



The Charlie Bell Scholarship for Future Leaders 2015 Application Form

Information

In recognition of the contribution made by the former McDonald's Corporation CEO, Charlie Bell, a scholarship for future leaders has been created in his name. The Scholarship, administered by the Charlie Bell School of Management, recognises Charlie's commitment towards the provision of ongoing learning and education. The Charlie Bell Scholarship for Future Leaders will reward up to 3 successful applicants with a contribution of up to \$15,000 towards their 2015 tuition fees for a designated field of undergraduate or post graduate study. One of the successful applicants will be a current employee of McDonald's or one of its franchisees ("McDonald's Employee"), the second and the third recipients may be either at the discretion of the selection committee.

Eligibility

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

- gain acceptance to or be enrolled in, an undergraduate or postgraduate degree at an Australian University;
- be available to commence university or continue university, as the case may be, in semester 1, 2015;
- be an Australian citizen or permanent resident;
- in respect of the Employee Award, the applicant must be employed by McDonald's or its franchisees; and
- not have been a previous recipient of the Charlie Bell Scholarship for Future Leaders.

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

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; and
- 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.

Application Procedure

Applications should be submitted in hard copy (not email) to:

The Selection Committee, Attn: Amanda Abou Serhal, 21-29 Central Avenue, Thornleigh NSW 2120, Australia no later than 27 October 2014 (close of business). Applications received after the deadline date (close of business) will not be considered.

Applicants who are short-listed as finalists will be notified by email on 7 November 2014. For further details regarding the procedure for finalists, please refer to Section 3, details of the Statement of Terms and Conditions.

Please do not contact McDonald's with regards to your scholarship application once lodged. All successful and unsuccessful applicants will be contacted in due course.



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Prospective scholarship applicants must complete the form below and include ALL relevant information requested with this application.

SECTION 1: Personal Details

First Name _____ Surname _____
Street Address _____ Suburb _____ State _____ Post Code _____
Phone Number _____ Mobile Number _____
Email _____
Date of Birth _____ (if you are under 18 years of age, your parent/legal guardian must sign the Parental Consent below to validate your application).

I am an ☐ Australian citizen ☐ Australian resident

How did you hear about the Scholarship? _____

SECTION 2: Employment Details

I am a McDonald's employee working at _____ Restaurant

I am not a McDonald's employee ☐

SECTION 3: Course Details

I am ☐ Currently enrolled on my degree ☐ Plan to commence my degree in Semester 1 2015
My course is ☐ Undergraduate ☐ Postgraduate

I am/will be studying (course title) _____

University Name _____

SECTION 4: Additional Information

You must also submit the following:

- Signed application form;
- A covering letter (no more than one page) outlining your intended area of study & extent of need;
- Answers to the following Questions:
(Please ensure that each answer is no more than 500 words)
 1. Outline your personal, academic and career achievements to date and your aspirations for the future.
 2. Describe your involvement in community events and organisations, highlighting any leadership roles you may have undertaken in this area and their impact on your personal & academic development.
 3. If successful, how would the Scholarship impact your studies and assist you to achieve your academic and career goals and ambitions.
 4. What makes you an ideal brand ambassador for McDonald's Australia.
- A copy of your academic record;
- A current resume; and
- Two written references – in the case of McDonald's employees one referee must be either your McOpCo Restaurant Manager or Franchisee.

Declaration

I have reviewed and agree to The Charlie Bell Scholarship for Future Leaders 2015 Statement of Terms & Conditions and declare that all information provided by me in connection with this application, is true and correct. I acknowledge that my personal information ("PI") is being collected to enable the Selection Committee to administer the Scholarship and that my PI is being collected and will be stored in accordance with the Privacy Act 1988 (Cth). I acknowledge and understand that if my application is successful, my PI will be retained by McDonald's for only as long as required under law and that in certain circumstances, my PI may be provided to regulatory authorities upon request. I acknowledge and understand that if my application is unsuccessful, my PI, together with other information provided by me in connection with this application, will be destroyed by McDonald's.

Signed _____ Date _____

Parental Consent (if applicant is under 18 years of age)

Signature _____ Name _____ Please print
Relationship to Applicant ☐ Parent ☐ Legal Guardian