



#### **\$1.2** million reasons to support brain cancer research at UniSA

Donors have opened their hearts and wallets to help UniSA researchers develop new drugs in the fight against lethal brain tumours, pledging \$1.2 million in just seven months. more...

Share Share



#### **Predictive Artificial Intelligence Platform to Improve IVF Success Rates**

Dr Michelle Perugini, cancer researcher turned artificial intelligence entrepreneur, has co-created Life Whisperer, an award-winning product that will improve the success rates of couples undergoing IVF. more...

Share Share



**Prestigious artwork auction of South Australian** artists to support scholarships

The Friends of the South Australian School of Art, in conjunction with the University of South Australia, are hosting an Art Exhibition and Silent Auction featuring some of the state's most revered artists in support of art scholarships for students. more...

Share Share



### **Building a new life with LEGO**

Following their love of travel and playful spirits, UniSA alumni couple Genevieve and Jaime Sanchez moved their family across the globe to pursue careers at LEGO. more...

Share Share



### Rising star in pharmaceutical research improving prostate cancer therapy

As a winner of the 2018 UniSA Research Degree Excellence Award, UniSA PhD candidate Hayley Schultz is leading important research that could change the treatment experience of men with advanced prostate cancer. more...

Share Share



# Hitting career high notes in the music industry

General Manager of Music SA and UniSA Alumna, Lisa Bishop, shares her success story and offers her top tips for emerging artists and those wanting to march to the beat of their own drum. more...

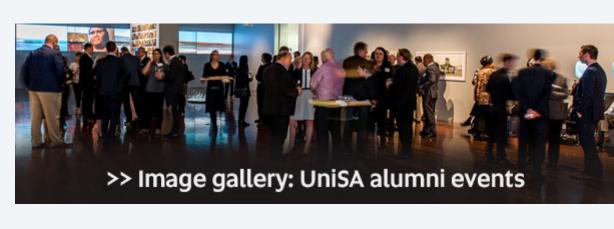




### The gift of education: celebrating donor-funded scholarships at UniSA

Thanks to the generous spirit of our private and corporate donors, a number of new schemes have been established in our scholarships and grants program supporting students to reach their full potential. more...

Share Share



# **Alumni events**

**05** The Women of the Organisation – Adelaide Prof Jenny Hoobler from the University of Pretoria will discuss her state-of-theart research on women's leadership. Centre for Workplace Excellence, UniSA Business School.

**05** The Role of Sleep in Healthy Ageing – Adelaide In this Successful Ageing Seminar, Associate Professor Siobhan Banks, Co-Director of the Behaviour-Brain-Body Research Centre, and Dr Hannah Keage, Co-Director of the Ageing and Impairment Neurosciences (CAIN) Laboratory,

explore how our sleep patterns relate to our health as we age. **10** Entrepreneurial Ecosystem Creating Jobs Symposium – Adelaide The Symposium will examine the issues related to entrepreneurial ecosystems the jobs creation system. While companies such as Seek Ltd, Atlassian and

Airplay Touch collectively contribue hundreds, if not thousands of jobs, how does this help regions that face declining industry sectors, such as manufacturing, losing equally large numbers of jobs?.

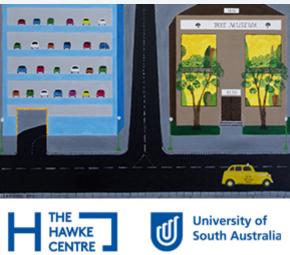
13 Throw the Dice – Adelaide An exhibition featuring 8 local emerging artists experiencing mental illness. Presented by the Kerry Packer Civic Gallery.

**09** View from the Top – Adelaide Fighting Hunger Through Innovation and Creativity with Greg Pattinson, CEO,

Alumni Cocktail Reception – Melbourne Join Professor Allan Evans, Provost and Chief Academic Officer, and fellow

alumni for a networking event at All Smiles in Melbourne. Alumni Cocktail Reception – Canberra Join Professor Allan Evans, Provost and Chief Academic Officer, and fellow alumni for a networking event at the Burbury Hotel in Canberra.

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





6





### \$1.2 million reasons to support brain cancer research at UniSA

In October 2017 the NeuroSurgical Research Foundation (NRF) set an aspiring target of achieving \$1 million to support brain tumour research at the University of South Australia.

The NRF have now announced that thanks to the generosity of donors it has surpassed this goal and have raised nearly \$1.2 million for UniSA since the launch of the ambitious fundraising campaign.

Donors and special guests at the NRF Gala dinner on May 26, were made privy to the exciting announcement that will enable the establishment of the inaugural NRF Brain Tumour Research Chair, a new memorial UniSA Research Grant, and vital new equipment.



From left: NRF Vice President Dr Glenn McCulloch, Cosi (Andrew Costello), Provost and Chief Academic Officer Professor Allan Evans Uni SA

NRF Executive Officer Ginta Orchard says the \$1.2m will help support vital brain tumour research and new facilities at the UniSA Cancer Research Institute, as well as establish a \$120,000 research grant in honour of former UniSA student Chris "Critter" Adams, who lost his fight against brain cancer in 2014.

"We are delighted that we have reached our fundraising target ahead of schedule, which will inject much needed funds into brain tumour research at the UniSA Cancer Research Institute, which actually specialises in finding solutions for difficult to treat brain cancers," says Ginta Orchard, Executive Officer of the NRF.

Chris was diagnosed with a rare grade-three anaplastic astrocytoma brain tumour while studying a business degree at UniSA.

"Chris was a fit and healthy young man, so the diagnosis was a shock," Ms Orchard says.

"He was captain of the Pulteney Football Club and worked out at the gym four times a week, while juggling a part-time job and his studies. He was in the prime of his life."

Sadly, in November 2015, after almost a year-long battle with the disease, Chris passed away in hospital where he had been admitted for further surgery.

The Chris Adams UniSA Research Grant will award \$120,000 to create a perpetual fund that will support an annual \$5000 grant to an early-career researcher or research student at UniSA who is contributing to high quality brain tumour research.

"Chris was an extraordinary young man who was determined to fight his disease. He created a slogan to get him through his battle – 'Strong Enough to Live' – and he inspired many with his dedication and passion to not only raise awareness but also help others while undergoing his own treatment," says Ms Orchard.

"Chris was taken far too early by a disease that has devastating effects on the lives of patients and their families and loved ones. This grant will support the very best brain tumour research at UniSA and help our research scientists change the outcome for people facing a similar diagnosis."

UniSA Vice Chancellor, Professor David Lloyd, praised the NRF for its commitment to tackling one of the most aggressive cancers in Australia.

"They are doing some remarkable work to help progress important brain tumour research and improve the odds for people facing a diagnosis of this devastating disease," says Professor Lloyd.

Around 1600 people are diagnosed with a brain tumour each year in Australia. Malignant brain tumours take about one life every seven hours, killing more adults under 40 than any other cancer and killing more children than any other disease.



#### **Back to Alumni News**

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement

## Predictive Artificial Intelligence Platform to Improve IVF Success Rates

Dr Michelle Perugini

Co-Founder and Managing Director, Life Whisperer

Co-Founder, Presagen

Bachelor of Medical and Pharmaceutical Biotechnology (Honours),

University of South Australia

PhD in Medicine, University of Adelaide

A passion for turning scientific ideas into beneficial businesses prompted Dr Michelle Perugini to take the leap from medical researcher to artificial intelligence (AI) entrepreneur, and her latest venture combines both fields to improve the success rates of couples undergoing IVF.



 $The \ Life \ Whisperer \ team \ at \ the \ 2017 \ National \ iAwards - L-R: Andrew \ Murphy, \ Dr \ Don \ Perugini, \ Dr \ Michelle \ Perugini, \ Dr \ Jonathan \ Hall.$ 

After finishing her Bachelor of Medical and Pharmaceutical Biotechnology with First Class Honours in cancer research at UniSA, Dr Perugini fell in love with scientific research. Upon completing her PhD in Medicine, she went on to work at SA Pathology and the Centre for Cancer Biology, focusing specifically on Acute Myeloid Leukaemia and other blood disorders.

During her eleven successful years working in health and medical research, Dr Perugini developed a passion for entrepreneurship and loved the idea of building a product that could link the gap between research and the commercial sector.

"My husband worked as a research scientist for the Department of Defence, developing AI technology, and we were both experiencing a desire to translate our understanding of our disciplines into something useful to the real world. So in 2008 we decided to start our first commercial venture together," Dr Perugini says.

"There was a whole range of commercial problems we could apply AI technology to, so we founded ISD Analytics and built a globally scalable product that worked to predict human behaviour in a range of industries such as health, education, energy and other government policy areas.

"We sold the product all around the world, and really enjoyed the experience and value that came from creating something scalable that could make a difference."

After selling ISD Analytics to Ernst & Young in 2015, Dr Perugini and her husband Dr Don Perugini developed their second start-up company, Presagen. Working this time to develop an advanced AI platform for 1) human behaviour automation that uses unique defence technology, psychology and behavioural science to automate complex human-centric tasks, and 2) image-based medical diagnostics that analyses historical medical images to create accurate diagnostic tools.

A self-taught AI technologist, Dr Perugini realised the potential of the technology in improving fertility rates while she was mentoring PhD candidate Jonathan Hall.

"Jonathan came up with the concept around applying AI and computer vision technology to better select healthy embryos for implantation in IVF, and given my scientific background in stem cells and genetics, I was absolutely taken with the idea.

"I had trouble conceiving both of my children — I was actually booked in for IVF for my first child when I managed to fall pregnant with the help of hormonal treatment, so I experienced some of the torment of wanting to have children but not being able to."

At the start of 2017, Dr Perugini, her husband and Dr Jonathan Hall co-founded Life Whisperer, an image analysis tool built upon Presagen's AI platform that identifies the morphological features of healthy embryos often invisible to the human eye.

According to IVF Australia, the success rate of fresh embryo transfers resulting in live births in 2015 ranged from 8.8% to 37% depending on a patient's age. Dr Perugini says the predictive power of Life Whisperer can significantly increase the chances of a successful pregnancy and improve current low success rates.

"A clinician makes a decision on which embryo to transfer to a patient based on a manual visual assessment through a microscope. This is a difficult choice as there are not many visible defining features that highlight which embryo is the best option.

"With Life Whisperer, the clinician can simply drag and drop images of the patients' embryos onto the webbased tool which will apply our algorithm to assess and rank each embryo on the likelihood of success. It's great because it's non-invasive and provides the clinician with additional information and assurance."

In June 2017, Dr Perugini partnered with Monash IVF, one of Australia's largest IVF service providers, to leverage thousands of stored embryo images to conduct a retrospective study. Life Whisperer demonstrated its AI outperformed embryologists in identifying the most viable embryos among the medical images of almost 600 patient cycles.

It also performed over 30% more accurately than an embryologist when identifying which embryos resulted in a successful pregnancy, and was able to correctly classify embryos 148 times where the human experts were incorrect. In turn, the AI was incorrect only 54 times where the embryologist was correct.

Life Whisperer's early achievements and exciting potential was recognised in September 2017 when it was announced winner of the 'Best Idea — One to Watch' category in the 2017 Talent Unleased Awards, judged by tech and business moguls Sir Richard Branson and Steve Wozniak.

Dr Perugini's vision and passion for Life Whisperer was also recognised by InDaily in June 2018 who announced her a winner in their inaugural 40 Under 40 list, celebrating the achievements of South Australia's leading business leaders under the age of 40.

Dr Perugini believes Life Whisperer's technology will be a game changer for the IVF industry. Her focus this year is on finalising clinical trials and getting the product to market, and she is excited to improve the IVF journey for couples not only by increasing success rates but also by lowering the financial and emotional burden of the treatment.

"I know so many people who have gone through multiple IVF cycles that have failed, and it's extremely difficult. There is always the expectation of success, but then four years and many cycles down the track they come to the realisation that they may never be able to have children, and it has such a profound impact on them

"It's such a wonderful thing to know that our skill sets and this technology can improve fertility rates and do something so socially valuable."



Back to Alumni News

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement

# Auction of prestigious SA artwork to support UniSA scholarships

A highly collectable Sydney Ball abstract, a charcoal sketch by Christopher Orchard, a glass sculpture by Tom Moore and a body paint installation and photograph by Emma Hack are all up for grabs at the inaugural Friends of the South Australian School of Art (FSASA) Art Exhibition and Silent Auction - to be held online, with exhibition viewing from July 16.



Sydney Ball *Infinex Study No.! V* 

With artworks generously donated to FSASA by over 25 acclaimed SA artists, the online auction will help raise money to support scholarships for University of South Australia students from the School of Art, Architecture and Design.

The FSASA Silent Auction will be conducted on GalaBid, an online bidding platform, found at app.galabid.com/FSASA18. The artworks will also be on display for viewing in the SASA Gallery at the UniSA City West Campus, from July 16 to August 1 from 9am – 5pm Monday to Friday.

Bidding closes Wednesday, August 1 at 7.30pm at an invite-only 'Finale' event at the SASA Gallery exhibition where the final amount of money raised will be announced.

Money raised from the impressive range of artwork will go towards continuing the prestigious art scholarship at UniSA, including the Sydney Ball FSASA Inc. International Travel Grant and the FSASA Inc. Prize for undergraduate students.

The International Travel Grant was established in honour of past FSASA patron and most respected artist, Sydney Ball (1933 – 2017). The \$5000 grant allows a UniSA Art student to travel and extend their practice and knowledge overseas.



Geoff Wilson *After the storm* 

The undergraduate prize will provide development for the third-year UniSA recipient to fund their next two years of study.

FSASA President, Professor Mads Gaardboe says it is encouraging to see that South Australia's highly acclaimed artists have banded together to help support the new generation of UniSA students.

"We are so honoured and impressed with the calibre of South Australian artists that have donated their artwork to the FSASA Exhibition and Silent Auction at the SASA Gallery.

"It is important to foster and encourage the next generation of great South Australian artists and we are delighted such prestigious artists and art collectors will play such a significant role," says Prof Gaardboe.

#### FSASA Silent Auction

The FSASA Silent Auction will be conducted on GalaBid, an online bidding platform.

To register for the auction visit app.galabid.com/fsasa18 or text fsasa18 followed by your first and last name to +61 447 447 549.

For any inquires or more information please contact Jacinta Mazzarolo on (O8) 83O2 2752 or jacinta.mazzarolo@unisa.edu.au.

Technical note: the GalaBid site works best on google chrome or a mobile browser (Internet Explorer 11 and above are also supported).



Back to Alumni News

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement

### **Building a new life with LEGO**

**Genevieve Sanchez** 

**Graduate Diploma in Communications (Public Relations)** 

Jaime Sanchez

Bachelor of Design (Product Innovation)
Master of Design (Industrial Design)

In pursuit of their dreams of working in communications and design, Genevieve and Jaime Sanchez, both UniSA graduates, picked up their young family and relocated from Adelaide to Denmark to work for one of the largest toy manufacturers in the world, LEGO.



LEGO, a family-owned company whose famous little building brick has captivated the imaginations of generations of children and the young at heart, is nestled in the small rural town of Billund in Jutland, Denmark. To work there is to experience creative play and learning every day.

While the multi-billion dollar company now has theme parks, factories and offices all over the world, LEGO headquarters remain in Billund where its first workshop began building wooden toys in 1932. Both Genevieve and Jaime love working for the company whose mission to inspire learning through creative play is reflected in the workplace.

"It really is wonderful working for LEGO," says Genevieve who in February 2018 started working as Editorial Coordinator for the company's publishing team.

"Aside from having a very supportive and friendly team around me, the general feeling across the company is one of inclusiveness and there is a spirit of playfulness in everything we do."

Genevieve's husband Jaime, who has always had a passion for drawing and design, works as an Element Designer for LEGO and says he loves working on products that have such a positive impact on consumers.

"I get to fulfil a childhood dream working here. Toys have such a strong emotional resonance because they invoke happy childhood memories. For a lot of children who may not have had great home lives, toys were a respite and a happy place for them. To see kids playing with and enjoying toys I've designed is a wonderful feeling" he says

Genevieve and Jaime's LEGO journey began in 2015 after Jaime's Data Analyst role he held in Adelaide for 15 years was made redundant. Before their daughters were born, Jaime had begun to feel disillusioned in his future career prospects and wanted to work in a field that inspired him. Returning to UniSA in 2006, he studied a Masters of Design (Industrial Design) part-time.

"I undertook some work experience and built up my design portfolio, and in July 2015 I obtained a five-month internship at LEGO in Denmark, so Gen and I took the kids and spent six months in Billund and travelled around Europe.

"During my internship I worked on the LEGO Super Heroes theme, and one of my major accomplishments was to design Spiderman's Web Blast which has been used in four different LEGO sets."

Genevieve, who had studied a Graduate Diploma in Communications (Public Relations) at UniSA in-between backpacking and working abroad, worked as a project officer at the University of Adelaide for seven years before becoming a Communications Coordinator in 2011, and took long-service leave to embark on their sixmonth stay in Denmark

When they returned home, Jaime worked briefly for an exhibition design firm and as a jewellery designer — but he really wanted to return to LEGO. He started applying for permanent positions and only a year after settling back into Australian life he landed his Element Designer role for the Danish toy company.

"So we sold the house, packed everything up and moved back to Denmark," says Jaime. "Since starting back I have designed products for Star Wars, City, Harry Potter, Super Heroes, Collectible Minifigures, Speed Champions and lots of cool, secret projects that will be announced soon."



While Jaime began his new role at LEGO, Genevieve volunteered within the small community and at their daughters' school before starting her own freelance business and gaining clients from some of the biggest companies in Denmark.

"I'm proud of achieving this while coping with being so far from home, family and friends and such a dramatic change in lifestyle. I got my foot in the door at LEGO in January 2017, writing social media and website copy. Then the position of Editorial Coordinator opened up and I jumped at the chance. Our team works with publishing partners to produce LEGO books and magazines and my role includes reviewing plots, scripts, illustrations and final layouts of a wide range of publications.

"Before I started working here, the LEGO offices seemed a bit like Willy Wonka's factory and I was Charlie Bucket. It's really inspiring to work with so many people from all across the world; the Billund community is really lovely and close-knit so we've made some great friends. When the weather is nice we love to explore the forests surrounding town and we've visited many of the little hidden parts of Europe."

The opportunity to move their family overseas has been a life changing experience for Genevieve and Jaime, who recommend everyone jump out of their comfort zone and explore all the possibilities the wide world has to offer.

"It isn't always easy, especially if you have a family travelling with you, but you'll be richer for having done it. We get to travel with our kids and show them the world; it's been such a mind-expanding experience for all of us," says Genevieve.

"The next few years will pass no matter what you do," says Jaime. "Spend some of that time trying out living and working overseas, so you can look back and say 'I did it."



#### Back to Alumni News

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement

## Rising star in pharmaceutical research improving prostate cancer therapy

**Hayley Schultz** 

PhD Candidate, UniSA and CBNS

**Bachelor of Pharmaceutical Science** 

Bachelor of Pharmaceutical and Medical Sciences (Honours) (First Class Honours)

Doctor of Philosophy (PhD), Pharmaceutical Science — Oral Drug Delivery

Early career pharmaceutical scientist Hayley Schultz was recently awarded the UniSA Research Degree Excellence Grant, recognising her promising work to improve the oral absorption of drug molecules in patient treatments. The Grant is helping Hayley with her important research which could change the treatment experience of men with advanced prostate cancer.



Professor Allan Evans, Provost and Chief Academic Officer Chancellery and Council Services, awarding UniSA Research Degree Excellence Grant to Hayley Schultz

With the funding from the Grant, Hayley will attend a series of international conferences in Singapore in September and the US next month, including workshops and meetings with academics and industry in pharmaceutical science, where she will present her work.

"Last year I had the opportunity to attend the International Pharmaceutical Federation Conference for Pharmaceutical Science in Sweden—it was an eye-opening experience, so I'm really looking forward to this next opportunity to grow my international knowledge," she says.

"As an early career researcher I need to take every opportunity to grow my research profile and network with others in my field. I'm so grateful to the donors who supported the establishment of this award as it will help me achieve my PhD and gain the industry knowledge I need to continue in my career path."

Winning the Gould Experimental Science Grant in 2017 has also cemented Schultz's position as a rising star in the field of pharmaceutical research.



Hayley Shultz with Dr Ian Gould AM DUniv

"I am so inspired by Dr Ian Gould AM, who I first met in 2017 when I was interviewed for the grant.

"He has had such a diverse career and has taken opportunities as they have been presented to him, which is really inspiring and affirming for me, as I have never had a clear career goal in mind, and like Dr Gould, I have taken opportunities as they have come."

One of these opportunities recently included selection as a finalist in the 2O18 SA Fresh Scientist media training program—designed to help early-career researchers develop media and presentation skills to the non-scientific community.

"As I start to think more on the next stage of my career I am very interested in working in clinical trials. I would love to be involved in a trial, to be giving a treatment to people because it could be the next big breakthrough medication—I think that would be really exciting.

"I hope to learn more about clinical trials on my tour of US Industry next month; who knows, if my drug delivery formulation succeeds maybe I will have the chance to take it to trial."

### Reworking the formula for better prostate cancer therapy

Hayley Schultz is researching a new oil based formulation with high drug loading to improve the oral delivery of poorly water-soluble drugs. She is currently trialling it as a treatment for advanced prostate cancer.

Drug molecules have quite a challenge ahead of them when they enter the body via the oral route.

They must dissolve in the contents of the gut before being absorbed across the gut wall and entering the bloodstream. This is especially so for drugs with poor water-solubility.

"When drugs have poor water-solubility they don't dissolve or absorb very well, so large oral doses are given to ensure enough of the drug enters the bloodstream so it can have a therapeutic effect," says Schultz.

This is a major hurdle for pharmaceutical scientists working to develop oral medications. As much as 40% of current and new medications have poor-water solubility, where only small amounts of the drug actually enters the bloodstream upon oral administration.

"Testosterone stimulates prostate cancer cells to grow, so patients are often given an androgen depletion therapy (ADT) that blocks the production of testosterone.

"A particularly complex ADT oral treatment is used in castrate resistant prostate cancer called abiraterone acetone. It is prescribed in very high doses because only about 5% of the drug is absorbed due to its poor water-solubility.

"It is also highly sensitive to the pharmaceutical food effect, so if a patient eats food too close to taking their tablets they can absorb greater, unknown and potentially toxic levels of the drug. This is because the drug dissolves much better in the oily or fatty food digesting in the gut.

"The new oil based formulation has the potential to deliver more drug by mimicking the effect of food on this ADT treatment to improve its absorption.

"The oil helps the drug to dissolve and absorb easier in the gut resulting in high and consistent amounts of drug entering the bloodstream regardless of whether the patient has eaten food close to the time of administration. This means that we can reduce the dose as more of the drug will be absorbed with the help of this approach.

"This is significant for these patients as they have such a difficult therapy regime that requires them to remember to fast every day and then take large quantities of tablets.

"My work has shown that this approach is possible and could drastically improve the quality of life of these patients.

"Ultimately, I would like to see this formulation provide better drug delivery for many different types of pharmaceutical treatments."

Join UniSA's Fight Against Cancer today

Donate now

Share Share

Back to Alumni News

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement

## Hitting career high notes in the music industry

Lisa Bishop

Graduate Diploma in Management (Arts)
General Manager, Music SA

Adelaide was designated as a UNESCO City of Music in December 2015. The title is awarded to cities that have demonstrated excellence in music heritage, music-making, education, community involvement, regular high profile, and international music events. Only 31 cities worldwide have attained this status.

Standing centre stage is UniSA Alumna Lisa Bishop, industry mover, shaker and music-maker. From a start singing in bands at age 2O, she now supports and amplifies the state's vibrant music community in her capacity as General Manager of Music SA, a not-for-profit organisation.



Music SA live music, photo by Andre Castellucci

"Our goal is to develop, support and promote original contemporary South Australian musicians, build their audiences and champion the industry. It's demanding, but very gratifying, and I enjoy the team work involved in delivering festivals and events," she says.

With extensive experience in the music sector and 20 years serving on the boards of arts organisations, including the Adelaide Fringe Festival, the Media Resource Centre and Vitalstatistix, it might surprise some that a leadership role in the creative industries wasn't Lisa's first career choice.

"With my Graduate Diploma in Arts Management from UniSA I transitioned to the non-profit sector, where I could make the most of my business skills and do something that is creative.

"Walking away from a decent salary to work in the arts just as I was starting a family was a huge risk though. The risk paid off because I find it so rewarding, plus I have an incredibly supportive husband. When I ended up as General Manager at Music SA I figured all my experience had come together in the perfect role."



Umbrella: Winter City Sounds, photo by Helen Page

Umbrella: Winter City Sounds is just one of the exciting initiatives Lisa has launched during her tenure at Music SA. Designed to bring commercial outcomes to venues and more work for local musicians during a typically quiet time of the year, the highly successful 2017 event saw 300 live music events across 100 venues and other unusual locations.

"I'm pretty proud of the team behind Umbrella: Winter City Sounds. It's been fun to create a festival from scratch and build its brand. Umbrella is a two week live music festival and a showcase of predominantly local musicians that transforms the greater Adelaide area into a winter wonderland of music and discovery.

With 1200 South Australians identifying their main profession as a musician (part-time or hobby musicians counting for thousands more), and around 6300 people employed in the music industry, it's a thriving, competitive sector. Lisa encourages emerging musicians to adopt a business mindset in order to stand out from the crowd.

"Most musicians are self-managed, particularly when they are starting out. So they need to be business savvy until their songwriting and stage performance is good enough to be surrounded by a team of people who 'run the business side' for the artist," she says.

Lisa revels in sharing her wisdom with aspiring musicians and arts managers looking to march to the beat of their own drum.

### Below are her three key tips for people starting out in the music industry:

### 1. Set Yourself Up As A Business

Work out what legal structure best fits you (as a solo musician or band) and then use it to operate your business and receive tax breaks. Register an ABN (Australian Business Number) and open a bank account (not your personal one) and use it to be smart about cash flow and careful about spending. Sign a "band agreement" based on your selected business set-up. You can find one in the Australian Music Industry Network (AMIN) Legal Pack — use it to clarify issues and disputes that are commonly experienced by bands.

### 2. Understand Where Your Money Is Coming From

Get a handle on what your top revenue streams are — touring, publishing, merchandising etc. Make sure you are distributing your music online and on all the right platforms — iTunes, Apple Music, Spotify, Pandora, Amazon, and that your music is visible on apps like Shazam (artist distribution service companies like CDBaby, Ditto, Noisehive, distrokid, Tunecore can do this for you for a fee).

However don't rely solely on online followers — playing live helps to build your fan base, to test your original compositions in a live setting, and get genuine instantaneous feedback on your music. Eighty percent of gigs are held in pubs and clubs and Adelaide has some great live music venues that provide a career pathway from smaller crowds to larger rooms like the Grace Emily, the Hotel Metro, The Jade, Jive, the Wheatsheaf and The Gov. Hopefully this leads to supporting touring acts in bigger venues and then ultimately playing music festivals. I recommend that anyone in Adelaide in late July attends the Scouted showcase — you will get to see 15 of the best unsigned bands in Adelaide right now across five venues in the West End.

### 3. Network and Collaborate

Like any industry, the music industry is about who you know, not just what you know. Get engaged with your local music organisations, attend workshops and industry functions, and subscribe to their socials. Seek advice from older successful musicians and collaborate with other artists and producers to develop your song writing and stagecraft skills.

To find more about the Umbrella: Winter City Sounds festival, visit umbrellaadelaide.com.au.



Back to Alumni News

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement

#### The gift of education: celebrating donorfunded scholarships at UniSA

There are many parts to a modern university, but at the University of South Australia two things underpin everything we do - a commitment to excellence and a determination to give everyone the very best chance to reach their potential.

There is no better example of this than our scholarships and grants program, which offers help to students with exceptional ability who through an array of cultural, geographical and socio-economic circumstances might otherwise not have the opportunity to go to university.

The awarding of scholarships and grants to the UniSA's most deserving students is vital encouragement for people with diverse backgrounds and experiences, who share a common aspiration to succeed both academically and in their chosen careers.

There were more than 8O separate donor-funded scholarship schemes recognised at the June 5 Scholarships and Grants Ceremony, where 111 recipients walked across the stage in front of family and friends at the Allan Scott Auditorium. A selection of photos from the event are on display in the 2O18 Scholarships and Grants Ceremony image gallery here.

The scholarships and grants awarded on the night represented just some of those on offer at the University of South Australia, with numerous awards presented at school award events throughout the rest of the year.

The number of donor-funded scholarships, grants and prizes awarded at this year's ceremony are the highest ever offered, reflecting generous philanthropic support for a range of projects and programs, including UniSA's scholarships program.

A large contributor to the growth this year was the establishment of the 25th Birthday Scholarship Fund - a legacy of UniSA's 25th birthday in 2O16 - where valued alumni, staff, and other friends of the University donated generously through two fundraising appeals and a landmark fundraising Gala Dinner, where more than \$800,000 was raised.



25th birthday scholarships recipients at the Scholarships and Grants ceremony

The 25th Birthday scholarships and grants, offered for the first time this year, have provided 13 new recipients with scholarships and grants in the key areas of equity, excellence, international, Aboriginal and Torres Strait Islander and Women in Science, Technology, Engineering and Mathematics (STEM).

One of the recipients of the UniSA Access Scholarship from the birthday fund, Cristie-Lee Mazzeo — currently studying a Bachelor of Psychology, Cognitive Neuroscience (honours) — explains the significance of not only the monetary support scholarships and grants offer but also the self-assurance that comes with receiving the honour.

"For me, my university education has been important in so many ways - it has made me a role model to my children, it's given me confidence, and it's given me direction," Cristie-Lee says.

"The scholarship is helping me to afford the books I need, and I'm really excited that now I can now join the Australian Psychological Society, which I couldn't afford before.

"It's those little things that are really going to make a difference the whole way through and hopefully, one day, I'll be able to do the same."

Director of Advancement at UniSA, Deborah Heithersay, acknowledges the opportunities scholarships and grants provide would not be possible without the compassion of our cherished donors.

"We are so grateful to all of our donors and supporters, and are heartened every year by their continued generosity giving students from all walks of life a helping hand to get through their degree," she says.

"Scholarships really are a worthy cause as individuals are not the only ones who reap the benefits.

"They are especially attractive for people who want to make a contribution because they can see quite clearly how their generosity will make a difference — a scholarship for a nursing, engineering or teaching student will mean we also have more highly skilled professionals in the workplace."

UniSA Vice Chancellor, Professor David Lloyd echoes this sentiment highlighting the importance of philanthropy and all kinds of assistance in the education system.

"Help takes many forms. It is often financial, of course, but there is also much to be gained from offering the opportunity to gain work experience, to travel, to make connections, or simply to find a mentor who can guide, advise and assist as a person finds his or her own path in life," he says.

"To make this possible, I am deeply indebted to our academic and professional staff, to the friends of the University who give of their time, and in particular to a dedicated group of corporate and private donors who share our vision.

If you would like information about contributing to UniSA, please contact Advancement Services on (O8) 83O2 7O3O or visit www.unisa.edu.au/giving.



Back to Alumni News

Postgraduate Study | Research Degrees | Alumni Giving | Career Services | Events | Contact Us

© 2018 University of South Australia | CRICOS Provider Number: OO121B | View our privacy statement