



ICSB: REPORT OF SVP, DEVELOPMENT

January, 2019

OVERVIEW

- Responsibilities of SVP, Development
- Activities and engagement – June 2018 to present
- ACSB engagement
- Processing current applications
- Identifying potential new members
- PR strategy
- Supporting and adding value to members
- Special interest groups

RESPONSIBILITIES

Responsibilities of SVP, Development – By-laws, Article VI Section 1 e:

1. Membership promotion (both individual and organizational)
2. Development of new Affiliates
3. Maintaining relations with existing Affiliates
4. Developing public relations strategy aimed at creating awareness of the organization, its abilities and accomplishments
5. Working closely with ICSB officers and Directors to develop news and promotional activities supportive of, and adding value to, the overall goals of the ICSB

RESPONSIBILITIES CONT

Responsibilities of SVP, Development – By-laws, Article VI Section 1e:

6. Providing liaison and interaction with the Program Chair of the annual World Conference as well as other entrepreneurial and SME organisations

7. Promoting special-interest groups (SIGs) and networks for members

8. Developing new program ideas to meet member needs and interests; and other such programs as assigned or approved by the President

9. Developing relationships with non-ICSB entities having common special interest

10. Generating foundation and corporate approaches to gain sponsorship for key ICSB programs and activities; and any other such duties as may be assigned or approved by the President

ACTIVITIES AND ENGAGEMENT

- Met with ICSB President in Dallas to discuss role and expectations, July 2018
- Attended International Office to meet with Executive Director SVP Partnerships, ICSB Project Manager, SBA director, PR consultant, July 2018
- Business matching pilot/competition between Indonesian and Australian businesses launched in Jakarta. Incubator and accelerator services offered through ICSB Indonesia, August 2018
- Attended and panelist at ACSB conference in Tokyo, September 2018

ACTIVITIES AND ENGAGEMENT CONT

- Met with numerous ACSB officials during time in Tokyo
- Attended ACSB Board meeting and AGM at which ACSB 2030 strategy was presented by ACSB President Hermawan Kartajaya
- Met with representatives from existing and potentially new members – China, Thailand, Hong Kong, Macau, Vietnam
- Co-hosted PhD colloquium with SEAANZ and IPA Deakin SME Research Centre in Sydney, October 2018
- Attended, presented and panelist at GW October. Met with ICSB President and officials during time in Washington DC, October 2018

ACSB ENGAGEMENT

- 2030 strategy – points of focus and alignment with ICSB 2030 strategy
- High levels of activity were noted though not all goals met
- New members – Thailand, Hong Kong, Macau, Vietnam etc – ensure that applications for membership are considered
- Strategies and action plan for engagement with existing and new members – need to develop after results from Review are compiled

PLANNED ACTIVITIES

- Seeking to be better informed about views of affiliates and how to add value for mutual benefit through sending the Affiliate Review Form – developed with ICSB Executive Director, January 2019
- Reviewing Affiliate documents, including templates, checklists and handbook, ongoing
- Results of Review to inform any changes to handbook
- Planning 3 day event – SME ecosystem, conference and colloquium with ICSB presence – in Melbourne, September 2019

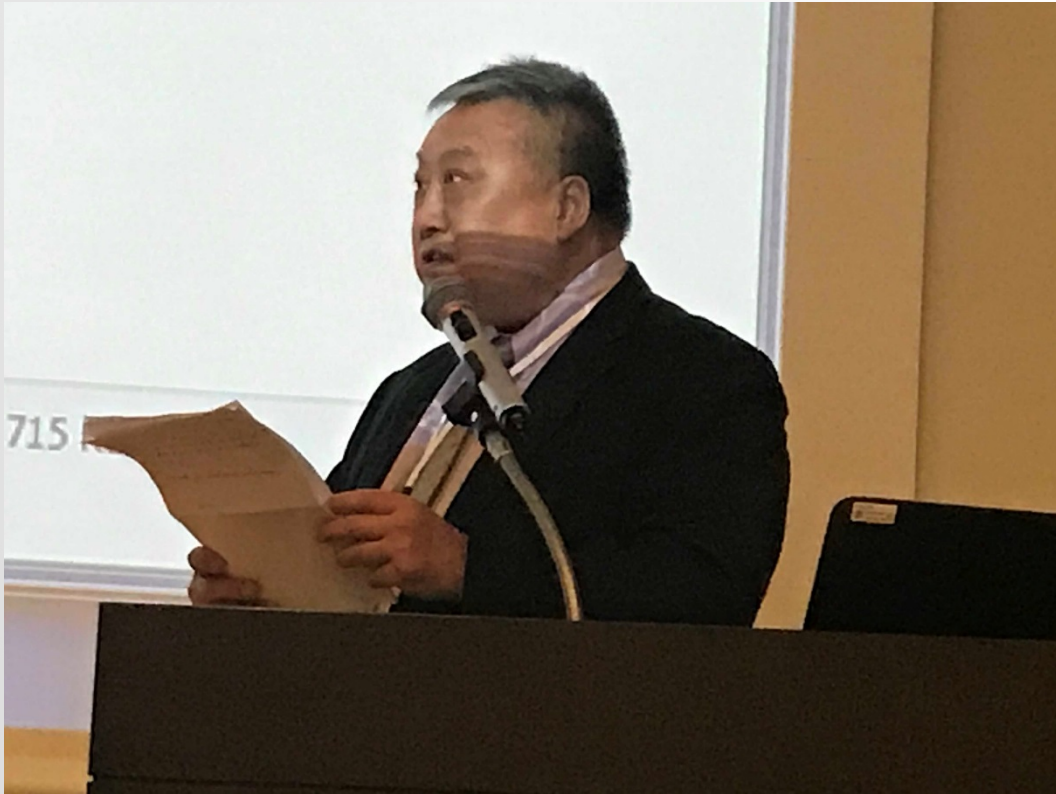
REVISED DOCUMENTS AND PROCESS

- The Review will inform other work being undertaken
- Existing handbooks for affiliates and chapters are in need of updating. Chapter handbook revised in April 2005
- Handbooks are quite prescriptive and operational. Should be revised at least every five years
- Need to be updated to incorporate such things as data protection, GDPR, cyber resilience, social media, impact of technology, future of work etc. Perhaps these should be reflected in Development Plan for new members

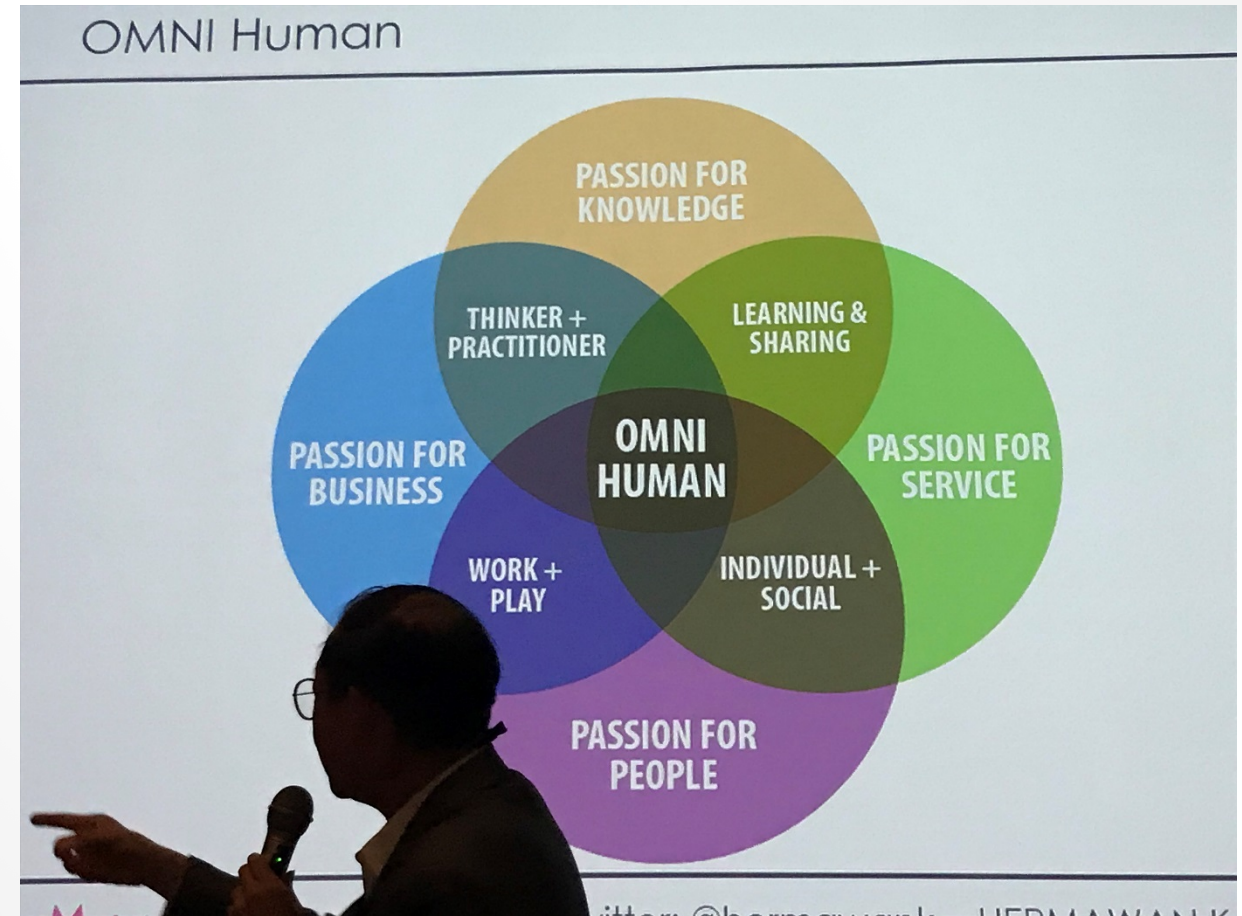
ACSB CONFERENCE



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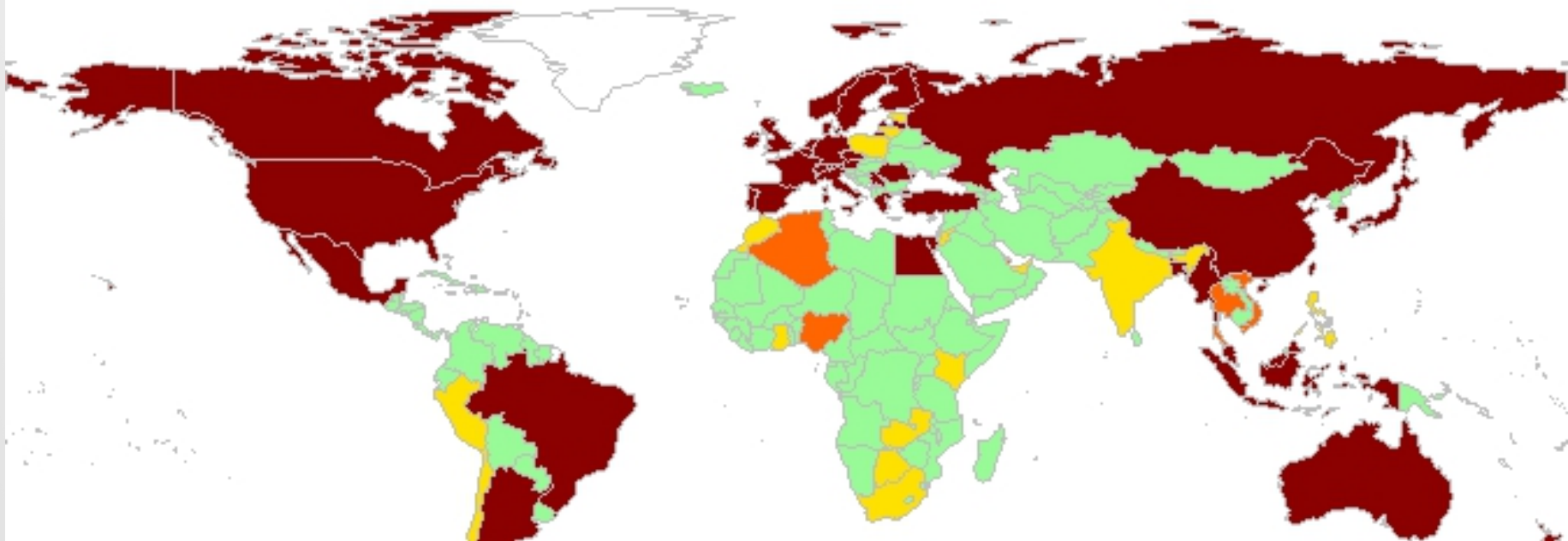
PROCESSING CURRENT MEMBER APPLICATIONS

- Refer to separate spreadsheet for progress against requirements
- Qatar
- Nigeria
- Thailand
- Algeria

IDENTIFYING POTENTIAL NEW MEMBERS

- Ensuring not competing with current regional members
- Refer to map for existing, pending and potential ICSB or regional grouping members
- Initial thoughts only at this stage – *for input and consultation*
- Asia – Philippines, India, Vietnam, Sri Lanka, Bangladesh, Pakistan
- Significant potential in India using existing networks
- Africa – South Africa, Kenya, Ghana, Botswana, Namibia, Zambia
- Middle East – Morocco, Jordan (had previously expressed interest)
- South America – Chile, Peru
- Europe – Poland
- Other

ICSB MEMBERSHIP



PR STRATEGY

- Met with PR consultant in Washington DC in July 2018
- Reviewed PR strategy which had been prepared
- Identified more work to be done, though huge improvements made with website and newsletter
- Leveraging articles from JSBM to produce content for website, develop social media and regular newsletter; identify official spokespeople; issue media releases and other regular media outputs
- Work with affiliates to produce content and curate for media channels

SUPPORTING AND ADDING VALUE TO MEMBERS

- Refer to activities and engagement
- Strategy and action plan to be developed with committee
- Identify priorities:
 - Survey current members – what is the ICSB value proposition
 - Develop comms plan using PR strategy that engages members and broader stakeholder groups to grow ICSB reputation and influence
 - Leverage activities of members

SPECIAL INTEREST GROUPS

- Could be focused on areas of academic research
- Align with priorities of ICSB
- Ensure that used to enhance reputation and influence of ICSB
- Could focus on, eg, innovation, public policy, women and entrepreneurship, humane entrepreneurship, impact of technology, future of work
- Suggestions welcome