



ECU Business Flashlight Asian Engagement: Strategy for Western Australia

Edith Cowan University's School of Business and Law invites you to the ECU Business Flashlight, a regular forum for researchers and practitioners to engage in collaborative dialogue with industry and government on relevant issues in business and management.

The relationship between Western Australia and its Asian partners has long been crucial. The relationship between Western Australia and Asia is formed not only from trade relations but also from socio-cultural ties. Many residents in Western Australia are from Asia, and the proximity of this state from Asia makes Western Australia a strategic link to connect Asia with Australia. With the continued growth of the market in Asia, many opportunities can be pursued and utilised by Western Australia. In this regard, this state requires the right strategy to be able to take advantage of these great opportunities.

Keynote Speaker: Hon Minister Peter Tinley AM MLA, BA, MDefStud is the WA Minister for Housing, Veterans Issues, Youth, and Asian Engagement. Peter enlisted in the Army as a soldier in 1980, and in 1990 he graduated first in class and Queen's Medallist from the Royal Military College Duntroon. He has a Bachelors Degree in Professional Studies (Management) from the University of New England and a Master of Arts in Defence Studies with the Canberra University.

Peter served 17 of his 25 years in the Army with the Special Air Service Regiment. During this time, Peter participated and commanded an extensive number of operations globally culminating in his final appointment as the SAS Chief Operations Officer from 2001 to 2004. He was the lead tactical planner for Australia's Special Forces contribution to both the Afghanistan and Iraq campaigns. In these later operations, he was appointed as the Deputy Commander of the Joint Special Forces Task Group.

When: Friday, 10 May 2019

Where: The Duxton Hotel Perth
No 1 St Georges Terrace, Perth

Time: 17:00 - 17:10 Registrations
17:10 - 18:50 Presentations and Forum
18:50 - 19:30 Networking over refreshments

To register and obtain your free admission pass for this event, please log on to the Eventbrite website:

<https://ecubusinessflashlight2019.eventbrite.com.au>

Kind regards,

Associate Professor Hadrian Djajadikerta
Associate Dean Research
School of Business and Law

This forum will also feature the following presenter and panel:

Insight Speaker: Associate Professor Hadrian Djajadikerta, PhD is the Associate Dean Research and Associate Professor of Strategic Management Accounting in the School of Business and Law at Edith Cowan University. Hadrian has over two decades of research, teaching and leadership in academia, and has previously held academic positions at the University of New South Wales, Lincoln University, and the University of Technology Sydney. He has also been a management consultant, project manager, and corporate trainer for institutions in the US and Indonesia, including government departments and state-owned enterprises. He maintains strong networks and high-level engagement in Indonesia.

Professional Panel:

Esther Oh is the Managing Director of AusAsia Resources, an award-winning consultancy that facilitates trade and investment between Australia and Asia. She has won global recognition for her contribution to resources, international trade, finance and technology, including the Bank of East Asia Excellence Award, Western Australia's 40 under 40 Award, Entrepreneur's Institute Global Impact Award and several CPA Australia Excellence awards. She also served on several boards and committees, including ministerial appointment to the Governing Council of Challenger Institute of Technology, Edith Cowan University, Curtin University, Lateral Capital Ventures, CITIC Pacific Mining and SMI Paper in Indonesia.

Ross Taylor AM is the President of the Indonesia Institute Inc. and a Past National Vice-President and director of the Australia-Indonesia Business Council. He was also the joint-founder of the Regional Development Institute of Indonesia in 2002, based in Jakarta. Ross served as the West Australian Government's Regional Director to Indonesia from 2001 until 2003 and was based at the Australian Embassy in Jakarta. Ross was diagnosed with 'terminal' cancer in 1993, and today is a vibrant survivor and the current Patron of the Cancer Wellness Centre in WA and chairman of several cancer charities.

David Morgan is the President of West Australian Vietnam Business Counsel (WAVBC). Having lived and worked in Vietnam David is passionate about establishing business relationships between Western Australia and Vietnam. After ten years working for Woodside Offshore in Karratha since 1982 as an Electrical / Instrumentation engineer, he returned to Perth and began a new career as a 'Change Management' specialist and has since worked across a diverse range of industries that included Oil & Gas, Mining, Marine, Construction, Engineering and Logistics. In 2010 David founded Spinifex International Business Services for helping SME's in Australia, Singapore and Vietnam.