



15 May 2013 | Melbourne Convention and Exhibition Centre | Part of the CRC Association Conference



## Speed Date 5 Master Entrepreneurs and Fast Track Your Own Success

Secure your place in this priceless program created especially for entrepreneurs.

The Master Entrepreneur Program gives you a rare opportunity to rub shoulders with five celebrated Australian entrepreneurs.

Registrations Close 30 April 2013

Learn what it takes to truly succeed as an entrepreneur. **Discover** how top achievers approach challenges; how they think, what they do and how they deal with setbacks.

**Explore** what you need to do to build your business, raise your profile and stand head and shoulders above the rest. **Imagine** what these kinds of insights could do for your future and your entrepreneurial success.

Learn  
what it takes  
to truly succeed  
as an entrepreneur.



## 5 TOP REASONS YOU NEED TO SIGN UP.

- *You will learn from five Master Entrepreneurs who have created and sold businesses worth millions.*
- *You will hear, first hand, how the Masters have achieved outstanding success in life and in business.*
- *You will take away a true appreciation of the values and mindset necessary to succeed as an entrepreneur.*
- *You will be exposed to the kind of wisdom that people pay thousands of dollars to hear*
- *You may be selected to receive a one-on-one mentoring session with one of our Masters.*



# What is the Master Entrepreneur Program?

## IT IS AN OPPORTUNITY TO LEARN FROM THE CREAM OF THE CROP.

By signing up for the Master Entrepreneur Program, you will not only get the opportunity to learn from five of Australia's top business entrepreneurs, but you will also get the chance to be selected for an exclusive, two-hour, private mentoring session as a follow-up bonus. And while not all participants will receive this bonus, for those who do, the results may be life changing.

## Who is this program for?

### IF YOU ARE IN BUSINESS, IT IS FOR YOU.

Whether you are in the start-up phase or you have been in business for years, if you are ambitious and have aspirations of taking your business to a higher level, then this powerful event is for you. Our Master Entrepreneurs will compress years of learning into their presentations, so you can benefit from their wisdom and shortcut your own journey to entrepreneurial success.

Some of Australia's best known businesses have been created by researchers that took the next step to become an entrepreneur. If you are a studying a PhD or working in research, this might be the program that encourages you to take that step.

## Who are the Master Entrepreneurs?

### THEY ARE PROVEN PERFORMERS WITH A DESIRE TO GIVE BACK.

You will learn from five Master Entrepreneurs who have successfully developed, grown and sold local and global businesses across diverse industries, including science, technology, construction and retail, as well as the not-for-profit sector. These Masters are powerhouses of entrepreneurial knowledge; they are well connected in local and international business communities and they can give you a massive advantage in your own endeavours.

***Places for this event are strictly limited to 40, reserve your place now.***

# The five Master Entrepreneurs include...



**Kate Carnell AO**  
**beyondblue, CEO**

Ms Carnell became the first Liberal woman to be elected as Chief Minister or Premier in Australia when she became Chief Minister of the ACT in 1995. Before that, she was a small business operator and pharmacist and the first woman National Vice-President of the Pharmacy Guild of Australia. Ms Carnell has been a beyondblue Director since 2008 and Deputy Chair since 2010. Beyondblue address issues associated with depression, anxiety and related disorders.



**Ralph Wilson**  
**Willow, CEO**

You are likely to have more than one Willow product in your home. Mr Wilson is CEO of the fourth-generation manufacturing business that produces household items ranging from laundry baskets and buckets to plastic coolers, bakeware and water bottles. Willow is stocked at all major retail outlets, ranging from Kmart and Bunnings to Coles and Woolworths. Mr Wilson is an Adjunct Professor at Bond University when he is visiting speaker on family business and business innovation. He is also actively and prolifically involved in not-for-profit organisations.



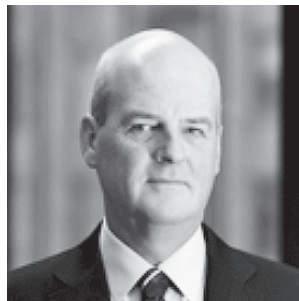
**Dr Linton Staples**  
**Animal Control Technologies**

Prof Staples' contributions to environmental pest management have yielded net benefits to the Australian cropping and livestock industries of at least \$2 billion over the last 15 years. He describes himself as a surviving serial self-funded entrepreneur who has grown his business with no capital. He is Adjunct Professor of Animal Science at the University of Queensland and a core commercial partner in one of the largest CRCs.



**Bill Mobbs**  
**ITL Limited, CEO**

Bill, a lifelong entrepreneur and a pioneer in the protection of healthcare workers, founded the \$40 million medical devices company, ITL Limited. Bill has a family of between 10 and 15 patents and created a company that employs 380 people in Malaysia, Australia, the US and Europe. One of Bill's early successes was DonorCare®, a needle guard designed to reduce the risk of needle-stick injuries to healthcare workers, donors, hospital staff, and others.



**Geoff Cosgriff**  
**iInfocros, CEO**

Geoff has extensive experience as an executive coach, mentor and strategy advisor. He draws on more than 30 years in both the IT and infrastructure sectors. Geoff spent a decade as Managing Director of MITS, which delivered business systems and outsourcing services throughout Australia and exported to Asia and the US. He was Executive Director of Logica Australia for nine years. His experience in the infrastructure sectors includes 11 years as non-executive director of Transurban, which has developed and operates major toll road assets throughout Australia and the US.



**Convenor Mary-Anne Waldren**

Mary-Anne is the multi-award-winning dynamo behind the Australian Science Festival, National Science Week and Canberra's Innovation festival, ICAN. She is the founder of the Master series of business training programs. Mary-Anne has engineered the delivery of more than 70 Radio National broadcasts for clients. Her career began when she was managing a family-owned laundromat at the age of 9. Business is in her blood and her passion is in empowering entrepreneurs. She remains a director of several family businesses.

## On the day

**8.30am-8.45am: Welcome**

**8.45am-11.30am: Speed-dating the Master Entrepreneurs**

This is where you will get that once-in-a-lifetime opportunity to listen to five Master Entrepreneurs and learn from them as they share rare insights about their journeys. To ensure you receive the most from this experience, you will be seated at a table of no more than 10 people.

The Master Entrepreneurs will sit at each table for 30 minutes, during which time they will share their unique stories before answering questions. The Masters will move from table to table and by lunchtime, you will have heard from all five Masters. You will also have developed a genuine appreciation of what it takes to be successful as an entrepreneur.

**11.30am-11.45am: Request-a-mentor session**

Having heard from all five Master Entrepreneurs, you will be asked to fill in an evaluation survey and lodge a request for mentoring. We will want to know, if you could choose one Master as your mentor, who would it be and why.

**11.45am-12.30pm: Networking lunch**

Here you will get the chance to mix socially with the Masters, VIP guests and other entrepreneurs. You will develop new contacts, share ideas and exchange business cards with like-minded entrepreneurs in the relaxed setting of a casual networking luncheon. It will be a great way to wrap up the event.

## After the event

If you have been lucky enough to be selected for a two-hour, one-on-one mentoring session, you will be contacted by your mentor within a fortnight of the event. Our Master Entrepreneurs make a commitment to mentor at least one person each, however they may choose to mentor more than one candidate, if they wish.

# Here's how the Master Entrepreneur Program works

## Before the event

Prior to the Master Entrepreneur Event which has a novel speed dating-style format, you will be required to complete a detailed questionnaire about yourself, your company and your goals. The Master Entrepreneurs will read this information well ahead of the event to give them a good understanding of the people attending, and a chance to think about which entrepreneurs they may wish to mentor.

## Details

**Date:** Wednesday 15 May 2013

**Time:** 8.30am – 12.30pm

**Cost:** \$250

Once you have registered you will be sent a questionnaire which each Master Entrepreneur will read before they meet you at the workshop.

### Further Contacts:

Mary-Anne Email: [Maryanne@mawaction.com.au](mailto:Maryanne@mawaction.com.au)

Mobile: 0412 340 622

**Please register via the CRCA Conference 2013 online registration site [conference.crc.a.asn.au](http://conference.crc.a.asn.au)**

If you are only interested in attending this entrepreneurial workshop select the ticket displayed "Entrepreneur" in the online registration form.

If you would like to attend this workshop and the CRCA conference please select either the Standard, or Wednesday registration ticket. As you complete the registration an option to purchase the "Entrepreneur" session will be available.



**Mary-Anne Waldren**

Mentor - Speaker - Event Creator

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