

12 May 2010

Chris Faulks
Chief Executive Officer
Canberra Business Council
Unit 4/71 Constitution Ave
Canberra ACT 2612

Dear Chris,

Yellow Edge and The Business and Industry Development Division of Chief Minister's Department of the ACT Government would like to invite your members to be involved in an exciting initiative as part of the ACT Government's Silver Sponsorship of the Australian Pavilion at the Shanghai World Expo 2010.

The Leadership Innovation Challenge

The Leadership Innovation Challenge (the Challenge) is a team based competitive but friendly activity designed to encourage emerging and experienced practicing leaders in the ACT and Shanghai to develop innovative ideas about the opportunities of living and working in dynamic cities.

The Challenge is based on the theme of the Shanghai World Expo: "Better city, better life" and is designed to generate ideas on how cities like Canberra and Shanghai could contribute to better lives of its communities through leadership and innovation.

The objectives of the Challenge include:

1. Supporting the ACT's involvement in the Shanghai World Expo through a knowledge based enjoyable activity consistent with Canberra's knowledge economy
2. Recognising leadership and innovation as strategic resources for better cities and better living
3. Nurturing leader to leader ties between leaders in Shanghai and Canberra
4. Contributing to deeper mutual understanding between Australia and China
5. Developing potential ideas for further exploration in Canberra and Shanghai

The Challenge represents a unique and rare opportunity for professional development for team members and an investment in their leadership capabilities.

Yellow Edge PTY LTD

T (02) 6273 0168

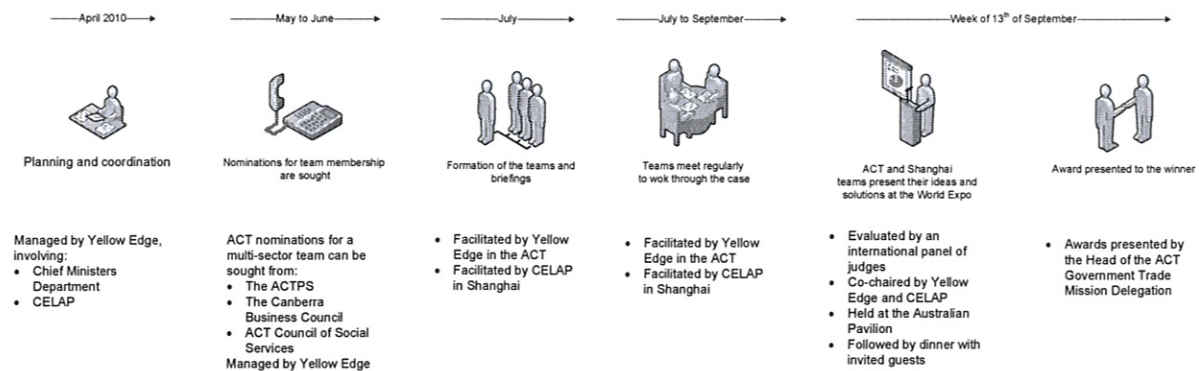
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The challenge will be managed by Yellow Edge in partnership with the China Executive Leadership Academy, Pudong (CELAP) and the ACT Government.

The Challenge Process



The Challenge team will be made up of three participants from the public, private and community sectors selected by the following representative bodies:

- The Canberra Business Council on behalf of the private sector in the ACT
- The ACT Council of Social Services on behalf of the community sector
- The Young Professionals Network on behalf of the ACT Public Service

Selected team members are expected to demonstrate:

- A passion for Canberra
- A deep interest in the world
- Leadership abilities
- High achievement and continual learning
- An ability to develop imaginative ideas on how leadership and innovation can contribute to better living in Canberra

Selected team members will be expected to:

- Commit to monthly team meetings at the minimum between June and September
- Be actively involved as individuals and as part of the Canberra team in preparing for the challenge/competition
- Travel to Shanghai
- Participate in all official activities associated with this initiative

Yellow Edge would like to invite you as a key representative body of your community to nominate one participant who will become a member of the Canberra Challenge Team.

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It is expected that the Canberra team will meet regularly to work through the Challenge. Yellow Edge will facilitate this and provide meeting and support facilities.

The team challenge presentations will take place as part of the ACT Government's Trade Mission to China between the 13 to 17th of September and will be held at the Australian Pavilion at the Shanghai World Expo in the presence of the Trade Mission delegation and invited guests.

Sponsorship

The Canberra team will be sponsored by the Business and Industry Development Division, Chief Minister's Department and Yellow Edge through a scholarship that will include:

- International economy return air fares between Canberra and Shanghai
- Full participation in the Global Leadership Practices Program conducted by Yellow Edge at the China Executive Leadership Academy in Pudong (CEALP) Shanghai between the 13th and 17th of September 2010, including 5 star accommodation and all meals.
- Coaching, mentoring, facilitation and support of the Canberra Challenge Team in the lead up to the Challenge Presentation in Shanghai in September.

Key Dates

Nominations Close	1 st June
Canberra Team and Challenge Topic announced	4 th June
1 st meeting of the Canberra Team	11 th June
	<i>(It is expected that the team will meet at least monthly)</i>
Depart for Shanghai	12 th September
Participation in the Global Leadership Practices Program	13 th September to 17 th September
The Challenge presentation and competition	14 th September
Return to Canberra	18 th September

Please contact me if you require more information or wish to discuss this exciting opportunity further.

Thank you.

A handwritten signature in black ink, appearing to read "Andrew Simon".

Andrew Simon
Executive Director and Deputy Chief Executive
Yellow Edge

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