

CV of Paul Martin (project leader)

Director, Australian Centre for Agriculture and Law, University of New England.

Chairman, Infomaster Ltd. (Spatial intelligence systems).

Coordinator, National Healthcare Forum

Formerly

- Managing Partner, The Profit Foundation, strategic advisors to enterprises engaged in new technologies, new markets or turbulent environments. Over 140 projects conducted since 1984.
- Chairman, Southern Catchment Management Board
- Chairman, Micromedical Industries Limited (initial founder and investor, Chairman through to 1996. Continuing major investor. At time of exit, the company was listed, profitable, well capitalised, spending around \$4million per annum on R&D, and had in place a strategy for accelerated growth)
- Member, Pooled Development Funds Registration Board
- Director, Continental Venture Capital
- NSW Technology Development Board and NSW Innovation Council
- Chairman - Asset Intelligence Pty Limited.
- Principal, Agrimark Consultants,
- Company Secretary, Wellcome Australia Limited
- Group Administration Manager and Corporate Lawyer, Lindeman Holdings Limited

Adjunct roles

- Senior Visiting Fellow: Australian Graduate School of Management,
- Visiting Associate Professor, Sydney University Graduate School of Business
- Adjunct Associate Professor, School of Philosophy, University of NSW.
- Director of Accelerated Development Program, Australian Graduate School of Management

Qualifications

B. Juris/Lib. M.Com. Certified Practising Accountant, admitted to the NSW Bar.

CONSULTING AND ADVISORY EXPERIENCE

In addition to the appointments noted above, the following is a partial list of consulting and advisory projects completed.

Facilitation

- Pharmacy Guild of Australia: establishment of national health alliance
- Environmental Group Limited: strategic planning for growth
- Australian Meat and Livestock Corporation: Northern Australia R&D strategy development
- Gold Cross Pty Limited: Strategic plan development
- National Mutual - Planning workshops
- NSW State Rail - Design and implement commercial business planning.

Negotiation

- Pharmacy Guild of Australia: negotiation of government long term agreements
- NSW State Rail/Bis Shrapnel: negotiation of transfer of rail assets to National Rail
- Kitzra Ltd: Technology acquisition
- Edward Lumley Insurances - Corporate acquisition advice
- International Measurement Systems - international distribution, corporate restructuring

Sustainability

- Sustainergy Pty Limited Growth strategy counsel
- Land and Water Australia: studies on
 - environmental regulation
 - institutional reforms for sustainability
- Department of Industry Science and Technology: Environment Industries export strategy
- Macquarie Graduate School of the Environment/AWT: on-line services concept
- Australian LifeCycle roundtable: National materials accounting strategy
- Department of Primary Industries & Energy/ Unisearch Limited: The market introduction strategy for a national Housing Energy Rating Scheme
- South Australian Department of Agriculture/Unisearch: Evaluation of the feasibility of a wheat to ethanol industry on the Eyre peninsula
- The Environment Group Limited - Growth and acquisition strategy
- Department of Primary Industry and Energy: Consultant's briefing, Energy labelling systems for residential construction
- Unisearch Ltd / Energy Research & Development Corp - Evaluation and advising, commercial strategy for energy efficient building innovations

Intelligence, counsel and analysis

- Continental Venture Capital Limited: sectoral investment
- Department of Industry Science and Technology: Industry development research and advice
- Cabonne Wines Limited: Revenue growth and marketing strategies
- Western Sydney Economic Zone: Economic development strategy
- DBIRD (Qld): Intellectual property commercialisation strategies
- Zoecon (Sandoz) Limited: Market Entry Strategy for Biological Insect Control
- BHP International Pty Limited
 - Planning advice and review.
 - International project planning.
- Australian Wool Corporation Pty Limited: Industrial Relations, Marketing and Distribution Aspects of the proposed Introduction of Robot Controlled Shearing
- CSIRO/BHP/Unisearch: Evaluation of commercial prospects of :
 - aerial surveying; and
 - space based land information services.
- CRC for Waste Management & Pollution Control
 - Evaluation of projects
 - Development of commercialisation strategy.
- Australian Technology Park: Business Plan development, internet services, project team leadership
- Apple Computer (Calif) - Manufacturing study
- Unisearch Ltd/Energy Research & Development Corp.: Evaluation and advising, commercial strategy.
- The Australian Horticultural Corporation: introduction of an export promotion and certification scheme.
- BHP/Temco : Research and decision making system for smelting by-product market opportunities
- Dibbs Crowther & Osborne, solicitors - Develop and implement growth strategies
- Innovation Centre of NSW - Research of key publics, and strategy formulation
- Unisearch Ltd - Strategic planning and review (with D. Turner)
- Pooled Development Funds Board - Development capital industry research
- Australia Post - advice on franchising structures and agreements
- BHP Engineering - industry analyses and strategic advice (multiple projects)
- Department of Industry Technology and Commerce – Needs assessment and planning support National Industry Extension Service;

- Interscan Ltd - Independent assessment of viability (aircraft landing systems)

Capabilities development

- Pharmacy Guild of Australia: Strategic negotiation training
- CSIRO
 - Development of commercial skills and planning approaches.
 - Negotiation and relationship formation
 - Strategic planning and strategy development
- NSW Forestry Commission (State Forests of NSW): Business and corporate planning.
- St Vincent's Hospital, Darlinghurst - Strategic planning
- SBC Warburg - Development of thinking capabilities
- Sydney Electricity - Commercialisation skills, Advanced commercial strategy
- Telstra - Decision support and mentoring, broadband and call centre strategies.
- Thorn EMI Group (South East Asia) - Staff development and strategic mentoring

ACADEMIC EXPERIENCE

- 1998-2001 Senior Visiting Fellow, Australian Graduate School of Management
- 1994-1996 Adjunct faculty, *New Venture Planning*, Australian Graduate School of Management UNSW
- 1994-1996 Visiting Associate Professor, *Enterprise Development*, Sydney University Graduate School of Business
- 1993 Adjunct Lecturer, *Business ethics* Sydney University Graduate School of Business
- 1991-1993 Director, *Accelerated Development Programme*, Australian Graduate School of Management.
Subject Leader, Law. Australian Open Learning Program, Australian Graduate School of Management (ongoing role till 2001)
- 1992-1996 Editorial Member, *International Journal on Strategy and Entrepreneurship*
- 1983-1993 Visiting Fellow, Australian Graduate School of Management. Subjects taught *Business Law; International Business Transactions and the Law; Entrepreneurship; New Venture planning;*
- 1986- 1996 Lecturer, various short courses, Australian Graduate School of Management: *Accelerated Development Program* and *Development Program for Managers*. 1988/92 Law for Managers, Introduction to Strategy, and Ethics and Management.
- 1987 -1992 Director - NSW and Tasmanian Enterprise Workshops program. Commercial Strategy, and Negotiating Effective Agreements.
- 1986-1988 Lecturer. *Law for Marketing* Marketing Diploma, University of NSW
- 1986 Coordinator/lecturer. Australian Graduate School of Management, *Strategy for Fast Growth, Technology Based businesses*. (AIDC sponsored program)
- 1981-82 *Tutor in Law*, Macquarie University Law School and School of Economic and Financial studies.
Part time Lecturer in Commercial Law, and Part time Lecturer in Marketing, Ryde TAFE

Publications, lectures and reports¹

1. P. Martin and M. Verbeek *Sustainability strategies* Federation Press 2005 ISBN 1 86287 555 3
2. Paul Martin *Are we overburdening regulation?* Australasian Environmental Law Enforcement and Regulators Conference, Brisbane, October 27 to 30 2005
3. Heffernan M, Martin P, McDonnell G. *National Medicines Use Dynamics: Influencing Health Policy with System Dynamics*. 22nd International System, Dynamics Conference, July 2004, Oxford. (R)
4. Paul Martin *Just what are we trying to manage, anyway?* In Australian Values – Rural Policies: Proceedings of a Symposium held in Old Parliament House, Canberra in the Year 2000 RIRDC 2005 (P)
5. Paul Martin & Miriam Verbeek *Property rights and property responsibility* in Property Rights and Responsibilities: Current Australian Thinking Land & Water Australia 2002 (R)
6. *Rights, institutions and sustainability. How can we make it work?* Paul Martin and Miriam Verbeek in Agriculture for the Australian Environment. Proceedings of the 2002 Fenner Conference on the Environment. (R) B.P. Wilson and A. Curtis editors Published by the Johnstone Centre, Charles Sturt University, Albury 2003
7. National Healthcare Alliance 2004 Federal Budget strategy submission: *Towards a healthy and productive older workforce* NHCA December 2003 (C)
8. Paul Martin *Innovation in Estuaries Regulation* Conference Proceedings, November 2003 (publication 2004) (P)
9. Martin and Verbeek *Fifty Million Australians: Can this be sustainable?* Land & Water Australia 2002 (C)
10. Paul Martin, *Estuarine Sustainability: towards solutions* in Futurescape, Nature Conservation Council 2002 (P)
11. Paul Martin, Miriam Verbeek and Bob Marks, *Planning the second wave Future directions in the reform of legal services delivery*, Law Society of NSW Monograph. April 2002 (C)
12. *Showcasing the Environmental Industries* Department of Industry Science and Technology, 2001 (C)
13. Martin and Verbeek , *A Cartography for Natural Resource Law: Finding new paths to effective resource regulation* Land and Water Australia 2000 (C) later re-published in Land & Water Australia Natural Resource Management – People and Policy II, 2002 as *Using Environmental Law for Effective Regulation Research* project number TPF1 of the Social and Institutional Research Program of Land & Water Australia.
14. *Being Heard Above the Crowd' Showcasing the environment industries* Dept of Industry Science and Resources Emerging Industries Occasional Paper 6, 2000 (C)
15. Martin PV/Synapse Pty Limited *Study of the effectiveness of publicly funded research in Queensland*, for the Department of Business, Industry and Regional Development, Queensland 1993 (C)
16. *What future for the Legal Profession? Strategies for adaption and reconstruction of the legal profession in NSW* . Law Society Monograph, April 1994 (C)
17. *Perspectives on the Future of a Profession under reform* Law Society Journal, June 1993 (C)
18. *An agenda for Change - Current challenges and future directions of the legal profession* Law Society Journal, May 1993 (C)
19. *Developing strategy* IPACE Institute, *The Emerging Manager* series, University of NSW Cassette tape, March 1991 (C)
20. *Integrative Approaches to teaching Law, Ethics and Management* National Corporate Law Teachers Conference 1993 (P)
21. *The Law, Ethics, Business and Society - reconsidering the relationships* National Corporate Law Teachers Conference 1993 (P)

¹ The code 'C' is for commissioned studies, 'P' is for proceedings, and 'R' is for refereed publications

22. *Law for Practising Managers*, Open Learning course, General Management Diploma, Australian Graduate School of Management, University of N.S.W. (C)
23. *Developing New Enterprises* Open Learning subject, University of New England. (C)
24. *Flexible Organisation Structures* IPACE Institute, *The Emerging Manager* series, University of NSW Cassette tape, March 1991 (C)
25. *Management Control* IPACE Institute, *The Emerging Manager* series, University of NSW, Cassette tape, March 1991(C)
26. *The Conflict of Values in Coastal Development* Ecopolitics 4, March 1990 (pp 375-381 Ecopolitics Proceedings) (P)
27. *Ethics, Law and Management* Address to the Law Foundation Colloquium on Legal ethics, July 1991.(P)
28. *Trust - Making the Wheels Turn* in *Outlook* April 1992.
29. *Why Australia Fails to Exploit Publicly funded R&D* Prometheus Vol 9 No 2 December 1991.(R)
30. *Public and Private Sector Commercial relationships in High Technology Industry*. Second International Conference on Managing the High Technology Firm, Boulder Colorado. January 10-12 1990 (P)
31. *Technological Innovations in the Context of Business Planning*, Proceedings, South Australian Institute of Technology, Association of Chemical Engineers Conference, 1985. (P)
32. *Strategies for Large Business, Implications for Small*, Proceedings: National Small Business Conference, University of Newcastle, Newcastle 1984. (P)
33. *Marketing, the innovative edge* Proceedings; International Federation of Library Associations/Library Association of Australia 1988 Living Together Conference Sydney Australia Aug 27 - Sept 3 1988 (P)
34. *Corporate Conscience is Good Business*, Financial Review, December 1988.
35. *A Three Sided Coin- Executive stress, corporate strategy and culture*, A.I.M. Issue 9, October 1987. Australian Institute of Management
36. *The Protection of Confidential Data* Australian Graduate School of Management Working Paper series, 1985.
37. *Syndicated study of rural finance and banking (C)* Agrimark Consultants for the Livestock and Grain Producers Association February 1984
38. *Negotiating Tactics*, Rydge Publications, 1983.
39. *Tax Strategies for Salary Earners*, Rydge Publications, 1982.
40. Richardson, N.A. and Martin, PV, *The Impact of United States Antitrust Law on Australian International Trade Practices*, Management Forum Vol 8, No 2, June 1982. (R)
41. *Tax Planning for Executives*, (2 vols.), Rydge Publications, 1980.
42. *Weights and Measures and the Wine Industry*, 24th Annual Conference, Institute of Trading Standards, November 1978 Reported: The Australian Wine Brewing and Spirit Review, No 2, Vol 99, December 1979. (P)
43. *Controlling a Company's Exposure to Liabilities*, Rydges, September 1979.
44. *Consequential Loss - Severence pay Decisions*, The Insurance Broker, Vol 1, No 4, December

CURRICULUM GRANTS

1991. Law Foundation grant - *Trust and Commercial Relations*

1992. Education and Training Foundation Curriculum Development Grant
Commercialisation strategies, skills and techniques

Organisations for whom programs drawing on these materials were successfully delivered include AOTC R&D, Sydney Electricity (7 programs in 2 series), CSIRO (3 modules), State Library of NSW (4 modules), Rural Industries Research and Development Corporations, Forestry Commission of NSW/ NSW State Forests.