OVERVIEW

MURRA means “Fish net” in the Woi Wurrung language of the Wurundjeri people of Melbourne. It represents a gathering of Indigenous entrepreneurs who are joined by a common purpose to develop their businesses for the benefit of their communities.

If you are an Indigenous entrepreneur or senior manager expected to develop and implement strategy and would like the tools to grow your business, this is the program for you. Over 12 days, we provide you with the frameworks to ask the right questions in your business.

Benefits for you and your organisation

- Frameworks to grow and consolidate your business
- Overall understanding in the areas of strategy, finance, marketing, human resources, negotiations and leadership – vital to the success of any business
- Networks – the power of informal relationships
- Consulting projects – post-program support for strategic projects

MURRA participants have said:

“This whole program is fantastic, it uses everyday situations to make you think in a much broader sense. Worth every bit of my time.”

“The biggest change has been a better positioning of my business to be more competitive in the market. I’ve won contracts since commencing on MURRA.”

“MURRA WAS A GREAT LEARNING AND NETWORKING EXPERIENCE WITH INNOVATIVE INDIGENOUS BUSINESSES FROM AROUND THE COUNTRY. IT’S OPENED MY EYES AS TO WHAT I CAN DO.”

Murray Saylor
2015 MURRA Alumni
Managing Director
Tagai Management Consultants

THE PROGRAM

Duration:
3 x 4-day modules (residential)

Location:
Carlton, Melbourne

Cost:
Tuition for entire program: $1250 + GST
Scholarships for travel and accommodation support are available on application.

Dates:
Masterclass 1: 17–20 March 2016
Masterclass 2: 21–24 April 2016
Masterclass 3: 16–19 June 2016

Selection criteria:

- Evidence of established business owner/operation (at least 3–5 years’ operating/owning your business) or evidence of established senior-level organisational leadership
- Evidence of previous education (as this is offered at a graduate study level)
- One-page written statement outlining your vision for your business and/or career

Enrol online:
mbs.edu/murra-program

Applications are now open, and formal offers of a place will be made in December 2015. Places are limited to ensure optimum learning and individualised focus. We encourage you to apply early to secure your enrolment.

Enquiries:
socialimpact@mbs.edu | Tel: 03 9349 8394

Enrol now
mbs.edu/murra-program
“MURRA WAS STIMULATING AND CHALLENGING. IT WAS THE FIFTH YEAR OF WORKING FOR MYSELF, AND IT TESTED MY THINKING AND PRESUMPTIONS. IT WAS WONDERFUL TO WORK WITH SUCH A SPECTRUM OF BUSINESSES IN TYPE, SCOPE AND THE AGE OF THE BUSINESS OWNERS. TO HAVE ACCESS TO THE CALIBRE OF LECTURERS WAS EXCELLENT. ONE OF THE THINGS I MOST VALUED WAS THAT THE PARTICIPANTS WERE ALL ABORIGINAL AND TORRES STRAIT ISLANDERS. THIS ALLOWED US TO EXPLORE THE BUSINESS WORLD FROM AN ABORIGINAL WORLD VIEW. AN INVALUABLE OPPORTUNITY, AND NOT ALWAYS EASY, GIVEN THAT WE ALL HAVE TO TRAVERSE DOMINANT CULTURE STRUCTURES AND SYSTEMS.”

Kate Kelleher
2014 MURRA Alumni
Managing Director, KC Consultancy Services
THE STRUCTURE

Delivered over 3 x 4-day modules, each subject area is covered in two days. The sessions have been tailored to strengthen the capacity of Indigenous entrepreneurs in:

- Business Strategy: Formulate effective growth-oriented business strategies
- Business Finance: Develop sound financial foundations for your enterprises
- Marketing: Craft unique market value propositions
- Creating Value Through People: Develop and lead effective workforces
- Negotiations: Effectively negotiate deals, contracts and manage disputes

Business networks and mentoring

In addition to delivering world-class business content, MURRA also enhances participants’ business networks. Developing strong networks between Indigenous entrepreneurs supports knowledge exchange, social/emotional support and potential business partnerships.

MURRA Alumni are also offered post-program support through mentoring or consulting projects with MBA students to enable them to develop their business strategies.

“TO OTHER BUSINESSES CONSIDERING MURRA, I WOULD SAY THAT IT WAS PROBABLY THE BEST INVESTMENT I’VE MADE OF MY TIME AND FINANCES.”

Lee Townsend
2015 MURRA Alumni
Creator, The Yarning Circle®

“THE POTENTIAL OF INDIGENOUS BUSINESSES IN AUSTRALIA IS UNTAPPED. MURRA PROVIDES PARTICIPANTS WITH THE CHANCE TO STEP BACK, REFLECT AND DESIGN A STRATEGY WHICH ENCOMPASSES ALL ASPECTS OF THEIR BUSINESS IN A UNIQUE CULTURAL CONTEXT.”

Dr Michelle Evans
MURRA Program Director
THE FACULTY

Faculty are drawn from the academic staff of Melbourne Business School who have strong teaching and consulting backgrounds and are known for their ability to blend business needs with leading-edge research in a broad social context.

DR MICHELLE EVANS
MURRA Program Director
PhD (Melbourne)

As Program Director of MURRA, Dr Michelle Evans is responsible for the curriculum and learning experience of our participants, and teaches leadership on MURRA. She completed her PhD in Leadership at the University of Melbourne and is an Associate Professor at Charles Sturt University. Prior to this, Michelle was the founding Head of the Victorian College of the Arts Wilin Centre for Indigenous Arts and Cultural Development from 2003–2010. Michelle is Trustee of the Yvonne Cohen Award for Indigenous Creative Young People, a Fulbright Scholar (2013) and a double recipient of highly competitive Australian Research Council grants.

DR IAN ALLSOP
PhD (Monash)

Dr Allsop is an organisational consultant specialising, in the area of strategic leadership. He is a former managing director of Bioss International (Australia) and the consulting arm of the Brunel Institute of Organisational and Social Studies. He has consulted widely for client organisations from the public, private and not-for-profit sectors. He has served on the Board of the National Ageing Research Institute and was a former president of the Australian Council of Churches and is a Senior Fellow of Faculty at MBS.

DR JODY EVANS
PhD (Monash)

Dr Jody Evans is Associate Professor in Marketing at Melbourne Business School. Jody completed a PhD in International Marketing at Monash University. Her professional expertise and research interests include international marketing, branding, retailing, not-for-profits, museums, galleries and performing arts. Jody is a board member of the Public Galleries Association of Victoria and the Shepparton Art Museum Foundation.

DR IAN WILLIAMSON
APSIC Director
PhD (North Carolina)

MBS Professor Ian Williamson was selected from an international field of candidates to head the Asia Pacific Social Impact Centre (APSIC) and also holds the role of Associate Dean International Relations with priority focus on Asia. Since February 2010, Professor Williamson has held the Centre’s Helen Macpherson Smith Chair of Leadership for Social Impact. This is the first position of its kind at the University of Melbourne and one of a few in the world. He is a recognised international scholar in the field of Human Resource Management and teaches Creating Value Through People on the MURRA program.

DR GEOFF MARTIN
PhD (IE, Madrid)

Assistant Professor Geoff Martin is a qualified Chartered Accountant. His roles have included Head of Market Risk Audit at Egg Online Bank, Vice President of Operational Risk with Credit Suisse in London and Singapore and Financial Controller for Texas Utilities in Australia. In between these roles, Geoff worked as a youth counsellor in Chile with Raleigh International and with a HIV support charity in South Africa. He completed his PhD in Management at IE Business School (Madrid, Spain) before joining Melbourne Business School. Geoff has published in the leading practitioner and academic journals, including Harvard Business Review and the Academy of Management Journal. His research interests cover strategic decision making, executive compensation, risk and corporate governance.

DR JENNIFER OVERBECK
PhD (Colorado)

Associate Professor Jennifer Overbeck is widely known for her work on power, influence, and negotiations. Her research focuses on the active strategies that people use to manage their hierarchical position in groups and how power affects the process and outcomes of negotiations. For example, her research shows that powerful people are energised by feelings of anger in negotiation, that taking brief periods of silence during negotiations helps people feel more powerful and focused, and that women tend to become particularly dominant and men particularly cooperative when they care about making a positive impression in negotiations. Prior to joining MBS, Jen held appointments at the University of Utah, the USC Marshall School of Business, and Stanford’s Graduate School of Business. Her research has been published in leading psychology and management journals and she serves on the editorial boards of Organizational Behavior and Human Decision Processes and Negotiation and Conflict Management Research.
“THE MURRA PROGRAM WAS A FANTASTIC OPPORTUNITY TO LEARN FROM SOME OF THE COUNTRY’S BEST BUSINESS ACADEMICS, WHO PROVIDED MANY PRACTICAL TAKEAWAYS WHILE CHALLENGING EVERYONE TO IMPROVE THE WAY WE DO BUSINESS.”

Trent Young
2015 MURRA Alumni
Young Guns Container Crew

ABOUT THE ASIA PACIFIC SOCIAL IMPACT CENTRE (APSIC)

APSIC was established in 2008 through a partnership between MBS and the Helen Macpherson Smith Trust. In launching APSIC, MBS sought to demonstrate how business schools can serve as positive change agents in their communities.

The subsequent growth and success of APSIC has helped to firmly position MBS as an international leader in connecting business education with social outcomes.

ABOUT MELBOURNE BUSINESS SCHOOL

Melbourne Business School is the University of Melbourne’s graduate school in Business and Economics. We are one of the Asia Pacific region’s leading providers of management education as well as executive development, through MBS-Mt Eliza Executive Education.

Since offering Australia’s first MBA in 1963, MBS has built a reputation for program excellence and a high quality learning experience. Our MBA program has consistently featured in international rankings, including the Financial Times global top 100.
NEXT STEPS

Visit the MURRA web page and enrol online. mbs.edu/murra-program

Contact us
Telephone: +61 3 9349 8394
socialimpact@mbs.edu