



Rebekah McCaul

## Rebekah's tasty event goes on

Rebekah McCaul, Marketing Manager for Alexandrina Cheese Company and participant in the 2008-09 Young Business Leaders Program, hosted such a successful charity fundraising event that she'll be doing it again this year.

The Charity Whisky Tasting and Coin Toss event, held at the Alexandrina Cheese Company property, allowed guests to enjoy a fun evening of entertainment, whisky tasting by popular whisky tycoon James Buntin, and the old favourite coin toss.

The aim of Rebekah's community involvement projects was to promote and focus on activities which helped raise the profile of Alexandrina Cheese Company, the Royal Society for the Blind, and give additional leverage to *in-business* magazine.

"The events allowed me to grow my network by more than 250 quality contacts," says Rebekah.

"And most importantly, the events created a great sense of hype in our local community about the work of the Royal Society of the Blind and of course, our dynamic family business.

"I couldn't turn left or right without someone asking me about my participation in the YBL program."

Rebekah set a goal for her projects that allowed her events to meet specific criteria. The criteria ensured all of Rebekah's community involvement projects allowed her to:

- widen her business network,
- teach her different ways to approach, manage and report any business situation,
- teach her how to schedule events and enlist a team, and
- help her understand her how to improve her delegation and communication skills.

Rebekah's fundraising activities raised \$7422.50 for the Royal Society of the Blind.

## Track records points to the future

The Royal Society for the Blind has run a very successful leadership program for young professionals for more than 10 years. Recently the RSB announced a naming rights sponsorship agreement with *in-business* which is seen as great alignment for both organizations. *in-business* has been a supporter of the YBL program for several years.

The values of *in-business* are entrenched within the core values of the Young Business Leaders Program (YBL) which aim to develop young leaders personally and professionally. YBL's linkage with the Australian Institute of Management, which delivers a nationally recognized Diploma of Management, makes this a dynamic partnership and augurs very well indeed for the future of the YBL Program.

"The South Australian business community will start to learn a lot more over the coming years about the benefits the program has brought to aspiring young leaders and their employers through regular profiles in the *in-business* magazine," says publisher, Graham Wakeling.

"We'll be profiling these emerging leaders and their workplace improvement and community projects that they undertake as a part of the program inside each edition.

"You'll also hear from some of the mentors and employers that are associated with the program."

Manager Customer Strategy at SA Water, Glen Hoppo of SA Water has this to say:

"Developing future leaders is critical to corporate sustainability, and YBL is consistent with SA Water's programs for employee development. Our employees have participated in YBL for a number of years. Each Participant has developed a clearer focus on their career, increased their confidence and, from a practical perspective, expanded their knowledge and understanding of what it means to be a business leader.

"The Business Improvement Projects have a direct impact on our operations and on building a feeling of contribution for the participant. The Community Improvement Project relates directly to our social values and the business qualification is recognised as a key element of our employee development program.

"The YBL use of external mentors, the professional management by the RSB of the program and participant progress, the regular sharing of experience by successful business leaders from various industries are all elements that provide additional learning opportunities beyond traditional leadership training programs."

The future is in our hands. Make sure you check out these pages in each edition.

## Want to be a leader?

The *in-business* Young Business Leaders Program develops South Australia's future business and community leaders.

The 10-month leadership development program encourages professional and personal development through intensive training and practical application. Participants attend seminars and workshops to gain skills and knowledge which are then applied practically through two projects (Business Improvement Project and Community Involvement Project).

Participants receive a YBL award, Diploma of Management accreditation and membership to the Australian Institute of Management, business networking opportunities throughout the program and automatic entry to the YBL Alumni on successful completion of the Program.

Throughout the intensive and challenging program, Participants are supported by a Mentor (Adelaide-based business professional) and YBL Buddy (past program Finalist).



**Call Heather McCulloch on 08 8223 6222 for information on participating in the program or sponsoring a future leader.**

# Sheedy shows logistic ability



Brian Sheedy

Brian Sheedy, 22, is the Event Operations Supervisor at Adelaide Showground, home of the Adelaide Event & Exhibition Centre.

Brian's Young Business Leaders project drove a revolution in the Showground's logistics. The great volume of activity at the vast site created a programming problem of equal proportions.

"I saw a gap between our operations and our event coordination," Brian says. "There was an opportunity to develop within the company and make my mark."

"The brand new Goyder pavilion being constructed was effectively doubling our potential business, which posed a new problem in how to organise multiple events hosted at the same time in different venues."

"The influx of business opportunities seemed to be expanding faster than the systems we were currently using to manage them."

Brian's project developed business systems to deal with the workflow within a flexible structure that could accommodate diverse client needs and timings.

"The operational scenarios were developed to enable us to keep event organisers' preferred dates and deliver their vision within our venue, with no compromises," he says.

"Our industry is very competitive and service-based; the project was imperative to maintain and further develop our event standards."

"As our business continues to grow, a greater need for strategic organisation is key to utilising our brand-new facilities and offering our clients the highest possible service standards."

Implementing the plan took much coordination.

"The implementation of the project was a staggered process," Brian says, describing extensive consultation with key stakeholders happening throughout the project.

"My plan evolved from the initial concept through a series of feedback sessions."

The program went through redesign stages, consultation, resubmission and follow up meetings with all key stakeholders.

The result is a robust system which has influenced the Showground's marketing.

"The project has now provided the framework to transform the way we run events and the way we cater for our clients," Brian says.

"This system gives us the confidence to run multiple events together without sacrificing our business relationships."

"The plans were primarily focused for event operations; however through a series of changes they are now being used as part of our marketing strategies to our potential national and international clients."

The success of his YBL project has reinforced Brian's confidence in leading by example.

"I have learned that you can have a major influence on the future of your business irrespective of your current position," he says.

"You also need to make sure that your personal goals and ideas are aligned with managements for the project to succeed."

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