysis of policies and practices that make working longer more feasible for the worker and more productive for the employer. It will also identify the most important inhibitors and most potent facilitators to a more active labour market. Issues receiving special attention include gender, phased retirement, labour force re-entry, re-training and family-friendly work practices.

This program brings together five senior researchers - John Piggott (Team Leader, UNSW), Philip Bohle (UNSW), Peter McDonald (ANU), Alan Woodland (Sydney) and Ching Choi (ANU) - all internationally recognised experts in their respective specialisations, and all with previous research experience and a current interest in aspects of population ageing.

International team members include two eminent scholars: Dr. Philip Taylor (Director, Cambridge Interdisciplinary Research Centre on Ageing, University of Cambridge) and Professor Olivia Mitchell (Pension Research Council, University of Pennsylvania).
UNSW Vice-Chancellor Fred Hilmer has announced the appointment of Professor Alec Cameron as Dean of the University’s new Faculty of Business.

Professor Cameron has been leading the integration of UNSW’s Faculty of Commerce and Economics (FCE) and the Australian Graduate School of Management (AGSM).

The integration, which was announced in April this year, will strengthen UNSW’s position as the leading centre for business education and research in Australia and the Asia-Pacific region, and will build on the University’s international standing in this area.

“This is a very significant initiative for UNSW,” Professor Hilmer said. “It brings together Australia’s pre-eminent graduate school with a Faculty recognised as a regional leader in undergraduate and postgraduate business education and research.

“Our objective is to strengthen UNSW’s position as a world-class centre of excellence, in an increasingly competitive international market for business education.

“This is a bold initiative that requires vision and strong leadership. Professor Cameron is eminently qualified to provide that leadership, as the new Faculty’s inaugural Dean,” said Professor Hilmer.

Professor Cameron has been with UNSW since September 2003, when he was appointed to the newly created position of Deputy Vice-Chancellor (Resources). He has brought to the University a strong business focus, having held a number of senior corporate positions in the IT and telecommunications industry, as well as experience in the higher education sector. He is a Fellow of the Australian Institute of Company Directors.

A former Rhodes Scholar and University medallist, Professor Cameron has a distinguished academic record, holding a Doctor of Philosophy from Oxford University and a Master of Science in Management from Polytechnic University, New York.

As Dean, Professor Cameron will continue to work closely with Professor John Piggott, Acting Dean of FCE, and Professor Eddie Anderson, Acting Dean of the AGSM, on the integration process.

CONNECTION POINT CAMPAIGN REACHES $3 MILLION

Launched in early 2006, over $3 million has already been pledged towards the Faculty’s Connection Point Campaign by corporate and individual supporters.

Over the past four years, the Faculty has actively sought to involve its alumni and business partners in its activities through a program of events and opportunities. There has also been a concerted effort to reach out to the business community during this period, and relationships with industry partners have been broadened and deepened through collaborative programs and initiatives. Financial support for the Connection Point Campaign sends a welcome message that the Faculty’s key initiatives are worth investing in.

By the end of 2006, the Faculty aims to raise $5 million to fund key initiatives. Under the leadership of Chair, Warwick Negus, volunteer members of the Capital Campaign Cabinet are currently soliciting major gifts from a range of prospective donors and sponsors with close ties to the Faculty.
Since 1994 an Australian research team led by Professor Michael Aitken, Chair of Capital Market Technologies at the Faculty of Commerce & Economics, UNSW (now the nucleus of the CMCRC) has been at the forefront of research on the design of on-line, real-time fraud detection systems. The Capital Markets CRC has produced a number of innovations in data management, data mining and data visualisation. Within the space of four years since the CRC began, this research has now led to a number of separate spin-off ventures.

By adapting leading edge research in data management, data mining and data visualisation to the capital markets arena, the CRC has produced the world’s first real-time fraud detection technology for the broking community.

In a little over two years, the product has built a new market in Australia and dominates 95% of it. Within three years it has also launched into five other markets including New Zealand, Singapore, Hong Kong, the United Kingdom and Canada. Currently taking $1.75 million in revenues, the expectation is for revenue to hit $50+ million within 5 years.

The overall objective of the research program is to enhance the integrity of capital markets in Australia and around the world. An important practical outcome of the program is to enhance trust that the markets are a “fair game” and thereby increase the propensity of individuals to invest in securities markets. This will increase the supply of capital to businesses which in turn lowers the cost of capital, facilitating the innovation process. Another important practical goal of the program is to safeguard Australians’ retirement savings which currently amount to hundreds of billions of dollars. In this respect it is noteworthy that 70% of all superannuation assets in Australia (on which the retirement incomes of Australians’ depends), is invested in securities markets with 30% of that invested in overseas markets.

Indicative of the impact of this research team, SMARTS (the first commercial product developed by the research team), is now in commercial use in 26 national exchanges and regulators across 20 countries. The spin-off entity itself, SMARTS Pty Ltd, is also now a major sponsor of the CMCRC.

As Thomas Jones says, “The results have been nothing short of spectacular!" Thomas Jones Chief Executive Officer Australia of SMARTS

Faculty Visitors

Recently, a number of important thinkers and business leaders have addressed the Faculty: Nobel Laureate and Distinguished Visiting Professor for the 2006 International Thought Leadership Initiative Edward C. Prescott was one of them.

Professor Edward C. Prescott addressed an audience of Faculty friends and supporters at a lunch to raise funds for scholarships. During his visit he also met with Federal Treasurer Peter Costello in a week of activities focussing on the 2006 International Thought Leadership Initiative.

Professor Prescott, a globally renowned macro-economist, took part in a number of activities during his brief visit as part of the Faculty’s International Thought Leadership Initiative. The annual program, now in its third year, is intended to provide an international forum to bring together the brightest intellects to address the challenges of creating a productive and sustainable economy.

The Vice-Chancellor, alumni, guests and friends of the Faculty packed the Westin’s Heritage Ballroom to hear Prof. Prescott speak about the success of the Australian and US economies at a lunch to support the Faculty’s Scholarships Appeal Fund. An advocate for tax cuts and mandatory private savings, Prof. Prescott’s talk was followed by many probing audience questions.

The fundraising lunch was generously sponsored by Barclays Global Investors. The highly successful event raised over $25,000 towards scholarships for talented and disadvantaged students.
On Friday 18th August 2006, the fourth National Honours Colloquium at UNSW presented a snapshot of some of the most interesting research being undertaken by Australasia’s brightest and best young business students.

Students from each state of Australia and from New Zealand presented their research into Banking and Finance, Organisation and Management, Economics, Accounting and Marketing.

They presented their research-in-progress to peers and academic staff for discussion, feedback and guidance in a supportive atmosphere. Past colloquiums have been extremely successful, and attaining a place is now highly competitive.

What sort of topics occupy some of Australia’s finest young minds?

The scope is huge, ranging from a conceptual model for the study of consumer cynicism, the importance of brand equity to shareholder value, planning an ‘afterlife’ for AFL footballers and excess returns in the NSW housing market. There are studies on corporate insolvencies, pricing rainfall derivatives and on what influences a graduate starting salary – all contemporary and very engaging.

As Professor Stephen Taylor, Associate Dean, Research at the Faculty of Commerce and Economics says, “The National Honours Colloquium is unique. It introduces students to their peers so that they can start to network and exchange ideas. Their research is fresh, interesting and often provocative. One cannot help but be impressed by the calibre of the students taking part. As past results show, the majority of these students gain First Class Honours and intend to go on to further study.”

One of the highlights of the Colloquium is the celebratory dinner which concludes the day’s activities; it gives students the opportunity to meet key industry leaders in their fields. This year our Guest Speaker was Dr Philip Lowe, Assistant Governor (Financial Systems) from the Reserve Bank of Australia. He told of his time as an Honours student in UNSW’s Faculty of Commerce and Economics, describing the decision to undertake further study as the best decision of his professional life.

“The training that I received at UNSW continues to this day to provide the background for much of the work that I do,” he said. “Whether the issue is monetary policy, the economics of the payments system, the operation of global capital markets, or developments in the Australian financial system, my Honours degree has provided the basic training upon which I rely every day of my working life.”

Dr Lowe said the RBA recruited three graduates from last year’s Colloquium.
Steven Lowy, Group Managing Director of Westfield Group and a distinguished alumnus of the Faculty, believes it is getting the details right and a strong work ethic that has made Westfield the largest retail property group in the world. The company has a turnover of $50 billion per annum. Steven Lowy spoke in the first Meet the CEO event of the year in May. “An eye for detail is critical,” he said.

“People probably criticise us for micro-managing, but it is core… You look for spark, drive, confidence”, he said. On whether Westfield’s corporate culture was the cause of premature burn out, he responded, “Our senior management are long-serving executives; that excuse is often used by people who have not grown as the company grows.” He also responded to questions about family dynamics in the business – “people have the wrong impression of my father (Frank),” said Mr Lowy. “The work is done as a team at a board and senior management level. There is healthy debate at the board and outside the boardroom.”

Steven spoke of struggling at school, then flourishing at UNSW, where he followed in the footsteps of his two brothers in undertaking a Bachelor of Commerce degree and completing a 1st Class Honours degree. When asked what got him out of bed each morning, when personal financial considerations were not imperative, he said: “I’m driven by wanting to create… our business impacts society greatly. It’s about how humans engage with one another. Fundamentally, people like to get out and socialise and be together and we create an opportunity for that to occur.”

Guest speaker, Dr. David Morgan, CEO of Westpac, attracted an audience of over 700 business and banking luminaries, alumni, students and academics to a recent Meet the CEO event. For him though, the most important person in the audience was his daughter Jessica. She is in the 4th year of her Accounting Honours degree at UNSW and she was instrumental in her father making the decision to appear.

Speaking to Helen Trinca, Editor AFR BOSS magazine, David Morgan highlighted the importance of education as one of Australia’s greatest assets and one of our “glories”. He should know, as he nearly missed out on a university education; he left school at fifteen.

Over the past 25 years, David Morgan has been at the forefront of what he calls “Australia’s historic and golden age of economic reform”. He served in the Treasury during the exciting reforms of the Hawke-Keating era which saw the deregulation of financial industries. He was also a key player in producing the influential Campbell Report.

David Morgan values the people around him. He is a firm believer in the ‘champion team’ rather than ‘a team of champions’. His advice to the students present was that “it is not enough just to follow your passion. You must be qualified to do the job as well.” Then he believes you will find what he calls the “sweet place” in your working life. He believes that his role at Westpac is his “sweet place”.

He spoke about the importance of Australia coming to terms with carbon emissions and signing the Kyoto Protocol. He believes that there must be some form of Carbon Exchange, an issue of some interest to Peter Garrett, Federal Member for Kingsford Smith, who was an audience member at the event.

Giving the Vote of Thanks, Giam Swiegers, CEO of Deloitte, the sponsor of the ‘Meet the CEO’ series, reflected on how much one could learn from hearing a CEO like David Morgan talk so candidly. He said he wished that he’d been able to benefit from such a valuable experience when he was a university student.
Ernst and Young are delighted to announce that at just 26 years of age each, university friends Scott Farquhar and Mike Cannon-Brookes have created an international technology company serving 3,000 clients in 60 countries. They are now finalists in the running for the National Entrepreneur of the Year Award for 2006. Ernst & Young are the proud founders and hosts of the Entrepreneur of the Year Awards, a global competition.

Already named as Young Entrepreneurs of the Year, they have developed two main products: JIRA – an issue tracking, workflow and project management tool; and Confluence – a knowledge sharing tool for teams in large organisations. Their expertise touches hundreds of thousands of people globally in many well-known organisations including Cisco, Citigroup, NASA, and the BBC.

Working on a policy of transparency, Atlassian shares its software pricing and development processes and develops products based on their ease of use and affordable pricing. They work in close collaboration with the ‘open source’ community, which shares innovations in software design and development, many of which were originally developed by Atlassian. It is an approach that enables a more rapid development of widely-usable and affordable software.

With teams now in Sydney, San Francisco and Los Angeles, Atlassian is one of Australia’s largest software exporters, with some 90 per cent of sales to North America and Western Europe. Scott and Mike’s professional standing was recognised in 2004 when they were named IT Professionals of the Year by Consensus. In 2005, Atlassian was named by BRW magazine as Australia’s fastest growing Australian software company.

Scott and Mike studied information systems in the Faculty of Commerce and Economics and they are also active in their community. They recently launched the Atlassian Foundation, formalising the company’s commitment to ethical business, employee empowerment and charitable works. They are former BIT Co-Op Scholars, having commenced their four-year degree program in 1998 and became Co-op Sponsors for both the BIT and Computer Science Programs in 2004.

A Tribute – Professor Athol Carrington

It is with great sadness that we report the passing of Professor Athol Carrington, a former Dean of the Faculty whose influence can still be felt by many who knew him. Here he is remembered by Professor Ken Trotman:

“Professor Athol Carrington was a Professor of Accountancy at UNSW from 1968 to his retirement in 1984. He was Dean of the Faculty of Commerce from 1971 to 1982 and pro vice-chancellor from 1982 to 1984.

After military service and a distinguished career in business, in 1961 he joined the University of Canterbury as a senior lecturer, and soon became the foundation Professor of Accountancy. He then went on to be Dean and Provost.

Athol was a true scholar. He had publications across a broad range of disciplines including accounting, economics, information systems, finance and operations research. His ideas were extremely innovative and he has left a lasting impression on these disciplines.

His impact on the accounting discipline was world wide. His numerous honours include being a life member of the American Accounting Association, a truly outstanding achievement. He received a Doctor of Letters (honoris causa) from the National University of Singapore.

After retiring from UNSW he devoted his enormous energy and intellectual capacity to assisting the accounting profession and a range of universities across Australia and Asia. He was admired by these institutions because of both his knowledge and his polite nature.

From a personal viewpoint, Athol inspired me and my colleagues. He was my mentor and gave me great encouragement in my early years at UNSW. He led by example and earned the trust and admiration of staff. His ability to organise meetings and motivate staff was outstanding. His speeches were legendary – impressive, articulate and he never made use of notes.

At Athol’s funeral many references were made to “nature’s gentleman”. Given his distinguished scholarly career he has truly earned the title ‘a scholar and a gentleman’.”
Meet our new Alumni Leaders

New Alumni Leaders

Our Alumni Leaders can be found all around the world and the Faculty is justly proud of this group of remarkable and successful people. Here are some of the latest additions to our Honour Roll.

Bill Beerworth
Managing Director, Beerworth & Partners Limited
MCom Class of ‘85

Walter Bugno
CEO, Casino Division, Tabcorp Limited
BCom Class of ’81, MCom Class of ’84

Mark Baillie
Head of Real Estate Europe & North America, Macquarie Real Estate Inc. Limited
BCom Class of ’85 (Accounting, Finance and Systems)

Fiona Balfour
Chief Information Officer, Telstra Corporation Limited
DiplM(Arad) Class of ’82 (Information Management Archives Administration)

David Crow
Managing Director, British American Tobacco South Africa
MCom Class of ’89

Tom Dery
Executive Chairman, Asia Pacific, M&C Saatchi
BCom Class of ’72

Paul Farrell
Vice President - Australia & New Zealand, ResMed
MCom Class of ’98

Peter Hearl
President, Pizza Hut, Dallas, USA
BCom Class of ’73

William Jephcott
Managing Director, Next Financial
BCom Class of ’79

Peter Kennedy
Gresham Partners
BCom Class of ’73

Adam Liberman
General Council, CSIRO
BComLLB Class of ’76 (Economics/Law)

Meet Fiona Balfour, a new Alumni Leader and Chief Information Officer, Telstra Corporation Limited
DiplM(Arad)1982 (Information Management Archives Administration)

Alumni Leader Fiona Balfour was recently named as one of twenty-five of Australia’s True Leaders by the Australian Financial Review’s BOSS Magazine. Fiona Balfour is the Chief Information Officer of Telstra where she runs “huge budgets and large numbers of staff.” Until recently she was Chief Information Officer for Qantas before taking up her Telstra appointment at the beginning of the year.

Fiona sees her challenge at Telstra to identify “strategic objects and then communicate these to staff.” As she says in BOSS Magazine “You want to inspire people to give you not just their formal time in the office but their discretionary time. You want the commitment of their hearts and minds and that takes time.”

According to BOSS Magazine, this list of true leaders “demonstrate their own styles of leadership in a range of sectors and organisations.” They show “diversity, energy and creativity.”

The list, which is compiled by a panel of major leaders in their fields, names a number of business Leaders who have been stars in our own “Meet the CEO” series including Geoff Dixon of Qantas, Gail Kelly, St George Bank and David Morgan from Westpac.