



GLOBAL BUSINESS COLLEGE OF AUSTRALIA

Strategic Corporate
Training Solutions



WELCOME



Thank you for your interest in Global Business College of Australia.

Our vision is to encourage global business opportunities through greater cultural understanding, collaborative partnerships and professional expertise.

At GBCA, we are pleased to offer a wide range of Strategic Corporate Training Solutions for enterprises, wanting to expand their operations in Australia. Our comprehensive programs are customised to meet the specific needs of globally minded Executives, Managers and Employees.

Our professional trainers have been carefully selected for their up-to-date expertise in all areas of business, from: entrepreneurship, business management, legal compliance and effective communication in the Australian work environment.

Through a series of in-house training sessions and workshops, our practical approach to tailored professional and personal development, is widely recognised by industry as one of the most effective methods to retain talented resources and improve productivity.

A handwritten signature in black ink, appearing to read 'Celina Yu', located below the main text block.

Dr Celina Yu
GBCA Managing Director

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STRATEGIC CORPORATE TRAINING PROGRAM 2020

Our program team works closely with enterprises to identify specific knowledge gaps and performance issues; and develop a tailored training program that is aligned with current business objectives and their overall strategic direction.

Our training programs are designed for the specific individual, team and corporate needs of globally minded Executives, Managers and Employees.



KEY FOCUS AREAS:

Executives

- E-Commerce & Virtual Integration
- Effective Policies and Procedures
- Governance/Quality Assurance
- Employment Law/Industrial Relations
- Cross-Cultural Change Management
- Global Leadership & Management
- Recruitment, Training & Development
- Strategic Networking and Engagement
- Big Data Analytics in Marketing
- Australian Business Culture

Managers

- Contract Management
- Innovative Thinking & Problem Solving
- Leadership and Management
- Project Management
- Marketing Methods & Trend Analytics
- Social Media Marketing (e.g. WeChat)
- Recruitment Best Practices
- Motivating and Encouraging Employees
- Performance Improvement Appraisals

Employees

- Effective People & Teamwork
- Networking and Engagement
- Business & Professional Writing Skills
- Presentation Skills & Report Writing
- Microsoft Office Suite
- Telephone Techniques
- English for Specific Purposes
- Cultural Differences & Cultural Barriers
- Sales and Customer Service
- Forecasting/Accounting

Previous Seminars

With the support of Small Business Victoria, China Chamber of Commerce in Australia (CCCA), the Australia China Business Council (ACBC) and other key associations, GBCA hosts seminars and forums for more than 100 CEOs and senior executives from large and medium-sized Chinese and Australian corporations

Key Topics

- Enhancing Leadership
- Workplace and Employment Law
- Work Relations in Enterprises
- Managing Workplace Stress
- Woman Entrepreneurship
- Community Building Collaboration
- Family Business Management
- Identify Export Opportunities
- Establish Business Overseas
- Strategic Networking
- Accounting for Non-Accountants
- Cultural Differences and Barriers
- Writing Effective Policies and Procedures

Return on Investment

- Tailored training that meets current and future needs
- Increased management expertise in an Australian setting
- Improved personal and professional performance
- Stronger relationship development and team-working skills
- More informed about industry changes, new trends and best practices
- Culturally sensitive professionals and effective communication skills
- A continuous learning culture and greater individual contribution
- Stronger market-leading viability and growth potential in Australia

TESTIMONIALS

"A thought-provoking session about cultural diversity – a must for all managers."

"Strategic networking is a concept I needed to develop to grow my business."

"Without understanding Australian employment law our company would be sued."

"Excellent training, very interactive and informative about the Australian culture."



CORPORATE TRAINERS

Our wide range of high-profile speakers and trainers are experts in their fields; and are carefully selected to ensure strategic alignment of a training program's key objectives and outcomes. Their extensive industry experience and up-to-date knowledge provides integral and invaluable insights into the Australian business environment and culture.



Mr Jonathan Belz

Jonathan is the Managing partner of Belz Family & Association. His experience over the past 15 years covers investment banking, capital markets, private equity and family offices, spanning New York, Hong Kong, Shanghai and Australia.

A fluent Mandarin speaker, Jonathan has facilitated complex relationships and transactions between China and Australia, and is passionate about improving the cross-cultural experience. Prior to founding Belz Family & Associates, Jonathan held the title of Investment Manager at the CEO Office of Victor Smorgon Group.

Expertise: Family Business, Investment Banking, Capital Markets



Mr Gavin Ezekowitz

Gavin is the Managing partner of Belz Family & Association. He has more than 25 years' experience in global investment banking and capital markets across North America, Europe and Asia-Pacific. He is a Graduate of the Australian Institute of Company Directors.

Gavin's interest in the Australia/China business relationship developed during his time as Head of Capital Markets, Asia-Pacific, where he led teams in Singapore, Hong Kong, Beijing, Taiwan and Australia. For more than 20 years, Gavin held leadership roles in the Capital Markets division of the Royal Bank of Canada, the leading investment bank in Canada and a Top 10 global bank.

Expertise: Family Business, Global Investment, Capital Markets



Ms Shirley Ng

Shirley is an accomplished sales, marketing and business development professional with a proven track record in a wide variety of key industries in Australia and internationally.

She has developed, managed and administered a range of strategic export marketing programs aimed at assisting businesses achieve growth and export sustainability including cross border initiatives such as eCommerce, online platforms and marketplaces.

Expertise: Export, Investment Strategy and Planning, Market Entry, Sales Growth, Supply Chains and Alliances



Mr Guy Mycroft

Guy spent nearly 30 years in large scale manufacturing industries, working for national and multinational corporations both in Australia and the UK.

His experience covered line roles and senior executive positions responsible for P&L, major capital projects, restructures, and business turnarounds. Operating in tough, competitive markets Guy learned how to combine leadership, strategy and excellence in execution to achieve success.

Expertise: Leadership, Change Management Mycroft Management and Consulting



Mr David Thompson

David has over 20 years' experience in employment and workplace relations law.

David was Managing Principal of the Hunt & Hunt's Melbourne office from 2014-2019. He believes that managing your primary asset, 'your staff', is critical for any business in achieving the best outcomes.

Expertise: Employment Law, Workplace Relations and Implementing Change



Ms Sally Landers

Sally has been working with executives from different cultural backgrounds, customising programs to help them gain confidence and success at work and in entrepreneur pitch competitions.

Her experience working overseas (China, Germany, Switzerland) provided her with an invaluable insight into cultural differences in the business environment.

Expertise: Presentation and Communication Skills English with Confidence



Dr Mark Hughes

For more than 10 years, Mark has designed and delivered short courses on Financial Management and Budgets for the Australian Federal Government staff who develop new policy proposals.

He has also presented courses internationally in South East Asia and to international delegations within Australia.

Expertise: Financial Management, Accounting



Mr Shekib Shaker

Shekib is a coach, corporate trainer and educator with more than 20 years' experience in process improvement, organizational development, and innovation.

His clients include RMIT University, the University of Melbourne, Bosch, Mercedes-Benz and Hyundai. Shekib is a certified Workplace Trainer, Trainer's Trainer and Executive Coach accredited by the International Coach Federation.

Expertise: Business Strategy, Leadership, Innovation



Mr Jon Burgess

Jon is an international leader in the field of people networks and advocacy; and has been at the forefront of industry for over 20 years.

With relationship building training a rare feature of professional development programs or business strategies, his approach addresses this critical blind-spot within businesses – with a delivery style designed for time-poor professionals.

Expertise: Strategic Networking



Dr Abdul Memon

Abdul is a telecommunication professional with over 25 years of combined experience in: 5G, ICT, IOT, SON, Big Data, IMS, Multi-Media; and content industries.









He has contributed to Huawei South Pacific Area in developing marketing and solution-based strategies and bringing new innovative applications to the local market.

Expertise: Carrier Networks, Cloud Computing

QUALITY ASSURANCE

To ensure high quality training and client satisfaction, our evaluation survey is critical to developing effective and relevant training programs, seminars and workshops.

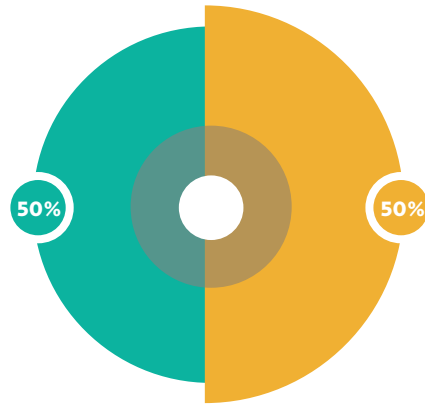
KEY EVALUATION CRITERIA

 <p><i>Clear Training Objectives</i></p>	 <p><i>Relevant Topics</i></p>	 <p><i>Training Content</i></p>	 <p><i>Participants Satisfaction</i></p>
 <p><i>Training Room and Facilities</i></p>	 <p><i>Training Objectives Achieved</i></p>	 <p><i>Trainers' Expertise/ Knowledge</i></p>	 <p><i>Comments / Testimonials</i></p>

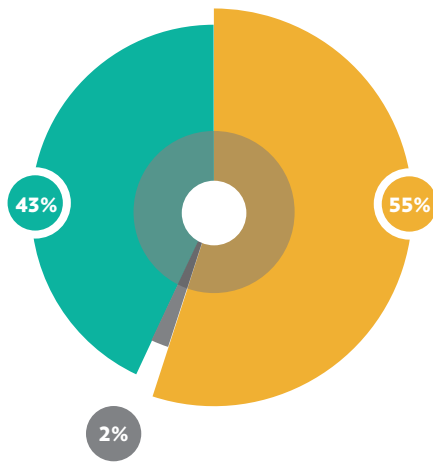
TRAINING SURVEY

Training evaluation survey is a critical tool for helping us create more effective training methodologies that deliver bigger, better and longer lasting results. After each training, we create a five-point scale survey to ensure desired outcomes are delivered and achieved.

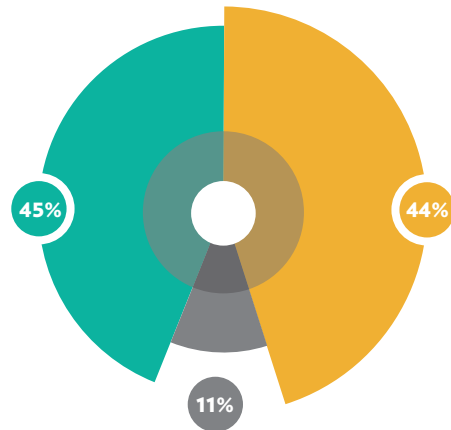
100%
Training Satisfaction



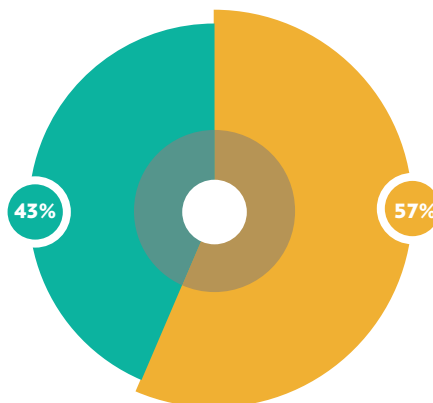
98%
Agree Trainers are Knowledgeable and Professional



89%
Will Recommend this Training to Others



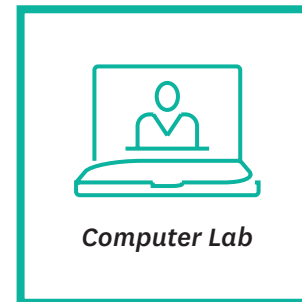
100%
Find the Training was Relevant to their Needs



- Extremely Satisfied
- Satisfied
- Neutral

FACILITIES

KEY FEATURES



PARTICIPANTS



PREVIOUS EVENTS



“Reinventing Manager, Enhancing Leadership”

Professor Dazheng Wang, Distinguished HR management expert in China



“Business interpreting techniques and practice”

Professor Charles Qin, Managing Director of Chin Communications



“Work Relations in Enterprises”

Mr Richard Williams, Acting Workplace Relations General Manager of Victorian Chamber of Commerce and Industry (VCCI)



“How Chinese corporations obtain a business license in Australia”

Mr Alistair Nicholas, Executive Vice-President of Australian Powell Tate



“Woman Entrepreneurship-How to be Balanced yet Successful”

Ms Angela Kambouris, Founder of Angela Kambouris Consultancy



“Identify Export Opportunities and Establish Business Overseas”

Ms Shirley Ng, International Business Development Manager, Victorian Chamber of Commerce and Industry

If you would like to learn more about our programs, courses and events, please write to us at enquiry@gbca.edu.au

If you would like to talk to us, please call us on:

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