

Working Day

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06:00

Early start for a 10km run alongside the fabulous Gold Coast beaches. I first took up running when I started with this company to get a “customer’s” perspective and have reaped the benefits of it ever since, including completing a couple of marathons. Today, being early spring in Australia, the weather is clear blue skies and a beautiful 22C. Jogging along I spot a whale breaching some 500m off shore while migrating from the cool Antarctic waters in the south to the warmer Australian waters along the South East coastline.

07:00

Home for breakfast with my wife Melissa and six-year-old twins Sophie and William.

07:45

Quick Skype call with my study group from University of Cambridge’s Judge Business School to discuss a case study on data simulations and investment uncertainties. Make plans to meet at Judge Business School on Friday morning.

08:30

Wednesday is one of my favourite days of the week because I take some time out to volunteer in Sophie and William’s classroom. Start off by cutting out stars and shapes, and then read in groups with the kids. Following this we have one-on-one activities with kids who respond well to additional guidance.

10:30

Arrive in the office and complete minutes from yesterday’s board meeting. Call with the chairperson to discuss the contents of the minutes and brief him on the capital requirements for the next period.

11:30

Meeting with the Sports Services



Tony Mullen is chief operating officer of Events Management Queensland, which owns and operates mass-participation sporting events. It is based in Queensland, Australia. Over the past decade EMQ has experienced unprecedented growth, with its flagship event the Gold Coast Airport Marathon increasing from 11,063 participants in 2003 to an unprecedented 28,000 in 2014. The marathon has a volunteer workforce exceeding 1,200 in number along with hundreds of casual employees and event suppliers and partners. In 2014, the Gold Coast Airport Marathon was awarded a prestigious IAAF Gold label, is a triple Queensland Tourism Award major event winner as well as a prestigious Queensland Tourism Awards Hall of Famer. EMQ also operates the world’s largest biennial masters event, the Pan Pacific Masters Games. This multisport event attracts more than 12,000 athletes in 35 sports. These numbers surpass both the Commonwealth Games and the Olympic Games in terms of numbers of both participants and sports within the event

Manager to discuss budget allocations for the 2015 elite athlete program to enable the Gold Coast Airport Marathon maintain its IAAF Gold Label. In 2014 we achieved the fastest ever time on Australian soil together with the equal fastest time ever for a marathon held anywhere in the world in the month of July. On the agenda are negotiations with elite athlete managers from the US, Japan, Lebanon and Ethiopia as well as processes for compliance with the sports anti-drug agency.

12:30

Lunch with small group of Gold Coast business leaders and the head economist of an Australian bank. Informative talks on the Australian and world economic outlook followed by a lively

discussion on the effects of currency exchange rates on tourism to Queensland.

14:00

Back to the office to meet a television production company to evaluate benefits of live television broadcast for future events. Currently the Gold Coast Airport Marathon is delayed broadcast to 160 countries with a worldwide audience of over 670 million. For those Cambridge viewers who missed the program on Sky TV on September 1, you can view a replay on the Gold Coast Airport Marathon Youtube channel.

15:30

Inspection of the new swimming venue to be used for the upcoming 2018 Gold Coast Commonwealth Games. The

company will take advantage of the world-class elite athlete facilities for both the marathon and the masters games.

16:30

Phonecalls with entertainment agency and artist management to finalise the headline rock acts for the upcoming Pan Pacific Masters Games.

17:00

Liaise with the State Audit Office on details of financial statements and debate accounting treatment of the recognition of registration fees.

19:00

Home for a lovely home-cooked dinner with the family. Tonight it is fresh seafood bought straight from the Gold Coast trawlers and mangos for dessert from my father-in-law’s mango farm

near the Whitsunday Islands in northern Queensland.

21:00

Drive 100km to the airport taking a mental checklist of what I have packed and prepared for the flight and weekend.

23:59

In airport lounge researching and reading about demand curves and game theory. 24-hour flight begins at 1am to London for my weekend session at Judge Business School, returning to work in Australia on Monday. Reflecting back on the day I have to pinch myself that one minute I can be cutting out pictures with six-year-olds, a couple of hours later have lunch with influential business leaders and then be preparing to fly to the University of Cambridge for the weekend.

Author lifts the lid on exciting life at landmark city department store

AUTHOR Ellee Seymour will be joined by four special guests when she lifts the lid on life at a glamorous 1950s department store.

An Evening with Ellee Seymour will take place at Heffers Bookshop to mark the launch of the Ely author’s new book *The Shop Girls*.

Based on the recollections of real life shop girls, the book is set in the 1950s at Heyworth’s, the landmark Cambridge department

store, which was based in Burrell Street before moving to premises in Sidney Street.

It tells of the girls’ encounters with a variety of customers, from exotic gipsy queens to genuine royalty, as well as academics from Cambridge University. The women worked under the watchful eye of the store’s flamboyant owner, Mr Heyworth.

Four of the original shop

girls – Eve, Irene, Betty and Rosemary – will join the author to talk about their experiences working together at the store, which gave them a chance to escape from the drudgery of their wartime childhoods into a far more glamorous environment.

The evening with Ellee Seymour will run from 6.30pm-8pm tonight (Tuesday, September 30) at Heffers in Sidney Street.

Award for festival which used street art to shine a green light

A FESTIVAL which uses interactive street art to showcase low-carbon technology has picked up a national award.

The e-Luminate Cambridge festival, organised by the e-Luminate foundation, has won the Sustainable Event Service Provider award at the 2014 EVCOM Clarion Awards, organised by industry body the Event and Visual Communication Association and held in London on Friday.

Held in February at venues around the city, the festival saw artist Suzie Olczak working with lighting firm Hawthorn to create interactive street art installations which demonstrate the use of sustainable production materials.

Buildings including King’s College and the University of Cambridge’s Senate House were illuminated in bright colours as part of this year’s festival.

Rachel Waterfield, Hawthorn

head of sales and marketing, said: “Hawthorn was keen to get involved with this project as it helps raise awareness for sustainable lighting solutions in unique and exciting ways to every part of the community. It is fantastic to be involved with such a prestigious project so close to home.”

The 2015 e-Luminate Cambridge festival will run from Wednesday, February 11-Sunday, February 15. See www.e-luminatefestivals.co.uk.