

**2010**

Emily Bunka, Ohio Northern University

GOLF Link Intern

7/19/2010

Summer Abroad Sydney, Australia

Table of Contents:

Defense Letter ………….……………………………………………………………………………………………………3

Introduction………………………………………………………….…………………………………………………………5

Individual Development Plan (Part 1)………………………………………………………………………………..8

Individual Development Plan (Part2)………………………………………………………………………….……11

Updated Cover Letter………………………………………………………………………………………………….….12

Updated Resume………………………………………………………………………………………………….……....13

Tom Frengo’s Internship Class

Cultural Activity 1)……………………………………………………………………………………….………14

Cultural Activity 2 (Communication and Media)…………………………………………………....17

Cultural Activity 3 (Gender in the Workplace……………………………………………………..….21

Cultural Activity 4 (Multiculturalism in the Workplace)………….……………………………….25

Informational Interview Reflection………………………………………………………………………………….28

Steve Mutch’s Politics Class

Australian Foreign Aid Essay………………………………………………………………………………. 30 Compulsory Voting Essay……………………………………………………………………………..……..33

Economic Liberalism Essay……………………………………………………………………………….…34

Final Portfolio Entry Conclusion………………………………………………………………………………….…..35

Appendix

1.1 Work Log……………………………………………………………………………………..……………….41

Emily Bunka

185 Forestview Place

Aurora, Ohio, 44202

July 11, 2010

Rob Alexander

Ohio Northern University

402 W. College Ave

Ada, Ohio 45810

Dear Rob Alexander:

I believe my experience abroad is worthy of academic credit. During my summer in Sydney I have acted as a marketing intern for GOLF *Link* Partners. In addition to 25+ hours a week interning, I took a Political Science course, and an *Internship through Experience* course. We spent eight hours each week in the classroom.

Assignments I have completed for the Political Science class include two oral presentations. The first presentation was on Compulsory Voting. The second was on The Australian Coalition; we were to write papers on both oral presentations by the end of our term. I also wrote a thousand word essay on Australian foreign policy and aid. Tom Frengos, our *Internship through Experience* professor assigned four cultural activities. The topics of our cultural activities were Leadership in Australia, Gender in the Workplace, Multiculturalism in Sydney, and Communication and Media. In this class we also had a presentation on resolving conflict in the work place, and wrote the intro and conclusion to our summer portfolio.

I found these courses to be quite challenging, but really enjoyed spending time with the professors. Our political science teachers were incredibly qualified because they had spent time working for Parliament. Their knowledge was unlike anything we would have learned on our own. I was so excited when they brought us on a tour of New South Wales’ parliament to have lunch amongst politicians.

On the weekends I accomplished most of the goals I envisioned for Australia. I have gone horseback riding in the Southern Highlands, and wine-tasting in Hunter Valley. I have traveled to Port Stephens to swim with sharks and gone sand-surfing on the coast. While my dad visited, we spent a beautiful day at the Blue Mountains climbing Princess Rock. The second half of my trip I have gotten out of the city a lot more often. It is so peaceful past the city; it is not nearly as developed as the United States. Taking bush walks feels like entering a different world. I have fallen in love with New South Wales.

While abroad, I came up with three goals for myself. The first was a professional goal to improve my writing skills. In order to accomplish this I wrote a variety of publications at GOLF link, both print and web material. I was fortunate enough to have my supervisor approve of my work so I was able to implement content on the GOLF *Link* website. During my stay I reviewed golf events, wrote web-content for our advertising team, and compiled a database of Australian golf courses. My time in Australia has been beneficial to my future because I have learned an entire new skill set. Not only can I talk in web-jargon, but I also have experience managing a web designer and graphic illustrator. My experience at GOLF *Link* allowed me to attend work events, and even had a golf lesson! My *Internship through Experience* class helped me blend in at the office through learning Australian Culture. It taught me to learn skills through observation, for example: reading other people’s e-mails not just for content, but for style. I began imitating my supervisor’s formatting.

I set a cultural goal second; I wanted to be able to walk around and not be seen as a tourist. To pursue this goal I started calling things by their Australian names; Australia really has their own variation of English. It takes awhile to call elevators ‘lifts’ and say ‘how ya goin’ instead of “how are you doing’ (‘how are you doing’ is referring to your mental capacity and has a negative connotation). Instead of saying goodbye, Australians say ‘cheers’ in all of their e-mails and day to day chatter. Cell phones are ‘mo-biles’ and you give your mates a ‘ring’ you do not give them a ‘call’. Just speaking Australian terms helped me achieve my objective to blend. I discovered just how loud Americans are viewed to be while sitting on a bus. It was not hard to realize my group of American friends and I were the only audible people. Americans yell over one another, and can be quite noisy. In contrast, the city of Sydney is quiet. To blend you talk softly to those around you. The last step I took to assimilate to Australian culture is memorizing street names and transportation routes. Once you can navigate the city, you do not stick out as often. It is amazing how well you learn street names when you are walking everywhere. I have even been able to direct others to their place of interest.

The third goal was to adapt to the ‘no worries’ attitude Australians possess. I want to apply this laid back attitude to all aspects of my life. Americans are easily stressed and take everything seriously. It is amazing how we forget to enjoy our lives. Everything about Australia is more casual, it is very comparable to the American South. Everyone is friendly and acts like they have all the time in the world. I have so much less stress here than at home, being relaxed is contagious. It dawned on me quickly that Australians do not mind their workers being tardy if they are productive at work. Also surprising is a supervisor looks down on you if you stay after work. The motto in Sydney is ‘work hard at the office and then go back to your life,’ (and repeat). There is a double standard in the business world, because if you stay late, you are a work-aholic, but on the contrary if your work does not meet a certain standard, you are lazy. It is a difficult balance to achieve. This is illustrated best by my co-workers. They describe Americans as being stressed all the time, and being very ‘intense’. Whereas in Australia I cannot count the number of times I hear ‘no worries’ each day. Back in the States I need to live in the moment more and not stress over things that are out of my control. I also need to turn off my mind after work and class. Aussies take time to recharge and value family over work. I perceive their lives to be spent more happily than Americans. I need to see success in not only my accomplishments, but also the happiness I feel.

Through my classroom experiences, interning at GOLF Link and traveling within Australia, I have learned a tremendous amount about myself. I have instilled the confidence in myself to travel alone and be self sufficient in another country. The trains and buses make for a completely different lifestyle than in Ada. You grow to have patience in navigating the city and coping with unreliable transportation. I have truly grown as an individual. I did not realize just how nervous I would be to meet my new employer for the first time. I was so concerned that I would fit into their worst stereotypes of Americans. I am proud of myself for proving my work capabilities, and working in an industry I wouldn’t ordinarily choose for myself. Trying new things forces confidence in one’s self, more so than sticking to a comfortable routine.

I look forward to hearing your feedback.

Sincerely,

Emily Bunka

Introduction, *June 08, 2010*

I am working at a company called Golf Link Partners; they are primarily a web-based company that has newly enacted an exclusive membership program called ‘golf mates’. In addition to being the only company in Australia with universal handicapping, Golf Link promotes *Wine People* wine club, it schedules tee times and hosts golf tournaments. This small company has a lot of growth potential in their professional field; to set their business scene I will list Golf Link’s partners and competitors. They are partners with Golf Australia, Getaway Golf, Miclub, and Golf Digest. Their competitors are Iseekgolf, Miclub and Golf Digest.

When stepping back and looking towards the general scheme of this industry, Golf Link is the most popular golf website in Australia. Their site averaging over 400,000 unique visitors and 1.5 Million page impressions per month. Golf Link is a handicapping system to over 400,000 golfers and 1200 golf clubs. This organization is fortunate to hold over 85% of the market. As a Golf Link intern, I directly report to the Operations Manager, Jon Perkins. Also in my job description is performing tasks for the Marketing Director and Advertising Director. Together, we run the website graphics, manage landing pages, deal with customer service, advertise for our partners, organize events, and are perfecting the handicapping system within Australia. We are localized in our New South Wales office building, but have members in all six of Australia’s States in the Commonwealth.

The management structure within Golf Link is very flat, dress is relaxed and talk is sarcastic and comedic. Uncommon in Australia, the CEO of this web-based organization is female. The CEO’s name is Judy Pridmore, and as far as I have seen she is very respected by my fellow employees. There are four department heads beneath Judy, all with near equal authority. The first is Jon Perkins, Golf Operations Manager; his main priority lately has been the ‘Race Series’ of Golf Link opens at exclusive golf clubs. The second, Tim Huston is the Marketing Director for the organization; he is new to the staff and has just outlined a new marketing budget plan for this coming fiscal year. The third of these department heads is Commercial and eMarketing director, Kirk McDonald. He is primarily responsible for selling advertising space and keeping our partners happy. Forth is Jorge Albinagorta, the Web Manager, he is in charge of the Golf Link social media, branding, and a newly added ‘mates program’.

I will now outline the overall objectives of Golf Link as a cohesive organization. They express the most dissatisfaction with their tee times booking service. Iseekgolf, their competitor has been handling tee times more effectively. I would name one of their goals as expanding and repositioning tee time booking services. Another goal is getting existing members more involved through the ‘Golf Mates’ incentives program. They have already held events in Queensland, the Gold Coast, and New South Wales, and next stop is Victoria. Another important goal of this organization is to grow market share across all Golf Link product lines.

My personal objectives for my Golf Link internship placement are only slightly different from the company. I obviously want to do whatever I am able to help them achieve their existing goal. However, I also hope to give back to Golf Link by bringing a fresh outlook on this company. I have brainstormed several personal objectives that I can work on in my spare time at Golf Link, so I always stay busy. First I want to research charities with whom Golf Link can be associated. Media directed towards hotels and travel agencies could be a great project. I can help Jorge manage social media websites, and Brainstorm how to complete their database of e-mails. (Golf Link only has 50,000 of their 400,000 members). A personal goal of mine is getting to know my co-workers outside the office for more Sydneysider interaction. A learning objective of mine is understanding more about how the handicap system is calculated.

I realize now, one week into the CAPA program that I knew very little about the communities that make up Sydney. It seems silly now; my image of Australia was very childish prior to my landing in this foreign place. When I thought of Sydney, I thought first of the Olympics held here years ago. Next I thought of sandy beaches and kangaroos, surfers and sunbathing. This culture mocks Manly beach almost entirely, but says little about the multicultural Northern Sydney.

After spending a small amount of my time wandering the city of Sydney, I have noticed a totally different dynamic. People all seem to have an agenda, and the city starts and stops all at once each day. In the morning crowds move to work, and at five, everything shuts down (to the point where I couldn’t find a place to buy a coffee at 5:15pm…this would never happen in the US!). In the business place, I had expected humor, but I was shocked by Australian Native’s lack of facial expressions. Americans use their hands and inflections of voice to indicate joking. Australians were more difficult for me to read. Overall, it is not the big differences that get me each day, it is the little stuff. For example meeting at ‘half-eight,’ when I would know this same time to be eight thirty; everyone seems to use the same wording.

Individual Development Plan: Part 1, *May 18, 2010*

Professional Understanding

* **In terms of selecting a professional direction, which of your most valuable skills, abilities, areas of expertise, and ways of thinking and acting would you most want to take advantage of?**

The professional skills I value most are my knowledge in the area of business, my communication skills, and my sense of initiative. I am very self-driven and hold high ambitions for myself. An organization would benefit from my problem-solving abilities and professionalism. These are the traits I would like my internship to take the most advantage of; I am a very work-oriented individual. I possess expertise in the areas of both cosmetics and interpersonal communications.

* **What areas do you still need to work on? What do you need to understand better?**

I am very interested in understanding finance better than I do right now. It was my most difficult class in school, but I found finance very interesting. Investing and analyzing fiscal reports is not a typical skill marketers learn. In addition to finance, I would also like to have a better grasp on world affairs and politics. Currently, I have a basic knowledge of government, but I would like to comprehend it enough to have intelligent discussions on the matter, and better understand how our government compares to other nation’s governing bodies. I need to read as much as possible in Sydney (newspaper, conversations with locals, television, etc). My hopes are that while abroad looking in on our own country, we will learn a great deal about how the world views the United States.

* **What professional relationships might you need to cultivate to advance in your field of interest?**

For my informational interview I would like to cultivate professional relationships with young executives. I have grown up around business all my life. My dad is very involved in his profession and has inspired me in the process. He has taught me a lot about what it takes to move up the ranks, but I am curious if there is a different way to go about this in Australia. Besides young advice-giving executives, it would be beneficial to interview those in obscure areas of marketing. I have experiences in basic areas of marketing, such as advertising and retail, but would like to explore other alternatives.

* **What experiences should you seek out?**

While I am in Sydney, I hope to seek out new experiences. Culture and Art are two topics that fascinate me. I am especially interested to see how Australian fashion trends and media agendas differ from the US. I look forward to touring the Opera House, walking the Sydney Bridge, and feeding kangaroos. I want to volunteer at local wildlife centers and learn as much about the environment itself in Australia as I can.

* **What is your preferred work environment?**

My preferred work environment is a corporate office in the heart of Sydney. Having interaction with people throughout my day is a must. Variation is also a necessity, boredom impedes my success. I am invigorated by new experiences, different tasks, and changing settings. I get distracted when work assignments do not engage my creative side.

Societal and Cultural Understanding

* **Why have you chosen to go abroad rather than intern in the U.S. this term?**

I have always wanted to go abroad to experience a different culture from my own. Australia is an English-speaking country that seems beautiful! I am an animal fanatic and Australia has more animals that are unique to this continent than anywhere in the world. I am so looking forward to seeing the wildlife in Sydney. When The Washington Center offered an internship program in Australia, I was ecstatic. What better way to learn about a culture than be immersed in that culture. Studying abroad hasn’t appealed to me as strongly because I would rather spend more of my time living like the natives, rather than in the classroom.

* **What aspects of the society you’ll be abroad do you most need to explore in order to understand it?**

To understand the society, I will read the local newspaper, and watch local television. By viewing the media shown to Australians, I will get a good look into their society. Besides media, I will also be viewing the sights, and exploring as much of the city as I can. I am excited to see the business practices in Australia as well as how people interact and treat visitors like me. I hope to take in as much nature as possible during my stay.

* **What opportunities do you expect to have to explore these**

I hope my internship includes work outside the office. If not, there are always opportunities after work and on the weekends to venture into the city. I would love to take a day to go wherever the day takes me. My roommates and I plan on exploring everything we can while abroad.

* **What topics-the country’s geographic, history, politics, economy, arts, or culture, for example-do you have the strongest interest in?**

I have a very strong interest in their culture, politics, and wildlife. For me, these are the top three areas I will be exploring in most depth.

Personal Growth

* **How do you measure your personal growth?**

I measure growth by how well I cope with difficult situations. I believe it is when you overcome adversity that you grow as an individual. To grow as an individual you must be outside of your comfort zone, as we will be partaking in Sydney. When all things are golden, and you succeed, it does not feel as good as when you have overcome great obstacles. It is a test of character to be challenged and try something new. I am proud of my personal growth when I have confronted issues, and made them better. My confidence levels affect my feelings of self-worth.

* **What behaviors or tendencies lead to your success?**

There are several tendencies that lead to my personal successes. I am generally successful in inter-personal communications; it is strength of mine. I enjoy heading up committees and taking charge of organizing events and maintaining contacts. When my mind is being engaged creatively I do my best work. I am very confident in my writing abilities and promotional expertise. In addition, I pride myself on having a great eye for layout, color arrangements, and decorating. I like a little leeway to try business practices in a new or more challenging direction.

* **What behaviors or tendencies tend to impede you?**

While some tendencies propel me forward in a career setting, I also have traits that impede my progress. For instance, I do not respond well to authority that is degrading or belittling in any way. I work best in encouraging and trusting environments. As I mentioned before, my mind is more reading and writing prone, while math does not come as easily to me. I feel more industry-specific math will not be a problem for me however, because I can adapt to their few methods. Concepts that are more abstract in math like calculus are hard for me to fully understand. Because I am so business-minded, I love reasoning through balance sheets and income statements and questioning why numbers are high or low (in comparison to other numbers). Interpreting fiscal reports fascinates me.

* **How will these likely come into play during your time abroad**

I will be interning in Australia. Therefore, I will be expected to prove my work ethic, and work with those from a different culture than my own. It is helpful to know tendencies that lead personal success in business, and knowing the tendencies that provide hardships. If you are aware of your strengths and weaknesses, you can better prepare for them in the work environment. The ultimate goal of going abroad is having a rewarding experience in the Australian work force, and presenting a positive image of yourself in the process.

Individual Development Plan: Part 2**,** *June, 17 2010*

BACKGROUND: *This summer, I will be completing an internship at Australia’s #1 golf website, GOLF Link Partners. They were given the rights by Golf Australia to be the Universal Handicapping System within the country. GOLF Link serves 1,200 clubs and 437,000 golfers with their Universal Handicapping System.  The company’s purpose is extending their handicap business to include tee time bookings and tournaments.  While expanding to become a more well-rounded company, GOLF Link has formed partnerships with The Wine People, Golf Digest, and Getaway Golf.*

*My internship placement is in North Sydney, here, I have been trying my best to learn how this organization operates.  Jon Perkins, my supervisor, would like my assistance with their latest advertising media kit.  He also needs my help updating the website, and recording past golfing events.  I have directly applied knowledge from my Marketing Degree on a daily basis through writing, researching, and designing.*

**Professional Development Goal**: Toimprove my writing skills.

*Action Steps:*

1. Write a variety of publications at GOLF *link,* including both print and web material.
2. I would like to improve my professional writing skills, specifically regarding e-mails. I can do this by being more conscious of capitalization, formatting, and brevity.
3. Another way of improving my writing is learning through observing. I can imitate how others e-mail and ask my supervisors for tips.

**Cultural/Societal Goal**:By the end of my trip I hope to blend into the city. I want to walk around and not be seen as a tourist.

*Action Steps:*

1. I can blend by knowing the bus and train routes, forwards and backwards.
2. I need to talk softly and be open to talking with Australians I am in contact with throughout my day.
3. I need to be fluent in ordering coffee in Sydney, and call objects by their Australian names.

**Personal Growth Goal**: To adapt to the ‘no worries’ attitude.

Action Steps:

1. Live in the moment and not stress over things that are out of my control, such as public transportation, crowds of people, or being lost.
2. Stop my mind from running after work and class. Aussies do not consume their lives with work; they get tasks done at the office, and live the rest of their lives when they leave.
3. I perceive their lives to be spent more happily than Americans. I need to see success in not only my accomplishments, but also the happiness I feel.

Emily Bunka 402 W. College Ave emilybunka@gmail.com Unit #1388 Ada Ohio 45810

330.348.6057

Nordstrom Department Store

Human Resources

1456 Bay Street

Nashville TN 20983

May 16, 2011

Dear Prospective Employer

Please accept my resume as a candidate for the Buyer Position at Nordstroms Department Store. I am intrigued by this job and would be thrilled if you would give me the opportunity of an interview.

As a young woman, I worked at Beachwood Place mall in Ohio. Nordstroms treated their employees with such respect. It was wonderful to see that people were genuinely happy to go into work each day. I first fell in love with Nordstroms when I was a member of the Junior Fashion Board for Northeastern Ohio. My neighbor is Fran Broda, the Manager of this store; she has always been a role-model to me. She was willing to answer all of my questions about her job, and even led me to aspire to be a buyer for the company.

I have so many ideas to contribute to this already talented staff. I have attended University, and come back with skills preparing me for the Retail world. In my mind, there is no better career for myself. I look forward to speaking with you very soon!

Sincerely,

Emily Bunka

CC: Resume Enclosed

Emily Bunka 402 W. College Ave.

emilybunka@gmail.com Unit #1388 330.348.6057 Ada Ohio 45810

*Education*

**Ohio Northern University**

Bachelor of Science in Business Administration

Major: Marketing, May 2011

Minor: Public Relations

(Accredited by AACSB International)

**The Washington Center Internship Abroad Program** 05/10-07/10

Studies in Australian Politics & Internship at GOLF *Link* Partners in Sydney

*Activities*

**Ohio Northern University**, *Tennis Team Member*  09/07-05/08

* Our tennis team placed second in the Ohio Athletic Conference
* I spent the 2007-2008 season playing 5th and 6th singles

**Delta Zeta Sorority**, *Public Relations Chair* 09/07-05/11

* My love for writing was strengthened by my position as editor of the Delta Zeta Lamp
* Planned sisterhood events for Valentine’s Day and Halloween

**Allen County Humane Society**, *Certified Care Taker* 02/08-05/11

* Volunteered my time walking, grooming, and visiting with shelter dogs
* Assisted in training commands to increase likelihood of adoption

**Aurora High Varsity**, *Tennis Team Member* 08/03-05/07

* Team Captain for both the 2005 and 2006 seasons, responsible for organizing drills
* Named Most Valuable Player of our tennis team in 2005 and again in 2006

**Nordstrom*,*** *Junior Fashion Board Representative* 02/05-02/06

* Extensive application and interview process, selected out of Northeastern Ohio high students to provide feedback to Nordstrom’s Junior Department Store
* Monthly meetings with makeup artist, merchandiser, store management, and human resource department. Able to see full scope of retail opportunities within department stores.

*Work Experience*

**GOLF Link Partners,** *Marketing and Sales Intern*  06/10-07/10

* Contributed many pages to the #1 golf website in Australia.
* Formatted a layout for a golf course directory

**Private Tennis Coach,** *hired by USPTA professional, Walter Oden* 06/09-08/09

* Instructed children ages 5-12 in Twinsburg, Aurora, and Shaker Heights
* Designed tennis drills deliberately for serving, ground-strokes, and volleys

**Stern Advertising Agency,** *intern to producer, Nanci Santiago-Meyers* 06/08-08/08

* Placed bids to potential directors, helped conduct voice recording, editing and casting sessions
* Assisted in producing both “Fundraiser: Front Porch” and “Fundraiser: Office” which are Ohio Lottery 30 and 60 second spots airing on Fox 8, Cleveland.

**Nordstrom Department,** *Sales Associate*  06/05-08/07

* Found clothing for customers in Beachwood Place Mall
* Organized displays to showcase new trends, and arranged for clothing alterations.

*Honors and Awards*

* Ohio Northern Distinguished Alumni Scholarship
* Alpha Lambda Delta, Honorary Sorority

*Strengths*

* Strong writing skills with professional experience in marketing, public relations, and web content
* Excellent communication skills & inspired by being able to harness creative skills
* Incredibly driven towards success, demonstrated in traits of both confidence and persistence

CAPA/ The Washington Centre Portfolio

Cultural Activity #1: Leadership

Student: Emily Bunka

 Date: June 10, 2010

**Tom Frengos Copyright 2010**  
**Cultural Activity #1-Questions**

1. Interview an Australian leader and an American leader. What traits or characteristics are most important for a leader to have?

Australian leaders are cooperative and encouraging to their work associates.  They are friendly and laid back.  In Australia, leaders like to work together rather than micromanage (West and Murphy, 2007). It is admirable to be a hard worker, but sociable after work hours.  Work hard, play hard is their motto.  Do not get lost in your work (as is the stereotypical American way).  Instead put your all into your work during the day, and live your life when you leave the office.  Because of this policy, leaders seem to have more active family lives, and more flexible deadlines.  They are not however more lenient on the quality of output work.  Here is the ‘catch-22’ of Australian leadership, do not work too hard, but do not work too little either.  Besides being laid back, Australian Leaders do not like to stand apart from their work force and tend to be more egalitarian than hierarchical (West and Murphy, 2007).  Leaders are one with the group to the extent that they are still respected.

2. How is leadership different between the U.S. and Australia?

An Australian leader seems to be relaxed and laid back.  It is interesting to me that they are very relationship-based.  Tea and coffee breaks are frequent in the work place.  They use breaks like this to create companionship and build friendships.  Management likes to lie below the radar.  My interviewee described Australian leaders as humble(Frengos, personal communication, June 10th 2010).  He makes the observation that Australian leaders want you to prove yourself to them; they will not necessarily give you specific tasks, but they have high expectations.

In the United States leaders are highly competitive and outcome driven.  Students must work hard for job placements, and a healthy living.  I perceive the differences in the American ways as more stressful and less room for slack.  Leadership is different in the US, because Leaders are separated from those they advise. America is obsessed with public imaging; the face of a company is highly scrutinized.  While this sounds terrible in comparison to Australia, the competition works in its own way to make Americans successful.  It is how we were raised, and I personally have a hard time working another way.

3. Give an example of an outstanding leader in your culture and explain what qualities make that person a great leader. How do these qualities mirror the leadership and entrepreneurial qualities discussed from last class?

    My outstanding leader is Fran Broda, Manager of Nordstrom’s at Beachwood Place Mall in the United States.  She was my supervisor while I worked in the Junior’s Department for four years during high school.  She was kind, patient, and authoritative.  This leader is the antithesis of the stereotypical ‘American leader’. Fran Broda was loved by all of her employees.  She was in charge of 36 departments within the store and handled everything with grace.  From head to toe she was dressed to impress, and treated her employees with the utmost treatment and respect.  Many came to work part time while they looked for other careers, and ended up staying full time because they enjoyed the environment.  Work was always fun, Fran put on all sorts of events to entertain both customers and employees.  I remember one instance in particular where we all had to be in the office for a 7am meeting.  No one was happy about waking up so early, but she provided refreshments and to introduce the new fashions to be sold she put on a fashion show (with store employees).  It was hysterical; I had a great time, and in the process attended a meeting!

4. Do you feel that leadership is gender specific? Please explain.

Obviously from my example above, I do not think less of a female leader.  However, I do think leadership qualities are gender specific in the United States.  By nature, women are just entering the business field to the caliber that men have been at for years.  Women must ‘prove’ themselves through over-emphasizing their leadership qualities at first. Once a woman earns this, she will not have to take such extreme measures.  This may be in my head, but I think it is happening mentally for females entering the business world whether or not men realize. In general, I think American women are taking great strides.

In Australia, it is a similar experience.  All genders have to prove themselves in their work, but I do not see women as successful as American women (in general). That being said, my interviewee (name, personal communication, date?)said our field, golf, is male-dominated.  However, our CEO is female, and the governing body of Australian golf is also female. This is definitely a topic I need to look further into, but I can describe the one female leader I see each day at Golf Link.  Jody is truly ‘mates’ with the boys, she is the only female within this organization.  She has a laugh we can all recognize from rooms away, and is incredibly confident.  She makes jokes, but gets her work done very effectively.  Her communication skills are advanced.

CAPA/ The Washington Centre Portfolio

Cultural Activity #2: Communication and Media

Student: Emily Bunka

Date: June 22, 2010

**Cultural Activity #2-Questions**

**Tom Frengos Copyright 2010**

1. What differences have you noticed between people in your study abroad location and in your home country? List five key differences.
2. People seem to be much less time conscientious. In the states there are clocks EVERYWHERE and time is everything. We run our lives by the clock as opposed to the other way around.
3. Sydney men are incredibly fashion forward! They all wear leather jackets and look so put together! Boys back home are much more casually dressed, and not as fashion-aware. I am not sure if this is a ‘Sydney-thing’ or a ‘city-thing’ but it is an interesting observation.
4. Places like Kings Cross and Oxford Street are very unique from my town in Ohio. Sexuality is very hushed, especially with regards to gay men and women. Here it is much more flaunted and accepted.
5. People act do not have them on their leashes here, in some places in the states; dogs are required to be on their leashes. Also, they tie them up when they shop for groceries or even when they get their hair cut! Dogs would be taken so quickly at home, we have a real problem with ‘dog-napping’.
6. People are very friendly here on the streets, they are overly willing to help with directions. So many people have given us their phone numbers after talking to us for a short time. They say call and we can stay any time? I have NEVER encountered this in the states; no one trusts enough to invite a stranger in their home.

2. For each difference noted, discuss what accounts for these differences (National Values, Workplace, Cultural Identity, Social Identity etc). Are they positive/negative?

|  |  |  |
| --- | --- | --- |
| **Cultural Difference** | **What accounts for these differences?** | **Positive/negative**  **(Explain)** |
| **taxes included** | **I am not sure** | **Positive-you know right away what you are paying.** |
| **No Pennies** | **prices are rounded** | **Positive-Americans always talk about how irritating pennies are to carry** |
| **No Trash Cans** | **bomb threats & England’s influence** | **Negative-Annoyance when you need to throw things away.** |
| **Public Transportation** | **ease of transport, less road congestion** | **negative-because it is dirty and i miss my car. Positive-it is very efficient in a city** |
| **lower voices** | **i am not sure, but it is very noticeable that Americans talk much louder, and tend to make more of a scene** | **positive-people do not attract as much attention of being obnoxious. in the us you frequently overhear people’s life stories** |
| **lower drinking age** | **it is the law, they have not seemed to have problems with a lower drinking age** | **positive-i have not seen as much public alcohol abuse. the party scene is much more casual.** |

###### 3. Think of some communication style differences between yourself and your Australian colleague(s). Using the Intercultural Development Sensitivity Model, identify which level you are currently at. What three action steps will take you to the next level and how will it improve your working relationships?

**Denial**

**Defence**

**Stereotyping**

**Blaming**

**Minimization**

**Acceptance**

**Adaptation**

**Integration**

Source: Milton Bennett(1993); Osland & Osland(2006), Molinsky(2007)

**Avoiding**

**Distancing**

**Ignoring**

**Selective Perception**

**Their values are okay**

**Mine are okay**

**Initial Adaptation**

**Cognitive Dissonance**

**Self Affirmation**

**Modify my Views**

**Complete Adaptation**

**Cross Cultural Code Switching**

**Hold two values**

**A. Difference in Communication Style/Level**

**A difference is between group communication and individual communication. Australians seem to be ‘team players,’ they truly act as one. We worry so much about ourselves and our outcome. Community reigns over personal needs. This is reflective in casual business dress, honesty to one another, and more directness. Also, authority does not act like authority. (Tall poppy).**

**B. Action Steps**

**1.) Be open to other’s suggestions at work.**

**2.) Realize the benefits in working together**

**3.) Observe how they act at work, and model their behaviour (let go of my US ways).**

**C. How this will improve your relationships?**

**1. These action steps will help me let my guard down and form friendships**

**2. Groups can get a lot accomplished together; working in a group is a valuable skill.**

**3. By reciprocating, you blend in to another culture better, and are viewed as respecting that culture more.**

The Washington Centre Portfolio

Cultural Activity #3: Gender in the Workplace

Student: Emily Bunka

Date: June 22, 2010

**Cultural Activity #3-Questions**

**Tom Frengos Copyright 2010**

1. What have you noticed about how Australian society treats men and women in and out of the workplace?

I have not noticed extreme differences between Australian and American ways. Men and women will always be treated unequally, but it depends on strengths and weaknesses of that individual. Where women find success in the work place, men may not find success and vice versa. Just like in the US, women excel in human relations, teaching, nursing, and retail. There are cases however where women succeed in a traditionally ‘male world’. For example, the CEO at GOLF Link is a female. She has gained her success through experience in the industry. I would describe Australian society as egalitarian; men and women hold a lot of the same positions. There is little discrimination between genders; but this has a lot to do with women acting as ‘one of the boys’ to ‘hang with the boys’.

1. Are there any differences in expectations, activities and promotions? How does this differ in the workplace?

In class, we discussed differences in expectations for women and men. In fields that women succeed, there are glass ceilings. Women cannot make above a certain amount, no matter how good they are. There is little room for challenge and growth in fields like human relations, teaching, and nursing. Men typically have less of a ‘glass ceiling’ they have more room for growth in areas they typically succeed. Fields like financial planning, engineering, and law. Men are also more likely to be promoted, and be better at negotiating a salary. Several classmates of mine have experienced this first hand. Women are perceived as ‘nagging’ or ‘ungrateful’ when they believe their salary should be higher. Men negotiating the same salary would be perceived as ‘quick-witted’ or ‘sharp.’ This is not exclusive to Australian culture; you see the same situation in America.

A major difference between treatment of men and women in America and Australia surrounds maternity leave. American women are given at most 3 months to recover from giving birth. On the other hand, Australian women can have 2 years of maternity leave and job security. This is something I wish America also strived to deliver women. Child birth is an incredible part of life, and it is not something people should sacrifice for their careers. This should be a celebrated part of life, there is no need for American Women to fear losing their jobs, or feel guilt over taking time off work. Australian women have less stress in raising their new babies; I am sure this contributes to greater happiness. Even some men in Australia can take off for parental leave. This is unheard of in the US.

3. Describe some of the differences in terms of dress, communication, power and hierarchy?

**Australia**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Gender** | **Dress** | **Communication** | **power** | **hierarchy** |
| **Men** | **men are incredibly stylish in australia** | **sarcastic**  **aggressive**  **humor**  **they like to think they are different unique** | **more relaxed when dealing with power**  **less considerate** | **Do not have to prove themselves in the work place. More men in leadership positions**  **Informal** |
| **Women** | **dark colors** | **Quieter than americans, less aggressive, reserved, deeper voices than americans** | **less relaxed when dealing in with power figures**  **more considerate** | **Equal**  **more independent**  **feel they have to prove themselves whether or not they do** |

**How do this compare to the US?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Gender** | **Dress** | **Communication** | **power** | **hierarchy** |
| **Men** | **very relaxed style, except at work.**  **more difficult time matching outfits** | **direct**  **politically correct is important**  **Americans stand very confidently** | **Men hold more power positions** | **more individualistic rather than group think**  **strong hierarchy in the US** |
| **Women** | **less designer clothes, except for LA and New York**  **Dress more revealing** | **wordy**  **outgoing**  **feminine in dress** | **perceived as having less power more of a mother figure, but in transition to respected female** | **Women executives are forced to overcompensate for their being a women. To do this, they where a ‘power suit’ or develop their rhetoric to be taken seriously** |

4. Discuss how you might need to accept/adapt to these local policies in the workplace. Which ones will you have difficulty accepting? What three strategies can you use to accept these cultural differences?

1. **The way they dress- To adapt to local policies in the workplace, I will down play my clothing. I do not want to upstage the rest of the employees by being too formal (the American business standard). Australia is all about blending with the group, I need to be mindful of how I dress to adapt.**
2. **Coffee- I have worked so many places in the United States. Never have I EVER been in an office building without coffee available. I was shocked to see the lack of dependency on coffee. United States workers RUN on coffee. We would sue an organization in America that did not provide coffee (an exaggeration/joke). How I have adapted to their ways is by bringing instant lattes by nestle to work. It is sort of a hot chocolate-looking powder. Although it is an adjustment from American ways, I have found myself less dependent on coffee (now that 6 cups a day is not at my fingertips). I am a coffee addict, so I have not assimilated to their ‘coffee-ways’, instead I adapted to their ways.**
3. **Mentality- work hard, play hard. This is the way of Australians; Americans are work, work, and more work. By focusing more on work (at work), and less on work (after work) I have found myself to be more productive during work hours. I hope to bring this back with me to the United States. This work hard, play hard method is the key to less stress. By over-applying yourself during the day, you have time to give your mind a rest after work. In the United States we are so overwhelmed by stress because work is always on our mind, so much so that we cannot properly enjoy life.**

The Washington Centre

Cultural Activity #4: Multiculturalism in the Workplace

Student: Emily Bunka

Date: 16/05/2011

**Cultural Activity #4-Questions**

**Tom Frengos Copyright 2010**

1. How important is religion in and out of the workplace? Is it discussed openly? Not discussed? Or joked about? How does this compare to the United States?

Religion is not discussed in or out of the workplace; it is not on television, in the news, on the radio, or on advertisements. I would go as far as saying in Australia, religion is ignored. My dad came to visit and asked what Australia’s main religion is; I was surprised that I did not know the answer. After some research I have found that religion is very secular. This makes sense because it is not a part of daily life here. At home people attend church, and pray throughout the day. Even statements like “I will pray for him” do not come up in conversation. Rarely do I pass a church; ‘Hill Song’ is right down the street from our apartments. It is world renowned church my roommates attend; I wouldn’t have even known this church existed if they hadn’t said so.

At my internship, religion has never once been discussed seriously. It is only referenced in jokes. Jen and I were talking about her internship, and those she works with are far more religious. Maybe I was just placed with people that are not open about their religious views. Jen’s fellow workers discuss religion openly in communication. Everything is situational; it is very difficult to make comparisons. Just like in the US it depends on who you are talking to, and whether you are in a city or in the country etc.

2. There is the continued debate over the Australian government’s assimilation policy vs. a more multicultural policy. What are the PROS and CONS of each?

The two options I will be discussing are whether assimilation or integration is better for Australians. First I will discuss the pros and cons of assimilation. My first pro on assimilation lends to easier communication between people. It builds a sense of belonging to a group and having a shared identity. The main con of assimilation is a loss of cultural diversity. Without variety, the earth does not change and grow as rapidly. There is almost a standstill in individuality as far as culture and traditions.

Australia’s other option is integration. There are many pros and cons to integration. A pro is preservation of self and your own values. People benefit from having the rights to choose what to speak, what to believe, and what to do. When people have different cultures and traditions it adds diversity and is interesting. A con is racism. People fear/hate what is different. If you are all the same, where do differences come into play? Another con is miscommunication, words have different meanings. You can easily offend someone, or not communicate at all. If you speak different languages, how can you form relationships?

As far as my internship, we are highly integrated. I have an Irish co-worker, several co-workers from England, and many Sydney locals. There are two interns from the US. During office hours, we all get along great. The only way you can tell where people are from is by listening to accents, and hearing them nag each other about sports. The world cup has brought a lot of banter back and forth.

3. One of the challenges of managing a multicultural workforce is to engage workers at an individual level. To do this, managers must understand an individual’s cultural identity and how much of a factor it plays in the workplace. Describe your own cultural identity and compare it to someone in your workplace.

My Other Cultural Identity My Co-worker’s Cultural Identity

|  |  |  |  |
| --- | --- | --- | --- |
| Vocation | Intern | Vocation | Computer Designer |
| Class | Middle | Class | Middle |
| Geography | United States | Geography | Ireland |
| Philosophy | Outgoing, hard worker | Philosophy | Quiet, hard worker |
| Language | English | Language | Irish accent |
| Biological Traits | Blonde hair and light skin | Biological Traits | Dark hairs, pale skin |

What are some similarities? What are the differences?

Neil is a computer designer at GOLF Link. He has a very distinct accent, one that is not easily hidden. On the other hand, I do not think I have an accent, but am told that I have one. We are both travellers to Sydney from elsewhere. We are both on our own without our family. We are different in our ages; he is older by a few years. He is adjusted to being away from his family, and I am still terribly homesick. Sometimes I misunderstand him because of his accent, but it is usually laughed off. He does not seem to mind when I need clarification.

How can you use these similarities and differences to develop strong relationships during your internships? For example, if one of your colleagues is more task oriented and you are more relationship oriented, how will you reconcile these differences?

The most difficult relationship I have at work is with my advertising manager. He does not exercise a management style I have seen before. He has made me feel terrible about my skill-set. In the process, he has shown me how much more there is to know about our field. It is a different experience because it is not school, or part-time work, it is the real world. He has high expectations and does not handle incompetence. When I have a question his reply is figure it out. I have learned a lot, but I constantly feel like I have to prove myself. This is not the style of management I respond well to. To cope, I have held my head high and just tried my best. I try to tell myself that he has a lot to teach me, and I have to be open to learn. He is not very easy on the self-esteem, but most employers will not be. I have to grow tougher skin in the workplace.

Informational Interview Reflection, *July 19, 2010*

The professional I interviewed, Sarah, was born and raised in a small New South Wales town. Her passion has always been fashion, specifically shoes. Now she works at Woolworths (known here as the “big W’). Woolworths is the largest employer in Australia. Her life has been incredibly inspiring thus far. Today she is in transition of becoming a shoe designer for a private licensing company. At thirty years old she is really living out her dream. At the moment, she spends months out of the year traveling to China, America, and London. In London and LA she studies street fashions, and in China she pulls together materials to construct the shoes she wants to sell at Woolworths. The whole process is fascinating. I never knew the freedom of innovation shoe buyers have. She shops for fabrics at the store for the in-sole, and is always on the lookout for broaches and bows for the outside of shoes. Her biggest advice in this industry is setting your products apart in the details. Her passion really shows through in her work, she knows EVERYTHING about shoes and shoe designers.

Honestly, being a buyer sounds like a terrific career. She is able to travel, be creative, and work in the fashion industry. Sarah is a fascinating individual, and I met her by fluke when my dad was visiting. She attended dinner along with my dad’s friend and we ended up talking the whole night. What started out as a friendly dinner turned into a Bondi junction shopping trip, and a rewarding friendship. I hope to keep in touch with her, and can’t wait to see the shoes she designs! Her degree in school was marketing, just like me, and here she is doing something I could see myself doing. I have always considered being a buyer for Nordstrom Department Store, and now I see that dream being realized even more.

The only negative part of her job is traveling to places like China and not knowing the language. She travels with a translator, but says the language barrier is incredibly challenging. Personally I would be on edge traveling to China too; I have this vision of it being unsafe. I shared this with her, and was relieved that she too felt this way at first. Now she has really learned her way around. She takes such a strong role in her career.

In the interview I conducted my interview as if talking to a friend. We instantly clicked over dinner. I honestly do not see this dinner going any differently. She was really excited to answer my questions and seemed to gush over her career. I want that. It is my biggest requirement; I MUST feel that love for my career. Life is too short to coast through a career; I want to enjoy it as much as she does. Her stories are so neat, and she gets to watch people buy her products in the stores. That would be such a rewarding thing, seeing the customers’ satisfaction on their faces, and watching the profits roll. After our chat I made sure to exchange details with her, and will definitely exchange e-mails with her in the future.

Australia Foreign Policy and Foreign Aid Essay, *July 19, 2010*

To start explaining Australia’s views on its international relations, it is pertinent I begin by saying Australia is one of the founding members of the United Nations. This is significant to my report because it shows that from long ago, Australia has been a peace-keeping nation. Not only is it a member of the United Nations, it also is the 13th largest contributor to the United Nations budget. Australia is a fairly small population of people, so their contribution is far from modest. Yes, there are political motives for being a member of the United Nations, but Australia seems to go above and beyond their UN duties. We have seen them lend a hand in East Timor, Indonesia, the Solomon Islands and more. Australia has made contributions to peacekeeping operations in Africa, Europe, Central America, the Caribbean, the Middle East and the Asia-Pacific! Throughout this essay, I will go through major relationships Australia has with neighboring countries and beyond. My purpose is to show how deeply Australia delivers foreign Aid, and how mutually beneficial its foreign policy has become to other countries. I will focus on the American-Australian relationship, the Asian-American relationship and Indonesian-Australian relationships.

Australia really values their relationship with America. The United States is Australia’s second largest trading partner and largest source of investment. Many believe the largest reason for this friendship is a matter of national security. Australia is perfectly placed in the pacific with relation to Japan, China, and Taiwan. This was extremely useful in World War II. This relationship also makes traveling back and forth pretty easy; last year there were over 600,000 visitors from the United States to Australia. Because Australia, the United States, and Japan are so close in proximity, they have a trilateral commission agreement. China has become such a super power; their agreement helps combat the impact of Chinese ways. There are many organizations working hard to strengthen this relationship, for instance the American Australian Association. I have personally had a very positive experience in Australia; it is very similar to the living in a big American city. There are subtle nuances, but nothing that impedes our communication and ability to get along. Foreign relations at the moment seem strong between our two countries, although Obama did not visit Sydney as planned, so I hope that did not affect opinions…

Australia is part of APEC (The Asia Pacific Economic Commission). The 21 countries that make up APEC meet annually to develop strategies for promoting growth and economic development in the Asia-Pacific region. Their ‘three pillars” are trade and investment liberalization, business facilitation, and economic and technical cooperation. In addition to APEC, Asia-Pacific countries use ASEAN. Through these mediums, Australia has vocalized concerns about Nuclear Weapons, and has been moving towards a more multicultural-accepting society. ‘White-Australia’ no longer exists; Japan has the largest inflow of people into the country. China and Australia do not always see eye to eye, but they use these organizations to have regular discussions. Just like in the US, China is beginning to own a dangerous amount of Australian Industry. Mining tax controversies have been a major topic on the news while I have been in Sydney. It is an interesting relationship, similar to in the US, we want China’s help, but they are a dangerously powerful nation.

One of the most interesting relationships I researched was between Indonesia and Australia. Even though these countries speak a different language and practice different religions, they used to co-existed quite well. Indonesia is one of Australia’s closest neighbors, and is the largest recipient of Australian Aid. Ironically enough, Australia helped Indonesia claim independence from the Netherlands. Then, years later, they helped East Timor gain independence from Indonesia in the 1980s. Lately this relationship has struggled because of the conflict in East Timor. In August, 1999, citizens of [East Timor](http://en.wikipedia.org/wiki/East_Timor)  voted for independence. An Australian-led and Indonesian-sanctioned peacekeeping force, [INTERFET](http://en.wikipedia.org/wiki/INTERFET), was sent into the territory because of the chaos this provoked.  East Timor is currently one of the poorest countries, so it has relied on aid from Australia tremendously. They took a risk in both instances to help other countries with the United Nations. They have been communicating back and forth to maintain peace, in the process establishing many tri-lateral treaties. Even with these discussions, it is advised that Australians do not visit Indonesia because it is not safe. In conclusion, the Indonesia-Australian relationship has fluctuated greatly, but they are working to improve.

The Australian Parliament is passionate about international security, disarmament, environment, human rights machinery, targeted development, refugees and nuclear safeguards. In efforts to change the global states of these issues, Australia is very actively represented in the United Nations. The best sum up of what I have written can be said in this quote, “The key component of Australia’s Security Strategy are maintaining a strong national defense capability, the security alliance with the US, developing bilateral defense and security relationships with the countries throughout the Asia pacific, and strengthening multilateral security links in the region, especially the ASEAN Regional Forum (ARF)”. This statement was made on the Australia’s Department of Foreign Affairs and Trade as current focuses. Big topics today in Foreign policy are mining taxes and handling of refugees. In both these dilemmas, other nations have to be considered. Australia is torn, should they be giving so much power to China with mining? The impact of refugees has a tremendous impact on the rest of the world. Does Australia control the ‘Asian invasion?’ and stick with their long standing white Australian preference? Or does Australia start to develop their legislation to include refugee rights? These topics and more should make for quite an interesting campaign in August of 2010. The prime minister called an election, and now the world is watching to see what happens next.

Compulsory Voting Essay, *July 19, 2010*

My first presentation analyzes Compulsory Voting in Australia. It has been required of Australians to vote at the poles for more than 80 years. This is very different from the voluntary voting style we practice in the United States. My curiosity into this topic stems from wondering whether compulsory voting should or should not be implemented in the United States. Is this method better at gauging the opinion of our nation than the current standards?

I began my research with an open mind into the compulsory voting system. I was fascinated to discover how many countries use compulsory voting. The list includes Belgium, Cyprus, Greece, Liechtenstein, Luxembourg, Argentina, Bolivia, Brazil, Chile, Ecuador, Peru, Uruguay, Costa Rica, Dominican Republic, Panama, Singapore, Thailand, Fiji, Nauru, and Egypt. Even though all of these countries consider their voting the same, they cannot all be understood at the same level. Ways of enforcement vary, and so do rules of exclusion from voting. Punishments range from small fines to jail sentences and ruining the family name. Whatever the punishment, countries with compulsory voting have a greater turnout to the polls than non-compulsory nations. With that being said, there is a question of validity in the votes casted. Australia for instance has noticed an increase in informal ballots that do not include any preferences. The catch of this institute is you have to be physically present at the poles, but it is up to the individual once handed the ballot. Requiring everyone to vote does not ensure everyone is making a justified choice, and is prepared for the outcome.

Those arguing for compulsory voting say less money is spent on elections, because a large portion of election budgets go towards getting voters to the polls. The best defense for voluntary voting I have heard is quality participation over quantity. Who wants people voting that are complaining about being dragged to the polls, and do not care about the election? If we are worried about voter turnout, there are still many options. There are other methods to try first: voting on weekends, an easier registration process, active campaigning, or adding an abstain option to ballots. Overall, I am bias because I am an American, but I do not see a reason for the United States to jump to this methodology.

Coalition’s Economic Liberalism Essay, *July 19, 2010*

Before I go on to answer the question my project addresses, I want to give a background on the formation of the Australian Coalition. Several parties made their way into politics in the early 1900s, but in 1909 the liberal party and the national party had reason to fuse together. They had a mutual dislike for the labor party, and found strength in numbers. For nearly seventy years this was a wonderful method for keeping the labors out of Parliament. A pivotal year was 1972; society went through drastic changes that the conservative party did not know how to face. The labor party stepped up for three years before the Coalition reigned once more. In addition to social change, the coalition stepped back into power and two more problems surfaced. The first was raised inflation, and the second was growing unemployment. Howard took a daring step to turn Australia around; he took a liberal economics approach. This is where my presentation comes into play.

The question I discuss is: Can it be said that the Coalition’s economic liberalism is in conflict with its social conservatism? The answer to this is tricky, yes I believe Howard stayed within his party lines and handled the state of the nation the best he could. Howard did not have a target for managing unemployment, but he was very focused on lowering inflation. Traditionally labor is more oriented to want big government whereas the coalition wanted more of a market approach. Howard was careful not to have too big a hand in local politics, he was very family-oriented and a liberal conservative. The administration of the 1980s and 1990s caused a split in the liberal principles. This movement was not enough to separate the liberal party, but it was enough to nickname members with certain ideals. The Wets were very ‘left-minded’ they were against Margaret Thatcher’s government. The Dries supported a reduction in the regulatory power of the state. The parties of Australia have changed drastically over the last century, and it is difficult to map out their ideals today. It is accurate to say parties today are morphed versions of their past, and you cannot generalize.

***Conclusion Portfolio***

Prepared by:

Emily Bunka

***July 12th 2010***

**Table of Contents**

1. Work Completed during internship 3

2. Organisation 3

2.1 Strengths and Weaknesses 3

2.2. Recommendations 3

3. Cultural Differences 3

3.1 American vs. Australian business culture 3

3.2. Changing Cultural Perceptions 3

4. Personal Conclusion 4

4.1 Key Learnings 4

4.2 Personal Objectives 4

4.3 Career Action Plan 4

5. Conclusion-Final Portfolio Entry-25% 5

# 1. Work Completed during internship

Describe the type of projects completed (100 words)

A major project of mine has been **profiling GOLF *Link* members**. Their hope is to know their consumer better, and in doing so, meet their needs. There are two important goals the Golf Link Marketing team is trying to solve. The first is how to catch the attention of tourists looking for tee times and courses. The second is how to influence members to spend more time on their site, so they are more apt to participate in events and tournaments. Right now, the site is so unorganized; it is not a very persuasive medium. I have been tearing apart their website, page by page and re-working content that is more consumer-friendly. Two main projects are helping me do so:

Project #1 -I built a new section of our site dedicated to **buying advertisements online**. In total, I designed seven landing pages for the GOLF link website, and wrote content. This specific portion of the website is designed to explain what it is GOLF link does. It outlines our demographic as well as the companies that already advertise with us. I added the page impressions and viewers per month I had previously calculated. The last pages I included are a spreadsheet of pricing, advertising product descriptions, and a ‘contact us’ page. An individual reading this page could see what others have purchased, how big of an advertisement they want, and the capabilities of each ad space. (Some could handle graphics, others just text links). I have been aiming to please my supervisors, as well as capture more advertisers for our website. As I was taught in my marketing class, while designing, you are to consider the stakeholders.

Project #2-There is not a substantial **golf club directory** for Australian golfers to use. Golf Australia has attempted to make one, and it has not been executed properly. They are hoping to piggy-back on a system we develop. This would be a great advertising opportunity for us, because Golf Australia is a very reputable company in this country. If we are to embark on such a project, Jon wants to make sure we have all the elements we want included sorted out. We hope to launch a successful website that will not require much maintenance. His assignment to me is researching other search engines and directories. Included in my outline are features I would like to add, and how we could compile this information. This is quite a lengthy project, considering GOLF Link has relations with 1200 golf clubs. A golf club directory could be a great asset to our website golfers are sure to enjoy

# 2. Organisation

Briefly describe the organisation and your role-50 words

I have been placed as a sales and marketing intern in Northern Sydney through CAPA and the Washington Center. I work at Golf Link Partners, Australia’s number one golf website. They have rights to the only universal handicapping system within Australia, giving them an advantage over their competitors. My stay at GOLF Link is focused on learning how to better brand their website and re-write copy within landing pages. I will spend a decent amount of time on Google Analytics so I can make recommendations and double their average monthly viewers. They would really like help sorting out the details of their new tiered membership program, as well as their advertising media kit restore.

## 2.1 Strengths and Weaknesses

Identifies three organisational strengths and three weaknesses, using specific examples from their internship experience. For example, one strength could be that the organisation provided a mentor or specific project. Potential weakness could be that your mentor did not provide enough support or challenging tasks. Be sure to give specific examples. This section is **150 words.**

**Strengths**

1. I was happy with my placement because GOLF *Link* is a growing company. Expansion is an indicator of great corporate health. As a team, they are expanding into a bigger work space and hiring new employees. I was able to be creative, and experience a lot because we are growing and already in the process of change.
2. GOLF Link has consistently high UB’s and PI’s making my job as a marketing intern much easier. Selling advertising on a successful website is much easier than selling it on a web page that gets very little traffic.
3. A strength of this placement was choosing Jon Perkins as my supervisor because he entrusted me with a lot of projects. He seemed to like the work I put forth, and I was able to summarize the golf event he has been running on their website.

**Weaknesses**

1. Unfortunately I was not in Australia for the bulk of GOLF Link golf ‘race series’ events. The series in August takes place in Sydney. It would have been neat to participate in the work my co-workers do outside the office.
2. Another weakness was how mundane my tasks became, it did not seem like there was much variation in my day. I grew tired quickly of sitting at my desk. This is not a weakness they could have controlled, the two tasks I was assigned were quality, but I could have easily finished both within half the time I was there.
3. Co-workers were not aware of my position as an intern. It would have been nice if they were told what my role would be in the organization. I was introduced as an intern, but constantly explaining my place. I didn’t feel like I had the respect of the guys around me. Neil, the web designer kept putting off the work I gave him for other projects. It took three times the amount of time it should have to produce my web pages. This reflected poorly on me.

**2.2. Recommendations**

Drawing from your strengths and weakness, give three recommendations and explain the potential benefits. This section is **150 words**

1. My first recommendation is for them to fix their webpage. It is difficult to navigate, and although I have been working on improvements, I’d say the entire thing could use a makeover. Their entire business is run from their website, if it does not work properly, every other part of their business suffers. The site should be easy to manoeuvre, informative and interactive. We want our members coming back, and telling their friends about us.
2. My second recommendation would be to have me shadow different people on some days. This would eliminate the monotony, and help my role as an intern be more educational. I could broaden my knowledge of all the departments at GOLF *Link*, rather than do the same thing every day.
3. My third recommendation applies to the third weakness. To correct this weakness, GOLF Link should have put better objectives in place. This could have established a more definite time line, and reduces uncertainty.

# 3. Cultural Differences

## 3.1 American vs. Australian business culture

For this section, compare Australian and American workplace culture, using specific examples from internship and personal experiences. For example, you may say that Australians tend to have more work/ life balance than the American workplace culture-give a specific work situation. Be sure to relate this from a work style or performance context. What I mean by this, reflect on “do Australian workplace set modest standards for performance? Do they work longer hours? “This section is **150 words.**

I have not noticed extreme differences between Australian and American ways. Americans are very straight forward with what they are thinking, and are quick to speak in comparison. Australians take time before they speak, and have a dry sense of humor (very European). So it is hard to know what they are thinking. The more managers I work for, the more prepared I will be handling my boss in my future profession. Frengos taught us that cultural differences always exist, whether in a different country or in a different city. He stressed how important it is to research the culture you are about to enter. There are small differences in other cultures that make a big difference. For example, in some cultures it is rude to shake hands. When all else fails, respect and reliability seem to transcend, they are two traits that are not easily misunderstood.

Men and women are treated very similarly in Australia and America. This is less due to culture, and more due to strengths and weaknesses of each individual. Where women find success in the work place, men may not find success and vice versa. Just like in the US, women excel in human relations, teaching, nursing, and retail. There are cases however where women succeed in a traditionally ‘male world’. For example, the CEO at GOLF Link is a female. She has gained her success through experience in the industry. There is little discrimination between genders; but this has a lot to do with women acting as ‘one of the boys’ to ‘hang with the boys’. Judy, the GOLF Link CEO says very vulgar things to fit in with the boys in my office; she swares, makes dirty jokes, and uses sarcasm. Overall I would describe Australian society as egalitarian; men and women hold a lot of the same positions.

The largest difference between us is Americans like to be micro-managed. List out EXACTLY what you want from us and you will receive it. Here everything is unclear...we have to manage our self and use our own discretion.

## 3.2. Changing Cultural Perceptions

Describe in 100 words, how your initial impressions of Australian culture have changed over time. When writing this, be sure to draw from your internship experiences & discussions and readings In the next paragraph(in 100 words) provide your conclusions about Australian and American cultural differences and briefly describe if you are willing to/currently are adapting/accepting ect. and how it may help you in the future. Total word count for this section is 200 words.

It seems silly now; my image of Australia was very childish prior to my landing in this foreign place. When I thought of Sydney, I thought first of the Olympics held here years ago. Next I thought of sandy beaches and kangaroos, surfers and sunbathing. This culture mocks Manly beach almost entirely, but says little about the multicultural Northern Sydney.

After spending a small amount of my time wandering the city of Sydney, I have noticed a totally different dynamic. People all seem to have an agenda, and the city starts and stops all at once each day. In the morning crowds move to work, and at five, everything shuts down (to the point where I couldn’t find a place to buy a coffee at 5:15pm…this would never happen in the US!). In the business place, I had expected humor, but I was shocked by Australian Native’s lack of facial expressions. Americans use their hands and inflections of voice to indicate joking. Australians were more difficult for me to read. Overall, it is not the big differences that get me each day, it is the little stuff. For example meeting at ‘half-eight,’ when I would know this same time to be eight thirty; everyone seems to use the same wording.

My trip to Australia will help me immensely with my future. It has given me the confidence to venture out on my own. I have proven to myself that I can make it on my own in another country, and actually grow to quite like it. I would move here in a second if it were closer to home. 10,000 miles makes Australia seem highly unlikely for me to live here. That is no indication of how much I have enjoyed my trip though. I have learned so much and am thankful for a slightly more enlightened world view. Americans are pretty egocentric, it was refreshing to get lost in a new culture. One that was more different that I would ever have expected.4. Personal Conclusion

## Key Learnings

For this section, describes three things you learned from the internship and three accomplishments (personal, task, worker-relationships ect. This section is 75 words.

I have learned how to create internet Meta tags. The golf industry does not seem nearly as intimidating anymore. I have learned the value in having a handicap as a golfer, and the qualities of a championship golf course. A personal goal I have achieved is working in a majority boy office, and still holding my own as an individual. I was pleased with my work, and they seemed to be too. I have learned how to better manage designers into achieving what I need them to. My supervisor has taught me how to prioritize and effectively run a meeting. This summer has taught me so much about myself that I hope to carry with me into my senior year of college.

## Personal Objectives

For this section, describe your Introduction (first assignment) objectives (i.e. learn everything about Australian HR) and how they’ve changed during their internship or how they’ve been achieved. Briefly explain why or why not they may have changed. This section is 75`words. This section applies the goals set and the goals achieved section in the A3 handout.

My goals have changed. Mostly this is due to the ‘no worries’ attitude Australians express. My goals used to be getting a great job and be successful. My happiness has become my main priority on this trip. Everyone seems to really love their families and their lives here. At home we are very individualistic. I think the Asian ‘community’ mindset has rubbed off on Australia. I want a fulfilled life. One I can be proud of at the end of the day. My 3 goals that I set I can honestly say I am achieving.

## Career Action Plan

For this section, describe (in 50 words) a 1 year vision and how the internship has helped you. Then describe (in 75-100 words), how your learning/successes can be applied to their 1 year vision (see the action steps section of the A3 handout I gave you.

Total word count for this section is 150 words).

I want to graduate college and apply to at least 10 jobs. My hope is to score well on the GMAT to leave the potential open for grad school. Personal goals are to get a dog of my own and move to Nashville Tennessee, Charlotte, North Carolina, or Columbus, Ohio. These three cities are where I will focus my job search. I am feeling braver about any of these moves thanks to my summer in Australia. My internship at GOLF Link has showed me that I love to be creative and be able to see physical results of my work. It has also showed me I would prefer to be in a large organization because GOLF Link was too small for me. I would consider myself successful in 1 year if I have been true to myself and moved on my own out into the world. I may not have my dream job in a year, but I hope I never stop looking for my passion.

APPENDIX 1.1

Emily Bunka: Work Log

Internship at Golf *Link* Partners

North Sydney, Australia

Week 6 (July 5, 2010- July 11, 2010)

I have just finished my sixth week at GOLF *Link.* This week Nick, the other intern, had his last day in the office. I will be doing the same very shortly, it is hard to believe! This week was exciting because we have finally gotten to implement the Media Kit, our main project. Nick was happy we met our deadline before he left so he could see the result of our efforts.

Now that I have accomplished the Media Kit objective, I have a lot more time to explore other projects. My hopes are to be more involved in planning my supervisor’s August event. I love organizing events and have vocalized my wanting to help whenever possible. At the moment he is finalizing where next month’s race series will take place. He has the qualifying courses booked, but is making sure a Sydney course and Melbourne course are willing to hold the finals. My classes have taught me to look for opportunities within my internship. My interpersonal relations professor taught me to remain positive and ask to help often. Sometimes employers will not give you work, you have to ask. It is always worth the risk to express interest in a project, there is a good chance they will be impressed with your initiative and happy to explain what they are doing. This is a good life lesson to continue into my profession in the future, keep asking, keep learning, do not get lost in the crowd. An internship is as much on the student as the supervisor; it is up to us to make the most out of our experience. I am actively pursuing my experiences at GOLF *Link* because of the advice I was given.

I do not have a whole lot to report because I have really gotten into a routine here at GOLF *Link.* In the morning, I check and respond to e-mails. I confirm meetings for the day and meet with my supervisor. After getting coffee, I begin work on my database assignment. This is an ongoing project that I may not even complete in my stay in Australia. I keep myself busy while I wait for my supervisor to find more projects for me to complete. Whenever I need a break from the database work, I walk around the office to say hello. It is neat to hear what everyone is talking about. For example, we were in Sydney when the first female prime minister came into office. It was so cool to hear everyone’s opinion on the matter. I learn so much from just talking with work associates. We are an incredibly multicultural office; there are workers from England, Ireland, South America, Australia, and the United States (a lot considering we only have twelve people in the office!). This is an awesome lesson to carry into my profession because sometimes you learn from the most basic of things: talking with coworkers, observing, and attending group functions.

Week 5 (June 28, 2010- July 4, 2010)

Week 5 is the week my site-supervisor, Heather from The Washington Center visited my office. She and I met with Jon Perkins, and she was able to check in on my progress. The meeting went very well; Jon seemed pleased with my performance thus far. I was very reassured by his compliments because Australians do not express their emotions the same way as Americans. Let me explain, there is a distinct pause my roommates and I have noticed. You will say something and Australians give you a blank expression. Maybe they respond a few minutes later, or they do not. Either way, I have been conditioned to believe I was unclear, or they were unsatisfied with what I had to say.

Americans are very straight forward with what they are thinking, and are quick to speak in comparison. Australians take time before they speak, and have a dry sense of humor (very European). So it is hard to know what they are thinking. The more managers I work for, the more prepared I will be handling my boss in my future profession. Banfe taught us that cultural differences always exist, whether in a different country or in a different city. Banfe stressed how important it is to research the culture you are about to enter. There are small differences in other cultures that make a big difference. For example, in some cultures it is rude to shake hands. When all else fails, respect and reliability seem to transcend, they are two traits that are not easily misunderstood.

This past week was very exciting. The completion of our media kit is approaching quickly. I am looking forward to seeing my work implemented, and more importantly seeing if it impacts advertising sales. Kirk, the advertising director wants to spend less time propositioning companies to advertise on our website. The hope is to have companies seeking out our advertising space on their own. GOLF *Link* has been working hard to build its brand; our managers would love people to see value in being associated with our organization.

I have gotten to explore the role of design manager this week. I received the completed graphics on Wednesday, and arranged a meeting that afternoon. The meeting agenda was discussing corrections to the graphics, and gauging feedback. Tim (Kirk’s Boss) was very pleased with our work, and equally excited to see a more modern series of pages on our site. Tim has expressed his concerns to me numerous times about how outdated and cluttered our website has become. We seem to have very similar design taste. Schertzer really enabled this skill of mine, she taught me how to look through the consumers eyes and really address their needs with your product.

A new race series is set to take place in August. I am so thrilled to be helping Jon organize this event in Sydney and Melbourne. This project will benefit my future profession because I have always had a passion for event planning. I love putting all the pieces together and watching the end result. In high school I helped organize a fashion show for our Fashion Merchandising class. The night of the fashion show was such a rush, I was very proud. I feel in the zone when I am using my creative side and zoning in on details. For GOLF *Link* I am watching Jon’s process and offering suggestions and my assistance when it is needed. Thankfully he does not mind my curiosity, because I am trying to absorb as much knowledge as I can.

Week 4 (June 21, 2010-June 27, 2010)

This past week was a very sunny week in North Sydney. My dad came to visit for a few days, and I was able to give him a tour of my office building on Monday. I introduced him to my work associates and sent some e-mails before taking the day to explore Bondi Junction. Tuesday through Friday flew by; I spent most of my time working with the other intern in the office, Nick. Together we worked on two projects; the first project, a club directory, the second, pricing models.

My first focus for the week was assigned by Jon, the operations manager. He presented me with a problem: there is not a substantial golf club directory for Australian golfers to use. Golf Australia has attempted to make one, and it has not been executed properly. They are hoping to piggy-back on a system we develop. This would be a great advertising opportunity for us, because Golf Australia is a very reputable company in this country. If we are to embark on such a project, Jon wants to make sure we have all the elements we want included sorted out. We hope to launch a successful website that will not require much maintenance. His assignment to me is researching other search engines and directories. I began outlining what works, and what doesn’t seem to work. Included in my outline are features I would like to add, and how we could compile this information. This is quite a lengthy project, considering GOLF Link has relations with 1200 golf clubs. A golf club directory could be a great asset to our website. This project will help me with my professional life because it is a very realistic task I could be assigned. I have to be resourceful and delve into a type of marketing which I may not be familiar. Satisfying customers is a basic marketing principle, sometimes I will not know how to fulfill what the customer requires. I have to manage a way to meet their expectations.

My second focus this week was comparing the GOLF *Link* media pricing with other advertising companies. The advertising executive at our office wanted to make GOLF *Link’s* pricing index is in line with 2010 trends. He did not want to be too far above or below the rest of the industry. This research project applies to my professional life because in order to compete in the marketing industry, you have to be able to compete with industry pricing. The first step in competing is being aware of others business moves. By opening my eyes to how other corporations run, I can better advise my own company.

Week 3 (June 14, 2010- June 20, 2010)

This week I attended several meetings. We are finally situated in our new building, so new policies and procedures were discussed. It was nice to finally have everyone on the same page, moving created stress in the office. Now we could all just focus on our work. In summary, I had two main tasks this week: I formatting landing pages, and researched Australian golf clubs for the marketing department.

The first task I mentioned was working on landing pages. This is a continuation on last week’s project. I worked on a layout for buying advertisements online. In total, I designed five landing pages for the GOLF link website. Next week we will be implementing my design on the website. This specific portion of the website is designed to explain what it is GOLF link does. It outlines our demographic as well as the companies that already advertise with us. I added the page impressions and viewers per month I had previously calculated. The last page I included had a spreadsheet of pricing. An individual reading this page could see what others have purchased, how big of an advertisement they want, and the capabilities of each ad space. (Some could handle graphics, others just text links). I have been aiming to please my supervisors, as well as capture more advertisers for our website. As I was taught in my marketing class, while designing, you are to consider the stakeholders. This project was great for my professional growth because I was given the responsibility of designing landing pages, writing the content, and relating what I want to our web designer. This is a task I could surely be assigned in the future. The more practice I have now, the better off I will be in my career.

The second task I was assigned requires less explaining. GOLF link is associated loosely with 1200 clubs, but they are looking into being more closely tied to about twenty clubs. This process required my visiting websites, and recording essential information into a excel document. My manager will be using this list as a quick reference guide to clubs. I am using my skills as a marketer to pick out essential information, and discard ‘fluff’. I am then presenting this information in a chart that is easy to read for my supervisor. This helps my growth as a professional because I am researching into growth opportunities for GOLF link. This is something that would help nearly any field I enter; organizations are always looking where to advertise next, and for expansion opportunities.

While in Sydney, I am taking a political science class at the Australian Catholic University. Our assignment this week was to interview people on the work ethic of Australians. I learned a lot about the attitudes I had myself witnessed. For example, everyone was casually dressed, and knew each other well. I am told ‘group-think’ is everything to Australians. It is very important to work as a group to achieve tasks, this requires friendships between employees. In the US we are very individualistic with our goals and motives. When you walk into an American office, it is generally easy to tell who is in a higher position than the others. Australians call this ‘the tall poppy’; they try their best as a leader to NOT be ‘the tall poppy,’ they would rather blend. We are proud of titles in the US because we believe titles give us respect, whereas Australians feel they must earn their respect through the caliber of their work.

Week 2 (June 8, 2010- June 13, 2010)

Week two I finally feel like a part of the office. I am starting to learn my way around, and even throw around ‘Aussie’ sayings. More responsibilities are being placed on my shoulders, but I am also encouraged to keep researching competitors for implementation ideas. The CEO threw a welcome tea for the second intern and me so we could introduce ourselves. In summary, I created more content pages for the website, attended meetings, started to re-work the advertising agenda, and maintained social networking sites.

This past weekend there was a golf tournament sponsored by Golf Link Partners, and hosted at Cypress Hills Golf Course in Hunter Valley, New South Wales. I was given camera cards full of pictures, data from the three rounds of golf, and information on the event. From the data, pictures, and info my task was editing the pictures, organizing the data in excel, and writing content for the Cypress Hill landing page. Within a few hours, the page was up and running. On the page I created, winners were recognized, and all participants could view pictures, and see how they ranked against other players. My work on this content page had two purposes, the first to record the weekend for participants, and the second, to attract other potential participants for the Queensland Tournament in August.

Social Media is a powerful tool in this web-based industry. Jorge, the brand manager has allowed me the passwords to Golf Link’s Twitter and Facebook account. He would like me to research what I can add to these branding opportunities. So far, I have been brainstorming local charities to be associated with, there are so many amazing children’s charities and environmental groups in the area. Being associated with groups like this creates positive PR, and is another outlet to let Golf Link Partners be known in the local community. Another idea I have been tooling is strengthening relations between golf link and hotels or travel agencies. This would solve the problem of not successfully reaching tourist golfers. Academically, I have been applying Schertzer’s marketing mix to most everything. I am constantly looking for ways to improve Golf Link services, as well as their public appeal.

As a growing professional, I have learned to always look for ways to offer my assistance. Just like in past work experiences, my supervisors do not always have time to spell tasks out. I have learned great ways to produce output and keep busy when this occurs. It has been my goal to show my supervisor the range of work I am capable of so he may trust me with more projects. So far, this method has been proving effective.

Week 1 (June 1, 2010 through June 7 2010)

This week was really used to better educate myself on Golf Link Partner’s business practices. The learning process was very involved, because not only am I at a new company, but also operating under another country’s standards. My process of research started with familiarizing myself with the Golf Link website; I then met with the managers of operations, marketing, branding, and advertising. Each was extremely helpful outlining problems, and how I can assist them in correcting such problem areas this summer.

Next stop in my self-education was spending time with the Golf Link Partner’s Google Analytics account. Dr. Kleine instructed a very helpful lesson on how Google Analytics works, and what it can tell you about an organization. I averaged the page impressions per month and found a typical month has 1,673,684 page impressions. Next I calculated the average number of viewers per month to be 547,117. These figures are admirable, but on further delving into Google Analytics I saw that 66% of the viewers spend less than ten seconds browsing their site, and the bounce rate is over 50% too. This is a major red flag that the website is diverting viewers away. I presented this issue to the branding manager, and was able to re-format landing pages to make them easier to navigate. He was very pleased with the improvements, and he assigned me several more pages to reformat.

A major project of mine this first week has been finding similar information to the calculations above. Specifically, another intern and I were set to better profile their members. Their hope is to know their consumer better, and in doing so, meet their needs. There are two important goals the Golf Link Marketing team is trying to solve. The first is how to catch the attention of tourists looking for tee times and courses. The second is how to influence members to spend more time on their site, so they are more apt to participate in events and tournaments. Right now, the site is so unorganized; it is not a very persuasive medium.

My experiences this first week have been very positive. I enjoy learning about a field I would not necessarily have chosen on my own; I now know marketing applies to such a wide range of subject matter. I do not know a lot about golf, but I am still inspired a great deal by the ways in which I can help this organization. This is useful information in my growth as a young professional, because it teaches me that I am not limited by my interests alone. I have a broader array of choices for the future. Marketing is a skill that does not limit, but opens up opportunities. I have to be brave enough to face these opportunities, and prove my academic knowledge to myself and others. It is incredibly nerve-wracking to enter a profession in another country; but I have also found it to be very empowering.