

CPA AUSTRALIA
PLAN YOUR OWN ENTERPRISE COMPETITION 2011
SHANGHAI TRIP: 14th – 20th May 2011

Kate Bennett
Teacher at St Philip's College, Alice Springs

Official Party: Miss Sophie Huyben, Mrs Jo Huyben and Ms Kate Bennett

Accompanying Party: Mr Jeff Huyben and Mr Sam Huyben

Tour Guides: Charles Lee and his assistants Helen, Freda, Aaron and Vera

Executive Summary

The trip to Shanghai provided all those involved with an educational, enjoyable and memorable experience. Not only did the trip provide all those involved with the opportunity to explore a different country and gain an understanding of its people and culture; it also provided a means for exchanging our culture and making new friends. I thoroughly enjoyed my time in China and feel privileged to have been given the opportunity to experience Shanghai for six days. As I am a relatively new teacher to the teaching profession with only a few years' experiences for one of my students to win and be awarded, not only Northern Territory Winner but also Australasian Winner, was a huge confidence booster for me. I was amazed when I was learnt that Sophie was the Northern Territory Division 1 Winner and even more excited when I was informed that she was the Australasian Winner. It has helped me realise that I am actually doing something right' and has also helped professionally by opening my eyes to business issues in terms of international business as well as the chance to consider teaching overseas in an international environment. The trip was also an invaluable educational experience for Sophie, which I truly believe will enrich her future. I would strongly encourage all business teachers and SOSE teachers to incorporate business plans into their curriculum and to take advantage of the PYOE competition as it is a valuable teaching tool which assists students to develop their ideas.

Sunday 15th May 2011

Our journey began on Saturday afternoon when we left Alice Springs and flew to the Sydney Domestic Airport where we made our own arrangements to stay overnight. The next day, we made our way to the Sydney International Airport. We flew with Air China to Shanghai. After about 10 hours of flying time and several movies, courtesy of the inflight entertainment, we arrived at Pudong International Airport where we were warmly greeted by Helen who escorted us to the JinJiang Hotel. Following dinner in a local restaurant nearby we all enjoyed a good night's sleep. We were pleasantly surprised by the facilities at the hotel. We were definitely spoilt!

Monday 16th May 2011

This morning we were met by Charles and one his students, Freda. From here we caught a taxi to the Australian Trade Commission office where we met with Luisa Rust, Trade Commissioner Consul (Commercial). We discussed our visit to Shanghai, the PYOE competition and the link between Australia and China for trade opportunities. Luisa gave us a presentation on China's economy, Australia's trade with China,



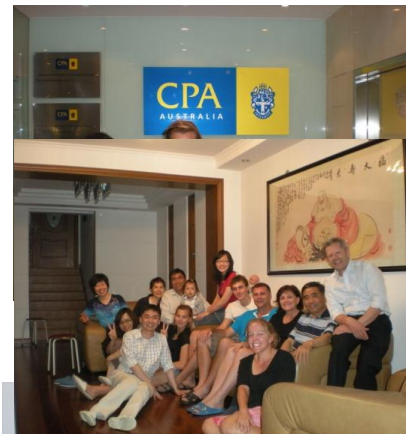
Austrade Visit: Kate, Sophie and Luisa



Hills Kindergarten Visit: Observing class

sectorial opportunities, doing business in China, and Austrade in China. Luisa was very impressed with Sophie's business idea, even suggesting it may be viable in Shanghai. Following the meeting at Austrade we caught taxis to visit Hills Kindergarten. Vivienne from Austrade accompanied us to Hills Kindergarten. At Hills Kindergarten we met Wilson (Director), Principal Tan and Amanda (one of the teachers) who showed us around the facilities. We also had the opportunity to observe one of the 5-6 year olds' classes. After our visit to Hills Kindergarten we caught the Metro and made our way to the How Way Restaurant for lunch. After lunch we made our way to the CPA office in Shanghai. At CPA we met

with Ella Gu (General Manager of CPA in Shanghai) and Kenny Lam (Vice President of 2011 CPA Shanghai Committee). Both Ella and Kenny were keen to listen as Sophie did an exceptional presentation. Sophie presented herself in a professional manner as she explained her business idea and business plan.



Visit to a local Chinese family's home for dinner

Tuesday 17th May 2011

Today we were met by Freda and another one of Charles' students, Aaron, who spent the day showing us around the Pudong District. The morning started with a taxi ride across the Lupa Bridge to the 2010 World Expo site where we had the opportunity to explore the China Pavilion. The China Pavilion is an interesting architectural structure with a distinctive roof. The information links traditional culture with a vision for the future. After our visit to the China Pavilion we caught the Metro and wandered along Nanjing Road making our way to lunch. We had a scrumptious dumpling lunch,



China Pavilion from World Expo 2010



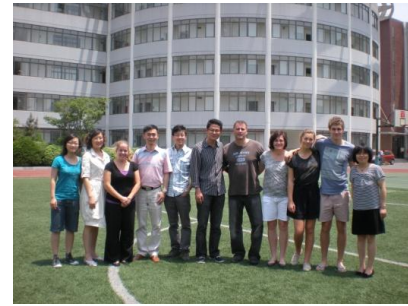
Shanghai World Financial Centre

visited the Shanghai World Financial Centre. The Shanghai World Financial Centre is 492m above the ground, currently making it the second highest building in the world. The Shanghai World Financial Centre also included a Sky Walk. It assisted in providing an overview of Shanghai, and apart from the ever-present smog which limited our view, the building gave us an insight into the scope of the city and how quickly it grew over a short period of time in comparison to other cities around the world. After walking to see the view of the Huangpu River we said goodbye to Aaron and caught the Metro to meet up with Charles and one of his colleagues, Phillip. We all caught a taxi to the Yang Pu District where we were warmly welcomed by Charles' father and mother and Helen's father, mother and daughter who had been busy cooking and provided us with the opportunity to have a traditional Chinese meal in Helen's family

home. Even though we knew very limited Chinese and the families knew little English, with the help of Charles, Freda and Phillip, who translated, we had a wonderful dinner and were fortunate to have such lovely hosts.

Wednesday 18th May 2011

This morning we were met by Charles and Freda who escorted us to visit a local high school, Middle School Affiliated to ECUST. Middle School Affiliated to ECUST (East China University of Technology) is an influential public school for children aged 12 to 18 in the southwest of the Xu Hui district. It is my understanding that we were the first Australians to visit this school which was a great honour. Firstly we had a meeting in the conference room with the school's Vice Principal, Zhang Yu, and other staff members to introduce ourselves, talk about life in Australia, particularly Alice Springs, discuss Sophie's business plan and also the operations of schools in both Australia and China. We observed a lesson in the subject of 'Approaching English Drama' during which the students did a spectacular Keben Ju drama presentation on the play they were currently studying. During the final part of the lesson both Sophie and I were given the opportunity to give a brief explanation as to why we were in Shanghai,



Local school visit



Shanghai's Skyline 'The Bund'

People's Square where the Hong Kong Shopping Centre is located.

the PYOE competition and life in Australia. The students in the class focused their questions on school life in Australia. Following the lesson, we went to the school cafeteria and had lunch with some of the teachers. Our next stop for the afternoon was 'The Bund', a sightseeing location which provides a famous view of the Shanghai skyline. Following 'The Bund', we made our way to the Shanghai Urban Planning Exhibition Centre which gave us an insight into the past, present and future of Shanghai. Our next stop was the Shanghai Museum which provided a brilliant display of ancient Chinese art. After the museum we made our way back to the Metro, at



Sam and Sophie on Shanghai's Metro

Thursday 19th May 2011

Today we were lucky enough to have the same people as the previous day, Freda and Vera, to show us around the Zhangning District. The morning included shopping at the Yuyuan Garden Tourist Mart which involved bartering, followed by a walk across the zigzag bridge (which encompasses nine turns as nine is viewed as a lucky number in China) and a visit to the Yu Garden. The Yu Garden features amazing Chinese gardening architecture which was originally built as a private garden. Following a delicious lunch and more shopping we made our way by the Metro to



Yu Garden Zigzag Bridge



Yuyuan Garden Tourist Mart

the Huang Pu District where we visited the Copy Markets for even more shopping.

Friday 20th May 2011

Today was our final day in Shanghai. We met Charles and Freda in the hotel lobby and they accompanied us by taxi to the Luwan District where we wandered through Xintiandi, a unique modern architectural area of Shanghai which contains lots of restaurants and cafes. Then we visited a memorial for the First National Congress of the Communist Party of China. Following this we made our way back to the hotel via the Metro ready for our departure to the airport. Before returning to Australia we chose to spend an extra week in China exploring more of the country, at our own expense, to gain a deeper understanding of the country and culture. Our highlights included Xi'an where we visited the Terricota Warriors and Han Yangling Tombs and Beijing where we visited the Tiananmen Square, Forbidden City, Summer Palace, Temple of Heaven, Drum Tower and the Great Wall.



Charles, Jo, Sam, Jeff, Sophie, Freda
and Kate

Conclusion

Firstly thank you to CPA Australia and Business Educators Australasia for running the PYOE competition and providing the winning prize. A special thank you to Raelene Stock from BEA for organising our itinerary in Shanghai and answering many questions. Also a special thank you to Catherine McOmish from NGT Travel Conference Incentives for organising our flights, visas and extra itinerary and travel details. A big thank you to Charles Lee and all of his students, Freda, Vera and Aaron, who showed us around their home city of Shanghai and for their time, hospitality and friendship. A big thank you to Sophie Huyben for taking the initiative to submit her application for the PYOE competition, as without her entry we would never have had the opportunity to go. A special mention to St Philip's College for allowing me to include a unit of work on business plans into the curriculum and for selecting me as the representative teacher to accompany Sophie and her family to Shanghai. I am very grateful to all of these people mentioned above for the opportunity to take advantage of such an educational and memorable trip.