




Creative genius behind Dove Evolution

After winning two Cannes Lions Grand Prix awards for the viral Dove Evolution campaign, Tim Piper is firmly ensconced as a leading creative brand developer, writer and director. [more...](#)

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UniSA Alumni Events Coming Up

UniSA Alumni events are the perfect opportunity to catch up and reminisce with your classmates, as well as learn more about the University's vision and achievements from senior UniSA staff members. With events held all over the world annually, find the closest to you! [more...](#)

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Importance of empowering older adults

Clinical social worker, Felicity Chapman, has recently launched her new book which tackles ageism and gives practitioners skills to work effectively with an advanced senior population, many of whom are facing much change and loss. [more...](#)

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Landing an Earthship in the Adelaide Hills

Dr Martin Freney's vision for green home design offers Australians a window into a uniquely sustainable and achievable off-grid lifestyle. [more...](#)

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Small price to pay to support brain cancer research

What would you give up for 15 days to help a good cause? The Neurosurgical Research Foundation (NRF), in partnership with UniSA, has recently launched a new campaign called 'Give 15' which asks people to pledge the funds saved from giving up 15 things to help increase glioblastoma patient prognosis of 15 months to years. [more...](#)

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Alumni events

03
MAR-
03
JUN

2018 Adelaide Biennial of Australian Art: Divided Worlds
Titled *Divided Worlds*, the 2018 Adelaide Biennial of Australian Art presents an allegory of human society. Curated by Samstag Museum of Art Director Erica Green and held across Samstag Museum of Art, Art Gallery of South Australia, JamFactory and the Santos Museum of Economic Botany in the Adelaide Botanic Garden.

28
MAR-
24
APR

Food, Space and Place Exhibition – Adelaide
Food preparation and consumption is a communal practice enacted across a range of different spaces. Food can also invoke a strong sense of place, from the nurturing warmth of a home-cooked meal to the dazzling array of flavours and spices offered via food trucks. This exhibition, presented by UniSA's School of Creative Industries and our partners, explores these ideas of food, space and place through photography, stories, artefacts and film.

11
APR

Detecting Skin Cancer – Adelaide
Join Professor Tarl Prow at the Enterprising Research Talks about how micro biopsy technology can sample skin for molecular analysis without anaesthetics or scarring.

12
APR

Successful Ageing Seminar: Engineering Solutions for the renewable energy transition – Adelaide
As part of our Successful Ageing Seminar series, we invite you to attend this FREE seminar to hear from two distinguished presenters on the topic of transitioning to renewable energy and how South Australia is leading the way.

19
APR

South Australia's Place In The World: What Is Our Brand? and the Importance of Simplicity in Communications - In-Conversation with Bill Muirhead AM – Adelaide
Join The Bob Hawke Prime Ministerial Centre for an intriguing and dynamic discussion as Bill takes us on a branding journey and what 'action points' do we need to consider for the future of South Australia's place in the world.

17
MAY

The France-Australia Strategic Partnership in a Challenging International Environment – Adelaide
France and Australia are bound by common values including the support of multilateralism and the rule of law, human rights and democracy and a shared vision for a secure and more prosperous future. In this lecture, the audience will have the opportunity to hear from the Ambassador of France to Australia, H.E. Mr Christophe Penot, as he reveals his vision for the French-Australia agenda.

24
MAY

Alumni Cocktail Reception – London
Join Vice Chancellor Professor David Lloyd and fellow alumni for a networking event at the Royal Institution of Great Britain in London.

20
JUN

Alumni Cocktail Reception – Sydney
Join Vice Chancellor Professor David Lloyd and fellow alumni for a networking event in Sydney.

21
JUN

Alumni Cocktail Reception – Brisbane
Join Vice Chancellor Professor David Lloyd and fellow alumni for a networking event at Alchemy in Brisbane.



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Creative genius behind Dove Evolution

Tim Piper

Bachelor of Design, Visual Communication
Founder Partner, Piro

You have probably heard of Dove's Self-Esteem campaign to change our perception of beauty. The campaign's fame is largely thanks to the **Dove Evolution** video that features a model who is primped and polished with makeup, photographed and then altered in photoshop.

What you may not know is that the video was the brainchild of award-winning creative director and UniSA graduate Tim Piper. On release it immediately went viral and won Tim and his employer at the time two Cannes Lion Grand Prix awards, the gold standard for media advertising.

We caught up with Tim recently while he was in Adelaide taking a break from his busy life in New York where he co-runs creative agency and production company Piro.



"I started my career in Adelaide with a graphic design collective that was set up with some fellow graduates, then I heard the local advertising industry produced commercials in Adelaide and I was hooked," said Tim.

"I ended up at a small firm directing a commercial for RAA without realising that I was the director" he laughs. "We didn't have a huge budget so we invested in a cinematographer (to shoot on 35mm film) and I would scribble thumbnail boards for each of the scenes, then discuss with the cinematographer how to tell the story. I didn't know at the time that I was essentially acting as the director."

Tim quickly made a name for himself, winning local awards for TV categories. Soon he had a portfolio of work that allowed him to establish himself as associate creative director in Toronto, Canada.

It was there he won the two Grand Prix Lions for Dove Evolution amongst other awards for various clients.

"After this big win I realised how frustrating the industry could be. Despite this ad doing so well I didn't get the next stage of the creative work for Dove's campaign.

"They gave the next film job to a top European director and we had to scramble enough money to put together our next pitch, **Dove Onslaught** - which they ended up using instead of the expensive European production."

But after his experience on the campaign, Tim had started to explore a business model that he sensed could turn the traditional advertising method on its head.

"The concept we've been working on at Piro is about creating marketing that is as engaging as the shows people watch or pay to see.

"In one case the entertainment industry has paid a license to show the marketing content. Meaning our client is getting paid for their marketing (and not the other way around). This is quite possible and should be a goal of marketers, but the infrastructure or business model is not apparent to brands right now.

"It's a disruptive model. But it has to be, as I've learnt that in the advertising and media buying industry there is little to no incentive for creativity to thrive.

"If we can get brands to spend money intelligently within entertainment infrastructure, then we can do something really exciting. Certainly more effective than traditional, interruptive advertising and more typical branded entertainment efforts."

Tim's approach is embedded in discovering the specific cause or value that brands can align themselves to. Then the creative team works with the brand to come up with a concept that is very different to the strategically placed Coke can in your favourite television series.

"What's needed is really an entirely new industry - because the entertainment business is so different from the marketing and advertising business. They don't talk the same language. With Piro I bring marketing and advertising experience and my partner Daniel Rosenberg brings his 20 plus years of experience producing film and TV so we can tackle this divide."

Shortly after teaming up, Piro attracted the attention of Chipotle - a major fast food chain in the US.

"We were really lucky that Chipotle wanted to work with us. They're all about ethical farming, sustainability and getting people to realise that fast food can be kind to animals, people and the environment.

"They've had a hard time with some of the big industrial farming organisations in the US. So we sat down with Chipotle and came up with a four part Hulu series called **Farmed and Dangerous**.

"It was a satire on the industrial food lobbyists. Chipotle invested their marketing budget in a creative team with an Oscar nominated screenwriter to help us develop the script and some great actors. It ended up becoming one of the most successful shows on Hulu."

The show was supported with branded and non-branded content including a Huffington Post portal that became that sites most successful social impact section.

Shortly after the series aired, a study funded by the Bill and Melinda Gates Foundation found the show to be the most persuasive piece of social awareness entertainment released in the last few years. It was the show most likely to cause viewers to change their habits – beating several acclaimed activist documentaries, such as 'Food Inc', 'An Inconvenient Truth' and other social cause blockbusters.

Most importantly, Tim and Daniel proved their model works. The numbers were assessed both in-house and by an independent party, showing a conservative 800% return on investment. It was an incredible result for a fresh, bold approach.

Now Tim and the Piro team are working to engage more brands in this new take on branded entertainment. One that is straight-forward about the brand as a culturally relevant part of society.

"When people think negatively about branded entertainment I ask them to picture this scenario. Imagine a sports goods company says to a studio that they will help make their film, but only if they have a leading major star scream his love for their product over and over and that the product should also be a character in the film.

"That's the most absurd thing you've ever heard right? Well, then picture Cast Away with Tom Hanks and his relationship with a Volleyball brand - Wilson, his only friend on the island.

"People assume that this type of marketing is expensive but it's really not when you compare it to traditional marketing expenditure.

"Brands don't have to make a creative endeavour worse, they can enhance it. Find something important to align the brand with and let creative people come up with something new and magical that's able to deliver brand awareness that's on strategy."

For more information about Tim's work visit www.wearepiro.com.



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UniSA Alumni Events Coming Up

With more than 202,000 alumni living in more than 134 countries there is always a reason to celebrate.

UniSA alumni events and seminars are regularly held in key Australian and overseas capital cities. Your classmates are the foundation of your professional network and these events are the perfect opportunity to catch up and reminisce with your classmates, as well as learn more about the University's vision and achievements from senior UniSA staff members.

With events held all over the world annually, find the closest to you!

UK Alumni Cocktail Reception



24 May - Royal Institute of Great Britain - [Register now](#)

Sydney Alumni Cocktail Reception



20 June - Establishment - [Register now](#)

Brisbane Alumni Cocktail Reception



21 June - Alchemy Restaurant and Bar - [Register now](#)

Malaysia Alumni Chapter Reunion



28 June - Intercontinental Hotel - Email: alumni@unisa.edu.au to register

Singapore Alumni Chapter Reunion



29 June - Carlton Hotel - Email: alumni@unisa.edu.au to register

Melbourne Alumni Cocktail Reception



29 August - All Smiles - [Register now](#)

Canberra Alumni Cocktail Reception



30 August - Burbury Hotel Canberra - [Register now](#)

Perth Alumni Cocktail Reception



17 October - COMO The Treasury - [Register now](#)

Hong Kong Alumni Chapter Reunion



2 November - Intercontinental Grand Stanford - Email: alumni@unisa.edu.au to register

New events are regularly added to the Alumni Calendar. Make you sure visit our [event calendar](#) to see what is happening near you!

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Importance of empowering older adults

Felicity Chapman

Bachelor of Social Work (Honours)

Clinical Social Worker, Gerontological Psychotherapist & Sessional Lecturer

Author of 'Counselling and Psychotherapy with Older People in Care: A Support Guide'

We all get older. It's a natural part of life. Yet, particularly in Western cultures, ageism is clearly evident. Popular culture is focused on youth; through the concept of beauty, the power of physical ability and strength, and the perception of usefulness in the workplace.

But when society discriminates against older adults in this way, aren't we also discriminating against our future selves?

UniSA alumna Felicity Chapman is a clinical social worker, sessional lecturer and educator who works closely with advanced seniors in Australia, and knows the importance of valuing the old as much as the young.



Photo credit: Meg Hansen Photography

"Many older adults confess to me that they feel over looked or treated like a child. And some have even said to me that they feel 'thrown-away,'" says Felicity.

"They can fall into a social trap of being one of many older people, not as an individual anymore, especially if they are in care or have a lot of health problems.

"We need to be savvy about how easily ageism can affect our attitudes so that we can protect ourselves against it. And we need to realize how easy it is for older adults themselves to feel invisible and unworthy.

"I want older adults to feel like they've got a voice, that they matter as an individual and are valued members of our community."

Felicity recently launched her new book, '[Counselling and Psychotherapy with Older People in Care: A Support Guide](#),' on World Social Work Day, which concentrates on tackling ageism and advocates for a new model of psychological care that places a premium on relevancy and dignity. The book is written in a warm conversational style and has stories woven throughout based on her experience in this area.

"There are three things happening in our world at the moment. We've got a high incidence of depression and general distress amongst older adults - especially in care facility settings. We've got an ageing population and people are living longer. And on-top of all that, we've got a shortage of practitioners specializing in psychotherapeutic work with an advanced senior population. It's a perfect storm!

"It's a matter of great urgency that these issues be addressed, not only for today's advanced senior group – but also for our future selves."

People currently aged eighty years and over are often not familiar with psychotherapy, nor seek it, however psychological distress for this group can be high. Men over eighty five in Australia have the highest rate of suicide, and a report by the Australian Institute of Health and Welfare in 2013 revealed that more than half of facility residents in the study had depressive symptoms.

"Depression is not a normal part of the ageing experience. Older adults deserve quality of life – right to the end – in all aspects of their wellbeing, which includes the psychological.

"What can compound the problem of depression even more is internalized ageism, which negatively affects how older adults perceive themselves. Internalized ageism can have people feeling like a burden which actually increases their risk of suicide."

Felicity suggests a unique model of psychological engagement which she believes makes psychotherapy more accessible to an advanced senior group and offers the best chance of success in improving their emotional and psychological health.

"It's called the 'Flexicare Model.' It combines evidence based interventions adapted for an older adult clientele and offers an alternative view. It challenges a number of elements common in traditional geropsychology like a focus on pathology, set processes and strong assumptions about the helper-as-expert. The centre piece of the model relates to the concept of 'pre-therapy, therapy'.

"Most of the older adults I speak to in their eighties and nineties have no idea what counselling is. When I mention the word 'counselling' they often look at me like a budgie has done its business on my head! And the current group of advanced seniors often pride themselves as being resilient, and don't want to see themselves as having problems.

"'Pre-therapy, therapy' is a way of using life story techniques common in Reminisce Therapy and Narrative Therapy to develop trust and motivation for the psychotherapeutic process. It looks like an informal chat but, really, it's as therapeutic as any more formal intervention is.

"By intervening like this, I also give them an experience of therapy that creates permission for them to talk about themselves and doesn't focus on the practitioner being the helper.

"It changes the dynamic so they feel as though they are helping me by sharing their story, which automatically promotes dignity and has them defining their situation in a way which is empowering.

"It also connects them to strengths or things about themselves that their change and loss might have overshadowed.

"Once I have earned their interest and trust, they can see the relevance of what I am doing and that it's not 'whacky'.

"The model is all about creating comfort and dignity which, ultimately, leads to engagement and healing. We need to be 'senior friendly' in how we package psychotherapy: it needs to be relevant and respectful and not a 'one size fits all' approach."

Felicity has found that creating open conversations with older adults about their life story helps to segue into more formal therapy where she continues to help them re-establish their unique identity, which can often be 'buried' underneath definitions of deficit and decline and be linked to feelings of failure.

"They can still feel taller and feel relief even though they are also experiencing loss. It's about providing a bridge between their past achievements with how they see themselves now.

"I find a dignity based approach, exploring what their values are and how they can see themselves, can sit outside of all of their physical changes and help to find something they can feel proud of.

"My book aims to motivate and encourage practitioners, and arm them with practical skills. The reviews on Amazon so far are very positive. My book is particularly relevant for psychologists, clinical social workers and nurses who want to be 'aged care ready'."

While many aspects of Felicity's book relate to a global audience, she suspects that the anti-ageist element is more relevant for practitioners in Western countries as opposed to Eastern cultures where ageism appears less apparent.

"Eastern cultures tend to elevate their elderly in a way that they are seen as having more wisdom which is really lovely to see. The older they get, the more value or status they tend to have. They are less cut off from society and there is often a strong role that they play in the family irrespective of declining health. What can compound depression in people is when they feel like they have no purpose – that they have no role in society. It all relates to value."

"We need to value the old as much as we do the young so that older adults feel important and feel empowered to age with dignity no matter what situations they are faced with."

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Landing an Earthship in the Adelaide Hills

Dr Martin Freney
Bachelor of Industrial Design
Lecturer, School of Art, Architecture and Design

Forging a passion for design to a deep desire to tread lightly on the planet has led Dr Martin Freney to a new chapter in his life, as an agent of change for green living in Australia.

After a decade long industrial design career working on projects ranging from land mine clearing devices to new oven designs, Dr Freney returned to UniSA, this time as a lecturer having completed an industrial design degree at UniSA in 1993. It was here he started exploring his interest in sustainable design more deeply.

"Fundamentally, good design must address sustainability," says Dr Freney, Lecturer in the School of Art, Architecture & Design and Founder of Earthship Eco Homes.

"I advise my students to take sustainability seriously or they risk becoming a dinosaur. Sustainable design is becoming expected and we're seeing more and more laws and industry standards that require it."

But over the years a mounting cynicism about what he calls 'green wash' – the ever growing number of goods and services marketed as sustainable without substantial evidence - led him to undertake a PhD.

"Unfortunately I don't think anything we build or manufacture these days is that sustainable, particularly housing," Dr Freney said.

"There isn't good and bad when it comes to our impact on the environment, there's just bad and not-so-bad and we urgently need to find the very best not-so-bad options."

Dr Freney's research sought to quantify the most ecologically sustainable housing option available to home builders by investigating issues such as the thermal performance and embodied energy of various designs and construction materials. The top 'not-so-bad' option turned out to be the Earthship design.

Developed in the 1960s by Michael Reynolds, a controversial American architect who is also known as the Garbage Warrior, Earthships are an alternative housing solution that allows inhabitants to live comfortably off-grid. They have relatively modest requirements for batteries, solar panels and water tanks, because of the inherent energy and water efficiency embedded in the design.



Marty and son Aquilo with the tyre wall

Built largely from recycled materials including tyres, glass bottles, cans, and typically earth bermed; the buildings are designed to provide a steady indoor temperature, water filtration, waste reuse and safe sewage treatment. Earthships also have a central greenhouse, what Freney calls the 'jewel in the crown', with plants that support temperature control, grey water recycling and even food production.

In 2008 Dr Freney first visited the Greater World Community, an off-grid Earthship settlement cradled by the Sangre de Cristo Mountains in New Mexico, USA, where he was inspired by the buildings' amazing thermal performance in the extreme high altitude desert environment.

On returning to Adelaide, Dr Freney began his PhD studies, evaluating the thermal performance and environmental life-cycle of the buildings in comparison to other techniques. To aid his research, Dr Freney also constructed his own Earthship to evaluate how the design could be adapted for Australian conditions.

"Any home can theoretically go off-grid – but the scale of the systems required would be impractical, expensive and not ecologically sustainable as most modern homes are not built to sustain comfortable indoor temperatures without considerable energy use," he said.

"My data showed that the Earthships in the Greater World community maintain a remarkably stable indoor temperature throughout the year without reliance on heating and cooling equipment.

"Over the course of a week, the temperature inside stayed between 19 to 25 degrees in winter without heating and a steady 21-22 degrees in summer without cooling. Outside the temperatures were as low as minus 20 and as high as 33.

"My research showed that these buildings are potentially one of the best solutions for low density housing where people can live in comfort, with most of the mod-cons, but with dramatically reduced environmental impact."

Dr Freney's Earthship Ironbank (pictured below) has now been completed and is the first council approved Earthship in Australia. It offers B&B lodgings for visitors interested in the concept.

"My ultimate goal is to mainstream a lot of the Earthship ideas into Australian residential housing construction," he said.



"There are a few others that have been built in Australia but they didn't get council approval. I was tempted to go the renegade path but I really wanted to demonstrate what could be done through the right channels so people can be confident and enthusiastic about building their own.

"To my surprise the council approval process was pretty straight forward. I quickly found that I was being pessimistic about the whole thing and discovered that all you really need is the right team of professionals like any build – a good structural engineer, energy assessor, building certifiers, designers, who understands what you're trying to achieve."

There are hurdles and a lot of thinking outside the box required to build an Earthship in Australia, but Dr Freney is solving these issues through his own experiences. He is now helping others build their own Earthships through his business Earthship Eco Homes.

Dr Freney has also recently been awarded funding from Tyre Stewardship Australia to fund a [PhD study](#) to investigate the best use of tyres for building energy efficient homes. This project will deepen knowledge of how to improve sustainable housing design for the Australian climate and reduce waste.

Visit [Earthship Ironbank](#) for BNB and research information or [Earthship Eco Homes](#) for more information on Dr Freney's consultancy.

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Small price to pay to support brain cancer research

Would you give up wine or coffee for 15 days to help a good cause?

It's a tiny sacrifice to support a new campaign launched this week by the [Neurosurgical Research Foundation](#) (NRF) in partnership with the University of South Australia (UniSA) to fight brain cancer, which takes one life every seven hours in Australia.



Neurosurgical Research Foundation team

Approximately 1000 Australians are diagnosed with glioblastoma each year - a highly malignant and the most commonly diagnosed brain tumour in adults. The current median survival period from diagnosis to death is only 15 months. Mortality rates have barely changed in 50 years.

The funds raised through the campaign, Give 15, will enable UniSA's leading brain cancer researcher, [Professor Stuart Pitson](#), to further his research into glioblastoma and increase the current patient prognosis of 15 months to years.

"I am grateful for the generous support we have received so far from the Neurosurgical Research Foundation," says Professor Pitson.

"However, further research is vital in the fight against this devastating brain tumour. The additional funds raised will allow my research team at the [Centre for Cancer Biology](#) to develop new therapies for glioblastoma and improve patients' life expectancy and quality of life."

The concept of Give 15 is for Australians to pledge the funds saved by giving up 15 things. For example:

- 15 cups of coffee = \$60
- 15 glasses of wine = \$150
- 15 café purchased lunches = \$225
- 15 pairs of shoes = \$2,250
- Or donate \$15 a month for 15 months = \$225

"I strongly encourage everyone to get behind this campaign," says Adelaide widow Kerry Buttery, who lost her husband Richard to glioblastoma in 2015.

"Please support this essential research and help increase the glioblastoma survival period from 15 months to years. When faced with this devastating disease, any extra time spent with loved ones is priceless," Kerry says.

For further information and to be involved visit: <http://give15.gofundraise.com.au>



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