



*The Commercial Education Society of Australia*

FOUNDED 1910

# Membership Guide and Course Prospectus

**Get The Edge With CESA**

- Continuing Professional Development (CPD) in Professional Communication
  - Work Integrated Learning (WIL)
  - Professional Prestige
  - Institutional Leadership and Governance
  - Teaching
  - Leadership
  - Career Planning
  - The Foundations of Western Education
- ... and much more...

[www.commercialeducation.com.au](http://www.commercialeducation.com.au)

“ *The durability of the Society is to be found among other things, in its strong regard for the individual, in its desire to help and to encourage the student and in its imaginative approach to solving the problems of the day.* ”

**GORDON A. MCKENZIE**  
CESA President, 1971

Compiled by the CESA Council (2020-2021)  
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# President's Welcome

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Welcome to the Commercial Education Society of Australia (CESA). We are almost 110 years old, with an outstanding record of getting people into employment and further education through the examinations we offer.

You are joining CESA at an exciting time, we have broadened our independent examinations by providing a new suite of programs in professional development. These programs will focus on professional practice and offer direction in improving human relationship skills through better communication, deportment, leadership, and mentoring. These skills are needed today as technology changes, and pressure is intensified for keeping up to date in the workplace and dealing with a diversified commercial world. It is our hope that CESA professional development activities will foster personal excellence in our members to bring about economic and social advantage.

We have been fortunate in a renewed interest in the Society resulting in new members. They bring with them a 21st century outlook, most having grown up with technology and being subject to rapid change. These new members will combine their energy and ideas with the experience of the older members of the Society which will bring about a bright future moving towards the next 100 years.



**Mrs Kathleen McKenzie JP**  
GCAdEd (UNE) MAA (CQU) FCES FRSA FIPS (UK)  
**PRESIDENT**

*“History is a reflection of the past  
and it underpins the future.”*

**ARTHUR H. MCKENZIE**  
**Former CESA Registrar**

# CESA History and Introduction

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## Mission

*The mission of the Society is to provide students with the opportunity to raise their standards of education so that they can take advantage of the opportunities for further education and employment. This is reflected in the Society's coat-of-arms 'Digne Ambulate' – walk worthily.*

The Commercial Education Society of Australia was founded in 1910 and incorporated in 1911 as a non-profit company limited by guarantee. The organisation now known as the Commercial Education Society of Australia was formed in 1910 under the name the Incorporated Phonographic Society of Australia (IPSA). The IPSA was a branch of the Incorporated Phonographic Society (United Kingdom) founded by Sir James Pitman KBE MA FIPS in 1872 who was the grandson of Sir Isaac Pitman – the inventor of phonography (Pitman's Shorthand).

In 1955 the name of the Society was changed from The Incorporated Phonographic Society of Australia to The Commercial Education Society of Australia (CESA) to reflect the wider needs of candidates and their teachers. The IPS (UK) and CESA are still strongly affiliated to this day. The Society is independent and self-funding.

In its 110 years it has never been in receipt of any government grants, subsidies or funding. The Society was the first recognized body to offer examinations for vocational education and training (commercial education). It has a tradition of providing low cost educational opportunities without discrimination of any kind. Membership is made up of men and women of all nationalities and backgrounds who support the objectives of the Commercial Education Society of Australia.

A grant of arms was received by the Society from the Earl Marshal of England in 1969; see next pages for this and a list of our Patrons over the years.

CESA Membership and Examinations are open to anybody of scholastic achievement and an interest in the study professional practice. This may be achieved by becoming a 'Member-MCES' and being promoted to 'Fellow - FCES' or taking part in one of our programs, namely:

- Certificate of Professional Practice (CPP)
- Advanced Certificate of Professional Practice (ACPP)
- Associate of CESA (ACES)
- Licentiate of CESA (LCES) and
- Fellow (by Dissertation) of CESA (FCES)

As a professional society (like the CPA Australia, Trinity College London, Australian Speech Communication Association, and Australian Music Examinations Board, or the former UK College of Preceptors.) CESA also delivers assessments and awards certificates and post-nominals to successful candidates. See Academic Dean's Welcome on Page 10 for further information.

# CESA Coat of Arms

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Assigned on 5 September 1969

by

**The Earl Marshal and Hereditary Marshal of England, His Grace the Most Noble Bernard Marmaduke Fitzalan-Howard, KG GCVO GBE TD PC,  
16th Duke of Norfolk, Earl of Arundel & Surrey, Lord Lieutenant of Sussex**  
on the recommendation of  
**Sir Anthony Richard Wagner KCVO, Principal King of Arms,  
Mr John Riddell Bromhead Walker MRVO MC, Clarenceaux King of Arms,  
Mr Richard Preston Graham Vivian MRVO MC, Ulster King of Arms.**



## Explanation of symbols by

**P. Brooke-Little MA FSA, Richmond Herald of Arms:**

- The chequered field refers to “accountancy” (the old chequer-board of the exchequer).
- The ermine spot is a symbol of the “law” (ermine represents purity).
- The eight pointed star is from the State of New South Wales coat of arms (and represents the many facets of the Commercial Education Society of Australia in education).
- The symbolism of the book refers to “education, knowledge and learning”
- The crest showing the portal with the sun behind it represents “the gateway to success”
- The two columns refer to double column entries: the blue & the red to “credit & debit”
- The supporters are secretary birds, standing upon a sprig of wattle, allude to “Australia”
- The motto is a Latin variant of the tag from Paciolo: “DIGNE AMBULATE” (“walk worthily”) which was chosen by Mr A Peter Forster BEc FCPA FRSA FCES, former Fellow of Warrane College, the University of New South Wales; Fra Luca Bartolomeo de Paciolo (1447 – 1517), born in Borgo Sansepolcro, Tuscany, Republic of Florence, was an Italian mathematician, Franciscan friar, collaborator with Leonardo da Vinci, and an early contributor to the field now known as accounting. He is referred to as “the Father of Commercial Education in Europe” where he was the first person to publish a work on the double-entry system of book-keeping.
- The CESA Coat of Arms was organised by Mr Gordon A McKenzie. He placed an enormous amount of importance on gaining a real Coat of Arms from the College of Heralds - London, England. McKenzie was proud that the design of the Coat of Arms truly reflected Commercial Education in Australia. Furthermore, we are indebted to Mr McKenzie’s tireless work.

# Patrons of CESA

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## Current Patron

Emeritus Professor David Leslie Allen Barker AM KCSJ  
*LLB (London) LLM (Cantab) (Mphil) (Kent) GDipLegPrac (UTS) PhD (McQ)*  
*FCIS FAIM FCIM FAICD FACE FAAL FCES*

## Former Patrons

Her Excellency Dame Quentin Bryce  
*AD CVO DStJ, BA LLB LLD (hc) (Queensland)*

Major General The Hon Philip Michael Jeffrey  
*AC AO (Mil) CVO MC KStJ, DTech (hc) (Curtin)*

The Right Rev & Hon Peter Hollingworth  
*AC OBE, BA LTH (Melbourne) DLITT (Lambeth)*

His Excellency Sir William Deane  
*AC KBE KVO KC\*SG, BA LLB LLD (hc) (Dublin & UTS)*

His Excellency The Hon William George Hayden  
*AC, BEc LLD (hc) (Queensland)*

His Excellency The Right Hon Sir Ninian Stephen  
*KG AK GCMG GCVO KBE KStJ, LLB (Melbourne)*

His Excellency The Right Hon Sir Zelman Cowan  
*AK GCMG KStJ PC QC, BCL DPhil (Oxon)*

The Hon Sir John Kerr  
*AK GCMG KStJ PC QC, LLB (Hons 1) (Sydney)*

Sir Paul Meerna Caedwalla Hasluck  
*KG GCMG GCVO PC, BA MA DipJ (UWA)*

Baron Casey, Richard Gavin Gardiner Casey  
*MC DSO, KG GCMG CH PC KStJ, BEng (Melb) MA (Cantab)*

Viscount De L'Isle, William Philip Sydney De L'Isle  
*VC, KG GCMG GCVO KStJ PC, MA (Cantab)*



# The Council of The Commercial Education Society Of Australia

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Mrs Kathleen McKenzie JP GCAdEd (UNE) MAA (CQU) FCES FRSA FIPS (UK)  
**PRESIDENT**

Email: [admin@commercialeducation.com.au](mailto:admin@commercialeducation.com.au) Telephone: 9586 0377 (General Enquiries)

Mr Jacob Gavin Munday JP BA (CCA) GCBusAdmin (ACPE) GDipStratLead (SHEI) FCES  
**REGISTRAR**

Email: [cesaregistrar@gmail.com](mailto:cesaregistrar@gmail.com) Telephone: 9586 0377 (Membership and Assessment Enquiries)

Emeritus Professor Anthony Greville (Tony) Shannon AM GCHS  
BSc (Sydney) MA MLitt PhD (UNE) EdD (City) DSc (UTS) FACE FCPL FAustMS Hon LLD  
(UNDA) FCES  
**COUNCILLOR (DEAN)**

Ms Paula Casey DipBus, DipTAE, DipQA, DipMgmt, DipHR, DipVETRegMgmt,  
DipBusAdmin, DipLead&Mgmt FCES  
**COUNCILLOR (TREASURER)**

Mr Andrew Avery BBus LLB (UNE) GDLP FCES  
**COUNCILLOR**

Mr Samuel Rebbechi BA (CCA) MMkt (SUT) MCES  
**COUNCILLOR**

Mr Cosimo Micolli KHS DipEng (UTS) MCES  
**COUNCILLOR**

Dr Tonmoy Choudhury PhD (WSU) MPhil (AU,UK) MBus (ANU) BComm (MQ) MCES  
**COUNCILLOR**

Mr Malcolm Leslie Edwards DipAICD (UNE) DipAcc (CESA) MTIA FAIM FCES  
**COUNCILLOR**

Professor Alan Bowen-James MBBS MCogSc CertDataAnalysis (UNSW,) BA Hons  
(London), BA Hons PhD (ANU), BLitt Hons MA MBA GradDipManagement (Deakin), MSc  
ScEdD (Curtin), MPhil MJuris Hons LLM Hons (Sydney), MA (Murdoch), MBEnv (UTS),  
MSocSc Hons (CSU), MScComms (CQU), MPHc (Medicine) (Flinders), MInfoTech  
(Wollongong), MSc (ECU), MIEEE, MPMI, MIIBA, CMILT, FGIA, FIML, FCES  
**COUNCILLOR**



# CESA Membership Benefits

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The Society has a membership of capable people involved in all areas of the improvement, development and implementation of commercial education. These members encompass skilled practitioners and specialists, corporations, industry and professional bodies.

General Membership (MCES) is open to any person of good character who supports the Society's work in education and training. Members are committed to high standards and thorough assessment in commercial education.

Student Membership is open to successful candidates in CESA programmes, who wish to be kept informed of CESA activities and, in particular, of the opportunities for obtaining further training.

All members are entitled to use the post-nominals MCES (i.e. business cards, email signatures, CV). Members also receive a Certificate of Membership and Letter of Welcome signed by the President and Registrar of CESA.

## Annual Membership Fees

- General Membership: \$50.00 (tax deductible)
- Fellowship: \$100.00 (tax deductible)

The Fellowship category (FCES) is open to persons who have distinguished themselves in commercial/vocational education and have a record of support for the Society and its objectives. If the requirements have been met, members may apply to the Council to become a Fellow or may be appointed by way of an approved nomination to the Council.

## Fees for an Approved CESA Assessment Centre

- Initial Registration: \$200.00
- Annual Registration: \$50.00

All Assessment Centres are issued with an annual Certificate of Registration. Lecturers and supervisors must be CESA Members and approved by the Dean. The Dean may organise training for lecturers and supervisors deemed suitable before the Assessment Centre is approved.

Application Forms for General Membership, and Assessment Centre Registration can be found in the folder attached. For any further membership enquiries, please contact the CESA Registrar at [cesaregistrar@gmail.com](mailto:cesaregistrar@gmail.com) (enquiries and applications are answered/processed each Monday evening).

# Welcome and Introduction from Dean

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*“To compete in today’s new workplace and marketplace it requires a renewed focus on serving the unique needs of the individual employee and consumer whom are more multi-generational, multi-cultural, multi-gender, multi-mindset and multi-tenured than ever before. For leaders to remain relevant that must shift their thinking from command and control to serving inclusion and individuality. Why? Because the business no longer defines the individual. The balance of power has shifted to the individual defining the business. ... For organisations to grow and evolve, they must solve for individuality”.*



This is the motivation behind the recent growth of the Commercial Education Society of Australia (CESA) which has been providing education and training opportunities for students in Australia and other countries for over one hundred years, and has constantly adapted throughout its history to changing needs in the professions. Commercial education is relevant to every profession and trade. CESA is, in fact, older than most Australian universities!

Thus we welcome prospective students and CESA members to Certificate and Advanced Certificate programs and other short courses which can develop your professional practice and prestige. There is also a new suite of nested programs through which you can advance your grade of membership to Associate, Licentiate or Fellow.

No matter what your profession, this continuing professional development (cpd) will attest to your growing professional capabilities with the acquisition of the mental tools, and the mindset, for lifelong learning. Participation in the CPD opportunities provided by CESA can be done on an individual basis or at an approved CESA Assessment Centre.

## **Emeritus Professor Anthony Greville (Tony) Shannon**

**AM GCHS**

**BSc (Sydney) MA MLitt PhD (UNE) EdD (City) DSc (UTS) Hon LLD (UNDA) FACE FCPL FAustMS FCES**

# CESA Courses in Professional Practice

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Please see below for a full description of each course on offer (post-nominals awarded, duration, assessment, cost and admission requirements).

Application Forms, dates, times and Assessment Centre locations can be found in the folder attached.

For any course enquiries, please contact the CESA Registrar at [cesaregistrar@gmail.com](mailto:cesaregistrar@gmail.com) (enquiries and applications are answered/processed each Monday evening).

## 1. Certificate of Professional Practice (CPP)

The CPP is a course designed to educate students in generic employability skills such as oral presentation, career planning, job application, motivation and engagement, written communication, oral communication, teamwork communication, intercultural communication, emotional quotient, and interviews.

**POST-NOMINALS** CPP

**DURATION** Intensive Weekend Seminar (1 - 2 days) or  
Individual Study (12 weeks).

**ASSESSMENT** Written application of the generic employability skills in relation to your academic or professional skills.

**COST** \$20 (includes copy of CESA Study Manual and CESA Certificate & Letter of Completion).

**ADMISSION** Current CESA Membership or Telephone Interview with Registrar.

## 2. Advanced Certificate of Professional Practice (ACPP)

The ACPP builds upon the CPP by helping students analyse the generic employability skills in relation to their short term and long term career goals.

**POST-NOMINALS** ACPP

**DURATION** Intensive Weekend Seminar (1 - 2 days) or Individual Study (12 weeks).

**ASSESSMENT** Brief description of the generic employability skills in relation to your career goals.

**COST** \$25 (includes copy of CESA Study Manual and CESA Certificate & Letter of Completion).

**ADMISSION** Completion of CPP or other short course approved by the CESA.

### 3. Associate of CESA (ACES)

The ACES strengthens work completed in the ACPP by teaching students how to construct a lesson plan and an assessment for it in relation to their work area.

**POST-NOMINALS** ACES

**DURATION** Individual Study (12 weeks).

**ASSESSMENT** Construct a “lesson” plan and an “assessment” for it related to your work area.

**COST** \$30 (includes copy of CESA Study Manual and CESA Certificate & Letter of Completion).

**ADMISSION** Completion of ACPP or equivalent.

### 4. Licentiate of CESA (LCES)

The LCES further strengthens, reinforces and marries together study completed in the CPP, ACPP, ACES or other equivalent programmes by having students complete a portfolio of professional practice. The portfolio should include (but is not limited to) an explanation of its aim, importance and collation, professional reflections, work history, reflective journal (including a diary with completion of formative assessment tasks), guidance of colleagues, an essay on personal skills matrix and a conclusion with ideas for future development.

**POST-NOMINALS** LCES

**DURATION** Individual Study (6-18 Months).

**ASSESSMENT** Portfolio of Professional Practice

**COST** \$50 (includes copy of CESA Study Manual and CESA Certificate & Letter of Completion).

**ADMISSION** Completion of part of a degree at a Higher Education Provider.

### 5. Fellowship (by dissertation) of CESA

30,000 word dissertation on some aspect of commerce and education, or commerce in education, or education in commerce, (modelled on the former Fellow of the College of Preceptors, London).

**POSTNOMINALS** FCES

**DURATION** Individual Study (18-24 Months)

**ASSESSMENT** 30,000 word dissertation

**COST** \$100 (includes copy of CESA Study Manual, CESA Certificate & Letter of Completion).

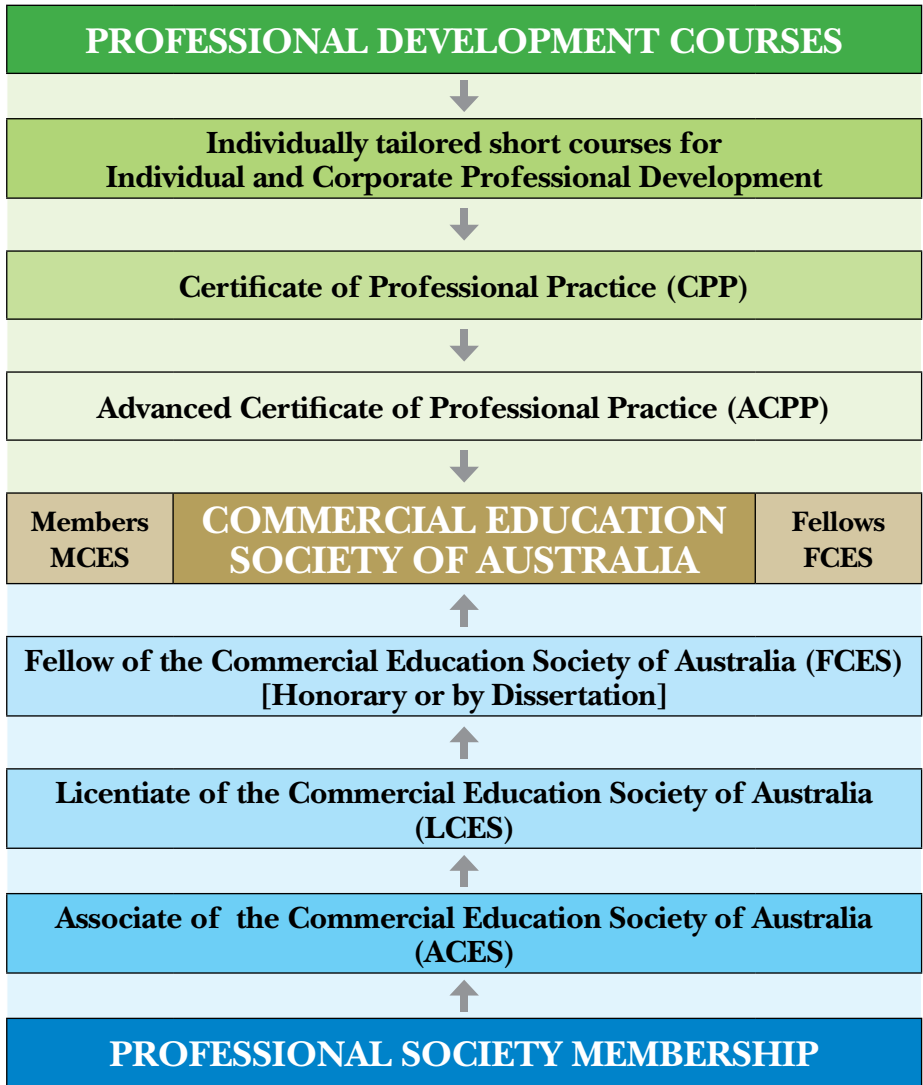
**ADMISSION** Completion of Licentiate, Bachelor degree or equivalent [distinct from Honorary Fellowships].

# Promotion Through Grades of Membership

Within a generation most routine work tasks will be done by robots because of the rapid and accelerating advance of artificial intelligence. The only jobs which will survive are those which require creativity in professional practice which is supported by continuing professional development.

*“We do not learn from experience. We learn from reflecting on experience.”*

JOHN DEWEY



There is no standard duration for any course as they can be done in a class mode or as individual study. As a rough guide: in individual study mode a Certificate would take about three months and a Licentiate about eighteen months; in class mode it would depend on the lecturers and tutors and the frequency of attendance.

**IMPORTANT NOTE:** CESA is not awarding AQF qualifications; these programs are merely levels of achievement for members and students to progress through levels of membership in the Commercial Education Society of Australia (CESA) which is a professional society providing continuing professional development. In short, CESA seeks to enhance the skills and experience a member or has already attained in other areas of life.

As a professional society (like the CPA Australia, Trinity College London, Australian Speech Communication Association, and Australian Music Examinations Board, or the former UK College of Preceptors.) CESA delivers assessments and awards certificates and post-nominals to successful candidates.

For inquiries regarding grades of assessment, please send email to [cesaus@bigpond.com](mailto:cesaus@bigpond.com) and address it to The Academic Dean.

## TESTIMONIALS

*“When I finished my studies, I went armed with all my CESA certificates and, believe it or not, the reason I got the job was because I was an “all-rounder” as the interviewer said. I would be able to pick up any administrative/clerical job and fit in almost immediately. The interviewer was impressed with the CESA exam certificates because she said that an independent exam was a better way of testing. Today, 25 years later, I am the senior manager of one of the largest private health care companies in Australia.”*

**Marianna, Australia – CESA Alumna**

*“I came to Australia from Hong Kong to study in the 1980s. My course included shorthand, shorthand speed, typing, bookkeeping and office practice. I did all of my exams through the Commercial Education Society of Australia. I had heard of it vaguely because a few people I knew at school had done the CESA typing exams. They found that they could get better jobs with a CESA certificate. The CESA exams were the start of a successful career, and a successful life. And, yes, my parents enrolled my younger brother into the same college in Sydney. He now has a property business and uses the skills he learnt and succeeded in with the CESA exams.”*

**Cindy, Hong Kong – CESA Alumna**

# The CESA Assessment Panel

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## Composition:

**Prof Alan Bowen-James** MB BS (UNSW) LLM (Sydney) MBA (Deakin) PhD (ANU) ScEdD (Curtin)

**Dr Danielle Eden** BMus MEd (Sydney) MMus PhD (London) GradCertAdvSt (RAM) ARCM

**Prof Tony Shannon** AM BSc (Sydney) PhD (UNE) EdD (City) DSc (UTS) LLD hc (UNDA)  
FACE FCES

**Dr Soraya Siabani** MMedEd (EDC, Iran) MD (KUMS, Iran) PhD CertPublicHealth (Sydney)

## Purpose:

- To advise or supervise candidates on formative assessment tasks;
- To adjudicate candidate appeals with summative assessment tasks;
- To monitor reports on continuing professional development progress.

## Reports to Council on:

- Summary of progress;
- Ideas for improvement;
- Ideas for extension of cpd courses;
- Responses from participants.

## CESA Fraternity

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CESA is committed to engendering a spirit of fraternity amongst members. As well as the CESA examinations and Professional Practice Course assessments, this is achieved by way of the following activities and events:

- **Social Gatherings:** CESA members are encouraged to join together on Monday evenings for dinner near the Society's office in Hurstville. This usually begins with some light volunteering in the office, followed by a relaxed dinner and drinks.
- The CESA Council endeavours to organise an **Annual Dinner** to celebrate the achievements of members. Honorary Fellowships and other special awards may also be presented at the dinner. Members are encouraged to bring along their partners and friends.
- The Dean and Faculty may also organise an **Annual Lecture** which will serve as a good opportunity for networking, and also publish an Academic Journal using the work of both CESA Members and Friends of CESA.
- **A Job Board** will also be maintained by email or on the CESA website and newsletter. This will be available exclusively to members.

Members and students will often enjoy each other's company whilst completing CESA exams and Professional Practice Courses. This is achieved by individuals and groups taking initiative to organise dinners, lunches and coffee catch ups etc. in between and after classes.

CESA members have for many years looked after each other in the workplace and marketplace based on their common bond.



*The Commercial Education Society of Australia*

FOUNDED 1910

## Get The Edge With CESA

- Continuing Professional Development (CPD) in Professional Communication
- Work Integrated Learning (WIL)
- Professional Prestige
- Institutional Leadership and Governance
- Teaching
- Leadership
- Career Planning
- The Foundations of Western Education

*...and much more...*

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**The Commercial Education Society of Australia (CESA)**

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