

Latest Developments...

The Commerce Chapter Committee is actively working towards developing means to enhance your knowledge and career by fostering continuing education, and improving networking opportunities with other professionals in the business community. Some of the main activities to facilitate these objectives include:

- Professional Development Seminars
- A web-based forum for contacting other Alumni
- Social events and functions
- Scholarships

A community of business professionals is being established as the membership of the Commerce Chapter grows.

Read on for further information on the activities of the Commerce Chapter, and keep an eye on the web site for updates on activities and events.

The Commerce Alumni Chapter and Deloitte Touche Tohmatsu Scholarship

The Commerce Alumni Chapter, in conjunction with Deloitte Touche Tohmatsu, is introducing a scholarship to promote and recognise academic excellence and leadership by current students within the School of Commerce at the University of Adelaide.



Known as the Scholarship for Excellence and Leadership, the one year scholarship is an award of \$5,000 for further study within the School of Commerce. It will be available to Australian resident students studying a School of Commerce program at either undergraduate, honours or masters levels.

The Scholarship will be offered annually from 2004 through to 2008 inclusive. A committee convened by the School of Commerce will choose a student based on academic merit, continuing study in the School of Commerce, and financial need.

Application forms for the 2004 Scholarship are available from the Commerce Chapter web site and should be lodged with the Adelaide Graduate Centre, Level 13, 10 Pultney Street, Adelaide by no later than 30 September 2003.

Presentation by ASIC Deputy Chairman

Jeffrey Lucy AM is to provide an insight into ASIC's forthcoming reforms at a presentation and networking session hosted by the Commerce Alumni Chapter on Tuesday 21 October 2003.

Mr Lucy commenced his 3-year term with ASIC on 24 February 2003 and is based in Sydney.

He is a Chartered Accountant and a Fellow of the Institute of Chartered Accountants in Australia, the National Institute of Accountants and the Australian Institute of Company Directors. Mr Lucy was made a Member of the Order of Australia for his contribution to the accounting profession, particularly through the ICAA, and to the business sector as an adviser on corporate and taxation reform.

Mr Lucy was previously the Chairman of the Financial Reporting Council and a former member of the Business Regulation Advisory Group. He is also a former National President of the Institute of Chartered Accountants in Australia, and a former Managing Partner of PricewaterhouseCoopers, Adelaide.

Mr Lucy's presentation will cover the following topics:

- ASIC's 2002 & 2003 Accounts Surveillance Programme;
- Clerp 9 Proposals - monitoring of accountants and auditors, application of international accounting standards, audit standards, giving audit standards the force of law and continuous disclosure enforcement options; and
- FSR Act - the registration process and opportunities for accountants.

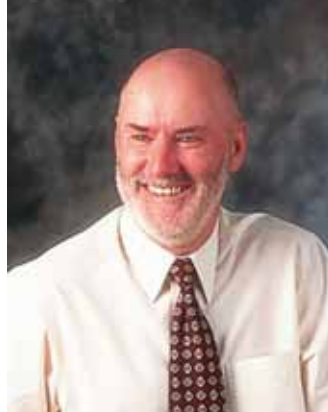


Mr Lucy's presentation will be held at the Equinox, University of Adelaide, North Terrace, and commence at 5.30pm. Tickets, \$20 for registered Commerce Chapter Alumni Members and \$30 for non-members, are available from the University of Adelaide Alumni Office on (08) 8303 5800 or email alumni@adelaide.edu.au. Attendance contributes to CPE hours for CPA and ICAA members.

Marketing Communication with Jim Robinson

On Thursday 11 September 2003, the Commerce Chapter is hosting a presentation and networking session lead by the Managing Director of leading Adelaide Marketing Firm, Leo Burnett Robinson.

Jim Robinson joined Leo Burnett Robinson in 1997 as the Creative Director and took over as MD in May 1999 and sole shareholder in July 2003, retaining the important relationship with Leo Burnett Worldwide.



Adelaide born and bred, Jim is highly regarded in the industry as one of Australia's top creative talents. He is a life member of the Adelaide Art Directors Club, a member of the marketing committee of AICD (Company Directors), and SA Chairman of the Advertising Federation of Australia. He still lectures in Creative Process at the AFA Adschool and in his spare time is a member of the board of the MS Society and a Councillor on the Nature Foundation of SA. Jim comes from a background of senior creative positions in

multinational advertising agencies. His work appears in the Worlds' Best 100 Outdoor of all time and the Best Ads of the last 30 years from Australia and New Zealand. In 1999 he was named one of the top ten Australian copywriters.

Jim has a passion for the development of brands and believes that marketing communication should always create human connections. In his presentation, Jim will discuss the importance of marketing communication in commerce today, its power, value and accountability.

Jim's presentation will be held at the Equinox, University of Adelaide, North Terrace, and commerce at 5.30pm. Tickets, \$15 for registered Commerce Chapter Alumni Members, \$20 for non-members and \$5 for students, are available from the Alumni Office on (08) 8303 5800 or email alumni@adelaide.edu.au. Attendance contributes to CPE hours for CPA and ICAA members.

Commerce Chapter Web Site Forum

The Commerce Alumni Chapter has recently launched its online forum on the Commerce Chapter web site sponsored by Deloitte Touche Tohmatsu. The forum enables all registered members to participate in discussions on a variety of topics. If you are so inclined, you can even begin a new discussion on a topic or issue of particular interest. Discussion is not limited to issues regarding commerce or the University either. If there's something out there in the broader community you think others should know about, mention it.

The forum is simple and straight forward to participate in. So the next time an article in the paper stirs something in your heart or mind, don't keep your thoughts to yourself; get on to the web site forum and express your opinion!



Web Site Hints

Remembering user names and passwords can be a real challenge, particularly when you are issued with a password with a combination of meaningless letters or numbers. As a consequence, we have made life easy by using your email address as your user name and allowing you to change your preset password. To customise your password, log on using your existing password, go to "Change Password" in the "Members Area" and follow the instructions provided.

Form International Friendships.... Build an International Career!

As part of our vision, the Commerce Alumni Chapter is establishing *The University of Adelaide International Commerce and Business Networking Forum* for students.

The Forum will provide the opportunity for local and international students to meet informally to form friendships based on respect and mutual understanding. While meetings will focus on establishing friendships, they will typically include guest speakers from an international business background providing focus and motivation for students who wish to pursue an international career in commerce and business.

Meetings will begin in the coming months. Watch out for further information regarding dates and venue on the notice board in the Commerce Office. If you wish to find out more about the Forum, more information will be available on the Commerce Chapter web site in the near future.

Alumni Research Respondents Needed

Students completing Market Research and Project III in the School of Commerce this semester are researching commerce alumni and preparing marketing plans for the Commerce Chapter. If anyone is willing to help by being a respondent for a telephone interview please email chris.medlin@adelaide.edu.au.

A New Master of Commerce

It has been a long time in the making, but now the School of Commerce is commencing a new Master of Commerce by coursework in 2004. 'With its tradition of excellence at the undergraduate level and its recent recruitment of a significant number of high-calibre academic staff, the School is poised to provide a very high quality suite of new coursework masters degree in commerce', says Professor Dennis Taylor, Associate Dean (Postgraduate Coursework). The School is already getting a flood of enquiries, both locally and internationally about the new program, even before its promotion campaign gets underway.

The Master of Commerce requires completion of a bachelor degree from any field for admission. Work experience is not a requirement, but is desirable. It provides candidates with considerable choice. There is a choice of three main disciplinary streams – accounting, applied finance or marketing – leading to an M Com (Accounting), M Com (Applied Finance) or M Com (Marketing). Each discipline stream is set up to offer the choice of a professional pathway (designed for students who enter with a non-relevant undergraduate major) or an advanced specialisation pathway (designed for students entering with a relevant major).

The professional pathways provide accreditation with relevant professional bodies.

Additionally, there is flexibility to choose a mix of specialisation and elective courses and tailor a program to suit candidates' specific needs and interests. Possible pathways in the M Com include double specialisations, the combination of an advanced specialisation and a broader management component, and a combination of an advanced specialisation and research training for subsequent entry to PhD studies.

There are 12 courses to be completed (i.e., 3 semesters full-time or 6 semesters part-time), which may be reduced to 8 courses through the granting of advanced standing for prior studies of a relevant undergraduate major.

If you would like to know more about the new coursework Master of Commerce, please call into the School of Commerce, 233 North Terrace, phone 8303 4755, or email commerce@adelaide.edu.au to obtain a pamphlet and advice.

Register to Win!

Have you registered on the Commerce Chapter web site yet! If not, you are missing out on discounts for professional development sessions, the ability to participate in the forum, and a listing in the Commerce Chapter database. The latter allows members to search for other Commerce Alumni Members who chose to be listed on the database. It also has the ability for members to give a profile of their background and experience, making it a great starting point for creating business opportunities.

Commerce Alumni who register before 30 September 2003 will go into the running for free attendance to Commerce Chapter professional development sessions for 12 months starting 1 October 2003.

Annual General Meeting and Cocktail Party

The Annual General Meeting for the Commerce Chapter of the University of Adelaide Alumni Association will be held at 6.00pm on Friday 21 November 2003 in the Bernie Mills Room, Level 2, Security House, 233 North Terrace, Adelaide. Nomination forms for committee positions will be available from the Commerce Chapter web site soon, and must be returned to the Alumni Office by 14 November 2003. The meeting will be followed by a cocktail party on the ground floor of 233 North Terrace, Adelaide at 6.30pm.

Invitation for Alumni to attend the Annual Commerce Awards Dinner

A limited number of tickets are available for alumni and partners to attend the annual Commerce Award Dinner in the week 15-19 December 2003. Tickets are \$35 per person which includes a three course meal and drinks. This offers a good opportunity to catch up with lecturers and be present when the Commerce Alumni Chapter and Deloitte Touche Tohmatsu Scholarship is presented. For tickets and more information, please phone the School of Commerce or contact toni.kennedy@adelaide.edu.au.



Sponsorship for the Master of Commerce

The School of Commerce is currently seeking sponsors for Master of Commerce awards for each discipline stream. Potential sponsors should contact the School of Commerce on 8303 4755, or email commerce@adelaide.edu.au. Specific courses that require sponsors can be determined from the publicity pamphlet. Sponsors usually attend the Annual Commerce Awards dinner for free, while the winning student receives the full sponsorship amount.

Alumni Profile: Luc Bondar

With a BA already under his belt, Luc joined the School of Commerce with a view to pursuing a career in marketing, graduating with a B Com in 1997. Luc reignited his relationship with the School when he was approached by Chris Medlin to help formulate the Commerce Chapter in late 2001.

Luc's career since graduation has mixed an exciting blend of marketing disciplines - relationship marketing consulting in London for Pan-European brands, CRM strategy development and implementation for Toyota Australia, and integrated marketing communications development and implementation through his time in the advertising industry with Leo Burnett Robinson.

Luc recently re-joined Carlson Marketing Group - the largest private marketing services firm in the United States - in their Sydney office, having previously worked for the company in London. His current role involves the development and implementation of national and international consumer, channel and employee relationship marketing programs for global brands across a broad range of industries.

Amidst all of this, Luc has maintained a strong work/life balance, enjoying some exciting global travels (the highlight of which was two months spent scuba diving in the Caribbean off the coast of Mexico) and a great relationship with his partner Nicole, who he met while completing his Commerce degree. He is proud of where his B Com has taken him over the last six years, and is looking forward to an exciting future.

The Commerce Alumni Chapter has much to thank Luc for over the past two years. Luc was the founding Chairperson of the Chapter's working party and was instrumental in having the Chapter's charter ratified by the Alumni Association. Luc was also central to the Chapter's launch event and the design of our website, and the chapter's relationship with sponsor, Deloitte Touche Tohmatsu. In addition, it was Luc's vision that led to the emphasis on continuing professional development in the goals of the Commerce Alumni Chapter. While Luc's move to Sydney has reduced his ability to be fully involved with the Chapter, he has remained active by email and phone.

Commerce Alumni Chapter Goals

Enriching our business communities, developing future leaders and ensuring the continuation of excellence in the School of Commerce.

The Commerce Chapter works actively to:

- Facilitate contact and networking between stakeholders;
- Build a community of Commerce professionals interested in the development of graduates and undergraduates fully prepared for the business environment;
- Promote the School and the activities of its students to all stakeholders and the community at large;
- Foster excellence in the professions represented within the School;
- Recognise and reward the achievements of stakeholders in the professions represented within the school; and
- Support and advise the School.

2003 Key Dates

- Jim Robinson's Presentation: *Thursday 11 September*
- Scholarship Applications: *Tuesday 30 September*
- Jeff Lucy's Presentation: *Tuesday 21 October*
- Committee Nominations: *Friday 14 November*
- AGM & Cocktail Evening: *Friday 21 November*
- Commerce Award Dinner: *TBA (15 - 19 December)*

Supporting the Chapter

There are a number of different ways that you can support the Commerce Chapter:

Voluntary support: The Chapter could not function without the valuable efforts of its volunteers. Alumni are invited to offer their assistance to make the Commerce Chapter a vital, forward-looking, successful group, serving graduates and current students. Currently many opportunities exist where, while participating in community service for the Chapter, alumni can also gain broad-ranging and valuable professional experience and expand their personal networks.

Financial support: To find out about how you can make a donation to the Chapter or leave a bequest, please contact Chris Medlin on 8303 3103 or email chris.medlin@adelaide.edu.au.

Sponsors

**Deloitte
Touche
Tohmatsu**



This newsletter has been produced by the University of Adelaide Commerce Alumni Chapter. For more information on the Chapter, its objectives and activities, please visit www.adelaide.edu.au/alumni.