

33RD ANZAM CONFERENCE

CAIRNS, QUEENSLAND, AUSTRALIA

3-6 DECEMBER 2019



ANZAM KEYNOTE ADDRESS PLENARY PANEL SESSION
'WICKED PROBLEMS IN MANAGEMENT PRACTICE A PRACTITIONER PANEL'
CHAIR: PROF. MELANIE BRYANT



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**JODIE DUIGNAN -GEORGE—
ASSOCIATE VICE-CHANCELLOR (CAIRNS AND FAR
NORTH REGION) - CQUNIVERSITY**



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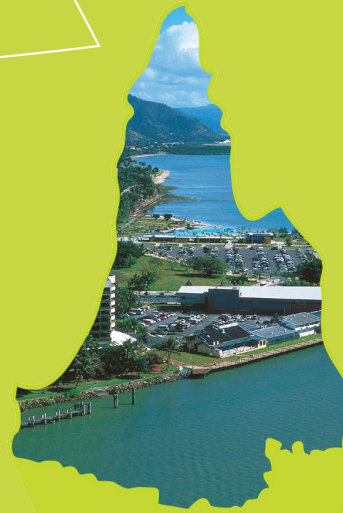
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CQuniversity
AUSTRALIA

ANZAM Panel

Wicked Solutions to Wicked Problems: The Challenges Facing Management Research and Practice.'



BE WHAT YOU WANT TO BE
cqu.edu.au



Professional timebomb?

What happens when no one wants to acquire the qualifications required to fill professional positions?



BE WHAT **YOU** WANT TO BE
cqu.edu.au

Regional Australian cities like Cairns are facing this very problem.

- Professional skills shortages (in a number of areas) exist in the Cairns Region.
 - Engineering
 - Agriculture
 - Accounting
 - Education (specific fields of Math and Home economics)
 - Occupational Therapy



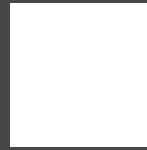
Broader Impacts?

- Under supply of professional services in the regions
- Disruption to service schemes – like the impact of lack of OTs on NDIAS in Cairns.
- Increased costs of having to bring expertise to the region – as in the case for technologists to service new agricultural technologies.
- **The broader implications are endless.**





Industry?



Educational institutions?



Government?



Society?



Public awareness campaigns run by industry to promote opportunities in professions?



Increased government incentives for skilling of the population?



Greater intrapreneurship within the education sector to stimulate a life-long learning ethos, particularly amongst millennial's?



Ensuring Industry workplace conditions meet the requirements/expectations of the emerging workforce?



All of the above and more?

Final thoughts

- ***Collaboration is key***
 - Industry and education need to work together more effectively to 'inspire' interest in professional career opportunities.
 - Industry and education need to collaborate more effectively to create education experiences that meet ongoing stakeholder expectations.
 - Industry and education need to continue to work with government to influence policy direction for future regional workforces.



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DAVID KEMPTON –
CHAIR - REGIONAL DEVELOPMENT AUSTRALIA
FNQ&TS



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BRETT MOLLER –
DIVISIONAL COUNCILLOR, CAIRNS REGIONAL COUNCIL



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Maintaining a vibrant CBD

Cr Brett Moller



Why is it important?



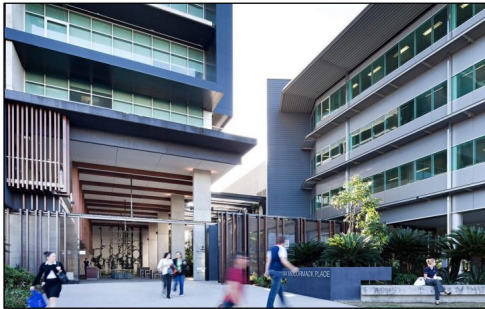
LIVE



SHOP



DINE



WORK



ENJOY



EVENTS

Who are we?



The challenges



CHANGES TO RETAIL HABITS



PARKING & ACCESS



WEATHER



ATTRACTORS



SAFETY

The retail element



CHANGES TO RETAIL HABITS



SHOPPING CENTRES



TOURISTS VS RESIDENTS



EMPTY SHOPS



WORKERS LEAVING THE CITY

Parking and access



PARKING



PUBLIC TRANSPORT



ONGOING DISRUPTIONS

Security



CRIME



ITINERANTS



CCTV

Weather



LANEWAYS & ARCADES



TREE-LINED STREETS



AWNINGS & WEATHER PROTECTION

Attractors



RIGHT RETAIL MIX



THINGS TO DO



EVENTS

It's a partnership



Thank you



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CHARMAINE SAUNDERS —
MANAGING DIRECTOR- MAINIE



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Australia

Luxurious



Authentic



Unique

2007 - 2008

Inspiration



Discovering the world's oldest
unbroken cultural heritage in
Central Australia

2009

Business Principles



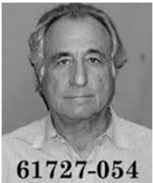
“The best or nothing”

Marketing & Distribution: How a small brewing company in Mexico became a world brand



Fair Trade Ethics are more important to consumers than over 150 years of tradition

“Crooks always come undone. Always.”



61727-054

2010

The Light Bulb



2011 - 2014

Product: Ethical Aboriginal Art Designs

Supply Chain: The Best Silk in the World

Market: The Stylish Traveller

Distribution: International Wholesale & eCommerce

Finance: Be Bold and Dig Deep

2015 - 2019



First Mainie Fashion Collection Launched August 2015

Achievements:

- ◆ Multiple Sales Channels
- ◆ 750% Growth in Sales Revenue
- ◆ 90 Stockists Across Australia
- ◆ 75% of Sales to International Customers
- ◆ Investment in Aboriginal Women

2020 and beyond



Australia



AUSTRALIA
EXPO 2020 DUBAI
BLUE SKY DREAMING

Our Wicked Problem

The Logistics of

Buying and Selling Globally

from Far North Queensland

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FRED WHITE –
MANAGING DIRECTOR & CEO - SEA SWIFT



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Wicked Challenge

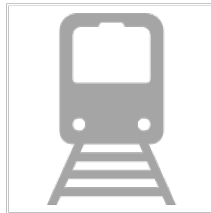
Managing Climate change impacts and supply chains in the age of instant gratification

Carbon Emissions

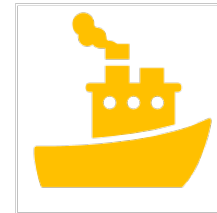
Avg Kms travelled / tC emitted / t freight moved



90kms



350kms



850kms

The Challenge

- **Individual** – What choice will you make next time you order?
- **Government** – Do they have the courage to alter the policy?
- **Infrastructure providers** – How do we develop and upgrade Port assets in an area that is highly sensitive? Its not that we can't, its that we must!