

Advance: Global Australian community turns fifteen



Ken and Jill coming out of the New York subway after 9/11. Inset: An Australian flag pulled from the rubble of the World Trade Center.

By TAMI SCHAFER

In the wake of the World Trade Centre attack, Ken Allen AM, Australia's Consul General in New York, and a group of young Australian professionals founded the organisation that became Advance. This was a time when the "Aussie spirit" was running high. "We were all taking stock in the aftermath of that terrible tragedy, which took the lives of many Australians. It seemed that there was no way for this new generation of Australians - those at the top of American institutions as well as those arriving in large numbers to the investment banks, the United Nations, advertising, media, life sciences and technology - to connect and look after each other."

In May 2002, Young Australian Professionals in America (YAPA) was established after Tim Maher spearheaded an initial gathering of younger Australians working in the finance sector in New York City. Maher, a banker and former diplomat, became the Founding President of YAPA, a group of up-and-comers who were inspired by those who had achieved great success in finance. At the time, Greg Metcalf was the head of investment bank Societe Generale, James Gorman was making his ascent at Merrill Lynch before reaching the summit at Morgan

Stanley, and Josephine Linden was a Managing Director at Goldman Sachs. Australian talent also extended beyond Wall Street: Doug Elix was in the C-Suite at IBM, David Anstice was Executive Vice President at Merck & Co, and Bob Isherwood was Global Creative Director of Saatchi and Saatchi. The Technology, Life Sciences and Media networks were introduced to Advance's activities.

Founding patrons Lachlan Murdoch, Anthony Pratt and Peter Lowy gave their support to Ken Allen and enabled the organisation to recruit its first employee. Elena Douglas attended her first Advance meeting two days after arriving in New York from Sydney, and became Chief Executive Officer shortly after. Elena observed the diaspora's growing profile in the Australian government and media, and promoted Advance as a significant opportunity in terms of public diplomacy and economic promotion. For a country "on the other side of the world" to have one million of its best and brightest overseas was increasingly considered an asset. To capitalise on this, Advance established programs to develop diaspora networks for state governments, Australian universities and federal government departments in trade, tourism and investment.

Asia has been the destination of choice for some of Advance's signature events, including the Advance Asia 50 event which brought together leading Australians from across the region. Former Prime Minister Bob Hawke addressed the Summit dinner held at M on the Bund and hosted by Michelle Garnaut.

The Advance Emerging Leaders Summit in New Delhi in 2010 brought together Australia's dynamic and entrepreneurial diaspora. Emerging leaders in business and social enterprise came together to tackle key challenges and identify opportunities and forge stronger relationships between India and Australia. The Summit explored: redesigning India's and Australia's entrepreneurial ecosys-



Colonel Steve Jones (Australian Military Attache to the United Nations), Elena Douglas and Lachlan Murdoch

Hundreds of volunteers rallied for Advance's expansion in the United States, with events in Boston, Philadelphia, Chicago, Los Angeles, San Francisco and Washington DC. The early committees and board members of Advance invested an enormous amount of time and energy to make Advance flourish. Micko O'Donnell was the second Chair of Advance, followed by Christopher Aitken, then Adrian Turner.

The first Advance 100 Summit in Sydney in December 2006 represented a watershed moment for the diaspora - prior to this, Australians who lived overseas had not been celebrated and recognised as valued Australians.

In 2007, Elena left New York to return to Australia. By this time, the

organisation had activities in seven cities across the United States and in London, Hong Kong, Shanghai, China, Paris and Singapore. Serafina Maiorano became CEO in 2008. Under her strong leadership - and the guidance of Advance Chairs Adrian Turner, Derek Youdale and current Chair Glen Boreham AM - the organisation has continued to expand. Advance has continued to host summits and think-tanks, and launched mentoring and recruitment programs, global Australian awards, innovation initiatives and a television channel.

The Singaporean and Canadian governments have applauded Advance's work as world's best practice for building a next-generation expatriate community.



Shanghai, China

tems; meeting the region's future energy needs; the urbanisation of cities; high-quality international education; and globalised citizens.

FRIENDS IN HIGH PLACES All Australian Prime Ministers since John Howard have been patrons of Advance



Dr Genevieve Bell and Prime Minister Malcolm Turnbull

By EILEEN BRUNO

Since its founding, Advance has enjoyed the patronage of every Australian Prime Minister. Each has welcomed the existence of the organisation as an important reminder that one of the country's great assets is its people overseas and their knowledge and connections.

bringing these talented global Australians together and channelling their energies into the promotion of Australia."

Kevin Rudd, Advance Asia 50 Summit, 2009



Julia Gillard

"Over the last 10 years, the Advance community has played a special part in bringing this diaspora together and also honouring some of its highest achievers. As Australia's largest global community, Advance plays an important role in bringing together the collective experience of its members to benefit Australia, Australian companies and other Australians."

Julia Gillard, Advance Global Australian Awards, 2012



Tony Abbott with Deborra-Lee Furness and Hugh Jackman

"I pay tribute to Advance... helping to connect Australians and Australian businesses around the world to promote all that is good about our country."

Tony Abbott, Advance Global Australian Awards, 2015

"A million Australians overseas is... an extraordinary wealth of experience which Advance is bringing together. It was a profound insight, a historic achievement to set up Advance... It will be a key element in our nation's very bright future."

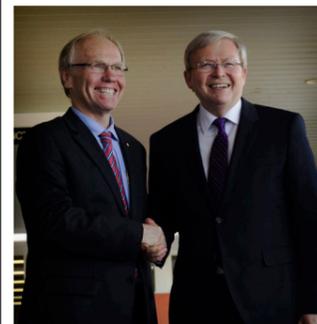
Malcolm Turnbull, Advance Global Australian Awards, 2016



John Howard

"The concept of Advance is really quite superb. What it does is to challenge, in the most emphatic way, that rather silly notion that in some way Australia is diminished by some of the brightest and the best of our country going overseas and making an enormous contribution to the societies and the economies of other parts of the world... The breadth of talent and achievement and success that is represented by the group that's gathered here is I think something that sends a very strong message to our fellow country men and women that in the globalised world, in which we now live forever, it is enormously to Australia's advantage that we have a talented, energetic, achieving, highly successful diaspora."

John Howard, Advance Global Australian Forum, March 2014



Peter Beattie and Kevin Rudd

"Many Australian professionals working overseas for extended periods are doing so because their talents are highly prized by international companies... Advance has forged an impressive role for itself in

Advance connects Australians and alumni in Asia

By JULIANNE WALSH

Asia is the fastest-growing region in the world. It is also the fastest-growing home of global Australians and Australian-educated alumni. Asia is home to one in six members of the Australian diaspora, and it is estimated that there are more than two million graduates of Australian universities in the region. This is a network of influence and power.

They still call Australia home

Advance influences government policy

By KRISTINA GROVE

Throughout its fifteen-year history, Advance has contributed to the formation of policy and thinking in Australia about the diaspora. The 2004 Senate Inquiry into the Australian diaspora was a case in point. The inquiry took submissions and testimony from hundreds of expatriate organisations around the world. Advance convened think-tanks in New York and Boston and gave testimony to the Senate Committee hearings.

The inquiry found that: "Australian expatriates present many potential benefits, opportunities and new considerations for Australian policy-makers. Most importantly, the Australian Government needs to make greater efforts to connect with and engage our expatriate community. The Committee heard that many of the needs and concerns of expatriate Australians are not being adequately dealt with, and that Australian expatriates could be better recognised and included in the Australian democratic system. Further, expatriate Australians represent an underutilised resource: not only are they an asset in terms of promoting Australia and its social, economic and cultural



Former Victorian Premier John Brumby was one of many state premiers who attended Advance events.

interests; they are also ambassadors for our nation, which is otherwise disadvantaged by our geographic remoteness and small population."

Another pivot-point in Australia's thinking about the diaspora came from the publication of *Diaspora: The World Wide Web of Australians* by Advance member Chloe Flutter and Lowy Institute Director Michael Fullilove, which contended: "Australia's expatriates should be seen as an integral element of our diplomatic efforts. A strategically located diaspora can help our international representatives to do their job: to gather information, build relationships and advocate Australia's interests".

In keeping with Senate inquiry's recommendations, and Flutter and Fullilove's thinking, Advance proceeded to develop international networks of connection for many Australian states, with events held over the years for Premiers of Queensland, New South Wales, Victoria and Western Australia.

In addition, Advance helped universities to establish connections and relationships with their alumni based in America. Philanthropy, business connections and investment flows resulted from these renewed connections.



GLOBAL AUSTRALIAN LEADERS IN PHILANTHROPY AND CULTURE

By ELDRIDGE FULTON

Advance has had a hand in creating some great experiences for Australians overseas. One extraordinary night in New York City, in the famed halls of the Lincoln Centre, Australian philanthropist Sir James Wolfensohn AO played the cello for a rapt audience. He played String Octet in E-Flat Major, Opus 20, by Felix Mendelssohn (1809-1847) with the Metamorphosen Chamber Orchestra of Boston, before an audience of distinguished Australians, including New York Post editor Col Allan, banker James Gorman, and Australian Ambassador to the United Nations John Dauth.

After this performance Wolfensohn gave a rousing speech about the importance of philanthropic endeavour in a rounded career: "In giving you learn so much, you meet so many wonderful people, you are exposed to endeavours that really matter, and you have a far greater appreciation of the true nature of the society you live in". In short "you get as much as you give".

Sir James is a remarkable Australian by any measure. He served as an Officer in the Royal Australian Air Force and went to the 1956 Olympics as a member of the Australian fencing team. He showed exacting mental resilience in positions such as Special Envoy for Gaza disengagement. Thanks to his public service, as well as his time spent fighting corruption when he was at the head of the World Bank, Sir James is widely respected across the political spectrum and around the world. He has been honoured in many countries, including in Australia where he is an Officer of the Order of Australia (AO).

fifteen-year history and heralded the change of the organisation's name from Young Australian Professionals in America to Advance - Global Australian Professionals.

Across the Atlantic in London Sir Michael Hintze AM, another Australian philanthropist, was kind enough to offer the spectacular Dorothy and Michael Hintze Gallery, a wing of the Victoria and Albert Museum, as the venue for an evening of celebrations marking the arrival of Advance in London.

Sir Michael Hintze AM, founder of the hedge fund CQS, gave a wonderful keynote speech at the Advance 100 Summit in Sydney in December 2006, in which he made a passionate plea to successful Australians overseas to get involved in philanthropic activities in Australia and where they were living. "Some people might feel an obligation to dance or to paint. I feel an obligation - and a desire - to give... I feel good when I can see that I make a difference," he said. His true wish is "to change the world for the better. I'd like to be helpful".

In November 2009, Michael and his wife Dorothy received the Prince of Wales Award for Arts Philanthropy. In January 2013 he was made a Member of the Order of Australia for services to the community through philanthropic contributions supporting the arts, health and education. In June 2013 Michael was awarded a knighthood in the Queen's Birthday Honours for his philanthropic services to the arts.



Clockwise from top: James Wolfensohn plays the cello on the night YAPA became Advance - Global Australian Professionals; The Dorothy and Michael Hintze Gallery, V&A Museum; Michael Hintze



The night was one of the most memorable in Advance's

Advance 100



Astronaut Andy Thomas spoke at the first Advance 100 Summit in 2006. Photo: NASA.

By WARREN CASSAR

With one million Australians overseas at any given time, the Advance 100 Summit was designed to draw attention to the importance of this national Australian asset. The Summit would formalise the relationship between Australia and the influential members of its diaspora. In December 2006, one hundred global Australians came together at the Sydney Opera House for the inaugural Advance 100 Summit.

Prime Minister John Howard welcomed the group at Kirribilli House on the eve of the event where he said: "The concept of Advance is really quite superb. What it does is to challenge, in the most emphatic way, that rather silly notion that in some way Australia is diminished by some of the brightest and the best of our country going overseas and making an enormous

contribution to the societies and the economies of other parts of the world". He continued, "And your coming here and the breadth of talent and achievement and success that is represented by the group that's gathered here is, I think, something that sends a very strong message to our fellow country men and women that in the globalised world, in which we now live forever. It is enormously to Australia's advantage that we have a talented, energetic, achieving, highly successful diaspora".

The following day included panel discussions and keynotes from Treasurer Peter Costello and Michael Hintze, and NASA Astronaut Andy Thomas spoke at the lunch. Clive James spoke at the concluding dinner where guests including former Prime Minister Gough Whitlam were treated to a performance by the Australian Chamber Orchestra.

The Advance Global Advisory Council and Ambassadors

Global Advisory Council

Ken Allen AM
(Founder and Chair Emeritus)
Doug Elix AO
(Chair)
Josephine Linden
Terry Moran AC
Dr Geoff Raby
Heather Ridout AO
Andrew Robb AO
Carol Schwartz AM
Tony Surtees
David Thodey
Ambassadors
Greg Norman AO
Robert Joss AC
David Droga
Sir Michael Hintze AM
Dr Peter Farrell AM
Josephine Linden
Dr Larry Marshall
Dr Geoff Raby
Sharon Williams

Robin Elix
Doug Elix AO
David Anstice
Odaria Finemore
Shane Finemore
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Michael Daffey
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Peter Henricks
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David Mackay
Michelle Mackay
John Storey
Dr Craig Barratt
Matt McLennan
Monika McLennan
Jill Allen
Ken Allen AM
Steve Paridis
Sally Paridis
Robert Rankin
Dr Richard Webby
Michael Sternberg
Donna Green

Vikram Mehta
Milton Catelin
Lifetime Ambassadors
Christopher Aitken
Simon Allen
Nina Blackwell
Rosalind Coffey
John Cullity
Micko O'Donnell
Elena Douglas
Simon Fraser
Tan Kueh
Paul MacIntosh
Tim Maher
David Malliband
Samuel May
Liz O'Connell
Tim O'Connor
Paul O'Donnell
Margaret Rose AM
Adrian Turner
Gene van Grecken
Richard Webby
Donna Whittaker
Carla Zampatti AC



Australian Government
An initiative supported by
Australian Government funding



Global Australian Award winner Tan Le and Advance Board Member Nina Blackwell at the Advance 50 for the Future Summit

Advance Women's Leadership Summit

By HELEN BEATTIE

In March 2011 the Advance Women's Leadership Summit was launched by the Governor General of Australia, Her Excellency Quentin Bryce AC, to coincide with the 100th Anniversary of International Women's Day. It furthered our mission of showcasing and harnessing Australian expatriate talent, expertise and alumni networks abroad as a "brain chain" for Australia, with a focus on women's leadership in the Asia Pacific. The Summit focused on the following

thematics - global partnerships, sustainability, innovation and inspiring leadership.

It brought together current and emerging thought leaders across countries, generations and businesses, with the aim of celebrating the achievements of exceptional women and showcasing their innovative leadership roles. Panel discussions, keynotes and networking events were offered to more than 250 attendees from over 15 countries. Of the 250 overseas- and Australian-based attendees, 50 were chosen as "Advance's Leading 50 Women."

Innovation takes off

By KATE MCCORMICK

Since inception, Advance has been a vehicle for supporting and promoting Australian innovators in life sciences, media, technology and financial services.

In 2014, in partnership with KPMG Advance launched elevate61, a program to help later-stage start-ups fast-track their success overseas. The program assisted start-ups with a proven domestic offering and an annual turnover of \$500,000+ to break into the U.S. market. It offered companies an intensive three-day workshop preparing them for the global stage, followed by a ten-day program in LA, SF and NYC to connect with the Advance community of entrepreneurs, investors and corporates, providing invaluable advice and networking for success.

\$57m incremental funding has been raised in 3 years.

Elevate61 class of 2017 includes:

- Adepto (goadepto.com.au) - helping organisations manage freelancers and casual gig workers
- Bookmarc (bookmarc.com.au) - helping the construction industry compile design images and source products

- CancerAid (canceraid.com.au) - providing app-based diagnostic tools for cancer patients
- Mash in Music Pty Ltd (mashmusic.com.au) - offering a real-time music-sharing platform
- PAM (pamwayfinding.com) - offering a cloud-based way of automating signage placement
- Scrmhub (scrmhub.com) helping brands optimise their digital marketing and mapping real-world trends

Previous luminaries of elevate61 include SimPro (2015) and Cover Genius (2016), which have successfully seized market-share since launching in the United States.

James Mabbott, head of KPMG Innovate, said that Australian innovation is recognised internationally, with tech leaders Atlassian and Big Commerce setting the standard for expansion in the United States. "They have the potential to do great things, and we hope elevate61 will help propel these companies and entrepreneurs even further, with new skills, mentorship and connections."

Advance will soon be launching a new innovation program, Propel, later in the year.

THE ADVANCE GLOBAL AUSTRALIAN AWARDS

Roll call of past winners

2012

Advanced manufacturing
Saul Griffith
Alumni
Adeeba Kamarulzaman
Biotechnology
Christian Behrenbruch
Creative industries
David Droga
Financial services
Jane Sloane
ICT
Tan Le
Social innovation
Jeremy Heimans

2013

Advanced manufacturing
Peter Le Lievre
Alumni
Kiran Mazumdar-Shaw

Biotechnology
Dr Russell Howard
Creative industries
John Polson
Clean technology
Dr Jianhua Zhao
Dr Aihua Wang
Financial services
Peter Hall AM
Dr Jeni Klugman
ICT
Dr Craig Barratt
Mining and resources
Barry Bourne
Social innovation
Sotheary Ly
Brett Solomon

2014

Advanced manufacturing
Christopher Boshuizen
Alumni
Sekai Holland
Biotechnology
Dr Richard Pestell
Clean technology
Andrew Tanner

Creative industries
Sir Jonathan Mills
Financial services
Karyl Nairn QC
ICT
Vikram Mehta
Mining and resources
Milton Catelin
Social innovation
Prue Clarke
2014 Advance Global Australian Icon Award
Baz Luhrmann
The Overall 2014 Advance Global Australian Award
Christopher Boshuizen

2015

Advanced manufacturing
Rodney Brooks
Alumni
Nasima Rahmani
Clean technology
Prof Cameron Hepburn
Commercial creatives
Siobhan Reddy

Financial services
James Gorman
Food and agriculture
Michelle Garnaut
Dr Peter Carberry
Life sciences
Dr Karen Day
Social impact
Hugh Evans
Sport
Lauren Jackson AO
Technology innovation
Carolyn McGregor AM
Global Australian Icon Award
Greg Norman AO
Global impact
Mike Cannon-Brookes
Scott Farquhar
The Overall 2015 Advance Global Australian Award
Dr Karen Day

2016

Advanced manufacturing
Dr Peter Rothschild

Alumni
Neima Candy
Commercial creatives
Justin O'Shea
Education
Dr Geoffrey Garrett
Financial services
Rebecca Mann
Food and agriculture
Dr Dana Cordell
Life sciences
Professor David Fidock
Social impact
Dr Alison Thompson
OAM
Sport
Jason Day
Technology Innovation
Dr Genevieve Bell
The arts
Lynette Wallworth
Global impact
Dr Fiona Wood AM
The Overall 2016 Advance Global Australian Award
Dr Genevieve Bell

The Advance team

Board

Glen Boreham AM (Chair)
Nina Blackwell
Martin Blake
Chris Boshuizen
Michael Cannon-Brookes
Joanne Crewes
Tony Frencham
Michelle Garnaut
Serafina Maiorano
Terry Savage
Derek Youdale

Team

Melissa Hill
COO
Jessa Kelso
Manager Online Engagement
Serafina Maiorano
Global CEO
Franklin McKenzie
Accountant
Stefanie Myers
Asia Director
Julie Hardinge
Development Director

Molly O'Brien
Marketing and Communications Specialist
Karen Orford
Director, Business and Innovation Strategy
Kate Parker
Government Relations
Alex Ridout
Manager Corporate and Member Engagement
Amelia Wilson
Volunteer

ADVANCE
CONNECTING
AUSTRALIANS
GLOBALLY

knowledge
society

This edition of *The Global Times* was produced by Knowledge Society.