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Dear Colleagues

Welcome to our May/June edition of the SIFE Newsletter.

The first few months of our SIFE year have been both busy and productive.

Firstly, on behalf of the Board I would like to recognize and thank the partners who have joined us over the last few months and we look forward to a very successful relationship. We are also pleased to report that we are entering into a new Grant Program with HSBC which is exclusive to Australia and will be launched at our National Conference and Championships in July. I would additionally like to thank all our current partners for their on-going support and contribution to our program, through their involvement on our Business Advisory Boards and their upcoming participation in the Conference and Championships.

The students have now commenced their preparation for the Championships in earnest. Training programs have taken place in each of our Regions under the guidance of our Project Manager and the Regional Coordinators and have included interactive workshops and seminars on presentation skills, project management, teambuilding, communication and ethics. We expect another great set of projects to be implemented in the community and presented to our judging panels.

As you know the National Conference and Championships from 13 to 15 July are the highlight of our SIFE year and the culmination of the work being undertaken by the teams from over 24 universities around Australia. This year promises to be another great event and provides opportunities for not only the presentation of projects by the students, but also involvement in workshops conducted by our partners, and networking between and among business managers, university managers and students. It is an event I very much look forward to each year and hope to see you all there.

On behalf of the Board of SIFE I would like to wish all our student teams the very best of luck as they strive to represent Australia at the SIFE World Cup in Kuala Lumpur in October 2011.

Yours Sincerely,



Mark G. Smith
FAMI CPM FAIM MAICD
Chairman, **SIFE Australia Ltd.**

Judges, Observers, Volunteers and Staff Registration

Judges registrations for 14 & 15 July, close 5:00pm **Friday 10th June, 2011.**

Please ensure that all judging registrations for your company are completed prior to this date. When judges have registered they will be emailed a copy of the 2011 Judges Handbook.

SIFE Team Registrations

Conference registration for workshops on 13th July and the Championships on 14 & 15 July will Close 5:00pm **Friday 17th June 2011.**

SIFE teams should notify Jennie Hayes of their intention to present at the nationals, the names of their Faculty Advisor and team president and the number of people attending. Please refer to the June program update at www.sifeaustralia.org.au for further information.

Award Nominations

Most outstanding and supportive awards are now open and the forms are available at www.sifeaustralia.org.au.

SIFE Alumni

We would like to contact **all** SIFE Alumni who would be interested in Judging at the National Championships. If they are interested they can email their details to partners.sifeaustralia@yahoo.com



SCHEDULE OF EVENTS SYDNEY HILTON 13 - 15 JULY, 2011

Wednesday 13 July		
09:00 - 17:30	Registration	Level 4
12:30 - 14:30	Faculty Advisors' Meeting	Level 4
14:00 - 16:30	CSIRO Workshop	Level 4
14:00 - 16:30	Careers Workshop	Level 4
17:30 - 19:15	Opening Ceremony and Ice Breaker	Level 3 - Ballroom
19:15 - 20:15	Opening Reception	Level 3

Thursday 14 July		
07:30 - 08:45*	Judges' Opening Round Breakfast & Briefing	Level 4 - Room 1
09:00 - 10:40	Opening Round - Presentations 1 & 2	Level 4 - Rooms 2, 3, 4, 5
10:40 - 11:00	Morning tea	Level 4 - Lobby
11:00 - 12:40	Opening Round - Presentations 3 & 4	Level 4 - Rooms 2, 3, 4, 5
12:40 - 13:30	Lunch	Level 4 - Zeta Bar
13:30 - 15:10	Opening Round - Presentations 5 & 6	Level 4 - Rooms 2, 3, 4, 5
15:10 - 15:30	Afternoon tea	Level 4 - Lobby
17:30 - 19:30	Opening Round Ceremony	Level 3 - Ballroom

Friday 15 July		
07:30 - 08:45*	Judges' Semi-Final Round Breakfast & Briefing	Level 1 - Room 1
09:00 - 10:30	Semi Final Round - Presentations 1 & 2	Level 4 - Rooms 2/3, 4/5
10:30 - 11:00	Morning tea	Level 4 - Lobby
11:00 - 12:30	Semi Final Round - Presentations 3 & 4	Level 4 - Rooms 2/3, 4/5
12:00 - 13:30*	Judges' Championship Round Lunch & Briefing	Level 4 - Room 1
12:30 - 13:30	Lunch	Level 3
13:30 - 13:50	Championship Round Finalist Announcements	Level 3 - Ballroom
14:00 - 15:30	Championship Round - Presentations 1 & 2	Level 3 - Ballroom
15:30 - 15:50	Afternoon tea	Level 3
15:50 - 17:20	Championship Round - Presentations 3 & 4	Level 3 - Ballroom
17:30 - 18:30	Closing Ceremony	Level 3 - Ballroom
18:30 - 20:00	Chairman's Reception	Level 3

*Invitation only



Each of SIFE Australia's Regional Coordinators have organised training sessions for the teams in their regions during the latter part of 2010 and the early part of 2011. These training sessions are important for student professional development, improving the engagement of SIFE teams and the quality of their projects. Topics covered are hugely varied and differ across the regions; they include ethics, networking, project and team management, presentation skills and preparation of annual reports. Formal feedback from participants at all sessions indicates that they value the sessions highly.



The Southern Regional Coordinator, Jeremy Seward from La Trobe University, conducted three separate training activities, one in September for team committee members, another in November for Faculty Advisors and the final one in March for team members and Faculty Advisors. At the March training session there was a presentation one ethics from Professor Robert Wood, Melbourne

Business School, Mr David Shaw, Rotary District 9800 and General Peter Cosgrove (shown left), Australian Catholic University Chancellor which challenged SIFE teams to consider the role of ethics in their projects.

Dr Donella Caspersz from The University of Western Australia, the Western Regional Coordinator, organises training sessions during November and April in both Perth and Adelaide due to the geographic challenges in a region that encompasses both South Australia and Western Australia.

These sessions were implemented with a number of training modules that are being developed for use with and by SIFE teams:

- SIFE101 – Introduction to SIFE,
- SIFE 201 - Project Management,
- SIFE 301 Leading Strong Teams and
- SIFE 401 – Presentation Skills.

The training session in the Northern Region, organised by Dr Marie Kavanagh University of Southern Queensland, was conducted in early February just as Queensland was recovering from the tragic floods and just prior to the arrival of cyclone Yasi. The training provides a wide variety of experiences for the attendees including approaches to networking, workshops to impact on team success and an activity using art materials to depict the image of individual SIFE teams (pictured right).



In the Eastern Region the November training session organised by Dr Diana Whitton, University of Western Sydney, focused on teams sharing their experiences with others, including reports from three students who had been fortunate enough to attend the SIFE World Cup at Anaheim in October 2010.

At the SIFE National Conference in July some time will be spent with Faculty Advisors reviewing the training program with a view to obtaining feedback to incorporate in sessions during the 2011 – 2012 SIFE year.

Jennie Hayes

*Project Manager: Student Employability & Community Service Project
University of South Australia*

SIFE World Cup 2012 & International Affiliate Division (IAD) Leadership Transition

We are pleased to announce that the U.S. Department of State, through the Office of the Secretary of State, has agreed to help support the development of SIFE by hosting the SIFE World Cup in Washington, D.C., in 2012, supporting the launch of SIFE in several countries, raising the organization's profile internationally, and much more. We have an MOU agreed to by SIFE and the Department of State and will be working with them to advance this opportunity over the next year. Secretary Clinton's Office has taken serious note of SIFE's international accomplishments and now sees SIFE as a major partner in reaching youth around the world in line with SIFE's mission and program objectives. This agreement is just the beginning of what we can accomplish with key governments and international agencies around the world, if we have a concerted effort at the highest levels.

In light of this opportunity, the decision has been made to shift Sylvester John's focus starting next fiscal year primarily to drive strategic opportunities with the US government in Washington-D.C., international development agencies, the UN and the conversions of pre-determined affiliate SIFE countries to wholly owned subsidiaries. Sylvester will retain the title of Senior Vice President at SIFE Worldwide and will spend extended periods in Washington-D.C.

We will soon begin the search for a new President of the International Affiliate Division (IAD) with the goal of having the new leader in place by August 31st, in time for the SIFE World Cup in Kuala Lumpur.

Allowing Sylvester to focus his attention on the State Department and other key strategic opportunities should result in SIFE becoming a partner of choice for working with university-aged youth around the world. Given the strong team and operational system in place at IAD, we are confident that this transition will be smooth and IAD will continue to grow and improve under its new leader.

Alvin Rohrs
President & CEO
SIFE Worldwide

New Regional Vice President, Asia-Pacific.

We are pleased to announce that Iris Tang has accepted the position of Iris currently lives in Hong Kong and will continue to live there and work out of her home office. She received her MBA from the Australian School of Business at the University of New South Wales. She has extensive experience in multinational companies and major corporations in the USA, Canada, SE Asia and China, in addition to experience as an entrepreneur.

Iris' first day with SIFE will be June 1, 2011 and soon thereafter she will be in touch with many of you to get acquainted. See below for a more detailed biography on Iris.

Sylvester John
President
SIFE International Affiliate Division

Iris Kit Yee Tang

Iris Tang has over 20 years experience in consumer marketing, corporate/business strategic planning and general management.

She was formerly the General Manager for a European Company, starting up the retail business in the Greater China region. Prior to that, Iris was the Senior Manager, Corporate and Business Innovations, at Altacor Inc. (USA) for Greater China and the SE Asia region. In addition, she held executive and senior management positions at Thompson Connect Worldwide, the Hong Kong Jockey Club and 80-Twenty Limited where she was a business consultant for a number of international organizations. Over her career, she has designed and implemented sales and marketing, social entrepreneurship, customer relationship management, e-business and database marketing programs and campaigns for organizations such as Amway, Louis Vuitton, Ocean Park, MTR, and PCCW among others.

Iris is an avid supporter of community projects serving the underprivileged and youth. Her work on the 'School-Company Partnership' for the Young Entrepreneurs Development Council received the 'Caring Company Award.'

Iris received her Master of Business Administration from the Australian Graduate School of Management delivered by the Australian School of Business at the University of New South Wales with special focus on international business and financial management. She also holds Certificates on Executive Education from the Michigan Business School and the Hong Kong University of Science and Technology.

Iris is married and has two children.

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Malcolm Ramsay

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Deputy Chairman, Finance Director &
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Country Leader

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Sugar Australia
MPD People
Woolworths
George Weston Foods
University of Southern Queensland (USQ)
Director

(Alternate Director)
Director and Chair of Partnership Committee

Ex Officio

Dr. Alvin Rohrs
Bruce Nasby

President & CEO SIFE Inc
Executive VP Global SIFE Inc

*** Important Dates to Remember ***

2011 National Championships **13 - 15 July, 2011**

Venue: Sydney Hilton

2011 SIFE World Cup **3 -5 October, 2011**

Venue: Mandarin Oriental, Kuala Lumpur



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