

GLOBAL ENGAGEMENT FRAMEWORK 2013-18



**University of
South Australia**

*A Crossing the
Horizon Action*

A pink swoosh graphic that starts under the word 'Action' and extends to the right, tapering off.



GLOBAL ENGAGEMENT FRAMEWORK 2013 - 18

In its strategic action plan *Crossing the Horizon*, the University of South Australia has set itself the goal by 2018 of being a globally visible university with global reach and leverage.

Why?

Because we believe a successful university is by its very nature global. It is essential for any university that wishes to remain at the forefront of the disciplines in which it teaches and researches to have sustainable and deep collaborations with the science, technology, biotech, cultural and economic powerhouses of the world – especially, but not only, in Asia – that are becoming increasingly dominant.

Because, as a young university, an important element in developing our global ranking is to become better known amongst our academic peers, amongst employers and others who can have a positive impact on UniSA's reputation.

Because we believe a healthy proportion of students from outside Australia helps to provide the kind of international environment that is intrinsic to a full university education for all our students and to the sustainability of our institution.

Because we wish to enhance the employability and global capability of our students by giving them opportunities both for study and for workplace experience, as well as developing their internationally relevant skills within the curriculum.

How?

We will achieve our goal through enduring and mutually beneficial relationships with our global alumni and a network of international partners: in business and industry; in academia and research institutes; in government and non-governmental organisations; in our own alumni community.

For each of the objectives of this plan we will put in place a specific strategy for delivery, alongside plans for each of the major countries with which we engage. Our plans are published as they become available here: <http://www.unisa.edu.au/About-UniSA/Strategic-action-plan-2013-2018/Action-Set-6/>



Objectives

By 2018 we will have achieved the following objectives:

International Students

International student enrolments will make up 30 per cent of UniSA's total student body, distributed appropriately across undergraduate, postgraduate and higher degree by research programs both offshore and onshore. Our recruitment strategy will focus on a prudently diverse range of target countries, varied recruitment pathways and a compelling suite of degree programs.

Brazil: Science without Borders

In July 2011, the Brazilian Government announced a scholarship program, Science without Borders (SWB), with the goal of sending 101,000 Brazilians to study abroad by 2014. The program seeks to strengthen and expand the initiatives of science and technology, innovation and competitiveness through international mobility of undergraduate and PhD students.

UniSA has participated in an Australian Technology Network (ATN) agreement with the Brazilian Government to facilitate opportunities for SWB students. The first group of undergraduate students under this agreement commenced in 2013. UniSA will be seeking to use the PhD component to strengthen its links with partner universities in Brazil.



Offshore Campus Collaborations

We will increase UniSA's offshore educational footprint across the Asia-Pacific through international campus collaborations with carefully chosen partners. We will increase offshore student enrolments strategically over the next five years and at the same time build the foundations for further expansion.



Offshore Education

Having reassessed its approach to offshore transnational education, UniSA is expanding its educational footprint across the Asia-Pacific through a series of selected partnerships with high quality institutions in Malaysia, Singapore, Hong Kong and China with a view to establishing high quality collaborative educational provision focused on the needs of industry, business and society.

Innovative Programs

We will develop postgraduate programs which meet the needs of international professionals and industry. This will include professional development and upskilling in areas aligned to our key strengths, and the demands of society and the economy in identified countries.

Asia-Pacific Centre for Arts and Cultural Leadership

The Adelaide Festival Centre Trust and the University of South Australia have established the 'Asia Pacific Centre for Arts and Cultural Leadership'. The Centre is supported through a \$1.8 million Federal Government grant to fund arts management training and exchange programs in South Australia for managers and leaders in the creative industries and the arts from Asian countries. The Centre will form the hub of a network of academic and practitioner institutes and centres across the Asia-Pacific Region dedicated to enhancing the level of arts and cultural management and leadership capability to match the growth of rapidly expanding Asian arts and cultural industries sector.



China Collaborations

We will explore even more productive ways of linking our Chinese partners to our strategic initiatives, including our presence in the SA Health Precinct. Working in collaboration with our Chinese university partners, we will submit an application to the Chinese authorities to secure South Australia's second Confucius Institute, focused on doing business in China. We will introduce elective and credit-bearing Mandarin language and China-capability content across our degree programs.



China-Australia Centres

Reflecting the importance of China, UniSA has developed key multi-faceted collaborative relationships with universities in China, aimed at addressing grand challenges in research and society

The **China Australia Centre for Sustainable Urban Development (CACSUD)** was founded in June 2012 as a collaboration between the University of South Australia and **Tianjin University**. The two institutions are working together to develop new knowledge in the field of sustainable urban development, and regarding challenges related to urban growth and climate change, to benefit the urbanisation of Chinese and Australian cities. CACSUD focuses on academic research, consultancy and training, involving such disciplines as environmental science, civil engineering, architecture, urban planning and design.

The **China-Australia Joint Health Research Center (JHRC)** is a collaboration between the University of South Australia and **Shandong University**. The JHRC seeks to resolve the common challenges faced by China and Australia in their health research areas. The JHRC focuses on academic research, consultancy and training, involving such disciplines as pharmaceutical sciences, medicine, public health, nursing, etc. Its aim is to study a series of core health problems in China and South Australia. It will also contribute to the faculty and graduate student mobility, and joint education and training of undergraduate, graduate and doctoral students.

A further centre, the **China-Australia Centre for Social Management and Entrepreneurship** is under development as a collaboration between the University of South Australia and **Beijing Normal University**. The Centre is committed to producing research that will inform public policy solutions that relate to: social enterprise; delivery of social programs and community development; the role of non-governmental organisations; the regulation of markets and the relationship of market regulation to a range of business, social, legal, environmental and cultural management issues.

Globally Visible and Sustainable Research

We will develop a network of international, industry-connected, joint research centres with partner universities in strategic locations worldwide, building on the model of the China-Australia Centres we have already successfully established, and linked to global research grand challenges.

International industry focused research collaboration

UniSA Business School has recently joined an established and ongoing European Commission Framework 7 - **Marie Curie International Research Staff Exchange Scheme** which explores management practice in multinational companies across different national contexts, entitled 'Employment Relations in Multinational Companies: Cross National Comparative Analysis'. It involves scholars from five European countries (Ireland, UK, Denmark, Spain, Norway) and three non-European countries (Australia, Canada, Mexico) involving 17 universities and business schools, including Copenhagen Business School, IESE Business School, University of Warwick, and the University of Montreal.

Sansom Institute for Health Research

UniSA's **Sansom Institute for Health Research** is leading innovative collaborative research in order to develop better treatments and preventative strategies for chronic pain. Researchers have developed new treatments for chronic pain that have been taken up in clinics across North America and Europe. Collaborating with research institutions in the UK, Italy, US, The Netherlands and Belgium, including Oxford University, University College London and Kings College London, UniSA researchers are at the forefront of exploring how and why the brain produces pain.

Hawke Research Institute

The University's **Hawke Research Institute (HRI)**, with 9 research centres and approximately 120 members, is Australia's largest social science and humanities institute. Named after Australia's longest-serving Labor prime minister, Bob Hawke, the HRI generates world class research outputs leading to innovation, change and demonstrable improvements in the world. In 2004, the institute was expanded, with a strong commitment to working towards social inclusion, equity and social sustainability.

The University has recently signed a memorandum of understanding with Trinity College Dublin (TCD) as a means to strengthen links between the HRI and TCD's Long Room Hub Arts and Humanities Research Institute. HIR is also strengthening its ties with Japan, signing a Memorandum of Understanding with Keio University, considered the "Harvard" of Japan, for further collaboration in the social sciences. The Keio MOU will facilitate research collaboration in the field of social theory and cultural studies.

Australian Centre for Asian Business

The **Australian Centre for Asian Business** is a community of leading academics in the fields of Business, Commerce, Law, Management and Marketing, dedicated to broadening the Australian understanding of the Asian business environment. The Centre serves both academic and industry needs through high-quality research into Asian business practices, whilst encouraging the development of collaborative partnerships between Australian and Asian scholars, businesses and institutions.

Globally Capable Students

We will engage with an international network of partner institutions to provide an innovative and varied suite of study abroad and industry placement opportunities for our students in the Asia-Pacific, South Asia, Europe, South America and the United States – underpinned by research partnerships and staff exchanges. We will embed credit-bearing 'global literacy' components in the curriculum of all our undergraduate degree programs, developing these in close consultation with our international and industry partners.



Student Global Engagement

UniSA intends to be an active participant in the Australian Commonwealth Government's new student mobility and internship program, **The New Colombo Plan**. UniSA has submitted applications for funds to support student placements in Japan and Hong Kong as part of the pilot phase.

Global Experience is a university-wide extra-curricular program designed to enhance students' intercultural competence and global employability. The program provides a unique opportunity for students to learn to value cultural differences, communicate easily across cultures and possess the range of skills and knowledge required to live in an increasingly connected and diverse global community. Participants in the program are committed to engaging the local and global community and have utilised the opportunity to make lasting change in communities. For example, one Global Experience graduate, with the assistance of a Global Experience Travel Grant, established her own not-for-profit organization in Nepal - *Global Village Education Incorporated*.

Student interest in Global Experience has soared since it was introduced in 2008. The program has received significant recognition from the community and was the recipient of a Governor's Multicultural Award in 2011.

The University of South Australia has joined forces with Japanese companies, **Japan Display Inc. (JDI)** and **Fujiwork Co**, to develop a funded internship opportunity for UniSA students. JDI is the largest producer of smartphone displays in Japan. The internships at JDI, supported by Fujiwork, provide wonderful opportunities for students to work across departments and test their skills and knowledge in a totally new environment. Following fantastic feedback from both the hosts and the students, the companies will be expanding the number of places next year, opening up more opportunities for UniSA students to gain invaluable global experience.

An Active Global Alumni Network

We will connect and reconnect with our global alumni to build a strong global network. In doing so, we will introduce new mechanisms, including an annual alumni awards scheme, recognising and celebrating the success of our graduates, and establish new alumni chapters in Australia and overseas.



Alumni supported student internships

UniSA is fortunate in having many alumni who actively support the University and its students. **Pauline Wong, Managing Director of Pokka Hong Kong**, is an esteemed MBA alumna from UniSA Business School. Recognised as one of the top 100 innovative female entrepreneurs in China, Pauline opened her first restaurant, Pokka Coffee Specialist, in 1991 after identifying a gap in the market for high-quality, affordable Japanese cuisine. The success of this first business led to more and now she operates a chain of 35 Japanese-style restaurant cafés throughout Hong Kong, Macau and Shenzhen, China. In 2011, Pauline received a Certificate of Recognition from the University for her willingness to give back to her alma mater by facilitating work experience within her organisation for current UniSA students.



**University of
South Australia**

For the latest information on the University of South Australia's global engagement see

<http://www.unisa.edu.au/about-unisa/global-engagement/>

or contact the *Office of the Deputy Vice Chancellor: International & Advancement* on **+61 8 830 2061** or at **enquiries@unisa.edu.au**