





SEAANZ 2022 Symposium Program




LOOKING AHEAD TO THE FUTURE OF WORK IN SMES

Tuesday, October 25th, 2022 (Online & in person options)

In Person at Monash Business School, Caulfield Building H, Room 9.02

[Register here](#)

Time (AEDT)	Activity	Presenters
9.00 am – 9.10 am	<p>Welcome</p> <p><i>Building on the success of our symposium last year (SMEs and COVID-19: Just Surviving or Thriving?), as well as our 2019 White Paper (Inspiring Future Workplaces), we are turning our sights this year to thoughts as to what the future may hold for small business. While recent years have been traumatic, they have also highlighted the critical role small to medium enterprises play, not just in increasingly complex value chains – but as, we will explore at the Symposium, the bedrock of everyday lives</i></p>	<p><u>Associate Professor Tui McKeown, SEAANZ Chair</u></p> 
9.10 am – 9.30 am	<p>Setting the Scene: Thoughts on the Future of Work for SMEs</p> <p><i>Simon's career spans a remarkable array of roles that extend beyond the higher education sphere and include appointments as Chief Economic Policy Strategist at Microsoft Corporation and Chief Economist with the US Federal Communications Commission. In 2019, Professor Wilkie joined Monash Business School from the University of Southern California (USC), where he was Professor of Economics in the Department of Economics and Professor of Economics, Communication and Law in the USC Gould School of Law. He was previously head of USC's Department of Economics and the USC Center for Communication Law and Policy.</i></p> <p><i>With an exceptional record for advancing multi-disciplinary collaborative research and leveraging its potential to transform policy and create lasting impact, Simon is particularly well placed to provide deep insights into the future of work for SMEs from educator, researcher and policy perspectives.</i></p>	<p><u>Professor Simon Wilkie, Dean of Monash Business School</u></p> 
9.30 am – 10.00 am	<p>Keynotes 1</p> <p><i>Geralyn is widely recognised as an innovative and experienced academic leader, serving as dean or interim dean of business at five American institutions, leading the College of Business and Economics at the United Arab Emirates University as well as consulting with business schools and universities in the United States and globally – all while supporting several start-up ventures through her own small business, GMF Academic Advisors, LLC. As a leader, her inclusive style typically sees her setting new, transformational, directions where others willingly follow. She has a strong track record of securing external funding and has published widely on human resource management, employment law, and entrepreneurship. Geralyn is a Past President and Wilford L. White Fellow of the International Council for Small Business.</i></p> <p><i>Charles is an internationally recognized scholar and innovative teacher in the field of entrepreneurship. His research is published in numerous academic journals (e.g., <i>Small Business Economics</i>, the <i>Journal of Small Business Management</i>; the <i>Journal of Small Business Strategy</i>; <i>Entrepreneurship & Regional Development</i>; <i>Frontiers of Entrepreneurship Research</i>; <i>Family Business Review</i>; <i>The International Journal of Operations & Production Management</i>; <i>Industry & Higher Education</i>). He is widely quoted in many publications including <i>The Wall Street Journal</i>, Inc., <i>Forbes</i>, and <i>Business Week</i> and has entrepreneurial and family business experience in the automotive, photographic, and real estate industries. Charles has travelled extensively learning and lecturing around the world and is a Past President and Wilford L. White Fellow of the International Council for Small Business.</i></p>	<div> <p><u>Professor Geralyn Franklin</u> Academic Leader & Entrepreneur</p>  </div> <div> <p><u>Professor Charles Matthews</u> Scholar & Entrepreneur</p>  </div>

10.00 am – 10.30 am	<p style="text-align: center;">Keynote 2</p> <p style="text-align: center;">Climate change: understanding SME responses ...and how researchers can be part of the solution</p> <p>Michael is a former SEAAZ president and current member of the board of the Small Business Development Corporation of Western Australia, a national board member of the Australian Institute of Company Directors, chair of the University of Canberra business school advisory board, and adjunct professor at Curtin University. Dr Schaper served as the inaugural Deputy Chair (small business) of the Australian Competition and Consumer Commission, where he also founded the national Small Business Commissioners Forum and was previously the Small Business Commissioner for the Australian Capital Territory. He served as a director of the International Council for Small Business, and as foundation Professor of Small Business and Entrepreneurship at the University of Newcastle NSW. He was named "national small business champion" by the Council of Small Business of Australia in 2009. In 2021 he was elected a Wilford L White Fellow by the International Council for Small Business. He has recently completed a year-long Visiting Research Fellowship at the Institute of Southeast Asian Studies-Yusof Ishak Institute in Singapore, examining SME responses to climate change in the region.</p>	<p style="text-align: center;"><u>Dr Michael Schaper</u></p> <p style="text-align: center;"><i>Leader and Specialist in Small Business and Economic Development</i></p> 
10.30 am – 11.00 am Morning Tea Break & Networking		
Time (AEDT)	Main Room	Presenter/s
11.00 am – 11.30 am	<p style="text-align: center;">Keynote 3</p> <p>Gavan is the Senior Policy Advisor at Certified Practising Accountants Australia (CPA Australia). Prior to joining them, he was the Chief Client Officer for Aon Australia and NZ. During his career, Gavin has managed various business units and has also been responsible for advising clients on their risk management and corporate insurance programs. These include clients in the mining, chemicals, transportation, paper/packaging, share registry, food, beverage, and pharmaceuticals sectors. Gavin has worked in Australia, the UK and South Africa and has assisted clients across Asia Pacific, the UK, Europe and Africa. presents insights from the CPA survey of several thousand SMEs through the Asia-Pacific, covering a wide range of issues in countries including India, Australia, NZ, China, Singapore, Malaysia, Indonesia, The Philippines Vietnam and many more. It's been running for well over a decade and provides some very useful data. Topics include the impact of COVID, business advice, finance, technology and several more field</p>	<p style="text-align: center;"><u>Gavan Ord</u></p> <p style="text-align: center;"><i>Senior Manager - Business and Investment Policy, CPA Australia</i></p> 
11.30 am – 12.00 noon	<p style="text-align: center;">Keynote 4</p> <p>Bruce commenced his role as Australian Small Business and Family Enterprise Ombudsman (ASBFEO) in March 2021. Bruce brings experience and knowledge to the role of Ombudsman, and an understanding of the issues facing small business, having started his own advisory business in 2016.</p> <p>Bruce's political career spans 30 years, including his role as Cabinet Minister for Small Business from 2013-2015. Bruce has shown his dedication to small business through being a founding Director of Judo Bank and various board appointments, including the Franchise Council of Australia, Deakin University Business School, and Australian Property Institute.</p> <p>The Ombudsman is an independent advocate for small and family businesses. ASBFEO understands the challenges facing small and family business and provides advice and research to improve policies, access to dispute resolution services and mental health support should the need arise.</p>	<p style="text-align: center;"><u>Bruce Billson</u></p> <p style="text-align: center;"><i>Australian Small Business and Family Enterprise Ombudsman</i></p> 
12.00 noon – 1.00 pm Lunch Break & Networking		

Time (AEDT)	Main Room	Presenter/s	
1:00 pm – 1:30 pm	<p><u>SMEs Around the World: Future Insights from the Puerto Rico</u></p> <p><i>Eileen</i> has over 25 years of experience in Puerto Rico's construction industry. She has worked as both a founder and CEO and a consultant to a number of organizations. Since 2013, Dr. Figueroa has taught project-based, blended/hybrid learning in business, innovation, and entrepreneurship to undergraduate and graduate students at four of the most prestigious institutions of higher education in Puerto Rico.</p> <p>She is an evangelist of Move Forward (Echa Pa'Lante, or EPL), a multi-sector alliance of business and government leaders and educators focused on fostering economic development through education in high-technology entrepreneurship. She is also a former president of the International Council for Small Business (ICSB), Puerto Rico (PRASBE), and the Caribbean Affiliate.</p>	<p><u>Professor Eileen Figueroa-Rivera</u> University of Puerto Rico & PRASBE Board</p> 	
1.30 pm – 2.00 pm	<p><u>SMEs Around the World/ Asia: Future Insights from the Asia</u></p> <p><i>Yasmin</i> and <i>Juara</i> are co-founders of neOOne Associates. With a combined experience of 50 years entrepreneurship experience to draw on they will present Seeds to Sustainability – a practitioner framework to create clarity in learning and development moving from innovation to successful entrepreneur. Developed from their experiences of conducting entrepreneurship bootcamps to incubators and accelerators, this dynamic couple take us through the journey to show how their remarkable experiences of coaching, mentoring and advising individual entrepreneurs have all contributed to this successful framework.</p>	<p><u>Yasmin Ahmad & Juara Baharuddin,</u> Co-founders of neOOne Associates</p> 	
2:00 pm – 2:10 pm	<p><i>Benson</i> has had over 25 remarkable years of a career in the corporate travel industry. He presents on the opportunities corporate travel provides for small business - the chance to mix business with life!</p>	<p><u>Dr Benson Tang</u> Executive Director, CTC</p> 	
2.10 pm -2.30 pm	<p><u>SMEs Around the World: Future Insights from Australia</u></p> <p><i>Tales from Margaret River, WA: An SME community dealing with whatever the world throws at it</i> <i>Barbara</i> has a passion for assisting small businesses. She works diligently to help SMEs in the Margaret River area. With over 40 years' experience as a small business facilitator, participates on the Board of the Margaret River Chamber of Commerce (MRCCI),</p> <p><i>Barbara</i> is a Board member of Small Enterprise Association of Australia and New Zealand (SEAANZ) and the Asia Regional Council for Small Business (ACSB). She also works with Local Government on areas of strategic planning, community consultation and policy development, and economic development.</p>	<p><u>Dr Barbara Maidment</u> SEAANZ Vice Chair, Practitioners and Business</p> 	
2.30 pm – 3.00 pm	<p><u>SMEs Around the World: Future Insights from NZ</u></p> <p><i>So, you've finally got a real job? Tales from policy makers & academics turned SME owners</i> <i>Matt</i> and <i>Claire</i> present personal insights into the changing perspectives of moving from policy maker and academic and into the challenging realities of being a small business owner.</p> <p><i>Claire</i> is a past President of SEAANZ and is a Wilford L. White Fellow of the International Council for Small Business. Her career has spanned the development of entrepreneurship as a discipline in New Zealand, a field in which she achieved national and international recognition. One of her earliest contributions was to communicate the futility of 'a one size fits all policy' towards SMEs and her gift and passion for promoting honest and forthright discussions continues in her own small business today.</p> <p><i>Matt</i> is a current Director on the Board of SEAANZ Matt is focused on helping businesses grow and adopt sustainable practices. He is currently a director of Neocrete, a company he co-founded to help make concrete sustainable. Concrete made with Neocrete has up to 40% less carbon than normal concrete. He was previously head of business.govt.nz, the New Zealand government's online home for small business. Usage of business.govt.nz grew 10-fold over the seven years Matt led business.govt.nz. It now helps small businesses 100,000 times a week with support, including getting started, growing, and reducing their carbon footprint.</p>	<p><u>Mr Matt Kennedy-Good</u> Co-Founder, Neocrete, SEAANZ Director</p> 	
		<p><u>Professor Claire Massey</u> Owner, Yoga for the People</p> 	

3:00 – 3:30 Afternoon Tea Break and Networking

Time (AEDT)	Main Room	Presenter/s
3.30pm – 4.00 pm	<p><u>SMEs Around the World: Insights the EU</u></p> <p>Martina is Professor of Entrepreneurship at Grenoble Ecole de Management (France). Prior to this she was Professor of Small Business and Entrepreneurship at the University of Portsmouth (UK). She has served on the board of the International Council of Small Business (ICSB), the Small Enterprise Association Australia and New Zealand (SEAANZ) as well as a number of government advisory boards. She has a strong track record of commissioned research, consultancy work and academic publications. Martina will present an overview of the situation of SMEs in Europe who are dealing with the combined effects of the (post)-pandemic, the war in Ukraine and natural disasters resulting from climate change. She presents practical and empirical evidence of the growing importance of individual entrepreneurial resilience and highlights implications for policy and research.</p>	<p><u>Professor Martina Battisti</u> <u>Grenoble Ecole de Management & ECSB Board</u></p> 
4.00 pm – 4.30 pm	<p><u>SME Policy – looking to the future: The good, the bad (and the downright ugly) of SME regulation</u></p> <p>Mark was the inaugural Victorian and then Australian Small Business Commissioner and is currently SEAANZ Vice Chair - Policy & Governance. In 2011 he was named “National Small Business Champion” by the Council of Small Business of Australia (COSBOA). Mark has owned and operated his own small business and also held a range of positions for the Victorian and Federal Governments including being the Director of Liquor Licensing in Victoria. Mark is a qualified barrister and solicitor and has worked in private practice in these capacities. His talk will focus on how the behaviour of regulators can improve the quality of the business environment from a former regulator’s perspective.</p> <p>Patricia has been a researcher or expert for many individual employers, professional associations, and governmental bodies, including the ILO, European Commission and the UK government. She has never lost her love of teaching, remaining a committed member of the Association of Law Teachers, and former Co-Director of the Legal Education Research Network. She specialises in employment law has co-authored books such as 'Out of the Shadows' (2007) and 'Work in Challenging and Uncertain Times' (2020). Her presentation will focus on the nature of regulation, its enforcement and supporting structures.</p>	<p><u>Mr Mark Brennan</u> Inaugural Victorian and then Australian Small Business Commissioner, SEAANZ Vice Chair - Policy & Governance</p>  <p><u>Emeritus Professor Patricia Leighton</u> University of South Wales, UK and former Jean Monnet Professor of European Law</p> 
4.30 pm – 4.45 pm	<p><u>Celebration of Success – Awards</u></p> <p>SEAANZ remembers Brian Gibson SEAANZ remembers Judith van Unen</p>  	<p><u>Dr Tanya Jurado</u> <u>Professor Sujana Adapa</u> <u>Dr Miria Lazaris</u></p>   
4.45 pm – 5.00 pm	<p><u>Where to From Here? Next Steps.</u></p> <p>Publications:</p> <ol style="list-style-type: none"> 1. Small Enterprise Research Journal (SER) 2. Book from 2021 Symposium 3. SEAANZ White Papers & Thought Pieces <p>2022 Symposium Presentations - posted on SEAANZ website 2023 Symposium on Disaster Management in SMEs / ECSB, PRASBE & SEAANZ</p>	<p>Dr Tanya Jurado, Massey University, SEAANZ Director and SER Deputy Editor Professor Sujana Adapa, SEAANZ Treasurer and Head of UNE Business School, University of New England, NSW Dr Miria Lazaris, SEAANZ Secretary and Researcher, Monash Business School Associate Professors Tui McKeown, SEAANZ Chair & Monash Business School</p>
<u>Concluding Remarks</u>		