



GRADUATE
MANAGEMENT
ASSOCIATION OF AUSTRALIA

2018-2019

Annual Report

of the

Graduate Management Association of Australia Ltd

Report prepared by

Dr. Darryl Gauld OAM

National Vice President

On behalf of and by Order of the Board

This report is prepared to discharge the annual accountability of the Directors on the Board and includes:

- the National President's and other officers' reports, on the year's activities and achievements;
 - updates on services available to members.

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1.0 GMAA Background

Australia's Peak Body for MBAs Advancing Business Administration for Over 40 Years

Established as the Graduate Management Association of NSW in 1978, the organisation went national in 1993 through the amalgamation of:

- The Graduate Management Association Limited (NSW)
- The MBA Society Inc. University of Adelaide
- The Graduate Management Association (Victoria)
- The Queensland Master of Business Administration Association
- The Graduate Management Association University of Western Australia.

Our Story Recognising Academic Excellence

Our mission at GMAA is to promote the standing and enhance the value of MBA, DBA and other postgraduate management qualifications.

Our objectives are to:

- Promote the standing of graduate schools of management in Australia
- Enhance the value of graduate management qualifications in Australia
- Contribute to the development of Australia and its management resources
- Provide a forum for the interaction of members and students from various management schools
- The continuing development of members by actively pursuing the regular exchange of ideas and knowledge between members and leaders in industry and management education
- Maintain the position as the nationally recognised Professional Association for MBA, DBA and other postgraduate business management qualifications in Australia

2.0 Vision

The Graduate Management Association of Australia Inc (GMAA) was established as a national entity in October 1993. It originated from an amalgamation of the Graduate Management Association Limited (NSW), the MBA Society Inc., University of Adelaide, The Graduate Management Association (Victoria), the Queensland Master of Business Administration Association and the Graduate Management Association, University of Western Australia.

The GMAA is the nationally recognised Professional Association for MBA and DBA management qualifications in Australia.

2.1 Mission

GMAA's mission is to promote the standing and value of MBA, DBA and other postgraduate management qualifications.

2.2 Objectives

To contribute to the development of Australia's managerial resources and the standing of graduate schools of management by promoting professionalism in management; to foster the recognition of MBAs as well as PhDs and postgraduate business administration qualifications; and to provide for the continuing education of members by actively pursuing the regular exchange of ideas and knowledge between participants in management education.

3.0 Benefits of Membership

3.1 Professionalism

The GMAA promotes the standing of graduate management qualifications in Australia by active lobbying on management education issues.

The Association carries out an annual survey of MBA programs assessing the range and quality of graduate management programs in Australia. These surveys underpin representations to preserve the value of postgraduate education and enable responses to the stream of enquiries received from the media and intending students.

3.2 Networking and Continuing Education

We value your involvement. Activities range through breakfast and luncheon addresses by prominent members of the business community, evening cocktail events, boardroom briefings, educational sessions on current issues in management, and general networking functions. All members are welcome to attend other States' events.

Knowing the right people and the best access to information can provide a vital edge. With MBA and other business postgraduates covering a range of industries, both in the private and public sector, membership provides obvious benefits.

The Association issues regular newsletters, which provide management articles, outline activities of the Association at national and state levels, and give members a forum in which to publish or advertise.

The GMAA is on-line at www.gmaa.com.au. Members on e-mail are able to receive newsletters and other current information on functions and potential employment opportunities.

3.3 Other Services

The GMAA is continually scanning the range of services it offers to members. This has resulted in it introducing annual prizes to postgraduate students, organising a national conference, and considering members' discounts and improved communication links.

3.4 Publications

The GMAA is working towards making all of its publications online either by emailing members or having publications available at www.gmaa.com.au.

3.5 Opportunities for Participation in National Activities

The Board comprises nominated representatives from across the country. It is responsible for the overall policy direction and administration of the Association.

The Board would be pleased to hear from members interested in participating in sub-committees such as publications, policy development and marketing.

If you are interested, please contact Maxwell Gratton, National President:

Email: Maxwell.gratton@gmaa.com.au
Mobile: 0409 197 680

3.6 *Joining GMAA as an individual member provides substantial benefits such as:*

1. **GMAA Membership Post-Nominal Letters (FGMAA or MGMAA)**

After your name and access to GMAA's logo, exclusively to students and graduates of graduate management, degree programmes.

2. **GMAA Promoting your Business, Event, Function**

On GMAA's website homepage and email blasts, by offering a variety of recreational and business activities to fellow members.

3. **GMAA's LinkedIn and Facebook**

Traffic to the site has enabled members to be promoted locally, nationally and internationally and smaller organisations, to maximise their presence.

4. **Networking Events**

Opportunities to network with your peers from Australia and around the world, to enrich your post-graduate management degree in capital cities, such as corporate functions, e.g. GMAA has hosted many Conferences throughout Australia, over the past few decades.

5. **Graduate Management Awards (GMA)**

Nominate for these prestigious Awards, for professional recognition, at this annual signature event.

6. Organisational and Career Development

Assist you in all stages in your career with a membership category to suit your personal circumstances.

7. Access to Information and Knowledge

Practical resources and cutting-edge research, via GMAA's online, website portal and access to other communications about national activities and news.

8. Mentoring Programme

Experienced and successful professionals share their skills and career advice.

9. Website

Members are invited to email us with the photos, organisation description, and etc for inclusion. GMAA aims to be visible in as many local and overseas publications and online media outlets, as financially possible.

10. Annual Fundraising Dinner

In order to bring members together, an annual Dinner enables members to network, socialise, and invite new members to GMAA's exclusive business community.

11. Corporate Sponsorship

GMAA is successfully growing our corporate sponsors and supporters. Members may be able to access the benefits that corporate sponsorship may provide.

12. Membership Fees are Tax-Deductible

When renewing your membership please complete the renewal form and amend where necessary (including your Membership Category) or complete the online form.

13. Discounts on GMAA Advertising and Sponsorship

A personalised sponsorship proposal or advert can be created.

3.7 Joining GMAA as a university provides substantial benefits such as:

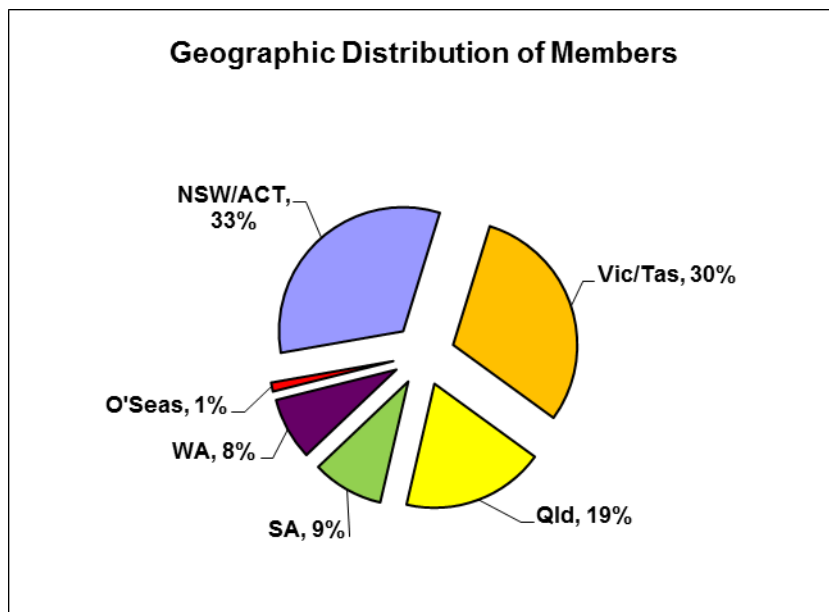
1. The Eligibility to Publicly List Membership of the GMAA on the Website or other Marketing Tools.
2. 5-Star Ratings for the MBA & Doctorate Degrees.
3. Complimentary Non-Voting Membership for all of their Students (all Benefits of Membership Except Voting Rights at General Meetings).
4. Eligibility to Nominate the Best MBA, Doctorate and Project Management Students for the Graduate Management Awards (GMA).
5. 2 x Complimentary Tickets to the Annual GMA.
6. Discounts to any Training and Development that the GMAA may offer.
7. Opportunity to Request the Attendance of a GMAA Representative at a University Event or Presentation.
8. Support for University Awards, Including a Cash Prize of up to \$500.
9. Membership Certificate and Photo Opportunity with a Member of the GMAA Board.

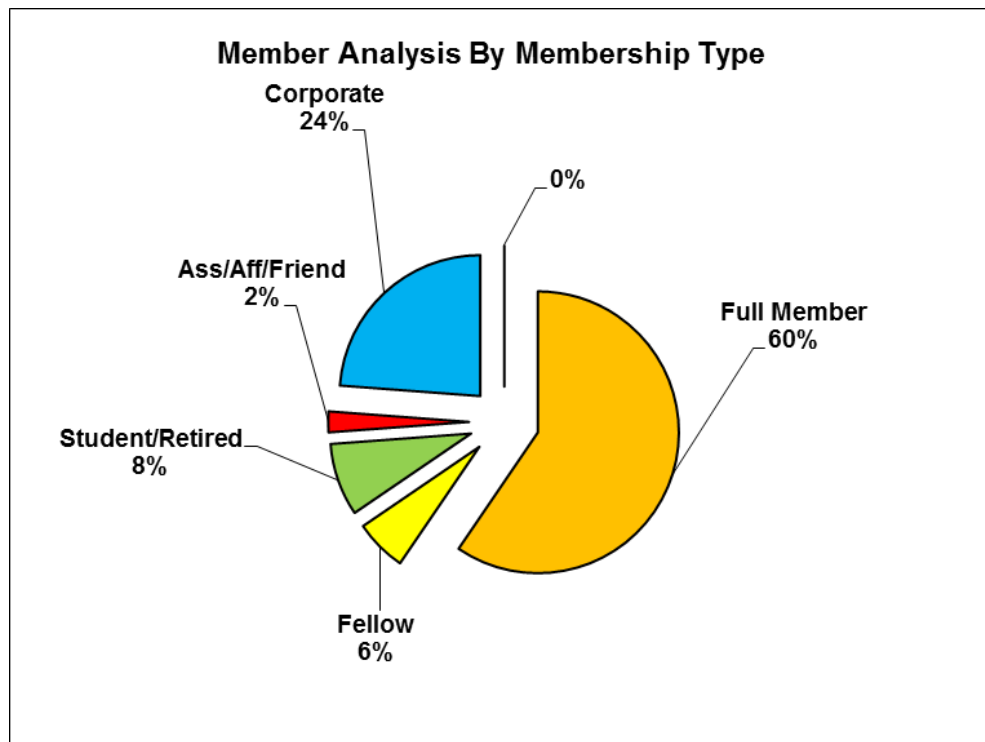
- 10. Eligibility to Advertise MBA/Doctorate Programs on the GMAA Website.
- 11. Discounts on GMAA Advertising and Sponsorship.
- 12. Discounted Tickets to other GMAA Events.
- 13. Membership Fees are Tax-Deductible.

3.8 Membership Profile

Members of the Association are its most valuable asset. Their attributes provide an enviable professional, productive and intellectual capital base.

To better describe the members of the Association the following depicts, in summary, the geographic distribution of members and the grade of GMAA membership. (This data was sourced from the GMAA database. Due to a range of factors, such as incomplete data on membership applications and multiple degrees, qualifications and titles held by some members, data may not always add to total membership numbers.)





4.0 President's Report – Maxwell Gratton

The GMAA continues to innovate. We have changed our business structure from an incorporation to a Limited Company. Plans are underway, to change the 'Australia' in our name, to 'Australasia', after requests from overseas education providers to join our 5-Star Ratings and continued requests from individual members.

After the success of hosting the Inaugural Graduate Management Awards (GMA) and the MBA Directors Symposium, the GMAA is looking forward to organising the events, again, in 2020. The GMA recognised the nation's Most Outstanding MBA Graduate, Most Outstanding Management Doctorate, and the Most Outstanding Innovative Project.

The GMAA was about to hold another National Conference which it first provided around Australia, in the 1980s. However, we decided to support MBAus who had enthusiastically commenced its preparation, just ahead of us, to be held in Brisbane.

I would like to take the opportunity to thank the secretariat for their dedication and success in putting together these national events. I would also like to highlight the work of the secretariat in forming close ties to the business schools of Australian universities and organising many of the GMAA networking events.

Since the 1990s, the GMAA has obtained data relating to MBA programs offered in Australia and used the material to produce an index of the quality ("attractiveness") more commonly known as the GMAA 5 Star Ratings and its Methodology Report. The GMAA is in the process of revamping and introducing a new and improved Ratings system in 2020.

The GMAA will also further evolve and cement its position as Australia's peak body for professionals who hold a Master of Business Administration (MBA).

I would like to thank the Board members for their commitment throughout the year. The 2019 Board comprised of:

Mr Maxwell Gratton, National President
Dr Darryl Gauld OAM, National Vice-President
Mr Tony McArthur, National Secretary
Mr Brian Jones, National Treasurer
Mr Kyle Arthars
Ms Thao Nguyen
Mr Greg Marsh

5.0 National Vice-President's Report – Dr Darryl Gauld OAM

GMAA is in the process of continuing to demonstrate and implement change:

1. Appointment of new President.
2. New website.
3. New logo.
4. Reduced membership rates for individuals.
5. Increased benefits for our Corporates with competitive advantage, eg complimentary graduate management student membership – students to complete GMAA Membership Form (this will avoid students being forced to become members).
6. Revamped MBA 5-Star Ratings to also include DBA Ratings.
7. Guest Speaker events reinvigorated.
8. Inaugural Graduate Management Awards that is destined to become the industry standard.
9. Conference back on-deck with MBAus.
10. Access to online resources → DBA articles; Award-winning Projects, etc.
11. Annual dinner with Guest Speaker.
12. AGM with complimentary cocktails + humorous, entertaining speaker.
13. Advertising on GMAA's website.
14. Diverse sponsorship opportunities, eg Awards, Conferences, website.

Last decade, the Board had an idea...enter Maxwell Gratton...who applied Leadership. Then, on 1 August 2019, the GMAA hosted its inaugural Graduate Management Awards that were long overdue. For example, the education industry is also not spared the tirade of negativity from media coverage that seems to target social media, to generate click bait, irrespective of fact checking. Therefore, the Awards provided recognition to high achieving students and their respective higher education providers, which is what most education providers do, daily.

On the other hand, we welcomed our chief media partner, Ben Ready from mbanews.com.au, who published this informative article:

<https://www.mbanews.com.au/australias-most-outstanding-mba-graduate-revealed/>

5.1 MBAus Conference

I attended this Conference with the theme: "*The Business of the Fourth Industrial Revolution*". Presentations maintained a focus on business in Tech-Innovation, Government Policies and Sustainability. Other industry speakers provided thought-provoking leadership discussions. Attendees were able to participate in breakout sessions to discuss their main takeaway from the Conference, how MBA courses are relevant and the challenges heading into the future. These exchanges of ideas and the opportunity to voice and hear opinions from the diverse group was a priceless experience.

The panel, below delved into questions around empowerment and the impact of AI and strategy.



6.0 GMAA Graduate Management Awards 2019

6.1 MBA Judging Panel

The Judging Panels knew the standard would be high, but were overwhelmed by the competitiveness of nominations received.

Mr Brian Jones MBA
Principal
Ahead for Business

Ms Thao Nguyen MBA
Examinations Supervisor
Cliftons Sydney

Mr Michael Lanzing MBA
General Manager
UniBank

6.2 Most Outstanding MBA Finalists

- Bianca Goebel (Winner) University of Queensland
- Natasha Freeman Victoria University
- Rachael Ashley Stein Royal Melbourne Institute of Technology
- Lincoln Wong Macquarie University

6.3 Australia's Most Outstanding MBA Graduate Revealed by **Ben Ready** 2 August, 2019



GMAA National President Maxwell Gratton, Most Outstanding MBA Graduate winner Bianca Goebel and GMAA National Auxiliary President Dr Darryl Gauld OAM

A chemical engineer, turned social entrepreneur, turned GlobalShaper, turned consultant has been recognised as the country's Most Outstanding MBA Graduate at the inaugural Graduate Management Association of Australia (GMAA) Awards in Melbourne.

University of Queensland MBA graduate Bianca Goebel was presented the award at an event last night (August 1). Other winners on the night included University of Wollongong's Sriramprasanth Sivasubramani for Most Innovative Project and Dr Ryan Storr from Victoria University for the Most Outstanding Doctorate.

GMAA National President Maxwell Gratton said the awards were designed to recognise graduate excellence.

"We want to shine a spotlight on the importance of graduate management and business administration qualifications generally, as well as the value of an MBA in particular," he said.

The GMAA is a nationally recognised business association, that serves at the peak body for professionals who hold an MBA, DBA and other business administration qualifications. It provides networking, advocacy and educational services to its members.

Bianca Goebel's story captured the judging panel's attention for the sheer volume of success she has crammed into her career before her 30th birthday.

After studying chemical engineering at UQ, Bianca spent four years at Origin Energy, working in water and sewage plants and helping to improve the design of coal seam gas wells.

Working on a 'fly-in-fly-out' roster, she also found the time to help set up an engineering camp giving underprivileged youth a taste of university life through the not-for-profit, Youth Without Borders.

When the opportunity arose to become the organisation's CEO, she resigned from her job and took up the challenge. Over the next two years, she built the senior leadership team, doubled membership and increased the organisation's income.

Keen to develop her business acumen, she embarked on a part-time MBA at UQ Business School. During her studies she was elected to the UQ Academic Board, became Co-Chair of The UQ Young Alumni Advisory Board, Chair of the Women in Engineering Alumni Council, Co-President of the MBA Consulting Club and participated in an MBA Immersion Tour to India.

Bianca is now a GlobalShaper – a World Economic Forum initiative which connects young people working to solve local, regional and global challenges. In February this year she took up a position with Boston Consulting Group in Melbourne.

"The MBA has complemented my technical background with business knowledge and enhanced my management and leadership skills. I will, of course, continue to seek new opportunities to learn and grow as I always have".

GMAA National Auxiliary President and Chairman of the Board Dr Darryl Gauld OAM congratulated the winners.

"Under the leadership of our National President, Maxwell Gratton, the GMAA Board has embraced the opportunity to acknowledge our nation's leaders through these respective Awards," he said.

"I have been involved with many awards, and have received a few myself. Without a shadow of a doubt the 2019 Graduate Management Award winners are the best I have ever seen. And I have seen many!

"Congratulations to the University of Wollongong, University of Queensland, and Victoria University. They should be rightfully proud of their graduates in the fields of business administration, innovation and management. There is only one word to describe their achievements – mind-blowing."

6.4 Judging Panel -- Most Outstanding Doctorate and Most Innovative Management Project

Dr John Pillay
Global Digital Transformation Director
Worley.com

Dr Peter Lake
Principal Consultant
Knowledge Node P/L

Dr Darryl Gauld OAM
CEO
Aust Institute of Science & Technology

6.5 Most Innovative Management Project Finalists

Winner -- Sriramprasanth Sivasubramani: Dental Containers Industry Study

Impressive achievement arising from the project that generated a remarkable outcome. Aspects that were strong about this submission:

- Leadership within a vulnerable and under-represented community
- Leadership within the supply chain discipline
- Tangible outcome from the project
- Potential to scale the solution, wider impact

Aspects that could further develop the research and submission:

- Further detail on the project undertaken would be helpful – how was it designed, executed etc
- Further information on how the solution could be scaled into other contexts

Stephan Hitchins: Design Thinking

Interesting subversion/adaptation of design thinking to evaluate itself. Aspects that were strong about this submission:

- Clear subject matter expertise and depth of understanding
- Mostly well written, referenced and in an academic style
- Broad reach and appeal of the topic
- Impressive array of experts assembled

Aspects that could further develop the research and submission:

- Some repetition of ideas and the history of design thinking
- Findings from the workshop were not integrated back into the paper – this seems to be implied as continued work in progress
- More adaptive of the design thinking method than innovative, no change to the fundamentals

Chris Hope: 100 Coffees Project

A thoughtful submission, it sounds like there is more to share than the information in the text. Aspects that were strong about this submission:

- Interesting approach – a kind of action research approach
- I like the (implied) personal journey through the project taken by Chris
- Link to Beyond Blue could elevate this to something more than a self-development project, which indeed, this has been the case

Aspects that could further develop the research and submission:

- More insights into how the 100 coffees influenced thinking would be helpful
- More information is required to fully assess the potential of the project

Andres Cedeno Mancheno: NDIS Project

The presentation slides that were submitted explained the core problem and the objectives of the proposal. The methodology used included: AS-IS Modelling – Business Process Engineering and SAP Analytics Cloud – Visualisations.

Aspects that could further develop the research and submission:

- Clarity on the issue at hand
- Clarity on the proposed approach
- Innovative submission produced financial benefits

6.6 Winner -- Dr Ryan Storr: Most Outstanding Doctorate

A fascinating and important topic, this thesis was a pleasure to read. Aspects that were strong in the thesis are summarised as being:

- Beautifully and engagingly written, Ryan has an excellent writing style
- The topic is well framed and developed
- Commendably tight focus, with a clear contribution
- Helpful definition of terms in the literature review, good use of demographic statistics to frame the scope of the volunteer community
- Good and insightful survey of existing literature – it seems like this topic is under represented in the literature
- Rich insights from the research undertaken
- Powerful elucidation of the complexities of managing the AA team
- It must have taken an awful lot of commitment to maintain the researcher's level of involvement through a 9-month immersion
- Good, proportionate conclusions
- The bravery, personality and honesty of the researcher shines through

Aspects that could further develop the research and submission:

- Interesting dilemmas around ethnography and immersion in the club, whether to interject etc. Worthy of further development in itself
- Heavy dependency on single club case
- How Australian is this situation? Seems highly culture sensitive – does this limit scope?
- Quite a short section on limitations recognised

7.0 GMAA 5-Star Ratings for Australian MBA Courses

The 5-Star Ratings continue to provide a transparent method of evaluating programs and it is contributing to the standing and value of MBAs within Australia, where there is currently a wide range of MBA, DBA (Doctorate of Business Administration) and other post graduate management degrees on offer.

How the survey was conducted and how the Ratings were calculated appear on the GMAA website:

www.gmaa.com.au

As the GMAA Director responsible for leading the review, revamping and implementation of a renewed GMAA 5-Star Rating Program, I would like to keep all providers informed of the review and revamping process, irrespective of whether your school plans to participate in the next round of evaluations, because we feel it is useful to make providers aware of a benchmark that competitor schools are working towards and to, hopefully, convince you of the value of being a Corporate Member or otherwise involved with the GMAA.

Your feedback is very important to the GMAA as we desire to be able to provide an accurate reflection of the value of your program, to both students and employers, in order to promote the quality of Australian education generally and to reflect the innovation, care and hard work that goes into each of your MBA programs.

We want the 5-Star Rating to be a reflection of the highest quality educational offering and so that you may take pride in your achievements as they're recognised by your students and potential employers.

To this end, we will continue to communicate with MBA providers as we progress through our 5-Star Rating Program review and we look forward to putting together a methodology that truly reflects what the highest quality MBA looks like, when considered from multiple stakeholder perspectives.

For further information on the 5-Star Ratings, contact:

Kyle Arthars

GMAA
 0432 196 008 or
 E-mail: kyle.arthars@gmaa.com.au

7.1 GMAA MBA 5-Star Ratings – 5-Star Listing

Stars	Institution Name	Program Full Name
5	Deakin University	Master of Business Administration
	Deakin University	Master of Business Administration (International)
	Griffith University	Master of Business Administration
	La Trobe University	Master of Business Administration
	Queensland University of Technology	Executive Master of Business Administration
	Queensland University of Technology	Master of Business Administration
	University of Adelaide	Master of Business Administration
	University of Queensland	Master of Business Administration
	University of South Australia	Master of Business Administration (Onshore)

All programs are listed alphabetically within each rating

8.0 GMAA Awards

GMAA encourages our Corporate Members to avail of the GMAA Prize. The GMAA Prize consists of a cash component and one-year, full membership to the GMAA.

The Board congratulates all recent Award winners.

Prize Winner	Business School
Thomas Vanderbyl	Queensland University of Technology
Bikash Chhetri	Edith Cowan University
Joanna Salas De Aguilera	Queensland University of Technology
Dr Ryan Storr	Victoria University
Bianca Goebel	University of Queensland
Sriramprasanth Sivasubramani	University of Wollongong

9.0 Treasurer's Report (Financial Statements available upon request and presented at the AGM)