



# The Charlie Bell Scholarship for Future Leaders 2012 Statement of Terms & Conditions

## 1. Acceptance of these Terms and Conditions

Information on how to apply for the Charlie Bell Scholarship for Future Leaders (**Scholarship**) forms part of these terms and conditions. Submission of an application for the Scholarship is a deemed acceptance of these terms and conditions.

## 2. Purpose

The **Scholarship** is designed to encourage people to realise their academic and professional goals by awarding a measure of financial support.

This year, the Charlie Bell School of Management is proud to partner with Global Talent Manager firm Development Dimensions International, Inc. (DDI). Shortlisted applicants will be presented with the opportunity to participate in a leadership program facilitated by DDI Consultants. The program is designed to build foundational leadership skills, raise awareness of personal styles that enable and derail leaders, and introduce a structure and some tools for providing effective feedback and conducting productive, relationship enhancing discussions.

## 3. Details

Each year, up to three awards may be granted under the Scholarship as follows:

- one award, valued at \$15,000 may only be granted to an employee of McDonald's Australia Limited (**Employee Award**);
- one award, also valued at \$15,000, may be granted to a non-employee of McDonald's (**Non-Employee Award**); and

- one award, valued at \$10,000 may be granted at the discretion of the Selection Committee (**Discretionary Award**).

The Scholarship is awarded in respect of one academic year only, being 2012.

All short-listed applicants will be required to attend a casual dinner on the night of Thursday 1 December 2011 attended by the Selection Committee and members of the McDonald's Australia Leadership Team.

All short-listed applicants will be required to attend an interview conducted by the Selection Committee on the morning of Friday 2 December 2011 at the McDonald's head office in Sydney.

All short-listed applicants will be offered the opportunity to participate in the DDI Leadership Program (conducted at McDonald's head office in Sydney). This will include spending the afternoon on Friday 2 December 2010 working with DDI consultants developing essential leadership skills and gaining insights into the personal attributes that enable or derail leaders. This focus on Leadership will help to maximise the opportunities that are associated with the Scholarship.

McDonald's Australia will provide return economy flights and overnight accommodation to short-listed applicants who live interstate to attend the DDI Learning Centre, dinner and interview.

All short-listed applicants will be notified of the outcome of their application week commencing 5 December 2011.

In February 2012, the winners will be invited to attend a Scholarship

ceremony at the Charlie Bell School of Management at which they will receive their certificates.

## 4. Eligibility

To be eligible to apply for the Scholarship, applicants must:

- gain acceptance to or be enrolled in, an undergraduate or post graduate degree at an Australian University;
- be available to commence university or continue university, as the case may be, in semester 1, 2012;
- be an Australian citizen or permanent resident; and
- in respect of the Employee Award, the applicant must be employed by McDonald's or its franchisees.

If an applicant is aged under 18 years, parental consent is required to validate the Scholarship application.

## 5. Submission of Applications

Applications must be submitted to: The Selection Committee, Charlie Bell School of Management, 21-29 Central Avenue, Thornleigh NSW 2120, no later than 31 October 2011. Any application received after that date, or any incomplete applications, will not be accepted.

## 6. Selection Criteria

A committee, comprised of nominated representatives of McDonald's, the Bell family and appropriate industry and business representatives (**Selection Committee**), will judge Scholarship applications on the basis of relative merit with reference to the following criteria:

- academic and career achievements, goals and ambitions;

- personal achievements, goals and ambitions;
- community activities and other contributions to society;
- how the applicant expects the Scholarship to impact their studies and facilitate career aspirations;
- an outline of the intended area of study;
- recommendations and references;
- an interview if short-listed;
- quality of presentation.

The Selection Committee may in its absolute discretion decide not to grant some or all of the Awards, if it considers that there are no applicants or not enough applicants (as the case may be) who sufficiently fulfil the selection criteria. The decision of the Selection Committee is final and no correspondence will be entered into.

## 7. Requirements

Each successful scholarship applicant (**Recipient**) must:

- not defer their studies;
- diligently and to the best of their ability, apply themselves to their studies;
- comply with all University rules, regulations, by-laws, resolutions and other requirements;
- seek the written approval of McDonald's in the event that, during 2012, the Recipient wishes to defer, transfer, withdraw or discontinue the approved program or wishes to be absent from any reason for a period of 14 days or more from the place of study - such written approval is at all times at McDonald's absolute discretion;
- act as ambassadors of McDonald's and participate in media interviews as required;
- refrain from conducting themselves in such manner that McDonald's in its discretion, considers prejudicial to the reputation of McDonald's;

- engage with McDonald's representatives from time to time as deemed mutually suitable, to report on Scholarship related activities;
- speak at McDonald's functions, if so requested by McDonald's;

Each Recipient must submit a written report to McDonald's by 30 November 2012 outlining the benefits of having received the relevant Award. McDonald's may publish the contents of the report and utilise the information provided to promote the Scholarship. Recipients will be expected to participate in the culling of nominations for 2013 Scholarship which will occur in November 2012.

## 8. All Awards

Payment of each Award will be made by McDonald's in two equal instalments of \$7,500 (**Instalment**). The payment of each instalment will coincide with the bi-annual semesters of Australian Universities for 2011. The payment dates will be determined by McDonald's at McDonald's discretion and will be communicated to each Recipient in a timely manner.

Payment of the first instalment is, at all times, conditional upon the Recipient providing McDonald's with:

- written confirmation from the relevant university of the Recipient's enrolment;
- written certification of that Recipient's intention and availability to commence or continue university (as the case may be) in Semester 1, 2012; and
- evidence of Australian citizenship or permanent residency.

Payment of the second instalment is, at all times, conditional upon the Recipient:

- providing McDonald's with a certified copy of his or her

academic transcript for the immediately preceding semester, evidencing that the Recipient has met all course requirements for continued enrolment and has satisfactorily passed all Semester 1 subjects;

- providing McDonald's with written certification of that Recipient's intention and availability to continue university in Semester 2, 2012;
- continued compliance with the expectations set out under clause 7 above; and
- in the case of the Employee Award, the Recipient's employment has not been terminated for cause by McDonald's or its franchisees.

## 9. Breach of Terms and Conditions

In the event that a Recipient fails to comply with any of the requirements set out in clause 7, McDonald's may in its absolute discretion require the Recipient to repay, in part or in total, monies paid to the Recipient by McDonald's in connection with the award of the Scholarship.

## 10. Promotion

McDonald's reserves the right to reproduce in any newspaper, magazine, film or other medium, details and images relating to any Award under the Scholarship to a Recipient.

## 11. Variation to these terms and conditions

McDonald's reserves the right to vary these terms and conditions at any time without notice.

*"Life is not  
a rehearsal."*

Charlie Bell  
1960-2005