

Commerce Chapter of the Alumni Association University of Adelaide

President's Report 2004

2004 has been a very active and fulfilling year for the Commerce Chapter. In reflecting on our achievements, I would like to pick up on three points I made at the 2003 Annual General Meeting.

Firstly, I suggested 2004 would be a success if each member could describe an incident that "gave them a new idea, made them look at an issue in a different light, or provided a new opportunity to them...". I am confident that each of you could relate numerous such instances throughout the year, whether it be inspiration from our of guest speakers, meeting someone at one of our events, or a thought provoking discussion during our regular monthly drinks.

Secondly, I mentioned that everyone involved with the committee had unique ideas for the Chapter and its development. The Chapter is still very much in its development phase and the committee's creative thinking has been critical to our development in 2004. For example, Joe Barry had a particular interest in developing the International Networking Forum, providing an opportunity for local and international students to build closer links and friendships. In organising events to achieve this, he has inspired a group of students to establish the Commerce Students Association. The potential impact of this new student group in years to come should not be underestimated. I strongly encouraged everyone to continue contributing their ideas and experimenting with new concepts in 2005.

Thirdly and most importantly, I said the Chapter's achievements would be due to everyone's support and involvement. I also added that the benefit and rewards we each received from the Chapter would be dependent of what we, as a combined group, contributed to it. This has turned out to be very true.

On behalf of the Chapter, I express my sincere appreciation for the contribution and support of the committee throughout the year. It has been a combined effort and everyone should be justly proud of what we have achieved.

Alexander Brown, November 2004

The following outlines our events and achievements during 2004.

Professional Events

- Stefan Ahrens, Managing Director of Ahrens Engineering (April)
- Martin Haese, Founder and CEO of Youthworks Group (July)
- Gender Balance by Anne Howe, CE of SA Water (Oct)
- Session Host, Marketing Week 2004, Guest speaker Tim Pethick, CE of Nudie Pty Ltd (Sept)

Social Events

- Monthly Drinks for Alumni Members
- Post Exam Drinks for 3rd Year Students (Nov)
- Graduates BBQ (Feb)

Assisting students and young graduates with career development:

- Marketing Rules!: Three graduates related their experiences in marketing (Aug)
- Accounting - More than you think!: Three graduates related their experiences in the accounting (March)

International Students Network:

- Established to assist international students to build closer relationships with local students
- Presentation by Alfred Huang, Former Mayor, City of Adelaide (May)

Commerce Alumni and Deloitte Scholarship:

- \$5000 Scholarship per annum for further study with the School of Commerce
- First awarded to Carly McDonald in Dec 2003, second recipient Anna Luong Dec 2004
- 5 year agreement with Deloitte

Communication

- Newsletter – produced and distributed in March and August/September
- Website – searchable database of members, blind email and online forum
 - Seed funding of \$6,000 received from Deloitte from 2002 to 2004

Relationships with professional bodies and other organisations:

- Australian Marketing Institute (AMI)
 - Marketing Week event, joint promotion of events, free publicity in their newsletter, membership prices
- Australian Institute of Management (AIM)
 - Membership prices
 - Hosted a table at Women in Management Breakfast (Sept)
- Chartered Institute of Management Accountants (CIMA)
 - Currently negotiating membership prices and joint promotion of events
- MBA Alumni
 - About to negotiate membership prices and joint promotion of events
- Flinders University and University of South Australia
 - Promotion of Commerce Alumni Events to students and graduates