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The Graduate

A publication of the University of South Australia

May 2003

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going home. When she takes up her dream job as promotions and marketing assistant for the Australian Wine Promotion Bureau in The Hague, Alix is returning to her European roots, where she spent much of her childhood. [Full story](#)

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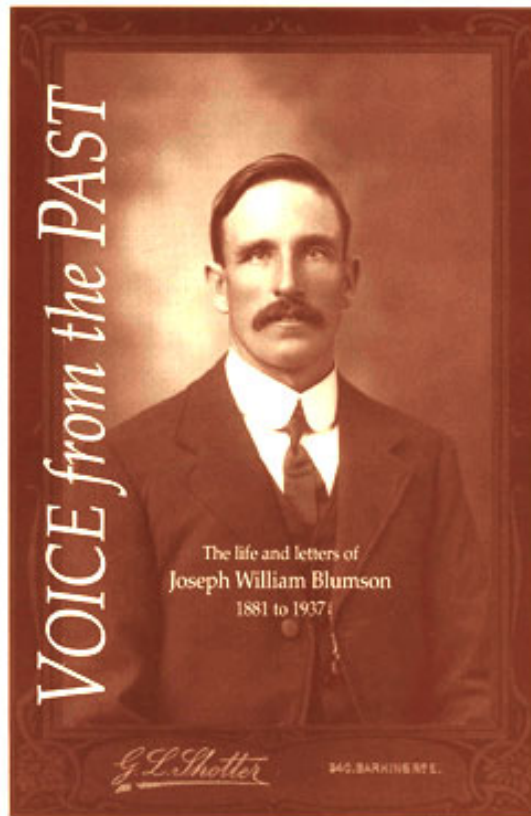
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New Leaf

compiled by **Charlotte Knottenbelt**

Mighall, Garry (editor), *Voice from the Past: the life and letters of Joseph William Blumson 1881 to 1937*, published by the Centre for Professional and Public Communication, UniSA, Magill, \$55.



A faithful recorder of the experiences he encountered, the places he lived in and the conditions around him, Joe Blumson began writing letters to his mother when he left home to make his way in the world at 16.

A collection of 250 letters, *Voice from the Past* is a timeless account of a fascinating life and a tumultuous and transitional period in world history.

When Joe left his parents' Adelaide home in the 1890s, Australia was in deep depression and unemployment was high. He was lured first to the West Australian goldfields, and at 18

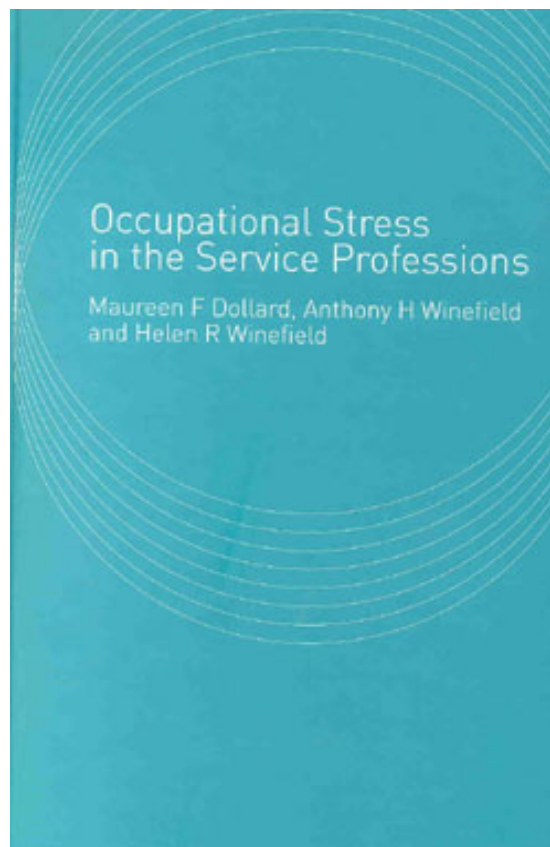
sailed to South Africa to fight in the Boar War. After a bout of typhoid fever he travelled to England where he met his mother's family and fell in love with a cousin. Next he travelled to America and set up a pig breeding business. The venture failed and Joe returned to Australia, where he cleared land for farmers around Streaky Bay before buying his own land and developing a farm.

Joe's vivid description and frank assessment of his life as a labourer, soldier, traveller and farmer provide an enthralling account of lives and conditions long past.

To order *Voice from the Past*, contact Di Banbury at the Centre for Professional and Public Communication on (08) 8302 4479 or email dianne.banbury@unisa.edu.au.

The Graduate has a copy of the book to give away to one reader. To enter, email your name and contact details to unisa.news@unisa.edu.au marked attention: Voice from the Past giveaway.

Dollard, Maureen; Winefield, Anthony; Winefield, Helen (editors), *Occupational Stress in the Service Professions* (2003) Taylor and Francis, London, ISBN 0-415-26760-9 pp 423 \$198 (\$110 if purchased at the 5th Australian Industrial and Organisational Psychology Conference in Melbourne from June 26-29)



Occupational Stress in the Service Professions is a contemporary exploration of the political and social nature of work stress, taking a comprehensive look at important theoretical and research developments from around the world.

Readers are provided with a review of the main sources of stress in a range of professions including nurses, police, general practitioners, prostitutes, volunteers, academics, the clergy and teachers.

With contributions from researchers in Australia, The Netherlands, Germany,

Canada, United Kingdom, and North

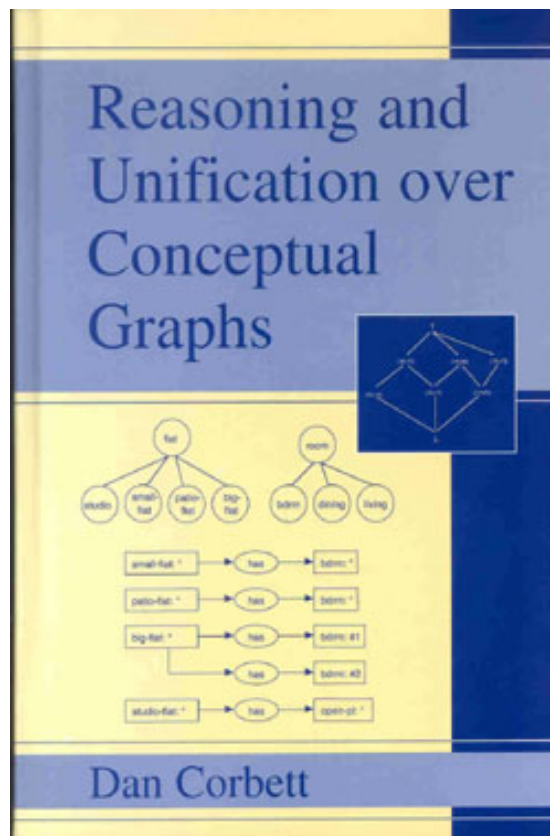
America, the book presents a broad international perspective, strongly illustrated with organisational case studies, and includes a chapter on the implications for intervention, policy and the future.

Edited by Maureen Dollard (director of UniSA's Work and Stress Research Group), Tony Winefield (director of UniSA's Centre for Applied Psychological Research) and Helen Winefield (associate professor in psychology and psychiatry at the University of Adelaide), the book will be launched at the 5th Australian Industrial and Organisational Psychology Conference in Melbourne next month. Already widely

acclaimed in academia, it is set to become an invaluable text for graduate students, researchers and high level HR professionals.

Occupational Stress in the Service Professions can be ordered via the net at <http://book.orders@tandf.co.uk/>

Corbett, Dan, *Reasoning and Unification over Conceptual Graphs*, Kluwer Academic/Plenum Publishers, 162pp cost US\$110 ISBN 0-306-47487-5



Written by Dr Dan Corbett (a senior lecturer at UniSA's School of Computer and Information Science and director of the Intelligent Systems Laboratory), *Reasoning and Unification over Conceptual Graphs* is an exploration of automated reasoning and resolution in conceptual structures.

Designed not only for computing scientists researching conceptual graphs, but also for anyone interested in exploring the design of knowledge bases, the book explores what are proving to be the fundamental methods for representing semantic relations in knowledge bases.

While it provides the first comprehensive treatment of conceptual graph unification and reasoning, the book also addresses issues of graph matching, automated reasoning, knowledge bases, constraints, ontology and design.

With a large number of examples, illustrations, and both formal and informal definitions and discussions, this book is excellent as a tutorial for the reader new to Conceptual Graphs, or as a reference book for a senior researcher in artificial intelligence, knowledge representation or automated reasoning.

The book can be ordered over the internet at www.wkap.nl/

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A LITTLE taste of...

by Karen Williams

Its scientific name is *Camellia sinensis* and it has been widely consumed in Asian countries for thousands of years, but green tea is gaining popularity in Western countries. But how does it differ from black tea?

According to the World Green Tea Association, tea is usually classified into three groups, according to the methods used in processing. The three types are fermented tea (black tea), non-fermented tea (green tea) and semi-fermented tea (oolong).

Black teas are partially dried, crushed, allowed to ferment, then fully dried, while green teas are steamed, then rolled and dried. Because of these different processing methods, black and green teas have different chemical properties, so the benefits of drinking black tea will not be the same as green tea.

Green tea is classified into several different kinds according to variables such as cultivation methods, the part of the leaf used, etc. Different kinds of Japanese green tea include Sencha, Bancha, Houjicha, Genmaicha, Gyokuro, Matcha, Tamaryokucha, and Kamairicha. Sencha is produced in the first crop season and is reputed to have a refreshing flavour with a green note. Genmaicha is a mixture of bancha and popped hulled rice kernels, and has a savoury flavour.

Green tea has a range of purported health benefits, from preventing cancer and reducing cholesterol to lowering blood sugar levels, fighting cavities, deterring food poisoning and even the ability to suppress ageing. While you cannot believe everything you read, there are scientific facts to back up many of these claims.

Green tea contains an antioxidant called catechin which, according to Dr Itaro Oguni, a Professor of Food Science at the University of Shizuoka, Japan, is a far stronger antioxidant than Vitamin E. You can read more about the benefits of green tea on his website, Green Tea and Human Health, at www.daisan.co.jp/health.htm.

The American Cancer Society (ACS) notes that green tea contains chemicals known as polyphenols, which have antioxidant properties. The ACS notes that despite animal studies showing a positive benefit of green tea consumption in protecting against cancer, studies in humans have been mixed, and it awaits the results of further studies currently underway.

Whether green tea is healthier or not, it's delicious. I tried the Genmaicha and found it refreshing. You can even get green tea ice cream, produced by the Chinatown Ice Cream Factory in New York. But you don't have to go that far to try it: you can make your own. For some recipes, try doing a search on your favourite search engine, and you'll have no shortage of hits.

This article uses information from www.cancer.org, www.daisan.co.jp/health.htm and www.o-cha.net/english/association/jpgreentea/

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No soul-selling for CEO of the year

by [Charlotte Knottenbelt](#)

With public outrage running high over irresponsible management and exorbitant golden handshakes, our nation's top executives have not enjoyed the best press of late.

And why should they – they're all greedy high flyers with no real grasp on what life's like for the rest of us, and if they're not protected in their palatial offices by their PAs they're using honest people's money to ski in Aspen or soak up the rays on a beach in the Bahamas – right? Well, that may be true for some, but thankfully there are also executives like Leigh Garrett.

As CEO of Offenders Aid and Rehabilitation Services (OARS), the UniSA MBA graduate is one executive with his feet firmly planted on the ground – an indispensable trait when you consider that his job involves managing an organisation committed to the support and rehabilitation of one of society's most marginalised groups, people convicted of criminal offences and their families.

Recently named CEO of the Year for 2002 in the EQT CEO Awards, Garrett is living proof that you can lead an organisation to success without selling your soul.

Nominated by his staff, he says winning the national award from a list of 72 nominees was a welcome acknowledgement of nine years of hard work.

"It makes me feel great personally and it's also good for OARS. We're working in the criminal justice system with very disadvantaged people – it's an area that doesn't attract a lot of publicity."

Garrett decided to study for an MBA because he recognised a need to develop his leadership skills and boost his business acumen for the benefit of the organisation.



It obviously worked, because he is credited with steering OARS from the verge of bankruptcy to a much stronger financial position – not by slashing and burning, but by implementing a strategic plan and cultural changes which have seen the organisation's services broadened and enhanced.

"Issues like accountability and governance are really high on the priority list in the not-for-profit sector and the MBA helped me make changes to OARS to ensure its future," he says.

"Studying at UniSA was a very positive experience. I liked the balance between the academic and practical applications of leadership principles – and I'm now even considering doing a doctorate!"

Founder of the Centre for Restorative Justice, Garrett is passionate about finding more effective ways of dealing with crime.

"OARS' philosophy is to ensure that people who have committed crimes are accountable for their behaviour," he says. "One way to do that is via punishment, but there is a point where more punishment puts the whole process back, and that's what concerns me about this country and the 'tough on crime' approach that's proliferating. People also need encouragement and some incentives to change their behaviour."

He says that although it's often a painful process, restorative justice – which brings victims and offenders face to face in a structured environment in order to assist in the healing process for victims and bring home to offenders the impact of their actions – is being proven to be more effective than the courts in many cases, both for victims and offenders. And, he adds, restorative processes can be an essential precursor to effective rehabilitation.

"There's an attitude that it's the police's job to solve all the problems of crime, but I think that while they have an important role to play, it's also up to the community to try and resolve conflict in peaceful ways."

With the \$20,000 travel grant he won in the CEO award, Garrett plans to visit the US, UK and Holland to see first-hand some of the world's most progressive and effective restorative justice programs.

"I'm looking forward to the trip and would like to thank EQT for the opportunity," he says. "I think the fact that they chose me – a CEO from South Australia who runs a small organisation dealing with people who are often very difficult to manage – was a brave decision."

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Wine push takes Alix 'home'

by [Thel Krollig](#)

In a manner of speaking, Alix Hardy is going home. When she takes up her dream job as promotions and marketing assistant for the Australian Wine Promotion Bureau in The Hague, Alix is returning to her European roots, where she spent much of her childhood.

A recent graduate of UniSA's Bachelor of Arts in Multimedia Studies, Alix took up her position in mid-March. As a child, Alix moved to France with her family, where she spent four years in what she describes as a 'baptism of fire' life experience. She spoke no French; she had no friends. But like much of Alix's

attitude to life, nothing ventured, nothing gained. For Alix, France provided a springboard to the rest of Europe.

It was an experience that shaped her life. Much travelled, multilingual (Spanish, French, German and English) and well educated - Alix is well equipped for her new role.

To boot, she came from a wine background and is a 6th generation descendant of Thomas Hardy, the founder of Thomas Hardy & Sons, now part of one of Australia's largest wine companies, BRL Hardy Ltd.



With her love of the wine industry, Alix was keen to find a career path where she could use her knowledge as well as indulge her passion for an industry so close to her heart.

“Promotion of the wine industry seemed a natural choice, and the Bachelor of Arts in Multimedia Studies at UniSA offered a well rounded and hands-on learning experience that could only enhance what I already had to offer,” she said.

“The course has given me a broad knowledge of public relations, design, digital imaging and much more, to draw on in my new job. And it was the hands-on experience that I gained in the program that really added the punch to my job prospects.”

Alix has also completed a certificate in wine studies at TAFE and has worked on the Australian stand at World Expo in Germany.

Europe, excluding the UK and Ireland, provides nearly 15 per cent of the total global wine exports; and includes the fast growing markets of Denmark and Sweden, together with the world’s largest volume importer of wine, Germany.

Alix will be assisting Marco Tiggelman, regional manager for continental Europe, in attempting to increase Australia’s market share by raising the image and awareness of Australian wine brands.

Enthused, Alix says the prospect of starting the job leaves her a little breathless. “I’m scared, but exhilarated. It’s my first fulltime job ... but what a job!”

Clutching her Dutch language books under her arm, Alix left Australia ready to face a new challenge, already working on this fifth language to her repertoire.

“There is a great deal of unrest in the world, as I’m leaving Australia, but you can’t avoid life, so I’m going anyway.

“And I will look forward to a time when I can come back to Adelaide. For all the travel, for all the beautiful places I have been, Adelaide is the place I love most.”

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Graduate and become a Ratbag

by [Michèle Nardelli](#)

There is a strong temptation to look for hollow trees when you visit Ratbag – hollow trees, slingshots, bows and arrows and perhaps even a neatly pen-knifed declaration - “I don’t want to grow up” - on a desk somewhere.

But while the spirit of the place is necessarily about youth and adventure (including the fit ball seating at the PCs), the business of Ratbag is very much a grown up affair.

Since it was founded just nine years ago, Ratbag has sold 1.5 million specialist car

racing and Speedway games worldwide and is now making inroads into the new wave of character-based games with filmic plots and visuals.

Ratbag company director, Greg Siegele, graduated from UniSA with a Grad Dip in Legal Studies after first completing Law and Economics degrees. Neither qualification has been particularly relevant in his career as a games guru.

In Siegele’s case it is passion, indeed obsession, that has built his profession. But he will happily concede that the analytical skills he developed at university have been a huge advantage in building his internationally successful business.

Ratbag’s Adelaide CBD office is a techno cave where more than 50 people beaver away not only creating ever more exciting games, but also building and developing



new platforms to support their artistic excellence and games innovations.

The average age of the bunch at Ratbag is about 28 years, which makes Siegele the old man of the company at 34. The ideal workplace for young games graphics and technology junkies, Ratbag employs mathematicians, artists, graphic designers and IT specialists. Siegele says many of Ratbag's employees are local graduates from UniSA because they are equal to the best and they have a real enthusiasm for the work.

"We are also employing a Griffith University (Qld) Masters student right now who is doing research into video game narrative," Siegele says. "We expect that research will be significant to us as we head into production of our new story games."

One of the biggest steps forward for Ratbag has been the development of the 'Difference Engine®' a platform that supports better and faster performance, a higher frame rate and vastly superior graphics definition. Their other distinction is that they have one of the most thorough and collaborative development processes to be found in the industry. And when you understand that it takes 10 to 25 people one to two years to develop a game for the market, you realise the planning process has to be spot on.

"From our first step into the industry I think we have understood the huge significance of planning and team work – so all the effort we have put into getting that right has paid off and kept us internationally competitive in a world where technology improves tenfold every five years," he said.

And while Siegele is quick to point out that 70 per cent of the video market is actually adult consumers, you can't help but feel that this in itself is evidence that many of us never do grow up.

As for Seigele, he loves what he does and at this stage really can't see himself doing anything else. And why would he - you work with friends everyday - its exciting, adventurous, never boring.

At Ratbag the spirit of Peter Pan lives large.

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Offshore study brings knowledge home

by Julie Kong



After 15 years working in the Public Affairs Department for a public listed company in Malaysia, I decided to return to university to gain a post-graduate qualification as I believed it gives me a competitive edge and the confidence and ability to explore the limitless opportunities towards a successful career ahead.

Eighteen months later and it's a decision I'm glad I made – not only am I armed with a MA in Communication Management, but I've also forged friendships, gained and established new contacts and developed a breadth of knowledge about communication and PR that will serve me well in my career.

Some people might ask why choose to study offshore, thinking that it could be an isolating experience, but for me it has been enriching and exceptional. It provided me with the flexibility where I could maintain my full time job and in the meantime pursuing a Masters degree.

The professors who came to lecture were armed with profound and sterling academic and professional backgrounds, sharing their ideas and specialised skills and knowledge in communications. They all tried very hard to condense and impart their knowledge within the stipulated time period.

Overall, the classes were highly interactive encouraging a lot of student participation and developing personal skills and confidence. Indeed, some classes were great as the professors became our friends too, offering not only knowledge but personal advice and guidance too.

As an offshore student, even though the lecturers are away in Australia, we were given the opportunity to keep in constant contact with one another via email and telephone. Most of them were very helpful and responded very quickly to questions.

The fact that UniSA is one of Australia's leading educational institutions recognised by the Malaysian government was one of the main reasons I selected to take up an off-shore study program in Malaysia.

The rewards derived from undertaking this masters program are endless. Now I can see myself as part of a dynamic communications environment as the program had the ability to develop my potential in an innovative and flexible yet, supporting learning environment.

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Architects building a reputation

 by [Karen Williams](#)


Not many architects get to design an Olympic cauldron. But that's what South Australian Institute of Technology (one of UniSA's antecedent institutions) architecture graduates Bill Tsakalos and Christopher Procter did during the lead up to the 2000 Olympics.

At the time they worked as the director and deputy director (respectively) at City Projects, the unit responsible for the design and construction of the City of Sydney's assets.

Their cauldron was part of the national torch relay and resided on the steps of Sydney Town Hall. It wasn't the cauldron that Cathy Freeman lit, but it marked a significant juncture in the relay, when the flame reached Sydney as a host city and was on its final leg to Homebush.

From 1996-2000 Procter and Tsakalos were responsible for the transformation of Sydney in preparation for the Olympics, a \$320 million project which included the upgrade of about 20 streets and squares, five community centres, 10 cultural and sporting venues, and a \$20 million street furniture program, which included the design, manufacture and rollout of an award-winning light pole, Smartpole.

These days they work at their own firm, Project Architecture, in Sydney. Their major credits include a 250-unit apartment tower on George Street and a 15-storey apartment building in Surrey Hills, Sydney.

Amongst all of this, they have both graduated from Harvard University with a Master of Architecture in Urban Design – and they're also playing a role a little closer to home, as strategic consultants in an innovative street lighting project in Adelaide.

Designed by local firm Streetscape Projects, the Adelpole – a coordinated suite of

poles that differ in size and lighting type for different kinds of streets – aims to increase the safety of city streets by better illumination, and amplifying the urban characteristics of the city by night.

Procter explained that the current lighting in Adelaide is basically utilitarian, with little correspondence between the type of light pole, the quality of light, and the urban form of the city.

“Adelaide has a strongly defined urban character comprised of its grid of streets of various widths, and its squares. In Adelaide it is possible to amplify the characteristics of streets by their type, using quality of light,” Procter said.

“For instance a warm white light, or a cooler white light can distinguish streets that have common sizes or which lead to the four squares, or which are the ceremonial main streets – North Terrace and King William Street.”

Project Architecture see themselves as what Procter calls ‘triage architects’, and this is where their firm differs from the norm.

“The most engaging projects we receive are those that a prior consultation has not handled well, and where all parties are wondering what to do to gain traction. We like to take that distressed project with its bundle of possibilities and form it into a project,” he said.

“Rather than simply acting on a list of instructions from a client, we surmise what the likely outcome of those instructions will be, and recommend ways to reach the desired goal through creative thought.

“We think that the design process, the problem solving and lateral thinking, require as much creative thought as the aesthetic decisions, and that the two are linked.”

And what about the future?

“All I do is work and dream. I’d love to see the completion of the large projects we have on our desks today. At the same time, the office needs to cement its reputation as straddling architecture, urban design and design thinking,” he said.

Sounds like a tall order, but the sky’s the limit.

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In search of greener solutions

We all know that unsustainable agricultural practices, short sighted urban planning and our dependence on fossil fuels are hastening the decline of the natural environment and affecting our quality of life, but what are our scientists and academics doing to improve the situation? Well, quite a lot really.

A free public lecture series starting this month will showcase a diverse array of research by UniSA academic staff, looking at real ways to address the massive environmental problems faced by society.

Presented by the Division of Information Technology, Engineering and the Environment, Visions for Environmentally Sustainable Development will begin at Mawson Lakes campus on May 21 with a presentation by Dr Fleur Tiver on the sustainability of arid lands and the pastoral industry.

The series will continue throughout May and June, with Professor Jerzy Filar discussing sustainable manufacturing systems (May 28), Professor Steve Hamnett on urban planning for healthier and more sustainable cities (June 4), and Professor Michael Taylor on the greenhouse gas impact of transport policy (June 11).

Starting at 6pm, the lectures are free and open to the public. For full details on venues and times, check Events on page 7 of UniSANews, or email moira.lawler@unisa.edu.au

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