

Personal Details

Email work: L.Wannan-Edgar@latrobe.edu.au
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Citizenship: Australian (born Sydney)

Residency history: Sydney first 6 years; then New Zealand till 2001;
Melbourne Australia since 2001

Qualifications: **Bachelor of Science** (Pure Mathematics), University of Auckland
Bachelor of Commerce (Economics), University of Auckland
Other subjects: Contract Law, Environmental Economics, Public Policy,
History of Economic Thought, refreshers in Micro and Macroeconomics; all UofA

Postgraduate Diploma of Education, University of Melbourne
Master of Business (International Trade), Victoria University, Melbourne

PhD equivalent by industry and research experience (B. Leask Jul 2014)

Experience summary: **Wide Industry experience.** Over 25 years senior advisory and management experience in several industries, most being international:
manufacturing, airline, health computing, logistics, economic consulting, government contracts, infrastructure development.

Learning and Teaching experience:
Tertiary lecturing and tutoring part-time over 25 years (while working full-time in industry), full-time tertiary Lecturer Level B 6 years.
Secondary teaching; three years part-time and contract 2003-2006.

Research experience:
Operations and economic research, while in industry over 25 years, as above;
Academic research 6 years.

Current position: **Level B Lecturer, on contract, La Trobe University, Melbourne, Victoria 3086, Australia**

Communication skills:
Articulate, with well-developed advocacy and presentation skills
Competent writer of briefings, research, proposals, reports, abstracts, articles, newsletters

Technical Skills:
Tertiary qualified in Mathematics, Economics, Education and International Business
Highly computer-literate; stats analysis, w.p., database, spreadsheet, project mngmt, AV, remote comms, web, ...

Personal Skills:
Tough, able to answer difficult questions professionally, cope well with difficult situations
Responsible e.g. take financial and staff responsibility;
Hard worker – puts in the time and/or physical effort when required
Passion for teaching and learning and proven commitment to lifelong learning

People and Management Skills:
Highly-developed interpersonal and negotiation skills (consultation, dialogue, win-win attitude)
Experience in staff management (recruitment, development, appraisals, discipline, firing)
Good strategic and conceptual thinker; high levels of initiative and resourcefulness
Strong customer (internal and external) focus and cultural sensitivity;
Good team player as well as leader
Temperaments: “ENFJ” (extrovert, intuitive, feeling, judging), “EIE” (ethical intuitive extrovert)
Work preferences (Margerison-McCann): Explorer-Promoter, Assessor-Developer, Thruster-Organiser

Detail of Qualifications Gained

Bachelor of Science degree, University of Auckland, New Zealand

Studied full-time 1970-1972. Graduated May 1973.

Major: Pure Mathematics

Minors: Applied Mathematics, Physics, Psychology, Philosophy

Bachelor of Commerce degree, University of Auckland, New Zealand

Studied part-time 1973-1979. Graduated May 1980.

Major: Economics

Minors: Accounting, Commercial Law, Applied Mathematics (Advanced Statistics)

Certificates of Proficiency: these are subjects studied and passed which were not towards a degree.

All at University of Auckland, New Zealand. All part-time while working full-time. 1980s – early 2000s.

Contract Law (2nd year subject) 1981

Environmental Economics (3rd year subject) 1996

Micro Economics & Macro Economics (3rd year refreshers) 1998

History of Economic Thought A (Masters) 2000, with Prof Tony Endres

Public Policy (Masters) semester one 2001, with Assoc Prof Susan St John

History of Economic Thought B (Masters) semester one 2001, with Prof Tony Endres

Postgraduate Diploma of Education (Secondary Teaching), University of Melbourne, Australia

Studied full-time 2002

Master of Business (International Trade), Victoria University, Melbourne, Australia

Studied part-time 2009 – 2011. Graduated October 2011.

Granted 6 unspecified subjects at Masters level from previous qualifications.

Studied 4 Masters subjects and wrote 2-subject-equivalent minor thesis.

International Trade Law

Research Methods

Econometrics

International Trade Economics

Minor Thesis: *“Ethnic Diversity, Entrepreneurship and Competitive Advantage in Melbourne Metropolitan City”*

Abstract:

This thesis is concerned with ethnic diversity and city competitiveness, with particular reference to metropolitan Melbourne Australia. Literature related to hypothesised links between ethnicity, entrepreneurship and competitiveness is updated. Also included is a discussion on economic growth models and different types of human capital – social and creative – which may be influenced by linkages. One link, diaspora-based-linkages, is examined through eight enterprise case studies. Perceived self-efficacy in relation to trade with the Homeland is estimated. Results indicate that, for the Melbourne-based entrepreneurs, a high level of mastery of the Homeland language, plus strong beliefs and personal persuasion, represented by significant linkages, together enable self-efficacy with respect to effective diaspora entrepreneurial networking. This high level of self-efficacy was found in three of the eight studied. The discussion finishes with a review of the means of increasing the self-efficacy of those with other than high self-efficacy, to the advantage of both Australia and Homelands, particularly those of Europe.

Employment History 2001-2016

Sep 2016 **La Trobe University, Lecturer Level B.** Part-time contract, LBS, Dept Economics & Finance.

2010 -2016 **La Trobe University, Lecturer (Student Learning) Level B.** The role works collaboratively to: embed academic skills into the curriculum, develop a system for identifying students at risk; develop and lead workshops; develop teaching resources (including online resources); contribute to Curriculum Design Innovation; teach credit subjects; mentor new subject lecturers.

Projects:

Team participant: online Achieve@Uni Maths Module content development 2015-2016
Leader, Maths Learning Area: Remote Maths Support proposal, all campuses, December 2015
Teams: LTLT-led CDI (13 subjects) 2015 and FBEL Curriculum Renewal projects 2010-2013
Team leader, Business Numeracy subject development 2014
Team member, Business Economics subject development 2012-2013
Team member, evaluating online resources (Cengage, McGraw-Hill, Pearson, Wiley) 2012
Team leader Quantitative Literacy projects and online resource development 2011-2016
Writer of textbook (Maths for Bus & Eco), ongoing; Reviewer for publishers of online material 2011-12

Teaching:

Subject coord & lecturer: BUS1BUN Business Numeracy s2 2014; mentoring later lecturers - 2016
Producer/Director of online learning videos for BUS1BUN Business Numeracy 2014
Subject teaching: on team BUS1BUF Business Foundations 2013-2014
Workshops, developer and presenter of an extensive set of series: "Maths and Graphs for (name of subject)" for several Economics and Finance subjects. 2010-present
Developed and presented workshops in Ethical writing for Finance, Speaking for international students, 'Bridgeworks' Maths and Basic Numeracy, plus Orientation presentations, 2010-2016
Student consultations (Drop Ins, Referrals) 2010 - 2016

Research:

1. 'Numeracy Toolkit: Improving Numeracy skills for students with below-standard proficiency in quantitative areas' (Faculty Grant awarded Mar 2011).
2. 'Literacy and Numeracy Development' with Peter Vitartas and Suzanne Fegan, funded by HEPPP grant 2013/2014. Development of curriculum, pedagogy and materials for new subject BUS1BUN Business Numeracy for low-maths-achieving low-SES students. Implemented pilot semester 2 2014.
3. 'Diaspora Entrepreneurial Networks' master's thesis 2011
4. The economics of the Australian International Education industry.
5. Water infrastructure projects, Northern Riverina NSW, Qld and WA.

Mid 2001-2010 Contract/ casual in Melbourne while seeking full-time ongoing position

La Trobe University School of Economics and Finance

2004-2010: Lecturer and tutor in Micro, Macro, International Business, Business Statistics;
Writer tutorial materials for first year Macro; Co-ordinating tutor for first year Statistics subject.

University of Melbourne

2009: Editor OECD document for Director Knowledge and Partnerships
2008-2009 (7 months) Assistant Project Manager, Farms Rivers Markets research project.
2007: Tutor in Microeconomics

La Trobe International College 2009: Relief lecturer Macroeconomics

High school mathematics coaching Evenings/ weekends 2004-2010

Sunshine Senior Secondary College 2003-2006: VCE Economics teaching, part-time.

Within period in Australia, a break was had 2007-2008 (7 months) in NZ

University of Auckland, Business School, RA to A/Prof Susan St John, Retirement Policy & Research Centre. Plus **Avondale College**, Maths, NZ Numeracy Project implementation.

Plains Water, Victoria-based start-up recycled-water company, 2004-06: Economics Consultant

Vic State Dept of Sustainability and Environment (DSE) 2003: Land-Use Change project

Tertiary Studies: 2009-2010: Master of Business (Intl Trade), Victoria University, part-time

2002: Postgraduate Diploma Education (Secondary) full-time, University of Melbourne

Employment History pre-2002

Over 25 years' senior advisory and management experience in several industries, most being international: manufacturing (4 yrs), airline (10 yrs), health computing (4 yrs), logistics & economic consulting (8 yrs) plus part-time lecturing and tutoring at tertiary level while working full-time in those industry roles.

- 2000-2001 **Economist-Advocate, Employers & Manufacturers Assoc (EMA)**
EMA is the largest employer lobby group ("peak body") in New Zealand
- Responsibilities: Analysis of public documents; Writing & presentation of submissions, eg tax, infrastructure & local government issues eg submissions to Councils draft annual plans; Submissions to central government on legislation changes proposed.
- Achievements: Quality economic research; instigation of research; Successful presentations at tough political level; Wrote 2 articles for publication in Fairfax NZ Herald (on job skills) and in NZ Business Times (on Local Govt); Contributed to EMA media statements (eg after Budget Lock-Up); Provided analysis & draft reports for consideration & inputs of members, conducted meetings with members.
- 2000 – 2002 **Short term projects:**
Cost Analyst for Vodafone NZ Ltd; Network Economics course producer, using University of Auckland academic staff; commercial property economic analysis for CB Richard Ellis Auckland NZ; Economics tutor for Uni Auckland
- 1999 **Economic Analyst: Carter Holt Harvey CHH Forests,**
a large forest owner/manager in New Zealand, Australia and Chile.
- Responsibilities. After the 1997 Asian Currency Crisis and major drop in log prices: estimating the contribution to the total costs saved, from each major performance improvement change undertaken.
- Achievements: produced the basis of management performance bonuses, by estimating contributions using both accounting and creative techniques; set up MSEXcel models to be used by CHH.
- 1999-2001 **Economic Research Assistant, University of Auckland, New Zealand**
- Responsibilities: assisted senior lecturer Susan St John (NZ leading Public Policy economist) with revision of stage one macro-economics textbook, the largest selling economics text in NZ; wrote suggested solutions to questions.
- Achievements: Re-wrote textbook, updated statistics, provided fresh insights and analysis; Made suggestions as to use of illustrators and graphs to significantly improve the readability of the product.
- 1998-1999 **Project Manager, Air New Zealand, IT Systems Integration Testing**
- This was my second period of employment at Air NZ, the first being 1977-87. Responsibilities: initiating and project managing the testing of IT systems, developments which had cross-business-unit implications.
- Achievements: Continued with 3 existing projects, initiated 2 new ones. Software tools: initiated a project related to Air New Zealand investing in automated software testing tools and other IT management tools, as part of the Y2K IT effort; Assisted manager with initial strategic work on integration with Ansett systems.
- 1996-1998 **Short-term contract projects:**
Market forecaster and software trainer (Forecast-Pro) NZ Starch Products;
Tertiary lecturer in Business Maths and Economics for Unitec Institute of Technology, and Auckland University of Technology,
Cost Analyst and Modeller for Manukau Engineering Consultants.

- 1995-1996 **Project Manager, Northern Regional Health Authority (NRHA)**
 NRHA was the government funder of health (medical, pharmaceutical, lab etc) services for over one third of the New Zealand population, with a budget of \$2 billion p.a.
- Responsibilities: to commence a project to save \$12m - \$20 m p.a. by planning and implementation of Pharmacy Rationalisation project within selected regions.
- Achievements: Dealt professionally and effectively with many difficult pharmacists and other health professionals either as individuals or groups. Implemented one area; commenced 4 others.
- 1993 – 1995 **Economist, Business and Economic Research Limited (BERL)**
- Responsibilities: Set up and developed an Auckland branch of this well-established capital-city-based economic consultancy.
- Achievements:
 Developed revenue base, establishing industry contacts for the top of the North Island of NZ;
 Developed client/prospect database;
 Organised and conducted seminars;
 Contributed toward BERL forecasts with quarterly forecasts of retail sales;
 Prospected for and conducted consultancy projects, including:
 ASB Bank review of economies of selected regions;
 Franklin District Council, review of housing and childcare; Opposition Research Unit, costing government election manifesto;
 Wellington City Council, business location preference study;
 Economic contribution studies for Insurance Council and Waihi Gold Mine;
 Polarcup (now Haitumakki), submissions on tariff review including review and forecast of selected Asian economies;
 Ministry of Commerce, mining production forecasts, productivity, royalties, regulatory constraints, carbon taxes
- 1992 **Health Industry Consultant, KPMG New Zealand**
- Responsibilities: Projects for Director Healthcare Consulting.
- Achievements: Assisted health providers (clients of international accounting and services firm KPMG) to secure Government contracts, by strategic planning for the July 1993 health reforms eg Crown Health Enterprise Advisory Committee (CHEAC) submissions.
- 1989-1992 **Accounting and Security Manager, PAXUS Health Computing Division, New Zealand**
 In a team of 5 managers who took over the former government Health Computing Service (HCS, the first NZ state-asset-sale/privatisation) with 100-plus staff and two mainframe computers.
- Responsibilities: management accounting, financial accounting, administration plus data security and information confidentiality.
- Staff responsibility: 10 (Billing, Data Security, Accounts clerical, admin).
- Achievements:
 Improved cash flow by reducing debtors 50% with assertive follow-ups of invoices;
 Reduced leave liability by developing and implementing a report of value & level of unused staff leave, at section level;
 Established business-like contracts with computer users (hospitals, area health boards, etc);
 improved business asset control by setting-up country-wide Fixed Asset register;
 Improved admin and data security service by recruiting, developing, etc (incl firing) staff;
 Enabled appropriate performance-related pay to go to Divisional Manager by providing him and Group management with independent view of financial status of the division (eg prevented other divisions from loading their software licence fees onto Health division);
 Eliminated dependence on one knowledgeable individual to produce client invoices, by organising the completion of development and documentation of mainframe billing system;
 Contributed to strategic planning Health division and company.

- 1987 – 1989 **Consultancy Manager, Edgar & Associates Ltd**
 Self-employed full-time
 Projects/achievements included:
 Yates, peat & bark distribution study;
 Polarcup (Haitumakki) customer service survey, sales admin improvements and warehouse design;
 Greenlane Hospital, overhead value analysis OVA;
 Commercial training of staff and clients of Mazda, MSD Agvet, and New Zealand Institute of Management
- 1977-1987 **Air New Zealand: 5 full-time salaried positions over 10 years**
 Air NZ was a multi-billion dollar organisation with 8,500 employees, with routes across the Pacific, North America, Asia and to Europe, as well as a domestic network. In my final role I was one of 5 women in the senior management team of 215 people worldwide.
- * As Head, Productivity Services Section.
 Achievements: With 10 specialist staff, provided internal consulting advice to more than 200 senior managers worldwide. Productivity consulting projects eg cargo systems, overhead value analysis. Ran "Info Centre" ref below, plus capital budget of \$1.5 million p.a.
 - * As Productivity Consultant. Achievements: Provided team leadership on productivity improvement and capacity forecasting projects related to airport manpower, cargo stores and office automation. Set up computer end-user training and support "Information Centre". Initiated contact of company's Flight Operations section with Auckland University for optimisation systems development (TOD tour of duty & crew bids).
 - * As Management Accountant. Achievements: Provided senior ICT and Finance management with budgets, management reporting and forecasting related to cash flows, foreign currency, aircraft leases, computer and telecommunication services; established financial report on cargo contribution.
 - * As Management Accounting Officer. Achievements: Provided senior Regional Sales and Marketing management with budgets, management reports and forecasts.
 - * As Operations Research Analyst, Corp Planning dept. Achievements: Produced 15-year air passenger and cargo market forecasts using econometric methods (Multiple Regression analysis MRA). Developed models for aircraft fleet planning (FORTRAN). Undertook economic studies related to possible new routes.
- 1980 -1983 **Tertiary lecturing** part-time evenings AUT (formerly AIT). Lecturing in Quantitative Methods, to professional Accounting students in the ACA (Associate Chartered Accountant) qualification, while employed full-time at Air NZ
- 1975-1977 **Statistical Analyst Feltex NZ Ltd**, a group of 40 manufacturing units
 Achievements: Improved profitability with productivity improvement project work related to warehousing and freight transport of tyres and plastic products. Analysis using Fortran programming. Developed corporate financial computer model using IBM Plancode (a predecessor to Lotus123& MSEXcel)
- 1973-1975 **Industrial Engineering, General Foods Corp/Wattie Industries (predecessors to Heinz New Zealand)**
 Achievements: Improved company profitability by undertaking productivity improvement project work related to warehousing and freight transport of frozen, fresh-baked and canned foods. Analysis using Fortran programming.
- 1974-1975 **Tertiary lecturing**, part time while employed fulltime above:
 teaching Operations Research and Quantitative Methods subjects, to professional Accounting students in the Cost and Management Accounting post-graduate Diploma course, Manukau Technical Institute

Publications

Conference papers presented, not refereed

“Greek Diaspora Linkages and Entrepreneurship in Melbourne”, a paper based on part of research done in minor thesis of Master of Business (International Trade). Presented at the ‘9th International Conference on Greek Research’, Flinders University, Adelaide, South Australia, July 2011

“Profiling numeracy: Addressing the needs of students at risk due to inadequate numeracy skill”, presented by co-author Craig Taylor at the ‘Tenth Biennial Conference of the Association for Academic Language and Learning’, 24 - 25 November 2011, Adelaide, South Australia.

“Maths for Business and Economics Foundation Students - an EBL Approach” presented September 2015
Developments in Economics Education, The Economics Network, Sep 9-11 2015 University of Birmingham, UK.

Media engagement

Contestant, *Einstein Factor* (ABC quiz show) 2005. Specialist topic: “The Life and Times of Adam Smith”.
Refer <http://www.abc.net.au/einsteinfactor/txt/s1315392.htm>

Article “Newcomer Economics” page 2 Economics Society of Australia newsletter, *Ceteris Paribus* 2004
http://pams.com.au/ECOSOC/AM/Template.cfm?Section=Content_Folders&CONTENTFILEID=100&TEMPLATE=/CM/ContentDisplay.cfm

Report for Plains Water submission to National Water Council June 2005
http://www.nwc.gov.au/public_submissions/D13PlainsWater.pdf

Report for Victoria State Department of Sustainability and Environment (DSE) 2004
[http://www.dpi.vic.gov.au/CA256F310024B628/0/920865C95F5EF8BDCA256FFD0020356F/\\$File/DLUC+2a+Scenarios.pdf](http://www.dpi.vic.gov.au/CA256F310024B628/0/920865C95F5EF8BDCA256FFD0020356F/$File/DLUC+2a+Scenarios.pdf)

Own You-Tube Channel, containing Business Numeracy materials scripted and produced.
Search on ‘Linda Wannan You-Tube’.

Journal papers in preparation

“Quantitative Literacy of Tertiary Accounting Students: a tool for testing pre-university levels”, (RA1302&1501) Linda Wannan, Craig Taylor and Nicola McNeil, *Accounting Education: A International Journal* (ERA19328)

Recent conferences attended

‘*Economics made fun in the face of the economic crisis*’, Erasmus University, Rotterdam, The Netherlands, Dec 2010

‘9th International Conference on Greek Research’, Flinders University, South Australia, July 2011

HETSA *History of Economic Thought Society of Australia*, Melbourne, July 2012 & Auckland July 2014
Chaired session of HETSA conference July 2014

Developments in Economics Education, University of Exeter, UK, September 2013; Uni Birmingham Sept 2015

Numeracy and Academic Language and Learning, AALL symposium, University of South Australia July 2014

Grants

Faculty of Business Economics and Law Teaching and Learning Grant 2011 \$5,000 with Craig Taylor, for “*Numeracy Toolkit: Improving Numeracy skills for students with below-standard proficiency in quantitative areas*”.

Externally-funded \$100,000-plus HEPPP grant awarded to Peter Vitartas, Associate Dean Academic, Faculty of Business Economics and Law, La Trobe University ‘*Literacy and Numeracy Development*’. Awarded to Peter Vitartas, myself and Suzanne Fegan 2013/2014. Fulfilment involved development of curriculum, pedagogy and materials for new first year subject BUS1BUN Business Numeracy for low-maths-achieving low-SES students. Implemented the pilot subject semester 2 2014.

Relevant Personal Interests

General fitness; ran marathon (once, Rotorua 1980); more low-impact exercise these days

Extensive travel in Europe, Asia-Middle East, North America, Pacific. Some South America. Not Africa yet.

Melbourne-based arts interests 2001 to present:

regular patron of live theatre, participating member NGV, participating member of CJ Dennis Society.

Treasurer 2016-2017 and member of Finance Committee (2014-), for a MEL-based NFP not-for-profit organisation.

President, NZ Women In Management Network Incorporated (1988-1990)

Referees

GREG JAMIESON, Associate Head of School,
La Trobe Business School,
ASSC (College of Arts, Social Science and Commerce),
La Trobe University

DAVID SPENCER, Professor, Deputy Provost,
Australian Catholic University

Both the above have offered a reference. Contact details can be provided if requested

- Greg JAMIESON, as above
- Associate Professor Buly CARDAK, Department of Economics and Finance, LBS
- Dr Yujii TAMURA, Lecturer, Department of Economics and Finance, LBS
- Professor Peter VITARTAS, Academic Dir., Edu. Partnerships & Quality, PVC (Edu Partnership & Qty)
- Dr Michael LI, Senior Lecturer, Department of Economics and Finance, LBS