



# The Charlie Bell Scholarship for Future Leaders 2015



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.

Charlie commenced his career as a crew person with McDonald's Kingsford in 1976 at the age of 15 and quickly progressed through the ranks, becoming Australia's youngest restaurant manager at the age of 19. He was appointed Managing Director of McDonald's Australia in 1993 and then ultimately President and Chief Executive Officer of McDonald's Corporation in April 2004 at the age of 43.

The Charlie Bell Scholarship for Future Leaders will reward successful candidates with a contribution of up to \$15,000 towards tuition fees for their chosen undergraduate or post graduate study.

All short-listed applicants will be presented with an opportunity to participate in a leadership program, facilitated by DDI Asia Pacific, focused on the fundamentals of leadership, how to better motivate people and provide feedback and the personal attributes that can enable or derail leaders.

The Scholarship, administered by the Charlie Bell School of Management, recognises Charlie's commitment towards the provision of ongoing learning and education.

## WHO IS ELIGIBLE?

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: goals and ambitions achievements;
- personal achievements: goals and ambitions;
- community activities and other contributions to society;
- demonstrated evidence of extent of need;
- 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; 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 close Monday 27 October 2014 (close of business). Applications received after the deadline date (close of business) will not be considered.

Further information about the application process can be obtained from the McDonald's Australia website [www.mcdonalds.com.au](http://www.mcdonalds.com.au) or [www.metime.mcdonalds.com.au](http://www.metime.mcdonalds.com.au).

Applicants may be required to attend an interview on Friday 5 December 2014, in Sydney, and must be due to commence or continue their undergraduate or post graduate studies in Semester 1, 2015.

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.

*"Life is not  
a rehearsal."*

Charlie Bell  
1960-2005

**Charlie Bell**  
School of Management

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