Adjunct Professor Su Mon Wong is a pioneer of marketing education in Australia and one of the founding staff members of the QUT Business School. During his 34 year lecturing career, first with QIT and then QUT, Su Mon Wong taught and inspired many of Australia’s business, political and community leaders. His alumni readily share stories of how his leadership and innovative real world teaching instilled in them a desire and ability to achieve.

Su Mon Wong’s retirement in 2010 provides the ideal opportunity for QUT, its Business School and Su Mon Wong’s alumni, colleagues and friends to create a lasting legacy to honour his outstanding teaching career.

The Su Mon Wong Scholarship Program aims to encourage alumni to maintain and re-establish connections with the QUT Business School to help foster the leadership and education of the next generation of business leaders. This groundbreaking program will be the first of its kind for QUT marketing students and will provide an unprecedented opportunity for outstanding marketing students to grow in their studies and careers.

The goal of the program is to award an annual Su Mon Wong Scholarship to an outstanding marketing student in their penultimate year of study who demonstrates the values embodied by Su Mon Wong throughout his QUT career: leadership, innovation and a commitment to excellence in marketing and business practice.

To realise the dream of honouring Su Mon Wong in perpetuity through awarding an annual Su Mon Wong Scholarship valued at up to $15,000, and maintaining the activities of the Su Mon Wong Scholarship Program, we need to raise $500,000, over three years, to establish an endowment. Funds for the endowment will be raised through the QUT Business School, alumni, staff and friends and will be prudently invested. Investment income earned on the corpus of the endowment will be used to fund the scholarships to support recipients in reaching their full business and leadership potential.

Lead donors and outstanding alumni of the QUT Business School will have the opportunity to add a special dimension to the Su Mon Wong Scholarships by volunteering to mentor recipients. In this way scholarship winners – the best and brightest among their university colleagues – will be given a unique competitive edge through the opportunity to learn from Australian business leaders.
Committed to giving to keep the real world dream alive

I was fortunate to receive a wonderful ‘real world’ education at QIT, now Queensland University of Technology, where I learned respect for the value of intellectual rigour, and where I saw many examples of exceptional leadership, especially Su Mon Wong, whose boundless energy, enthusiasm and obvious passion for his subject, inspires as a model of leadership to this day.

Combined with the support I received from family, friends and mentors throughout my life, my university education provided an outstanding foundation and launching pad for my career.

Each new stage of my career has reinforced the values that permeated Su Mon Wong’s teaching – of innovation and excellence, of striving to improve all that we do.

Today we all face the excitement and challenges of globalisation, relentless competition of technology, of increasing and complex regulation, and the ever present demands and expectations of shareholders, employees, customers and the community.

Our university is charged with producing graduates who are fit and ready to take on these challenges, to meet the future needs of business and society.

The Su Mon Wong Endowment gives us an unprecedented opportunity to invest in the education and development of future generations, and at the same time honour a QUT pioneer who inspired and challenged so many of us to serve society through becoming business, community and political leaders.

I am proud to be a lead donor to the Su Mon Wong Endowment and invite you to please join me in supporting this special program – together let us give, inspire and mentor to ensure the future success of the marketing and business students who succeed us.

David Moffatt
QUT 2000 Chancellor’s Outstanding Alumnus and Faculty of Business Outstanding Alumni Award Winner
Former Group Managing Director, Consumer Marketing and Channels, Telstra
BBus (Management), Marketing major
Class of 1984

Message from the Executive Dean: Professor Peter Little

QUT’s proud history and reputation for ‘real world’ teaching and research is largely due to the vision and commitment and loyalty of its talented academic staff.

Adjunct Professor Su Mon Wong joined QIT in 1975 and, since then, has played a significant role in the establishment and reputation of our Business School. Su Mon is a QUT legend and I am proud to have worked with him as a colleague for 30 years. To put his career in perspective, just over 100 students graduated with business degrees from QIT in Su Mon Wong’s first year of teaching. Today, the QUT Business School has close to 8000 domestic and international students, and internationally accredited courses, making it one of the largest and most respected business schools in Australia, as well as QUT’s largest faculty.

Our dream is to create an endowment that will fund scholarships in perpetuity in Su Mon’s name – the Su Mon Wong Scholarship Program - to launch the careers of talented marketing students. In so doing, we will honour his name and continually foster the values of leadership, excellence and innovation that Su Mon espoused during his teaching career.

I invite you to support the Program through a gift to the Su Mon Wong Scholarship Endowment. In so doing, you will tangibly assist talented marketing and business students to become business leaders equipped with the commitment, skills and knowledge to tackle tomorrow’s business challenges in an increasingly global business environment – to continue Su Mon’s legacy of inspiring greatness in those he taught.

In addition to honouring a leader of business and marketing education in Australia, the Su Mon Wong Scholarship Program aims to foster the education of our best and brightest students, and inspire deep and ongoing connections between students, alumni and our Business School.

QUT recognises its important role in society as being an incubator of great ideas, a developer of people and a champion of excellence in education. In short, one of Australia’s great leadership institutions.

The Su Mon Wong Scholarship Endowment is an important representation of these roles and we invite you to help us realise the dream of connecting today’s business leaders with the business leaders of tomorrow.

Professor Peter Little
Executive Dean
QUT Business School
Su Mon Wong Scholarship Program

Anchored by the endowment, the Su Mon Wong Scholarship Program will become an important nexus between the past, present and future. It will do this through:

1. **Re-connecting** Su Mon Wong alumni with each other and the University, through invitations to make gifts to increase the endowment and to stay connected with the Program through special events and presentations

2. **Connecting** the business leaders of today with the leaders of tomorrow through invitations to:
   - Key Su Mon Wong alumni, industry leaders and high achieving students to a prestigious annual ‘Su Mon Wong Lecture’ event to award the Su Mon Wong Scholarship and honour Su Mon’s teaching legacy
   - Lead donors to the Su Mon Wong Endowment to each mentor a Su Mon Wong Scholarship recipient, to provide a unique ‘edge’ for the student as they prepare for their career in business

3. **Creating** an ongoing link with Su Mon Wong Scholarship recipients who, in turn, will become the business leaders of tomorrow and continue the Program’s tradition through becoming mentors themselves.

To ensure it is a lasting and fitting tribute to Su Mon Wong, the Scholarship Program is based on the principles of:

1. **Real world knowledge**
   - The Program will create a vehicle to inspire students to achieve their best and apply their knowledge in the real world to support business and society, and
   - In addition to the scholarship funding, each recipient will be given the opportunity to enter into a mentoring relationship with a lead donor to the Su Mon Wong Endowment – this will be an outstanding opportunity to learn from those who have achieved as business, political and community leaders.

2. **Real world application**
   - The Su Mon Wong scholarship will create a community of outstanding marketing alumni who apply their education throughout their careers and become leaders equipped to apply innovative solutions to the challenges faced by business and society.

3. **Real world leadership**
   - Su Mon Wong scholarship recipients will demonstrate great potential to be business and community leaders and, thus, will be well placed to become leaders to future marketing and business students, as well as their colleagues and organisations.

### Selection of Su Mon Wong Scholarship recipients

To ensure the best and brightest students are chosen as scholarship recipients to honour Su Mon Wong’s legacy with QUT, selection of scholarship recipients will be by a panel, including key representatives of the QUT Business School and major donors to the endowment.

Those who are awarded Su Mon Wong Scholarships will demonstrate:
- Outstanding leadership qualities
- Aptitude and passion for marketing and business
- Commitment to mentoring others, especially future students.

Selection of the scholarship recipient may be based on the following criteria:
- Academic merit (minimum GPA of 5.25)
- Demonstrated evidence of marketing and business theory and practice
- Enrolment in the penultimate year of the Bachelor Business (Marketing) or a combined or postgraduate degree with a marketing major
- A desire to build a career in marketing and aspiration to being a leader in their community
- A willingness to mentor QUT marketing students after they have completed their degree and gained real world experience in their career
- Either work experience in marketing or demonstrated extra-curricular experience in a paid or voluntary capacity.
Su Mon Wong’s teaching principles

Su Mon Wong’s outstanding teaching was recognised in 2002 when he was named the inaugural Pearson ANZMAC Marketing Educator of the Year. Throughout his career, Su Mon demonstrated a deep commitment to teaching and learning and, in his own words, was dedicated to:

- demonstrating theory and practice in unison
- recognising that learning and development is a life-long process that requires your full attention
- taking students from basic understanding to a thorough understanding; from dependency in first-year to independence among third-year and postgraduate students
- changing the thinking and thus the lives of his students by taking a special approach to teaching delivery that goes beyond the norm to involve thoughtful, imaginative and innovative techniques
- even during difficult times - ensuring consistency, uniformity and equity and of course "detail".

Su Mon Wong’s career: in his own words

I attended a small school in a rural town at Yong Peng in Malaysia. I realised early what good teaching can do for personal development and discovered the areas that I excelled in were due to the effectiveness of my own teachers.

In my senior years at high school I won a four-year military scholarship to undertake ‘O’ and ‘A’ levels at Royal Military College in Malaysia, which I undertook with the intention of pursuing a military career. Although I successfully completed the course, I decided to leave the military to attend university.

In 1976 I graduated with a Masters of Business Administration from University of Queensland. It was here that my life changed again because of a small number of influential teaching staff impacting on my career direction.

In 1975 Queensland Institute of Technology offered me a teaching post. My family and associates were keen for me to enter a business career, but teaching provided me with the opportunity to ‘shape the lives of many students’ and develop my own teaching interests.

At the time, I had no experience in teaching and no idea how to teach well. I just knew instinctively that I had to motivate the students to learn, so I developed my teaching skills around this principle. In those days, an academic career centred on teaching rather than research, and although teaching loads were very heavy, I thrived on the challenge. Since then, I have designed and taught many marketing subjects, at both undergraduate and postgraduate level, a challenge that taught me how to maximise student learning experiences.

I feel proud that I have been able to teach and influence the lives of so many students and feel humbled that QUT and my former students would like to recognise me in this way.

I will never regret choosing a career in teaching as this is such an honourable profession that gives you the unique opportunity to make an impact and a difference in others’ lives. I will be happy in retirement knowing that I have helped to shape and mould the lives of many young people. Education to me is not a privilege it everyone’s right - everyone has the right to a good education and good teachers who care about their personal development.

Fundraising and investment

With Su Mon Wong officially retiring from QUT in February 2010, the QUT Business School aims to award the first Su Mon Wong Scholarship in early 2010.

In recognition of Su Mon’s outstanding QUT career, the first three years of the scholarship - 2010 to 2012 - will be underwritten by the QUT Business School. During this time a dedicated fundraising program will be undertaken, with the goal of growing the corpus of the endowment to $500,000. This will allow the Su Mon Wong Scholarship Program to continue in perpetuity as an eternal reminder of Su Mon’s founding role with the University and the ‘real world’ principles on which the Business School was built. The QUT Business School will also make a significant contribution to the endowment to demonstrate its commitment to the program and its principles.

QUT will invest the Su Mon Wong Endowment through Queensland Investment Corporation’s Stable Fund. The QIC Stable Fund provides exposure to a diversified range of asset classes with a focus on defensive assets, and is designed to seek a relatively stable investment return. This strategy supports a steady flow of funds to support the Su Mon Wong Scholarship Program.