

THE VOICE

Monthly Newsletter for our Australian Alumni Community

ISSUE 60 | FEBRUARY 2026

A MESSAGE FROM THE PRESIDENT

Dear Members and Partners,

Welcome to the February Newsletter.

I hope everyone has been having a great Chinese New Year. I can assure you that the celebrations this year has been broad and festive. The year of the Fire Horse is one that is believed to bring opportunity, luck and prosperity. The phrase 马到成功 (ma dao cheng gong) translate to "success at a gallop". This phrase encompasses the story of the scholar's horseback journey to the capital in order to sit the imperial exams. It is through his belief in his ability and hard work he was able to overcome various obstacles to arrive at the capital, ace the exams and become an official of the court. I hope you will be able to gain opportunity and achieve success in this the Year of the Horse.

Later this March, we will hold our AGM. This will mark the end of my first year as President. Like that of the Scholar, it has been quite a journey for me. It has had some bumps but ultimately a success marked by very active year of activities especially since we were celebrating our 70th Anniversary and 60th of Australia Singapore bilateral relations. I would like to thank the incredible effort from our Office Bearers, Management Committee, Secretariat and Council of Advisors. Their tirelessly work has made our Anniversary a hugely successful year.

Finally, I would like to make a very special mention. Our Patron, the Australian High Commissioner, HE Allaster Cox, will be stepping down from his role and returning to Canberra in April. Ambassador Cox has been a tower of strength and support for AAS & the Australian Singapore community. He has led many initiatives including the 60 for 60 and the Alumni Gala Concert. He has been an amazing supporter for our events such as our remarkable Gala Dinner and the Business Council. We will certainly miss his enduring presence at the many official and unofficial events. On behalf of AAS, I would like wish Allaster and his wife Susila our best wishes on their return to Australia.

Yours Sincerely,

Andrew Er

Andrew Er
#forwardtogether



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AUSTRALIAN HIGH COMMISSION

Australia Awards Scholarships



Australia Awards Scholarships 2027 – Applications Now Open

Are you ready to take the next step in your career — or know someone who is?

Applications are now open for the 2027 Australia Awards Scholarships, one of Southeast Asia's most prestigious fully funded postgraduate opportunities.

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Applications close 30 April 2026

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JOVINA ANG | MACQUARIE UNIVERSITY | UNIVERSITY OF NEW SOUTH WALES

Jovina Ang's story is a story of the power of education on career success and fulfilment. Living in Australia for more than 15 years has shaped how she approached life and work. Jovina is a former corporate tech leader turned board member, global speaker, university faculty, leadership coach, and an author of 5 books and 16 Harvard cases.



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GO TO [HTTPS://JOVINAANG.COM/](https://JOVINAANG.COM/) TO FIND OUT MORE ABOUT JOVINA.

She actively pays it forward by making a difference to women and youth through her involvement with Mentor Walks and the Global Mentor Initiative. She holds two master degrees from Australian universities—a Master of Commerce from the University of New South Wales and an MBA from Macquarie University. She also has a PhD from Singapore Management University.

Jovina is the podcast host of "This PhD Thinks", a podcast series that focuses on insights on the future of work.



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PRESENTATION

PANEL DISCUSSION



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Dr Tan Kim Lim
Senior Lecturer
Business
James Cook University



PRESENTER

Dr Nurhafihz Noor
Senior Lecturer
Business
James Cook University



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Acting Head
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Ms Gina Romero
Founder
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18 March | 5 - 7 pm | C2-15 | James Cook University (Singapore Campus)

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Using BTS songs to teach marketing? Yes, says academic at JCU in Singapore.



An academic at JCU in Singapore shares how pop culture, such as K-pop sensation BTS's songs, can be powerful tools for the learning and teaching of services marketing.

The paper, titled [A cause for academic euphoria: Seven BTS songs that inspire the learning and teaching of services marketing](#), looks into how educators can explore more creative ways to teach, such as using popular songs to teach academic concepts.

"Global popular culture can be a force for many things, including the learning of marketing-related disciplines," said [Dr Nurhafihz Noor](#), Senior Lecturer in Marketing at the Singapore campus of James Cook University (JCU in Singapore).

"Sometimes as educators, if we meet students where they're at, then they may meet us later at where we want them to be. The ability to code-switch is as vital for marketing as it is for teaching. As a longtime BTS fan myself, I wanted to look into lessons that can be learnt from each song," he added.

Inspired by Dr Stanislav Ivanov's research about salient themes in the Star Wars movies and the future of tourism and hospitality, Dr Hafihz set out on his own research – with songs by global music sensation K-pop group BTS.

The BTS-Services Marketing Playlist

Dr Hafihz selected seven BTS songs, including Dynamite, Left and Right, Permission to Dance, and Euphoria, that mirror key concepts in the services marketing literature. The playlist was created based on the songs' popularity, their salience to important service marketing concepts, as well as his experience in using them as pre-lecture music and during classroom teaching.

The songs were lined up to match the flow of topics in services marketing – from optimising the service's brand and experiences, to managing external and internal customer relations, and ending with customer care and well-being. For example, the song Dynamite shares a lesson about creating brand differentiation and distinctiveness, Left and Right is a reminder of how companies must build mental and physical availability to be easily remembered and chosen. Permission to Dance places emphasis on empowering service employees to help them better manage the uncertainties of service, and Euphoria illustrates the value of enhancing customer well-being by delivering uplifting and emotionally resonant experiences, especially with AI-related technologies.

"When I used these songs in some of my classes, I found that students could better understand and remember the concepts," said Dr Hafihz.

"While seven songs have been originally selected in this paper, I encourage fellow educators to adapt the playlist and make it their own with other songs that they can draw inspiration from. I hope that the playlist can be used as a key element to guide the design and experience of a more euphoric class on services marketing," he added.

PAPER

Noor, N. (2025). A cause for academic euphoria: Seven BTS songs that inspire the learning and teaching of services marketing. *Journal of Applied Learning & Teaching*, 8(2). <https://doi.org/10.37074/jalt.2025.8.2.10>

Check out Dr Nurhafihz Noor's staff and research profiles [here](#).

Find out more about [business courses](#) at JCU in Singapore.

Discover further information on [areas of research, and research strength at James Cook University in Singapore](#).

Find out more about the [Singapore campus of James Cook University](#).

Contacts

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JCU Conversations is the premier podcast series of James Cook University, Singapore — bringing to you discussions with successful leaders in the industry (across fields such as business, education, sustainability, and more) while offering a deeper understanding of their personal lives, careers, inspirations, and approaches to success. Join our rotating chair of distinguished hosts as we find out: What makes these bright minds tick?

Latest ▾



JCU Conversations 45: Christopher Warren

Is AI wiping out entry-level jobs? How is it changing businesses? How can we stay relevant? Join Christopher Warren, Head of Business Strategy and Chief of Staff for the Asia Pacific region at Red Hat as he shares about the impact of AI on careers, academia, why AI probably won't replace us, and more.

This episode's host: [Lance DuBos](#), Lecturer at James Cook University (Singapore Campus).





Mentorship Matters is a value-add program that connects student mentees with mentors who are industry professionals to provide guidance around professional and personal development to prepare them for the workforce and their future careers.

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- If you have mentoring experience, please share more with us at point of application
- If you have no mentoring experience, please complete a foundational mentoring programme such as Mentoring 101 by [MentoringSG](#), and share with us at point of application
- Beyond your mentorship guidance, JCU students are also supported through Employability Support Services; Career Advisor; Career Talk; **Employability Workshops**; Resume; Interview Skills; Job Search Techniques; Industry Relevant Soft Skills; **Internships**; **Mentorship Matters**; Employment Support Services; Career Fairs; **Career Portal**; Recruitment Drives

AAS and JCU has formed a partnership to this esteemed value-added program. For Australian Alumni Singapore members, please register your interest through [Australian Alumni Singapore](#) via this [form](#). You can also scan the QR Code below to register



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SINGAPORE AIRSHOW 2026

Image Credit: Singapore Airshow 2026

One of Asia's leading aerospace and defence events is returning, and Victoria will once again showcase its strengths in innovation, manufacturing and technology at the Singapore Airshow 2026, in partnership with Austrade and Team Defence Australia.

The biennial trade mission will take place 3 - 8 February at Changi Exhibition Centre, bringing together global industry leaders, investors and innovators to forge high value strategic partnerships.

Victoria is a major hub for aerospace design, advanced manufacturing and R&D in Australia. The state is home to around 460 aerospace companies contributing to military and civil aviation sectors through design, production, systems engineering, modelling, simulation, and software development.

This year, Global Victoria is proud to support 17 Victorian companies as they exhibit and demonstrate these capabilities and reinforcing Victoria's competitive strengths in innovation, and global supply chains:

- Bodd
- Cablex Pty Ltd
- GPSat Systems
- MEMKO Aviation, Aerospace and Defence
- Point Trading Group
- Rosebank Engineering
- Textron Systems Australia
- Trakka Systems
- Horsell
- Andrew Engineering Pty Ltd
- BlueRoom Simulations
- KeyOptions
- Luminact Pty Ltd
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- Stahl Metall
- Supacat
- Tufwrap

Singapore Airshow 2026 presents a timely opportunity for global companies to meet Victorian businesses in person, discuss commercial partnerships and explore how Victoria's capabilities can support future aerospace and defence programs.

We look forward to meeting you there!

Victoria: AI-Driven, Business-Ready

The Victorian Government's
AI Mission Statement

The Victorian Government has released its new AI Mission Statement -Victoria: AI-Driven, Business-Ready, outlining an ambitious vision to position Victoria as a leading AI and data centre hub in the Asia-Pacific region.

Artificial Intelligence is rapidly reshaping industries, public services and global economies. With more than 188 AI companies already based in Melbourne and strong government investment supporting sustainable data centres, skills development and innovation precincts, Victoria is building the foundations to strengthen global partnerships and deliver economic and social benefits through responsible AI adoption.

The Mission Statement highlights 6 strategic pillars guiding Victoria's AI future:

- Investment attraction and adoption
- Data centres and digital infrastructure
- Local innovation, products and services
- Talent and workforce
- Ethical AI use
- Public sector adoption

From Southeast Asia, this strategy opens new paths for collaboration and growth. Victoria's AI ecosystem creates opportunities for joint R&D, talent partnerships and tech commercialisation, while Southeast Asia's booming digital economy offers Victorian companies avenues for regional expansion and market partnerships.

Read the full AI Mission Statement here:
https://djsir.vic.gov.au/_data/assets/pdf_file/0004/2454124/The-Victorian-Governments-AI-Mission-Statement.pdf

WHAT A 111-YEAR-OLD TAUGHT ME ABOUT LONELINESS

"Do you feel lonely, sister?" I asked this 111 year-old centenarian at the birthday party we organized for her. Balloons, cakes, dance performances. The birthday girl, Teresa Hsu, had lived through wars, famine, poverty, and more. By the time we celebrated her birthday, her family and the people who had journeyed through life with her were long gone. No one was left to reminisce with her about the "gone are the hardship days" stories. I leaned forward, convinced her reply would be so profound that I'd need all my brainpower to understand it.

"The sun shines on my face every morning, the birds sing for me, the wind blows across my face. They are with me. I am not lonely."

Her reply stunned me. The nature that I have taken for granted is here to keep me company too. I am not lonely, if I had only known.



TERESA HSU AT A GLANCE

Conferred an Honorary Doctorate from the University of Southern Queensland, Australia in 2003.

Awarded the Public Service Star by the Republic of Singapore in 2009.

Teresa's lifelong desire to care for others began in childhood. She once watched her mother give away the family's only meal, a simple plate of steamed sweet potatoes, to a passing woman and her hungry son who had not eaten in days.

She started Home for The Aged Sick in 1965, a free nursing home in Hougang, Singapore, catering to those who are old, poor or sick. Her sister Ursula, then principal of CHIJ in Bukit Timah, purchased the land for the Home.

Joined a volunteer ambulance unit in China during the Japanese invasion.

Studied nursing in London at the age of 47.

Served as a volunteer nurse in the Panama conflict.

After she retired from the nursing home she founded, at 85 years old, she started Heart to Heart and continued visiting the forgotten. On one visit, she found an elderly woman lying immobile on the floor after a fall. Teresa lay down beside her so that this woman did not have to take her last breath alone.

Teresa kept giving until her final months. Three centuries of lifting lives. 1898 to 2011. As Australian alumni living in Singapore today, we may not share her century, but we can keep her question alive:

Whose life will feel a little less lonely because we were there?



This article is contributed by
Elaine Chia
 Chair of CSR
 Australian Alumni Singapore.

Join the CSR community:
 Scan the QR code or click [AAS CSR Group](#)





3 February 2026

2026 LUNAR NEW YEAR CELEBRATIONS



AAS Business Council Luncheon Cushman & Wakefield 4 February 2026



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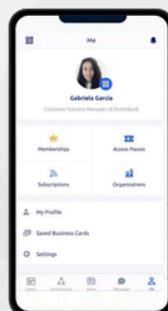
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Organisational Resilience in the New Normal

THE “NEW NORMAL”

As Governments, businesses and societies begin to adapt to the post-COVID 19 pandemic environment, organisations continue to evolve in a complex operating climate impacting daily operations, assurance to stakeholders and creating a sense of uncertainty. Left unchecked, these may materialise into potential undesirable consequences causing unnecessary disruption or leading to a crisis in their organisation.

Navigating through these complexities require trained and experienced professionals to ensure such threats do not become a reality and if they ever do, organisations must be ready to implement well tested contingency and response plans to recover from and resume critical operations.

It is a proven and well documented fact when organisations that are resilient and equipped to manage risks not only stand a higher chance of survival in their respective competitive fields but emerge stronger and ready to take on potential opportunities left behind by others who are not as well prepared.

Post-pandemic, more businesses, governments and key stakeholders will be requiring a greater adoption of business continuity and crisis management plans and procedures. Is your organisation ready?

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