



Citation for the Award of the Degree of Doctor of the University *honoris causa*

Mr Frank Seeley AM

Mr Frank Seeley AM is an entrepreneur, innovator, businessman, philanthropist, family man and employer. He is the founder of Seeley International and its Chairman, and an Australian success story.

Mr Seeley started his career as a teacher, followed by a stint in sales, before eventually starting a South Australian business that has grown to become Australia's largest manufacturer of heating and cooling solutions.

He first founded Seeley International in 1972 in his home garage, with the business making \$1000 in its first year. But Mr Seeley believed that it could grow into a thriving, successful business; and he was right. Seeley International is now Australia's largest manufacturer of heating and cooling systems and exports locally designed and manufactured products to more than 120 countries around the world.

The journey wasn't an easy one. In the early days fire, destroyed the business twice. But with a lot of hard work and family support, the setbacks were overcome and Seeley International was quickly back in production and going from strength to strength. The company has now grown to an annual revenue base of around a quarter-billion dollars, and a roadmap is in place to take the company to \$1 billion.

A passionate believer in the future of Australian manufacturing, Mr Seeley is also well known for his encouragement of other business owners to keep a positive attitude, surround themselves with like-minded people, invest in research and development, embrace the entrepreneurial approach and give back to the community at all times.

And in turn, the Australian community has warmly embraced Mr Seeley and his philosophies. In 2001, he was made a Member of the Order of Australia, and in 2005 was named South Australian Entrepreneur of the Year.

In 2010, Mr Seeley was state winner of the Jason Lea Award at the South Australian Family Business of the Year Awards; an award that recognises an 'ideas' person who has demonstrated outstanding entrepreneurship. He received the Endeavour's Lifetime Achievement Award in 2012, the Ernst & Young Champion of Entrepreneurship Award in 2013, and the IMPACT Awards Hall of Fame award in 2015. And the list goes on.

Mr Seeley's passion for manufacturing is only matched by his enthusiasm for good works; he and his wife Kathy are heavily involved in the church and charitable work. For more than twenty years they have worked closely with local disadvantaged children and feed up to fifty children and teenagers in their home each week. And they not only donate thousands of dollars each year to worthy causes, but also encourage others to do the same.

Flinders University is proud to bestow the award of the degree of Doctor of the University on Frank Seeley, recognising and acknowledging his commitment to the Australian manufacturing industry; his belief in the importance of research, development and innovation; and his unwavering enthusiasm and support for the community in which he lives.