

- UniSA News
- Archives
- Contacts
- Media Centre
- UniSA Home

# UniSA News

August 2006

A newspaper of the University of South Australia



## Research impact from powerful partnerships

[Full Story](#)

### Regular sections

- From the Vice Chancellor
- In brief
- Classifieds
- Colgan's cryptic
- Our people
- Five to nine
- Academic board

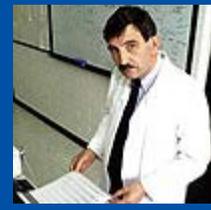
### Main stories



[UniSA at SALA](#)



[Clean water science](#)



[Sansom launched](#)



[Future of television](#)

### Other stories

- [e-Research launch](#)
- [Fellow of distinction](#)
- [Giving credit where credit's due](#)
- [Unsustainable education](#)
- [UniSA's super cops](#)
- [International Business Week - August 7-18](#)

- [Children's voices](#)
- [2006 UniSA Teaching and Learning awards and grants](#)
- [It may be glamorous, exciting and well-paid... but somebody's got to do it](#)
- [Helping hand for quake victims](#)
- [Cinema environmentalism](#)

- [Intelligent robots put manufacturer in good shape](#)
- [Career services hit the spot](#)
- [Heads above the crowd](#)
- [Guiding youth success](#)
- [2006 Carrick Australian Awards for university teaching](#)

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)  
Latest content revision: Monday, 7 September 2009

## UniSA News

[Archives](#)  
[Contacts](#)  
[Media Centre](#)  
[UniSA Home](#)

## Research impact from powerful partnerships

by Michèle Nardelli

The new financial year has seen UniSA surge ahead with more than \$11 million in research funding awarded for a range of dynamic projects all characterised by the strength of industry partnerships.

Pharmacist of the Year, Professor Andrew Gilbert from UniSA's Sansom Institute will lead a \$2 million project to develop strategies for managing the health and wellbeing of older Australians suffering from chronic illnesses.

Collaborative funding from the National Health and Medical Research Council and the Australian Research Council (ARC) will support the five-year project, which is part of the federal government's Ageing Well, Ageing Productively priority.

Professor Gilbert says the research team will focus specifically on developing guidelines to achieve the best possible outcomes for older Australians with common combinations of chronic conditions.

"We hope to provide a better understanding of the consequences of current patterns of care for older people with multiple chronic conditions and develop improved approaches to care," he said.

"With an ageing population, this research will make an important contribution by reducing the extent to which the elderly are placed at risk of adverse drug reactions. It will help patients, in partnership with their doctors, to achieve the best possible health and quality of life."

And in another national project focusing on Australians' health and wellbeing, world authority in anthropometry research, Associate Professor Tim Olds has been named lead researcher in a joint study with CSIRO to carry out the first national nutrition and physical activity survey done in Australia in more than a decade.

The \$3 million survey will gather data from more than 4000 young people in regional and metropolitan Australia.

"At a time when the health and fitness of children is so much in the spotlight, this work will provide an up-to-date basis for developing strategies to improve the health of Australian children," Prof Olds said.

Professor Olds' team will collect data on the weight and activity levels of young people aged between five and 16 years and CSIRO will undertake the nutrition survey. The survey, to be conducted with the help of research fieldwork company I-View, is being funded by the Departments of Health and Ageing, and Agriculture Fisheries and Forestry, with support from the Australian Food and Grocery Council.

In the second round of ARC Linkage grants announced just last month, 10 UniSA projects were successful. With funding totalling almost \$2.4 million matched by \$3.8 million from industry partners, UniSA is the state and national leader for industry partnered research.

UniSA Pro Vice Chancellor Research and Innovation, Professor Caroline McMillen said the funded



L-R: Dr Leanne Britcher, Assoc.Prof. Jonas Addai-Mensah, Assoc.Prof. Bill Skinner, Dr Peter Murphy, Prof. Hans Griesser

projects, representing all four divisions of the University, reflected the strength and diversity of UniSA's research base.

"The impact of these projects will be powerful, underpinning economic growth in core industries, better health for both the old and young in our community, and reaching into a range of areas in society to inform improvements," Prof McMillen said.

"The fact that industry partners continue to support research with UniSA so strongly is testament to the quality and impact of the research we undertake."

ARC Linkage grant successes include three projects at the Ian Wark Research Institute, partnered by Tiwest Joint Venture and AMIRA International, looking at particles recovery in mineral flotation, the development of dry coated pigment particles and pigment coating surface treatments.

In the area of justice and legal studies a project has been funded to look at private security and directions and trends for reform. Funding will also support research into the prevention of child abuse and neglect, and evaluation of domestic violence perpetrator programs. Another project will look at the impact of protein supplements for pregnant cattle in influencing the development of best quality calves for the beef export market.

Also successful was a bid to develop improved diagnostic technologies via a novel flex sensor for use on catheters.

[More details about the Round 2 ARC Linkage Grants projects](#)

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009

## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

### From the Vice Chancellor

Two issues in education have serious consequences for all Australians. The first is growing inequality in access to quality schooling and the second is the decline since 1997 in public outlays on our universities.

Since the late 1980s we have positioned education as a cost rather than an investment in our shared future. Governments – state and federal, Labor and Liberal – have been shifting the costs of education to the individual for more than 20 years. The user pays – and he or she who can afford it – buys a better education.

Inevitably this means that schools in prosperous areas with affluent parents are much better resourced than those in poor areas. Children of prosperous parents find it easy to move through the education system while those from poorer backgrounds struggle to succeed in schools which are poorly resourced. Fewer talented poor children succeed in school and those who do then face a tertiary education system being reshaped on the user pays model.



But perhaps this is an international trend? It isn't.

Of great concern for Australians, citizens of a country which has prided itself on its egalitarian approach, is the recent OECD finding that Australian students' social backgrounds – the circumstances into which they are born and something none of us can control – are more strongly related to achievement at 15 than in very comparable countries like Canada and Finland but also in a developing nation like Korea! I want to stress this. Social background is disproportionately influential in determining educational achievement in Australia.

In South Australia the differences in outcomes for children living in different suburbs are enormous:

- a child from a well to do area is much more likely to remain in school and complete year 12 than a child from a poorer area. For example, a child in a school in the local government area of Playford has about half the chance of finishing high school as a child from Walkerville or Burnside;
- students in Adelaide's affluent eastern suburbs are seven times more likely to attend university than those from the outer northern suburbs.

Should we care? We should. Increasingly, completion of 12 years of school matters and graduates have the best employment outcomes. Indeed, it has been estimated that graduates earn \$500,000 more in lifetime earnings than non-graduates. Going to uni still matters.

But what is happening to our universities, generally seen as the base of an effective knowledge economy?

Public investment in higher education in Australia at 0.8 per cent of GDP has fallen under the OECD average of 1.1 per cent of GDP, and well below the US and a number of Western European knowledge economies.

The most recent OECD report on education points out that Australia represents a special case. In other OECD countries public investment in higher education has increased, even when private spending has increased. But here, as private funds (largely student fees) have increased, public funding has dropped in

real terms. Between 1995 and 2002, the OECD identifies a decline in public spending on tertiary education of eight per cent in total and about 30 per cent on a per student basis. This is despite political assertions of the importance of a "knowledge economy" and "the development of a clever country".

My message is simple: as citizens, we should all pay attention to education. It's not just a matter of whether our own children do well. There is evidence from recent work by the OECD that Australia is not doing as well as other countries in capitalising on the talent we have in our society or in investing in universities - a major part of the supporting infrastructure of that knowledge economy our governments tell us is so important. On that point, at least, they are right!

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009

## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## In brief

### Credits for our forces

UniSA has signed a Letter of Understanding with the Australia Defence Force to support further higher education for servicemen and women.

The agreement will ensure officer education and training will be accepted as advanced training or credit towards a postgraduate qualification at UniSA for defence force personnel. Programs available under the new partnership include the Graduate Certificate in Management, the Graduate Diploma in Languages and Cultural Studies, the Graduate Diploma in Management, the Graduate Diploma in Social Science (Counselling Studies), Master of Arts (Information Studies), and the Master of Business Administration.

UniSA Pro Vice Chancellor Academic, Professor Peter Lee said the collaboration would make postgraduate study more achievable for servicemen and women who already had huge demands on their time.

The official signing in July was attended by Commodore Russ Baker, Director General, Defence Education Training & Development Lieutenant Commander Rod Cooper, Executive Officer, and Training Systems Policy. More information about the programs available at UniSA can be found at <http://www.unisa.edu.au/future/industry/adf.asp>



### UniSA-IBT partnership strengthens

UniSA has signed two 10-year agreements that will see the Centre for English Language (CELUSA) in the University and the South Australian Institute of Business and Technology (SAIBT) operating together under the umbrella of IBT Education Limited.

CELUSA English language courses have been taught at UniSA since the early 1980s and by the late 1990s UniSA licensed the operation to Educational Enterprises Australia Pty Ltd. Since then CELUSA has continued to grow its reputation as an outstanding provider of English language education to international students.

Formed in 2001, the IBT education college, SAIBT, has had an agreement with UniSA to offer a range of diploma level pathway programs for entry into business, arts, and information technology degree programs at the second year as well as a pre-Masters bridging program. SAIBT has operated from the University's City East campus since it was established and will continue to be co-located with CELUSA.



UniSA Executive Director, International and Development

Dr Anna Ciccarelli said both CELUSA and SAIBT have a reputation for excellence in preparing students for undergraduate and post graduate study at UniSA.

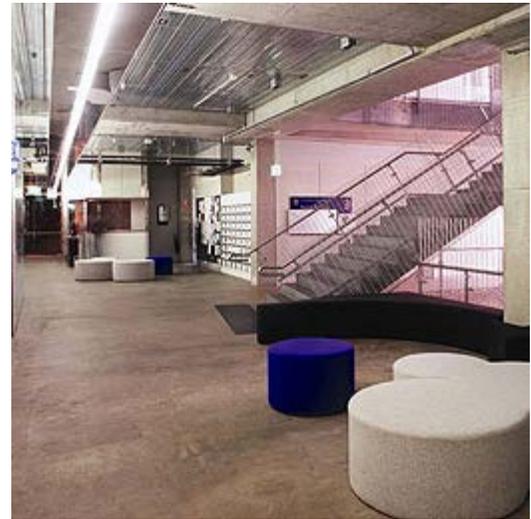
### RAIA awards

UniSA's newest buildings won three prizes in the 2006 RAIA Architecture Awards announced last month.

The Kurna building won Awards of Merit first prize in the categories of New Buildings and Interior Architecture, while the Dorrit Black building won a Commendation Award in the New Building category.

Both buildings were designed by John Wardle Architects and Hassell (architects in association) and form part of the City West campus development.

The judges said the architecture of the Kurna building, home to the Louis Laybourne Smith School of Architecture and Design and the South Australian School of Art, "provides an inspirational environment for learning and teaching" and that the interiors "are a seamless extension of the building design".



The design of the Dorrit Black building was commended for being contemporary and yet managing "to fit comfortably within its urban, and visually contradictory, surrounds".

### SASA Gallery - call for proposals

The South Australian School of Art (SASA) gallery is now calling for proposals for its 2007 program.

Proposals for exhibitions and other related projects are invited from:

- artists, designers and curators who are either graduates or staff members of the South Australian School of Art
- staff of the Louis Laybourne Smith School of Architecture and Design
- others who are employed by, or affiliated with, the South Australian School of Art.



For further information about exhibiting, visit the SASA website,

<http://www.unisa.edu.au/art/sasagallery/exhibitors.asp> or phone Louise Flaherty on 8302 0426 or 8302 0281.

### Archbishop's award

Erica Benn, UniSA Marketing Officer (Student Liaison), was one of only nine award winners in the recent Archbishop of Adelaide Annual Media Citations for stories and photographs displaying a commitment to truth, balance, fairness and community service.

Benn, with Victoria George and Adam Rossetto, produced the five-part series Changing Perspectives on the plight of youth with mental illness for Radio Adelaide.

[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Classifieds

### For Rent

**Camden Park** Close to city and Glenelg. One unfurnished bedroom in a lovely fully furnished courtyard villa. \$85/week + expenses + \$325 bond. Non-smoking female preferred, lease until May 2007. Please contact Emma on 0402 676 695.

### For sale

**HP Photosmart 945 digital camera and case.** Still in original box and hardly used. \$400 ono. If interested, please email [kylie.fairbank@unisa.edu.au](mailto:kylie.fairbank@unisa.edu.au) or call 0413 905 689

**Honda Prelude, 1992.** Midnight blue. Auto. Sun roof, spoiler, air con, cruise control etc. Superb condition. \$10,500. Phone Anne on 0401 615 625

**Mitsubishi Challenger, 1998.** Economical 4x4 (11.5 L\100km city). Excellent condition. Tow bar and bull bar. Bridgestone tyres with plenty of tread. Must sell. \$16,500 ono. Call Lawrence DePasquale on 0417 810 937

**Mercedes Benz, 1985.** White sedan. Recent full service, new air conditioner and compressor, new front brakes, interior switches reconditioned and rebuilt transmission. \$8000 neg. Call 0407 773 765

### Uni Wine Club

The wine club has entered into a relationship with Premium Wines Direct. This will allow members access to more premium wines at discounted prices. The club will still have some of its own offerings under its SAIT banner. If you wish to receive wine offers from your wine society, email [geoff.page@unisa.edu.au](mailto:geoff.page@unisa.edu.au) and you will be placed on the email distribution list. If you have any questions about the society or want access to current offers, just email me.

#### Geoff Page

Wine Club President

### Got something to sell?

Notices in the UniSANEWS classifieds are free to UniSA staff and students (space is allocated on a first-come first-served basis). Email your notices (keeping them shorter than 30 words) to [unisa.news@unisa.edu.au](mailto:unisa.news@unisa.edu.au)

[top^](#)



UniSANews

- Archives
- Contacts
- Media Centre
- UniSA Home

## Colgan's Cryptic Crossword

### Across

1. Crazy ring-dance (5,3,5)
8. Becoming mortified, Frenchman is chased by mob alongside trail (13)
9. 3 words in song related to a stringed instrument (5)
10. Decorated Herb, 3, and little Edward (7)
11. Affirm nothing admitted by sister, the tramp in "The Lady is a Tramp" (9,4)
13. Howl, before 3 assault with deadly weapon (7)
15. Cover up for 3 cold months (5)
17. Manoeuvre 3 ships' steerage to get sanctuary at German port (13)
18. Puts down luggage and stops arguing (5,4,4)

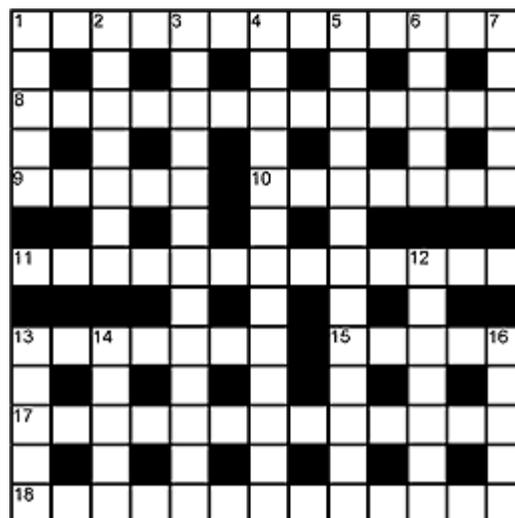
### Down

1. 3 provide a feast fit for a queen (5)
2. Alarm at reckless runs, even 3 (7)
3. Confused how the new is distinguished from the news (13)
4. Water temperatures followed by Heyerdahl, a fellow with creative skills (13)
5. Put refinement, please, before small food treats! (5,8)
6. 3 means of advertising in newspapers are producing no response (5)
7. Transported to look after 3 (5)
12. Sister of Roman Emperor was 3 (7)
13. 3 means of providing fuel for shady retreat (5)
14. 3 sleepy, distressed cries (5)
16. 3 sirens disturbed dip (5)

### Wine to win

For your chance to win a bottle of fine wine, fax your completed crossword to (08) 8302 5785 by Friday, August 25, 2006. Solution published online at [www.unisa.edu.au/unisanews/2006/August/colgan.asp](http://www.unisa.edu.au/unisanews/2006/August/colgan.asp) on August 28.

### Solution





**Explanations** (C = cryptic part of clue + S = straight part of clue; or S + S = clue holding answer twice with two different straight meanings; or POW = play on words.)  
 Note that joining words may or may not be an integral part of the clue.  
 Punctuation and capital letters are irrelevant.  
 The art of the setter is to make it non-obvious how and where to split the clue, and to mislead the solver along an irrelevant path.

**Across**

- 1. C: ring (round) dance (the twist)  
S: crazy = round the twist
- 8 C: Frenchman (Rene) is chased by mob (gang, to the left) trail (scent)  
S: becoming mortified = gangrenescent
- 9. C: 3 words in song (lyrics, without "s")  
S: related to a stringed instrument = lyric
- 10. C: herb 3 (cress, without "s") little Edward (Ted)  
S: decorated = crested
- 11. C: affirm (predicate) nothing admitted by sister (O inside nun)  
S: tramp in "The Lady is a Tramp" = predicate noun
- 13. C: howl (bay) 3 assault (onset, without "s")  
S: deadly weapon = bayonet
- 15. C: 3 cold months (winter, without "w")  
S: cover up = inter
- 17. C: manoeuvre 3 (wile, without "e") ships' steerage (helms) sanctuary (haven)  
S: German port = Wilhelmshaven
- 18. S: puts down luggage = rests one's case  
S: stops arguing = rests one's case

**Down**

- 1. C: 3 provide a feast (regale, without "e")  
S: fit for a queen = regal
- 2. C: reckless runs, even 3 (anagram of "runs even" without "s")  
S: alarm = unnerve
- 3. C: how the new is distinguished from the news (direction less)  
S: confused = directionless
- 4. C: water temperatures (H and C) Heyerdahl (raftsman)  
S: fellow with creative skills = handcraftsman
- 5. C: refinement (taste) please (delight) small (s)  
S: food treats = taste delights
- 6. C: 3 means of advertising in newspapers (insert, without "s")  
S: producing no response = inert
- 7. C: to (to) look after 3 (tend, without "n")  
S: transported = toted
- 12. C: Roman Emperor was 3 (Octavian, without "n")

S: sister = Octavia (Octavian's sister)

13. C: 3 means of providing fuel (bowser, without "s")

S: shady retreat = bower

14. C: 3 sleepy distressed (anagram of sleepy, without "e")

S: cries = yelps

16. C: 3 sirens disturbed (anagram of sirens, without "e")

S: dip = rinse

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009

## UniSA News

- Archives
- Contacts
- Media Centre
- UniSA Home

### Our people - Associate Professor Susan Hill

I've been working at UniSA in the area of literacy since the late 1980s. Before that I was a regional advisor working in schools. I did my PhD in literacy and since then have been exploring how children learn.

My passion for researching literacy has led to work on large national federally funded projects including 100 children go to school and an important longitudinal study of children from the age of four to 10 years, for which I was project director.

I am convinced of the importance of projects that can have an impact and make a difference, particularly for children who find learning difficult.

This led me to explore how we can help children learn, finding new and alternative ways of teaching effectively. Sometimes we have to branch out and be more dynamic. I've learnt that from my daughter, who is autistic - a great challenge - but also a great joy.



For the past two years I have worked with the Department of Education on Mapping Multiliteracies, which looks at how young children use new technologies. The report, sent to every SA school, included a professional development training program for facilitators.

I'm also trialling a new approach to learning – teaching sounds and letters fast – realising that children all learn differently, and that maybe we're going too slow for some children. The rate at which some children learn is mind blowing so we need to teach in ways that help them thrive rather than teaching what we've been doing for years. We need a multimodal approach, where we pick and choose to suit the children.

Writing and publishing has been a major part of my literacy research. My recent textbook, *Developing Early Literacy: Assessment and Teaching*, is a practical book for student teachers based on classroom research and longitudinal studies.

The book was a joint winner in the Tertiary Education (wholly Australian) category of the 2006 Australian Awards for Excellence in Educational Publishing announced by the Australian Publishers Association on July 27.

I am also developing materials for children learning to read, and have written many small books for children.

UniSA allows me to be creative. It has given me support for a range of research and development projects of use to the community. I think working in very practical research areas that enable changes to learning is important. I like the intersection between research, working with people who are learning to become educators, and working with children and the dynamic of putting it all together.

Associate Professor Susan Hill is Program Director for the Master of Education in the School of Education.

[top^](#)





## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Give me land, lots of land

by Michèle Nardelli

There is a lot of talk these days about work/life balance but Associate Professor Geoff Page, UniSA senior lecturer (and former head of school) in the Division of Business, might be described more aptly as having a work/work balance.

A man with "the land" in his veins in more ways than one, he balances his land valuation teaching and research responsibilities with running a 40 hectare mixed farming property at Meadows.

So in between running classes, schedules and programs he runs cattle and sheep, a 2000 bale a year hay business, a fully accredited organic seedling and potted herb raising venture and thriving cut flower sales through spring and summer.

And while it is all a bit of a family affair – his parents attend the property every day, and his partner, Karen, is a big contributor to the herb and seed raising aspects – Page says he spends at least 20 hours a week tending to farm duties, depending on the seasons.

For 16 out of the past 19 years Page has been Head of School and in all that time he says his out of office activities have been a bit of a life saver.

"I just find the physical work and the work in the plant nursery really relaxing – no phones, no meetings – just the job at hand," he said.

"It is a great stress relief and I think it has helped me cope really well with the day job. I spend some days going from one meeting to the next and later when I find myself in the potting shed there is just a wonderful quiet."

The Meadows property was the proverbial "back paddock" of a bigger farm once owned by Page's maternal grandfather, and farmed in the style of his era; it had been almost denuded of trees and needed some attention.

Page built his own mud brick home on the property and all of his agricultural and rural sidelines have fuelled a plan to regenerate the property.

"We had some goals for Landcare projects and the earnings we make from the livestock and the plant sales have allowed us to plant between 200 and 300 trees a year – so in a broad sense we are sustainable," he said.

The farm also has its characters including Archie the Alpaca, employed principally as a guard. After reading up Page found that research showed solo alpacas befriend all the other farm animals and develop as feisty fox fighters, kicking and spitting at the predators if they move in on the livestock. There is also Gizmo the mandatory farm dog who conversely, has become a little "soft" in his old age.

In the second half of 2006 Page will return to teaching and research for the first time in years, leaving the stresses of management far behind, and clearing space to complete his Doctor of Education, develop three new teaching courses and complete some research papers. It will also mean there is a little more time in the day to smell the daffodils and the jonquils that he grows at Meadows.



Anyone keen to buy plants and flowers from Geoff Page can find him at the Sunday market in Macclesfield every fortnight.

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009



## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Academic board

**February 2006**  
**by Peter Cardwell**

### Voluntary student unionism - changes to academic policies

Academic Board approved a number of changes to existing academic policies to reflect the Commonwealth Government's abolition of compulsory student services and amenities fees, effective July 1 2006. The Commonwealth legislation means that domestic students cannot be charged a compulsory amenities fee.

The policies, procedures and guidelines that have been amended are the Assessment Policy and Procedures Manual, Confidentiality of Students' Personal Information (A-46), Enrolment (A-48), Student Fees (A-47), Student Fees and Charges Guidelines and Application for UniSA Academic Policies to Short Programs Guidelines.

The Board noted that from July 1 the University has agreed to provide the Students' Association with financial assistance to support a minimum level of services including student representation and governance, student cultural activities, sport and recreation groups and activities, and communication through the student newspaper, as well as student support including academic advice and advocacy, which involves the employment of four student advisory officers.

The President of the Students' Association, Mr Justin Lee, told the Board that from July 1 Association services will be able to be accessed in person only at City East campus, or by phone at a service point located at City West, Mawson Lakes, Magill and Whyalla campuses.

While Students' Association staff, including student advisory officers, will be based at City East campus, they will still operate across other campuses with meeting rooms available on campus for students to meet with representatives and advisory officers for advice and assistance.

The Association's offices will in future be attended by voluntary student representatives during limited hours for representation purposes only.

Student services previously provided over the counter at Association campus offices will cease from July 1, including photocopying, short courses and the second-hand book exchange.

### Revised higher degrees by research programs policy

The Board approved the amalgamation of the existing Masters by Research Policy (RES 10) and the Doctoral Degrees by Research Policy (RES 11) into a single Higher Degrees by Research Programs Policy, as well as a revised set of regulations to support the policy, which combine Academic Regulations that separately cover the Masters by Research, Doctor of Philosophy and Research Professional Doctorate programs.

The revised policy is more user-friendly and reduces repetition. Besides combining the two policies, a number of changes have also been made including incorporation of jointly badged PhD programs and academic integrity provisions previously approved by Academic Board.

Other changes are a separate section on Research Degree Graduate Qualities, more explicit regulations on the duration of enrolment, more specific regulations on concurrent enrolment, a new section on requirements for students studying away from the University, incorporation of co-supervisors and replacement of supervisors, revised specifications for acceptable thesis format, and more specific criteria for the selection of examiners.

## Ian Davey research thesis prize

Approval was granted for the establishment of the Ian Davey Research Thesis Prize fund, which will acknowledge the most outstanding research thesis by a University of South Australia research student leading to a Doctor of Philosophy degree.

The fund has been made possible by the generosity of Emeritus Professor Ian Davey, the former Pro Vice Chancellor (Research), and the prize will bear his name.

The first prize will be awarded at the April 2007 graduations ceremony of the University of South Australia.

The purpose of the award will be to encourage the recipient to travel overseas to undertake further research.

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009



## UniSA News

[Archives](#)  
[Contacts](#)  
[Media Centre](#)  
[UniSA Home](#)

## Artists alive

by Vincent Ciccarello



UniSA is well-represented at this month's South Australian Living Artists (SALA) Festival, with undergraduates, graduates, postgraduates and an academic displaying an impressive array of paintings, prints, glass, textiles and other media in three separate exhibitions.

Between Two Wor(l)ds at the South Australian School of Art (SASA) gallery reveals themes in the recent work of UniSA's Olga Sankey, a senior lecturer at SASA, and Milan Mилоjevic, head of the Tasmanian School of Art's printmaking studio.

Sankey is concerned with the way stories are pieced together from different points of view and, in particular, the communication gaps which come from errors in translation and interpretation. Natural Selection (pictured) consists of three images, each made up of two panels. On the right side of each panel is a jumble of lines - overlapped stencil shapes - while the left side of each features one third of the marks that make up the words of a dictionary definition of "relativity".

"Sometimes a slight variation in colour is all that differentiates the same image or text each time it's printed from the same matrix, just as a mere change in expression can transform a text when read out loud," Sankey said.

The exhibition is on until August 20 at the SASA Gallery.

In site, On sight marks the relocation of SASA from Underdale to new purpose-built facilities at City West as the start of a "new tradition" of collaborative student exhibitions. Third year SASA student and exhibiting artist, Cathy Sarles, said in addition to finding new audiences within the University, In site, On sight showcases the next generation of professional artists and their wide-ranging concerns to the general public.

"By inviting the public onto the University grounds to view student work within a university environment, we reflect our public face to the community at large," she said.

Among the 24 exhibitors are glass artists Elyssa Freeth and Julia Thomas, painters David Sprod and Ros Matson, and photographer Lara Merrington.

The exhibition is on until August 18 in five foyers of SASA's Dorrit Black building in George St, Adelaide.

Still Vague might seem an unusual title for an art exhibition but, as exhibitor and coordinator Helen Nieuwendijk explained, the Liverpool St Studios Gallery show follows on from last year's postgraduate SALA exhibition, Vague.

"The title nicely sums up, in part, the feelings behind the ideas and the progression of making an artwork through research," Nieuwendijk said. "It takes a long time often for these things to gestate and come together. Sometimes the clarity of ideas only comes some months or even years after an artwork has been created and you look in hindsight and suddenly 'get it'."

The exhibitors include SASA masters and doctoral candidates and postgraduate researchers.

"For undergraduate students or other members of the community visiting this show, it will provide information on the marriage between research and the visual arts and crafts," Nieuwendijk said.

The exhibition is on until August 20 at Liverpool Street Gallery, Liverpool St, Adelaide.

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision:Monday, 7 September 2009



## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## SA's world watersaver

It makes perfect sense that in one of the driest places on the planet, scientists and business entrepreneurs would put their heads together and come up with a technology that will allow us to save and reuse water.

But what is remarkable about this inexpensive water disinfection product, developed by UniSA's Ian Wark Research Institute from a concept by Adelaide company SSS Water Pty Ltd, is the science – and that is still a carefully guarded secret.

What we do know is that SSS Water is about to transform the science into commercial reality, establishing a million dollar industry that is an environmental winner.

The water disinfection technology will allow businesses and everyday families to clean and reuse water again and again without the use of external chemicals.

No more bloodshot eyes in the pool, no more massive water waste in commercial production cycles.

Known as Hydro-dis™ the technology uses a three-stage disinfection process.

SSS has licensed the intellectual property from UniSA and is now looking to seal deals with international distribution partners for various applications, while at the same time building local capacity for the technology.

SSS Managing Director Nick Wilson says the system allows disinfection of any water type.

"The technology has applications worldwide for grey water, drinking water, pools and spas and cooling tower water disinfection and other products that we're developing in conjunction with targeted, dynamic companies," Wilson said.

"With the technology developed here in SA in partnership with The Wark™, SSS Water has the know-how and our potential partners are experts in high volume manufacturing and distribution.

"The real features are that we can contribute globally to environmental improvement and we can do it at low cost."

Wilson said the company had been successful in obtaining a grant through BioInnovation SA and would be staying in SA to manufacture the core technology locally, providing local jobs and significant export opportunities.

The technology is now being rolled out into commercial pools, domestic pools and spas, potable water, water reuse and reclamation, cooling towers and municipal waste water treatment plants.



[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

### A healthy start for the Sansom Institute

The University of South Australia has just launched its newest institute.

A multidisciplinary pharmaceutical and biomedical research facility, the new Sansom Institute will strengthen UniSA's role in supporting positive health care outcomes for Australians.

It has been named in honour of leading South Australian pharmacist and senior UniSA researcher, Emeritus Professor Lloyd Sansom AO (pictured).

Sansom Institute Director, Professor Ross McKinnon says the Institute offers a unique research environment that supports an all-important nexus between, education, research and the community.

"What we have created at the Sansom Institute is a research environment that harnesses the skills of practitioners and scientists," Prof McKinnon said. "Our research is very much about making a difference to the long-term health and wellbeing of the wider community."

"Also by being part of a broader teaching institution we can tailor our educational strategies to recruit students into research training programs that match the emerging needs of the community with our research strengths."

Prof McKinnon said the Institute had already developed a strong reputation for its research into the quality use of medicines, molecular medicine, pharmaceutical science, drug development and pharmacy practice. The most recent example is a \$2 million project to develop strategies for managing the health and wellbeing of older Australians who are suffering from chronic illnesses. Focusing specifically on developing guidelines to achieve the best possible outcomes for older Australians with common combinations of chronic conditions, the five year project is supported by the National Health and Medical Research Council (NHMRC) and the Australian Research Council as part of the Federal Government's Ageing Well, Ageing Productively priority.

Namesake of the Institute, Emeritus Professor Lloyd Sansom AO retired from UniSA in 2001 but is still a towering figure in pharmacy. His long and distinguished career included teaching, research and an active membership of councils, committees, and government, academic, public health and community sector review groups - all dedicated to improving the health of the nation. Through his steerage of the Australian Pharmaceutical Advisory Council (APAC) and involvement with many advisory bodies coordinated by the Department of Health and Aged Care, Professor Sansom has had profound impacts on medicines policy in Australia. He continues to make an impact on health in Australia in his current role as Chair of the Pharmaceutical Benefits Advisory Committee.



[top^](#)



## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## The future of television

by Geraldine Hinter

Technology is changing forever the way TV – and advertising – will be viewed.

Cable and digital transmission methods have increased access to more networks and media choices, and digital video recorders and video-on-demand are changing the way television and its advertising will be viewed forever.

UniSA's Ehrenberg-Bass Institute has conducted extensive research into TV viewing patterns in the 21st century, with some telling findings, according to Institute director and Professor of Marketing Science, Byron Sharp.

"TV program and network ratings have dropped because viewers have more channels to choose from, and even though extra channels have led to a slight increase in TV viewing, these channels steal viewers from existing channels, resulting in lower audience reach because viewers are spread across more programs," Prof Sharp said.

"What seems amazing though is that old channels still dominate, even in cable and satellite homes, though ad-supported cable channels are growing audience share. People are habitual and they do display some channel loyalty."

Overseas research shows that having more choices of media does little to erode TV viewing. Levels have remained remarkably stable across decades, with average weekly viewing in the UK of 25 hours and in the US of 30 hours.

"TV viewing is high and while people are consuming more media, TV accounts for about half of this consumption. For TV networks, the battle is still for ratings – from live viewing, playback and video-on-demand," Prof Sharp said.

But how loyal are viewers and what are the marketing implications?

According to Prof Sharp, surprisingly, there is channel loyalty, but program loyalty is weaker than we think and loyalty for particular genres, such as sports or soaps, is very weak.

Prof Sharp says that viewers tend to overestimate their loyalty.

"When someone says 'I always watch that program,' they mean when I am watching TV, and not watching something else!" he said.

"Television networks have a widely held view that some of their programs are 'appointment viewing' for most of their viewers, or at least are regularly programmed into their video recorders for viewing at more convenient timeslots.

"For prime time TV programs like CSI, marketers expect that typical viewers would see about six episodes in 10. Viewers themselves estimate they'd see five out of 10. The reality is that the average viewer of such programs sees only about three episodes in 10. That is the average, so a few are seeing more and many viewers are watching only one or two episodes.



"Somewhat paradoxically, this lack of 'religious viewing' is good news for advertisers," Prof Sharp said. "It means that each program delivers new audiences, and so TV can deliver cumulative reach into the entire population."

The fragmentation caused by extra TV channels and more media choices makes a few mass media, such as high rating programs, stand out even more than they used to. There are also more brands chasing wealthier consumers. This has led to marketers bidding up the price of advertising in the few remaining mass options like high rating TV channels and programs.

TV's attraction for marketers remains its ability to deliver high reach quickly. At any point during prime time about 30 per cent of the Australian population is watching commercial free-to-air TV. High rating programs in particular are special because they reach very light viewers and clever schedules remain of great value. Prof Sharp says the marketing challenge is how to get real reach (beyond the clutter and avoidance) for minimum frequency.

Technologies like digital video recorders encourage fast forwarding through advertisements (but many still get seen), greater recording and the watching of more TV, enabling top rating programs to boost their ratings further. But uptake of digital video recorders continues to be slow and they will eventually be overtaken by video-on-demand, which will further encourage the playback of missed episodes of top rating programs.

Businesses who use TV advertising are now demanding a more reliable, more relevant measurement of programs and their advertising reach, according to Prof Sharp.

"Research at the Ehrenberg-Bass Institute builds such fundamental knowledge about buyer behaviour, insight and benchmarks that can be used again and again."

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009



## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## e-Research launch

The Internet has already revolutionised the way business is done, services are provided and goods are bought and sold. It is also revolutionising research.

e-Research uses the Internet and other technologies to allow researchers scattered across different sites and organisations to perform large scale research collaboratively. Increasingly, it is becoming a very useful tool in the researcher's kitbag.

UniSA last month launched an e-Research website, designed to showcase e-Research projects, expertise and new developments on campus, nationally and internationally and to provide information on e-Research opportunities.

Professor Andrew Parfitt, Director of UniSA's Institute for Telecommunications Research, said e-Research has the potential to usher in a new era of innovation.

"It helps overcome the tyranny of distance by allowing our researchers to work more efficiently and to collaborate at the national and international level," he said.

"With the scale and size of the University's collaborative research activities increasing rapidly both nationally and internationally, e-Research will enhance the opportunities to build our research profile substantially.

"e-Research related infrastructure also facilitates sharing of and access to large data sets or pieces of major research equipment, allowing significant cost benefits to be achieved."

UniSA staff wanting to engage in e-Research can already take advantage of the Access Grid, an advanced video conferencing system focused on group-to-group collaboration, at Mawson Lakes.

Visit [www.unisa.edu.au/eresearch](http://www.unisa.edu.au/eresearch) for more information about e-Research.

[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

### Fellow of distinction

Graduation ceremonies were held in Malaysia, Singapore and Hong Kong in July with almost 730 UniSA graduates crossing the stage to receive their awards.

But the spotlight was on Singapore this year when long-term partner of the University, Andrew Chen (pictured above), was made an Honorary Fellow.

A pioneer in education in the Asian region, Chen was the founder of the Asia Pacific Management Institute (APMI).

UniSA Vice Chancellor and President Professor Denise Bradley said Chen's 17-year contribution as founder of one of the most successful private education institutions in Asia was extraordinary.

Accepting his award Chen paid tribute to UniSA's forward thinking institutional characteristics.

"I attribute UniSA's success in transnational activities in the past 14 years to its espousal of practical, cutting edge innovation with action oriented follow-through, and its devotion to transnational partners with openness, trust, respect and responsibility," Chen said.

Chen established his Management Education Centre in Singapore in 1988 to meet the needs of up-and-coming business leaders for management education.

By 1989 he had forged an important partnership with the University of Hull in the UK to offer the Hull MBA to local students and in 1992, as the re-badged Asia Pacific Management Centre, he formed a partnership with UniSA, launching the University's International MBA in Singapore.

At the crest of an enormous period of growth in education services in the region, Chen launched APMI in Hong Kong in June that same year.

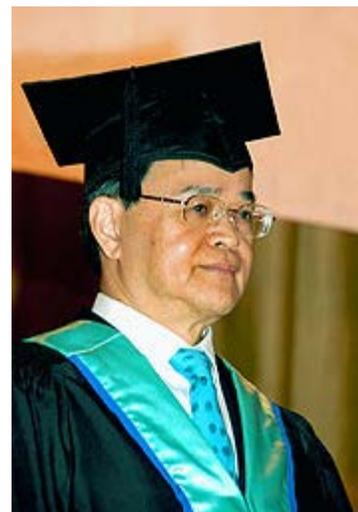
Along with a geographic expansion, APMI, in partnership with UniSA, increased the breadth of its degree offerings to include Doctoral and Bachelor programs in Business Administration. APMI and UniSA worked together to launch the first Chinese language MBA to be offered by a western university into Singapore in 1998 and Taiwan the following year.

APMI's offerings soon included a UniSA Master of Social Science in Counselling and a UniSA Bachelor of Education. By 2001 Chen drove an expansion into mainland China and in 2002 the UniSA Chinese MBA was offered in eight cities in China.

This extraordinary success attracted the attention of major US education provider, Kaplan, which acquired APMI in 2005, where Chen remained as Chairman of the new APMI Kaplan until 2006.

His entrepreneurial spirit and commitment to lifelong learning continues to make an impact in the lives of individuals and communities across the region.

[top^](#)





## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

### Giving credit where credit's due

The Flexible Learning Centre's Dr Peter Hill (pictured) has a message for UniSA's teaching staff - don't hide your light under a bushel.

Employed by UniSA since the beginning of the year to promote, facilitate and develop teaching and learning grants and awards, Dr Hill wants to encourage academics to put their teaching expertise on show.

"The University and the higher education sector as a whole are very focused upon excellence in teaching and learning, and we want to reward that," he said. "That's important for the staff member, the University and for higher education in Australia, especially as we are seeking to better place ourselves in an international environment.

"We know we do a good job in teaching and learning at UniSA but the awards are a way of demonstrating that excellence, they are a measure of that excellence among our peers."



In addition to the University's internal grants and awards recognising excellence in teaching and learning, Dr Hill is keen to spread the word about the external Carrick Institute for Learning and Teaching in Higher Education honours.

"The Carrick Institute was established last year by the Federal Government to effect improvement and strategic change across the higher education sector in Australia. It runs three competitive grants programs and also has a series of awards for teaching excellence.

"The grants are designed to develop new ways and new approaches in teaching and learning," Dr Hill said, adding that innovation may come in the form of modified existing, as well as newly developed, methodologies.

"All of the grants look within their disciplines at different ways of delivering learning outcomes but they, in turn, will have application to other disciplines across the sector."

Dr Hill said the University was very keen for people recognised for their excellence in teaching to share that knowledge and practice with others.

"This can come about through the traditional ways of disseminating things such as conferences and meetings, but also through interdisciplinary get togethers and other forums to share research ideas, whether in teaching and learning or other applied research areas."

For further information about teaching and learning grants and awards, contact Dr Peter Hill at +61 (08) 8302 1381 or [peter.hill@unisa.edu.au](mailto:peter.hill@unisa.edu.au) or visit [www.unisa.edu.au/staff/grants](http://www.unisa.edu.au/staff/grants) or [www.carrickinstitute.edu.au](http://www.carrickinstitute.edu.au)

[top^](#)



## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Unsustainable education

by Dr Helen Raduntz, Adjunct Research Fellow, UniSA

The Blair Government's education policy is not sustainable in terms of social justice for taxpayers or public schooling, according to education expert Professor Dave Hill from the University of Northampton.

Prof Hill, a passionate advocate of social justice in schooling, shared his experiences as a teacher in inner city London and a social, political and union activist with an enthusiastic audience at UniSA's Magill campus in June as a guest of UniSA's Hawke Institute and the School of Education and Social Justice Research Collective at Flinders University.



In Blair, New Labour, and Education Policy: Sustainability for Social Justice in Public Schooling, Prof Hill talked about the Blair Government's restructuring of schools and teacher education to conform with the neo-liberal and neo-conservative agenda for the privatisation of education.

On the open market, privatised public education facilities and services are potentially worth millions of pounds. In the advanced Western economies awash with investment capital, the lure of capitalising on this potential bonanza is irresistible to private entrepreneurs, Prof Hill said. This has implications for Australian education, too.

Prof Hill said the Blair Government's recent education legislation, based on the US charter school scheme, completed what some critics have called the pre-privatisation of state schools in England.

One of the aims of the legislation is to introduce new types of schools, academies, specialist schools and independent state or trust schools, organised and operated as businesses. For example, the legislation allows for the private purchase and control of an academy at the between £2 and £2.5 million as a going concern including its buildings, teachers and students for which taxpayers have paid £25 million in building and start up costs. Prof Hill cited the case in which a millionaire evangelical Christian creationist second-hand car salesman has bought and controls academies in Gateshead and Middlesbrough.

As part of his visit, Prof Hill also spoke at the seminar Schooling and Teachers' Work: Efficiency, Equity and Social Change at Flinders University School of Education where he concentrated on how education and other cultural workers might engage in resisting "the worldwide neo-liberal onslaught".

The key characteristics of this onslaught, he said, are the obscene and widening economic, social and educational inequalities both within states and globally, and a disregard for theorising about education and the regulation of critical thought and activism through ideological and repressive state apparatuses. Prof Hill concluded by asking what role critical transformative education and cultural/media workers might play in replacing the class-based capitalist system with a more economically and socially just and environmentally sustainable society other than state capitalist, social democratic and traditionalist alternatives.

Copies of Prof Hill's presentations are available from [helen.raduntz@unisa.edu.au](mailto:helen.raduntz@unisa.edu.au). He can be contacted directed at [dave.hill35@btopenworld.com](mailto:dave.hill35@btopenworld.com) and at the websites of the e-institute, the Institute for Education Policy Studies (<http://www.ieps.org.uk>) and the international refereed academic journal, the Journal for Critical Education Policy Studies (<http://www.jceps.com>), of which Prof Hill is respectively director and chief editor.

[top^](#)





## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## UniSA's super cops

by Vincent Ciccarello

The joint UniSA and SA Police (SAPOL) Superintendent Qualification Program, which combines with a Graduate Certificate in Management, may be in its fourth year but this year's program was different in a number of ways.

First, among the 15 graduates were "sworn" (police officers of at least Inspector rank) and "non-sworn" (general staff) members of SAPOL. Second, the cohort included a senior Metropolitan Fire Service officer. And, third, the program was delivered through a combination of online and on campus study.

Lindsay Ryan, Director of UniSA's Strategic Partnerships in the Division of Business, said the program has continued to evolve since its inception in 2003.



"It's a reflection of UniSA's flexibility and our resources, particularly in online education delivery, and is also responsive to SAPOL's operational requirements," he said. "The program's intent is to develop the strategic thinking and the capability of senior managers in SAPOL and it also establishes a benchmark for educational standards at the rank of superintendent."

Deputy Commissioner of Police John White was on hand to present the graduates with their certificates.

"There's been a very strong commitment from our organisation to develop our senior officers and we see this as being a critical and vital part of the ongoing development of our people," he said.

While the qualification allows police officers to apply for the position of superintendent, the prospect of promotion is not the sole aim of graduates.

Chief Inspector Phil Hoff, a 28-year veteran of SAPOL, is considering continuing study to Masters level but intends to take what he has already learnt directly into the workplace.

"It's been a particularly good program because it's actually honed some skills that I think I've had, and I've got a very real application of them in my current workplace, which is strategically engineering the organisation," he said.

For non-sworn employee Cynthia Manners, who works in the areas of business planning, strategic planning and performance reporting, the program had both professional and personal dimensions.

"It helps with building relationships and networking between sworn and non-sworn people and with the general professional standard of the management practice that SAPOL expects and that we like to deliver," she said.

Last month's graduation brings to 46 the total number of UniSA Superintendent Qualification Program graduates.

[top^](#)





## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## International Business Week - August 7-18

by **Rebecca Gill**

With 13 per cent of small to medium Australian businesses regularly operating in the lucrative international market, exporting is no longer only for the corporate giants. Remarkable financial rewards await those who can successfully tap into an overseas client base, however, most experts agree it is a move that needs to be carefully considered.

And for those wanting to swim with the big fish – or for those established in the industry wishing to update their knowledge – UniSA's International Business Week (IBW) between August 7 and 18 is an event not to be missed.



IBW consists of two weeks jam-packed with seminars and panel discussions (many of which are free) tackling issues at the forefront of foreign trade, such as law and cultural differences. This year, with an expanded schedule of 43 events (nine in regional SA) to accommodate growing public interest, IBW will play host to an anticipated 2500 attendees.

Rex Jones, Senior Business Manager at UniSA's Division of Business said that exports are a key part of the state's economic advancement.

"Some South Australian businesses have done extremely well. Examples of SME success stories include skincare company Jurlique, and designer and manufacturer of horse racing equipment, Adelaide hills based Steriline.

"Australia's own domestic market is fairly small so, by increasing the size of the market, exporting opens up many more opportunities," he said.

Wanting to earn money from the rest of the world is a realistic aim but, having to deal with added pressures like exchange rates and high oil prices, is a daunting task, even for the most experienced SME operator. That's why IBW is such an important event for SA.

For enterprising businesses wishing to penetrate the lucrative Asian region one should attend Professor Alfred Huang's seminar Business in China, which provides a first-hand insight into the culture of dealing with companies in East Asia and South East Asia.

In Exceptional women in business, three self-motivated local business women share their personal experience and knowledge on breaking into the global economy.

And for those in the wine industry, Avoiding the Big Boys: Marketing Decisions for small to medium wine makers by UniSA's Assoc Prof Tony Spawton, Dr Herve Remaud and Andre Beaujanot will provide scholarship on the wine glut and the growing influence of supermarkets in marketing and promoting wine.

In The Japanese Business System in the 21st century - challenges and opportunities, UniSA's Head of School of Management, Professor John Benson, will outline the modern evolution of Japanese economy and highlight opportunities for business to capitalise on market gaps.

There are also numerous presentations from industry partners like Austrade, the Office of Trade and Business SA.

Four networking sessions and formal presentations will also provide many opportunities to bounce ideas

and make important contacts with international business leaders.

For a comprehensive guide to the events schedule for UniSA IBW 2006, please visit  
<http://www.unisaibw.com.au/home.asp>

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)  
Latest content revision:Monday, 7 September 2009



## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Children's Voices

Exposure to live arts performances noticeably improves children's literacy and makes them kinder and more critically aware.

These are the major findings of Children's Voices, a three-year study by UniSA, the SA Department of Education and Children's Services (DECS), and Windmill Performing Arts into children's perceptions of live arts performance and their impact on children.

Between 2003 and 2005, 140 five to 12-year-olds attended Windmill performances at the Festival Centre. The children, from four schools, were interviewed individually and in groups, both before and after each performance.



Cate Fowler, Windmill's director and creative producer, said there had long been a general attitude that the arts were good for children.

"We wanted to do some rigorous research so that instead of just anecdotal stories, we had tangible evidence that the arts are indeed good for children," she said. "Now we can hold up this document and say, if you want real proof, here it is."

Windmill's arts project officer Julie Orchard, on secondment from DECS, said there was growing interest in arts education internationally and documenting the research was crucial in order to change policy and attitudes in schools.

"We set out to prove that through an arts methodology and pedagogy, children can develop a deeper understanding of their world and themselves, and become more literate," she said. "Children also got a sense of values out of the whole process."

The report found children's literacy improved as they became more confident and more articulate in expressing their views.

"Teachers reported back to us that this flowed on into other areas as well," Orchard said.

Fowler and Orchard said another pleasing aspect of the study was that children also developed performance literacy.

"The children are very clear about what they like and what they don't like and why. That's the most exciting part. They understand, and they're questioning themselves about why they respond to something or not. It's not just 'it's nice' or 'it's OK'. They go much deeper and richer in their responses," Orchard said.

Fowler agreed. "I think one of the exciting things is that they became very articulate about the value of the arts in their lives," she said. "We asked them, 'What would the world be like without the arts?' And it was surprising how often the word grey came up."

[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## 2006 UniSA Teaching and Learning Awards and Grants

**Nominations are now open for the following 2006 UniSA Teaching and Learning Awards.**

### **UniSA Citations for Outstanding Contributions to Student Learning**

Recognising the contributions that combine to create effective learning environments. Open to academic and professional staff. Each winner or winning team receives \$2000. Nominations close Wednesday 16 August.

### **UniSA Awards for Teaching Excellence**

Recognising teachers renowned for the excellence of their teaching, who have outstanding presentation skills and who have made a broad and deep contribution to enhancing the quality of learning and teaching. Up to three awards of \$5000 each. Nominations close Wednesday 23 August.

### **UniSA Enhancing Learning Awards**

Recognising teaching and learning support activities and services that make an outstanding contribution to the quality of student learning and the quality of student experience at UniSA in categories of Team Teaching and Service Teaching. There are two awards of \$5000 each. Nominations close Wednesday 23 August.

For an information pack please contact Dr Peter Hill on 8302 1381.

**Applications are now invited for the 2006 UniSA Teaching and Learning Grants.**

### **Category 1 Innovation Grants**

One grant of up to \$40,000 will be available for a new approach in teaching and learning. The focus of the project may be a product or a process but must be an original idea. Although the project outcomes must be the learning improvement of students, they may include the development of staff or a research dimension provided these are necessary to the achievement of the outcomes.

### **Category 2 Enhancement Grants**

Four grants of up to \$20 000 each will be available for the adaptation of projects which have been already successful in other contexts to a new situation at UniSA.

### **Category 3 Small Development Grants**

Available for small development projects relating to improving UniSA's performance on the indicators of the Learning and Teaching Performance Fund. These include: 15 x \$3000 each for assessment related projects; 10 x \$3000 each for projects which support the development of processes for staff and students around Student Centred Learning; 15 x \$3000 each for other L&TPF related projects

### **Category 4 School-based Teaching Grants**

Twelve grants of up to \$5000 will be available for small infrastructure projects which address the development of the scholarship of teaching and learning. A limit of one grant per school applies.

Grant applications close on Friday 10 November 2006. Grants will be announced by the end of November 2006.

[top^](#)

---

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[Site help](#) | [Open Day](#) | [UniSA Events Calendar](#) | [Read this page](#)

Latest content revision: Monday, 7 September 2009



## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## It may be glamorous, exciting and well-paid... but somebody's got to do it

by **Annabel Mansfield**

One of the most gratifying things for anyone is to start a project, put your heart and soul into it, and then see it grow into a real success. This is exactly what three marketing students experienced when they took up the challenge to coordinate Exposé, the Marketing Excellence Awards for the School of Marketing.

A thoroughly glitzy affair, this annual event showcased the talent and profession of the University's fledgling marketers. Encompassing an awards night and a corporate networking event with an electric atmosphere, the event embodied all elements of marketing at its best.

The event coordinators, Alex Nielsen, Alicia Abbot, and Bryony Jardine (pictured) are all current marketing students. They are also the driving members of the Marketing Students Association, through which Exposé traditionally runs. The three students took on the event as a means of gaining hands on experience in event management and marketing.



"Exposé allowed us to put into practice a number of different things that we learnt as part of our degree," Alisha Abbot, the current Marketing Students Association President said.

"We learnt a lot about time management and organisational skills as well as how to run successful events."

Indeed, the event exposed the team to a broad range of marketing activities ranging from developing creative concepts for posters and invitations, planning promotions, writing media releases, monitoring budgets and ticket sales, to catering, audiovisual requirements, staffing, operations management, legal and insurance matters and time management.

All three undertook Exposé as an extra curricular activity, juggling the coordination of the event with their studies and part time jobs. The experience they have taken away is invaluable. Not only have they gained tactical experience in event management and marketing, but they have also learnt time management skills and how to prioritise.

"The ultimate success of the event can only reflect on the high calibre of our marketing students," John Hendrickson, marketing course coordinator said.

"Our marketing students truly are first class," he said. "They will be the success stories of tomorrow."

To find out more about the marketing degree phone (08) 8302 0285.

[top^](#)



## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Helping hand for quake victims

by Michèle Nardelli

Last year when a group of staff from Yakkum Bethesda Hospital in Yogyakarta visited UniSA, no one could have predicted that almost 12 months later they would be struggling to save lives in extraordinarily difficult conditions following a massive earthquake in that city.

In a period of two years, the Indonesian people have lurched from the aftermath of the tsunami, to earthquake and another tsunami.

UniSA's senior lecturer in nursing and midwifery Helen Bradley is in regular contact with Regina Holle, a colleague working in the hospital. This extract from a recent correspondence paints a striking picture of the crisis following the quake in June.



"The conditions are serious. Many patients have no bed, mattress or even something to lie on. Some use a piece of newspaper and some lie on the floor without anything. All floors and public rooms are full... in front of the operating theatre an almost never ending queue of patients waiting for their operation.

"Our rehabilitation centre, Yakkum Pusat Rehabilitasi, which normally cares for handicapped children, has just become the main centre for rehabilitation in this big disaster. No other institution can provide comprehensive rehabilitation.

"Because of our long experience, we are very important for all the earthquake victims, especially the paraplegia and parapareses patients. In the biggest government hospital there are 129 paraplegia patients. This is incredibly sad and means that we will probably have more than 200 paraplegia patients after the earthquake.

"I still cannot imagine how all these patients can be cared for. They cannot be brought home quickly because all of them have lost their houses and living in tents is not possible. At the moment, we care for eight paraplegia patients, more than 20 patients with parapareses and the rest with difficult open fractures and difficult wounds."

Bradley and staff in the School of Nursing and Midwifery are hoping to raise funds to support their friends and colleagues at Yakkum Bethesda Hospital for ongoing work with the victims of the earthquake. Donations can be delivered to Campus Central offices citing account number 82405. All donations will then be transferred directly to the hospital.

[top^](#)



## UniSA News

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Cinema environmentalism

The launch of UniSA's new Bachelor of Sustainable Environments program at the Mercury Cinema on August 16 will feature the SA cinema premiere of a spectacular film.

Australia, Land Beyond Time, originally made for the IMAX giant screen, explores the Australian continent and examines how Australia's unique flora and fauna have adapted to survive the country's extremes.

The film's director, David Flatman, and director of photography, Malcolm Ludgate, will be guest speakers on the topic, If humans are to survive... Why on Earth do we need to consider Sustainable Environments?

"The film shows how life has managed to flourish on impoverished soils, where flood and drought go hand-in-hand," Flatman said.

"And it surveys some of the most surreal and fascinating landscapes on earth from ancient, eroded seabeds and vibrant, red sand dunes that merge with far horizons to the jewelled sea of its immense coral reef."

The filmmakers went to extraordinary lengths, including developing a light aircraft, to get the breathtaking footage.

"The Aircam aircraft, customised to position the pilot at the rear, and hold both camera and operator on the nose, allowed for spectacular unrestricted filming of the continent," Flatman said.

They also used a modified four-wheel drive vehicle to allow them to get close to kangaroos, birds and other fast moving wildlife in their natural habitat.

"We wanted to shoot from up close rather than be forced to use telephoto lenses to record their behaviour," Flatman said.

Professor Patrick James, Head of UniSA's School of Natural and Built Environments, will welcome guests with his speech What on Earth is Sustainable Environments?

Bachelor of Sustainable Environments program launch, 6pm Wednesday August 16, Mercury Cinema, Morphett St, Adelaide.

Bookings essential  
Please call Shelly Murphy on 8302 1919 or email  
[shelly.murphy@unisa.edu.au](mailto:shelly.murphy@unisa.edu.au)



[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

# Intelligent robots put manufacturer in good shape

by Geraldine Hinter

Using intelligent robotics, UniSA has helped a foundry produce lightweight outdoor furniture with minimum waste and rejects.

UniSA's Centre for Advanced Manufacturing Research (CAMR), in collaboration with industry partner Dematec Pty Ltd, has developed a novel automated manufacturing process by introducing the zero waste management principle.

Previously, Kilkee Stonewares produced furniture with a sandstone finish using a manual process in which operators sprayed a mixture of slurry made from polymers and other ingredients pumped through hoses held over a mould. Added to the slurry was fibreglass dispensed in lengths to create a matrix of fibres for increased strength.

This manual production process (pictured left) resulted in non-uniform thickness, quality control issues and significant wastage, according to CAMR's Operations and Business Development Manager, Evangelos Lambrinos.



"Every year Kilkee would dispose of about \$200,000 worth of material waste and a significant stockpile of poor quality product due to the manual production process. Twice a year the company had to undertake a big clean-up and dump about a half metre build-up of overspray waste," Lambrinos said.

Lambrinos worked with CAMR researchers to develop an intelligent flexible robotic manufacturing cell, which replaced Kilkee's traditional manufacturing process with a modernised clean manufacturing environment, a major step up in production practice.

"The robot sprays the slurry from 90 degrees above a mould placed on a mobile trolley, spraying into a shape that matches the mould, working from the outer edges to the centre at an even speed for uniform thickness, and no slurry hits the floor. The robot has a boom arm like an elbow that can extend to all areas, with pneumatics to stabilise its movement.

"We added mobile trolleys for the moulds and radio frequency tags to identify mould type and shape. An operator uses a computer to direct the robot, which can be reprogrammed for any shape mould. Once sprayed, an operator compacts the slurry in the mould using a trowel to exclude air. Left to cure overnight, the mould is then rolled to an area where it is removed, cleaned and returned for reuse," Lambrinos said.

In the manual process, moulds were carried into position, slurry was added and the moulds were then carried to another area for curing, which involved heavy lifting.

"Our automated system eliminates a lot of health issues associated with manual handling, product being sprayed in the air, and working in air that is polluted with dust and moisture. It also means that quality is assured and the footprint is much reduced in terms of space required on the factory floor.

"The most significant benefit has been lower manufacturing costs and an increase in throughput, with shorter manufacturing cycle times reducing the demand on energy use and labour requirements. This equates to more than \$200,000 in savings per annum per shift," Lambrinos said.

"Although sales of outdoor furniture have gone down because of imports, the intelligent flexible manufacturing cell has enabled much wider applications that could lead to significant growth for our company," owner of Kilkee, John Reid said.

"Kilkee has since been able to secure and introduce large-scale projects for architecturally designed building products such as panels and fence systems, produced in the same way as the outdoor furniture, by making new moulds and reprogramming the robot. Without the development led by Mr Lambrinos, our company would have been in a very difficult state of business."

[top^](#)

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## UniSANEWS

[Archives](#)  
[Contacts](#)  
[Media Centre](#)  
[UniSA Home](#)

## Career services hit the spot

by Michèle Nardelli

This year UniSA's Career Services team launched an exciting new website for students, staff and employers.

The site offers comprehensive student information about career planning, applying for jobs, interview skills and a vacancy and events database called MyCareerPlan.

And the new site has been a big hit with employers, with vacancy listings doubling in study period two.

Clive Summers, Human Resources Manager at Watty Australia, says the MyCareerPlan website is very easy to use.

"I received a high quality field of relevant and interested candidates, one of whom was successful in her application," Summers said.

Students have also found the new site invaluable in helping them prepare for the job market. Final year commerce student, Ruo Hong Li, has been successful in winning one of the highly contested graduate positions with the Office of Public Employment for 2007.

"I attended some lunch time workshops run by Career Services, which were excellent, and then I used the resources on the website to prepare my application," Ruo said.

"The information I needed was easy to find and I'm sure it helped me get the job."

A recent addition to the new careers website is a series of eight career management skills modules that can be integrated into the curriculum of existing programs. The modules cover topics ranging from Understanding Career and Industry to Job Search Strategy.

Each module is highly flexible so can be easily adapted to reflect the needs and context of a particular program.

For more information about Career Services activities, check out [www.unisa.edu.au/careers](http://www.unisa.edu.au/careers) or contact Anna Lee on (08) 8302 1323.

[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Heads above the crowd

by Michèle Nardelli

Young dynamic UniSA researchers Dr Janna Morrison (Sansom Institute) and Dr Nicole Lamond (Centre for Sleep Research) have been named Tall Poppies in the awards announced this week.

The Tall Poppy Science Awards were established to reward high achievement by young researchers in the physical, biomedical and applied sciences and in engineering and biotechnology.

Dr Lamond has more than a passing interest in sleep. Whether she is in the lab or in the field, a key goal of her research is to ensure workers in a range of industries are able to operate safely in the workplace. Just back from Queensland to receive her award, she has spent the past month doing more research on the consequences of sleep loss and the impact of irregular work schedules on sleep, alertness and performance. Much of her research has focused on shift workers such as pilots, train drivers and miners. Her most recent study investigates the recovery of sleep and waking function following moderate (42 hrs) or severe (63 hrs) sleep loss.



Dr Morrison won a Heart Foundation and Heart and Stroke Foundation of Canada Fellowship in 2003 for research that examines the link between low birth weights and an increase in both heart diseases and adult diseases generally. Her research continues to focus on low birth weights, the environment in the womb and how that may impact on infant and adult health. In 2005 she won a second Heart Foundation Fellowship to continue her research into the effects of poor prenatal growth on the development of the heart.



[top^](#)



## UniSANews

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## Guiding youth success

by [Rebecca Gill](#) and [Erica Benn](#)

He advises the State Government on trade relations with China but Alfred Huang, UniSA consultant and former Adelaide Lord Mayor, is just as passionate about his student advisory role.

Many secondary students grapple with which study path to take and, sometimes, a voice of reason can make all the difference. That was just what Professor Huang provided when a room full of Prince Alfred College students sat in on a Career Information session in June.

Prof Huang believes that guidance in teenage years are imperative.

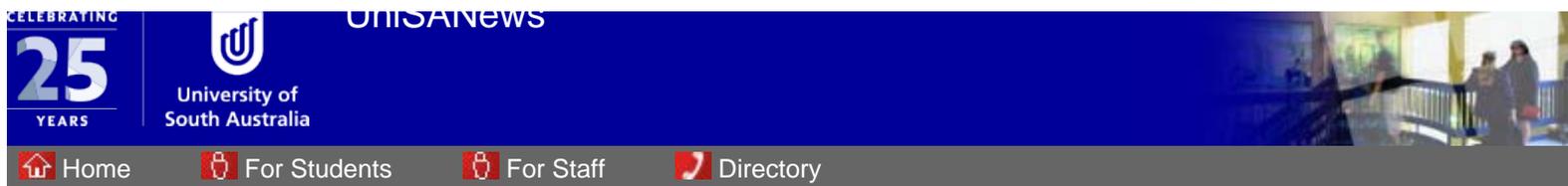
"These days, excellent career guidance and career counselling is available at many schools. But I think one should always be flexible and open minded about the future," Prof Huang said.

"When I was young, I didn't know what to do and for many young people it is the same today. We all need to share our experiences to help young people choose a career. I think someone like me, with a slightly different background, is interesting for students. I enjoy the opportunity to talk and mix with young people and their parents because education is such an important part of our lives."

Prof Huang, who was the first elected Chinese-born mayor of an Australian capital city, encouraged students to let their passions guide their future studies. While advocating the importance of higher education, he also recommended choosing a university degree based on interest and ability, as well as career opportunities, and told students not to become overwhelmed by the expectations of others.

[top^](#)





## UniSANEWS

- [Archives](#)
- [Contacts](#)
- [Media Centre](#)
- [UniSA Home](#)

## 2006 Carrick Australian Awards for University Teaching

UniSA teaching staff this month receive Citations for Outstanding Contributions to Student Learning in the 2006 Carrick Australian Awards for University Teaching.

The winners, who receive a \$10,000 prize, are:

- **Prof Andrew Nafalski, Ms Zorica Nedic, Mr Jan Machotka, Assoc Prof Ozdemir Gol and Assoc Prof Kevin McDermott** - for sustained and successful innovation in active and relevant student-centred learning and a marked contribution to the scholarship of education
- **Assoc Prof Julie Mills** - for outstanding contributions to student equity and diversity and to project-based learning in engineering education
- **Dr Martin Shanahan, Dr Jan Meyer, Paul Kershaw and Ken Adams** - for sustained excellence in the scholarship of building meta-learning capacity in first-year students and developing their independent learning by enhancing their capacity
- **Dr Graham Dodd** - for sustained commitment and innovative leadership in the development and implementation of student-centred programs in human movement and physical education
- **Dr Kathryn Paige, Dr David Lloyd, Cathryn Hammond and Mike Chartres** - for sustained innovation in transdisciplinary approaches to the teaching and learning of science, mathematics and society and environment education to preservice teachers.
- **David Morris** - for innovative and effective approaches to architectural education through student-centred learning in the design and construction of real building projects

Vice Chancellor Professor Denise Bradley, in congratulating the winners, said, "This is an outstanding achievement and reflects commitment to achieving student teaching and learning outcomes of national importance by all those cited."

[top^](#)