

CFE FELLOWS NEWSLETTER

April 2023 / Issue #7

Latest News, Views & Announcements



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Please note: all images and underlined keywords are link active and clickable.

*The value of our Fellows is clearly recognized to create
a better tomorrow for today's students.*

Welcome everyone to our April 2023 issue of the 'Centre for Entrepreneurship Fellows Newsletter' where we continue to share important story highlights from the many facets of entrepreneurship here at UBSS.

This is our 7th CFE Newsletter, and hope that you are enjoying the publications.

Yours sincerely,

Adjunct Professor Art Phillips, *MMusStud, FIML, FCFE, FCSR, FAIM*
Director, Centre for Entrepreneurship (UBSS).

[CFE WEBSITE](#)

Welcome to Janine Allis – new Fellow of the CFE at UBSS



Janine Allis

Founder, Boost Juice Bars
Chairman, Retail Zoo

Janine Allis founded Boost Juice Bars in 2000. Boost Juice now has over 600 stores in over 13 countries and is the largest juice bar in the world. Retail Zoo was born to assist in the growth and through this we acquired a number of exciting brands to add to our group, including Bettys Burger, Salsas and Cibo.

Janine is among Australia's most respected people in business, having been presented numerous domestic and international awards in digital marketing, retail, franchise, and business. Including the Telstra Business Women of the year. Business magazine BRW named her one of fifteen people that changed the way Australia does business in the last 35 years.

Janine is a bestselling author of *The Accidental Entrepreneur*, has featured on Channel TEN's, *Shark Tank* as an investor, *A Celebrity Apprentice* as an advisor and Channel TEN's *Australian Survivor*. She also co-hosts her own podcast with 'Superwomen We Ain't'. She is an ambassador for Australia for UNHCR taking interest in the 'Leading Women Fund' empowering women, building their resilience, and providing opportunities for them to realise their potential. Janine strives everyday to live the best life possible.



CFE / UBSS Fellow profile: <https://www.ubss.edu.au/janine-allis/>

Web: <https://www.janineallis.com.au>

Linkedin: [linkedin.com/in/janineallis](https://www.linkedin.com/in/janineallis)



We are honoured to have Janine as a Fellow, and I look forward to presenting her with the above framed Certificate sometime in June or July on her return from overseas. I also look forward to interviewing Janine on UBSS TV for all our student cohort to tune-in, and to learn about her experiences and advice. Interview date to be confirmed!

Entrepreneur Work Integrated Learning Events (WIL) at UBSS TV Studios



Work Integrated Learning

The Centre for Entrepreneurship (CFE) is an integral part of the delivery of work integrated learning (WIL) at UBSS. WIL brings the real world to the classroom. By having Fellows present to students their entrepreneurial experience or subject matter expertise, this greatly enriches the student learning experience.

Our 'work integrated learning' is enhanced with interviews from industry experts, case studies, real world business projects, writing business plans and business simulation - all designed to prepare UBSS students for their future careers or entrepreneurial endeavours.

Interview with Celebrity Chef Mr Luke Mangan OAM, Fellow CFE



16

SEP
2022

ENTREPRENEUR WORK

INTEGRATED LEARNING EVENTS

Interview with celebrity chef Luke Mangan OAM

2:45 pm - 3:45 pm

Adjunct Professor Art Phillips hosted an interview with celebrity chef Luke Mangan OAM, world renowned Australian based restaurateur, chef, and entrepreneur.

[Find Out More >](#)

[Event Advert](#)

[Recorded Content](#)



This wonderful interview took place in UBSS TV studios on Friday 16 September 2022 during the postgraduate class subject 'Entrepreneurship Research Report' (MCR012).

The event was hosted by UBSS, with Adjunct Professor Art Phillips as interviewer, recorded at UBSS TV / Sydney campus.

**Interview with Dr Narisa Chauvidul-Aw, Fellow CFE
of Kogo-PAY Group**



21
MAR
2023

**ENTREPRENEUR WORK
INTEGRATED LEARNING EVENTS**

**Interview with Dr
Narisa Chauvidul-Aw**

1:30 pm - 2:30 pm

Adjunct Professor Art Phillips
hosted an interview with Dr
Narisa Chauvidul-Aw, who is the
CEO and founder of KogoPAY
Group / Smile Money Limited.

[Find Out More >](#)

Event Advert

Recorded Content

The interview took place in UBSS TV studios on Tuesday 21 March 2023 during the postgraduate class subject 'Marketing New Products (MKT002).

The event was hosted by UBSS, with Adjunct Professor Art Phillips as interviewer, recorded at UBSS TV / Sydney campus.

Interview with Sir Gerard Newcombe, Fellow CFE

The image is a digital event advertisement. On the left, there is a yellow calendar-style icon showing the date '1 MAR 2023'. To the right of this icon, the text 'ENTREPRENEUR WORK' and 'INTEGRATED LEARNING EVENTS' is displayed in blue. Below this, the title 'Interview with Sir Gerard Newcombe' is written in black. The time '12:00 - 1:00 pm' is listed next. A paragraph of text describes the event: 'Adjunct Professor Art Phillips hosted an interview with Sir Gerard Newcombe, who has 45 years' experience in International Management, Marketing and Training.' At the bottom, there is a red-outlined button with the text 'Find Out More >'.

1
MAR
2023

ENTREPRENEUR WORK
INTEGRATED LEARNING EVENTS

Interview with Sir Gerard Newcombe

12:00 - 1:00 pm

Adjunct Professor Art Phillips hosted an interview with Sir Gerard Newcombe, who has 45 years' experience in International Management, Marketing and Training.

[Find Out More >](#)

Event Advert

Recorded Content

The interview took place in UBSS TV studios on Wednesday 1 March 2023 during the postgraduate class subject 'Management Attributes and Skills' (MCR003).

The event was hosted by UBSS, with Adjunct Professor Art Phillips as interviewer, recorded at UBSS TV / Sydney campus.

What We Do

The [Center for Entrepreneurship \(CFE\)](#) has developed the following vital business skills and learning opportunities for UBSS students through the continued delivery of WIL:

- Create an entrepreneurial mindset - learning from and be exposed to highly successful entrepreneurs from different industry verticals.
- Live and broadcasted interviews at UBSS TV studios (Sydney) featuring special guests,

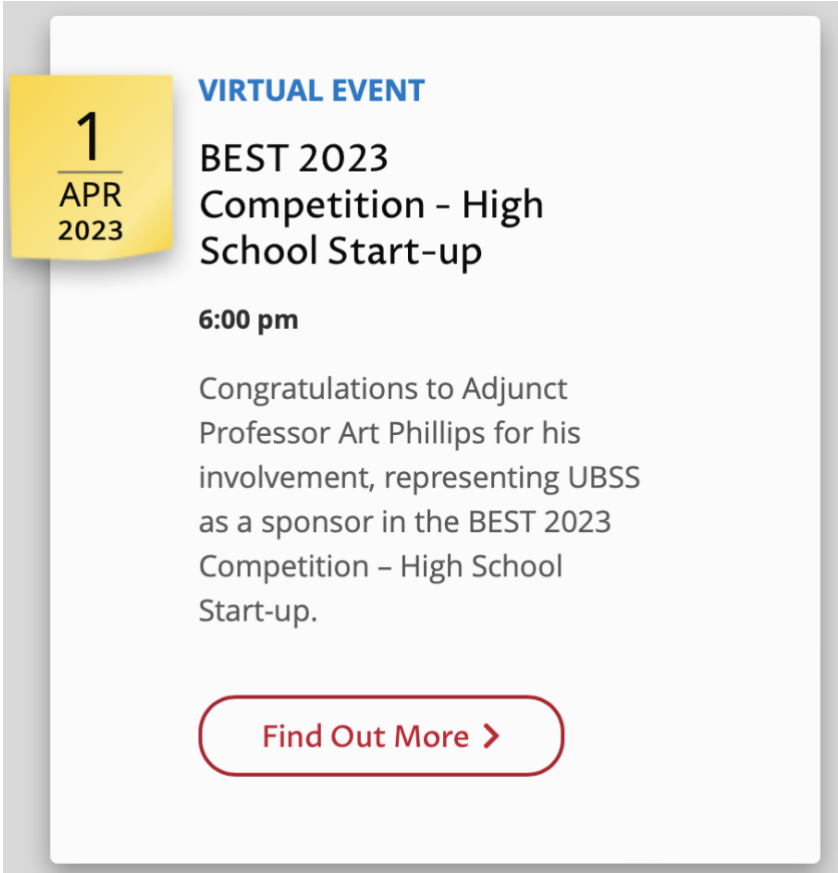
such as our renowned [Fellows](#) in addition to other entrepreneurs from Australia and around the globe.

- Develop 'business acumen' to make the smart business decisions at the right time
- Acquire knowledge of ever-changing business climates, nationally and globally
- Enhance professional development communication, negotiating and persuasion skills together with 'real time' executives.

UBSS prides itself in offering students a holistic learning environment, combining qualifications and a distinct advantage into their business area of choice, whilst attaining their MBA and promises a 'hands on' environment.

Cutting edge learning and innovation is a highly sought after attribute for students in today's higher education environment. This is achieved at UBSS by providing opportunities for students to hear from experts in their business field and from the opportunity to work on real life business problems in Australian and global based businesses.

UBSS International Profile – Best Competition 2023



1
APR
2023

VIRTUAL EVENT

BEST 2023
Competition - High School Start-up

6:00 pm

Congratulations to Adjunct Professor Art Phillips for his involvement, representing UBSS as a sponsor in the BEST 2023 Competition - High School Start-up.

[Find Out More >](#)

On 1 April, Adjunct Professor Art Phillips represented UBSS as a sponsor ‘in-kind’ at the **BEST 2023 Start-Up Competition** from Thailand.

This was the fourth Bangkok Entrepreneurial Students Tryouts BEST 2023 Competition that I have been a judge on for UBSS, and each year we are seeing some amazing young ‘up and coming’ start-up entrepreneurs, showcasing their ideas and learning how to pitch effectively.

The judges:

1. Mr. Axel Winter, CEO, of Pivot Digital
2. Sunatta Pongcharoen, Foresight Research Director, FutureTales LAB
3. Jittrapon Jirakulsomchok, Innovation Developer Innovation for NIA Economy Department
4. Adjunct Professor Art Phillips, MMusStud, FIML Director, Centre for Entrepreneurship Universal Business School Sydney (UBSS)
5. Dr. Pietro Borsano, Deputy Executive Director, Industrial and Global Alliances, Business Chulalongkorn School of Integrated Innovation

Bangkok Entrepreneurial Students Tryouts



**5th BEST 2023
COMPETITION
JUDGES
High School Startup**

Date: 1 April 2023 | **Time:** 2-5PM | **Where:** Facebook



AXEL WINTER
CEO, Pivot Digital



SUNATTA PONGCHAROEN
Foresight Research Director,
FutureTales LAB



JITTRAPON JIRAKULSOMCHOK
Innovation Developer
Innovation
for NIA Economy Department



ADJUNCT PROFESSOR ART PHILLIPS
MMusStud, FIML
Director, Centre For Entrepreneurship
Universal Business School Sydney (UBSS)



DR. PIETRO BORSANO
Deputy Executive Director, Industrial and Global
Alliances, Business Chulalongkorn School of
Integrated Innovation

There were five awards:

1. Greatest Social Impact
2. Most Innovative Business Model
3. Best Validation
4. Best Pitch
5. Most Advanced Prototype

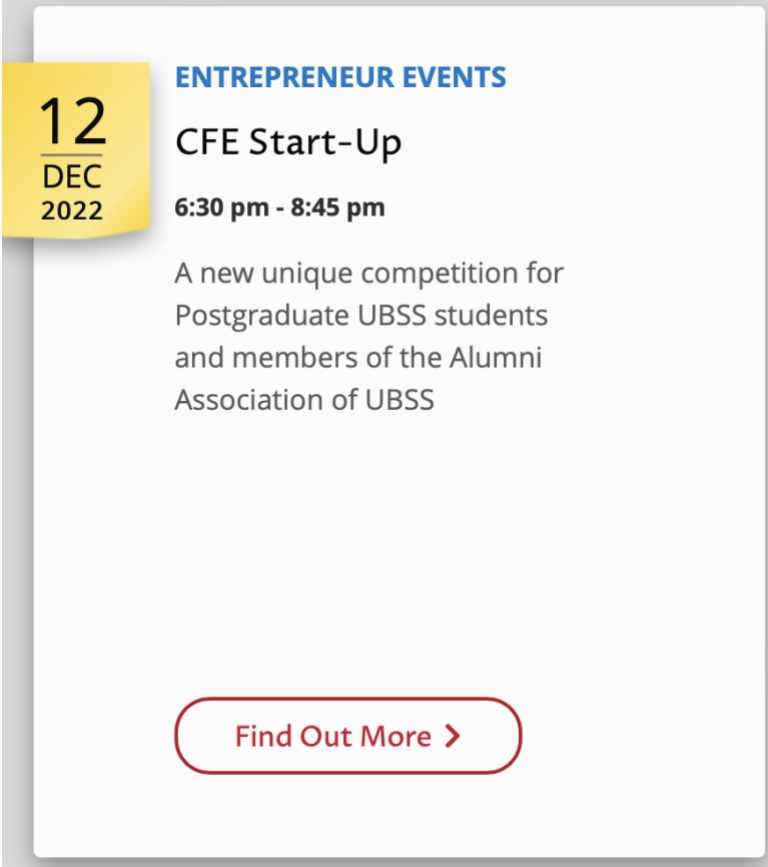
The format for each group was 15 minutes each, in the following breakdown: 1 minute - a short introduction of each team and also a time for teams to prepare to share their presentation, 7 minutes - the team's presentation/pitch, and 7 minutes - Q&A time with the judges.

[Event Advert](#)

[Recorded Content](#)

UBSS CFE Start-Up Competition

A new incentive from the Centre for Entrepreneurship in 2022, which is a unique competition for UBSS students at the postgraduate level and Alumni of UBSS, focused to acknowledge and award innovative & entrepreneurial business concepts, plans and proposals.

The image is a promotional poster for an event. It features a light gray background with a white rectangular area in the center. On the left side of the white area, there is a yellow rectangular box containing the date '12 DEC 2022'. To the right of this box, the text 'ENTREPRENEUR EVENTS' is written in blue, followed by 'CFE Start-Up' in black. Below this, the time '6:30 pm - 8:45 pm' is listed. A paragraph of text describes the event as a new unique competition for postgraduate UBSS students and alumni. At the bottom, there is a red button with the text 'Find Out More >'.

12
DEC
2022

ENTREPRENEUR EVENTS

CFE Start-Up

6:30 pm - 8:45 pm

A new unique competition for
Postgraduate UBSS students
and members of the Alumni
Association of UBSS

Find Out More >

Congratulations to Thi Ngoc Huyen Pham (Hellen Pham) as winner of the outstanding business plan and start-up proposal (2022) for 'NR Nails Inspiration'.

Event Advert

Benefits of the CFE

CFE Start-Up

'CFE Start-Up', from the Centre for Entrepreneurship at the Universal Business School Sydney (UBSS) and sponsored by the Institute of Managers & Leaders (IML) and MBA TV, is a unique competition for postgraduate UBSS students and Alumni of UBSS, focused on acknowledging and awarding innovative and entrepreneurial business plan concepts and proposals.

Winner of the 2022 CFE Start-Up

The 2022 'Winner' of the 'CFE Start-Up Competition' for Outstanding Business Plan & Start-Up Proposal is Thi (Hellen) Ngoc Huyen Pham, for 'HR Nails Inspiration'.



Judge's comments:

The business concept and plan shows innovation and aligns well to being able to make a difference in the nail and beauty market industry.

From the logo on through to the financial projections of the business, Hellen's project is exceptional as it is clearly focused with a thoughtful delivery and classy slide presentation.

The presentation covered:

- A clear analysis of this market sector
- Strong practical forecasting
- Shows how the business will make a difference in the market
- Innovation shown – stylish printing on nails with new technology
- Create designs with the customer on original nail designs and patterns
- Business flow chart clear
- RISK assessment addressed well
- SWOT shows realistic thought
- Marketing plan appears sustainable
- Finance proposed: gross profit proposed 48.87% & net profit margin (after tax of 30%) proposed 12.5% at the end of year 1.

The winner will receive:

- a CFE Award Certificate
- a discount on one future subject selection at UBSS
- complimentary access to an IML Virtual Leadership Workshop
- a recommendation letter to a choice of your request and
- two 30-minute mentorship sessions with a sought-after business executive associated with IML or an entrepreneur Fellow of the UBSS Centre For Entrepreneurship.

About Thi Ngoc Huyen Pham



Thi Ngoc Huyen Pham is an international student from Vietnam, studying at the Universal Business School Sydney specialising in Management and Finance. Thi (Hellen) is focusing well as an entrepreneurial businesswoman and has a great future ahead to contribute positively to the world by focusing on social impact and bringing innovation and value to society.

Hellen is passionate to continue learning and working on self-development.

When she is not at study or work, Hellen is an avid swimmer and loves spending time reading books.

hellen.pnh.aus@gmail.com

World-class opportunities

The CFE develops the following vital business skills for UBSS students:

- Create an entrepreneurial mindset - learning from and be exposed to highly successful entrepreneurs from different industry verticals
- Develop 'business acumen', to make the right business decisions at the right time
- Acquire knowledge of ever changing business climates, nationally and globally
- Enhance professional development communication, negotiating and persuasion skills together with 'real time' executives.

UBSS prides itself in offering students a holistic learning environment, combining qualifications and a distinct advantage into their business area of choice, whilst attaining their MBA and promises a 'hands on' environment. Cutting edge learning and innovation is a highly sought after attribute for students in today's higher education environment. This is achieved at UBSS by providing opportunities for students to hear from experts in their business field and from the opportunity to work on real life business problems in Australian businesses.

Institute of Managers & Leaders (IML) / UBSS Partnership & Benefits

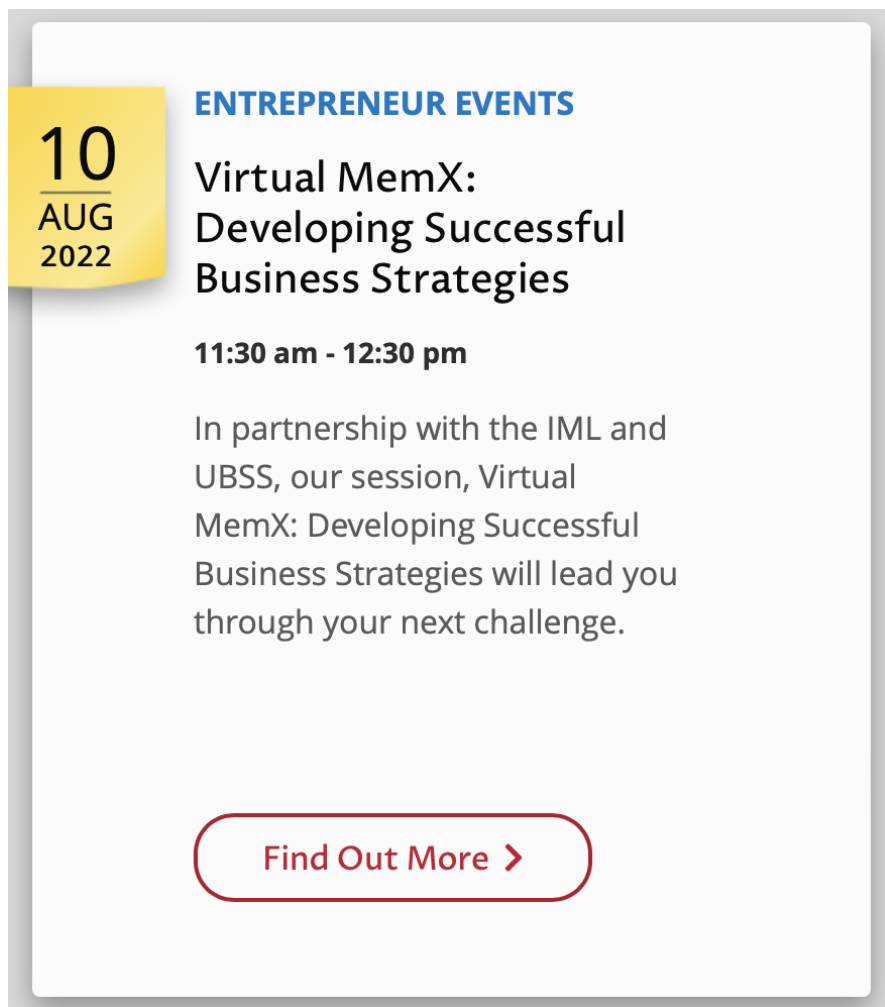
working together to heighten learning and to provide world-class knowledge and opportunities for our students

In addition to providing UBSS students with some very special, sought after opportunities to heighten their learning, such as the Dean's Scholar benefits, as

noted in the below newsletter section, we also produce joint learning events throughout the year.

These events are either produced out of UBSS TV studios, or at a select IML venue.

In the past year we have produced the following events, which are recorded for ‘work integrated learning’ content.



10
AUG
2022

ENTREPRENEUR EVENTS

**Virtual MemX:
Developing Successful
Business Strategies**

11:30 am - 12:30 pm

In partnership with the IML and UBSS, our session, Virtual MemX: Developing Successful Business Strategies will lead you through your next challenge.

[Find Out More >](#)

[Event Advert](#)

[Recorded Content](#)

20
SEP
2021

ENTREPRENEUR EVENTS

Navigating Cross-Cultural Business (recording)

11:30 am - 12:30 pm

Join Adjunct Professor Art Phillips and three industry guest panelists, who discussed the benefits of working across cultures to fuel business expansion.

[Find Out More >](#)

[Event Advert](#)

[Recorded Content](#)

2023

On Wednesday June 14 we have scheduled another hot topic event, '**Managing Cyber Security in 2023**'.

Time: 12.00pm – 1:00pm AEST

Location: Virtual via Zoom – broadcast from UBSS TV studios, Castlereagh St, Sydney

Cost: Complimentary for Members and Non-Members

We will have a panel of 3 experts: Professor Andy West, plus 2 IML chosen panelists. Adjunct Professor Art Phillips will moderate the event at UBSS TV studios.

About The Event

Did you know that in 2022, there was a 61% increase in phishing and cyber-attacks? This number is expected to rise dramatically as technology, artificial intelligence, and connected devices become more widely used.

As technology advances, it is critical for individuals and organisations to become more aware of the various scenarios that may impact our cyber security and how to respond to potential breaches.

Join us to learn more about the motivations of cyber criminals and the practical steps you need to take to protect yourself, your team and your business. In this session, we'll explore:

- How to handle daily cyber security threats and attacks
- How to protect your business from cybercrime and build and maintain customer trust
- Effective mitigation strategies and measures to increase your cyber security, including learning about Phishing Scams, Two-Factor or Multi-Factor Authentication, and Password Management Tool.
- How have organisations managed and communicated risk of cyber security to senior management? How should it be reported to the board/owners/senior management of an organisation? One answer to this is risk registers and how risk is mitigated and reported in the risk register. Also director obligations to disclose cyber security and privacy breaches. There are other ways to answer this as well.
- How should managers deal with the negative publicity of a cyber attack? What are examples of how to and how not to handle PR and manage the stakeholder relationships? This is related to the question on customer trust, but this question is more how to prepare for cyber attacks going public, and what to do when/if it happens to deal with the negative publicity.

NOTE: I will be sure to send you the zoom invitation link to register for the event well before the date – stay tuned!

Dean's Scholars

Each trimester we honour our top 10 postgraduate students with a Dean's Scholar Award, for 'outstanding academic performance'.

In partnership with IML, as noted above, we provide the following benefits to our awarded scholars:

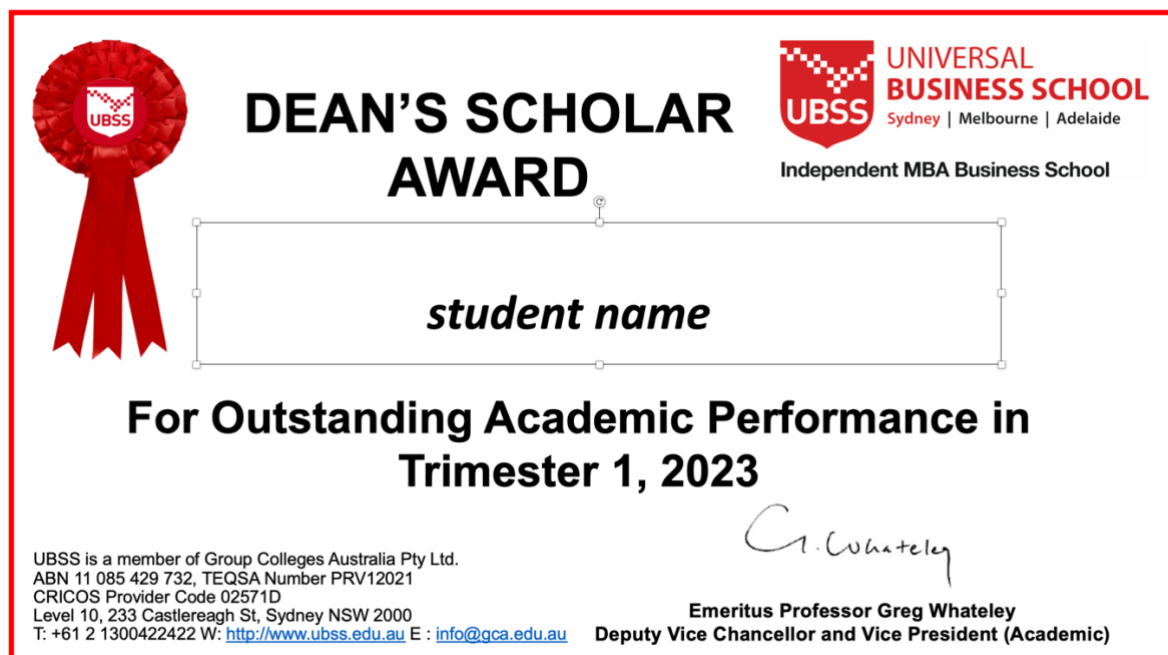
Eligibility to receive complimentary affiliate membership with the [Institute of Managers and Leaders Australia and New Zealand \(IML ANZ\)](#) for the duration of their studies and one additional year plus access to industry mentoring with a senior leader.

Affiliate Membership with IML ANZ entitles them to the following benefits:

- Networking with Australia's largest community of management professionals
- Unlimited access to mentoring through IMLs [Mentoring Program](#)

- Access to complimentary quarterly Development Days
- Online resources including Leadership Direct and our Leadership Matters Blog
- Gain recognition in the business space with use of IML ANZ prestigious post-nominals
- Build industry connections and access industry engagement activities, preparing you for the next step, and immersion into real business environments

Our UBSS Dean's Scholar Certificate

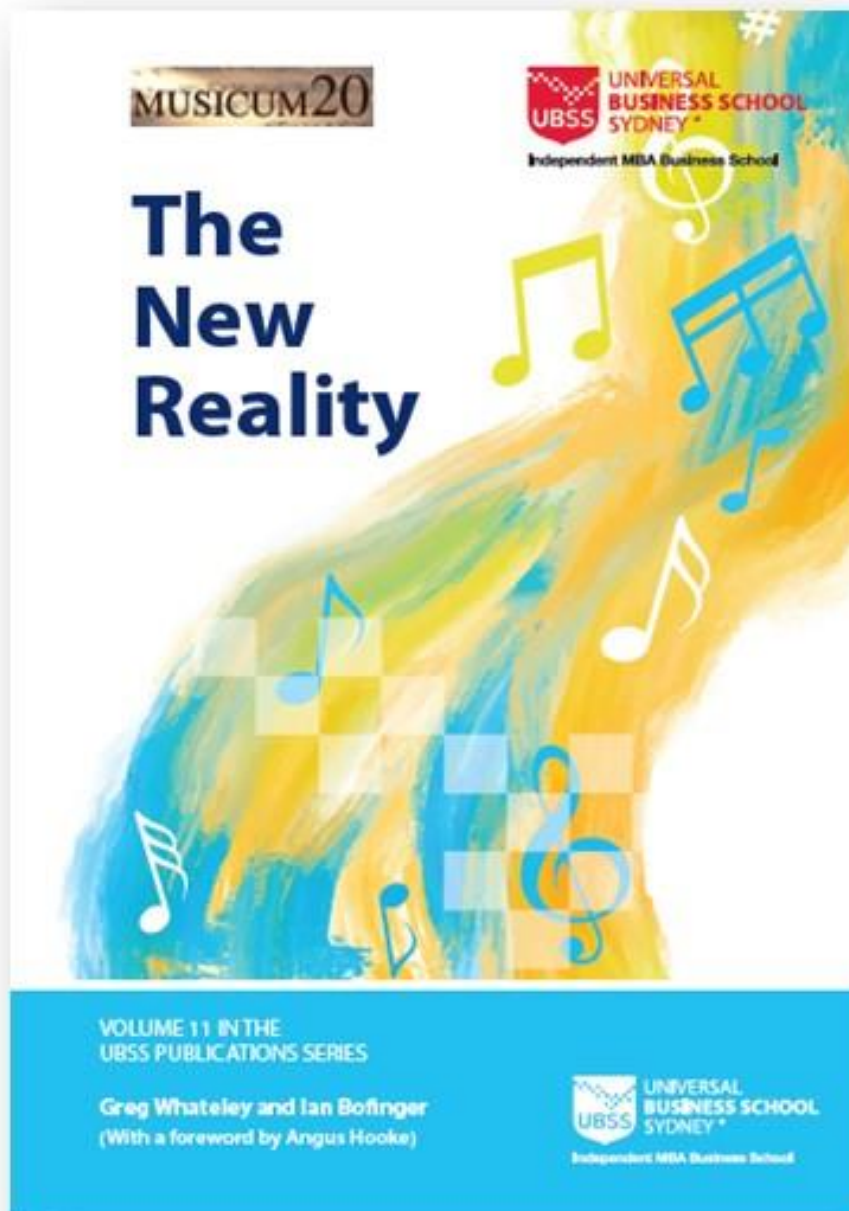


Publications & Scholarship at UBSS

The New Reality

ISBN 978-0-6457289-6-5, Intertype, 2023

UBSSs most recent publication - that ticks so many boxes
with respect to our current times!



The book contains 27 chapters (including 24 from *UBSS/GCA staff and affiliates – names underlined*) and will be formally launched at the July, *Musicum20 2023 symposium in Hanoi, Vietnam*.

Chapters:

Whateley - <https://www.ubss.edu.au/media/4227/the-new-reality.pdf>

Bofinger - <https://www.ubss.edu.au/media/4236/the-new-reality-of-australian-higher-education-in-the-performing-arts.pdf>

Whateley - <https://www.ubss.edu.au/media/4244/emerging-from-the-shadows-into-the-light.pdf>

Manly and Whateley - <https://www.ubss.edu.au/media/4263/keeping-watch-over-the-new-reality.pdf>
 Bendel - <https://www.ubss.edu.au/media/4278/adopting-and-adapting-to-the-times.pdf>
 Wladkowski - <https://www.ubss.edu.au/media/4292/what-is-the-plan-going-forward.pdf>
 Phillips - <https://www.ubss.edu.au/media/4339/ict-and-career-paths.pdf>
 Phillips - <https://www.ubss.edu.au/media/4348/ict-digital-subscriptions-cyber-security.pdf>
 Mienczakowski and Whateley - <https://www.ubss.edu.au/media/4371/the-assignment-marking-bot-the-next-step-in-the-new-reality.pdf>
 Chanda - <https://www.ubss.edu.au/media/4428/chatgpt-a-disruption-in-the-education-sector.pdf>
 Kanwar - <https://www.ubss.edu.au/media/4480/as-a-director-in-the-new-reality.pdf>
 Whateley - <https://www.ubss.edu.au/media/4481/digital-nomads-and-their-emergence-in-the-new-reality.pdf>
 Atawongsa - <https://www.ubss.edu.au/media/4531/technology-a-new-reality.pdf>
 Xi - <https://www.ubss.edu.au/media/4532/new-reality-new-way-of-life.pdf>
 Mienczakowski - <https://www.ubss.edu.au/media/4562/traditional-higher-education-approaches-look-backwards.pdf>
 O'Connor - <https://www.ubss.edu.au/media/4563/a-colourful-new-reality.pdf>
 Whateley - <https://www.ubss.edu.au/media/4565/transformational-leadership-is-the-new-reality.pdf>
 Rigg and Bofinger - <https://www.ubss.edu.au/media/4574/the-evolution-and-effects-of-ai-technology-on-music-creation.pdf>
 Jankoff - <https://www.ubss.edu.au/media/4573/new-reality-the-difference-between-2019-and-2023-due-to-covid.pdf>
 West - <https://www.ubss.edu.au/media/4575/the-new-reality-of-generative-ai-in-higher-education.pdf>
 Chung Lee and Bofinger - <https://www.ubss.edu.au/media/4576/maximizing-the-economic-investment-in-physical-campus-spaces.pdf>
 O'Connor - <https://www.ubss.edu.au/media/4577/chatgpt-a-postmodern-conversation.pdf>
 Najmaei and Sadeghinejad - <https://www.ubss.edu.au/media/4586/chatgtp-ai-driven-world.pdf>
 Kopanakis - <https://www.ubss.edu.au/media/4587/going-green-keeping-the-team-and-living-the-dream.pdf>
 Kho - <https://www.ubss.edu.au/media/4592/what-covid-19-has-changed-in-the-musical-life-of-south-krechapter.pdf>
 Wong - <https://www.ubss.edu.au/media/4588/post-covid-19-the-aftermath.pdf>
 Wibrow - <https://www.ubss.edu.au/media/4593/how-our-new-reality-may-save-the-planet.pdf>

This is another excellent example of scholarship at UBSS. A special thank you to **Emeritus Professor Angus Hooke** (foreword), **Assistant Professor Veronica Sorace** (proof reading), and **Ian Bosler** (Intertype).

As **Professor Angus Hooke** writes:

'This book is essential reading for those working in the higher education industry as well as others interested in the efficiency and productivity of society's use of scarce resources. The chapters are short, are written in an engaging (non-academic) style, and make for easy and enjoyable reading while on buses and trains or over a coffee. The New Reality is both a valuable investment product and a very enjoyable consumer good.'

Closing

Thank you to our Fellows for your valuable time and input – it is greatly appreciated.

Please forward any new and exciting information about yourself and your business success stories from time to time, as we will have a ‘featured Fellow’ in each new edition of our ‘CFE Newsletters’.

Issue # 8 is scheduled for August 2023, so be sure to keep in touch beforehand.

Wishing everyone all the very best.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Art Phillips', with a stylized flourish at the end.

Adjunct Professor Art Phillips, MMusStud, FIML, FCFE, FCSR, FAIM
Director, [Centre For Entrepreneurship](#) (UBSS)

email: Art.Phillips@ubss.edu.au tele: 0407 225811