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UniSA News

A newspaper of the University of South Australia

December 2000 issue

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Main stories

A game approach to future design

That Christmas dash to fill the stocking with toys may be bamboozling enough but imagine having to design a toy or game that would occupy the kids for more than five minutes.

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Lecturer Jan Coker says while the project may look like simply a lot of fun, the task was set to really stretch students' imagination and help them understand the product development process from idea, through to design and then design testing. ([full story](#))



UniSA has the nation's top teachers

UniSA is officially home to some of the nation's top university teachers. The Professional Writing and Communication Team became joint winners of the Prime Minister's Award for University Teacher of the Year in Canberra earlier this month.

The team – including Professor Claire Woods, David Homer, Mia Stephens, Ruth Trigg and Dr Paul Skrebels – also won the humanities and arts section of the award. They shared the PM's award with Professor Ron Weber of the University of Queensland. ([full story](#))

Crisis of underemployment: young workers prone to thoughts of suicide

Young people are more likely to be depressed and even consider suicide if they are unhappy at work than if they have no work at all.

In Australia, the rise of precarious employment, that is, casual, temporary and part-time work, has been dramatic in the last two decades and has become the dominant form of work for young people in the 1990s. Once such jobs were seen as stepping stones to something better and something permanent. Not now. ([full story](#))

Counting down to 10

UniSA is on the eve of celebrating its first foray into double figures. Staff, students and friends of UniSA can expect a year long celebration with a festival of activities, including a family fun day, the alumni reunion of the decade, a black tie industry dinner, and anniversary exhibitions of innovative South Australian architecture, art and design. ([full story](#))



A healthy balance sheet

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The division won the national award for export development/import replacement for its rapid increase in the number of off-shore and on-shore international students over the last decade, a rise of 167 per cent since 1991. ([full story](#))

UniSANEWS is a winner

UniSA designers were commended for the newspaper's design in this year's Design Institute's of Australia (DIA) awards announced in November

Mr Fred Littlejohn and Ms Lyn Mitchell of the SA School of Art were handed a brief to create a new layout model for the newspaper which was both corporate and functional, without stopping the layout designer, Ms Heather Lutz, from injecting individually into each edition. [\(full story\)](#)



Other stories

[An ethical take on business](#)

For corporations still struggling with the public perception that putting 'business' and 'ethics' in the same sentence is oxymoronic, Dr Debra King's report 'Corporate citizenship and reputational value: the marketing of corporate citizenship' may be a PR godsend.

[Helping promote women in the South](#)

[African tertiary sector](#)

A delegation of senior women from the South African tertiary sector was hosted by Pro Vice Chancellor, Equity and Development Professor Eleanor Ramsay in November as part of a new project to assist the career development of women on the academic and general staff in South African universities and technikons.

[The art of being prepared: lessons from the Olympics](#)

With a professional development grant, Ann Braybon of the Marketing and Development Unit travelled to Sydney for the 2000 Olympics and Paralympics and came back

[Thiele honoured with new library at Magill](#)

Silence is longer than ever before at the Magill Campus with the November opening of a 1,100 square metre extension to the library plus a 200 square mezzanine.

[Entrepreneurs and the challenge to SA](#)

Entrepreneurs have in some regards had rather a bad press in Australia in the last few years – many people immediately think of Christopher Skase or Alan Bond. And yet the true entrepreneur is at the heart of a vibrant economy.

[Growing entrepreneurs](#)

The inaugural director of the Centre for the Development of Entrepreneurs Peter Balan is confident the new centre will be an important fillip for getting ideas and their creators into the marketplace.

[Gold medallist Aitken leads Team UniSA](#)

Sydney 2000 cycling gold medallist Brett Aitken will captain UniSA's team in the 2001 Jacob's Creek Tour Down Under to be held 16 to 21 January in and around Adelaide.

with a few things to say.

[Ageing with oomph](#)

Ageing gracefully is nothing new (in theory at least). Ageing successfully is another thing. South Australia has more than 200,000 citizens aged 65 years and over, about 14 per cent of the State's population. The Australian Bureau of Statistics estimates that this figure will leap to 19.1 per cent, or around 310,000, by the year 2021.

[A calculating painter](#)

Research into pure mathematics is not something that is easy to discuss with the uninitiated. Having nothing of the mathematical mind about me – I simply sit in wonder when mathematicians talk and admire them as you would someone who has mastered the subtleties of writing Chinese characters.

February issue of UniSA News

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or disk (PC) with accompanying hard copy to:

UniSA News

Marketing and Development Unit

City West Campus

Include all related files, such as pictures, non-standard fonts (screens and printer), logos, other graphics.

Editor: Jessie Byrne, ph (08) 8302 0578

The views expressed in UniSA News are not necessarily those of the University of South Australia or the editor.

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[Pageant Queen for the day](#)

A student trip to Belgium in 1999 led Jackie Thorne to an unexpected royal tour of her own as Pageant Queen in this year's Credit Union Christmas Pageant.

[Academic Board November 2000-12-13](#)

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From the Vice Chancellor



2001 will be our tenth anniversary. We'll be writing and talking about that a lot next year but in this edition of *UniSANEWS* I'd like to acknowledge the contribution of some people who are leaving the University and have been critically important to its development.

Like all large organisations, universities are successful because of everyone's work and there is no doubt that each of us is important in supporting the achievement of UniSA's mission. But those who demonstrate leadership with grace are particularly important.

This year, the end of our first decade, has seen the retirement of some people who have been very important in building the foundation of our University. During the year, Professor John Gilliland and Associate Professor Pat Trott retired. Each of them left their mark on their schools and on their discipline and we farewelled them with reluctance and with thanks.

Associate Professor Dennis Mulcahy is retiring too. Dennis' good mind and great heart have been at our service in so many areas. He's one of the best known of our academic staff outside the university and his value is recognised everywhere. Indeed, we spend a lot of time trying to suggest to him that he's spread too thin! But he does seem to manage a huge spread of activities.

John, Dennis and Pat remain working for the University as adjunct appointments and, I have no doubt, will continue to contribute indefatigably.

Jan Connolly, the Executive Director of Resources, leaves us early in the new year. She came to us in 1997 when we were in terrible trouble and worked quietly and effectively to bring more order into our management of resources. We'll miss her good humour and her quiet charm.

Two of our most eminent academics, Professors Mike Miller and Lloyd Sansom, retire soon. For those of us who've worked in the University since 1991, it's hard to imagine the place without them. Their leadership has been critical to our success

as a research institution in the last decade. They share a number of attributes: vision, determination, charm (when needed!), astuteness, generosity.

Mike, as Director of the Institute of Telecommunications Research (ITR) and Deputy Director of the Cooperative Research Centre for Satellite Systems, has been honoured so often - Australian Professional Engineer of the Year in 1995, the Sir Lionel Hook Award from Britain in 1998 and the MA Sargent medal in 1999. He's grown the ITR into the largest telecommunications research group in any Australian university. His loyalty to the University and his devotion to its best interests mean that he is always ready to accept institution-wide responsibility. His formidable presence is always very comforting when we need to impress visitors, particularly politicians!

Lloyd is a natural phenomenon, I sometimes think. As Head of the School of Pharmacy and Medical Sciences he's done a remarkable job in building the school's reputation but at the same time he has been extraordinarily important nationally. He's been a Fellow of the Pharmaceutical Society of Australia since 1985 and has served on or chaired pretty well every significant national committee in his field of expertise. He's a man of passion. He drives no one harder than he drives himself and he cares passionately about his discipline. He's the model of what we'd like a head of school to be - committed to building the best team of teachers and researchers in his field in Australia.

Perhaps what is most striking about them both is their generosity of spirit. While they have managed to build formidable personal reputations in their field they have always sought to help others to succeed. They are leaders whose leadership has benefited not only those who have worked with them directly but also their university. The reputations of us all are enhanced by having them as colleagues. I'm delighted that each will be Professor Emeritus of the University of South Australia and that we will continue to benefit from their generosity.

Professor Denise Bradley

Vice Chancellor

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News in brief

[New ITR director](#)

[Associate Professor Bill Cowley](#) is the new Acting Director of the Institute of Telecommunications Research. He will take up the position for a period of six months, beginning December 2000. Professor Cowley replaces Professor Mike Miller, who retired from UniSA at the end of November.

[Grad certificates are out there](#)

Two new graduate certificates, in business leadership and educational computing, are new offerings under the Global University Alliance. In keeping with GUA aims, the courses will focus on applied knowledge of use to industry and government, as well as to employees. Business leadership will be trialed by [Professor Lindsay Barker](#) of the School of Marketing and [Anne McCutcheon](#) of the International School of Management. [Ruth Geer](#) of the School of Education will trial educational computing.

[ITEK gets new CEO](#)

South Australian businessman Brian Guthleben has been appointed CEO of [ITEK](#), UniSA's incubator for knowledge and technology business ideas. He brings extensive experience from his most recent appointment at the Thebarton Business Centre Incubator and from managing directorship of Rollerchair.

Guthleben is Chair of the Small Business Advisory Council SA, Adviser to the Minister for Small Business, Chair of the Western and Inner Northern Network for Economic Recovery, a Trustee of Business Vision 2010, and Chair of the Business Vision 2010 Enterprise Education Project.



Fresh look at nursing research

Professor [Julianne Cheek](#), Director of the Centre for Research into Nursing and Health Care, launched her latest publication Postmodern and poststructural approaches to nursing research at the City East Campus in early November. Professor Annette Street of La Trobe University launched the book.



New boss at the Students' Association

Mr Brendan McMahon has crossed Bass Strait to take up his new position as General Manager of UniSA's Students' Association. Brendan has a background within the trustee industry having worked in both New South Wales and Tasmania, most recently holding the position of Northern Operations Manager for the Public Trustee in Tasmania.

Brendan says he is encouraged by the level of pride and commitment shown by the staff on each campus. Early priorities in his new position include the Mawson Lakes cafeteria and the City West U-Shop developments.

Disability employee award to Kneen

Colin Thiele Library assistant [Matthew Kneen](#) was named runner-up in Disability Action's Employee of the Year Awards announced 1 December. Matthew received the award from SA Governor Sir Eric Neal in a ceremony at Government House, Adelaide. The award attracted a large and competitive field. In recognition of the support provided by staff to Matthew, the University received one of two Outstanding Achievement Employer Awards.

Thirty good years

These days finding people who have worked in the same organisation for more than 10 years is a bit of a rarity. And while Heather Lutz is proud of her 30-year career at the University, she says its history of change has kept the kind of variety in her working life that made sticking around a more interesting proposition. Her adaptability has ensured that every change in her working environment has been approached with a sense of opportunity and patience. Heather, now leaving us, has dealt with the progressive difficulties of having Parkinson's Disease with a courage and personal pride that denies anyone the opportunity for pity. She has been a wonderful colleague and a diligent contributor to UniSA. We will miss her, especially at UniSANews, but look forward to her e-mails.



And other farewells....

The University farewells Professors Mike Miller and Lloyd Sansom, Associate Professor Dennis Mulcahy and, in the new year, the Executive Director of Resources Jan Connolly.



Entrepreneur of the year

UniSA's Executive in Residence Bill Anschutz became the Civic Entrepreneur of the Year in a ceremony hosted by the South Australian Business Vision 2010 project. SA Governor Sir Eric Neal presented the award in recognition of Anschutz's contribution in a number of business fields, including to Business Vision's guidelines for good business practice, his 16 years as chairperson of the SA American Chamber of Commerce, and his work in the automotive industry. His executive residency is in the School of Accounting and Information Systems.

Beverley Vaughan

Beverley Vaughan, a former principal lecturer in the School of Law, died of a stroke in England on 2 November. Beverley was a tireless and committed member of the University's ethics committee and was instrumental in getting ethics onto the teaching agenda of a number of university courses. Most recently, Beverley worked as the principal solicitor at the Spencer Gulf Community Legal Service. He is survived by his partner Terri, and will be missed by his friends and former colleagues.

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The past meets the future

Quarter of a century back...



Original staff members of the Sir Charles Todd Building who attended the 25th anniversary ceremony

Twenty-five years of the Sir Charles Todd Building were celebrated at Mawson Lakes in November. The building was opened in October 1975 by the then Governor of South Australia, Sir Mark Oliphant.

The namesake of the building, Sir Charles, was postmaster general, superintendent of telegraphs and government astronomer for South Australia, a fine applied scientist and technologist, the leading electrical engineer in Australia in the mid to late 1800s. His most memorable achievement was heading up the team which built the overland single-wire telegraph linking Australia to the rest of the world in 1872.

The Sir Charles Todd Building historically hosted two schools working in fields close to Todd's heart, electrical engineering and electronic engineering. In March this year, the two came together to form the School of Electrical and Information Engineering.

The celebration welcomed 13 present and former staff members who had been part of the move to the building in 1975. Architect Peter Scrymgour, who designed the building, also attended.

The anniversary was followed by the annual Industrial Seminar Day for the school, which showcased 35 final year projects from 75 students. Mr Richard Burford, Managing Director of the Motorola Australia Software Centre, gave the opening address for the seminar. A number of the final year projects are sponsored by Motorola. Mr Burford is a 1978 graduate of UniSA in electronic engineering.

And into the new millennium



Richard Burford,
Managing Director,
Motorola's Australia
Software Centre

UniSA graduates will make up 26 per cent of Motorola's 2001 graduate intake at its Australia Software Centre in Adelaide. The 10 successful graduates have qualifications in information technology, engineering and electrical engineering.

In 2000, UniSA graduates made up 20 per cent of the centre's graduate numbers.

Speaking at the School of Electrical and Information Engineering Industrial Seminar Day in November, centre Managing Director Richard Burford said he had great faith in graduates from UniSA (and not just because he qualified at the SA Institute of Technology!).

The centre has sites in Adelaide and Sydney, with 350 employees at the Mawson Lakes site and 100 in Botany in Sydney. It is considered one of the corporation's premier sites for software development for products such as cell phones, automobile electronics and semiconductors.

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BrowserBriefs

Corporate social responsibility

This site was recently launched by Mr Bill Anschutz OAM and Ms Meredith Doig on behalf of the web 'team', Rick Sarre, Peter Sharp and Ms Doig, along with the benefactor of the grant Mr Maurice de Rohan (in absentia), under the auspices of the Legal and Business Regulation Research Group of the Centre of Business Analysis and Research (CoBAR). The concept of 'corporate responsibility' has two facets: at a minimum, business is responsible for avoiding corporate irresponsibility – avoiding harm to the environment, communities and individuals as it pursues its economic activities; but more positively, business is also responsible for corporate social responsibility – for repairing environmental damage, protecting individuals' rights and dignity, and giving back to communities. <http://business.unisa.edu.au/cobar/corpresp/>

Australian links for South African women

The Women's Executive Development Program South Africa, an Australia South Africa Institutional Links Program, has established a web site under the auspices of the Forum for African Women Educationalists South Africa, for networking among members. A report in 1998 drew attention to the poor representation of women in higher levels of management in South African universities. The program aims to provide opportunities for women in higher education in South Africa to enhance professional capabilities in planning and administration so that they can successfully fill senior positions. <http://www.uct.ac.za/org/fawesa>

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Opinion

It's easier being green



Peter Lumb, lecturer with the School of Social Work and Social Policy

[Peter Lumb](#), a member of the Vice Chancellor's Sustainable Transport Committee, explores greener ways of getting onto campus...

Our University houses town planners, social policy analysts, transport planners, environmental scientists, architects and designers. We research and teach, but our knowledge is not always applied to the running of the University itself.

Research continues to be central to the University, presumably because we want to apply knowledge to achieve 'best practice'.

But what is the relationship between sustainable best practice and actual university practice?

We get around

The argument about sustainable best practice can be applied to how staff, students and visitors access the six sites of UniSA. While access exists, today's question must be are we applying sustainable best practice?

Cars have been seen as the normal transport mode for accessing the University. Car parks continue to be established and car-parking costs are not recovered through user charges.

But budget and organisational effort is not expended on supporting people to access university sites on foot, by bus or train. Some paths to bus stops are unsealed, routes to stops are poorly lit, road crossings are often dangerous, and shelter at train and bus stops is frequently insufficient for the number of users.

Recent improvements have seen cyclists better accommodated than in the past. Bicycle parking facilities are often reasonable (although some need relocating to more visible locations). What's needed are cycle lockers for those who need more secure parking facilities for expensive cycles. The University could also look at negotiating with surrounding local governments or Transport SA to form partnerships to ensure cyclists have designated and appropriate tracks on access roads.

The motor's running

The costs of car dominance are increasingly obvious. They include city road congestion, declining commercial efficiency, a deterioration in Adelaide's air quality and a greater greenhouse load for the world's atmosphere. If staff and students are typical of the population at large, we are becoming increasingly sedentary and more likely to develop obesity and contingent health problems.

A fresh future

A strong case exists to challenge car-dominance and to enhance other access options for the University.

The Vice Chancellor has now established the Sustainable Transport Committee, comprising administrators, academics and a student representative, which is working towards an understanding of sustainable best practice in moving staff and students to and from UniSA's sites.

To do so, we aim to apply a range of knowledges to our workplace in a cross-disciplinary way, so that UniSA demonstrates commercial, social and environmental responsibility and leadership – and does it at the level of best practice.

For input into or information on the committee, contact [Neville Thiele](#), Director of Services, City East, by e-mail or on (08) 8302 1648.



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Classifieds

Accommodation

Visiting adjunct professor and wife require furnished apartment/house in near suburb, December to mid-May or portion thereof. Email george.hagglund@unisa.edu.au

Port Vincent, three bedroom holiday house, central to beach and shops, sleeps five, air cond, \$45/night, available Christmas/New Year period. Ph 8302 3750, email Gayle.Morris@unisa.edu.au

Torrensville, person to share three bedroom house with male and female. \$77 p.w + exp + bond. No pets. Ph 84437805 (ah) or 83020952 (bh)

For sale

Brother AX15 electronic typewriter, 1989 model, extra ribbon, lift off tapes, excellent condition, hardly ever used, sale price \$80. Ph Cheryl 8302 1653

Advertising in the classifieds section is available only to staff of UniSA. Email classifieds to unisa.news@unisa.edu.au.

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A game approach to future design



First year Industrial Design student Mark Schaefer clowns around with his invention - a clown that pops out balls for kids to catch and throw

That Christmas dash to fill the stocking with toys may be bamboozling enough but imagine having to design a toy or game that would occupy the kids for more than five minutes flat.

It is a challenge that has been met with energy and flair by 55 first year, [industrial design](#) students at UniSA in what has been a quirky but realistic last semester assignment.

Lecturer Jan Coker says while the project may look like simply a lot of fun, the task was set to really stretch students' imagination and help them understand the product development process from idea, through to design and then design testing.

'This sort of assignment emulates the real world commercial challenges of designing toys or games that meet the needs of a particular age group and a specific goal for the style of play the product should stimulate.

'While originality is essential, there is much more to it than just a bright idea. The whole process requires strategic thinking and conceptualisation of ideas. It is a unique set of skills and we are extremely proud of the results from this group of first year students. Some of the work is quite inspiring.'

From a make-it-yourself puppet family (reminiscent of the Muppets) and large jigsaw style games, through to swimming pool ball games and action costumes, the works submitted were packed with variety and commercial potential.

The brief for the assignment demanded that the games be designed for children aged six and under. They needed to promote cooperative play and were intended to involve 15 to 20 minutes of playtime. The games needed to be easily understood without

reference to written rules.

The design process meant the students had to develop at least 20 ideas and then continue to develop the three best ideas including detailed concept drawings. Of those three ideas one was selected and more detailed plans and sketches were made in the lead-up to building a prototype of the game for testing with children in the age group.

‘We received assistance from the university creche, which was kind enough to allow our students to spend three hours there, observing the children at play. This had a big impact on many of the students who saw that pre-schoolers have a range of interests – and attention spans,’ said Ms Coker.

‘One student left the creche amazed at how much energy the children had and how they simply didn’t seem to like sitting still!’

The students were assessed on how well they followed the brief, on the imagination innovation and quality of concepts, on craftsmanship, aesthetic and system resolution, and the elegance of solutions using design elements and following design principles.

‘There is a real blend of mechanical and intellectual style games and those that emphasise free play, physical activity and community play,’ Ms Coker explained.

‘It is these same students that may very well become the toy makers of the future. I believe we are helping them to hone a complete set of skills that will ensure they develop thoughtful interactive toys that demand a level of interaction beyond some of the more passive games that are in vogue at the moment.’

Michèle Nardelli

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UniSA has the nation's top teachers

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The team – including [Professor Claire Woods](#), [David Homer](#), [Mia Stephens](#), [Ruth Trigg](#) and Dr [Paul Skrebels](#) – also won the humanities and arts section of the award. They shared the PM's award with Professor Ron Weber of the University of Queensland.

The 2000 Australian Awards for University Teaching include a substantial grant to winners as an acknowledgment and incentive for attention to quality teaching at Australian Universities.

The winners of each category received a grant of \$40,000 and the PM's award carried an additional \$35,000 grant.

Announcing the winner, the Minister for Education, Training and Youth Affairs Dr David Kemp said the Professional Writing and Communication Team showed the kind of professionalism, drive and commitment that had put Australia at the forefront of university teaching internationally.

'The team from South Australia successfully developed a degree program to provide creative and critical opportunities and skills for students,' Dr Kemp said.

'Their course provides ways for students to learn what it means to be writers, researchers, readers, observers and ethical contributors to society.'

Team member Ruth Trigg said receiving the Prime Minister's Award was a wonderful surprise for everyone in the group.

'We will plough the money into our growing publication program,' she said.

'New publications are on the way, and we are now entering into discussions with Wakefield Press for collaboration in publishing ventures.'

'The program is in part a community service, publishing some materials which would not have been picked up commercially, and also provides a great opportunity for our students to handle projects. We are also working on some significant historical documents.'

In the meantime, there is a well-earned break before the dream team accepts a new raft of enthusiastic students in 2001.

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Crisis of underemployment: Young workers prone to thoughts of suicide

Young people are more likely to be depressed and even consider suicide if they are unhappy at work than if they have no work at all.

In Australia, the rise of precarious employment, that is casual, temporary and part-time work, has been dramatic in the last two decades and has become the dominant form of work for young people in the 1990s. Once such jobs were seen as stepping stones to something better and something more permanent. Not now.

While unemployment has traditionally been linked to destructive behaviours such as violent and non-violent criminal activity, substance abuse, racism, depression, ill-health and suicide, unsatisfactory employment has been little studied and has been seen in the popular psyche as a panacea to the dole blues.

The emerging link between underemployment and psychological wellbeing, including youth suicide, is the subject of a new study by a team led by [Professor Tony Winefield](#) of the School of Psychology.

The study won a \$145,000 grant from the Australian Research Council for three years beginning 2001 under the Large Research Grants Scheme. Conducted over ten years, the study will track 2000 young people from the age of 15 into their mid twenties, drawing on students currently in year 10 in SA public, private and rural high schools. The study will also include Aboriginal youth from across the State.

‘An earlier study we conducted in the 1980s shows that being unhappily employed may be more damaging to a young person’s health and wellbeing than being unemployed. This new study will test that finding,’ Professor Winefield says.

‘Such a large-scale longitudinal study has not been attempted before in Australia. This is much broader than the first study and much more representative.

‘Job dissatisfaction stems from a variety of factors, including job insecurity, part-time work, being under-utilised, being underpaid – now known as poverty wages - or being

overworked. There is a high frustration factor which we want to test, especially its relationship to aggressive behaviour'

Among other things, the team will examine variables that can moderate reactions to unsatisfactory employment, such as coping strategies, personality variables, participation in the work for the dole scheme, and volunteer work.

Jessie Byrne

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Counting down to 10



Shona Hughes, 10th Birthday Project Officer, gets into party mode

UniSA is on the eve of celebrating its first foray into double figures.

Staff, students and friends of UniSA can expect a year-long celebration with a festival of activities, including a family fun day, the alumni reunion of the decade, a black tie industry dinner, and anniversary exhibitions of innovative South Australian architecture, art and design.

Ms [Shona Hughes](#), project officer for the 10th birthday celebrations, is aware of the mammoth task of preparing for the birthday year. Shona's invitee list is long - staff, students, alumni, families, industry, government, the arts community, and more.

She believes the celebrations will reach right into the South Australian community and will allow the University to broaden its profile and publicise its many research and teaching successes.

Like every important milestone, the year will also provide the opportunity for reflection on past achievements as well as embracing the future.

Vice Chancellor Professor [Denise Bradley](#) is looking forward to the forthcoming year, with its combination of celebration and recognition of those who have contributed to the institution.

'The 10th anniversary provides us with the opportunity to acknowledge our successes and to look ahead to what we want to be in the future', she says.

'UniSA is a modern, innovative and collaborative institution, with the ability to draw on 140 years' experience of education, research and community service, beginning with the establishment of the SA School of Design in 1861.

'The 10th birthday year enables us to celebrate those aspects of our institution which make us unique and successful - our enterprising staff, our student-centred approach, our success in collaboration, our distinctive research profile, and our online, off-shore and distance education programs.'

Professor Bradley is proud of the way in which the University has positioned itself both nationally and internationally as a relevant and dynamic institution.

'I look forward to sharing with current and past staff members, alumni and students the celebrations which will occur throughout next year,' she says.

'We are very proud of what we have achieved in ten years. I congratulate all who have contributed to UniSA's success.'

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A healthy balance sheet

Exporting health education and training has won the [Division of Health Sciences](#) a major award at the Fourth Annual Australian Health Industry Awards held in November.

The division won the national award for export development/import replacement for its rapid increase in the number of off-shore and on-shore international students over the last decade, a rise of 167 per cent since 1991.

The award was presented at the Adelaide Festival Centre on 16 November.

Malaysia, Hong Kong and Singapore provide the division's main overseas student markets, reflecting the figures across the University - these three markets account for 60 per cent of the total export revenue. India is a major alternative market for the division, with a growing number of students undertaking courses in physiotherapy and pharmacy.

Since 1995, the Division of Health Sciences has negotiated strategic links with tertiary institutions in Malaysia, Singapore, India, Norway, Sweden, the Republic of Korea and China.

Off-shore, or transnational, education has been an important export winner for the division. The division has provided education in nursing, pharmacy and physiotherapy with partner institutions in Malaysia and India.

The Division of Health Sciences has the highest number of [Study Abroad](#) students across the University, with a large number coming from the United States, Norway and Sweden. The division's Study Abroad students rose from one in 1995 to 25 in 2000. The Study Abroad program attracts valuable export dollars as students pay university fees to participate.

In 2000, the University as a whole is projected to earn \$27 million or 13 per cent of its total sales revenue from export sales.

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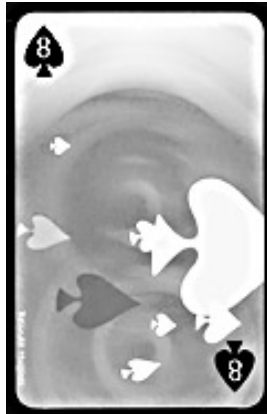
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UniSANEWS is a winner



This card, designed by Visual Communications graduate Belinda Hughes, is part of an award winning pack

UniSANEWS designers were commended for the newspaper's design in this year's Design Institute of Australia (DIA) awards announced in November.

[Mr Fred Littlejohn](#) and [Ms Lyn Mitchell](#) of the [SA School of Art](#) were handed a brief to create a new layout model for the newspaper which was both corporate and functional, without stopping the layout designer, Ms Heather Lutz, from injecting individuality into each edition.

The judges commended the design for its usefulness and dynamism. The brief was seen as a difficult one, but Mr Littlejohn and Ms Mitchell succeeded in creating a layout which allows flexibility while offering a grid which makes assembly of content very simple and economical.

The design was among 17 submitted under the category.

National President of the DIA David Robertson said the State-wide awards, celebrating their tenth year, aimed to recognise the outstanding ability of the design community in South Australia.

'The awards give designers community-wide publicity for their contribution in all design categories,' he said.

'Awards are made in those design areas the DIA represents, including all those taught at UniSA, such as furniture, exhibition, jewellery and technical design.'

Mr Littlejohn and Ms Mitchell were in good company. Two teams of UniSA students received awards of merit for their work, Ms Rebecca Lorraine and Mr Rory Langdon for their design of the applied and visual arts end of year catalogue Fin and 1999 Bachelor of Visual Communications graduates, coordinated by Mr Anthony O'Sullivan, for a set of playing cards promoting the students as individual designers.

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An ethical take on business



At the launch: David Klingberg, Meredith Doig and Rick Sarre

For corporations still struggling with the public perception that putting 'business' and 'ethics' in the same sentence is oxymoronic, Dr [Debra King's](#) report Corporate citizenship and reputational value: The marketing of corporate citizenship may be a PR godsend.

The report was launched by Mr Bob McEvoy, Executive Officer of the National Heart Foundation (SA) at a Hawke Institute breakfast in November.

Seventy-five business guests attended the launch, hosted by the institute's acting director [Dr Rhonda Sharp](#) and Chancellor David Klingberg.

Also launched on the day was a new corporate responsibility website, <http://business.unisa.edu.au/cobar/corpresp>, the work of a team including Ms Meredith Doig, Associate Professor Rick Sarre, and Mr Peter Sharp. (See [Browser Briefs](#).)

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Helping promote women in the South African tertiary sector



Standing L to R: Ms Sheila Tyeku, Professor Engela Pretorius, Professor Ansu Padyachee, Dr Neo Mathabe, Dr Colleen Chesterman. Seated L to R: Professor Irene Moutlana, Professor Eleanor Ramsay, Professor Ruth Teer-Tomaselli, Professor Ansu Padyachee

A delegation of senior women from the South African tertiary sector was hosted by Pro Vice Chancellor, Equity and Development [Professor Eleanor Ramsay](#) in November as part of a new project to assist the career development of women on the academic and general staffs in South African universities and technikons.

The Australia/South Africa Links Project will be run by the Women's Executive Development Program (WEXDEV), established by the five Australian Technology Network (ATN) universities, including UniSA.

The project, funded by the Australian Agency for International Aid (AusAID), will develop training modules, mentoring programs, and support networks for senior women managers in higher education in South Africa. A key aim of the project is to provide opportunities for these women to enhance their professional capabilities in planning and administration so that they can successfully fill senior positions.

The delegation of seven women met with Professor Ramsay and Ms Shard Lorenzo, Manager of Equity and Diversity, as part of a visit to all five ATN universities, including UniSA, RMIT, UTS, QUT and Curtin University.

Professor Ramsay and Ms Shard outlined key programs at UniSA, including performance management, partnerships and strategic alliances, and UniSA's programs for women.

'UniSA has established some important programs for women, and so links with our South African counterparts should contribute to the project's aims,' said Professor

Ramsay.

'In particular, the project will provide mechanisms to increase women's skills and provide role models for junior staff and students. It will also establish cross-cultural research and development by senior women in higher education institutions.'

From 12-14 February 2001, WEXDEV will host an international conference at the Peninsula Technikon, Bellville, South Africa, to equip women to manage the technological change, particularly digital technology, facing higher education managers and academics. Vice Chancellor Professor Denise Bradley will deliver the keynote address at the conference and will facilitate a workshop for women vice chancellors and deputy vice chancellors.

For more information about the project or conference, contact the National Director of ATN WEXDEV Dr Colleen Chesterman by phone on (02) 9514 2931 or by email, colleen.chesterman@uts.edu.au

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The art of being prepared: lessons from the Olympics



Being prepared: Ann Braybon (right) with fellow worker Jesyle Francisco and her sons at the Olympic Village

[Ann Braybon](#), Development Officer (Events), Marketing and Development Unit, was one of four general staff members who received a professional development grant in 2000. Ann travelled to Sydney for the 2000 Olympics and Paralympics and came back with a few things to say...

UniSANews: What did you receive the grant for?

AB: To undertake a professional development placement under the Olympic Management Development Program run by SOCOG. I wanted to enhance links between the University and the Olympic community because UniSA has one of only two centres for Olympics studies in Australia. Also, I wanted to develop my skills in ways to work with institutions and sponsors and in producing great events.

UniSANews: What's the lesson for your line of work?

AB: On managing events – it's that things will go wrong! You need to be able to manage any problem quickly and effectively.

UniSANews: What was the most outstanding moment?

AB: Emotionally, it was watching the Paralympian Katrina Webb run into the Olympic Stadium with the torch, knowing she was one of our students, and handing the flame to Anthony Clark, another South Australian.

UniSANews: Who did you meet who made a big impression?

AB: Definitely the people who came from East Timor (who marched under the independent athletes banner). They came for the Olympic and the Paralympic Games with very little but were there for what the Olympics are about, the joy of competing.

UniSANEWS: What's the major thing you bring back to the University?

AB: It's the knowledge that someone from South Australia has the ability to mix it with the big kids. Our skills are as good as if not better than those around Australia. You see that in the per capita participation of those Olympians and Paralympians from South Australia, as well as in those working at the Olympics who are originally from South Australia and who are excelling in various fields.

UniSANEWS: Would you do it again?

AB: Oh, yes! Even though there were lots of down moments, to be a non-Olympian among all those elite athletes was just a real honour. I was so thrilled the University gave me that honour. Roll on Athens!

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Thiele honoured with library at Magill



Irene Duskatsch (front) and Sherrie Rutter catch up on some reading in the new library

Silence is longer than ever before at the Magill Campus with the November opening of a 1,100 square metre extension to the library plus a 200 square metre mezzanine.

Renamed the Colin Thiele Library, after South Australia's internationally acclaimed author and respected educator, the \$3 million extension brings the library into the 21st century and makes it one of the most beautifully designed libraries in South Australia.

The refurbished library also houses the Colin Thiele Research Collection, boasting all of Thiele's published works, bar two – *Speedy* and *Charlie Vet's Pet*.

The dedication to Thiele honours his enormous contribution to Australian literature and specifically his role as principal of the Murray Park Teacher's College, a predecessor institution of UniSA. Thiele is an honorary doctor of the University.

Thiele had planned to attend the opening which was organised to coincide with his 80th birthday, but was unable to leave his Queensland home to travel to Adelaide due to ill health.

In a pre-recorded video message, Thiele reaffirmed his belief in real world libraries and hard copy print books, as opposed to the ever-increasing number of e-publications and virtual libraries. He was happily sceptical of computer guru Bill Gates' prophesy that all publications would be in electronic form by 2020.

Opening the extension, Vice Chancellor Professor Denise Bradley applauded the design which transforms the library from drab and congested to spacious and more accessible to staff, students and the community.

She said the final result was a credit to those involved, who had worked with slender resources and within tight facilities in the interim.

The Colin Thiele Library is the busiest of UniSA's six libraries, with about half a million transactions a year. The library is open to members of the community, with access to materials held on open shelves free, while borrowing rights are available for an annual fee of \$110.

Campus Librarian Irene Doskatsch said the extension was the culmination of three years' work from conception to the opening on 16 November and was driven in large part by a working party consisting of herself, Sherrie Rutter, Don Di Matteo and Cathy Ahern.

She said the refurbishment has upgraded information technology access sites as well as gateways to the world wide web for those staff and students with their own laptop computers.

'The only things we need to complete the immediate work are the two Thiele texts we haven't been able to find,' she said.

Donations of either publication can be sent to Doskatsch at the library.

Zaman Akhtern

(Zaman is a Bachelor of Journalism student at the Magill Campus)



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Entrepreneurs and the challenge to SA

Chancellor David Klingberg launched UniSA's Centre for the Development of Entrepreneurs at the UniSA Art Museum on 10 November. Below is an abridged version of his speech.

Entrepreneurs have in some regards had rather a bad press in Australia in the past few years – many people immediately think of Christopher Skase or Alan Bond. And yet the true entrepreneur is at the heart of a vibrant economy.

What is an entrepreneur?

We could say that the entrepreneur sees an idea that no one else has thought of before. On the other hand he or she may take an idea that others have created.

Risk is involved. The risk may be due to deficiencies in the entrepreneur's skills or a mistaken or inappropriate view of what the public is ready for. The risk may be reduced by education and training and by clear-sighted and cool-headed analysis of opportunities.

Entrepreneurial activity generally requires capital. This may often belong to someone other than the entrepreneur. Government regulations and incentives may facilitate or impede the provision of capital.

In the popular imagination, entrepreneurial activity is closely linked to the operation of small and medium enterprises. It is also popularly associated with high technology and with the cutting edge of new ideas. In fact, entrepreneurial activity appears at all levels of business, from micro businesses to the very largest, and in all industry sectors. Entrepreneurial activity spreads over the whole range of human industry.

There is a tendency to think that entrepreneurship is something both

recent and foreign to Australia. In fact it has always been with us. We can look back to the McArthur family (the Merino), Essington Lewis (steel) or George Nicholas (Aspro).

In contemporary South Australia there are Sola Optical (lenses), Executive Washrooms (luxury portable toilets) and Warrawong Sanctuary (ecotourism) to name only three very different examples. The range of entrepreneurial activity is immense.

One challenge for South Australia is to find ways of maintaining the environment and lifestyle that make it such a wonderful place to live, while at the same time developing an entrepreneurial culture that can use that environment to its advantage.

The success of the Centre for the Development of Entrepreneurs will rest on its ability to sustain and further develop links between the University and the wider community. This will be especially challenging in the case of start-up companies.

In establishing the Centre for the Development of Entrepreneurs, we subscribe to the belief that entrepreneurship can be taught. Enterprise education is not just about teaching business skills to entrepreneurs, but about teaching business people the skills of entrepreneurship – the ability to recognise the signs of entrepreneurial opportunity and the technical and personal skills to seize the moment.

It is worth noting that business ventures based on new knowledge are almost always unsuccessful without the support of the appropriate business frameworks. Therefore, one aim of the centre is to ensure that all of the students at this University are able to recognise the commercial value in their ideas and to take advantage of them.

So, I present a challenge and also a great opportunity to South Australia. While we may put some of our economic resources towards high tech industries, and while this is a particular strength of UniSA, we should recognise that the opportunities for innovation and entrepreneurship are in fact boundless.

In establishing the Centre for the Development of Entrepreneurs, UniSA is signaling its confidence in the ability of South Australians to continually generate new ideas and new approaches.



"In the US, one in 12 adults tried to start a new business in 1999 – hence, almost every adult in the US will know someone who has started their own company. Just as, one imagines, most inhabitants of that rich and marvellously idiosyncratic country know someone who is writing a novel, waiting for a call from their agent, or has recently been abducted by aliens."

Chancellor David Klingberg

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Growing entrepreneurs



Entrepreneurial: Peter Balan, David Klingberg and Kevin O'Brien

The inaugural director of the Centre for the Development of Entrepreneurs [Peter Balan](#) is confident the new centre will be an important fillip for getting ideas and their creators into the marketplace.

'The centre will help to educate and develop the next generation of entrepreneurs who will turn our University's leading edge research into new businesses,' he says with enthusiasm.

'We will also carry out research into entrepreneurship and innovation – it's not just a haphazard process, and we now have the opportunity to analyse what the elements of entrepreneurship are.'

The centre was opened by Chancellor David Klingberg on 10 November. Based in the [Division of Business and Enterprise](#), it will be a network organisation that will work with staff from across the University, as well as with government and business agencies, in the field of entrepreneurship, innovation and business development.

The centre is a major participant in the European Union Harmony program. When it is completed in two years, Harmony will provide a practical tool for consultants to help commercial start-ups.



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Gold medallist Aitken leads Team UniSA



The Tour Down Under racing through the streets of Hahndorf in January



Sydney 2000 gold medallist Bret Aitken

Sydney 2000 cycling gold medallist Brett Aitken will captain UniSA's team in the 2001 Jacob's Creek Tour Down Under to be held 16 to 21 January in and around Adelaide.

Brett (pictured above), member of the winning Australian men's cycling-track madison team in the Sydney 2000 Olympics, will be joined by German cyclist Lado Fumic and six other Australian riders in UniSA's first ever team in the major cycling event.

Tour Down Under, a State winner in this year's Australian Tourism Awards for the best major festival or special event, is a six-day professional cycling event involving 96 of the world's best cyclists.

'Getting Brett Aitken plus the other seven team members for the third Tour Down Under is great news for UniSA,' said Mr Simon Matthias, UniSA's coordinator of the event.

'Brett is an outstanding sportsperson, proven at the highest levels of cycling. It's a real coup for the University.'

The event is now the highest ranked cycling race in the southern hemisphere. The 2000 event attracted a worldwide television audience of more than 200 million people.

Mr Matthias believes the race will help the University target its key

markets, including school leavers, international students, and industry, including the tourism and recreation industries. But he wants all-out, barracking support.

‘We need all UniSA staff and students to be out there to cheer our team across the line in first place, preferably wearing the jerseys and T-shirts we’re selling as merchandise for the event!’ he said.

The six stages of the race vary from 47km to 165km, beginning with a Glenelg street race on day one, and spreading out to Murray Bridge, the Southern Vales and the Barossa Valley, ending on day six with the 90km Adelaide city circuit. In total, each team will ride 760km.

The event will also provide UniSA students with practical work experience.

‘UniSA recreation students will assist in running the event and our physiotherapy students will look out for the physical wellbeing of Team UniSA riders,’ Mr Matthias explained.

‘It’s a great opportunity for our students to be part of a world-class event.’

A limited range of Tour Down Under merchandise is available for purchase at the campus student shops, including polo shirts, T-shirts, caps and replica Team UniSA jerseys.

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Ageing with oomph

Ageing gracefully is nothing new (in theory at least). Ageing successfully is another thing. South Australia has more than 200 000 citizens aged 65 years and over, about 14 per cent of the State's population. The Australian Bureau of Statistics estimates that this figure will leap to 19.1 percent, or around 310 000 persons, by the year 2021.

As a significant and growing group, SA's older citizens are demanding quality of life which takes them beyond pasture plodding and soft-sofa sitting. They want their later years to be lived as productively as possible.

UniSA's year 2000 [Successful Ageing seminars](#) reflect community demands for better ageing as well as for up-to-date and firsthand information. The five-seminar series attracted about 1100 people over the year, primarily those aged 55 years and over, but also a noteworthy number of aged-care professionals.

Four seminars were held in Adelaide and one in Whyalla, with an average of 250 people at each metropolitan seminar and 80 people attending in Whyalla.

'UniSA scholars led seminars on stress and the older person, the safety – or not! – of modern food, and getting that vital quality sleep,' said Successful Ageing Coordinator [Desiree Utting](#).

'One of our most successful seminars was on medicines and herbals, conducted by Professor Andrew Gilbert of the Quality Use of Medicines and Pharmacy Research Centre and Dr Susan Semple from Pharmacy and Medical Sciences.

'As they get older, people are often on more medications. It's a fact of life.

'The seminar heard that just because a medication was natural, that didn't mean it was safe. People need to know that herbal medicines can react badly with conventional medicines.

'Even with conventional medications, those on a number of drugs should regularly have the combination checked out with a pharmacist to ensure there are no serious

side-effects.'

Ms Utting said the aim of the seminars was two-fold. Firstly, they contribute to the University's charter for community involvement. Secondly, they bring the community into the university milieu, giving exposure to the University's expertise and creating an interest in the work of the University.

'We aim to source all the presenters from within UniSA, and in 2000 we drew upon expertise from the Health Sciences and the Arts, Education and Social Sciences Divisions.'

First conducted four years ago, the program has expanded from two to five seminars per year, with the assistance of sole sponsor National Pharmacies. National Pharmacies will continue to sponsor the program in 2001, including a re-run of the medicines and herbals seminar which was highly popular and over-subscribed in 2000.

Jessie Byrne

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A calculating painter



Research into pure mathematics is not something that is easy to discuss with the uninitiated. Having nothing of the mathematical mind about me – I simply sit in wonder when mathematicians talk and admire them as you would someone who has mastered the subtleties of writing Chinese characters.

But apart from his international career as a mathematician, visiting Professor Karl Hofmann has a few more strings to his bow and they support a whole other realm of conversation.

Working with long time research partner [Professor Sid Morris](#), the pair have ARC funding support to look into Lie Group theory (named after the influential 19th century Norwegian mathematician, Sophus Lie), research that will underpin advances in quantum mechanics, nuclear physics and engineering work in hydrodynamics.

Professor Hofmann has been in Adelaide since October and is using his spare time to soak up the atmosphere and give free reign to his artistic inclinations.

Drawn by an early interest in architecture and graphic design, Prof Hofmann has always dabbled with painting and design. His second passion is art and he studied art history and studio arts at the University of Tuebingen, Germany, while completing his first degree in Mathematics and Physics.

Now spending his time working between Tulane University in New

Orleans and the Technical University of Darmstadt near Frankfurt, Professor Hofmann started out by submitting cartoon style posters to advertise a weekly Mathematical Colloquium guest lecture series. They were so popular that he was asked to mount an exhibition of the posters to coincide with the 1998 International Mathematics Congress.

And today instead looking for those "Kodak moments" with a camera as he travels across the globe, Professor Hofmann uses pen, watercolours and ink to record his impressions wherever he goes (South Australian scenes pictured here).

He says he has found Adelaide delightful and from his gentle sketches and watercolours it is clear that he is embracing our quiet, clean environment and all the peculiarities of being down under from the wildlife and architecture to the culture both new and ancient.

Professor Hofmann's paintings can be found on www.unisa.edu.au/sid/adelaide.htm

Michele Nardelli

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Pageant Queen for a day



Jackie Thorne, centre, in her crowning glory

A student trip to Belgium in 1999 led Jackie Thorne to an unexpected royal tour of her own as Pageant Queen in this year's Credit Union Christmas Pageant.

Jackie was crowned Pageant Queen on 18 November, a day after her final papers were handed in for her UniSA studies in management and international studies.

Jackie participated in a 12-month Rotary Youth Exchange to Belgium in 1999, a trip that would prove life changing. In Belgium, she discovered an unexpected passion for promoting Australia. She saw the PR work required of the Pageant Queen as another opportunity to put some new marketing skills to work.

'I was very busy in the previous weeks promoting the pageant and the credit union, giving press and radio interviews, among other things,' she says.

'That's what I enjoyed most out of the whole experience.'

According to Jackie, success at work, the ability to get along with others, self-confidence and a dash of PR pizzazz were the qualities that won her the crown.

Prior to her travel, Jackie was enrolled at Flinders University to study international studies. However, upon her return, a management and marketing edge to her studies became attractive. This prompted Jackie to transfer to UniSA to undertake a combined Bachelor of Management and Bachelor of Arts (International Studies), the only double degree for her discipline available in South Australia.

Jackie has completed the first year of the four-year course, whilst

working part-time with the SA Central Credit Union. Her aim is to complete her studies and move into human resources management within the tourism industry.

Elissa Elliott

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Academic Board November 2000

Changes to academic promotions

Changes to the policy on academic promotions were outlined by Pro Vice Chancellor, Health Sciences Professor Ruth Grant to the November meeting of the Academic Board. The changes have received initial approval from the Senior Management Group.

Professor Grant, who convened a Promotions Working Group review into the criteria and processes for academic promotion, explained that the new promotions framework will incorporate the Boyer Scholarship model:

- teaching will be renamed educational development and practice;
- a new area of knowledge application will be introduced; and
- leadership will be recognised in a number of fields.

The new policy also incorporates, among other things, changes to the criteria for promotion, such as teaching ability, research and scholarship, administrative contributions to the University, and participation in professional bodies, as well as demonstrated achievement in leadership, innovation and curriculum development. The introduction of the category of knowledge application will provide recognition for working links outside the University, such as commercial arrangements with enterprise and contribution to particular communities.

The framework provides for a mix of levels of achievement across the areas of contribution. Academic promotion to Level D and E will be able to be argued on excellence in at least one area - the current practice which requires high performance in all areas. To be promoted to Level C, performance will need to be either high in all areas, or excellent in one area, high in another and satisfactory in a third. The responsibility for promotion to Level B will be devolved to divisions and based on satisfactory performance in all areas.

Professor Grant outlined changes to procedures for promotions. Promotion materials provided to academic staff seeking promotion will in future be more succinct and hot

linked to related policies, codes of practice and other papers. Promotions committees will be able to receive advice from heads of school.

Misconduct in examinations

During its deliberations on a recent case of misconduct in examinations, the Council Penalty Appeals Committee concluded that the University's existing policy on misconduct in examinations did not allow for proper investigations to be undertaken. Nor did the policy provide adequate protection to the student, the head of school, or the University.

The Academic Board has consequently approved amendments to the Assessment policy and procedures manual (section 4), which deals with conduct in examinations. The changes deal with student penalties for misconduct in exams, including grades, reprimand, and suspension. They also grant the Penalty Appeals Committee the jurisdiction to take appeals from students regarding penalties, allowing the committee to review divisional decisions.

New business courses

The following new courses were approved for offer within the Division of Business and Enterprise in collaboration with Electronic Data Systems Corporation (EDS):

- Graduate Certificate in Business (Information Systems Project Management);
- Graduate Diploma in Business (Information Systems Project Management);
- and
- Master of Business (Information Systems Project Management).

Peter Cardwell
Academic Board

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