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– Founder and owner
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Photos from left to right:

Olympian Eszter Hortobagyi
welcomes guests at the Faculty's
recent Scholarships and Prizes
Ceremony.

Greg Whittred, Dean presents a
Dean's Award for Service to Shan
Lyn-Ma, one of our outstanding
female students.

First year Bachelor of Commerce
student, Yanti Ropeyarn received
the 2004 AMP Scholarship for
Indigenous students.

Associate Professor Lucy Taksa
(Head of School – Industrial
Relations and Organisational
Behaviour) presents Erica Jill
Pezzutti the Julia Moore Prize
in Industrial Relations.

Special Womens Issue

When the Faculty of Commerce and Economics was first established in 1955, women were few and far between. Now over 50% of our student cohort is female.

We still have a long way to go before women occupy the more senior positions in business and government and take their rightful place at the Board table and the same is true in universities, where the number of women in senior academic positions is still very low. However, the Faculty is committed to redressing the imbalance and this issue of *Office of the Dean* focuses on women – students, staff and graduates – who are helping to bring about this long-overdue change.

It is vitally important to provide positive and inspiring female role models for our students. Whenever we can, we invite prominent women to share their experiences with us. For example, in our successful *Meet the CEO* series, Gail Kelly (CEO St George Bank) will be the August speaker, and two of our recent graduation speakers provided extraordinary insights into their work and lives. Mara Moustafine – National Director, Amnesty International Australia spoke about her experiences

overseas as a diplomat, a journalist and her work in Cambodia, Laos and Vietnam with the UN. Dr Elizabeth Coombs, Director of the New South Wales Department for Women spoke about her own career path and the importance of considering options that are outside the conventional routes. We also have two prominent women – Jackie Giles and Vicki McFadden – on our Faculty Advisory Board, both making very significant contributions.

In this issue you'll meet just some of the extraordinary women who are involved with the Faculty as well as some of our successful current students and members of our alumni community.

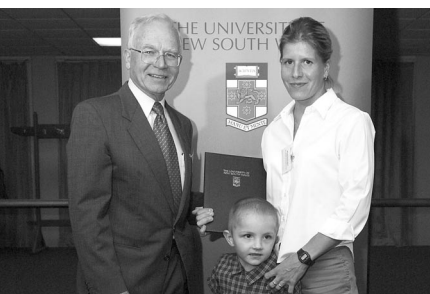
These profiles barely scratch the surface, but I hope they will provide inspiration to everyone. We are also in the process of developing a section on our website to highlight more of the achievements of the women in our Faculty. Look out for more reports on our remarkable women in future issues of *Office of the Dean*.

Professor Greg Whittred, Dean



Gail Kelly – CEO St George Bank and Guest speaker in our August Meet the CEO series. For more details see the Faculty's website www.fce.unsw.edu.au.

Bound for Athens Bound for Athens



Doug Crawford (Secretary, UNSW Sports Association) and Eszter with her son, Adam.

In this Olympic year the Faculty is proud to boast a student who is also bound for Athens.

Eszter Hortobagyi, who gave the welcoming address at the Faculty's Scholarships and Prizes Ceremony in May, will be representing Australia in the Pentathlon. The Pentathlon is a rigorous event which requires enormous discipline and diversity of talent. In a single day, athletes compete in shooting, fencing, a 200m freestyle race, showjumping and a 3km run.

Eszter is no stranger to challenge. As well as being an Olympian she's a 3rd year student in the Bachelor of Commerce (Tourism, Marketing and Hospitality Management) and a mother. It's a rigorous lifestyle and not for the faint-hearted. Her days are made up of a strict training regime, caring for her son, uni work and a part time job.

Originally from Hungary, Eszter and her husband immigrated to Australia in 1997 and became Australian citizens in 2001. Esther was a professional athlete in Hungary and says that it is much harder to be an athlete here.

"In Hungary athletes are funded by the government. However in Australia most athletes must fund themselves," she says. Through hard work, determination and a Ben Lexcen Scholarship, Eszter has proven she can achieve all of her goals and is looking forward to competing for Australia.

After the Olympics she'll take a well-earned break, finish her degree and possibly have another child. In the long term she'd like to join the mounted police. We warmly congratulate her on qualifying to compete in the Olympic Games and wish her well in Athens.

Angèle Cavaye on the 2005 Postgraduate Portfolio Angèle Cavaye on the 2005 Postgraduate Portfolio

At the Postgraduate level, the Faculty has undergone a period of change. The appointment of Associate Dean, Postgraduate Studies, Professor Angèle Cavaye coincides with the culmination of a two-year strategic review of postgraduate business education. Prior to joining the Faculty, Angèle was the Director, Doctoral Programs at the Australian Graduate School of Entrepreneurship at Swinburne University in Melbourne and as such brings to her new position a strong background in Academic Leadership.

As an agent for change, Professor Cavaye is a firm believer in the importance of interaction and participation with industry. Much of her previous research (conducted or supervised) has been industry-based. She is impressed by the work already undertaken by the Faculty in this area. In its determination to be the leading business faculty in the Asian region, the Faculty has consulted major stakeholders including future and current students, alumni, professional associations, employers and recruiters, business and government to identify key market needs both now, and into the future.

The result is an integrated portfolio of eight postgraduate business programs that provides a wide range of options from which to select the masters degree that best suits each individual's experience, expertise and career goals.

"In short the 2005 Postgraduate Portfolio has repositioned everything at Postgraduate level in line with the Vision Mission and Values of the Faculty. This means quality programs, quality students, quality staff and of course quality output." says Professor Cavaye who was born in The Netherlands and has studied and worked at a wide range of institutions in Europe and the Southern Hemisphere.

While, in principle all business faculties try to offer quality education and what the market wants, she says what is remarkable to someone joining the organisation from outside, is how far this Faculty has gone in this review in the pursuit of a high quality educational experience.

"We have seriously invested in these innovations. This is why we have developed the inter-disciplinary component of the Master of Commerce."



Professor Angèle Cavaye, Associate Dean, Postgraduate Studies.

The research confirmed that employers here and overseas want to recruit people who can communicate cross-culturally and across different levels of business, that business education needs to include professional development: leadership and teamwork.

As one of the Group of Eight, UNSW has already distinguished itself among tertiary institutions. Or as Professor Cavaye puts it, "A UNSW degree really means something. Our PG review is about maintaining the level we're operating at, just refreshing it by making sure the product matches up the expectations of the brand."

Alumni profile: Alison Chow – Founder & Owner Coco Ribbon

Many graduates of the Faculty find jobs or start businesses right here in Sydney, but Alison Chow went to the other side of the world to find her niche. After graduating in 1995 with a Bachelor of Commerce (Marketing and Hospitality Management), she worked as a copywriter in Hong Kong for two years before moving to London, where she met her current business partner while working in fashion PR.

Of the germ from which the idea for the business came, she says “When I arrived in England I lived a very conservative English life and I was very homesick, so I decided to do something which would bring me closer to Australia”. That turned out to be opening a boutique in London’s Notting Hill called Coco Ribbon, which specialises in bringing Australian design to London. As well as clothes from some of Australia’s top, and up and coming designers (including Sass & Bide), they sell a very popular line of homewares from Dinosaur Designs. “Coming from Sydney, I knew there were many talented Australian designers whose products weren’t yet in London, and it made sense to bring them over”.

The business is clearly flourishing: last year Alison and her business partner won the Shell Young Entrepreneur of the Year



Alison Chow (second from right), with her colleagues in her Notting Hill shop *Coco Ribbon*.

Award for their area of London, and then went on to win the award for the Greater London area, and were included in the 12 national finalists.

Alison says “My studies in the Faculty definitely gave me the tools to create and succeed in the business: you need strong skills in both business and marketing to make an enterprise like this work, and my degree helped me to develop both of those areas”.

Resting on her laurels isn’t part of the plan: Alison and her partner are opening shop number two in London’s Chelsea this year. She also plans to make full use of the strong hospitality experience which her four-year Bachelor of Commerce degree in Marketing and Hospitality Management gave her: the next plan is for a boutique hotel, shop and bar in Sydney within the next two years, so watch out for Alison back on the Sydney scene!

Heads wear many hats

Accustomed to wearing many different hats, Professor Wai Fong Chua (Head, School of Accounting) and Associate Professor Dr Lucy Taksa (Head of School Industrial Relations and Organisational Behaviour) have both made some remarkable contributions to the Faculty, the University and the wider community.

Wai Fong Chua has been at UNSW since 1985 and has been Head of School (Accounting) since 2000. Her contributions to the Faculty and the entire university community have been outstanding. As well as running the highly successful School of Accounting, she is a member of the University Council, chaired the Council’s Budget Clarity Task Force 2000 and has been an active member of the UNSW Women in Research Network 1998–2000.

Professor Chua also contributes to a number of external boards and one of her current roles is a member of the External Sustainable Development Advisory Group to the Minerals Council of Australia. This group reviews the social, economic and environmental impacts that occur when a mining company starts up or leaves a town and provides advice and incentives on how to reduce any negative impacts.

Lucy Taksa has been a member of her School since 1992 and she became Head in August 2003. She is the Director of the Industrial Relations Research Centre, the Presiding Member of the Assessment Committee for the Vice-Chancellor’s Childcare Support Fund for Women Researchers and a member of the University’s Qualifications Committee. She also sits on the Equal Opportunity Division and the Legal Services Division of the NSW Administrative Decisions Tribunal.

Associate Professor Taksa is a Corresponding Editor to the *International Review of Social History* published by Cambridge University Press, and a Member of the Advisory Council of the Society for the History of Technology based in the USA. In July she joins the Editorial Board of the leading international journal, *Organisational Studies*. Associate Professor Taksa faces many challenges including the imminent



MCA Chairman Ros Kelly (front left) and Professor Wai Fong Chua (front right) with members of the External Sustainable Development Advisory Group on a field trip in Kanowa Belle, WA, May 2003.

formation of a new School, which brings together the existing School of Industrial Relations and Organisational Behaviour and the School of International Business – an opportunity to put into practice her years of research into management techniques.

Research and the ageing population

Dr Hazel Bateman – Senior Lecturer, School of Economics, Deputy Director, Centre for Pensions and Superannuation.

In an era of global ageing populations, Hazel Bateman's research with the Faculty's Centre for Pensions and Superannuation (CPS) has provided many opportunities to influence international policy debate about the public and private provision of retirement. Currently she is undertaking an evaluation for the World Bank of its pension reform advice to South Korea as part of the emergency structural adjustment lending in the wake of the Asian financial crisis.

She is motivated by a desire to improve the quality of economic policy design and implementation. In recent years she has focused on key issues in the public and private provision of retirement both in Australia and overseas, being particularly interested in the governance and performance of pension funds (or



Dr Hazel Bateman, School of Economics.

superannuation funds as we know them in Australia) as vehicles for ensuring the adequacy and security of retirement savings.

Hazel's recent research findings – that funds managed by representative trustees perform better than their retail fund counterparts – were controversial, but have influenced recent superannuation fund disclosure and regulatory policies.

Excellence in Teaching

The Faculty has gained a high profile within the University for excellence in teaching. Dr Prem Ramburuth (School of International Business) is one of the teachers leading this charge, having won UNSW, national and international awards for her teaching.

In 2002 Prem won the Vice-Chancellor's Award for Teaching Excellence, and in 2003 she won the inaugural Pearson Education ANZAM Management Educator of the Year Award. In 2003 she was also a national finalist in the Australian Universities Teaching Awards (AUTC). Prem was awarded a Pacific Asia Consortium of International Business Education and Research (PACIBER) teaching grant in 2001, and collaboratively won two UNSW First Year Teaching Grants.

Prem is widely recognised for her staff development activities in cross cultural teaching and learning. She conducts workshops across Faculties for staff at UNSW and also engages in the training of staff in diversity management at other universities in Australia and internationally, as well as with organisations in industry, both in Australia and overseas.

Gender Equity

The Faculty, through its Education Development Unit, has been awarded a \$10,000 grant from the UNSW Gender Equity Initiatives Grant Fund.

The grants are available for Schools, Faculties and Centres as seed funding for the development of initiatives to help address the under-representation of women in academic positions.

The Project, entitled "Mapping Gender Equity in Academic Employment – Commerce and Economics", is due to begin later this year. The project seeks to identify key issues relating to gender equity in academic employment and develop specific 'local' strategies for addressing those issues. Through a process of

'mapping' gender equity profiles, the project aims to heighten awareness and gain local ownership of the issues, as well as provide a framework for ongoing dialogue, planning and goal-setting in relation to gender equity in academic employment in the Schools and across the Faculty.

The first School to participate in the project is the School of Industrial Relations and Organisational Behaviour, which has research strengths in the area of employment and gender issues. It is expected that a number of academic staff will actively participate in the research design of the project, which the Faculty can then use as a template for other Schools.

This project is one of nine underway across the University and represents a key strategy of the UNSW Gender Equity Project. Other strategies include: the creation of a 'Career Advancement Fund' for women academics returning from maternity leave; changes to Special Studies Leave provisions allowing staff to apply to use SSP for the purposes of PhD completion; an increase in the maximum level of funding available in the Vice-Chancellor's Childcare Support Fund for Women Researchers; increased paid maternity leave to 14 weeks full pay and the pilot of a Women's Promotion Workshop scheme.

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Published by: External Relations Unit,
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coming events

- 24 August – 6–8pm, The Scientia. **Meet the CEO – Gail Kelly,** CEO, St George Bank
- 14 October – 6–8pm, The Clancy Auditorium. **Meet the CEO – Roger Corbett,** CEO, Woolworths