

[] DEGREES

BUSINESS ACROSS BORDERS

SUMMER EDITION 2012
SCHOOL OF INTERNATIONAL BUSINESS

[WELCOME
[FEASTING IN FOOTSCRAY
[BA NEBE? (WHERE ARE YOU GOING?)



GO WEST

Melbourne's Western edge is now Australia's fastest growing region. It is also home to seven Victoria University campuses, countless students and staff, and many partnerships including the Feasting in Footscray collaboration and the popular Rickshaw Run.

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WELCOME TO THE SCHOOL OF INTERNATIONAL BUSINESS

As part of a strategic realignment of the Faculty of Business and Law's research and teaching activities, the Faculty is reaffirming its longstanding commitment to tourism, hospitality and events, by bringing them together with a range of key export service sectors in a new School, the School of International Business.

The mixture of disciplines and areas of study in the School – marketing, economics, tourism, hospitality, events, music, retail, culinary management, international trade and, of course, international business – recognise the synergies to be gained by bringing these areas together under the wider umbrella of international business. The structure enables us to apply a high level disciplinary perspective that stimulates imaginative intellectual connections across both business and geographic borders. It recognises that business is being conducted in a dynamic, global environment, and that organisations need appropriately educated professionals who can work across traditional functional boundaries as well as across national borders.

The formation of the School also affords the opportunity to improve our ability to build tourism's response to climate change, to evaluate both leisure and business events, and to undertake applied research on a range of key issues related to small business and entrepreneurship in hospitality, tourism and events. You will see many articles in this issue of *Degrees* about research already underway in these areas.

The School is well positioned to lead the way in international business education and research. It allows students to acquire the knowledge necessary to take advantage of the challenges offered in an international trading environment, and prepares them for the global workplace. This combination also brings together staff from our award winning events management degrees with those from the recently internationally accredited courses in hospitality and tourism. It enables the further development of courses and qualifications in the international aspects of the business of hospitality, tourism and events, and lends support to the University's leadership in sports through courses in sports event management.

As well as strengthening Victoria University's capacity to provide seamless pre-tertiary and tertiary learning, these new arrangements will also enhance research capability in these areas, and present an opportunity to more effectively engage with our industry and community partners. Staff in the School of International Business are already working with their colleagues in the Faculty of Trades and Technical Innovation in partnership with Le Cordon Bleu International to present new, internationally recognised culinary courses, at state of the art facilities on the Footscray Nicholson campus.

The School launch also affords the opportunity to introduce Professor Alison Morrison, our foundation Head of the School of International Business. Until 2009, Alison was Vice-Dean (Research) of the Strathclyde Business School at the University of Strathclyde, having previously been Head of the Department of Hospitality and Tourism Management there. More recently she was Professor at the School of Management, Surrey University. Alison has been teaching and publishing extensively since 1984, primarily in her specialist area of small and entrepreneurial tourism businesses. She has authored a wide range of journal papers and books related to entrepreneurship. We are delighted to welcome Alison to the Faculty of Business and Law, and look forward to her working with all her colleagues to forge a highly successful School that lives up to its great potential.

David Lamond

Prof David Lamond
Executive Dean
Faculty of Business and Law



THE SCHOOL IS WELL POSITIONED TO LEAD THE WAY IN INTERNATIONAL BUSINESS EDUCATION AND RESEARCH.

[FROM GLASGOW TO MELBOURNE: MEET THE FOUNDATION HEAD OF SCHOOL

I am delighted and honoured to be the Foundation Head of the School of International Business.

When I read the specification for the Head of School position, it was as though I was reading through highlights of my own CV. I couldn't believe just how well my professional expertise, personal qualities and aspirations aligned to what was required of the new Head of School.

I was fortunate to spend a six-month sabbatical at Victoria University in 2001. During this time, I established many excellent professional relationships with members of staff that continue to this day. I have also had the opportunity to meet several people who have joined the School since that time at various conferences.

When all this was placed in the exciting context of the newly formed School of International Business, I felt my energy and enthusiasm levels rapidly rise, ready to take forward this new initiative that is so in tune with today's world of global commerce.

In the spirit of honesty, however, I do have a confession to make ... a love of the City of Melbourne, which is my favourite in the world (after my home city of Glasgow of course!), was also an important influencing factor!



Prof Alison Morrison
Head
School of International Business



GO WEST

MELBOURNE'S WESTERN EDGE IS NOW AUSTRALIA'S FASTEST GROWING REGION ACCORDING TO RESEARCH CONDUCTED BY KPMG DEMOGRAPHER BERNARD SALT, WHICH SHOWS MORE DEMAND FOR INSTITUTIONS SUCH AS UNIVERSITIES.

Victoria University has always had a strong connection with the Western Region – it's home to seven of its campuses as well as countless students and staff, and it's the epicentre of many corporate, community and non-profit partnerships.

Bernard revealed that in the next decade the Western edge is projected to add 175,000 people and 82,000 dwellings, meaning more students, different courses and innovative partnerships.

"Population growth at this pace and scale means more demand for social infrastructure such as houses, shops, schools, roads, medical centres and sporting grounds," Bernard said.

"One could say Melbourne is rebalancing to the West. In fact, much of the story of Melbourne's growth in the early 21st century will be created in the West," he added.

The University is also working with KPMG and the Western Bulldogs to develop a strategic plan for the West including the development of a potential town and gown model.

Victoria University graduate and Chief Executive of the Western Bulldogs Simon Garlick said, "The Western Bulldogs have an ambitious five-year plan that will strategically position the Club to build the strongest of futures".

"This blueprint is unapologetically focussed on, and aligned with, the growth of Melbourne's West," Simon added.

"The rise of the West brings unique opportunities the likes of which have not been seen before. The Western Bulldogs consider Victoria University a key partner in our efforts to seize these opportunities and to strengthen our community.

"I urge everyone to get on board with the Club – because when you are a member of the Bulldogs you are a part of something more than just a football club – you're also part of a community."

The School has important links with the Western Bulldogs, collaborating in a number of community and business projects. Students have provided voluntary support on match days while others have worked part time through the Business Integrated Learning program.

A third group has undertaken full-time Co-operative Education employment with the iconic Western sporting team. The two organisations were also part of the consortium that delivered the Feasting in Footscray project earlier this year.

While many students and staff are fans of the AFL team, the Western Bulldogs are also fans of Victoria University's students. Many have been offered roles with the Western Bulldogs after completing workplace experience.

There is a socioeconomic transformation occurring in the Western Region, particularly in the Inner West, which is undergoing significant gentrification. However, the extent of disadvantage in areas such as Footscray is still cause for concern.

The University is a powerful institution that can help transform the West. Changes such as the formation of the new School of International Business and the introduction of courses such as the Le Cordon Bleu program reflect the University's move away from historical course requirements.

With seven campuses throughout the Western suburbs, Victoria University has a vested interest in ensuring that the Footscray region is perceived in a positive light.

The Feasting in Footscray project during the 2011 Melbourne Food and Wine Festival provided a framework to improve relationships between local businesses, government and the University, while creating a means to enhance public perceptions of Footscray's appeal. It was also positively embraced as a 'Learning in the Workplace' opportunity for numerous event management students, with many projects to be repeated in 2012.

In initiating the project, Victoria University and the consortium highlighted Footscray's great restaurants, exciting, diverse and affordable culinary options, safe spaces, vibrant activities and warm and friendly people.

The consortium model of engagement used in the development of the project was the first time Victoria University and the member organisations had been involved in such a process aimed at promoting the region as a whole, rather than individual interests.

So whether you live in the centre of the Western region or are a frequent visitor, we can all agree the West has plenty on offer.



Melbourne's West Gate Bridge.



COLLABORATION FUELS FEASTING IN FOOTSCRAY

Collaboration between nine organisations in the Western region fuelled an impressive line up of events during the 2011 Melbourne Food and Wine Festival (MFWF) under the banner of Feasting in Footscray.

The 12 unique events ranged from the creation of musical instruments with vegetables, dietary specific degustation dinners, and culinary tours of Footscray in traditional Vietnamese Rickshaws, to lectures and discussions on food security and opportunities to share history and cultural diversity.

Victoria University worked alongside Maribyrnong City Council, the Department of Planning and Community Development, Footscray Community Arts Centre, the Footscray Traders Association, Western Melbourne Tourism, VIC Relief Foodbank (Foodbank Victoria), Western Bulldogs and Le Cordon Bleu.

Their aims were to showcase and promote the culinary diversity of Footscray; change perceptions of Footscray as a destination; promote the University's new hospitality teaching facilities; and provide a vehicle for industry based learning experiences for Victoria University students.

According to Susie Wickes from Maribyrnong City Council, "the Feasting in Footscray program met the objectives in this first year partnership".

During the program, 118 Victoria University students completed a total of 1692 hours as part of their Learning in the Workplace and Community assessment.

The project attracted significant local and interstate media attention with \$140,901 in free print media. The consortium members also reported enhanced understanding of other local businesses and stronger relationships.

Vicki Bonet Senior Marketing and Communications Advisor, Department of Planning and Community Development said, "The Footscray Food Fiesta was well attended and proved popular with locals and visitors. The event looked professional and was well run with a good program mix."

Half of the visitors to the events were not residents of the Western suburbs, and as one participant said, "As the entire group lives on the South East side of town it was great to experience a suburb we don't normally travel to. We all agreed we will be bringing our kids over for Sunday dinners".

Another unexpected achievement was the short listing of the Rickshaw Run event, managed by the Footscray Traders Association, as one of the '20 Best Events of MFWF' as part of their 20th anniversary celebrations in 2012.

Following the success, a similar feast of events will be part of the 2012 MFWF.

[BON APPÉTIT

Le Cordon Bleu – the name alone inspires would-be chefs everywhere and now Victoria University is among a select few Australian institutions to partner with the prestigious organisation.

The culinary and hospitality training organisation, which began as a cooking school in Paris in 1895, now connects 27 organisations across five continents.

This year, Victoria University enrolled its first class of aspiring culinary managers in the Le Cordon Bleu program. Each is working toward a three-year Bachelor of Business in Culinary Management with an embedded Certificate III in Hospitality and Commercial Cookery.

The students train in the University's new kitchen facilities at the Footscray Nicholson Campus. In keeping with the high quality of the course and the Gallic way, each student will use an average of 80 kilograms of butter and \$3,000 worth of fresh food during their studies.

The students can also undertake a five unit field of study in any area offered by the Faculty of Business and Law, such as accounting, management, computer systems, marketing and international business.

Tourism, Hospitality and Events Group Leader Michael Pearlman, says graduates from a Le Cordon Bleu-partnered program enjoy a major competitive edge over their colleagues as they vie for the world's best jobs as executive chefs, restaurant managers or hotel executives.

Some of the University's first students, including Ruby Soekamto, 20, from Indonesia, have a dream to own their own restaurant.

"With this course I won't necessarily have to pay for both a chef and a manager because I'll be able to do one, or even both jobs myself."

Due to current government policy, only international students can apply for the full-priced course. However, Victoria University is working toward accommodating domestic students in the Le Cordon Bleu program.

"The University is fortunate to have this relationship with such an esteemed partner and we see nothing but rapid growth in the years to come," Michael said.

The course focuses on the technical, commercial and philosophical aspects of culinary arts, sciences and management.

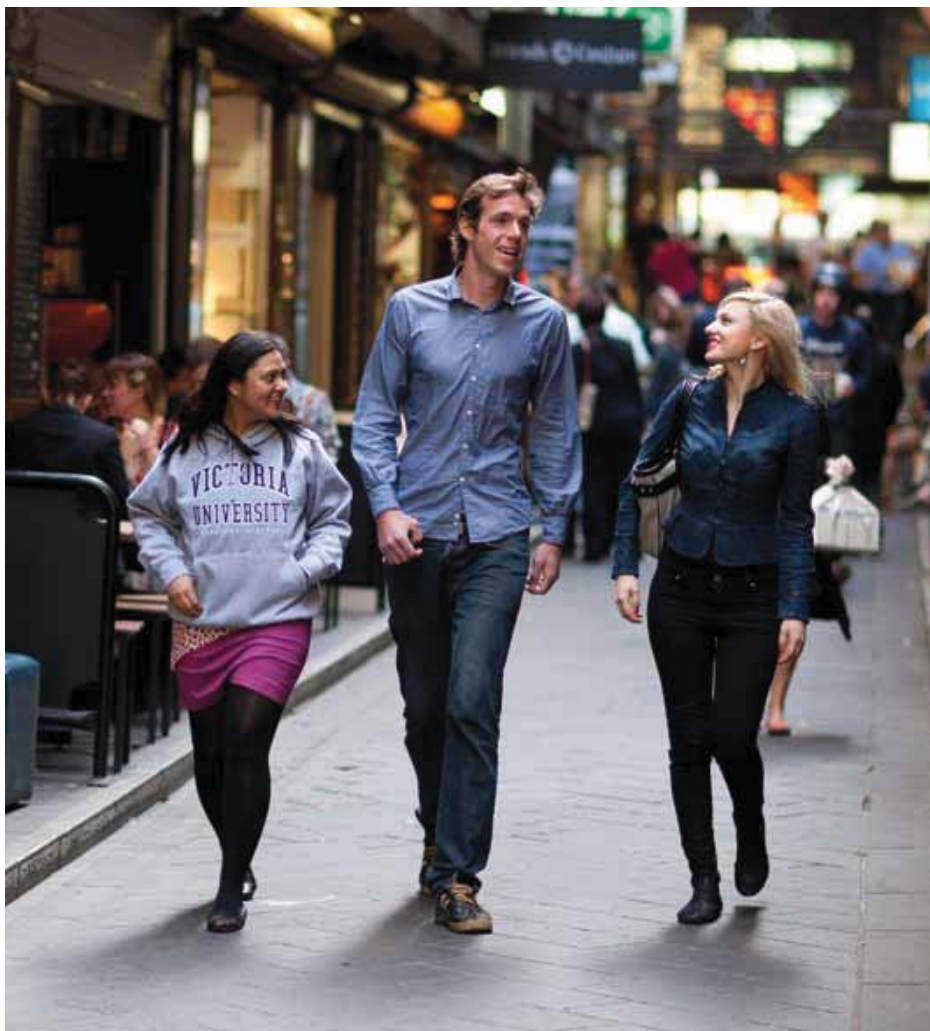
According to Michael, "students learn about the science of cooking and the commercial realities of the hospitality industry".

The overarching philosophy is that food is a function of climate, geography and technology. It has cultural significance, physical properties and commercial value.

ANOTHER
UNEXPECTED
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OF THE RICKSHAW
RUN EVENT,
AS ONE OF THE
'20 BEST EVENTS
OF MFWF'.



[GOING PLACES]



INTERNATIONAL BUSINESSES TAP INTO SCHOOL OF INTERNATIONAL BUSINESS

THE EXPO HAS GROWN TENFOLD FROM 40 STUDENTS AND FIVE EXHIBITORS INTO AN IMPORTANT INDUSTRY EVENT.

More than 90 per cent of students who attended the 2011 Victoria University Hospitality, Tourism and Events Expo have said it helped them find a relevant position in their chosen industry.

The students also said the Expo helped improve their presentation, communication and interpersonal skills as well as their industry knowledge, motivation and networking.

The annual Expo, now in its 18th year, is the major opportunity for students to gather information about general career and employment opportunities, particularly for Co-operative Education (Co-op) and Work and Business Integrated Learning. It also gives businesses the opportunity to meet with and assess the students who will form their future workforce.

The University has established long-lasting relationships with many of this year's exhibitors, and according to the post-event survey, 70 per cent of the organisations don't attend any other expos to recruit students.

Potential employers included Qantas, Sofitel Melbourne, Disneyworld, Tourism Victoria, Crown Hotels and the Melbourne Convention and Exhibition Centre.

One of the exhibitors, Terry Smit, Managing Director of Go West Tours, said the event was "Industry best practice". Others said it "was of great benefit" and "very well run". Libby Howe from Delaware North Companies, one of Australia's largest hospitality companies, said she "will be back again next year".

The Expo, which started in the early 1990s in the former Cityscape restaurant, has grown tenfold from 40 students and five exhibitors into an important industry event.

Co-op is compulsory for students in the third year of hospitality and tourism courses. Events students complete 150 hours of industry relevant experience through Business Integrated Learning. Other students can participate if they wish – and many do.

The Expo was a featured element of Victoria Tourism Week, a major initiative of the Victoria Tourism Industry Council and Destination Melbourne.

[TOURISM'S AMAZING RACE



Thirty-seven Victoria University students in 12 teams participated in the Tourism Industry Amazing Race, with an official Victoria University start line hosted by CEO of Destination Melbourne, Chris Buckingham.

VECCI and the Victoria Tourism Industry Council presented the interactive activity during Victoria Tourism Week and had teams race throughout the CBD completing a series of challenges and activities.

While the Victoria University teams were not successful, a team from Destination Melbourne, which included several Victoria University graduates, won the event.

[STUDENTS CHECK IN AT LAX



Victoria University's Barry Broons with Hallmark's Maria Silva and Paula Hooks.

If you've flown out of LAX on a Qantas flight in the past nine years, chances are you've been served by one of the 90 plus Victoria University students recruited by Hallmark Aviation Services.

The students work at Los Angeles International Airport for 12 months in paid positions where they are trained to provide above-the-wing ground handling services for leading airlines including Qantas.

"I appreciate and value very much our relationship. I can hardly believe that we already have had over 90 participants in this program," Philipp Huber, President of Hallmark said.

The students work across a range of areas and put the skills they've learned at the University into practice. A number of students have moved into upper class service during their time at LAX, and many have been recruited into the aviation sector at home and abroad after the experience.

A recent recruit Nicole Poort, who is now a sales coordinator at Hotel Grand Chancellor in Melbourne, talked about her experience at the Herald Sun Careers Expo earlier this year. She told the audience that many people were impressed with the experience she gained at LAX.

Hallmark attends Victoria University's Hospitality, Tourism and Events Expo every year and only recruits for its Qantas account from among the students of the School of International Business. Competition for the paid positions is extremely high because students are given access to first class experiences and training.

The relationship is also beneficial for Hallmark and the US aviation industry giving them access to a high-performing talent pool.

[GRADUATE TAKES THE REINS OF YOUNG TOURISM NETWORK

When she's not delivering a complex array of collateral for Destination Melbourne, Kellie Monger makes time to be the co-chair of the Young Tourism Network (YTN).

YTN is a Victorian networking group that connects young and emerging people in the Victorian tourism industry. Members come from travel, leisure, hospitality, marketing, events, attractions and tour operator sectors.

As well as being co-chair of the YTN, Kellie is the Senior Marketing Coordinator at Destination Melbourne and their second-longest serving staff member. She is also a Victoria University graduate and is clearly on the right career path.

Earlier this year, the high-flying graduate opened the annual Hospitality Tourism and Events Expo, where she was also an exhibitor on behalf of Destination Melbourne.

If that wasn't enough, Kellie also attended the Tourism Week Business Breakfast, helped as an ambassador and champion for the Young Tourism Network at the Expo, and was part of the winning team in the Victoria Tourism Industry Council's Amazing Race.

While the School of International Business may have lost the Amazing Race to Destination Melbourne, which won first and third place, it definitely doesn't mean the end of collaboration between the two organisations in the future.

[STUDENTS FOLLOW IN GRADUATES' FOOTSTEPS



Amanda Greganic.

Two Victoria University students, including the 2010 Work Integrated Learning (WIL) Student of the Year for Hospitality Management, are following in the footsteps of illustrious graduates, Dean Minett, Country General Manager of The Ascott Limited Australia and Paul Constantinou, Chairman of Quest.

James Cowan, 2010 WIL Student of the Year for Hospitality Management completed his Co-operative Education year in 2009 at The Ascott Limited and is now their HR Executive, while Amanda Greganic undertook her Co-op at Quest Serviced Apartments and was promoted to Marketing Administrator.

Co-op helps graduates go further in industry. It is compulsory for all hospitality and tourism students in the third year of their degrees and involves 40 weeks of paid work in their field.

Amanda says Co-op has helped her get a foot in the door of the hospitality industry.

"I now have more of an idea of what I would like to do in the future and would like to continue my career in the hospitality industry – at a corporate level and at a property level," she said.

"I have also been given fantastic opportunities within the office – I discovered I had a real interest in marketing and the Quest brand. As a result, I have recently been appointed to the permanent role of Marketing Administrator."

The learning that continues beyond the classroom helps students like James and Amanda gain more confidence and learn how to interact and network with people.

Amanda said, "Nothing compares to getting out there and speaking with stakeholders; guests, franchisees, suppliers and colleagues face to face and over the phone, it is something that cannot be done on paper."

Peter Fiasco, General Manager – Franchise Operations at Quest, who has been involved with the Co-op program for five years, says the students thrive in the professional environment.

"We have seen students thrive, learn and develop, and indeed do their personal best every day. It has given each student the opportunity to develop their skills and work towards their goals. It has opened up opportunities for them to explore different avenues of employment. We are proud of what we have been able to provide and we look forward to our continued relationship with Victoria University," Peter said.

[STUDENTS GIVEN \$50,000 TO HELP MARKET COMMUNITY GROUPS



Marketing Discipline Leader, Dr Maxwell Winchester with Anthea Cherednichenko, Victoria University graduate and mentor for the Life's Little Treasures Community Group.

Marysville Community Golf and Bowls Club is one of four community groups benefiting from a \$50,000 marketing budget and the assistance of marketing students through the inaugural Australian Marketing Institute Community Initiative (AMICI).

Six Victoria University students, aided by a number of graduates, are helping four Victorian community groups raise their profiles with a total marketing budget worth \$200,000 provided by the Sentinel Foundation.

The students receive academic credit for their involvement and are responsible for developing and implementing marketing plans for their community groups, which include Life's Little Treasures, Marysville Community Golf and Bowls Club, Activate and Anniemac.

Victoria University graduate Jenny Pham founded the innovative three-month program with support from the School of International Business. The students' accreditation is provided through enrolment and curriculum in Business Integrated Learning.

Jenny says it is a 'win-win' for all involved with professional development opportunities for participants, and marketing assistance for the community groups.

"Participants in the AMICI program will be gaining invaluable experience and networking opportunities. I have personally spoken to the students involved and they are jumping out of their skin with excitement," Jenny said.

Industry professionals such as Victoria University graduates John Thompson, a recent valedictorian, and Anthea Cherednichenko, an MBA graduate, are acting as mentors.



THE DISNEY LEARNING EXPERIENCE

While some students train at LAX, others pass through the gates on their way to train at the happiest place on earth, Disneyworld in Florida.

To date, more than 60 Victoria University students have been employed by Disneyworld. While they are mostly students completing a Work Integrated Learning unit of study, others go just for the personal development opportunities.

Kendal Fisher was one of 26 Victoria University students who worked at Disneyworld in 2010, and is now an ambassador for the Disney International Program.

Kendal presented at the Herald Sun Careers Expo earlier this year and talked about his time working at the famous theme park.

If Mickey and Minnie don't keep students like Kendal busy enough, they can also access an education and learning series tailored for Disneyworld trainees, which includes formal programs and internal lectures. As part of this arrangement, Victoria University Co-operative Education students at Disneyworld can complete a Harvard University qualification while in residence.



[BEYOND BORDERS]

[

BA NEBE?

(WHERE ARE YOU GOING?)

For Denis Tolkach, an international PhD scholar at Victoria University, the answer is Timor-Leste. He'll be heading back to get feedback on his research, refine the findings and outline his recommendations.



In 2010, Denis began researching community-based tourism in Timor-Leste, and helped organise a conference funded by Victoria University and the Universidade Nacional do Timor Loro'sae.

Denis has spoken with a number of stakeholders including government, private sector, community leaders, NGOs and education providers, and hopes his research will improve the benefits community members get from tourism.

"The community-based tourism (CBT) initiatives in Timor-Leste take many different forms but all face similar challenges," Denis said.

"The challenges include a lack of standards, lack of access to continuous training, marketing and promotion difficulties, lack of infrastructure and a lack of financial opportunities such as start-up funding."

A collaborative network approach can help these small-scale tourism initiatives, but Denis's first priority was to determine whether community members agreed with such an approach, and if so how it should operate.

Victoria University has a long established connection with Timor-Leste and has helped bring a number of students to Melbourne and also send University academics to Timor-Leste. The relationship has included providing scholarships, helping build a community of Timor-Leste students in Melbourne and collaborating with their universities.

In order to interview village chiefs and sub-district administrators who do not speak English, Denis learnt Tetum, a widely spoken local language. He also mastered their version of public transport, which he said was an adventure, since there are no timetables.

Denis has also been sharing his research with colleagues in Timor-Leste and Melbourne, and was part of the organising committee for the conference titled: Knowledge, Attitudes and Skills for Timor-Leste's Development: An Opportunity for Dialogue.

The conference was jointly organised and funded by Victoria University and Universidade Nacional do Timor Loro'sae, and had a community development agenda. It was not limited to academic input, providing an opportunity to share information about different development initiatives in Timor-Leste, and discuss issues such as rural development, youth, economic development and health.

Attendees included Timorese students, government representatives, a variety of national and international NGOs and academics.

Denis has also presented his research at the Timor-Leste Studies Association in Dili, and met with a number of Timorese living in Melbourne, including past and present Victoria University students.

He said it was a very positive experience, receiving a lot of support from individuals within the University, Timorese Diaspora in Melbourne, and people in Timor-Leste, both Timorese and foreign nationals working there.

[PROFESSOR APPOINTED TO INTERNATIONAL TASKFORCE FOR MACAU TOURISM

Prof Lindsay Turner has been appointed to an international taskforce from the Pacific Asia Travel Association (PATA) commissioned to assess tourism strategy development for the Macau Government Tourism Bureau to 2016.

PATA is a non-profit travel trade association involving government tourist offices, airlines, hotels and other travel-related companies throughout the Pacific Asia region.

The taskforce will provide expert opinions in determining the future tourism policies and plans required to achieve the positioning of Macau as a World Centre of Tourism and Leisure.

Lindsay says his role on the committee is strategy development and primarily the development of the Key Performance Indicators (KPIs).

"The KPIs I am preparing for implementation over the next five years could potentially set the scene for a massive transformation of Macau as a tourism destination, within the larger Pearl River Delta, that will both enhance and challenge the existing Hong Kong tourism precinct," Lindsay said.

Other members of the taskforce include executive directors, chairs and presidents from Mentor Aviation Services Pty Ltd, Business Events Sydney, Belle Tourism International Consulting Ltd, Making Tourism Work Associates, EC3 Global and China Tourism Academy.

The PATA taskforce recently met with the Macau Government Tourist Office as well as several government and tourism industry entities. The group also toured the Macau World Heritage and new tourism developments, and visited Hengqin to learn more about development plans in Zuhai.

The taskforce spent a week in Macau conducting interviews with all stakeholders and developing an interim strategy. The interim report will be delivered in December and the final report in January.

[RESEARCHERS HEAD TO BALI FOR A GREENER FUTURE

A team of Victoria University researchers is undertaking a project commissioned by the Indonesian Ministry of Culture and Tourism to help Bali take a leading role in the new green economy and tourism market.

The project, led by Prof Terry de Lacy and Adjunct Prof Geoffrey Lipman, will ensure Bali continues as a world renowned destination, adapts to climate change risks, puts the destination on a long term sustainable footing and delivers an increasing standard of living and rewarding livelihoods for its people.

Overall, the aim is to create a Green Growth 2050 Roadmap for Balinese tourism. In order to achieve this outcome the researchers need to gain an understanding of visitors, residents, industry stakeholders and government agencies.

One member of the research team, Dr Sebastian Filep, is working to better understand what current visitors to Bali gain from their holiday experiences, and to investigate the psychological benefits of holidaying in Bali.

Another member of the team, PhD scholar Alexandra Law, is focusing on climate change aspects of the project.

Together with the University's Indonesian partners, the researchers hope to make Bali a more sustainable tourism destination that continues to meet the needs of its international and domestic visitors. The researchers will deliver the Green Growth 2050 roadmap to the Indonesian Minister of Culture and Tourism and the Bali Provincial Governor in December.

PhD scholar Alexandra Law is helping Bali develop a "Green Growth 2050 Roadmap".



[ASIA-PACIFIC HOTELIER OF THE YEAR REBRANDS AIRPORT HOTEL

It has been a busy year for former Victoria University student Patrick Imbardelli, the President and Chief Executive Officer of Pan Pacific Hotels Group.

Patrick was recently named the inaugural Asia-Pacific Hotelier of the Year at the 2011 Hotel Management Awards for Hotel and Accommodation Excellence. The honour came just months after Patrick's company completed the purchase and rebrand of the Hilton Melbourne Airport Hotel to PARKROYAL Melbourne Airport.

The awards, hosted by *Hotel Management* magazine, are the leading awards for the accommodation industry in Australia, New Zealand and the South Pacific.

According to James Wilkinson, *Hotel Management* magazine's Managing Editor, "Patrick is one of the industry's finest".

Patrick said, "It is a great honour to receive this distinction from the industry".

Patrick Imbardelli.





AACCI's Max White with HE Hossam Zaki, Advisor to Egyptian Foreign Minister and Mike Anderson from AACCI.

[EGYPTIAN AMBASSADOR TALKS ABOUT BUSINESS POST-REVOLUTION]

Less than six months after the Egyptian revolution, the School of International Business and the Australia Arab Chamber of Commerce and Industry (AACCI) hosted a special briefing by the Egyptian Ambassador.

His Excellency Hossam Zaki, senior advisor to Egypt's Foreign Minister, Mr Nabil al-Arabi, highlighted the economic and social concerns facing Egypt. These include a stalled economy and significant falls in tourism.

The revolution began in January 2011, when a group of people who had never met used Facebook to call for mass demonstrations. The call brought almost 60,000 people into Cairo's streets, in peaceful demonstration seeking social justice and higher wages.

Looking to the future, His Excellency said the government is trying to combat these problems, including those dealing with corruption and inappropriate business activity within the existing legal framework.

He noted that "Egypt is cleaning up its business act and those proven guilty of corruption will face jail. This is unsettling for some, but it will be good for the country in the long run".

The ambassador also spoke about opportunities for businesses to renegotiate with the new Egyptian government, and the new constitution that passed with 77 per cent support. He said the country is transitioning to become a fully-fledged democracy, which will take time, effort and wisdom.

[CONNECTIONS]



SCHOOL WINS TENDER TO INVESTIGATE VOLUNTEERS ON PUBLIC LAND COMMITTEES

Researchers from the School of International Business have won a competitive tender from the Department of Sustainability and Environment (DSE) to investigate volunteer participation in the management of public land.

Approximately 8,000 Victorians volunteer on committees of management (CoM), which oversee approximately 1,200 public land reserves across Victoria.

CoMs have widely varying management responsibilities, from maintaining small local parks and public halls to managing high usage tourism and recreation reserves with significant infrastructure and commercial activity such as the Melbourne Zoo and the Royal Botanic Gardens.

The project is the first time a comprehensive investigation of CoM volunteers has been undertaken. It aims to discover what motivates people to contribute their time and expertise to CoMs, and what influences their level of satisfaction with committee work.

Headed by Dr Paul Whitelaw and Dr Leonie Lockstone-Binney, the first stage of the project involved focus groups with CoM volunteers and interviews with DSE staff who service committees. The second stage will involve a comprehensive survey of all 8,000 CoM volunteers.

The project draws on the wealth of expertise in the School and the project team includes Assoc Prof Theo Papadopoulos and Dr Hanny Nasution.

Due for completion in December 2011, the project should highlight the value of volunteer efforts in running Victoria's delegated public land management system and provide a better understanding of the issues affecting volunteers in these settings.

To find out more about the project, please contact Leonie on +61 3 9919 5361 or leonie.lockstone@vu.edu.au

[RESEARCH SHOWS MORE 'LETTERS OF CREDIT' DURING FINANCIAL CRISIS

Dr Roberto Bergami, Senior Lecturer International Trade Operations at Victoria University, has found that Australia's preparation of documentation for overseas trade and establishment of payment conditions for exports is better than other countries.

The research undertaken by Roberto is more comprehensive than similar research completed in the US. While the US research only surveyed and interviewed the banks, Roberto included banks, exporters and service providers, with a focus on manufacturing exports to ASEAN.

His research follows the announcement by the International Chamber of Commerce (ICC) that their claim of a 70 per cent error rate on export documentation resulting in a huge potential for payment defaults, was incorrect.

Roberto discovered that the error rate is only about 30 per cent in Australia. Australian exporters also provide buyers with terms and conditions of credit, which is not the normal practice in other countries.

The free trade agreement between Australia, New Zealand and ASEAN makes this research even more significant given the expectation that trade will increase.

Another interesting finding in Roberto's research was that during times of uncertainty people move to more secure forms of payment such as letters of credit, with letters of credit usage increasing from 30 to 42 per cent of global trade since the start of the current global financial crisis.

[RESEARCH TO IMPROVE ENGAGEMENT BETWEEN GOVERNMENT AND TOURISM INDUSTRY

Research led by the Acting Head of School, Accounting and Finance, Prof John Breen has shown how tourism enterprises use information and training when making decisions.

The research, funded by the Sustainable Tourism Cooperative Research Centre, and run in conjunction with Edith Cowan University (WA), showed that tourism enterprises need information channels to be convenient and manageable.

Findings from this study will be useful to various levels of government and industry to improve engagement with small to medium tourism enterprises and to better understand the needs of tourism firms.

Key findings included the prevalence of electronic communication and the trend for operators in the tourism industry to use Google as the first place to search for information.

While online information is plentiful, it is not always current and accurate. The research showed that trust is a key factor in uptake of information, and small tourism operators are most satisfied with information provided by personal contacts.

It will come as no surprise to tourism organisations that marketing and sales information is the most frequently sought after.

The research also confirmed that many small tourism operators lack the resources to engage in training.

The project involved interviews with managers of peak bodies serving the tourism industry, as well as tourism industry experts. Focus groups were also held with tourism business operators to get their opinions on initial expert findings.

Regional Tourism Organisations in Victoria, Queensland and Western Australia supported the project.

[IN CONVERSATION WITH MAXWELL WINCHESTER

Australia needs to accept job losses in non-competitive industries if it wants to reduce trade barriers and become part of the global community, according to a recent opinion piece by Marketing Discipline Leader, Dr Maxwell Winchester.

Max recently contributed an opinion piece about the Buy Australian campaign to *The Conversation*, in which he said if Australia wants to reduce trade barriers and become part of the global community, then we have to accept that jobs will be lost in industries that are not competitive.

He pointed out that similar campaigns had been pushed for nearly 20 years by various governments including New Zealand and the UK, and that academic research suggests consumers are more concerned about product quality and price than country of origin.

Considering this research, Max asked, "Why do we expect them to buy Australian?"

"Governments are clearly wasting tax revenue on a marketing campaign that is unlikely to have any real effect, perhaps aside from patronising unions.

"The recent demand by the Federal Government for Australian businesses to buy Australian is no different.

"As many of these shareholders are offshore, no CEO is going to be popular if he or she allows a purchasing department to use company revenue to subsidise Australian industry.

"Australian companies who export are suffering enough; to ask them to lose more revenue to support other Australian businesses just won't work."

To read the full article visit www.theconversation.edu.au

Dr Maxwell Winchester.



[UNIVERSITY HOSTS AUSTRALIA'S LARGEST ANNUAL CONFERENCE OF ECONOMISTS

Two Nobel Laureates are set to speak at the 41st Australian Conference of Economists (ACE2012) to be held in Melbourne in July 2012 and jointly hosted by The Economic Society of Australia (Vic) and Victoria University.

Australia's largest gathering of economists will focus on The Future of Economics: Research, Policy and Relevance. It will include a distinguished panel of plenary speakers including two Nobel Laureates, Sir James Mirrlees and Prof Christopher Pissarides.

Other confirmed international keynote speakers include Profs Jagdish Bhagwati, Padma Desai, Eric Leeper, Deidre McCloskey, Olivia Mitchell, Martha Nussbaum and Lawrence White. Australian speakers will include ACE2011 Distinguished Fellow John Quiggin and ACE2011 Young Economist Andrew Leigh, MP.

The program includes a range of special sessions, an all day Business Symposium, and a wide range of refereed contributed papers. It will be held at Victoria University's Flinders Street campus with a public lecture at BMW Edge.

For more information please contact Penny Jose, ACE2012 Secretary at penny.jose@vu.edu.au or go to www.ace2012.org.au



TOURISM INDUSTRY FAREWELLS YOUNG LEADER

In late August, we were shocked and saddened to hear of the sudden death of our graduate, colleague, supporter and dear friend, Todd Blake. Todd was on holiday with his young family at the time of his passing.

In 1994, Todd completed a hotel and catering management degree, which was the forerunner of the current hospitality management degree. During his time at Victoria University, he met his wife Kirsty and they married shortly after graduation. He was a natural leader and the students' society, CHATTS, enjoyed its most successful and active period under Todd's stewardship.

After graduating, Todd worked in the events and exhibitions industry, both in Australia and the UK. Upon his return to Australia, and after a short stint in events and exhibitions, he became CEO of the Restaurant and Catering Association of Victoria (RCAV). Having achieved considerable success at the RCAV, Todd moved across to the tourism industry to become CEO of the Victoria Tourism Industry Council (VTIC). Todd played a key role in revitalising the industry's leadership. At the time of his death, he was organising the Tourism and Events Excellence conference, which was held in late August.

Many have lauded Todd's contribution to the industry. More than 250 leading industry figures paid tribute to him at a major commemorative function in late September. In the Victorian State Parliament a condolence motion was passed with three serving and former Tourism Ministers from both sides of the House speaking unanimously of Todd's great energy and enthusiasm for the industry and his significant contribution, albeit for someone so young.

Todd was also a great supporter of the School and Faculty. Last year he spoke eloquently and passionately to an audience of nearly 300 students, graduates and industry representatives at our annual Expo, and was profiled in the Summer 2011 edition of Degrees.

In order to honour his memory and his substantial contributions, the Faculty of Business and Law is working with key industry groups such as VECCL, VTIC, RCAV, and Todd's family, to establish a foundation to support and mentor high performing students with leadership potential.

Our deepest condolences are extended to Todd's widow Kirsty and his daughters Ashley and Miah.

Vale Todd Blake, a dear and trusted friend.



[INTERNATIONAL STUDENT MARKET PRESENTS TOURISM OPPORTUNITIES

Associate Pro-Vice Chancellor Brian King is a lead team member with colleagues at other Australian universities completing the first comprehensive study to identify how Australia's tourism destinations and businesses can tap into the lucrative international student market.

Significantly the study coincides with the release of a report into the international student market by former Olympics Minister Michael Knight. The report recommends that the Australian government relaxes visa requirements for international students.

The study findings and the Knight Report provide important insights for Australia's tourism leaders seeking to take full advantage of this market and develop innovative approaches to maximise its potential.

Prof King says the research has identified some key opportunities for tourism businesses and destinations to build value from the international student market.

"One of the key objectives of this research was to determine the differing travel behaviours of the varying student nationalities and their visiting family and friends," Brian said.

The Sustainable Tourism Cooperative Research Centre (STCRC) funded the research. International Education Visitation – Tourism Opportunities set out to identify the tourism products and services that attract the half a million international students that study in Australia each year.

Former STCRC Chief Executive Officer Ian Kean has stated that the Centre commissioned the research to provide the tourism sector with a comprehensive knowledge base from which to develop strategies to attract this market.

"In addition to looking at the international students themselves, a particular focus of this research was also to explore the travel patterns of family and friends who travel from their home countries to visit international students studying in Australia," Ian said.

A comprehensive survey of almost 6,000 international students studying in Australia provided a significant wealth of information on preferred holiday destinations and experiences, how much money students spend on a trip, the varying travel behaviours of different nationality groups and the travel trends of friends and family who come to visit these students.

[SCHOOL PARTICIPATES IN UNWTO EMERGENCY MANAGEMENT WORKSHOP

In September, Dr Paul Whitelaw, Senior Lecturer Hospitality Management, joined 30 participants from around the world at the first United Nation's World Trade Organisation's (UNWTO) workshop to be held in Australia.

The two-day workshop explored how emergency management services can help tourists during major disasters, given that tourists are away from home, may not be familiar with the local scene and may not even have English language skills – and generally are just very vulnerable.

The invitation-only group included international experts from the tourism industry, emergency management, government and academia. Their discussion focused on how the tourism industry can play a greater role in the reconstruction and recovery phase, especially given that in Australia many major disasters tend to happen in areas of high tourism value.

The group discussed lessons from recent natural disasters in Japan, Christchurch and closer to home in Queensland.

The conference was held at the Australian Emergency Management Institute at Mt Macedon, where Carolyn Thompson, a Victoria University graduate and PhD scholar, is the Education Director.

[SOCIAL MEDIA TRENDS FROM INAUGURAL TOURISM AND EVENTS EXCELLENCE CONFERENCE

There was a definite flavour of Victoria University at the inaugural Tourism and Events Excellence Conference held in September at the MCG.

The conference, which was opened by Louise Asher, Minister for Tourism and Major Events, included representatives from state and national organisations as well as a number of Victoria University academics and graduates.

Dr Paul Whitelaw chaired a session on 'Skills Development', which included speakers from Destination Melbourne, Queensland Tourism Industry Council and Federation Square. Tula Harris, Customer Service & Business Improvement Manager with Federation Square who spoke on this topic, has been actively engaged with Victoria University since completing her degrees.

Victoria University was the only university sponsor and provided seven scribes from our Masters and PhD students to produce the conference communiqué, coordinated by Michael Pearlman, Tourism, Hospitality and Events Group Leader.

The scribes had the important job of ensuring speakers and workshop sessions were covered in sufficient detail to give readers a good sense of the issues discussed and debated.

It was very well received by the conference coordinator, Raine Davies, who stated "The communiqué is ideal, very concise, full of key outcomes and interesting points, easy to navigate, easy to read and informative. The scribes achieved a fantastic feat".

The communiqué outlined a number of trends and opportunities for tourism and events in Victoria, as well as threats and challenges. Among the conclusions from the conference was a growing focus on social media and its importance to all business but especially tourism, hospitality and events.

Download the communiqué at www.teeconference.com

[BUSINESS LEADERS SHARE THEIR SUSTAINABILITY PLANS



Industry panel of Jane Crouch, George Varughese, Lowan Sist and Gillian Milne.

Sustainability is good for the bottom line according to a panel of four senior business leaders who shared their experiences in sustainability with a group of undergraduate students studying Tourism Operations.

Events Lecturer Dr Colin Drake, led a panel of four industry speakers including George Varughese, General Manager of the Marriott Melbourne, Gillian Milne, a Director of Grassroots Productions, Jane Crouch, Responsible Travel Manager for Intrepid and Lowan Sist, Director of Liberty Catering, the catering concessionaire for the Melbourne Zoo.

Students were particularly interested in the E-Water system that Liberty Catering introduced to dispense with the need for harmful chemicals in their commercial kitchens.

"The installation of the E-water system has been a catalyst for major change in processes and expenses associated with kitchen cleaning and maintenance," Lowan Sist from Liberty Catering said.

"It has seen a massive reduction in dangerous chemical usage and significant cost decrease, with the system cost of \$70,000 paying for itself within 18 months".

The information presented by the panellists challenged the existing perception that 'going green' is more expensive.

George Varughese from the Marriott discussed sustainability plans including the 40 hotels that generate their own solar power. Jane Crouch from Intrepid Travel, a company that has long been a beacon of responsible travel practices, outlined her company's program to put \$2.5 million back into community-related projects in countries they visit. Gillian Milne talked about the growth in her business as more and more companies acknowledge the benefits in reducing their carbon footprints.

Lowan said there was huge value in sharing insights with the students.

"It forces you to do proper research and actual learning, which you might otherwise not do. Students have highly exercised minds and can spot 'green wash' a long way off," he said.

[NEW HORIZONS]



UNLIMITED POTENTIAL FOR STUDENT RECORD LABEL

For the second year running, Victoria University's campus record label, Potential Unlimited, has been the only non-US finalist in the campus record label category of the Independent Music Awards.

Ian James, Managing Director of Mushroom Publishing and Chairman of AMCOS & Deputy Chairman of APRA launched the fourth album, which includes recordings by Passport For Amy, Wilfred Jackal, The Supervibes and The Clowns.

Adrian Marchesani, course coordinator of the music industry degree, said, "Potential Unlimited is growing to be a fantastic stepping stone and huge opportunity for up-and-coming local and international bands in developing their music careers".

"Potential Unlimited is a triumph of the students drive to achieve valuable workplace experience."

The music industry degree prepares students for a management career in the business end of the industry. They study key areas such as talent management, copyright, distribution, merchandising and live performance management. And as a demonstration of their commitment many students are performers themselves.

The record label is a true collaboration with students from both higher education and TAFE courses working together. The students are involved in selecting the songs, licensing them and marketing and distribution. They also manage the launch and design the cover and website.

To request a copy of the fourth album, email adrian.marchesani@vu.edu.au

[PREMIER TURNS UP THE VOLUME ON SCHOOL'S RESEARCH



Local live music generates an extra \$501 million for Victoria according to a report released last month, which included research by Adrian Marchesani, course coordinator of the music industry degree.

The Premier Ted Baillieu launched the report, which also showed that attendance at live music performances in Victoria outnumbered attendance at AFL matches by 1.1 million.

It's the first time the Victorian Government has commissioned a report into the economic impact of local live music in Victoria, and Adrian believes the report will result in major support for the industry.

"Until the release of this report, the industry has flown under the radar as a major contributor to income employment and social welfare in Victoria," Adrian said.

Adrian took 30 students from the School's music industry degree to the landmark event. The group included Jake Lowe who thinks it is fantastic that the research and report have finally been produced.

"The report shows that live music is an important part of the economy and our culture, not just some little hobby. It also gives greater power to lobby government for more support in the industry," Jake said.

"As part of a student committee with Music Victoria we have been discussing how we can use this report to leverage more support from Government so that the appropriate attention is put on the live performance industry."

The study showed that Melbourne has more live venues than any other state – around 370 – providing an average of 3,000 performances per week. It also estimated that live music increased fulltime employment by approximately 17,200 people in 2009/10.

[NATIONAL RECOGNITION FOR EVENTS PROGRAM

Victoria University was once again the only finalist from Victoria in the Australian Event Awards best education or training program.

The ongoing success of the School's event management degree remains nationally recognised, and demonstrates the commitment of the team behind the course.

The team, which continues to receive national recognition, includes Leonie Lockstone-Binney, Olga Junek, Martin Robertson, Colin Drake and new member, Brianna Newland.

The Australian Event Awards are pinnacle awards for the event industry in Australia. The awards are judged by a panel comprising a representative pool of event industry experts from around the country.

More than 200 representatives of leading Australian events, event organisers, events technicians, event designers, events marketers, events entertainment and community events attended the gala award ceremony in Sydney in late September. Also in attendance was Australian singer Marcia Hines.

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[FROM GRADUATE TO HEAD ZOMBIE

You can find Victoria University graduates working in an interesting and diverse range of roles around the world, but none as interesting – or diverse – as the University graduate turned head zombie.

Sebastian Rosenbaum has become the head zombie at a major German theme park. He completed a tourism and event management degree in 2011 after undertaking a Diploma at the Angell Akademie, one of our German partner institutions.

He took on the role at Europa Park following an internship with the same organisation and has since been put in charge of the actors performing in the Terenzi Horror Nights.

If that's not enough, Sebastian also runs his own business as a magic-entertainer performing at shows and corporate and private events, and says Victoria University helped him improve his marketing skills, which he now uses in his business.

"I learned techniques and theories about how to reach the right target group to get more shows. In 2011, I will have been on stage about 200 times," Sebastian said.

Sebastian also says his time at Victoria University helped him get a better grasp of the English language, particularly in the hospitality and corporate environment, which has really helped him work internationally.

Managing actors is all about communication. During his studies Sebastian took several subjects dealing with that area, and is putting his knowledge into practice as head zombie, training all the other zombies.

"At first it appears to be easy to walk as a zombie. But doing it for six or seven hours a day without hurting yourself is hard. I did competitive dancing for over 15 years and took some ideas and methods for the body posture and use it as a fundamental for the zombies," Sebastian said.

Olga Junek who was one of Sebastian's lecturers during his time with the University has seen him perform in Germany, and was "one lecturer truly frightened by a former student" – but in a good way.

You can read more about Sebastian's magical career at www.zauberkunst-sebastian.de



CHALKE ♥️S NYC

A unit of study that involved attending Broadway shows, road trips to Woodstock and Bethel, and a “cute little college town” were just some of the experiences Philippa Chalke had while on exchange. She recently completed a music industry and event management degree at Victoria University after spending a semester on exchange at the State University of New York (SUNY), New Paltz. Prior to going on exchange, she completed two-thirds of her course with Distinctions and High Distinctions. She’s now working at Melbourne’s Forum Theatre.

Tell us about your time at SUNY?

The campus was located in the picturesque Hudson Valley about 1.5 hours north of New York City. The College has a large international exchange program and I was lucky enough to make friends with students from not only the USA but from all over the world. New Paltz was a cute little college town and there was always something going on. I stayed on campus and shared a room with a local student. I also joined some clubs and performed in a show choir and a musical theatre production.

What did you study?

I took six units of study including four required for my Victoria University course and two just for fun. One of these units was called ‘Live Theatre Experience’ and all it involved was going to NYC every couple of weeks to see a Broadway show and then writing a short review of the production! The other units were History of Jazz, Live Music Recording, Interpersonal Communication, Music Theatre Singing Ensemble and Electronic Media Management and Economics.

What made you go on the exchange?

I am an avid traveller and it seemed like an opportunity too good to pass up. The chance to live for a while in another country and being able to travel around and explore was so enticing. I had travelled to New York previously and fell in love with the city. When I found out there were opportunities to go on exchange so close to the city I could not pass it up.

Did it measure up to your expectations?

I had heard so many great stories from past exchange students, so I was very excited. Life on campus turned out to be exactly what you would expect an American College campus to be. It was just like the scenes you see in movies. I was not expecting to form such strong friendships, especially with my fellow exchange students, but I really did make some friends for life. I was expecting to miss my family and boyfriend so it was great to have the support and friendship of the other exchange students who were experiencing the same emotions.

How has the experience affected you?

It is not possible to go on such an adventure and not come back at least a little bit changed. One of the great things about the American culture is that they have an eternal positivity and sense of self worth. I came back with a much greater understanding and appreciation of all my personal strengths. One of the best things I learnt was how to communicate easily with people from different cultures and get to know people quickly. It was also interesting to study in a different format to that which we use in Australia. The American system was much more interactive and test based.

What inspires you?

I am constantly inspired by music and creativity. Also by my beautiful family (my boyfriend, our dog and two cats). Travelling really makes you appreciate not only other cultures but also your own. It’s so nice to appreciate what we have as well as aspiring to what others have.

What do you miss the most?

The sense of community. My friends were all living within a few hundred metres of each other and we would meet every day for meals/trips to the pubs or rehearsing for shows. Back to reality it takes a month to organise a catch up with friends! The other thing that I miss is that unlike now where I work six days a week and spend any spare time working on uni stuff, on exchange I was free to go on road trips every weekend and could pack up at a moments notice. I also miss all the wonderful people that I met – but we are planning a reunion in four or five years and I will definitely be back to New York in the not so distant future.

Where to next for Philippa Chalke?

I am working for the Marriner Group as the Duty Manager for the Forum Theatre in Melbourne. It’s a super exciting job, which encompasses live gigs, corporate events and major festivals.



[WHERE IN THE WORLD ARE OUR GRADUATES?

Arias, Alvaro M Bus (Professional Accounting); B Bus (Tourism Management) 2005, 2007, Business Advisor Business & International, City of Melbourne, Melbourne, Vic.

Cashman, Kasey B Bus (Tourism Management), 2004, Sales & Reservations Manager, Boutique Stays, South Melbourne, Vic.

Chiang, David (Ming-te Darren) M Bus (International Trade) 2005, Assistant Professor, Department of Sport Health and Leisure, Cheng Shiu University, Kaohsiung, Taiwan.

Chiew, Boon Leong B Bus (International Trade) 1998, Project Manager, Ericsson Account & Talisman Energy IOE, Kuala Lumpur, Malaysia.

Curran, Brenda B Bus (Travel & Tourism Management) 1995, Supporter Liaison - Bequests, Australian Conservation Foundation, Carlton, Vic.

Curtis, Sally B Bus (Catering & Hotel Management) 1998, Business & Tourism Services Officer, Hobsons Bay City Council, Altona, Vic.

Halpe, Sarana B Bus (Tourism Management) 2006, General Manager, Quest Royal Gardens, Fitzroy, Vic.

Horne, Andrew B Bus (Tourism Management) 2008, Membership Coordinator, National Trust, Tasma Terrace, Melbourne, Vic.

Kleinitz, Stephen B Bus (Tourism Management) 2001, Events Manager, East Gippsland Shire Council, Lakes Entrance, Vic.

Lee, Joan B Bus (Marketing/Hospitality Management) 2003, Franchisee, Quest Royal Gardens, Fitzroy, Vic.

Lind, Kate B Bus (Travel & Tourism Management) 1997, Visitor Services Officer, Werribee Information Centre, Melbourne, Vic.

McGowan, Kristy B Bus (Hospitality/Tourism Management) 2004, Revenue Manager, Crown Metropol, Melbourne, Vic.

O'Keefe, Clare B Bus (Tourism/Event Management) 2011, Cruise Shipping Officer, Port of Melbourne, Melbourne, Vic.

Permezel, Lucy B Bus (Hotel, Restaurant & Catering Management) 1997, Office Manager, Stephanie Alexander Kitchen Garden Foundation, Collingwood, Vic.

Petterson, Trent B Bus (Tourism Management) 2004, State Sales Manager, Strategic Airlines, Perth, WA.

Platford, Antony B Bus (Catering & Hotel Management) 1994, Vice President Operations - Greater China, Accor Hotels and Resorts, Shanghai, China.

Reymond, Joanna B Bus (Catering & Hotel Management) 2003, Director and Founder, Mum's Lunch, Bentleigh, Vic.

Robertson, Mark B Bus (Hotel, Restaurant & Catering Management) 2009, General Manager, Sebel Treasury, Melbourne, Vic.

Ross, Anthony B Bus (Catering & Hotel Management) 1986, Regional Manager, Swire Hotels, Hong Kong.

Simmons, Trevor B Bus (Hotel, Restaurant & Catering Management) 2010, Restaurant Owner, Penny Farthing Espresso, Northcote, Vic.

Stark, Chelsea B Bus (Tourism Management/Event Management) 2011, Operations and Administration Support Officer, National Trust, Old Melbourne Gaol, Melbourne, Vic.

Trainor, Lisa B Bus (Travel & Tourism Management) 1995, General Manager Commercial Operations, Melbourne Cricket Club, Melbourne, Vic.

Velardo, Lisa B Bus (Hospitality/Tourism Management) 2011, Office Manager, Destination Melbourne, Melbourne, Vic.

Wilson, Daniel B Bus (Hospitality Management) 2006, Hotel Front Office Supervisor, Crown Metropol, Melbourne.

Zhang, Johnson B Bus (Hospitality/Tourism Management) 2005, Franchisee, Quest Royal Gardens, Fitzroy, Vic.





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