



Annual Report 2008

Sarah Nicholson - 2007 inaugural scholarship winner writes...

It is now almost exactly two years since I was accepted into Cranfield School of Management and sent in my application for the Cranfield Australian Alumni Scholarship. Life before Cranfield seems like a long time ago now. I was working as a process engineer for BHP Billiton's technology group in Newcastle and had been thinking about studying for an MBA for a while but didn't want to do it part time and didn't think I could afford to go to a top school full time. Then I saw an email advertising the Cranfield Australian Alumni Scholarship and it got me thinking. Maybe now was the right time to go back to study and surely I could find a way to finance my studies. So I started preparing for the GMAT and filling in applications and decided to apply for Australian Scholarship. I never thought I would win it, but I thought it would be great experience if I could get through to the interview process and maybe there was a chance of some partial financial assistance even if I didn't win the full amount.

2 The scholarship process itself was pretty straightforward. The first step was putting together one page on why I wanted to do my MBA and why I thought I should be awarded the scholarship. The Alumni then used these to put together a short list of five finalists. We each then went through interviews with representatives from the Alumni association and with an executive recruitment firm, Egon Zehnder. A few days after my interviews I got a phone call from Alex Chapman to say that I had won.

The greatest part of the CAASF process was definitely meeting so many past Cranfield students. I went to a "Meet the Alumni" dinner in Sydney before I applied to Cranfield, met a few alumni through the interview process and then met many more during the presentation weekend in Melbourne. Everyone I met, regardless of how long ago they did their MBA, spoke so fondly of their time at Cranfield and so passionately about it that it made me so excited to get to England and make the most out of this year.

My year at Cranfield can't be easily summed up in a few lines. It was a truly amazing time filled with the most diverse (and at times strange) group of people that turned into fantastic friends scattered all over the world. It gave me the chance to do new things, try out new ways of working and learn an enormous amount not only about business but



about myself and other people. My time at Cranfield wrapped up in October 2008 by helping run Orientation Week for this year's new MBA students.

Now I am back in the real world. I returned to BHP Billiton but in a very different role. Before the MBA I was in a very technical role but have now taken up a position in the London office as an analyst with the Business Development team for our Aluminium business. In a way it is the perfect post MBA job. I am using a lot of the skills that I developed at Cranfield, but they are only a starting point. I am on a very steep learning curve! I still don't exactly know where my career will take me over the next few years but I do know that I couldn't be going in this direction without my year at Cranfield.

I am incredibly grateful to the Cranfield Australian Alumni for providing this scholarship and helping me to have such a fantastic year and change my career direction.

Thank you,
Sarah Nicholson, March 2009



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Chip Goodyear, former BHP CEO, Sarah Nicholson, winner of 2007 Scholarship and John McFarlane, Cranfield distinguished alumnus



John McFarlane, The Hon Verity Firth, M.P., NSW Government Minister for Climate Change and the Environment and Robert Milagre, winner of 2008 Scholarship

2008 Award Winner

Robert Milagre

2008 Runners-up

Todd Myers

Chris Tredwin

2007 Award Winner

Sarah Nicholson

2007 Runners-up

Catherine Waldby

Mark Buyck

John Mioceovich

Belinda Piper

about the scholarship

The **Cranfield Australian Alumni Scholarship** was established to give talented Australians the chance to benefit from a world class business education at Cranfield School of Management, one of the top ranking international business schools.

The scholarship is funded jointly by Cranfield Alumni in Australia and the Cranfield School of Management UK. It is the only scholarship in Australia which is focused on identifying future leaders and entrepreneurs and providing them with a unique opportunity to accelerate their professional and personal development by undertaking the intensive one year MBA programme.

The scholarship covers tuition fees for the full time MBA programme, presently £28,000, and a grant of A\$20,000 towards accommodation, living and travel expenses. In 2007 and 2008 we were also able to provide sponsored airfares due to the kind support of Virgin Airways. At prevailing exchange rates, the total value of the scholarship is around A\$85,000 making it the most valuable in Australia for one year of study.

However, the Cranfield Australian Alumni Scholarship is distinctly different from other notable scholarships available to Australians for overseas study, for example, the Rhodes, Menzies, Fulbright and Sir John Monash scholarships, all of which have a strong academic eligibility criteria and are oriented towards post-graduate research. This scholarship, by contrast, is open to applicants who may not have completed an undergraduate degree, but have demonstrated through their work track record that they have the talent and persistence to do well.

Eligibility for the scholarship has been deliberately defined in simple terms: applicants must be Australian nationals residing in the country, have a successful track record with more than 3 years work experience and have the talent and passion to contribute to Australia's future. As the scholarship aims to improve the quality of leadership and management skills in all sectors of business and the community, we actively seek diversity in age, education and professional background in the registrants. The scholarship is particularly attractive to highly skilled specialists who wish to broaden and strengthen their management experience.

This scholarship, through the diversity of its reach and the skills and knowledge in leadership and management that it will develop in the recipients, has the capacity to greatly benefit Australia. In the longer term, Australians with internationally ranked skills in leadership and management will contribute both to the economic welfare of the nation as well as to the values that make us unique.

www.cranfieldalumni.org.au

president's report

It all started in November 2005 with an email. Sean Rickard, Director MBA Recruitment, asked if I could help find a local partner organization to offer a scholarship to attract more Australians to the MBA programme – by that time the numbers of Australians at Cranfield had fallen to zero.

This sparked an idea—why couldn't the Cranfield alumni here be the partners in such a venture? For many years, the alumni in Australia had struggled—too few in number, spread over a huge continent and with graduation years ranging from 1965 all the way up to today—to function as a vibrant and coherent group.

Perhaps with the scholarship as our focus, we could build a new model to operate under? One based around contribution and community, in which alumni contributed time, money or resources depending on what worked best for them and in turn benefited from the community we created. Together we could raise the profile of Cranfield in Australia, find talented Australians and send them on the MBA programme and create a focus for the alumni activities here, based on an annual gathering for the scholarship award dinner.

And so began the process of building the scholarship. With a dedicated and hardworking core of people, meeting every month for the last 3 years, the achievements have been substantial:

- We have now awarded two scholarships and are just about to finalise the third for 2009. The 2007 inaugural scholarship winner was Sarah Nicholson, a 27-year-old chemical engineer from BHP Billiton. The second scholarship winner in 2008 was Robert Milagre, a 32-year-old architect working in Sustainability Programs for the NSW State Government.
- Cranfield has been so impressed with the quality of applicants that they have offered additional part scholarships totalling in value around A\$140,000. Two of the awardees of these scholarships have taken up the offer, which means that four talented people have now benefited from our efforts.
- Rather than finding people already interested in studying for an MBA, we created a fundamentally different model: find talented Australians wherever they may be and then inspire in them a

belief that the experience of a year of intensive professional and personal development would be something of great value.

- We have created a “Viral” email marketing campaign which has helped us find these talented people and in the last three years, has brought over 150,000 visitors to the scholarship website www.cranfieldalumni.org.au. Currently we have on our database over 90 applicants from all states who have registered interest in the scholarship out to 2011, with a diverse range of professions and ages ranging from 26 to 38.
- We have built a comprehensive website to promote the scholarship and contact possible applicants and also sophisticated conversion processes supported by Salesforce.com CRM software to track and manage the pipeline of applicants across the years until they are finally ready to apply.
- We have built a rigorous screening process, run by the alumni and supported by Egon Zehnder, the international executive search firm, to choose the scholarship winner.
- We have established the Cranfield Australian Alumni Scholarship Foundation (CAASF) as an incorporated body to administer the scholarship.
- We have held two award events in Sydney and Melbourne in May 2007 and 2008, a masterclass and dinner, which have been greatly enjoyed by the alumni and guests who attended.

Along the way we have also documented all our work in order that other Cranfield international alumni groups could benefit. Leveraging off our website, the New Zealand alumni have established their own scholarship. The model that we have created here is easily replicable around the world.

So, what's next? The next phase of our development is about consolidation and fundraising.

To ensure our scholarship has a sound financial basis for perpetuity, we need to commence fundraising. However, our discussions with the ATO confirm that as our scholarship is for study at a non-Australian university, it does not qualify under any of the existing categories, which would allow us to issue a tax receipt for donations (DGR status).

Without DGR status, it will be harder to obtain the level of donations required to create a viable funding structure to support the scholarships in perpetuity or to offer the number of scholarships for which there is clearly a demand. We need to obtain “specific listing” to obtain DGR status and so John McFarlane has recently sent a submission to the Treasurer, The Hon Wayne Swan MP, requesting that this be granted to us. We are currently awaiting a response.

We would also like to expand the number of scholarships offered. Cranfield’s specialist expertise in Defence would allow us to offer a scholarship targeted to Defence personnel. The New Zealand Alumni have established a second scholarship with the Hui Taumata Trust targeted at Maori applicants. Similarly we would also like to have an indigenous scholarship. We would like to extend financial support to as many talented Australians as are able to win places at Cranfield. We have built the operational structures which would allow us to send four to five scholars each year. Our only constraint is financial.

The School of Management has recently appointed a new Director, Professor Frank Horwitz. The CMA is also changing, with new chairman David Molian and a reorganised Board, constitution and strategy. We need to become more than a “remote outpost” by strengthening our relationship with these our key partners.

On brand building, there is still much to accomplish so our activities in the next phase will also focus on getting Cranfield’s name known in Australia to the level it deserves, commensurate with its position as the no 13 ranked business school in the world.

We set out to create the pre-eminent scholarship for outstanding Australians with entrepreneurial and business leadership talent, one that you the alumni would be proud to promote and that the winners would see as a highly valuable prize. We are well on the way to achieving these intentions.

Alex Chapman (MBA 1988), President

fund raising

A central purpose in the establishment of the Cranfield Australian Alumni Scholarship Foundation Inc. is to raise the funds necessary to finance the A\$20,000 cash component of the annual scholarship. Our target is to raise A\$1m from the alumni and others to finance the scholarship in perpetuity. The more that we raise, the more that we can expand the scholarships offered.

In order to succeed in our aim, we believe we will need to offer prospective donors tax deductibility; however the arrangement of this status takes time and much effort. We were nearly there in late 2007 but our application to Treasury was delayed by the impending federal election. Through a submission sent personally by John McFarlane to the Treasurer, we have now restarted this process and are hopeful that we will know within the next few months if our request is to be granted.

Pending our fund-raising campaign, our patron, John McFarlane, has kindly underwritten the first two years of the scholarship, 2007 and 2008. We will shortly be approaching a small number of alumni who have indicated a willingness to fund the 2009 scholarship.

In addition to funding the scholarship itself, we need to find money to finance our annual operating budget, covering secretarial assistance, printing, website development etc. Over A\$10,000 was raised for this purpose at last year’s Award Dinner in Sydney, again with a sizeable contribution from John McFarlane.

We would be very pleased to hear from alumni wishing to donate to our cause; I’m sure you will agree it’s a worthwhile one.

Colin Squires (MBA 1976), Vice President

sponsors



FISH & NANKIVELL



Egon
Zehnder
International



the CAASF board



PATRON

[John McFarlane](#), OBE, MBA, Cranfield Distinguished Alumnus

Formerly Chief Executive Officer, ANZ, and presently non-executive director Royal Bank of Scotland.



PRESIDENT

[Alexandra Chapman](#), MBA

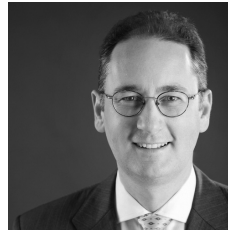
Alex is a director at Capability Management, based in Melbourne.



VICE PRESIDENT

[Colin Squires](#), MBA, MAICD

Colin Squires retired in 1997 as a corporate finance director of UBS, a leading international investment bank. Over the last 10 years he has pursued a role as a company director.



SECRETARY

[Stephen Wood](#), MBA, MIMechE, MIMC, CEng

Stephen is MD of Success Enterprises Consulting Pty Ltd, an independent strategy consulting firm based in Melbourne.



TREASURER

[Graham Baws](#), MBA, FCA, FCPA, FAIM

Graham is principal of Mosaic Management & Financial Services which provides business services to SMEs. The firm is based in Perth, Western Australia. Graham is also a member of several strategic advisory groups.



NSW BOARD MEMBER

[Alexander Riding](#), MBA

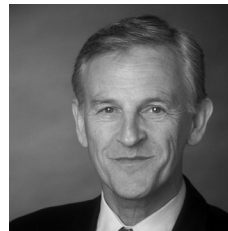
Alex is Manager, Strategy Practice, Accenture based in Sydney.



QLD BOARD MEMBER

[Alex Livingstone](#), MBA

Alex is CEO at Growcom, a horticultural representative company representing the key horticultural industries in Queensland to various State and Federal departments, industry bodies and statutory authorities.



SA BOARD MEMBER

[David Corkindale](#), PhD

Professor Corkindale is Professor of Marketing Management in the Graduate School of Business at the University of South Australia where he teaches, researches and consults on the marketing role in the commercialisation of technology.

2007 scholarship winner and finalists



2007 Scholarship Winner - Sarah Nicholson

Sarah graduated from the University of Queensland in 2001 with combined bachelor degrees in chemical engineering and arts, majoring in political science. She worked for over five years as a chemical engineer in the field of process development for the mining and minerals industry.

Her work has taken her to Brisbane, Gladstone, Townsville and Newcastle where she was based at BHP Billiton's Newcastle Technology Centre. Prior to the MBA Sarah's work was largely technical but increasingly involved larger components of management and business strategy which prompted her decision to undertake an MBA. Away from work, Sarah is an active member of Engineers Australia and a keen musician, having played viola with the Hunter Symphonia.



Catherine Waldby

Awarded Feeshare Scholarship by Cranfield

Catherine has extensive international experience with Macquarie Bank in establishing and managing new business ventures, holding positions of significant responsibility in these operations. During her career Catherine has worked in Sydney, Seoul, Geneva, and London.



Mark Buyck

Awarded Fees Bursary by Cranfield

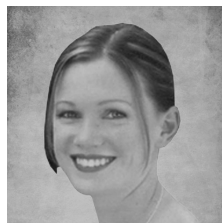
After completing an engineering/commerce degree, Mark started his working life as a management consultant. Since 2002, Mark has worked for the ANZ Bank. His current role, as the Senior Manager -Cash products, is to manage the personal cash accounts within the Banking Products division, representing over A\$18 billion in funds under management and 1million accounts.



John Miocevic

Awarded Fees Bursary by Cranfield

John started studying Engineering at the age of 16, completing a both Diploma and Degree qualifications. While running his own Engineering company, John completed a Graduate Diploma of Management by correspondence from Deakin University.

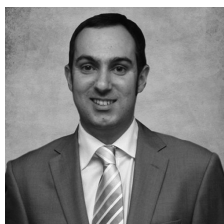


Belinda Piper

Awarded Fees Bursary by Cranfield

Belinda Piper grew up in Sydney, and has lived, studied and worked in Australia, the UK and Austria. After completing a Biology degree at the University of London she spent seven years working in the finance and IT industries, before taking a departure from corporate life to start her own web and graphic design business, Carica Design.

2008 scholarship winner and finalists

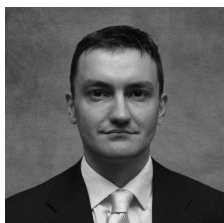


2008 Scholarship Winner - Robert Milagre

Robert started his working career as a Language Instructor, working for the largest language company in the world, Berlitz, for 10 years. He taught English and Portuguese in Brazil, the U.S and in Australia. After completing a degree in Architecture and Urban Planning, he started the next phase of his working career practising Architecture both in the U.S and Australia.

Having worked for a number of architectural and multi-disciplinary consulting firms for over 8 years, Robert took on his next challenge by completing a Master's Degree in Sustainable Development from UNSW in 2006. Upon completing his Master's Degree, his strong desire to work with Sustainability and the Built Environment brought him to his pre-MBA position at the Department of Environment and Climate Change (DECC) NSW.

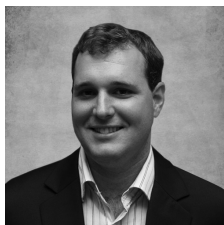
Robert held the role as acting Manager for the Commercial Built Environment within DECC's Sustainability Programs Division. His interest in completing an MBA came from a desire to continue his management education and expand his business strategy and management skills.



Chris Tredwin

Awarded Feeshare Scholarship by Cranfield

Chris grew up in the north of England and has a degree in computer science and software engineering. He began his career as a software engineer for Oracle Corporation writing human resources and payroll software for large enterprise customers. Following a honeymoon in Australia, he migrated here permanently, settling in Melbourne in 2002, and now has a young Australian daughter. Continuing his Oracle career, he managed the development of payroll software for customers and countries across the APAC region, notably in Japan, where he made regular visits and ran a development team. Outside work, Chris enjoys long distance running and triathlon and has also done some sailing on Port Phillip Bay. He intends to join the Cranfield London Marathon and MBA regatta teams during his studies.



Todd Myers

Awarded Feeshare Scholarship by Cranfield

Todd graduated from the University of Queensland in 2001 with a Bachelor's Degree in Mining Engineering. He also completed a Graduate Diploma in Applied Finance and Investment through the Securities Institute of Australia in 2004. He has been working in the mining industry since 2002, first for Thiess at the Collinsville Mine, and since 2004 at BHP Billiton Mitsubishi Alliance's Blackwater Mine. Though Todd's early career was in technical roles, for the last two years he has been working in a more strategic planning role and looks forward to undertaking an MBA to prepare himself as he begins moving into management roles. Todd is a keen sportsman, currently participating in cricket, soccer, touch football and table tennis. His other interests include reading, particularly anything related to markets and investment and recreational diving.

INCOME & EXPENDITURE STATEMENT - 7 January 2008 to 31 December 2008

	CAASF Inc 7 Jan 2008 to 31 Dec 2008	CAAS ⁴ Jan 2007 to 6 Jan 2008
Income		
Donations - Individuals	13,767	1,950
Donations - Cranfield		12,044
Functions, Workshops & Masterclasses	9,185	8,185
Other Contributions		425
Total Income	<u>22,952</u>	<u>22,604</u>
Expenses		
Scholarship Awards	20,000	20,000
Functions, Workshops & Masterclasses	10,787	18,985
Website development & Maintenance	2,226	
Communications & Internet	758	572
Printing, Postage & Stationery	532	176
Trophy	384	235
Bank Charges & Credit Card Fees	317	260
Advertising		800
Fees & Licenses		185
Goods for resale: DVDs		150
Total Expenses	<u>35,004</u>	<u>41,363</u>
Excess of Expenses over Income ¹	<u>(12,052)</u>	<u>(18,759)</u>

BALANCE SHEET - At 31 December 2008

Assets	
Current Assets	
Cash at Bank (General and Donations account)	8,719
Receivables ²	<u>500</u>
Total Current Assets	<u>9,219</u>
Total Assets	<u>9,219</u>
Liabilities	
Current Liabilities	
Sundry Creditors	30
Loans ³	<u>40,000</u>
Total Liabilities	<u>40,030</u>
Net Assets	<u>(30,811)</u>
Equity	
Members' Equity	
Retained Earnings	(18,759)
Current Period Earnings	<u>(12,052)</u>
Total Equity	<u>(30,811)</u>

CASH FLOW STATEMENT⁵- 7 January 2008 to 31 December 2008

	<i>General Account</i>	<i>Donations Account</i>	<i>Total</i>
Receipts			
Income from Donations, Functions, etc	24,058		24,058
Short Term Loan	20,000		20,000
Refunded Expenses		50	50
Total Receipts	<u>44,058</u>	<u>50</u>	<u>44,108</u>
Payments			
Suppliers, etc	(16,675)		(16,675)
Scholarship Award	(20,000)		(20,000)
Bank Charges		(40)	(40)
Total Payments	<u>(36,675)</u>	<u>(40)</u>	<u>(36,715)</u>
Excess of Receipts over Payments	7,383	10	7,393
Opening Balances	1,226	100	1,326
Closing Balances	<u>8,609</u>	<u>110</u>	<u>8,719</u>

Notes to the accounts

Cranfield Australian Alumni Scholarship Foundation Inc was incorporated (No. A0051094F) under the Associations Incorporated Act 1981 in the State of Victoria, Australia, on 7 January 2008.

ABN: 26 714 951 874

Registered Office: Level 1, 123 Whitehorse Road, BALWYN VIC 3103

Purpose: Cranfield Australian Alumni Scholarship Foundation Inc is established for charitable educational purposes to promote world class business education to young Australians by establishing and financing the Cranfield Australian Alumni Scholarship.

Basis of Accounting This general purpose financial report has been prepared following Australian Accounting Standards and is based on historical costs. Income and expenses are recognised in the period in which they are respectively earned and incurred.

Income Tax Application is being made to the Australian Taxation Office for income tax exemption as a charitable institution.

Operating Result (1) The operating result for the period resulted in an excess of expenses over income of \$12,052.

Receivables (2) The amount of \$500 has since been received.

Loans (3) These loans represent advances made to enable CAASF Inc to provide scholarships for awards made in 2007 and 2008. The loans are interest free. Repayment is by mutual agreement between CAASF Inc and the lender.

CAAS (4) Income and Expenditure is shown for comparative purposes, and reflects the activity of the association before incorporation.

Cash Flow Statement (5) Summary of receipts and payments over the period.

Currency All amounts in Australian dollars.

Directors Directors are not remunerated for their services to CAASF Inc.

about Cranfield

For more than 40 years, Cranfield University and Cranfield School of Management have been helping individuals and businesses across the world learn and succeed by transforming knowledge into action.

The school brings together a range of management disciplines through a significant portfolio of activities that includes research and consultancy, postgraduate masters and doctoral programmes, executive development courses, conferences and customised programmes.

Cranfield's MBA, executive education and doctoral programmes are all highly ranked in the major league tables.

One of Cranfield's key strengths is the faculty, amongst the largest and most diverse of any business school in Europe. Most have managerial experience, a strength reinforced by close links with outside organisations through consultancy and research.

A combination of rigorous research and inspirational teaching is at the heart of everything Cranfield University does. It is

dedicated to creating new management thinking, improving business performance and inspiring the next generation of business leaders.

Cranfield School of Management works to change the lives of its students and executives by encouraging innovation and creative thinking as well as the drive to succeed and make a real impact on the organisations.

By continually innovating and developing, Cranfield remains at the forefront of management education and business around the world.

All who study there become part of the Cranfield community for life. With over 12,000 alumni in more than 120 countries - it is a truly international and very powerful network of professionals, many of whom are leading figures in business and wider society.

Whatever your interest, whether as a student, corporate client or research collaborator, you will find a warm welcome at Cranfield.

From the Australian alumni

This report has been prepared by the Australian alumni of Cranfield School of Management.

We all studied there, but we now live and work in Australia.

After your Cranfield year, we will be here to welcome you back to Australia. Then you can help us select the next talented Australians to benefit from and enjoy the Cranfield Experience.

For those who would like to become part of our community we welcome your contact.

Cranfield Australian Alumni Scholarship Foundation Inc

ABN:
26 714 951 874

Registered Office:
Level 1, 123 Whitehorse Road,
Balwyn Victoria 3103

www.cranfieldalumni.org.au