

## INTHEBLACK

July, 2011

Page: 16  
Section: General News  
Region: National, AU  
Circulation: 124858  
Type: Magazines Trade  
Size: 776.91 sq.cms.



### press clip

Malley says Armstrong embodies the best of leadership principles, saying his walk on the moon was achieved through courage, vision, determination and integrity. He said it was an honour to have Armstrong in Australia to celebrate CPA Australia's 125 years. "Leadership is striking a balance between vision, entrepreneurship and risk management – who better than Neil Armstrong to discuss that with us?"

"Neil and the Apollo 11 team walked on the moon with less technology than it takes today to power a mobile phone. But the vision was there, as was the determination of the US Government for NASA to make this happen. With what we have at our fingertips today in terms of technology and talent, isn't it once again time to imagine?"

CPA Australia will invite Prime Minister Julia Gillard and former prime ministers of Australia to this special occasion. "Such is the importance of this discussion that it would be lovely if political differences were set aside in the interests of the future," Malley says.

Tickets for the 125-year celebration with Neil Armstrong are on sale from 1 July at [cpaaustralia.com.au](http://cpaaustralia.com.au).

### Boroondara gets the gold

The City of Boroondara achieved top honours at the Australasian Reporting Awards at a gala dinner held in June at the Grand Hyatt Melbourne. In addition to a Gold Award for the 2009-10 Annual Report (for the fourth year running), the council was awarded the highest group level award for the Best Annual Report for 2009-10.

The awards are open to public companies such as BHP Billiton, Rio Tinto, Wesfarmers, Boral and the major banks as well as not-for-profit and public sector organisations.

"Boroondara has participated in the Australasian Reporting Awards

since 2002 and we are proud to have won the gold award for the last four years," Boroondara mayor Nicholas Tragas FCPA said in his acceptance speech. "This report is aimed at providing open and transparent government for our community and as such we have worked hard to produce it.

"The quality of the report is greatly assisted by our rigorous internal reporting regime aimed at efficient operations on behalf of our community.

"I would like to thank the Australasian Reporting Award for their invaluable assistance over the past 10 years."

The awards have been held since 1950 and are run by Australasian Reporting Awards Limited, an independent, not-for-profit organisation supported by volunteer professionals from the business community and professional bodies concerned about the quality of financial and business reporting.

"This award reinforces the great professional work that the City of Boroondara prides itself on," Tragas said.

"It also reinforces that the City of Boroondara is the leader in the local government sector."



### evoTV's *The Bottom Line* gets social

It's no secret that strong communication skills are essential to good business practice. Now, as communication channels evolve, social media is at the centre of the discussion as businesses start talking openly through social networks.

However, one business leader says businesses should approach with caution how they implement social media within their communications plan.

"There are wonderful things that modern communications can do through all the social networks," Woolworths chairman James Strong says.

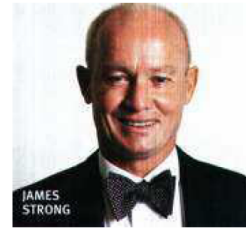
Strong, one of Australia's most renowned professional directors, talks social media and business with CPA Australia CEO Alex Malley in the new season of evoTV's *The Bottom Line*.

A former CEO of Qantas and with a career also spanning mining, law, politics, finance, sport and the arts, Strong is well equipped to discuss myriad aspects of business. He shares his insights on the digital era, his passion for branding, mentoring women into board roles and team-building. Strong says: "One of the truisms of life is that nobody can do anything on their own and nobody's so

brilliant that they can achieve everything, but it's just that wonderful building of a team of people who believe in something and who complement each other that makes anything possible."

Also coming up on evoTV's *The Bottom Line* this month is Malley's interview with SAP Australia & NZ CEO Tim Ebbeck. A veteran leader and innovator in the IT industry, Ebbeck shares with Malley his thoughts on one of the most topical issues in the Australian IT industry – the NBN, and its implications for business productivity.

Drawing on his days as a first grade cricketer, Ebbeck explores strategies to motivate staff and foster a collaborative and dynamic workplace environment. To see these interviews or revisit season one and two, go to [cpaaustralia.com.au/thebottomline](http://cpaaustralia.com.au/thebottomline).



### NBN: High-speed broadband on the agenda for CEDA public forum

The National Broadband Network (NBN) is the largest infrastructure project undertaken by the Australian Government and aims to deliver high-speed broadband across the nation.

Will building the NBN position Australia to reap significant economic benefits? Or, as the opposition Coalition argues, will it be an over-investment unjustified by economic returns?

Malcolm Turnbull, the Opposition spokesman on Communications and Broadband, will present the case that the government's plan does not represent value for money and is not the most cost-effective way to deliver broadband services.

CPA Australia CEO Alex Malley will facilitate the debate at a public forum hosted by the Committee for Economic Development of Australia (CEDA) in Sydney on 20 July. Go to [www.ceda.com.au](http://www.ceda.com.au) for tickets.