

R.K.D. 9-8-81

FANFARE TO MARK 25TH ANNIVERSARY SECOND PROFESSOR OF COMMERCE



Nigel Butterly

The University will soon have its own fanfare and processional for ceremonial occasions. Nigel Butterly, the Australian composer, is presently undertaking a commission to create the musical work. Convocation gave Mr. Butterly the commission to obtain a permanent reminder of 1977 - the 25th anniversary of the opening of Newcastle University College.

The composer is confident the piece will be ready for the Graduation Ceremonies on April 23 and 30. The fanfare will be played to announce the arrival of the Chancellor at the door of the Great Hall. The processional will then be played as a march theme for the arrival of the official party; it will be repeated at the close of the ceremony to signalise the departure of the official party.

The two pieces will be written for brass and percussion. A scoring for organ will also be provided, perhaps not in time for this year's ceremonies. Nigel Butterly has been writing music since he was 12. With Richard Meale and Peter Sculthorpe, he belongs to a group of Australian composers which commands international attention. He established himself as one of the leading "new wave" composers of the early 1960's with *Laudes*, which he composed following a year's study in England. He was awarded the \$3200 Italia Prize with *Head of Fire* in 1966. His considerable output of musical works includes film scores and music for plays.

The second Professor in the Department of Commerce is 40-year-old Alan J. Williams, who comes to us from the Western Australian Institute of Technology in Perth.

Professor Williams was born in Tasmania and holds a degree of Bachelor of Commerce and a Diploma in Education from the University of Tasmania. He proceeded from University into teaching, and during the 1960's was awarded a Bachelor of Education degree by the University of Melbourne. He became involved in management consulting (for smaller firms in Tasmania and then, seeking further challenge and the opportunity to carry out further studies, he went to the Western Australian Institute of Technology as a Lecturer in Business Studies in 1970. He was promoted Head of the Department of Management at W.A.I.T. in 1974. Meanwhile he had commenced a Master of Commerce Degree and was invited to upgrade it to Ph.D. level. In 1975 he was a visiting Senior Lecturer in the Department of Accounting and Financial Management at the University of New England, which invited him because of his interest in management and the entrepreneur.

Professor Williams is one of Australia's leading authorities on small business and entrepreneurship. The title of his Ph.D. thesis was "A Study of the Characteristics and Performance of Small Business Owner/Managers in Western Australia". The study was prompted by the high failure rate in the Australian small business world: a fact evidenced by his conclusions that over 90% of all business failures involved firms employing fewer than 10 staff, and that 30% of all small firms fail within one year of their establishment and 69% survive less than five years. As part of the study he interviewed 250 operators (and failed operators) of small business in Western Australia and found that the fundamental factor underlying small business failure in the vast majority of cases was inability to manage effectively and efficiently through the debilitating influ-



Professor Allan Williams

ence of stress. Professor Williams then assessed various personal characteristics and devised a technique for predicting entrepreneurial effectiveness, such method using an analysis of factors relating to psychological stress in the entrepreneurial role.

It is noteworthy that some banks in Perth are using Professor Williams' techniques, and much interest is evident in the potential for alleviating not only the enormous economic loss associated with the 9-10,000 small business failures annually, but the serious social and human problems involved.

Professor Williams is rewriting his thesis with a view to publishing it as a book and preparing manuals on Small Business Management. He is known for his academic publications and several others are in the Press. *The Worker in Australia*, a book to be marketed soon by Queensland University Press, which has been edited by Dr. A. Bordow, includes a chapter by Professor Williams, entitled "The Independent Entrepreneur".

The new Professor is keen to communicate with proprietors of small businesses. He is active as a contributor to popular newspapers and trade and professional journals. He also recognises the great need for effective training/educational courses in all aspects of small business ownership and management and continues to be involved in workshops and seminars designed to assist these people. When he was a Tasmanian he was active on the athletics field and was, for some years a finalist in the Hammer-throwing at the National Amateur Athletics Championships. He is married with four sons and plans to settle at Valentine.

GRANT MADE TO STAFF MEMBER

Dr. T.K. Roberts, Lecturer in Biological Sciences, has been awarded a \$13,829 grant by the Australian Pig Industry Research Committee for a project in connection with the preservation of boar semen by freezing.