

MEDIA RELEASE



1 June 2017

Top businesses form unique partnership with Melbourne Business School

Leading corporates are supporting Melbourne Business School (MBS) to develop analytics talent, fill the analytics knowledge gap, and make better use of data to transform their decision making.

Coles, Suncorp, AT Kearney and several other leading Australian businesses have signed corporate membership agreements with the School's Centre for Business Analytics to create a unique industry-academic collaborative model that will generate valuable insights for senior executives. The other corporate partners include Westpac, National Australia Bank, Telstra, AGL, EY3, Tanarra Capital, Zetaris, and Liberty Financial.

Chair of the Centre's Industry Advisory Board and AT Kearney Partner Enrico Rizzon said that "As analytics becomes more important over the next 20 years, it will be about far more than data – big or otherwise. It is about building a pervasive analytics culture with a clear vision, strong capability, and C-suite support to leverage data-enabled insights that fundamentally improve the competitive positions of firms in Australia and around the world".

Liberty Financial General Manager of Risk Lynne Jordan said, "Partnering with Melbourne Business Schools' Centre for Business Analytics is a unique opportunity for Liberty to push boundaries and collaborate externally with bright minds in data analytics and solve business problems that directly lead to better customer outcomes."

Corporate membership gives the companies access to the Centre's renowned faculty and research, executive education, benchmarking and students to work on business projects and to recruit. The members also gain access to Melbourne Business Schools' Business Analytics conference in July, featuring speakers from Facebook, Google and emerging data start-ups and innovators, and a Datathon with \$25,000 cash prize money (www.melbourneanalytics.com).

For students on the School's Master of Business Analytics program, the deeper industry engagement gives them opportunities to solve real business problems for the corporate partners during five-week, full-time internships, and they're considered for employment when they graduate. Faculty will also work on research problems of critical importance to the Centre's corporate partners.

Centre Director Professor Ujwal Kayande said, "The purpose of the Centre for Business Analytics is to transform decision making in corporate Australia, but you can't expect to do that without corporate Australia's support. Our corporate partners are essential to achieving our purpose of transforming decision making through business analytics education and research".

The new corporate memberships strengthen existing industry ties with the Centre, whose Industry Advisory Board includes senior representatives from ANZ, NAB, Forethought, Brightstar, SAS, AT Kearney, Suncorp, Converge International, SEEK, BP, Roy Morgan Research and the Boston Consulting Group. Centre sponsors include SAS and Zetaris, while AT Kearney and BP provide generous student scholarships.

Media contact:

Ellise McLoughlan, Media and Communications Manager, Melbourne Business School
M: 0428 445 097 | E: ellise.mcloughlan@mbs.edu

MEDIA RELEASE



MELBOURNE
BUSINESS
SCHOOL

About Melbourne Business School:

Jointly established in 1955 by corporate Australia and The University of Melbourne, Melbourne Business School pioneered the development of business education and knowledge in Australia, including offering the nation's first MBA in 1963. Today, Melbourne Business School offers a range of globally-recognised business education programs, including both degree and Executive Education, underpinned by the School's enduring commitment to progressing business knowledge, advancing research and supporting the development of individuals and organisations. To find out more, visit mbs.edu