

MURRA Indigenous Business

Master Class Program



Overview

PROGRAM SNAPSHOT

Duration

3 x 4-day modules (residential)

Location

Carlton, Melbourne

Cost

\$2000 + GST

Dates

There are two intakes of MURRA in 2020.

Intake One

Module 1 – March 20–23

Module 2 – April 30 – May 3

Module 3 – June 29 – July 2

Intake Two

Module 1 – August 7–10

Module 2 – September 7–10

Module 3 – October 24–27

Selection criteria

Evidence of:

- established business owner/operation (at least 2–5 years operating/owning your business) or
- established senior-level organisational leadership in a corporate, government or not-for profit environment, or prescribed body corporate

Evidence of previous education or equivalent work experience (please forward a short CV/resumé)

One-page written statement outlining your vision for your business/career/organisation, as well as short and long term goals.

Apply now

Applications are now open, and formal offers will be made as follows:

Intake 1 – offers made by February 2020

Intake 2 – offers made by July 2020

mbs.edu/murra-program

Places are limited to ensure optimum learning and individualised focus. We encourage you to apply early to secure your enrolment. Travel and accommodation support is available to successful interstate applicants.

Enquiries

indigenousbusiness@mbs.edu | Tel: 03 9349 8394

MURRA is named after the word for “fish net” in the Woi Wurrung language of the Wurundjeri people of Melbourne. It represents a gathering of Indigenous entrepreneurs, executives, managers and traditional owners who are joined by a common purpose to develop business opportunities for the benefit of their communities.

If you are an Indigenous entrepreneur, holder of native title or a senior manager expected to develop and implement strategy and would like the tools to grow your business and develop economic opportunities for your community, this is the program for you. Over 12 days, we will provide you with the right frameworks to ask the right questions.

Learning Outcomes

- Frameworks to grow and consolidate your business, organisation and career
- Overall understanding of key areas vital to success – strategy, finance, marketing, people and talent management, negotiations and leadership
- Networks – the power of informal relationships – which continue beyond the program
- Diverse cohort provides collaboration and joint venture opportunities
- Post-program support – mentoring and consulting projects.
- Credit for further study in the Graduate Certificate in Indigenous Business Leadership

APPLY NOW

mbs.edu/murra-program



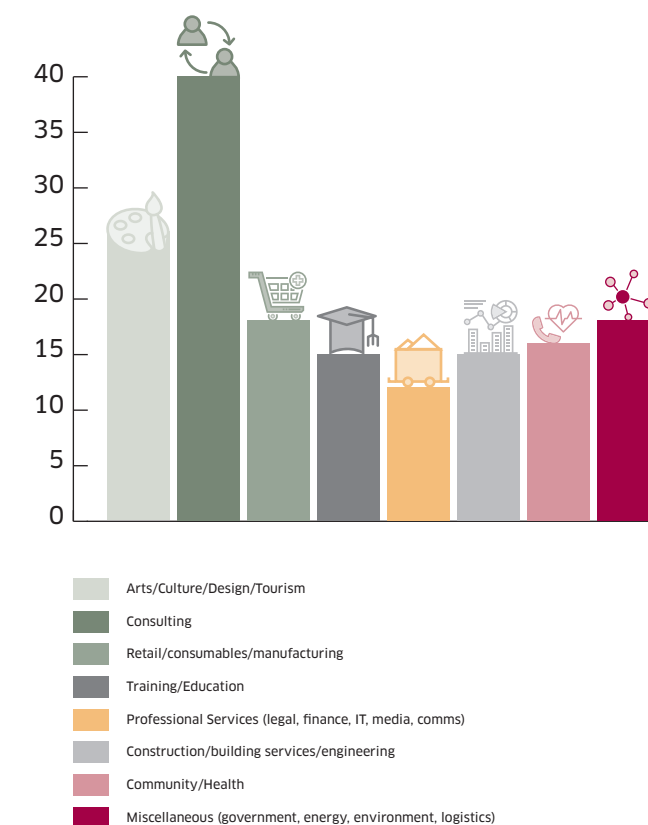
MURRA is an inspiring course that I recommend to all Aboriginal and Torres Strait Islander business owners. It has given me added confidence and knowledge in running a successful business. It's been amazing."

Belinda Kendall

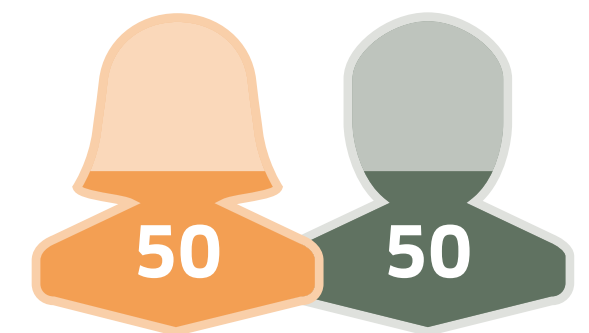
MURRA 2019, Managing Director, Curijo

Participant Profile

Industry



Gender



Location



“MURRA is helping to shape the business platform for Indigenous Australia – an amazing program to be part of.”



“We have an obligation to the next generation – to leave the land for our young people and to pass on our knowledge of our culture. MURRA has been a joy. It’s lifted me up and given our mob a view of the future.”

Neville Poelina

MURRA 2018, Founder – Uptuyu Aboriginal Adventures



“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 Co-founder

Program Journey

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 participants 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
- **Indigenous Leadership in Business:** Develop and lead in the Australian Indigenous business sector.

Business networks and mentoring

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

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



“I was challenged, celebrated, and empowered throughout the program. It has changed my life.”

Leroy Wilkinson

MURRA 2019
Manager, People and Culture
Aboriginal Employment Strategy

“My social networks have been enriched beyond my wildest expectations.”

The Faculty

Faculty are drawn from the academic staff of Melbourne Business School and the Faculty of Business and Economics 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

Associate Professor Michelle Evans has a unique combination of professional experience in management, community engagement and facilitation, coupled with an outstanding research record including three highly competitive Australian Research Council grants. Michelle has personally taught and mentored 156 Australian Indigenous business people through the MURRA program and has relationships across the Australian Indigenous business and cultural sectors. She holds an appointment in Leadership at the Faculty of Business and Economics at the University of Melbourne.

Dr Michal Carrington

Dr Michal Carrington researches in consumption ethics, business ethics, and consumer culture. Her research is published in a range of leading international journals and she has co-edited an interdisciplinary book titled 'Ethics and Morality in Consumption: Interdisciplinary Perspectives'. Prior to entering academia, Michal spent almost a decade working for Unilever in Australia and the UK. Michal also teaches on the Native Title Operations Management and Training Program, delivered nationally in collaboration with the National Native Title Council.

Dr Anne Lytle

For more than a decade, Professor Anne Lytle has provided consulting and training specialising in negotiation, conflict management, emotional intelligence, leadership and managing people for high performance to numerous organisations globally including the United Nations in Asia and the Hong Kong government. Anne has published in top academic journals, is an active member of the Academy of Management and is currently the President of the International Association for Conflict Management.

Dr Geoff Martin

Associate 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. Geoff has published in leading practitioner and academic journals. His research interests cover strategic decision making, executive compensation, risk and corporate governance.

Dr Don O'Sullivan

Professor Don O'Sullivan specialises in the impact of marketing activities and assets on company performance. Don is a member of the advisory board of the Chief Marketing Officers Council of the USA where he leads their Performance Measurement research program. Previously, Don was Client Services Director at a European marketing services agency where he was responsible for blue-chip clients such as Microsoft and Siemens. His team developed numerous international award-winning campaigns including a global ECHO award and two Icon Awards from BusinessWeek.

Dr Jennifer Overbeck

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. Prior to joining Melbourne Business School, Jennifer held appointments at the University of Utah, the USC Marshall School of Business, and Stanford's Graduate School of Business.

Dr Ian Williamson

Professor Ian Williamson is a globally recognised expert in the area of human resource management. Prior to his current role as Pro Vice Chancellor and Dean of Victoria Business School, he served as the Helen Macpherson Smith Chair in Social Impact at Melbourne Business School where he worked with Dr Evans to establish MURRA and continues his support through teaching Creating Value Through People on the MURRA program.

Dr Sam Wyllie

Dr Sam Wyllie's research is focused on banking, wealth management and corporate finance. In addition, Sam has consulted for a number of global and Australian firms, including Merrill Lynch, AustralianSuper, ANZ, NAB, BHP, and many others. Prior to academia, Sam was an intelligence officer with the Australian Security Intelligence Organisation for six years. After completing his PhD at the London Business School in 1997, Sam was an Assistant Professor at the Tuck School of Business at Dartmouth College for seven years before returning to Australia.



"Native Secrets started as an idea to build a bridge between Indigenous and non-Indigenous people. Our products are now on international flights. MURRA has given me the skills to see where we can take the business. It's been amazing."

Cherie Thompson

MURRA 2018, Founder/Co-owner Native Secrets

About MURRA

MURRA was developed in 2012 in consultation with Kinaway, the Victorian Aboriginal Chamber of Commerce. Since its inception, MURRA has won two awards for excellence in education, graduated over 150 participants from across the country, led to the creation of programs for early career entrepreneurs and native title holders, and the development of a program of research and teaching in Indigenous business leadership.

About Melbourne Business School

Melbourne Business School (MBS) 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.

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

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PARTNERS



Ian O.
Williamson

FOUNDING PARTNERS

SEMBA Class of 2003

