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UniSA News

A newspaper of the University of South Australia

March 2001 issue

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A knowledge nation - just not a very good one

A draft of the ALP's long-awaited *Knowledge* nation task force report is expected to be released for public discussion in early April. ([full story](#))



[Celebrating our people](#)

If somebody told me I would be teaching in the profession in which I was studying just four years ago I wouldn't have believed them. But ask me now if there is anything else I would rather be doing, and I struggle to think of a single thing - Justin Evans

"No rules" teaching a national winner

UniSA's professional writing and communication team took out the Prime Minister's award for the nation's top university teachers in 2000 with a learning program which shies away from lectures, expects students to rework their pieces before they are finally marked, and demands that students find their own projects to work on. [\(full story\)](#)



UniSA to export wine marketing expertise to South Africa

A specialist wine marketing focus will be the linchpin of a new relationship forged between UniSA's Division of Business and Enterprise and South Africa's University of Stellenbosch [\(full story\)](#)

Arresting the slide of childhood obesity

In an Australian first, out of school hours care (OSHC) centres will from May trial a fun exercise program to make Aussie kids fitter. [\(full story\)](#)



Judgement for a greener world

Stemming the tide of environmental degradation and destruction in countries that are under the hammer economically can be an uphill battle. ([full story](#))

Moving forward: VC announces initiatives for 2001

Wide-ranging initiatives in teaching and learning, management and infrastructure will be a feature of the coming year at UniSA in a federal election year which could see higher education return to the national agenda. ([full story](#))

Other stories

[Five new University Council appointments](#)

The University welcomed five new members onto the 22-member University Council during December and January.

[Taking you from PhD to trail blazer](#)

It is a quintessentially Australian invention. Much like the pedal wireless, the esky and the hills hoist, although perhaps not quite in the league of "every home should have one". Stephen James' motorcycle trailer is a nifty design that solves some real on-farm problems.

[Products of the mind: free intellectual property seminar](#)

You can fence off your property and demand rent, but it's a lot harder to fence off your ideas, even though their commercial value may be higher.

[Better pathways to study guaranteed by UniSA and TAFE](#)

UniSA and TAFE have renewed their commitment to providing optimal access to tertiary education and training for the entire South Australian community, and in particular to rural and working students.

[Innovation: Thy name is award](#)

UniSA Vice Chancellor Professor Denise Bradley this month announced the introduction of an innovation award program to nurture and acknowledge the creative and leading ideas of UniSA staff.

[It Sayers it all](#)

One hopes that UniSA is Deborah Sayers writ large – around for ten years, providing excellent client service, administratively sound, and responsible for projects of broad policy significance.

[Toast of the town](#)

They're drinking to Bachelor of Visual Arts student Adrienne Harris for the stunning martini glass which won her an Emeritus Award in the Bombay Sapphire Gin Design Awards.

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April issue of UniSANEWS

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From the Vice Chancellor



Early in February the University hosted the third annual [Australian Technology Network](#) (ATN) conference at the City West campus. The ATN is a powerful grouping of five leading Australian universities - UniSA, University of Technology Sydney, RMIT University, the Queensland University of Technology, and Curtin University of Technology. The ATN members are vibrant universities, distinctive for their flexibility, breadth of expertise and strong collaborative relationships with industry both nationally and internationally.

Staff of the ATN have been meeting at an annual conference since 1999 although representatives of some areas -- for example, programs for women, teaching and learning, and quality - have been meeting since the mid 1990s.

Late in 2000 the Vice Chancellors agreed that the major purpose of the Adelaide conference would be to clarify progress on existing projects and to plan for activities in areas identified as critical for the ATN in 2001. We felt it would be an important conference, and it was.

The more than 100 senior ATN staff present at the conference discussed how we might cooperate in policy initiatives and projects to build capacity and profile in the light of Australia's rather belated discovery that innovation is the key to a successful future! This major focus was particularly appropriate as the Prime Minister, earlier that week, had launched the Coalition's Innovation agenda, Backing Australia's ability. The agenda aims to encourage and support innovation and enhance Australia's international competitiveness, economic prosperity and social wellbeing. The conference enabled the ATN to develop a distinctive position on innovation and discuss how it should position itself to take advantage of this agenda -- an agenda now embraced by both major political parties.

The first and major contribution was a paper by [Professor Ian Davey](#) which identified the ATN's shared approach to innovation. The paper argues that

the ATN institutions are exceptionally well placed to not only take advantage of the innovation agenda but to take a leadership role in driving it. The ATN institutions have moved rapidly to position themselves as leaders in the application of knowledge to industry and have developed international strategies to operate effectively in an increasingly globalised world.

Most importantly, we each have networks of strategic partners locally, nationally and globally with whom we work to deliver research and education programs. The functioning of the new knowledge economy depends greatly upon networks and collaborations which cross conventional organisational boundaries. Informal social networks and partnerships, based on trust and collaboration and grounded in common interests and goals, are increasingly recognised as an essential underpinning of innovation and of economic and social development. The ATN is, itself, a powerful example of both an innovative partnership and a partnership which supports innovation.

At a practical level the ATN agreed to cooperate in policy development on incentive structures for innovative staff, intellectual property and commercialisation. For example, Curtin University has recently spent considerable energy revising its intellectual property policy. It makes sense for other ATN institutions to consider adopting rather than duplicating Curtin's effort. This cooperation will extend to procedures for the joint review of intellectual property, commercialisation and consulting management processes, and our processes to encourage and support start-up and spin-off companies.

The conference also agreed to develop a special on-line program to support postgraduate researchers called the Learning Employment Aptitudes Programs (LEAP), the articulation of a quality framework for the ATN, and moves towards establishing research and research training exchanges with international institutions. The Vice Chancellors also decided that the breadth, depth and scale of ATN activities now demanded a senior person working full-time on coordination of and advocacy for the ATN. That position is about to be advertised.

As the convenor of the ATN in 2001 I am optimistic that this alliance has reached a point of development where it has a significant profile within the sector and is well placed to influence policy debate. Perhaps best of all we seem to know each other better and to work well together. Everyone commented over the two days on how well individuals knew their counterparts in the other four institutions. That augurs well for our future.

Professor Denise Bradley
Vice Chancellor

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News in brief

Art museum exhibition scores perfect ten

Specially selected graduates of the [SA School of Art](#) - architects, interior architects and industrial designers of achievement – form the backbone of the TEN10: Anniversary objects exhibition now on at the University of South Australia Art Museum.



Held in collaboration with the [Louis Laybourne Smith School of Architecture and Design](#), the exhibition celebrates the 10th anniversary year of UniSA. It is a decidedly forward-looking body of experimental anniversary objects which use only white or aluminium coloured materials for their execution. This project exemplifies the role which UniSA can play for South Australian architecture and design professionals, facilitating links and promoting discourse on ideas in contemporary practice.

This is your last chance to see this wonderful exhibition from some of our most innovative and experimental young architects and designers, including Nicolette Duance's *Tradition, profession* (pictured above) – the exhibition closes 7 April. For further information please contact [Erica Green](#) on (08) 8302 0870.

ARC program managers appointed

The Australian Research Council (ARC) has announced the

appointment of five new discipline program managers as part of its move to discipline rather than funding programs. The appointments include:

- Professor Bill Sawyer, Biological science and biotechnology
- Professor Lawrence Cram, Physical and earth sciences
- Dr Stephen Walker, Engineering and environmental sciences
- Professor Doug McEachern, Social, behavioural and economic sciences
- Professor Sue Rowley, Humanities and creative arts.

The position for the mathematics, information and communications sciences program manager was readvertised in late February.

Linked with South African women

The first Australia/South Africa Links Project conference, run by the Women's Executive Development Program of the Australian Technology Network (WEXDEV), was held 12-14 February in Capetown. The three-day conference was attended by more than 100 women from South Africa and Australia, including UniSA's Vice Chancellor [Professor Denise Bradley](#) and equity and diversity unit manager [Ms Shard Lorenzo](#). Participants explored the difficulties of advancement and recognition for women within the higher education sector and in particular the new technological demands on women.

ANU arts scholarships awarded

SA School of Art postgraduate supervisor [Pamela Zeplin](#) and Master of Visual Arts students, Helen Stacey and Stephanie Radok, participated in a visiting scholars program at the ANU's Centre for Cross-Cultural Research in Canberra in November last year.

The three women were joined by scholars from around Australia and Europe in the intensive, three-week program entitled Art Across Cultures: From Aboriginal Australia to the Asia Pacific. The program focussed on contemporary regional issues in art and culture, such as copyright in contemporary Aboriginal culture, hybridity in multicultural Australia, and creative approaches to writing.

Farewell John and Bob

John Lockwood retires in April after nearly 10 years as director of Information Technology Services and 20 more with the South Australian College of Advanced Education. John oversaw the major refocus of IT services across the University. He will be farewelled on 3 April at the City East campus. ITEK chief executive officer Bob Taylor, previously general manager of ITEK's predecessor Techsearch from 1980, retired in January. He was farewelled at the Art Museum on 20 March. The University thanks both men for their outstanding service.

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Opinion

Forget the book! The PhD is dead



"A body of work which allows for substantial but bite-size and timely contributions in the digitally crazed and informationally swamped 21st century is not only the preferred option - it is now the only option."

Following [Phil Gammage's forceful critique](#) of Australian universities in last month's UniSANEWS, struggling PhD student Bea McGavisk announces, but does not lament, the passing of the PhD.

UniSANEWS would like you to be part of the ongoing debate on the future directions of higher education by forwarding your responses to the Editor.

The books on my desk are like a Babel of incomprehensible words. Some of them are ancient – one volume, hayfeverishly choking with dust at the bottom of the pile, goes all the way back to 1994. It was pretty hip then, for about six weeks, and was the constant backpack companion of every philosopher on the Australian Eastern seaboard. I lovingly scrutinized each of the first 43 pages of my copy before it found its way here where it has become foundational in a more concrete way.

Getting to the tower of bound words has become more difficult over time. The floor boasts a colorful Indian dhurry. At least, that's what I remember. These days I have a ready supply of polar glare spectacles at the ready for those intrepid Mawsons who, with gritted mien, undertake the gruelling trek across the glaciers and drifts of discarded A4 drafts that cover the floor. One pair of glasses and one friend have apparently not returned, but perhaps they're on holiday in Bali. I refuse to worry.

As a PhD student, I have enough to worry about.

There are the normal concerns. I'm not up to this. Where the Marx is that literature review I completed four years ago? Will the scholarship money stretch to both toothpaste and budgie seed this week? (The seed really is for the budgie.)

But sitting disconsolately between the obelisk of ship-wrecked hopes and the flotsamed leaves of not-quite masterpieces, I know that these pedestrian concerns are part of a long-gone (say about ten years ago) innocent past. They belong to a time when a PhD did what it promised to do and when a Masters degree was not a product bought off the shelves of the education supermarket. In my heart of hearts, I know my time has passed. Forget the book, the PhD is dead.

Over-awed, yes, but bright-eyed and enthusiastic, I recall the day I was inducted into the arcane world of doctoral research. Welcome to the most important relationship in your life. It will be long, it will have its ups and downs, there will be the inevitable hard slog when things get tough. But like all good relationships, expect nights of intimate passion and days of unblemished inspiration.

Proof enough, I think, that the PhD is mouldering gently in oak. Who, in 2001, would consider such terms? If it doesn't feel good – and feel good now – hey, babe, I'm outtahere. Please forward the money from the pre-nuptial agreement.

But the Socratic hemlock is poured from another, deeper chalice. It is a potent cocktail of three ingredients - not faith, hope and love, which are a tasty enough brew – but comprehensiveness, up-to-dateness and originality. Their origins are honoured with time. A substantial piece of research must canvas the latest developments in its field, and must stand firmly on the breadth of research already undertaken in the area. From here, it adds something new, it takes a next step in the field. To use an Aussie rules football analogy, the player, standing in the proud tradition of his club, leaps onto the shoulders of his team mates (or even those of the opposing team) and makes that spectacular mark which spurs others on to new heights of performance. The moral? A thesis is an intellectual "up there Cazaly".

But sitting here in my polar specs, I know the analogy no longer holds, and I blame the information explosion. The rate of information growth and the sheer volume of it mean that comprehensiveness and up-to-dateness are no longer real benchmarks of the doctoral quest. That literature review I can't find

is not only four years out of date, it is four digital years out of date - time has sped up. In 1897, the literature review would have required very little extra work half a decade later to ensure it was up with the latest. Today, the review is passé even as it is penned.

And the task is hopeless in any case. There is simply too much information for any researcher to be across it all, much of it irrelevant, barrels of it dross, but cyber acres of it important, critical and vital.

The drowning student has two alternatives - narrow the thesis to such a small crevice that it becomes an irrelevant impasse on the road to nowhere, or cross the rickety bridge between disciplines, taking pickings from everywhere, and becoming too general to lead anyone anywhere.

There may be some hope for originality, but without its two hardy companions, expect a novel not a thesis. Not a bad idea, actually...

The honourable doctors among you will hurrumph and pooh pooh. It wasn't easy in our day, you will say. True, but then the thesis was not an anachronism then. It is now. To forestall some of the bemused twitterings of academe, let me recommend a good dose of atropine.

Cut the doctoral thesis altogether and grant PhD status only on the basis of a body of work which demonstrably makes a substantial contribution in its field. Writing a thesis, if it were still possible, only proves you can write a thesis. Include a teaching component in the assessment - after all, passing on information to the next generation is critical to the role of a good academic. For those in the humanities and social sciences, learn from those in the science fields and give contributions to team projects their due weight. Importantly, track the body of work over time - for consistent quality, continual relevance, and constant freshness.

A four-year work of art, irrelevant halfway through and incomplete before it begins, is no longer a true sign of intellectual and academic merit. A body of work which allows for substantial but bite-size and timely contributions in the digitally crazed and informationally swamped 21st century is not only the preferred

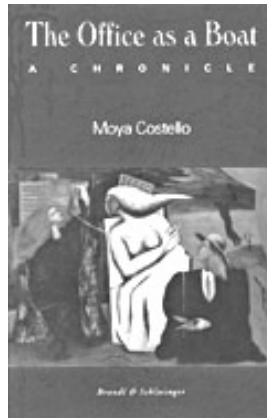
option - it is now the only option.

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Five to nine



Moya earns novel stripes

Staff from the Flexible Learning Centre contacted *Five to nine* to highlight the writing achievements of senior editor [Moya Costello](#). Despite having had two collections of short stories published, Moya Costello felt compelled to write a novel to earn her stripes as a 'serious writer'.

The Office as a Boat was published in 2000, eight years after its conception. It is a marvellous mixture of reality, fiction and hyper-reality that focuses on the lives of nine women who are co-workers in an electronic office in Adelaide.

Although born in Sydney, Moya captures the essence of Adelaide, from the bay-city tram through to a recipe for peach melba. But it is in her chronicle of office life that Moya excels.

The Office as a Boat has received positive reviews throughout Australia and now Moya has been invited to do performance readings at Writers' Weeks in Melbourne and Sydney. *Five to nine* encourages you to spend \$25.95 at Imprints Bookshop (or at least to borrow *The Office as a Boat* from your campus library).

Farewell to the man in the blue hat

Terry Jones, wearing his distinctive blue hat, bid farewell to the University recently after more than 30 years of service at Salisbury and all other metropolitan campuses.

Colleagues from the property unit and around the University farewelled Terry at a function at Gate One Bar. In typical droll fashion, Terry remarked that he did not know what retirement would mean for him as he had never done it before.

Five to nine cannot verify whether Terry's famed blue hat has been offered to the Art Museum but it can reveal that Terry was presented with an akubra by his appreciative colleagues.



UniSA kids get top marks

Secondary students achieving perfect scores in one or more of their year 12 exams were hosted by Governor Sir Eric Neal at the SSABSA Merit Ceremony at Government House in February.



Five to nine caught two UniSA kids in action: Sana Mary Nakata, daughter of Dr Martin Nakata of the Aboriginal Research Institute (pictured), who got full marks in English Studies and Stephen McGrath, son of Bernice McGrath of Human Resources (pictured also with dad Peter, top left), who made a perfect fist of Maths I. Congratulations to them and to the many other UniSA kids who were on the merit list.

Cycling contribution

John Lockwood may be retiring as Director of IT Services in April but that doesn't mean he is slowing down. *Five to nine* caught up with John recently as he completed a 121km charity bike ride to raise funds for Muscular Dystrophy Support.

John breezed through the journey in 5 hours 12 minutes and 30 seconds, achieving a fastest speed of 58.7 kph and a lowest speed of 8kph as he struggled up Ashbourne Hill. John raised more than \$200 for Muscular Dystrophy Support.

A real softball touch

How did senior physiotherapy lecturer [Mary Magarey](#) spend her holiday break? Relaxing, far away from the demands of physiotherapy and injury prevention?

Mary spent much of January as voluntary physiotherapist to the SA Under 16 Girls State Softball team in Geelong and followed that up by working with the SA Softball High Performance Academy which sent three teams to Canberra in January. She is already working with the teams for the 2002 nationals in Hobart.

Five to nine salutes Mary for her labour of love and feels sure it gives great exposure to both physiotherapy and UniSA.

Sharon leads the way

Magill site services coordinator [Sharon Jacobs](#) excelled in her role as chair and convenor of the very successful 7th Australian Parking Convention in Adelaide. Sharon seemed right at home in introducing Lord Mayor Alfred Huang, former Lord Mayor Jane Lomax-Smith and other international speakers.

Five to nine understands that Sharon even led the convention in performing the Zorba dance!

Gerry Clarke

Please contact [Gerry Clarke](#) with all leads, ideas and contributions for *Five to nine* on (08) 8302 0965.

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For sale

Carpet for sale - light beige (including underfelt) to fit large room. Excellent condition \$85 ono. Phone Denise on (08) 8302 6407 or after hours on (08) 8443 4116

TV for sale - 34 cm (not remote) \$100 ono Excellent condition Phone (08) 8365 1263 after 6pm

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Browserbriefs

Acronym finder

Look up 67,000 acronyms/abbreviations and their meanings. A searchable database containing common acronyms and abbreviations about all subjects, with a focus on computers, technology, telecommunications and the military. Claims to be the Web's "most comprehensive database of acronyms, abbreviations and initialisms"

<http://www.acronymfinder.com/>

How stuff works

Ever wondered why chocolate tastes so good; how car engines work; how offset printing works; how cell phones work; how televisions and web pages work? The answers to these and many other questions on "how stuff works" are contained in this website: a veritable plethora of information about stuff we take for granted in our everyday lives. It features Top 40 articles and Top 40 questions. If you have an inquiring mind, this is the site for you.

<http://www.howstuffworks.com/>



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A knowledge nation - just not a very good one



In the know: Dr Barry Jones at the Mawson Lakes campus

A draft of the ALP's long-awaited *Knowledge* nation task force report is expected to be released for public discussion in early April.

Chairperson of the Knowledge Nation Task Force and former ALP president Dr Barry Jones forecast the report's release at a public lecture at the Mawson Lakes campus on 15 March, on the eve of the cliffhanging by-election in the federal seat of Ryan.

The report will make recommendations on the ALP's policies on education, research and technology in the lead-up to the federal election later in the year. Opposition leader Kim Beazley will release the final Knowledge nation document at a later, still unannounced date, following public comment.

But with characteristic chutzpah, Dr Jones revealed there were still two knowledge nation models being considered - his and Kim Beazley's.

"Kim sees the universities and schools at the centre of the knowledge nation model. But I see the knowledge nation itself as central, the locus of the interaction of all other facets of our community, including schools, tertiary institutions, health,

agriculture and the environment, etc, and so on," he said.

"The task force formulating the policy, I believe, is quite taken with the model I have proposed!"

Despite the rock-bottom regard in which politicians are now held in Australia, Dr Jones, a former federal Science Minister, still commands the respect of Australians from all sides of the political fence for the forthrightness of his views and the breadth of his own knowledge base. Part of that respect stems from his repeated calls for debate on issues of national importance.

Ignoring the niceties of party loyalty, Dr Jones lamented the lack of discussion on issues of substance in recent elections. He said that since 1983 many complicated decisions, some of them right, had been made at the national level without proper explanation being given. Political parties had misconstrued silence in the electorate with acquiescence. Instead, there had been a build-up of sullen rage - and the explosion of the Hanson phenomenon.

Dr Jones didn't want to see the issues raised in *Knowledge nation* go the same silent way to the polls. Instead, he outlined his own views on Labor's key election platform document to the 230-strong crowd.

His starting point - that Australia already was a knowledge nation but was "an under-performing one."

"The information and knowledge sectors have accounted for the majority of jobs since 1966. Today, agriculture and mining account for 8.3 per cent of GDP and only 5.6 per cent of jobs, whereas 73 per cent of the economy is accounted for by the service industry, 40 per cent of this in the information field," he said.

"Yet this strong showing in services and information is not translated into export earnings."

Part of the reason was Australia's perception of itself as a commodity producing nation with natural advantages in resources and agriculture. Australia's continuing reliance on selling commodities at low cost threatened its future economic independence, especially with what Dr Jones described as

"dematerialisation". He pointed to OECD predictions that there would be a 75 per cent reduction in fuel use by 2030 and a 90 per cent reduction in the use of raw materials by 2050.

"Australia has to come to terms with dematerialisation, that is, an absolute decline in the demand for hardware, commodities and fuel," he said.

"Dematerialisation stems from many things, including construction designed for better energy efficiency, alternative energy sources, cyber communications, and miniaturisation, which means that we are seeing greater capacity from ever smaller objects, which in turn require fewer materials for their construction.

"Australia clearly has to diversify its portfolio."

Dr Jones said *Knowledge* nation, whichever model became its central tenet, would demand a rethinking of Australia's resources base to one which did not put coal and wheat first. Personally, he advocated a national resource audit, concentrating on major knowledge producers such as research institutions, media, industry, and financial institutions.

"It's what we'll call a 'cadastre' - a register of resources and their value. Now, I know it's a different word, and people may be uncomfortable with it, but let's be brave!" he said.

"We simply don't know what we have - hence our under-performance as a knowledge nation."

According to Dr Jones, Australia required a major shift in its thinking about its true natural advantage.

"It is time we rethought the whole concept - in the past it was something that we dug up. But the greatest unmined raw material is what is underneath the frontal lobe."

Dr Jones said a major concern was the paucity of policy.

"In Australia there is no science and technology policy, no education and health policy. There are only budget strategies."

It had been the budget strategies of Labor and the Coalition which had led to a steady slide in education funding since 1983. These had resulted in a growth in sponsored, product-centred research at the expense of long-term blue sky research and scholarship. This was in contrast to the United States in which, it was estimated, two thirds of its economic growth over the last two decades had come from blue sky endeavours.

Dr Jones said that while his model did not put universities at the centre of a knowledge nation, he believed they were nevertheless pivotal in developing Australia's major natural resource - the brain.

Jessie Byrne

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Celebrating our people: Justin Evans

[Justin](#) is a lecturer in industrial design at City West



If somebody told me I would be teaching in the profession in which I was studying just four years ago I wouldn't have believed them. But ask me now if there is anything else I would rather be doing, and I struggle to think of a single thing.

At 25 I feel like I'm riding a wave of exciting, fast moving technology and I can pass this energy on to our students in a unique way. Because I'm pretty close to their age, I think it gives me a special opportunity to communicate the complexity of design issues and new technologies in ways that are both relevant and fun.

I have been with UniSA for two years and I have been lucky to travel to places like Singapore where technology and esteem for knowledge seem intrinsic in a culture that embraces design as enthusiastically as life itself.

I've also led student field trips to Sydney and Melbourne and shared in students' enthusiasm at seeing how some of Australia's leading design consultancies operate. We introduce our students, either in person or through what they study, to some of the world's most influential figures in the international design and manufacturing scene. This is a high-energy field that brings together problem solving, creativity, aesthetics and practicality.

Industrial design is the art of knowing what the user wants and

learning what the user knows in order to make a design work.
Teaching industrial design is about inspiring that curiosity and
innovation in others.

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"No rules" teaching a national winner



Conversation not
dictation: Prof Claire Woods
and Dr Paul Skrebels
(background)
in dialogue with
professional writing
students at Magill
campus

UniSA's professional writing and communication team took out the Prime Minister's award for the nation's top university teachers in 2000 with a learning program which shies away from lectures, expects students to rework their pieces before they are finally marked, and demands that students find their own projects to work on.

The team's winning approach goes against both traditional methods of teaching and students' expectations of university learning.

"We don't give lectures," says [Ruth Trigg](#), part of the team of five, including [Professor Claire Woods](#), [David Homer](#), [Mia Stephens](#), and [Dr Paul Skrebels](#).

"We always teach in workshop or seminar mode. Sometimes there will be a 10-minute discourse on one of our specialisations, usually as a result of student queries, but that's it."

As the 2001 teaching year begins, the team is inducting 76 new students in the Bachelor of Professional Writing and Communication program into the surprisingly open and flexible learning methodology of the course.

"Most of our students arrive thinking they are creative writers. But our starting point is to tell them they are researchers," says Trigg. "In Adelaide Festival years we send them to Writers' Week and ask them to write 500 words on the event for a reader who has never heard of it. To do this, you must first observe and gather information."

Being part of a real event is in keeping with a basic tenet of the team's methodology – student projects must always link the students with the community and the workplace.

"We never ask students to do dummy runs. They work on real documents they find in their own communities, whether they be a council notice, a health insurance letter, or political pamphlet. That means that in any class at any one time there are 30 different projects going on," says team leader Professor Claire Woods.

"Student-selected projects mean that students observe not only a variety of projects and processes but they learn that there is no one way to write or construct a document."

A key learning outcome is for students to learn a notion of quality, to help them determine their own views of what makes a good document and to understand that one piece of work may be a good story but grammatically unsound, while another is rich in important detail but written inappropriately for the reader.

This approach has required a re-think of traditional methods of assessment. Students are assessed on the body of their work at the end of each semester. Throughout the semester they follow an iterative approach, revising and redrafting work, much as it happens in the work environment. Early on they are given indicative marks only.

"We don't use the one shot, hit and run form of assessment," says Trigg. "We see both writing and analysis as iterative – we value a process which helps students grow and develop their skills. It's our aim to ween students away from the teaching team for the allocation of standards."

Prof Woods emphasises that the team does not see it as their job to be the students' editors, but rather to get them to be their own editors and decide for themselves what style and content they are going to deliver to readers.

"Our field is developing across new areas of knowledge all the time. Instead of handing students a static curriculum or an established discipline, we engage students in the conversations that arise out of our rapidly changing and developing field," says Trigg.

"When they first arrive, students expect us to give them the content and a rules-based approach to writing and then to tell them what's

right and what's wrong. We don't do that."

Prof Woods emphasises that the winning success of the team is simply that – its team spirit.

"Students look at our teaching team and see we have different academic interests and strengths. They see us working as a team, talking a lot together and team teaching," she says.

Jessie Byrne

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UniSA to export wine marketing expertise to South Africa

Celebrating a new business partnership: University of Stellenbosch's Stephanus Loubser; UniSA's Tony Spawton and Larry Lockshin; and Johan Burger, also from Stellenbosch



A specialist wine marketing focus will be the linchpin of a new relationship forged between UniSA's Division of Business and Enterprise and South Africa's University of Stellenbosch.

UniSA's Associate Professor in Wine Marketing [Larry Lockshin](#) says initially the partnership will involve 10 management students from South Africa taking on wine marketing courses that are a part of UniSA's on-line Masters in Wine Marketing. As early as January 2002 UniSA will be delivering four on-line subjects in wine marketing to South African MBA students.

"South Africa boasts a wine industry three and a half times larger than the Australian industry," Prof Lockshin says.

"The country is developing the management and leadership skills required to take the industry further in the international marketplace. This alliance will strengthen research partnerships."

According to the head of management development programs at Stellenbosch's Graduate School of Business, Stephanus Loubser, South Africa is very successful at producing grapes and wine, but is now seeking to improve its wine marketing skills.

"Wine industry leaders and managers need to develop expertise in brand building, a better understanding of the international scene and strategies for entering new markets," Loubser said.

"We looked for the best available in wine marketing and I am sure we have tapped into that here with UniSA."

The collaboration is expected to deliver other spin-offs. Senior South African wine industry executives are touted to visit South Australia annually to learn about the Australian industry and meet with industry counterparts. There will also be opportunities for an exchange of expertise in banking and finance and related fields.

"A key benefit is the potential for PhD student and staff exchange programs that will enable international collection of wine marketing data. This is a relatively new and fertile field of research and there is a lot to be gained by expanding data collection especially data that relates to wine marketing in different industry settings," he said.

Michele Nardelli

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Arresting the slide of childhood obesity



Early practice:
Jim Dollman tries out
the physical activity
program with children
from the West Beach
primary school
OSHC program

In an Australian first, out of school hours care (OSHC) centres will from May trial a fun exercise program to make Aussie kids fitter.

The project, run by UniSA researchers [Dr Kevin Norton](#) and [Jim Dollman](#) of the School of Physical Education, Exercise and Sport Studies, will work with eight OSHC providers in Adelaide's northern suburbs, Virginia and Gawler to provide intervention programs packed with physically active play for our children who, recent data show, are getting fatter and less fit because they are exercising less.

The project aims to encourage OSHC programs to structure in non-competitive, fun, and skill-oriented physical activity which can be undertaken with minimal space and equipment and is appropriate for all ages and both sexes. Children should be able to continue the activities by themselves or with others at home or school so that the fun and exercise don't stop there.

Each centre will take part in a 10-week intervention which will analyse children's choices of activity before and after the introduction of the new skills-based program. The project will be evaluated using the responses of staff, parents and students themselves, as well as those of the physical activity leaders – all UniSA undergraduates - assigned to each centre.

"Our goal is to increase the overall skills and confidence of children. These, in turn, can impact on the longer-term activity choices in children through to adulthood," Dr Norton said.

"We will be concentrating on developing skills in general areas of motor patterning such as eye-hand coordination, kinaesthetic and spacial awareness, and timing and spacial judgment.

"The project will work with OSHC workers in the area of minor games, fun and physical activity options through demonstrations, curriculum manuals and resource folders for ongoing use. We also want to increase the knowledge of parents about what their children have been doing and how some of those things might be carried on into the home environment."

The choice of OSHC centres to pilot a broader program to help our children reduce weight while increasing fitness is two-fold. Recent studies show that the best predictor of physical activity in children is in the two hours immediately after the formal school day finished, the very time when many kids are in care. And the increasing demand for OSHC services means there is a ready-made client group available.

The project has received a \$77,000 grant from the Department of Education, Training and Employment to work with eight OSHC centres from lower socioeconomic regions. Four other schools will be used as controls.

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Judgements for a greener world

Stemming the tide of environmental degradation and destruction in countries that are under the hammer economically can be an uphill battle.

But an innovative and well-targeted Australian education program in environmental law is helping to educate Indonesian judges, lawyers and police officers so that the concept of a sustainable future, balancing economic and environmental concerns, can move a little closer to reality.

In a unique educational joint venture between UniSA's [School of International Business](#), the University of Sydney's Australian Centre for Environmental Law and the South Australian consulting firm Sagric International, hundreds of Indonesia's legal officials are getting the chance to make a difference to their land.

The IASTP II Environmental Law and Enforcement Training Program, sponsored by AusAID, provides training to Indonesian judges and lawyers in environmental law, both through short courses in Indonesia and longer courses in Australia.

UniSA program coordinator Professor Rob Fowler says it is especially significant in that it is taking place at a time when the search for democratic government is being pursued enthusiastically in Indonesia.

"The concept of an independent judiciary is integral to good governance in democracies, and this training helps to reinforce understandings about the responsibilities which must be assumed by judges and lawyers to achieve such a goal," Prof Fowler said.

"Small changes in law enforcement and judgements can benefit the long-term viability of communities in some of the most

environmentally stressed regions of the world.

"The program bases some of its content on international law but also takes a comparative approach, looking at the areas of Australian and Indonesian environmental law which correlate, such as criminal liability and enforcement.

"Our goal is to give those involved in the program access to some of our top legal minds in an educational setting that promotes discussion, evaluation and an appreciation of the notion of good governance," he said.

"At the end of their course participants develop action plans for issues in their own particular region which may range from law reform proposals to specific measures to establish improved environmental outcomes in a particular legal situation at home."

This month the first group of "students" arrived in South Australia for a six-week study stint after spending six weeks in Sydney.

The SA-based study sessions include course work which is classroom based, visits to the Environment Court and other State courts, field trips revolving around local environmental issues, and guest lectures from leading environmental legal practitioners in Adelaide, including Judge Christine Trenorden, Brian Hayes QC, David Cole, Paul Leadbeter, and Mark Parnell.

The program also extends to Indonesia, where teams of three Australian trainers work with colleagues from the Indonesian Centre for Environmental Law to conduct six-day courses in locations across the country. This year will see some 350 people trained in seven locations, from Kalimantan in Borneo to the island of Lombok in the eastern region of Indonesia.

About 45 Indonesians will study in Australia this year as part of the program.

Michele Nardelli

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Moving forward: VC announces initiatives for 2001

Wide-ranging initiatives in teaching and learning, management and infrastructure will be a feature of the coming year at UniSA in a federal election year which could see higher education return to the national agenda.

UniSA Vice Chancellor Professor Denise Bradley said that, while the University was concerned about the lack of clarity in the national higher education agenda, it would continue to forge ahead with key programs, including its bid to further enhance its reputation as a major exporter of education through on-line services, collaboration through the [Global University Alliance](#), and more onshore and offshore teaching. Currently, international students make up 22 per cent of UniSA enrolments.

Prof Bradley said the University's commitment to innovation would be enhanced by new professional development programs and the inaugural Vice Chancellor's Awards for Innovation. Other key initiatives include:

- reviews of costing and pricing mechanisms, the current budget model, and mechanisms for the internal allocations of funds
- introduction of a major review into policies on intellectual property, commercialisation, incentives and activities
- completion of an offshore teaching quality audit during 2001
- a new academic promotions framework from 2002
- roll-out of phase two of UniSAnet
- creation of web-based guides for all academic staff on on-line teaching
- exploration of a shared services initiative with Flinders University
- establishment of new computer barns on every campus, and
- refurbishment of lecture theatres and tutorial rooms by 2002.

According to Prof Bradley, the University's commitment to

innovation can be seen in its partnerships with like-minded institutions, in particular the [Australian Technology Network \(ATN\)](#)."

The five ATN partners have been dubbed 'unitechs'. Building on our past practices as technical institutes we have, according to leading commentators, created a viable alternative to the sandstone universities," she said.

Peter Cardwell

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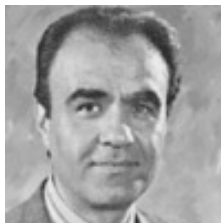
Five new University Council appointments



Dr Patricia Cook



Greg Mackie



Prof Kazem Abhary



Margaret Strathearn



The University welcomed five new members onto the 22-member University Council during December and January.

Dr Patricia Crook AO and Mr Greg Mackie have been appointed to the council as community representatives. They will contribute important expertise in the fields of business and the arts and their skills are a welcome addition to those of the existing council. Dr Crook and Mackie began four-year terms in December 2000.

Dr Crook is the managing director of suture manufacturer Dynek Pty Ltd, which she co-established in 1974. She was awarded the Order of Australia in 1998 for assistance to small business and export. Among current and previous positions, Dr Crook has served as adviser to SA Premier Olsen's Round Table, chairperson and board member of the Australian Health Industry, board member of the SA Employers' Chamber of Commerce and Industry, and member of the Austrade Board.

Mackie is the director of Imprints Booksellers, a position he has held since 1984. He is a City of Adelaide councillor and a member of both the Adelaide Festival Centre Trust and the 5UV Radio board. An Arts Ambassador for SA, Mackie is the founding chair of the Adelaide Festival of Ideas and an executive member of the Arts Industry Council.

Dr Crook and Mackie will be joined by elected staff representatives [Associate Professor Kazem Abhary](#) (academic representative) and [Ms Margaret Strathearn](#) (general representative). Their appointments will be for two years from 1 January 2001.

Prof Abhary is associate professor in the School of Engineering (Mechanical and Manufacturing) and has held various positions within the University. He is a member of the SA Multicultural

Gemma Noone

Education Committee, the Standards-Australian/Standards-New Zealand Mechanical Engineering Committee, and the SA Secondary School of Languages Council.

Strathearn is the manager of production services in the Flexible Learning Centre (FLC). She began work with the South Australian Institute of Technology in 1973, and has held a number of positions in UniSA, including coordinator of visual productions and coordinator of multimedia services in the FLC.

Ms Gemma Noone, President of the University of South Australia Student Association (USASA), will join the council for the term of her presidency. Noone is currently undertaking a Bachelor of Science. She is president of the UniSA Fencing Club and in 2000 was the sports and recreation representative on the USASA Council.

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Taking you from PhD to trailblazer

Rough territory: ITEK's Entrepreneurship Program is steering Stephen James on the track to commercial success



It is a quintessentially Australian invention. Much like the pedal wireless, the esky and the hills hoist, although perhaps not quite in the league of "every home should have one". Stephen James' motorcycle trailer is a nifty design that solves some real on-farm problems.

A graduate in mechanical engineering, James is now located at UniSA's Agricultural Machinery Research and Design Centre and is completing his PhD thesis on the lateral dynamics of motorcycles.

What he has come up with is a design for a single wheel motorcycle trailer with a 150kg load capacity that is a perfect add-on for agricultural motorcycles. The design is such that it is light and lean (1 metre by 750mm) ensuring that, either empty or fully loaded, it will not degrade the handling of the motorcycle at speeds of up to 100kph. The trailer would offer an alternative for farmers and rural workers who find it uneconomical and impractical to use four-wheel drive vehicles or quad motorcycles, which are sometimes unstable in rough terrain.

But more than just studying the physical dynamics of the idea through his thesis research, James has been involved in a special entrepreneurship program sponsored by UniSA's Division of Business and Enterprise and the University's business incubator ITEK that is helping graduates explore the commercial possibilities of their ideas and products.

The program is based on FastTrac, a leading US education package with a strong record of success in helping individuals achieve the commercial potential of new products and systems or business ideas. James was a part of the successful pilot of the new program.

Following invaluable feedback from last year's participants, an improved version of the Entrepreneurship Program, focussing more closely on the individual information needs of each PhD candidate, will run again this year from 30 April.

And James believes it is an invaluable insight for PhD candidates working on research that is product-oriented.

"The entrepreneurship program was a real eye-opener," James says. "It helped me understand the range of aspects to consider and the expertise that's necessary to launch a venture.

"Technologists tend to forget the vital necessities of marketing, financial planning and issues related to production and distribution when they are working on a new idea.

"I think what it showed me was that the best way to develop a product is to work with a team with a full range of specialist expertise."

As part of the program James was encouraged to undertake market research to assess the viability of the single wheel motorcycle trailer. The research reinforced the potential of the product with graziers but also the pitfalls of alternative products on the market.

"The market research I did was invaluable, but it is just the beginning. I now understand more fully the preparation and effort that would be required for commercialisation – plans for volume, pricing, advertising and distribution, personal and business financing during the leaner start-up years – they're just a few of the issues that need to be covered," he says.

PhD students interested in the program in April can apply through their research centres.

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Products of the mind: free intellectual property seminar

You can fence off your property and demand rent, but it's a lot harder to fence off your ideas, even though their commercial value may be higher.

Intellectual Property (IP) is the product of your hard work and research - it represents the property of your mind or intellect. It can be an invention, a graphic design or the practical application of a good idea. It may be of value to both you and the university, but it's not always easy to identify or realise the commercial worth of your intellectual endeavours.

UniSA and IP Australia, the Commonwealth Government agency responsible for granting rights in patents, trade marks and designs, are running a free half-day seminar on 29 March on a range of IP issues, including protecting innovation, patents, trade marks and designs, copyright, commercialisation of IP and infringement action.

"Whether you are a lecturer, researcher or student, you need to know how to identify, protect and commercialise your ideas and innovations," said IP Australia's marketing director Gary Kichenside.

"It's often a forgotten step, but it really is important for IP to be considered prior to publishing your findings or disclosing an idea. To gain the maximum benefits from your ideas and hard work you need to talk to an IP expert regarding your options.

"The seminar is designed to give academic staff and students an introduction to the principles of IP and will be relevant to those from a wide variety of disciplines."

Seminar speakers include Victor Portelli of IP Australia, Robert Kennet of Kelly & Co solicitors, Andrew Graham of the Technology Commercialisation Group, and Brian Guthleben of ITEK Pty Ltd.

The seminar will be held on Thursday 29 March 2001 from 9.30am, in the West Conference Room, Innovation House, First Avenue, Mawson Lakes. Contact Jason Watson on ext 20061 or jason.watson@unisa.edu.au to book.

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Better pathways to study guaranteed by UniSA and TAFE

UniSA and TAFE have renewed their commitment to providing optimal access to tertiary education and training for the entire South Australian community, and in particular to rural and working students, in a memorandum of understanding (MOU) signed 9 March by UniSA [Vice Chancellor Professor Denise Bradley](#) and Department of Education, Training and Employment Chief Executive Geoff Spring.

The agreement strengthens and extends the existing collaboration between the state's two largest tertiary education providers until 2005. It contains two key initiatives: it actively commits UniSA and TAFE to negotiating block credit arrangements for a wider number of programs and includes a new clause which explicitly commits both to the education and training of Indigenous Australians.

UniSA has also boosted its representation to head of school level on the UniSA/DETE Steering Committee which oversees the agreement.

At the signing ceremony, Prof Bradley said that partnerships and alliances were the big issue for tertiary institutions in the 21st century. She welcomed the renewed relationship between UniSA and TAFE as a significant element in the University's network of alliances.

"Our relationship has continued since the first MOU was signed in 1992. It has undergone changes in that time, given the continual flux of the environment in which we operate, and I expect the relationship will continue to evolve," she said.

"This new agreement provides better opportunities for students to find the pathways through the maze of offerings now available in the tertiary sector."

Mr Spring said that young people more and more wanted to make their own choices and required the skills to make those choices. He said that the links between TAFE and UniSA provided smoother avenues and processes for students.

"Importantly, the 1980s rhetoric of credit transfer has been realised in agreements such as this – and this new MOU will take that further," he said.

Examples of key programs to continue under the MOU include the Bachelor of Nursing available through the South East Institute of TAFE and UniSA's Whyalla campus and the IT Pathways program offered at the Whyalla campus and the Spencer Institute of TAFE.

The Bachelor of Nursing allows students to study in Mt Gambier, Whyalla or externally – without having to leave their families or communities. Those undertaking the course are in large part upgrading their qualifications from enrolled to registered nursing status and are disproportionately older than students in the city, with around 75 per cent aged between 25 and 44 years.

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Innovation: Thy name is award

UniSA Vice Chancellor Professor Denise Bradley this month announced the introduction of an innovation award program to nurture and acknowledge the creative and leading ideas of UniSA staff.

The inaugural Vice Chancellor's Awards for Innovation will be presented in September this year and will carry a prize of between \$1,000 and \$4,000 for each winner or winning team for development of the successful projects.

The awards will be presented under two categories: product improvement (including technology and courseware) and process improvement. They are open to all academic and general staff, either as individuals or in research groups, work units or teaching teams.

According to Pro Vice Chancellor, Research and International Professor Ian Davey, the awards are a logical but exciting extension to the University's longstanding commitment to innovation in its teaching and research and its focus on the needs of industry and the community.

"Innovation is the thumbprint of the University – we are constantly adding to new knowledge, doing things differently, taking on emerging disciplines, and developing vanguard teaching and research products," he said.

"Award winners should be able to demonstrate that their product or process has a number of the following characteristics: it's truly novel or a significant improvement on an existing product or process, it has involved collaboration with university partners, it has commercial value to the University or can add to its productivity, and it is internationally competitive."

A call for nominations will be announced later in the year.

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It Sayers it all



One hopes that UniSA is [Deborah Sayers](#) writ large – around for ten years, providing excellent client service, administratively sound, and responsible for projects of broad policy significance.

In Deborah's case, these characteristics won her one of the Vice Chancellor's Awards for General Staff Excellence in 2000.

Deborah is an administrative officer in the Division of Education, Arts and Social Sciences at the Underdale campus where she supports the Dean of Education and the Dean of Research Degrees. She took on the large workload in August 1999 when the division was restructured and is responsible for managing research degree students, through the ups and long downs of their research, as they fill out applications, vary their candidatures, and submit their theses.

In addition, Deborah took on the position of UniSA executive officer of the South Australian Curriculum Standards and Accountability (SACSA) project, a \$1.2 million research grant to generate a birth to Year 12 curriculum framework for South Australia. This meant liaison with the Department of Education, Training and Employment as well as with 40 writers who needed instruction, accommodation and moral backing when the words were coming slowly. When the words did come, Deborah oversaw the typing of 1,500 pages of curriculum in various iterations.

And this, the deans tell us, with an amazing capacity for work and good humour!

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Toast of the town



They're drinking to Bachelor of Visual Arts student Adrienne Harris for the stunning martini glass which won her an Emeritus Award in the Bombay Sapphire Gin Design Awards, run in conjunction with Vogue Australia. Adrienne's glass design will be used by Bombay Sapphire Gin to advertise its product nationally and internationally.

Adrienne was one of six students from the [SA School of Art](#) who successfully entered designs in the national competition. Thirty-one finalists were selected nationally to design the perfect martini glass, with all 11 designs submitted by the School of Art students being accepted.

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Medici March update



During 2001, the University's new student information system Medici will become much more visible. You'll see more of the project team out and about, explaining how the new system will affect academics, administrators, students, researchers, campus central, schools, divisions, units - just about everyone. So you know what's happening, here's the news to date...

In January 2002, our students will, for the first time, enrol on the web. Filling in forms and face-to-face enrolment will be a thing of the past. For on-line enrolment at the class level to work successfully, it will mean that our course and program information, and our timetable, must be accurate and final.

But enrolment is just the tip of the Medici iceberg! There is a phased implementation plan for all groups of student administrative functions, called modules under Medici, such as admissions, enrolments, credit transfer, exams, graduations, etc.

So we can manage the implementation of Medici together, the Medici team will use this space each month to tell you what's coming up, dates to watch for, and where you can find more information.

We invite you to check out our website <http://www.unisa.edu.au/medici>

and watch this space!

Medici Change Management Team

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Academic Board

Supplementary assessment

The Academic Board approved new supplementary assessment policies for divisions and the Whyalla campus. They will take effect from the commencement of the 2001 academic year. The four divisions and Whyalla have agreed to grant supplementary assessment to students on academic grounds.

School of Communication, Information and New Media

The School of Communication and Information Studies has a new name: the [School of Communication, Information and New Media](#). The name change reflects changes to disciplines within the school and to the overall shape of the school. The new name will also better address industry and marketing needs, as well as changing demographics within the student population.

Student services advisory forum

The Student Services Advisory Forum (SSAF) will become a formal sub-committee of the Academic Board, directly reporting to the board on matters relating to services offered to students and producing an annual services strategy based on student experience questionnaires.

The services strategy will in future be tabled firstly with the board, prior to consideration by the corporate planning group. The terms of reference, title and membership of the sub-committee are being considered.

New programs

The board approved the following new programs:

Division of Business and Enterprise

- Le Cordon Bleu Master of Business Administration (International Hotel and Resort Management)
- Le Cordon Bleu Master of Business Administration (International Hospitality and Restaurant Business)
- Le Cordon Bleu Graduate Certificate in International Hospitality Management; and
- Master of Business (Arts and Cultural Management).

Division of Information Technology, Engineering and the Environment

- Bachelor of Information Technology (Geographic Information Systems and Computing).

Peter Cardwell

Academic Board

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