



# program

## When science means business

In association with Business/Higher  
Education Round Table

### **SPEAKER**

#### **Baroness Professor Susan Greenfield CBE**

Director, Royal Institution of Great Britain

### **CHAIR**

#### **Professor John Toohey**

Professor of Organisational Behaviour and Head of the Graduate School  
of Business, RMIT University

Monday, 16 March 2009

12.00pm to 2.00pm

Rydges, Melbourne

**TODAY'S EVENT IS SUPPORTED BY**





# about CEDA's sponsors



## **Graduate School of Business, RMIT University**

The Graduate School of Business is one of six schools within RMIT College of Business and recognised throughout the Asia Pacific region as a leader in business management education.

## **Award Programs: MBA, MBA (Executive), MBus (Research), PhD**

Our programs focus on “work integrated learning” – linking learning to the real world of business and work. We address the changing international environment and apply practical case studies and current research in innovation, sustainability, entrepreneurship, leadership and responsible business practice. Graduates have the opportunity to fast track their careers, confident that they are well prepared for the work environment.

## **Corporate and Executive Education**

The Graduate School of Business has extensive experience in the design, development and delivery of customised professional development programs. We have worked successfully with many corporate and government entities utilising their in-house experts for case studies, scenarios and information for seminars and workshops. Our programs integrate management theory with practical management skills and include the latest technology, research and education concepts. Combining the academic strengths of RMIT staff with selected organisational expertise enables us to create powerful and relevant curriculum and materials.

## **Consulting**

Organisations today need to learn faster than their competitors. The Graduate School of Business Consulting Group assists organisations in developing key capabilities to meet their needs for future competitive success.

The GSB Consulting Group offers consulting skills in business strategy and in executive development, drawing on the talents of both faculty and graduates. Its approach is underpinned by two critical competencies we offer our clients:

- the ability to translate contemporary theory and research into immediate work related application; and
- the ability to develop unique, tailored approaches that suit the needs of each particular organisation, through understanding the particular environment in which each organisation operates, and through working in partnership.



**CSL**

CSL Limited is a global, specialty biopharmaceutical company that researches, develops, manufactures and markets products to treat and prevent serious human medical conditions.

The CSL Group has a combined heritage of outstanding contribution to medicine and human health with more than 90 years experience in the development and manufacture of vaccines and plasma protein biotherapies.

With major facilities in Australia, Germany, Switzerland and the US, CSL has over 10000 employees working in 27 countries.



# agenda

- 12.00pm      **Registration**
- 12.15pm      **Guests Seated**
- 12.20pm      **Welcome**  
**Peter Fitzgerald**  
State Director, Vic / Tas, CEDA
- 12.25pm      **Lunch**
- 1.00pm      **Introduction by Chair**  
**Professor John Toohey**  
Professor of Organisational Behaviour and Head of the  
Graduate School of Business, RMIT University
- 1.05pm      **Keynote address**  
When science means business  
**Baroness Professor Susan Greenfield CBE**  
Director, Royal Institution of Great Britain
- 1.35pm      **Discussion/Q&A**
- 1.55pm      **Vote of Thanks**  
**Sharon Winocur**  
Executive Director, Business/Higher Education Round  
Table
- 2.00pm      **Close**



# speaker



## **Baroness Professor Susan Greenfield CBE**

Director, Royal Institution of Great Britain

Baroness Professor Susan Greenfield is a world-leading expert on the human brain. The first ever female Director of the Royal Institution of Great Britain and inspiration behind the Royal Institution of Australia, she combines life as a pioneering scientist – heading a multi-disciplinary Oxford University team investigating neurodegenerative disorders and Director of the Oxford Centre for the Science of the Mind, exploring the physical basis of consciousness – with being an entrepreneur, inspirational communicator, author and policy advisor.

Her research concentrates on understanding brain functions and disorders, such as Parkinson's and Alzheimer's diseases, as well as the physical basis of consciousness.

Susan's books to date include *"The Human Brain: A Guided Tour"* (1997), *"The Private Life of the Brain"* (2000), *"Tomorrow's People: How 21st Century Technology Is Changing the Way We Think and Feel"* (2003) and *"ID: the Search for Identity in the 21st Century"* (2008). She has spun off four companies from her research, made a diverse contribution to print and broadcast media, and led a UK Government report on "Women In Science".

Susan has received 28 Honorary Degrees, Honorary Fellowship of the Royal College of Physicians (2000), a non-political Life Peerage (2001) and the Ordre National de la Legion d'Honneur (2003). In 2004 and 2005 Susan spent time in South Australia as a Thinker in Residence, while in 2006 she was installed as Chancellor of Heriot-Watt University and voted 'Honorary Australian of the Year' in the UK. Susan has achieved a reputation as one of the most influential and inspirational women in the world.



# chair



## **Professor John Toohey**

Professor of Organisational Behaviour and Head of the School of Graduate Business, RMIT University

John Toohey is Professor of Organisational Behaviour and Head of the Graduate School of Business at RMIT University. He was previously Principal and Deputy Director of the Australian Graduate School of Management (AGSM) in Sydney.

He has held senior positions in the private sectors mainly in risk management and re-insurance and in the public sector in health, community services and industry policy. He has consulted to industry in organisational performance and work stress covering a range of businesses and government agencies.

John has studied management, public administration and organisational psychology in Australia, Canada and Sweden and holds a Doctorate in organisational behaviour from Macquarie Graduate School of Management (MGSM). His doctoral research covered predictability factors associated with work stress. He served in the Australian Army Psychology Corps and has had a long-term interest in performance and decision-making under stress.



# attendees

Clarice Ballenden  
Executive Coach  
Whyte & Coaches Pty Ltd

Kerry Beer

Gavin Brown  
Inaugural Director  
Ri Australia

Michelle Butler  
Implementation Coordinator -  
Ecomarkets  
Department of Sustainability and  
Environment

Jeffrey Carson  
General Manager, Information and  
Technology Services  
Port of Melbourne Corporation

Andrew Chalet  
Partner  
DLA Phillips Fox

Adrienne Clarke  
Laureate Professor, School of Botany  
University of Melbourne

Greg Clerk  
Principal Consultant  
JANA Investment Advisers Pty Ltd

David Copolov  
Senior Advisor, Office of the Vice  
Chancellor  
Monash University

Peter Creamer  
Pro Vice-Chancellor, Industry and  
Community  
Victoria University

Rachel David  
Director of Public Affairs  
CSL Limited

Helen Drennen  
Principal  
Wesley College

Matthew Dummett  
Manager  
Department of Innovation, Industry &  
Regional Development

David Finlay  
Dean, Faculty of Science, Technology  
and Engineering  
LaTrobe University

Adam Fitzgerald  
Senior Policy Advisor  
Department of Innovation, Industry &  
Regional Development

Michelle Gallaher  
Chief Executive Officer  
Biomebourne Network

Sonia Harford  
Conference Producer  
CEDA

Peter Harry  
Head of Corporate Relations  
Port of Melbourne Corporation

Jane Hemstridge  
Director  
CBA and Tabcorp

Marie Jackson  
Chief Executive  
Solterbeck

Gael Jennings  
Development Producer  
Australian Broadcasting Corporation

Bruce Kean  
Chairman  
ATSE Clunies Ross Foundation



Paul Lineham  
Business Development Director  
Solterbeck

Karin Lorenzon  
Principal Advisor, Corporate Relations  
Rio Tinto Australia

David Loutit

Ken Marshman  
Head of Investment Outcomes  
JANA Investment Advisers Pty Ltd

Jane Niall  
Deputy Secretary Policy and  
Coordination  
Department of Innovation, Industry &  
Regional Development

David Penington  
Chairman  
Bio21 Australia Ltd

Diana Percy  
Director  
VogelPercy

Damian Scanlon  
Chief Operations Officer  
Ri Australia

Andrew Skewes  
Director  
Department of Innovation, Industry &  
Regional Development

Peter Stahle  
Executive Coach  
Whyte & Coaches Pty Ltd

Lorraine Tighe  
Service Delivery Manager  
Port of Melbourne Corporation

Mark Toner  
Chair  
Australian Science Innovations

Kim Trotter  
Executive Director  
Aspire Learning Resources

Martin Vogel  
Director  
VogelPercy

Russell Walker  
Research Manager  
Deakin University

Sylvia Walton  
Chancellor  
LaTrobe University

Erica Whitt  
Capacity Building Coordinator -  
Ecomarkets  
Department of Sustainability and  
Environment

Janette Wright  
Chief Executive Officer  
CAVAL Ltd

Elane Zelcer  
Executive Director  
Monash University

John Zelcer  
Executive Coach  
Whyte & Coaches Pty Ltd



# corporate tables

CEDA would like to thank the following companies for hosting a corporate table at today's event.



Patrick Castallo  
Corporate Responsibility Associate  
CSL Limited

Helen Concilia  
Vaccines Marketing Director  
CSL Limited

Lynne Conway  
Pharmacoeconomics Manager  
CSL Limited

John Cox  
Intellectual Property Consultant  
CSL Limited

Andrea Douglas  
Director, Research & Development  
Program Management  
CSL Limited

Paula Foord  
Director, Research & Development  
Human Resources  
CSL Limited

Jill Haynes  
Regulatory Affairs Manager  
CSL Limited

Jane Leong  
Medical Director  
CSL Limited

Sam Lovick  
Chief Economist  
CSL Limited

Pippa McIntosh  
Senior Communications Manager  
CSL Limited



Susan Barr  
Senior Manager, Executive Education,  
Graduate School of Business  
RMIT University

Ryszard Bliszczyk  
Course Coordinator - Global Business  
Context, Graduate School of Business  
RMIT University

Chris Booth  
Lecturer, Graduate School of Business  
RMIT University

Peter Coloe  
Pro Vice-Chancellor, College of Science &  
Engineering and Technology  
RMIT University



Linda Edgerton  
Manager Alumni and Careers, Graduate  
School of Business  
RMIT University

Paul Gibson  
Senior Lecturer, Graduate School of  
Business  
RMIT University

Clive Morley  
Deputy Head - Learning and Teaching,  
Graduate School of Business  
RMIT University

Gill Palmer  
Pro Vice-Chancellor, College of Business  
RMIT University

Michael Segon  
Senior Lecturer, Graduate School of  
Business  
RMIT University

Aaron Smith  
Associate Pro Vic-Chancellor, Industry  
Engagement, College of Business  
RMIT University



# notes



# calendar of forums and events

## **US Bailouts**

[Trustee event] Wednesday, 18 March 2009

Speaker: Peter Isard, Monetary Policy and Financial Sector Issues  
Consultant and formerly Federal Reserve Board and IMF  
Hosted by the State Revenue Office

## **Water Series: Western Australia's Desalination Story**

Thursday, 19 March 2009

Speakers: Sue Murphy, Chief Executive Officer, WA Water Corporation  
Ross Young, Executive Director, Water Services Association of  
Australia

*Supported by Maunsell*

## **Dr Wolfgang Heidug, Special Advisor Co2 Policy, Shell Downstream Services**

[Trustee event] Friday, 20 March 2009

Hosted by KPMG

## **Transport Series - Rail Reform: Getting freight back on track**

Tuesday, 24 March 2009

Bayview Eden, Melbourne

Speakers: Nick Dimopolous, Chief Executive Officer, National Transport  
Commission  
Terry Garwood, Executive Director, Freight, Logistics & Marine,  
Department of Transport  
Bryan Nye, Chief Executive Officer, Australian Railway  
Association  
Geoff Smith, Chief Executive Officer, SCT Logistics

*Supported by Clayton Utz and Maunsell*

## **The Financial Services Crisis – Pathology and Prognosis**

Wednesday 25 March 2009

Sebel Albert Park

Speakers: David Murray, Chairman, Future Fund  
David Moloney, Partner and Head of Australasia, Oliver Wyman  
Facilitator: Andrew Cornell, Journalist, Australian Financial Review  
Commentators: Alex Erskine, Chief Economist, ASIC  
Graham Johnson, General Manager, Supervisory Support Division,  
Australian Prudential Regulation Authority

*Supported by MMC*

For more information please visit [www.ceda.com.au/events](http://www.ceda.com.au/events)  
or contact Laura Cheail via 9652 8414 or email [laura.cheail@ceda.com.au](mailto:laura.cheail@ceda.com.au)