

Did you miss Martin Haese at Garage?

On Wednesday, 23 July Martin Haese, CEO and Founder of the Youthworks chain, presented an amazing story to a packed house at the Garage bar.

Martin's story began with Youthworks' humble beginnings in Regent Arcade in the early 1990s, and detailed the growth of the Youth fashion retailer over the last 10 years. Martin explained the challenges he has encountered in establishing the clothing chain; from perfecting the product range in each store to building customer loyalty and managing supplier relationships. Martin also related the difficulties he experienced when Youthworks expanded into the Melbourne market and launched the Sole Shoes brand.

A highlight of Martin's presentation was the way he dissected the key events that have been critical to Youthwork's growth. He described each event in a simple and concise manner that was easy to understand, yet applicable to both young aspiring entrepreneurs and Alumni interested in personal development alike.

During the networking session that followed the presentation, everyone had the opportunity to meet Martin personally and ask their own questions.

Feedback indicated the evening at the Garage was enjoyed by all; its success was not only measured by the informative and entertaining presentation, but also by the relationships that were strengthened during and after the event. It is also pleasing to hear of job opportunities and new contacts that arose from discussions on the night.

The Youthworks Group now encompasses a chain of 15 stores including five Sole Shoes stores, across Adelaide and Melbourne. The company is about to open a further two stores, and is aiming to expand Australia-wide in years to come. The Commerce Alumni thanks Martin for sharing his time and encourages its members to visit one of Martin's stores to see his story in action.

Be sure to attend the Commerce Alumni's next professional event as described below.



SA Water CEO on Gender Balance 'Gender Balance within an Infrastructure Company'

Following the success of recent presentations by Stefan Ahrens and Martin Haese, the Commerce Alumni is pleased to present Anne Howe, Chief Executive of SA Water, on Wednesday 13 October. During her presentation, Anne will discuss the importance of achieving gender balance within an infrastructure company such as SA Water.

Prior to taking up her position at SA Water, Anne held executive positions in the construction & property, and community services sectors. Anne is currently a Member of the South Australian Water Corporation Board and the South Australian Financing Authority Board. She is Deputy Commissioner of the Murray...

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Commerce Alumni hosts chief nudie at Marketing Week

The Commerce Alumni in conjunction with the Australian Marketing Institute (AMI), are presenting Tim Pethick, chief Executive of nudie, at the AMI's Marketing Week on Thursday 2 September.

A Chartered Accountant from Sydney, Tim's resume includes a broad range of positions. Prior to establishing nudie, he was CEO of



BTLookSmart, a joint venture which he pulled together between British Telecom and LookSmart delivering

web and WAP search and directory solutions to businesses in 15 languages and across 20 markets worldwide. Previous positions held include Marketing Director of the Microsoft Network (msn) in Australia, General Manager of Sales and Marketing of Encyclopaedia Britannica in America, and more recently, CEO of LookSmart Australia.

Tim, who has a soft spot for fresh fruit, succumbed to his cravings in 2002 when he established nudie, a Sydney based manufacturer of 100% natural fruit juices. In the

summer of 2002/03, Tim travelled the streets in a nudie van, giving away hundreds of bottles of nudie a week, convinced that if people tried it, they would buy it. From an operation of 4 people supplying 24 stores in early 2003, nudie has grown dramatically. By May this year, the company was employing over a hundred "nudie helpers", and supplying 4000 stores across Australia.

However, the nudie experience has not been all plain sailing for Tim. The company suffered a major hiccup in May this year when its factory and offices were burnt down. However, Tim and the nudie team were not deterred and had production of nudies going again within three weeks.

However, there is more to nudie than just natural fruit juice. In creating nudie, Tim has sort to create a universal brand with personality and attitude. One look at the nudie characters on the company's website (www.nudie.com.au), and you will see this. The name itself is bold and unforgettable.

Nudie's marketing approaches have ranged from circulating nudie petitions in work places, demanding that retailers stock nudie juice in their fridges, to

sponsoring the World Hot Air Ballooning Championships in Mildura in June this year. nudie even has its own nudie character hot air balloon.

If all of this is reminding you of Richard Brandson and Virgin, well don't laugh. Virgin has a stake in Signature Brands which



owns Pulp Juice, and nudie has recently announced that it is looking at teaming up with Pulp Juice to turn nudie into an international fruit juice brand.

To learn more about Tim Pethick, the growth of nudie, and brand creation and management, make sure you do not miss his presentation at Marketing Week at 5.30pm at the Holiday Inn on Hindley on 2 September. Registered members of the Commerce Alumni are entitled to the membership price of \$61 (\$90 non members) which includes finger food and refreshments. Registration forms are available from the AMI website (www.ami.org.au) or by contacting Marilyn Penhall at the AMI on (08) 8235 2500 or sa@ami.org.au.

Anne Howe, CEO of SA Water, on Gender Balance



...(continue from page 1) Darling Basin Commission and the Chair of the Water Services Association.

Anne's career covers management in human service agencies, policy, planning and public sector reform and over the last decade she has had leadership responsibilities for the delivery of efficient and effective government services in partnership with the private sector.

Anne's key areas of expertise are:

- Leadership and Strategy development

- Change management using a consultative approach
- Culture change to create improved commercial and service outcomes
- Partnerships between organisations and sectors

Sponsored by Ernst & Young, Anne's presentation will be held at in the Bradman Room at the Adelaide Oval from 5.45 to 7.30pm on Wednesday 13 October. For more information, visit the Commerce Alumni website or contact the Alumni Office on (08) 8303 5800.

Qualified Lawyer and CPA lectures in Masters Program

John Tretola is an Adelaide boy having been born here and he has lived here for nearly all of his life.

John has spent 15 years working with the Australian Government, having worked for more than 10 years at the Australian Tax Office.

He is a qualified lawyer and CPA, having spent some 5 years in private practice in both a law firm and accounting firm. He currently has his own small tax agent practice handling the tax affairs of several SA small businesses and individual taxpayers.

John has been tutoring at The University of Adelaide for 7 years in the Commerce and Law Schools, predominantly teaching income tax law.

John enjoys teaching and after working in private practice he

realised that teaching was what has given him the most enjoyment and fulfilment. This led him to apply to become a fulltime staff member of The Commerce School, which he was successful in obtaining in February of this year.

John at present tutors at undergraduate level in Accounting for Decision Makers I and Income Tax Law III and will lecture in the Masters program in Business Taxes & GST in second semester.

John lives with his partner Kelly and 4 children, including Antonio who is only 19 months old and 2 miniature fox terriers, Molly and Max, 2 cats and 4 fishes. In his spare time, John also works for the SANFL as ground staff at AAMI stadium and he is also an accredited baseball umpire.



Deloitte Scholarship

The Commerce Chapter, in conjunction with Deloitte, are offering a \$5000 scholarship for the second year running. Called the Commerce Alumni and Deloitte Scholarship for Excellence and Leadership, the scholarship is designed to promote academic excellence and leadership by current students within the School of Commerce.

The scholarship is open to students entering into the final year of a full-time program within the School of Commerce at the University of Adelaide. Selection is based on academic merit and evidence of leadership activities, with preference being given to a student in financial need. Applicants must be Australian Citizens or Permanent Residents. The value of the award is \$5,000 for one year of further study within the School of Commerce.

Application forms are available from the Commerce Alumni website, and should be lodged with the Adelaide Graduate Centre, Level 13, 10 Pulteney Street by no later than 29 October 2004.

Award winning graduate in the Big Apple



Kelly Amato completed her Bachelor of Commerce majoring in accounting in 2000 and began working at PricewaterhouseCoopers in the Assurance practice in January 2001. Kelly believes her Bachelor of Commerce (Accounting) gave her the technical knowledge that she needed to perform in her career, as well as providing a basis for the other requirements of her job.

After working for a year, Kelly began the CA Program to become a member of the Institute of Chartered Accountants in Australia. Whilst it required considerable work, her accumulated knowledge from her University education helped her through. She was awarded a merit for all 5 of the CA subjects, scoring the top mark in South Australia for Financial Reporting and Assurance, Taxation and Financial Reporting and CA Integrative modules. Out of 3,000 candidates, she was also named the National Candidate for 2002/03; a remarkable achievement.

Kelly moved to New York at the end of September 2003, to begin working over there for two and a half years with PwC. The work that she has done in the CA Program has given her the tools to have a very successful and long career in the profession. Kelly joins Angela Leane at PwC in New York who is also a Commerce Graduate who received 5 merits in the CA Program.

PhD Student Lectures in financial accounting and reporting

Jinghui Liu joined the School of Commerce this year. Jinghui was educated in China and was awarded a Bachelors Degree majoring in Engineering (Industrial Accounting) from Northeastern University in July 1992 and also a Masters degree (majoring in Economics) from Jilin University in July 1998.

From February 2001 to February 2004, she was a teaching and research assistant at the University of New England. Whilst at UNE she was awarded the Keith & Dorothy Mackay Scholarship which sponsored her to conduct research at Suffolk University, Boston, U.S.A., from May-July 2003. An overseas Postgraduate Research Scholarship and a University of New England Research Scholarship has allowed Jinghui to study for her Ph.D. in Accounting at the University of New England.

Jinghui accepted a lecturing position within The School of Commerce and is continuing to work towards the completion of her Ph.D.

Jinghui is currently the Lecturer-in-Charge of Financial Accounting Issues for the Master of Commerce and also lectures in Advanced Financial Reporting. Her research interests lie in the areas of financial reporting, as well as international accounting, corporate information disclosure, accounting theories, and initial public offering.

Jinghui enjoys living in Adelaide because she loves the proximity to the hills and the beach and she likes swimming. Jinghui chose to study in Australia because of our beautiful countryside and animals and because of the good reputation of the University of New England. She found that her



transition into the Australian culture was fine and noted that Australians have a more relaxed lifestyle. She would like to move into a house so that she could have a pet. She would like two dogs – one for indoors and one for outside.

Are you registered?

Are you a registered member of the Commerce Alumni? If not, you are missing out on details of events, discounts for events held by other professional bodies, the ability to participate in the forum, and a listing in the Commerce Chapter database. And just because you have received this newsletter does not mean you are necessarily registered!

All University of Adelaide Commerce graduates, past students, current students and staff are welcome and encouraged to register. Registration is free and only takes a couple of minutes to complete. Just visit www.commerce.adelaide.edu.au/alumni, select Members' Area in the menu and click register to open the online registration form. Complete the form and that's it, done! Even if you are not an Alumni, but are still interested in our activities, you are able to register as a Friend of the Chapter using the same form.

Commerce Students Association

This year has seen the formation of the Commerce Students Association (CSA) with the assistance and support of the Commerce Alumni.

This initiative is being strongly supported by the Commerce Alumni and seeks to ensure that the CSA is a permanent and successful fixture of The School of Commerce. The CSA will offer significant benefits at undergraduate level, and ensure a natural follow on to membership of the Commerce Alumni.

Current Alumni recognise that friendships formed whilst going through Uni are difficult to maintain after leaving but that a strong and committed networking forum such as the Commerce Alumni Association offers a great way of staying in touch and building potentially invaluable networks extending around the world.

The CSA has already had its first event when Mr Alfred Huang, past Lord Mayor of Adelaide and current Adjunct Professor at UniSA addressed a student group of 45 in the Equinox function room. Alfred Huang reinforced the important benefits of building International relationships through education. This included Adelaide Students needing to recognise the enormous opportunity that exists for local and international students to meet and form mutually beneficial friendships and networks.

We welcome and congratulate the newly formed Committee. For more information, contact President, Michael Haaren at michael.haaren@student.adelaide.edu.au.

This newsletter has been produced by the Committee of the Commerce Chapter of the University of Adelaide Alumni Association.