

DR HENRY IAN ALEXANDER NOWIK

Citation for the conferral of a Doctor of Letters (*honoris causa*)

Only the tremendous upheavals of the twentieth century could have produced Henry Nowik. He was born in Poland in 1917 and served in the Second World War with the Polish Air Force and the French Resistance. He was awarded the Polish Military Cross, the Polish Gold Cross of Merit, and the French Croix de Guerre and was made a Bachelor Knight of Polonia Restituta.

Henry Nowik graduated in political science and law from Lyon University, France in 1947 and began teaching at the London School of Economics where he graduated Doctor of Philosophy in Economics.

He then moved into industry occupying a number of senior positions. He first visited Australia in 1964 on behalf of Mars Incorporated as the first step in establishing a pet food manufacturing facility in this country. Dr Nowik investigated sites in three states finally choosing Wodonga where production began in 1967. At that time, such a location was novel particularly as Dr Nowik recommended that the head office of the corporation also be located in Wodonga. Senior executive personnel had to be convinced to live and work in a regional area away from the major markets in the metropolitan centres.

Despite these misgivings, Uncle Ben's grew rapidly under his leadership. The pet food industry was almost non-existent in 1965 and now pet foods are one of the top ten selling items in Australian supermarkets. Uncle Ben's is Australia's largest pet food manufacturer and Uncle Ben's products are the largest processed pet food item exported from Australia.

Following the success of the Albury-Wodonga experiment, Dr Nowik was responsible for establishing Mars Confectionery in Australia, again in a regional location, this time at Ballarat, and another Uncle Ben's plant was established at Bathurst. In addition to becoming General Manager of Uncle Ben's, Henry Nowik was General Manager of Master Foods of Australia and in 1969 became Managing Director of Effem Proprietary Limited, the holding company for Uncle Ben's of Australia, Master Foods of Australia, and Mars Confectionery of Australia. In this position he was responsible for Mars Incorporated Asian interests, including Australia, Japan, New Zealand, Hong Kong, Singapore, Thailand and Malaysia. The establishment of such major business enterprises run from Albury-Wodonga was a remarkable achievement. He brought to his work new ideas in employee-employer relations, ideas novel to Australia and a deep concern for, and commitment to, occupational health and safety.

Through his Albury-Wodonga experience Henry Nowik became acknowledged as an expert on the decentralisation of industry in Australia. He was a member of the Albury-Wodonga Consultative Committee in 1973 and 1974 and in 1977 was appointed Chairman of the Federal Government Decentralisation Advisory Board. He has published numerous papers on decentralisation and in 1975 was created an Officer of the Most Excellent Order of the British Empire in recognition of his work.

In Albury-Wodonga Dr Nowik established a tradition of involving the company and its employees in the community with scholarships for school children and financial

support for various community organisations. He also introduced non-salary benefits for employees which were far in advance of what was offered by most other firms at that time.

He was also at the forefront of Australia's move into marketing manufactured goods in Asia and participated in a number of trade missions to Malaysia and Japan. He was a member of the Executive Committee of the Trade Development Council from 1971 to 1977 and a member of the Victorian Promotion Committee from 1976 to 1981. His contribution to Australian industry was recognised by Australia when he was made an Officer of the Order of Australia.

In 1979, Henry Nowik moved to the United States to undertake world-wide responsibilities for some Mars Incorporated activities. In retirement, he now works as a consultant specialising in the global application of marketing concepts and the inter-relationship between economic and political forces. Concurrently he holds an appointment as Professor of International Business Diplomacy in the prestigious School of Foreign Service at the famous Georgetown University in Washington, DC. He has written extensively on international marketing and management in Australia and some of his writings were published as 'The Disciplined Entrepreneur', Melbourne 1976.

He has been a discerning patron of Australian arts and literature, an erudite person of wide interests who generously supports a number of worthy causes. He became a trustee of the World Wildlife Foundation of Australia in 1977.

This University, and its predecessor institutions, have each benefited immeasurably from the support given by Henry Nowik since 1972. Unstintingly he has shared his time, experience and expertise with staff and students. He was a member of the governing council of Riverina College of Advanced Education from 1972 to 1978 and has maintained an interest in the development of the Albury campus since then. Every few years he has returned to visit the campus and to meet with the current generation of students.

Henry Ian Alexander Nowik, a distinguished Australian, Officer of the Order of Australia, Officer of the Most Excellent Order of the British Empire, Doctor of Philosophy of the University of London, a distinguished economist, a pre-eminent industrialist, a manager and decentralist who has done so much to develop non-metropolitan Australia and especially the region that this University has been established to serve, a patron of the arts, a man of valour who has served his countries in both war and peace, was admitted to the degree Doctor of Letters (*honoris causa*)

Fourth Day of August One Thousand Nine Hundred and Ninety Three