

# news

October 2014

&gt; from the University of South Australia



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## Confidence and creativity equal success

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by Will Venn



COMMUNITY

A trio of successful female leaders who have been recognised for the positive impact they are making on South Australia, say creativity, regardless of gender, is key to innovation and success.

At the inaugural Women in Innovation Awards SA, UniSA marketing academic Dr Karen Nelson-Field (pictured above), UniSA alumna Tania Jolley, and Director of the Cooperative Research Centre (CRC) for Cell Therapy Manufacturing Dr Sherry Kothari were recognised for their work in the categories of Manufacturing and Defence; Art, Community and Sport; and Science and Health respectively.

The Awards event, which was organised by Women in Innovation and Technology SA (WITSA), gave the award winners a chance to reflect on what innovation means to them and why the awards are a valuable way to inspire others.

For Dr Nelson-Field, innovation is key to her role as Director, Strategic Development for UniSA Business School.

"In the university context innovation is typically less about the manufacturing of goods for sale and more about the development of knowledge-based services. It is this knowledge that can create huge organisational value," Dr Nelson-Field says.

DNA Security Solutions co-founder, Jolley (pictured right), says innovation, as a boundary-pushing process, can lead to big outcomes.

"Not all ideas are going to be commercially viable, however it is the many baby steps that you take along the way that can end up becoming a great idea that works," Jolley says.

Dr Kothari (pictured below), who is establishing the CRC for Cell Therapy Manufacturing, of which UniSA is a partner and lead institution, provides a similar view.





"In today's globally competitive world, an important factor for success is the ability to differentiate and stand out and to do that, we must innovate," Dr Kothari says.

"Innovation comes in many forms, but at the heart of innovation is the ability to be creative, to experiment, to think outside the box and take a leap of faith. Striving to be better, striving to continuously improve, is what keeps us competitive and forward thinking."

Recognition of innovation is also important in inspiring others, according to Dr Kothari.

"Awards such as these raise awareness of innovation, achievement and effort; the public recognition is an endorsement that goes a long way in inspiring other women, boosting confidence and increasing productivity," she says.

"The Women in Innovation Awards provide other women with positive role models and the motivation to succeed."

Dr Nelson-Field says positivity and confidence are the key factors that can inspire women to become more innovative.

"We are our own worst enemy," she says.

"Women generally think they are impostors – that they are lucky to be in the position they have – that they are not worthy of promotion or opportunity.

"Women who want to be more innovative need to have more confidence in themselves and seek opportunity to drive change.

"Awards such as these should inspire women who struggle with overcoming roadblocks in life to jump over them and think big."

For Jolley thinking big means reaching for the stars.

"I hope that this award can inspire other girls and young women to reach for the stars," she says.

"I think, through awards like these, we are successfully challenging the culture in society to accept and expect that women are just as capable as men.

"Innovation is not gender based, it is about creativity; but bringing the creativity to life and making it a successful business has often been seen as the domain of our male counterparts.

"These awards show that women can succeed with passion, desire and determination."



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## Saving lives with pantyhose and paperclips

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by Kelly Stone



### HEALTH

UniSA's Three Minute Thesis winner Emily Johnston (pictured below) is on a mission to save lives with pantyhose and paperclips.

The PhD student is researching the world's deadliest animal – the mosquito – and has invented a mosquito trap made from pantyhose, paperclips and recycled milk cartons.

"These traps might not look very impressive, but science doesn't have to be beautiful, it has to be effective and these little traps are proving to be our most sensitive method of detecting virus-infected mosquitoes," Emily says.

"The traps cost less than a dollar to make which is important because most of the mosquito-borne disease burden falls on economically impoverished countries.

"In India, for example, where about a quarter of the population lives on less than a dollar a day, 33 million people are infected with the mosquito-borne disease dengue fever every year."

Emily came to Australia to study mosquitoes from the United States, where she previously studied human health in the fields of psychology and anthropology.

"When people picture the deadly animals of Australia, most think of sharks or snakes," she says.

"But by transmitting diseases like malaria and dengue fever, mosquitoes are the deadliest animals on the planet.

"In Australia, the most common mosquito-borne disease is Ross River virus, which occurs in some areas and not others. I wanted to know why, so I set out to ascertain what is it about some areas that makes them more likely to incubate this disease."

Inside her 'pantyhose and paperclips' traps, Emily put cards embedded with virus-preserving chemicals and coated the cards in honey. The mosquitoes fed on the honey and in the process, spat virus onto the card where it could later be detected and analysed.

She captured 20,000 mosquitoes from around South Australia and found three types of infection: Ross River virus, Barmah Forest virus, and Stratford virus, which had never before been detected in this state.

Emily says she now has the data she needs to find out what ecological factors might link virus hot spots.

“I’ll be using data on the density of human housing, biodiversity of mammals, and the ratio of green space to buildings, to see if any of those environmental factors link the virus hot spots I’ve found,” she says.

Emily says the most exciting part of her research so far is the success of the ‘pantyhose and paperclips’ traps.

“Public health officials from three states have been in contact with us about implementing this technique next year,” she says.

“Most of all though, I’m really excited that with my low budget traps and spatial analysis method, I can help any country, regardless of resources, understand where mosquitoes occur, why they are there, and how we can stop them from infecting humans.”

Emily was one of eight PhD students who competed in the Three Minute Thesis UniSA Grand Final.

Participants had just three minutes to explain their 80,000 word research thesis in everyday language.

Emily is completing her PhD under the supervision of Dr Craig Williams in the Division of Health Sciences’ Mosquito and Public Health Research Group.

She recently started Science in the Pub Adelaide along with her husband, School of Pharmacy and Medical Sciences researcher Dr Andrew Flies. The initiative involves a panel of scientists discussing their research over a pint of beer and taking questions from the public.

In next month’s edition of UniSA News, look out for an article about the new Science in the Pub Adelaide initiative.



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# news

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## UniSA leaps into world top 300 universities

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by Michèle Nardelli



INSIDE UNISA

UniSA has continued its rapid rise in the Times Higher Education (THE) World University Rankings, moving from 340 in 2013, to 290 this year.

Acting Vice Chancellor Professor Allan Evans says the strong results reflect the University's ongoing commitment to excellence and progress.

"The rankings reflect our goals for improvement across the board, particularly in research and teaching and in ensuring our students have an exceptional university experience and are well prepared for their careers," Prof Evans says.

"We are a young and enterprising institution but our ambitions are clearly focussed on engagement with the professions and industry worldwide.

"Increasingly our academic researchers are being recognised for their excellent research through citations by other researchers around the world.

"Our students and our graduates need to know that what they have learned and experienced here will support their career development and mobility in a global context.

"They will drive national and international innovation, economic development, social change and environmental sustainability into the future and it's our job to make sure they are best equipped to take on that challenge.

"The THE World University Rankings result for 2014 is something in which students and alumni can take pride."

The Rankings assess thousands of universities worldwide using 13 separate performance indicators to examine a university's strengths against all of its core missions – teaching, research, knowledge transfer and international outlook.

UniSA's result is an improvement of 50 places, the largest rise of any university in South Australia and the

second largest rise of any Australian university.

UniSA continues to be one of the youngest in the THE rankings and is positioned in the top 50 universities under 50 years old worldwide. The University was also named in the QS Top 50 under 50 Rankings released last month.

In the discipline-specific THE rankings, UniSA's engineering and technology remained in the top 100 and markedly improved its ranking from 90 in 2013 to 69 this year.

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## From the Chancellery

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### INSIDE UNISA

On the eve of stepping down as Deputy Vice Chancellor: Research and Innovation, I've been asked to write something about 'the last couple of years' in the role.

'The last couple of years'? – I don't know if I have achieved the illusion of permanence or if I have overstayed my welcome, but my predecessor, Sakkie Pretorius, only left the building on July 11 2013.

Indeed, barely more than one year ago.

Einstein showed us that time slows down when you are moving very fast – perhaps that is the answer. We have certainly been moving very quickly, as we have had to, to address both internal and external pressures.

I took up the post not long after *unijam*, certainly one of the most inventive, atypical and interesting ways of engaging a vast number of people in the future directions of an organisation that I have ever witnessed.

At the time of *unijam*, I was Director of the Sansom Institute in the Division of Health Sciences. But *unijam* was, and is, so much a part of the University's fabric and so deeply connected to our action plan, *Crossing the Horizon*, that I reflect much of my work as DVC R&I through the *unijam* lens.

We certainly needed a constructive way to define the future of our institution. Research in Australia is now stunningly competitive and highly regulated – a very costly combination. *Crossing the Horizon* positions us well in this environment.

While research still embraces the curiosity of individuals, there's a great deal more at stake these days. Research is now part of the fabric of society and increasingly is being looked to for solutions to major contemporary problems. Intriguingly, while many of those solutions are embraced by society, some, and even their underpinning findings, are more likely to be challenged by the general community and special interest groups than ever before.

Australia, with its relatively small population, needs a seat at the global research table and to train the best practitioners for a competitive workforce. I certainly feel that this university is continuing to position itself very

powerfully in both of these areas.

One of the highlights for me in the past year or so has been meeting so many clever and creative people. I've opened many conferences where I've sat through the first lecture and been gobsmacked by what's been on offer. It is a privilege to work in institutions where you are surrounded by people who really want to make a difference, and I have felt that privilege here at UniSA right across our research areas. I remain in awe of the creativity and passion of individuals and teams that I have interacted with in the last year or so. What is truly exciting is watching individuals take the next large step – to link creativity from different disciplines to seek solutions and deliver the most amazing impact. This really is the future of research and UniSA is so well positioned to do exceptionally well in this area.

The last year has enabled me to make a realistic assessment of our research challenges in the current competitive climate. In response to that analysis, I have been able to remove processes that have outlived their usefulness, devolve decision making to the functional areas and generally de-clutter the research portfolio. This has given us a solid base for creative activities and cross-disciplinary themes, and for making an impact, of which we can expect to hear a great deal more in the immediate future.

Watching an institution embrace a new leader is always interesting. It's important to recognise that we have achieved a lot in a relatively short time. In the current climate, a leader with a bold, relevant and engaging vision is a powerful asset. Professor David Lloyd's enthusiasm and his acceptance of doing things differently are quite remarkable. He has gathered around him an exceptional senior management team and I have really enjoyed working with them – we've had a great deal to get through, and it wouldn't have been possible without the strong collegial relationships we've been able to form.

Adding to that team strength will be Professor Tanya Monro, my successor, who has a stunning track record in research and is nationally recognised for connecting research to society and industry. The University and the research portfolio are in exceptionally good hands.

**Professor Richard Head**

**Deputy Vice Chancellor and Vice President: Research & Innovation**

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## Achievements and Announcements

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### Renowned cancer researcher to lead Sansom Institute

Chief Executive Officer of Cancer Council Australia and renowned oncologist, cancer researcher and bioethicist, Professor Ian Olver, AM has been appointed as the new Director of UniSA's Sansom Institute for Health Research.

With a long career in anticancer drug studies, symptom control, bio-ethics and psycho-oncology, Prof Olver will lead the Institute's ambitious program of health research which stretches from cancer treatment to genetic and infectious diseases, nutrition and exercise, population health and epidemiology and the early origins of adult health.



UniSA Vice Chancellor Professor David Lloyd says he is delighted to welcome not only a brilliant researcher to the University but also a man who has been able to build cohesive research communities and have a significant impact on public understanding of health issues.

"Ian has had an outstanding career in cancer research and has been a generous mentor, leader and communicator, making an important contribution to the fight against cancer at a national and international level," Prof Lloyd says.

Prof Olver says he is looking forward to working with the talented research community at the Sansom Institute.

"This position will offer great opportunities to lead UniSA's health research and strengthen the important cross-disciplinary collaborations that underpin innovative research," Prof Olver says.

For more information, read the related [media release](#).

### UniSA teachers celebrated in national awards

A total of seven of UniSA's teachers have been recognised nationally with Citations for Outstanding Contributions to Student Learning (OLT).

The University received three citations – for two individual teachers and one for a teaching group – at an awards ceremony at the State Library of South Australia last month.

UniSA's award recipients were immunology lecturer Dr Maurizio Costabile; radiation therapy stream coordinator and lecturer Eileen Giles; and an across-university team comprising Dr Patricia Kelly, Diana Collett, Dr Elena Sitnikova, Elizabeth Smith and Siaw Mei Sim.



Eileen Giles and Maurizio Costabile (front), and Diana Collett, Patricia Kelly, Elena Sitnikova and Mei Sim.

Dr Costabile, from the School of Pharmacy and Medical Sciences, was recognised for his 'sustained commitment to educating undergraduate immunology students through supportive, engaging and innovative teaching approaches that facilitate learning'.

Eileen Giles, from the School of Health Sciences, was awarded for 'leading the creation of authentic resources and sustained use of simulation in supporting and enhancing clinical skill development for radiation therapy students'.

The team citation recognised the development of inclusive teamwork in engineering and ICT courses to improve students' collaboration skills and global competencies.

UniSA's Provost and Chief Academic Officer Professor Allan Evans thanked the winners for their contribution to teaching excellence at the University.

"The OLT Citations are prestigious awards," Prof Evans says.

"This is a great acknowledgement of UniSA's commitment to quality teaching and I congratulate our staff members on their success."

For more information on the OLT Citations, read the related [media release](#).

### UniSA and ANZ put business growth front and centre

With small to medium enterprises (SMEs) responsible for the creation of two out of every three jobs in the Australian economy, giving these businesses the right support to grow is critical for the country's economic health.

A new partnership between UniSA and ANZ is set to do just that, giving SMEs the knowledge, tools, and expertise they need to grow their businesses and compete in a globally competitive marketplace.

As part of the partnership, UniSA launched the new Centre for Business Growth at UniSA Business School last month with ANZ as the foundation sponsor. ANZ will also sponsor the new Chair in Business Growth at UniSA, which will be held by internationally respected SME business growth expert Professor Jana Matthews.



L-R) Pro Vice Chancellor (Business and Law) at UniSA Business School, Professor Marie Wilson; ANZ General Manager of Small Business Banking, Kate Gibson; UniSA Vice Chancellor, Professor David Lloyd; and Director of the Centre for Business Growth, Professor Jana Matthews

As the foundation Director of the Centre for Business Growth, Prof Matthews will deliver programs tailored for the business community and will lead research into business growth and development.

UniSA Vice Chancellor Professor David Lloyd says he welcomes ANZ Bank's support.

"Our new Centre for Business Growth will provide a unique set of programs for CEOs and executives that combine diagnostics, clinics, tools, programs, and peer-to-peer learning, all designed to help participants to better lead, manage, and grow their companies," Prof Lloyd says.

"ANZ is the first company to sponsor a program for a select set of its high potential SME customers and we will be working together to expand the number of companies in the program with a special focus on Australian SMEs.

"This is a great example of how universities can form effective industry alliances to support enterprising approaches to building economic strength for the state and the nation."

ANZ General Manager of Small Business Banking, Kate Gibson says the collaboration with UniSA will help drive success for SMEs Australia-wide.

"In Australia there are more than two million small to medium sized businesses, creating two out of three jobs in our economy and employing half of our private-sector workforce," Gibson says.

"Together, they are the largest employers in the country, so supporting them is very important for the health of the national economy."

For more information, see the related [media release](#).

### UniSA and City of Unley partner to support age-friendly cities

With South Australia's population ageing at a faster rate than the rest of mainland Australia and the number of South Australians aged over 65 predicted to almost double by 2050, local councils are preparing to cater for increasingly diverse age groups within their communities.

UniSA will play an important role in helping the City of Unley meet the needs of their ageing population, signing a memorandum of understanding (MOU) with the Council last month to support the delivery of their Age Friendly City Strategy.

The MOU, which was signed by UniSA Pro Vice Chancellor (Business and Law) Professor Marie Wilson and City of Unley Mayor Lachlan Clyne, will pursue new research and programs, information exchange, and key projects of benefit to the council, community and local businesses.



City of Unley Mayor Lachlan Clyne and UniSA Pro Vice Chancellor (Business and Law) Professor Marie Wilson.

Mayor Clyne says a key component of the MOU is to further evolve what is already the state's leading Age Friendly City Strategy.

"This partnership with UniSA enhances the City of Unley's capacity to offer an unequalled community spirit across every stage of life," Mayor Clyne says.

"The Age Friendly City Strategy supports positive and active ageing in the city and enables residents to 'age in place'. This will become the exemplar strategy that other councils can subsequently template, thus ultimately benefiting the entire state."

Prof Wilson says the MOU signing means the Age Friendly Strategy can now be expanded to include student placements which underpin the strategy's diverse aspects, including transport, housing, social inclusion and communication.

"Formalising this partnership will really start to bring our research and teaching together to benefit not only our students and university community, but also deliver a wide range of benefits for residents in the City of Unley," Prof Wilson says.

"The MOU builds opportunities for our students and staff to practically engage with the community and local businesses to deliver expertise, build a track record and undertake research that has impact."

For more information on the MOU, view the related [media release](#).

### **Professor Stephen Dobson to lead education at UniSA**

Professor Stephen Dobson will play a lead role in transforming UniSA's teacher education programs and establishing the Magill Education Precinct in his new role as Dean and Head of School of Education in UniSA's Division of Education, Arts and Social Sciences.

Prof Dobson will officially take up the role this week, having acted in the same position since May. He joined UniSA from Norway, where he held a Chair in Education at Hedmark University College and a Visiting Professorship at the Centre for Lifelong Learning at Lillehammer University College.

Acting Pro Vice Chancellor and Vice-President for EASS, Professor Kurt Lushington says Prof Dobson will bring a wealth of knowledge and experience to the role at an exciting time for the School of Education.

"Prof Dobson has extensive knowledge in all areas of education practice, professional development and research, and he has been widely published in a range of cross disciplinary interests and fields including education philosophy, education assessment, youth and refugee studies," Prof Lushington says.

"The School of Education is working towards the realisation of the Magill Education Precinct and Prof Dobson has demonstrated both the vision and passion to drive this exciting development."



### **UniSA honours esteemed alumnus Dr Bob Such**

UniSA has paid tribute to South Australian independent MP Dr Bob Such, who passed away on October 11 at the age of 70. Dr Such played an instrumental role in the early years of the University, as both a lecturer and researcher at the South Australian College of Advanced Education, one of the University's antecedent institutions; and as a member of the first University Council.

Following his years as an educator, Dr Such embarked on a career in parliament, serving as the Member for Fisher from 1989. He was also the former Minister for Employment, Training and Further Education and Minister for Youth Affairs and formerly a Deputy Speaker and Chairman of Committees and Speaker of the House of Assembly.

### **Award-winning project shortens road to cardiac recovery**

A UniSA researcher has received a South Australian Spatial Excellence Award (SASEA) for developing a cutting-edge model that will help Australians access cardiac rehabilitation programs.

Based at the School of Population Health, Dr Deborah van Gaans created the Spatial Model of Accessibility to Phase 2 Cardiac Rehabilitation

Programs as part of her PhD at the University of Adelaide.

Dr van Gaans, who is the Manager of Research Data at the Centre of Research Excellence in Prevention of Chronic Conditions, says the new model demonstrates that Australians' attendance at cardiac rehabilitation programs is influenced not only by physical location but socio-economic factors as well.

According to Dr van Gaans, these socio-economic factors can include anything from the related costs involved in attending programs to a lack of understanding about what the program involves and its potential benefits.

"Previous studies have shown that the majority of Australians have excellent 'geographic' access to services to support cardiac rehabilitation and secondary prevention in terms of travel time, cost and distances, but up until now we have not had the full picture of accessibility to these services," she says.

"We needed a model that took into account other factors for non-attendance, such as lack of time, lack of referral or physician support, lack of motivation, costs involved in attending, and not being adequately informed about the benefits of the program.

"This model is a new approach to measuring accessibility which incorporates both geographic and socio-economic aspects of accessibility.

"I hope the model I have developed will influence future service planning for aftercare of cardiac patients. Service planning needs to take into account the complexities of accessibility beyond patient proximity to cardiac rehabilitation programs.

"This will improve people's use of the programs available and will overall reduce the burden of cardiac disease on society."

The research could make a big difference in Australia, where the impact of cardiovascular disease continues to increase as a result of an ageing population and higher survival rates following a cardiac event. According to Dr van Gaans, the model could also be applied in other health settings.

"The model captures the complexity and multi-dimensional nature of defining and measuring accessibility to health services," she says.

"The methodology developed in this study could also be applied to other health services where accessibility is an issue. While it was developed in an Australian context, the model could also be adapted for use in other countries."

Dr van Gaans took home the SASEA Postgraduate Research Award, which acknowledges her research project's contribution to the ongoing progression of the surveying and spatial profession.

**Samstag Scholars set to make their mark on the world**

UniSA alumnus and multi-disciplinary artist James L. Marshall is one of two recipients to be awarded the prestigious 2015 Anne and Gordon Samstag International Visual Arts Scholarships.

Marshall, whose works involves fabricated sculptures and digitally created images, will travel to United States to access sites and relics of the Light and Space/West Coast Finish Fetish movements which have been an important influence on his work. The artist completed his Master of Visual Arts by Research, South Australian School of Art (SASA) at UniSA in 2011.

Graduate of the Sydney College of the Arts at the University of Sydney, Hong An James Nguyen has also received a Samstag Scholarship this year. Nguyen, whose work explores the performative potential of the camera, plans to undertake study in a collaborative environment with a critically-diverse network of mentors.



Dr Deborah van Gaans and Mark Pitman from Fyfe Earth Partners.



James L. Marshall's Mendota Block (installation view), 2013, BUS Projects Melbourne. Image courtesy of BUS Projects.



Erica Green, Director of UniSA's Anne and Gordon Samstag Museum of Art, which administers the scholarships program, says the scholarships will provide Marshall and Nguyen with the time and context to advance their artistic practice.

"This is an opportunity to build upon what they have achieved so far here in Australia to create a truly international career," she says.

Both artists will receive a 12 month living allowance of US \$45,000, as well as travel expenses and the cost of institutional study fees at a leading international art school of their choice. UniSA awards the renowned scholarships on behalf of the Trustee of the estate of Gordon Samstag, the celebrated American artist who taught at SASA in the 1960s.

### Iconic Anzac biscuits get a new look

A UniSA student's unique packaging solution for Anzac biscuits, designed to commemorate the centenary of Anzac Day, has captured the attention of judges in a national competition.

Marchelle Matthew was one of three UniSA design students to be recognised in this year's Australia Packaging Council's Southern Cross Package Design Awards, winning gold in the Special Occasion Package brief.

Fellow design student Aaron Casiero took out bronze in the Packaging for Today's Consumer brief while Sarah Hocking was highly commended for her submission in the Tinplate – Change and Innovation brief.

Third-year Bachelor of Design (Visual Communication) student Marchelle says she was surprised to find out she'd received gold in a competition that receives entries from tertiary students studying design at universities, TAFEs and private colleges across the country.

"I honestly didn't believe I'd won to begin with – it never really matters how confident you feel about a design, you can never predict how the judges are going to react to it," Marchelle says.

"It was really surreal to be recognised in such a way by national industry specialists.

"For my submission, I chose to create a packaging solution for Anzac biscuits for the Anzac Day Centenary. After a lot of research and testing, my final design is a package that mimics the poppy, a symbol most commonly associated with Anzac Day."

Visual communication lecturer Lynda Kay says it was exciting to see three students commended in the national competition.

"The focus of the Southern Cross Packaging Design Awards is on providing tertiary design students with an industry-based insight into the packaging and design industry," Kay says.

"For the past 29 years, these Awards have provided a unique platform that gives students a firsthand insight and access into the world of packaging. We're thrilled that UniSA students are firmly represented in this year's Awards."

Next month, this year's UniSA Bachelor of Design (Visual Communication) graduates will present their designs in an exhibition titled 2:34. Open to the public, the exhibition will run from November 28 – December 5 at the Kaurna building at City West campus. For more information on the exhibition, go the students' [Pozible campaign website](#).

### Students' inside look at the 'Big Four'



Marchelle's winning design: a unique packing solution for Anzac biscuits.



Back Row: Michael Browne (PwC), Lauren Lang (PwC), Chris Donovan, Scott Bryant (PwC), Sachin Aggarwal, Marcus Kernahan and Quan Vu  
Front Row: Eleanor Need, Yolanda Nguyen, Manisha Deshpande and Alana Higgins

Eight students got a sneak-peak into one of the world's largest professional services networks when UniSA's CareerShop hosted the PricewaterhouseCoopers (PwC) Boardroom Lunch recently.

The students, who came from a variety of undergraduate and postgraduate disciplines including commerce, IT, marketing, business and engineering, had the chance to network with several senior PwC partners and find out what a career at PwC looks like.

Bachelor of Commerce student, Alana Higgins said the boardroom lunch was a chance to get that important foot in the door with a global firm she hopes to work for in the future.

"The partners really took the time to answer our questions and elaborate on the larger issues at hand," she said.

"This gave us valuable insight into the real world workings of a major firm that I am striving to be a part of when I graduate."

UniSA CareerShop Coordinator, Demi Kastanos said the event was a huge success and attracted interest from a wide range of students.

"The PwC Boardroom Lunch received an amazing response from a variety of UniSA students across many disciplines. The students who attended were selected based on a written application," she said.

"These events are an excellent way for students to be exposed to high profile organisations, and to gain insights for their own careers. The students who were selected to attend found the experience highly valuable."

UniSA's CareerShop is a new initiative by Career Services which provides a range of services to support students while at university and help transition them into their chosen career. CareerShop works closely with businesses of all sizes to facilitate job, internship and placement opportunities for UniSA students, graduates and alumni.

Students can also improve their employability and connect with industry by attending CareerShop career planning workshops and networking events. CareerShop is located on Level 1 of the Jeffrey Smart Building and will be formally launched to students and the business community soon.

**Student front-runner attends national forum**

UniSA student and leader-in-the-making Nellie Blitz (pictured right) was selected to attend a national leadership forum in Canberra last month.

For Nellie, the National Student Leadership Forum, which is hosted by Members and Senators of the National Parliament, was the culmination of a year she has spent improving her leadership skills through the UniSA Leadership Program and volunteer work in the community.

The ambitious student, who was earlier this year selected [to participate in the Federal Government's prestigious New Colombo Plan Scholarship program](#), says the forum in Canberra helped her understand the role values



play in leadership.

"I have been making a concentrated effort to practice and improve my leadership style this year, so I saw the opportunity to attend the forum as an extension of the work I have already done," she says.

"As a leader the direction I hope to guide others in, the objectives I strive for, and the methods I employ are an embodiment of my values. I applied for the forum because I wanted to get a better understanding of the relationship between my values and myself as a leader.

"I had an incredible experience at the forum and, through four days of intense reflection on how I came to be the person I am now, really had a profound effect on my outlook on life.

"I know it sounds quite simple, but to me the most significant insight the forum gave me was an understanding that behind every individual there is a story."

### **More 5-stars for our MBA**

The University of South Australia's MBA program has again been awarded the Graduate Management Association of Australia (GMAA) Five Star rating, making it one of Australia's most consistent high quality MBA programs.

Pro Vice Chancellor (Business and Law) Business and Law and Head of the UniSA Business School, Professor Marie Wilson says the fact that the MBA has performed so well over seven years is a testament to our commitment to quality in executive business education.

"The University has a proud tradition in business education evidenced by the long-standing quality of its MBA program, the fact that it has consistently been awarded EQUIS accreditation over the past 10 years and that we continue to innovate," Prof Wilson says.

"This year we have launched our Centre for Business Growth clearly targeting executive education needs for business, our research has been boosted with the launch of the Institute for Choice in Sydney and we are operating a teaching and learning environment that is closely connected to the world of business.

"Our MBA is being delivered in an environment that is international in outlook and we have worked hard to benchmark the degree, not only with the best in Australia but also internationally, to ensure what we offer is relevant."

For more, read the [media release](#).

### **UniSA students capture the best of South Australia**

Eight student interns from the UK had four weeks to work and play in Adelaide and around South Australia last month as part of the Mentor Me UK initiative, and it was UniSA's own Media Arts students who were behind the scenes to capture the interns' experiences.

As a partner of the initiative, UniSA provided students Tom Soldan and Susan Sohar who used the skills gained in their film studies to document the UK interns' adventures in South Australia, from swimming with the sharks to sampling some of State's finest wine.

They have now produced a series of short video blogs to showcase the UK interns' time in the State, which will be published on the Mentor Me website



(L-R) Susan Sohar, Esther Damary Thompson, Anna Webb, Emily Buzaglo, Sarah Bircham, Hugh McCullough and Tom Soldan (front).

in coming weeks.

Media Arts Program Director, Dr Russell Fewster said the initiative was a great opportunity for UniSA students to gain practical experience and at the same time, promote South Australia to the world.

“Our students are fine ambassadors for the State and are strategically positioned to showcase what the State has to offer. They also had the opportunity to apply the knowledge and skills learnt at university to an internationally focussed project,” he said.

Backed by the Government of South Australia, the South Australian Tourism Commission and STA Travel, the Mentor Me initiative provided the eight UK interns with mentorships at eight prominent companies in the fields of tourism and hospitality, food and wine, events and entertainment. For more information, go to [www.mentorme2014.uk](http://www.mentorme2014.uk).

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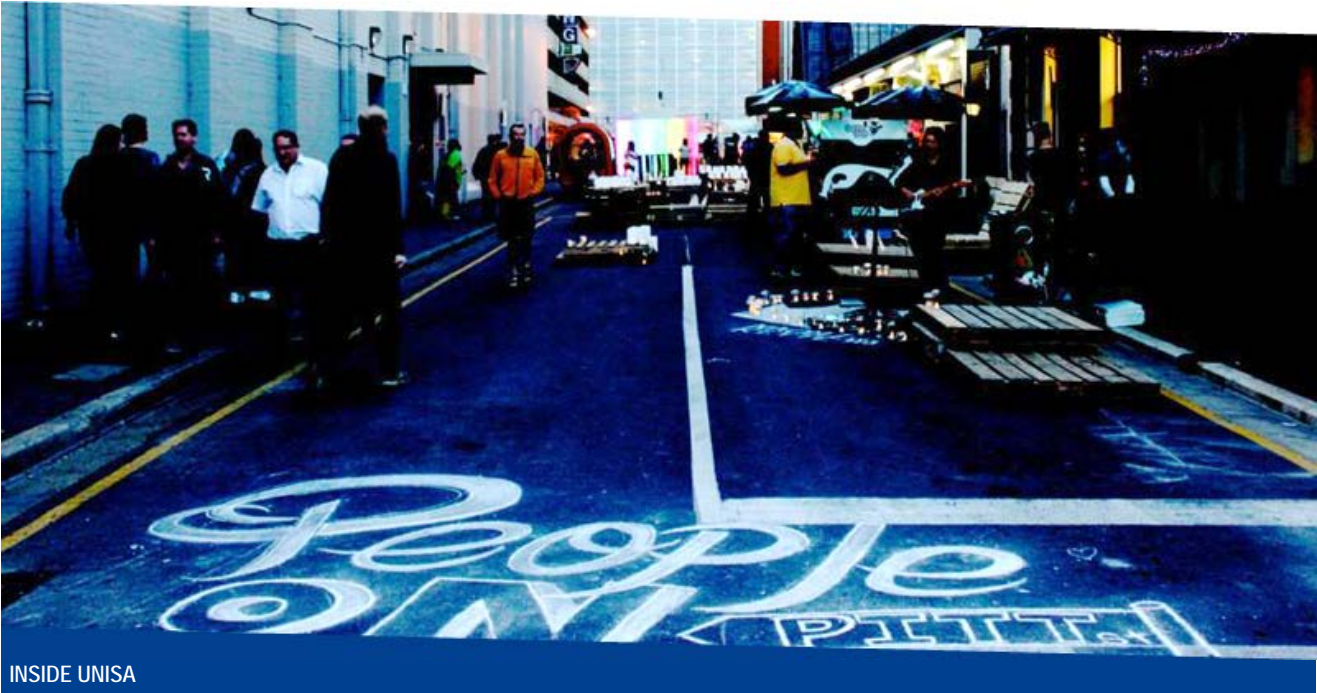




## Students bring light to forgotten city street

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by Rosanna Galvin



INSIDE UNISA

One of Adelaide's forgotten streets was transformed into a lively, light-filled thoroughfare last month when a group of UniSA Interior Architecture students were given free rein to bring the street to life.

A collaboration between Adelaide City Council, Property Council (SA) and UniSA, the project 'People on Pitt' gave nine UniSA students the chance to put design theory into practice and, for one night only, fit out Pitt Street with several light installations.

Third-year interior architecture student Tessa Gravestock, who led the student team with Interior Architecture Program Director Andrew Wallace, says the project made people think differently, or in fact for the first time, about one of Adelaide's anonymous streets.

"The 'People on Pitt' was a part of the Council's placemaking initiative," she says. "Essentially it was about trying to get more people out towards Pitt Street and the Central Market.

"The Council has been so successful in developing the West End precinct and the laneways around Hindley Street such as Leigh and Peel Streets, so now they're focusing on another forgotten area of Adelaide.

"To meet the Council's brief, we chose to transform the streetscape with a number of light installations. We had local designer Taylor Chadwick's RECYC-LED Wall lighting installation at the end of the street and our own recycled installation in the middle – constructed from recycled pallets and 300 handmade paper lanterns."

The event also included a time-lapse of Adelaide by Samuel Twidale which was projected onto the wall of Her Majesty's Theatre, an acoustic performance by local musician Naomi Keyte, a photo booth, and several food trucks.



Tessa, who one day hopes to work for a multi-disciplinary design firm, says that although there were the inevitable moments of stress, the project was a huge success.

“We had quite a short timeframe and a low budget to work with,” she says.

“There were also so many restrictions to factor in, including the fact that on the night, the street couldn't be closed off until 4pm, meaning we had literally two hours to set up the street and install the entire installation.

“All stresses aside, the night was so much better than I expected. It was such a rewarding feeling to see Pitt Street filled with people, and it was great to work with some local artists too. The turnout was fantastic and we received positive feedback from everyone who came on the night.”



Wallace says the opportunity for students, who ranged from second-year to fourth-year, to work collaboratively to deliver a real project was ‘priceless’.

“The students had to activate a virtually unknown city street and they rose to the challenge with fantastic results,” he says.

“On the Friday night event, Pitt Street had an amazing, peaceful quality to it. There was a happy vibe and a steady stream of people throughout the night. It was quite an unexpected outcome but it was delightful.

“A lot of people don't realise that for a small street, Pitt Street actually has a lot going for it – it is home to a pub, a church and a theatre, and it is actually one of the streets that forms a link between the Central Market and the Riverbank precinct.

“The ‘People on Pitt’ project was a fantastic chance for the students to think about how their discipline might impact how we shape our city streets, and essentially change how we view and use our cities.”

To view more photos from the ‘People on Pitt’ project, go to the [Facebook page](#).

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## Unsocial work hours cause social stress

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by Kelly Stone



### HUMANITIES

The negative impact of working unsocial hours has been uncovered in the latest Australian Work and Life Index (AWALI) national report from the Centre for Work + Life.

Centre Acting Director and co-author of the report Dr Natalie Skinner says people who regularly work evenings, nights or weekends have worse work-life balance than those who work standard weekday hours.

For those working on weekends, working Sundays has the most negative work-life impact on people's lives, she says.

"Our research shows that many Australians who are working Sundays have high work-life interference," Dr Skinner says.

"It takes away time that is traditionally spent with family and friends, or simply time for rest."

The report, *The Persistent Challenge: Living, Working and Caring in Australia in 2014*, found working evenings, nights and Saturdays also had a significant negative impact on personal health, wellbeing and family life.

"Working these unsocial hours not only presents challenges to biological functions such as sleep, it is also incompatible with the rhythms and schedules of social, family and community activities," Dr Skinner says.

"If you're working unsocial hours when family and friends have time off, it makes it difficult to maintain those connections.

"Being able to have down-time away from work to engage in meaningful social and community activities is essential for wellbeing."

The AWALI report interviewed more than 2600 Australians working in a range of industries across the nation. Of those 2600 workers, 62 per cent worked standard weekday hours, while 30 per cent regularly worked Saturdays and 18 per cent regularly worked Sundays.

Dr Skinner says this year's AWALI report shows it's not just how much you work, it's also when.

"Our findings directly contest and contradict the notion that most people now operate in a 24/7 economy in which standard working hours no longer exist and that people choose to work long and non-standard hours because it suits them," she says.

In addition to unsocial work hours, AWALI 2014 investigated the right to request workplace flexibility and the work-life outcomes of carers.

Dr Skinner says in addition to young children, many Australian workers have elderly parents to look after, are caring for children with disabilities, and have a desire to spend more time with older children.

Parents of pre-schoolers, or of children aged under 18 with a disability, gained the right to request flexible work arrangements from 1 January 2010 with the introduction of the formal Right to Request through the *Fair Work Act 2009*. The Australian Government then expanded the Right to Request in mid-2012 to include all carers.

The report suggests Australia should follow in the footsteps of European countries which have extended the right to request flexible hours to all workers, regardless of whether they have caring responsibilities or not.

"For work-life policies to be truly effective, they must be accepted and integrated into the mainstream for all workers, not simply as a special consideration for working mothers and carers," Dr Skinner says.

Authored by Dr Skinner and recently retired Professor Barbara Pocock, the 2014 AWALI report can be read [online](#).

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## WTO visit inspires a champion for sustainability

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by Rosanna Galvin



COMMUNITY

Aaron Davis (front row, far left) and fellow delegates meet Prime Minister Tony Abbott in Canberra.

Rubbing shoulders with some of the world's most influential economic, social and political players when he attended the World Trade Organisation's (WTO) Public Forum in Geneva, Switzerland this month has inspired one UniSA student to do more to ensure the world's sustainability.

For Master of Architecture student and Master of Sustainable Design graduate, Aaron Davis (pictured right), attending the forum as part of an Australian youth delegation was another step in his journey to explore sustainability and urban development.

An interest in sustainability emerged during his undergraduate degree but it wasn't until Aaron summited Mount Kilimanjaro in Tanzania earlier this year that he realised the full consequences of urban development from a social and cultural perspective.

The experience motivated him to apply for a position in non-profit organisation Global Voices' WTO Australian Youth Delegation.

"My decision to apply stemmed from an interest in different measurements of trade outcomes and the benefits they can bring to developing nations," he says.

"I went to Africa to climb Mt Kilimanjaro. While it was physically demanding, the biggest challenge for me was witnessing the cultural loss as a result of westernisation.

"I began thinking about whether trade can be considered in terms of cultural outcomes and whether it could provide a value for the amazing cultures that exist in Africa already.

"So when one of my lecturers suggested I apply for the youth delegation to the WTO Public Forum, I saw it as a





chance to learn more about international trade agreements and their implications for wellbeing – whether you can negotiate trade benefits on wellbeing indicators rather than just based on GDP, for example.”

As the largest annual WTO outreach event, the Public Forum is a platform for participants to discuss the latest developments in world trade and to investigate ways forward. The event attracts representatives from around the world and this year the keynote speeches were delivered by the President of Kenya, Uhuru Kenyatta; United Nations Secretary General, Ban Ki-moon and President of Chile, Michelle Bachelet.

In preparation for his trip, Aaron was flown to Canberra for an intensive briefing and meetings with a number of senior government officials including Australian Prime Minister Tony Abbott and Governor General, Sir Peter Cosgrove.

Aaron says the highlight of his time in Canberra was the chance to have open, honest conversations with senior officials.

“My conversation with Secretary to the Treasury, Dr Martin Parkinson had a big impact,” he says.

“I was able to have a philosophical discussion about the measurement of progress with Dr Parkinson, where he both engaged and challenged me.

“It wasn’t simply a little chit chat but an opportunity to have a good debate and ask probing questions that meant something to me.

“I asked him about Australia’s transition from GDP to the Australian National Development Index and whether measuring happiness is possible.

“It was a chance to ask those burning questions that you would never normally get a chance to. It wasn’t just a meet and greet but a time to discuss and debate current issues.”

The WTO Public Forum will be the final international experience at UniSA for Aaron, who graduates at the end of the year. During his time at the University, he has undertaken both undergraduate and postgraduate international study exchanges.

Earlier this year, he also travelled to the United States with fellow UniSA students to compete in a design and build competition, which they subsequently won.

“In my first year I went along to an information session about the Global Experience program here at UniSA,” he says.

“They pushed for me to go on that first exchange and I loved it so much – I was hooked.

“My time overseas has broadened my horizons and every new experience has been life-changing.

“When I started my degree in architecture, I didn’t know what I wanted to do but through these experiences, I have come out of my shell and have the confidence to find and follow my passion.”

Aaron’s participation at the Public Forum was supported by [Global Voices](#) and UniSA.

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**University of  
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## The sum of poverty reduction

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by Rosanna Galvin



### SCIENCE AND TECHNOLOGY

A recent UniSA graduate has developed new tools to measure poverty, which are set to improve the delivery of aid and support to poor communities in Vietnam.

In a PhD which took place across three countries – Australia, Vietnam and the United States – Dr Phong Nguyen developed four new mathematical models capable of identifying pockets of poverty in his home country of Vietnam.

The models have the potential to be applied to other countries that need better tools to analyse living standards and poverty.

“I have created four multilevel mathematical models, each with four levels – household, commune, district and province,” he says.

“The first model uses data from the Viet Nam Household Living Standards Survey and the Population and Housing Census to give small area estimates (SAE) of living standards means for communes in Vietnam, taking into account fixed and random effects at those four levels.

“My second is a SAE model for rural communes using household and community level variables while the third model aims to identify the effects on household living standards of not only the district a household belongs to, but of neighbouring districts as well.

“The fourth model can study living standards at several points in time.”

A retired Director of the Social and Environmental Statistics Department of the General Statistics Office of Vietnam, Dr Nguyen says that in countries like his, there is a strong demand for the measurement of poverty reduction and for the identification of poorer areas, especially communes, so that targeted poverty reduction programs can be developed.



The models he has established provide a far more accurate picture of poverty in the country, making it easier for authorities to identify and help poor pockets of the community.

“There has been a strong effort in Vietnam to estimate living standards at the commune level by using poverty mapping methods,” Dr Nguyen says.

“But the limitation of these methods is that they don’t take into full account the hierarchical structure of the data in the Viet Nam Household Living Standards Surveys, such as households in communes, communes in districts, and districts in provinces.

“The environment in which a household lives can have a strong influence on a household’s living standards. For example, households living in a commune with electricity, a market, a road or a factory nearby are likely to benefit from a higher standard of living, compared to households without this infrastructure. Such variables have sometimes been included in past work, but until now, all factors have not accurately been taken into account.

“My first two models produce better SAEs of living standards at the commune level, taking into account both fixed and random effects that may exist at commune, district and province levels.

“Based on the first two models, I have also introduced a novel index of location impact, referred to as ‘Location Impact Factor’, which is a measure of the impact a household’s location has on its living standards, controlling for existing predictors.”

Dr Nguyen, who has more than 30 years’ experience in social statistics, data collection and data analysis of household surveys, especially related to living standards and poverty, undertook a PhD at UniSA which transcended traditional national borders.

Apart from a few short visits to Australia and the United States, Dr Nguyen remained in Vietnam for the duration of his studies and reported to supervisors based in two different countries – Professor Dominique Haughton from Bentley University in the United States, Professor Irene Hudson from the University of Newcastle and UniSA’s own Professor John Boland from the School of Information Technology and Mathematical Sciences.

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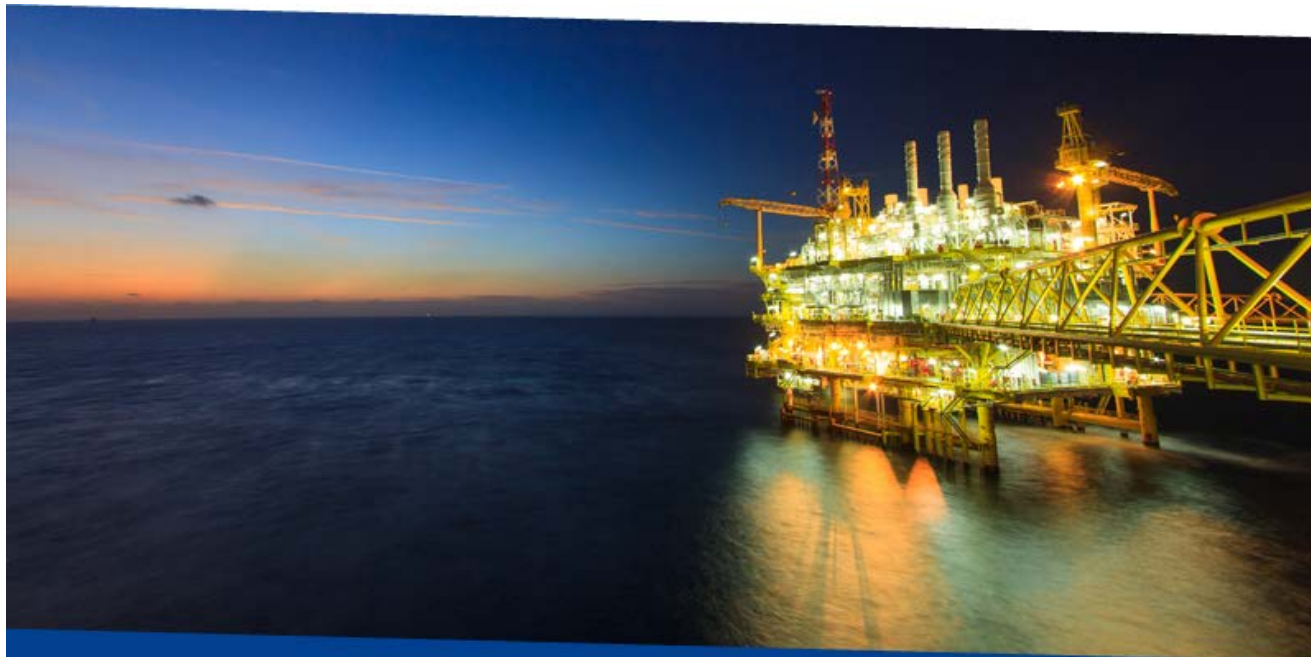




## Global computing project may avert oil and gas disasters

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by Michèle Nardelli



### SCIENCE AND TECHNOLOGY

UniSA researchers are hoping to cut the risk of disaster in the oil and gas industry through the development of the first transform engine to support information interoperability.

Project leader, at UniSA's Advanced Computing Research Centre in the School of Information Technology and Mathematical Sciences, Professor Markus Stumptner says the vulnerabilities inherent in large scale oil and gas operations where design and operations data are usually developed in isolation from each other, can lead to major and catastrophic system failures.

"We know from an examination of some of the largest disasters such as the oil spill in the Gulf of Mexico, little system failures – an incorrect part provided, a switch that does not automatically engage because the batteries have expired – can mean the difference between a manageable industrial incident and a full scale disaster," Prof Stumptner says.

"The transform engine we have developed will enable large volumes of raw data in different formats and from different suppliers to be uploaded into the data management system and translated into a standardised format.

"Currently, when building or indeed modifying a gas or oil facility, data generated by the engineers and architects that defines the structure of the plant in one format has to be uploaded into the data management system manually and often remotely by teams of IT workers.

"The transform engine removes the risk of human error that is part and parcel of manual entry process."

Designed to ensure the data at the foundation of the structural and operational design of a facility can be understood across the operations and maintenance software, the initiative is being led by MIMOSA, an operations and maintenance information open alliance, as a pilot project specifically for the oil and gas industries.

The research team believes the innovation will have multiple benefits for the industry including a reduction in environmental and human safety risks and increases in profitability through optimised production and oil recovery systems and processes.

Prof Stumptner says the project has been advanced on a volunteer basis by researchers at UniSA and has relied on actual industrial data in its development.

The team's interoperability research is supported by funding from the Cooperative Research Centre (CRC) for Integrated Engineering Asset Management and the new Data to Decisions CRC.

Collaborators on the project include MIMOSA, IBM, Assetricity, Worley Parsons, Rockwell Automation, Bentley, AVEVA, and Intergraph.

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## Nature versus nurture in the leader debate

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by Will Venn



BUSINESS

Leading the debate: Our six inspirational speakers (L-R) Professor David Lloyd, Lord Mayor Stephen Yarwood, Gill Hicks MBE, Senator Penny Wong, Kate Thiele and David Koch. Photo: Michael Mullan Photography.

Ever wondered if you have what it takes to rise to the top of the career ladder, to take charge of a company, a cause, or even a country?

Whether it is being blessed with the right genes or purely the result of developing in the right environment, the answer is a source of perennial debate, and it's one which found its most recent expression at a UniSA Business School event.

The 2014 UniSA Great Debate: *Leaders are born, not made* saw six high profile leaders from a diverse range of backgrounds take sides and namedrop historical game-changers such as Mandela, Gandhi, Hitler and Thatcher to state their argument.

Science was used to strike the first blow in the debate when Kate Thiele, CEO of Guide Dogs SA/NT, explained how, in 2013, five universities identified for the first time an actual leadership gene: RS4950.

"This gene has a DNA sequence associated with a tendency for individuals to be leaders," Thiele said.

"The type of leader one becomes, known as transformational, is far more hereditary. Transformational leaders are charismatic and inspirational.

"Nelson Mandela, Martin Luther King and Hitler – no question they were born leaders. All leaders have originality of thought and thoughts that inspire others."

UniSA Vice Chancellor, Professor David Lloyd, used the example of Mandela, an individual isolated for almost three decades, to further dismantle the argument that environment is entirely responsible for producing leaders.

"Mandela was imprisoned for 27 years," Prof Lloyd said. "People were born, went to school and graduated university in that time. He didn't have access to books, but he had the innate energy and innate determination to

persist in his vision.

“Leaders, like athletes, require innate energy to focus, to fuel their ambition, to be able to put their views forward. These vast reserves of energy are so natural, so inborn... leadership is doomed without these innate qualities.”

Opposing the motion, both Senator Penny Wong and Gill Hicks MBE, prioritised experience over genes as being the mould in which leaders are forged.

“You don’t get leadership abilities by virtue of the genetic lottery, you become a leader through what you do; through what you learn, the mistakes you make and because of the people you meet,” Senator Wong said.

“Leadership requires learning, leaders earn their stripes, leaders need followers.

“If leaders are simply born with all their abilities, skills and qualities fully formed, why are management and leadership courses so popular in business schools?”

The idea that leaders develop through relationships, conflict and mistakes was further galvanised by Hicks, who survived the 2005 London bombings to become the founder of a not-for-profit peace organisation and an Order of the British Empire recipient.

Hicks argued the prerequisites of experience, knowledge and skill – essential for leadership – could only be gained through time.

“Certain qualities can be inherited but they can also be learnt at an early age; confidence, courage, passion, determination, empathy, tenacity, charisma and the ability to inspire,” she said.

“The crucial addition to these attributes are things we can’t be born with, such as experience, knowledge and skill – essential for running a corporate business or a country. To gain respect and command influence you need these qualities.”

Chairman of the Port Adelaide Football Club, David Koch was quick to point out the differences between what a leader is and what leadership is.

“We are talking about leaders not leadership,” he said. “I think most people are born a leader to varying degrees, but it’s how we build on that which determines what type of leader we become.

“Leadership skills can be taught but just how successful a leader becomes invariably starts with that God-given foundation provided by nature at birth – our individual wiring.

“What we do with that gene is key to our success.”

Stephen Yarwood, Lord Mayor of Adelaide, wrapped up the debate by moving the origins of leadership out of the realms of science and into the world of art.

“Leadership doesn’t happen overnight but from daily practice and pure hard work,” Mayor Yarwood said. “It’s an art – you can’t nail a gene and say bingo you are a leader.”

The absence of a clear winner from the debate – apart from Catherine House’s Sagarmatha Program, the charitable recipient of proceeds from the event – proves this is an argument that will continue to rumble. But it’s a comment from Hicks that lingered the longest and one that perhaps gives equal hope to both leaders and those who are led:

“The sum of who you are is, and has to be, far greater than RS4950.”

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University of  
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## The power of marketing wine

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by Will Venn



### BUSINESS

Bordeaux, Cognac and Champagne are words that make you think of wine, brandy and popping corks, rather than the geographic regions of France, from which these products derive their name.

So synonymous is France with fine wine and spirits, it's almost a surprise to discover that 15 international students, undertaking an MBA in Wine and Spirits through Kedge Business School in Bordeaux, are currently improving their knowledge about how to market wine, right here in South Australia.

For Dr Hervé Remaud, Academic Head of the Wine and Spirits MBA program at Kedge Business School and an Adjunct Senior Research Associate at UniSA's Ehrenberg-Bass Institute, which delivers the marketing module of the MBA, it's no surprise at all.

"We try to understand how people buy wine and the only University I am aware of, using real purchase data to better understand this, is UniSA," Dr Remaud says.

"In France there are programs that focus on marketing but not from the angle UniSA researchers tackle it. To some extent the French wine industry has been good at trying to design, or recount what French wine is all about – lifestyle, art – and this is a story that takes time to develop.

"With new world wine countries, through big marketing campaigns, they have built that story in a period of about five to 15 years, compared to the French perspective of 30-50 years, or even 150 years for Bordeaux fine wines.

"For many small French wineries, marketing is more intuitive. New world wines are marketed much more strategically, adopting a stronger consumer orientation."

It's a point that Ohio, United States wine distributor and MBA student Margaret Mann, echoes.

During her fortnight in Adelaide, Margaret and fellow MBA students undertook field trips to wineries in McLaren Vale and the Barossa, as well as practical marketing exercises and lectures covering a number of areas,

including finance, research methods, managing people and marketing.

“With marketing, it’s more scientific and deliberate here than I thought,” Mann says. “As a distributor I’m really interested to see and learn more about this whole process. There are some sophisticated wine consumers in Ohio but I’d like to see more excitement about wine there.

“It’s a good program and winemakers are very open here about what they do whereas in the US and Italy, people are more protective of that knowledge.”

The openness that Margaret refers to creates strategic advantages for marketing opportunities. This is particularly evident through the cellar door culture that exists across wineries in Australia, which is “world-leading”, according to Associate Professor Johan Bruwer, coordinator of the marketing module at Ehrenberg-Bass Institute and lecturer of the direct-to-consumer and wine tourism component of the program.

“The cellar door experience is about bringing, direct to the consumer, your product,” he says. “In Australia, we strive to optimise that as a vehicle to build brand awareness.

“In France it is not as aggressive – cellars are closed half the time, but by comparison here it is Christmas every day – they are open almost all the time.

“In Australia we are very focussed on making the relationship between winery and consumer direct and short; through a retailer it’s not so short and you can lose control of your brand, but you do need a retailer for mass distribution.

“The key is to be able to draw more tourists in, and through the cellar door experience in South Australia, this is proving successful.”

Assoc Prof Bruwer identifies the world-class expertise in wine marketing that Ehrenberg-Bass Institute is renowned for – through its Wine Marketing Research Group – as being a direct benefit for those studying the marketing component of the MBA.

“We’re thrilled to have a long-running partnership with Kedge Business School to help deliver their MBA in Wine and Spirits,” he says. “It’s a fantastic symbiotic partnership educational and practitioner-wise and it’s highly engaged with industry.”



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## Student app puts seed farmers on the export fast-track

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by Peter Krieg



SCIENCE AND TECHNOLOGY

(L-R) Nick Koch (PIRSA), Phil Lock (UniSA lecturer) and UniSA students, Brandon Kemp, Alyssa Wishart and Colin Kinnaird. Team member Rajiv Patel was not present.

A new smartphone app developed by UniSA Information Technology and Mathematical Sciences students and Seed Services Australia will help farmers and seed exporters get their product to market faster.

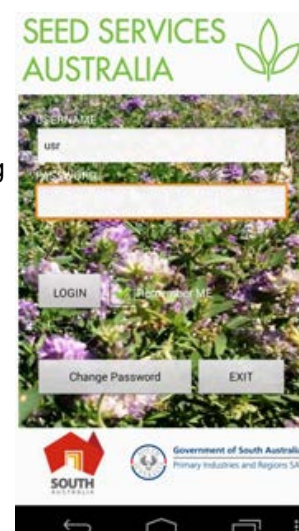
South Australian farmers export around 7000 tonnes of certified pasture seed each year, and in a highly competitive international market, rapid quality testing is paramount.

Until now, methods of determining seed quality have been manual and time consuming, and clients have faced delays in receiving field inspection and seed testing results. The new app has the potential to help shave days off the quality testing turnaround time.

Rural Solutions Executive Director Daniel Casement says the development of the app stemmed from a collaboration between Seed Services Australia and the University's School of Information Technology and Mathematical Sciences.

"We are always looking for innovative ways to better serve stakeholders, who told us that a faster turnaround would improve their business efficiency," Casement says.

"Gaining access to valuable international seed markets is directly linked to certified confirmation of seed quality, so the sooner an exporter can get confirmation of seed quality the better.



A screenshot of the Seed Services Australia

“With the help of UniSA, we have developed a great Android smartphone tool that enables us to deliver field inspection results to clients faster than ever, reducing the time it takes to get valuable seed to market.

“The app is a perfect example of what can be achieved when industry, government and community come together to maximise opportunity and mutual benefit in creative and innovative ways.”

UniSA Adjunct Lecturer Phil Lock recognised an opportunity to provide students with a practical, real-world IT experience that could position them well for future employment.

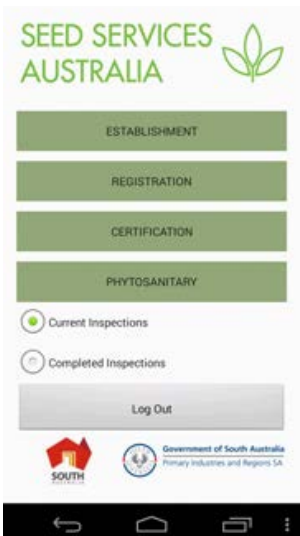
Students Colin Kinnaird, Alyssa Wishart, Brandon Kemp and Rajiv Patel were challenged to devise a mobile app which would improve the speed of data exchange as their final-year industry project.

“The students started from scratch – they had to interpret specifications and then design and implement the system,” Lock says.

“During development they encountered and solved a range of practical challenges, leading to a more robust app. They had to consider reliability in rural areas where there may not be good mobile reception, and design a good user interface that would ensure readability and usability in varying outdoor conditions.

“The app eliminates paperwork and reduces the likelihood of data entry errors, and now instead of days after an inspection, results can come through to clients within an hour or so.”

smartphone app.



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## Students made ambassadors for retail giant

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by Rosanna Galvin



### COMMUNITY

Two UniSA students are in the running to spend their summer holidays interning at the international offices of one of the world's largest online retailers.

Ellen Burne and Olivia Flanagan are two of only 20 Australian university students, selected from thousands of applicants nationwide, taking part in online fashion store ASOS's 2014 Student Ambassadors program.

At the end of the academic year, the top-performing student ambassador will spend two months interning at the ASOS headquarters in New York, London and Sydney.

For Olivia, a second-year Bachelor of Marketing student, the chance to work as a student ambassador for ASOS has been a dream come true, given her aspiration to work in marketing for global fashion and lifestyle brands.

"It has been an amazing experience to undertake the ASOS Student Ambassador program while studying marketing at UniSA," she says.

"For me, it's about getting real world experience in the international marketing industry and putting what I'm learning in my degree into practice. I've had the chance to develop some exciting marketing strategies for a global company.

"While ASOS gives us a brief, it's up to us to decide how we implement the campaigns on campus. So far this year, I've delivered two minor campaigns and I'm currently running a major campaign called ASOS Student Street Style, a concept I came up with myself.

"ASOS Student Street Style is all about capturing the incredible style, fashion and creativity we have here in South Australia and putting the state on the map.

"My other campaigns have ranged from encouraging students to get on board ASOS' #thehundredproject, to a Denim Week Challenge which also involved stalls at UniSA's UniBazaar.



“The feedback I've received so far from my project manager at ASOS has been really positive. I've been told that I've gone over and above expectations in my work.”

Regardless of the end result, Olivia is well on her way to a successful marketing career and is already employed as a marketing assistant at long-running Adelaide-based creative agency Tucker Creative.

The enterprising student has also been part of the University's own marketing and communications community, taking over the @UniversitySA official Twitter handle for a week in September.

Fellow student Ellen, who is studying a Bachelor of Midwifery, says the Student Ambassador program has been a great experience and will be a big part of the [UniSA Halloween Party](#) best-dressed competition at the end of this month.

“Being a part of the ASOS team has been an amazing experience and a fun change of pace from my studies in Midwifery,” she says.

“Unlike several of the ambassadors I am not looking to pursue a career in marketing, but it has given me the opportunity to explore my creative side and to get more involved in written content, blogging and photography.”

The top-performing 2014 ASOS Student Ambassador will be announced in November. In the meantime, you can follow Ellen and Olivia's fashion journeys on Instagram at [@wwellend](#) and [@livflanagan](#). To find out more about Olivia's ASOS Student Street Style campaign, go to the [Facebook page](#).

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## In Pictures

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The Jeffrey Smart Building official launch. Photos by Cath Leo.

The new student learning centre, the Jeffrey Smart Building, was officially opened last month by Dr Andrew Southcott MP. Pictured above are Provost and Chief Academic Officer, Professor Allan Evans; Vice Chancellor, Professor David Lloyd; Chancellor Dr Ian Gould; Federal Member for Boothby, Dr Andrew Southcott MP; and South Australian School of Art alumnus, Barry Pearce, who were on hand to push the official launch button.





A squad of almost 120 UniSA students, coaches and team managers represented Team UniSA at the 2014 Australian University Games in Sydney. Team UniSA took out its first top 10 finish in its 22-year history, placing 10th overall at the Games. The standout performance was by the men's volleyball team (pictured above) who successfully defended their 2013 title as Division 1 National University Champions.



The UniSA Australian HPV Super Series finished off the year with a 24-hour race in Murray Bridge last month.

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Email: [mountgambier.enquiries@unisa.edu.au](mailto:mountgambier.enquiries@unisa.edu.au)

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## Media enquiries

Michèle Nardelli  
Manager News and Media  
Ph: (08) 8302 0966  
Mobile: 0418 823 673  
Email: [michele.nardelli@unisa.edu.au](mailto:michele.nardelli@unisa.edu.au)

Kelly Stone  
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Alan Brideson  
Director  
Marketing and Development Unit

## Areas of study and research

[+ Click to expand](#)

Health Sciences	UniSA Business School	Education, Arts and Social Sciences	IT, Engineering and the Environment	UniSA College
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### International Students

Enquire online  
+613 9627 4854  
Further contact details

### Australian Students

Make an enquiry  
08 8302 2376  
Further contact details

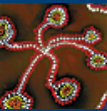
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**SOUTH**  
AUSTRALIA



**AUSTRALIAN  
TECHNOLOGY  
NETWORK**  
OF UNIVERSITIES

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## UniSA site help

- [Software requirements](#)
- [Viewing options](#)
- [Navigation](#)
- [Accessibility](#)

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### Software requirements

Several documents on this website are available in Portable Document Format (PDF). To view these files, you may need to download and install Adobe Acrobat Reader.



- Follow this link to download the latest version of [Adobe Acrobat Reader](#).

Software downloads available via links from this site are third party products. These products may be subject to a licence agreement between you and the relevant product owner. To the extent permitted by law, UniSA accepts no liability in respect of such third party products and UniSA provides no warranty and gives no endorsement in respect of such products or any party connected with them.

### Viewing options

The UniSA website has been designed to accommodate as wide an audience as possible. As such, all commonly available browsers are supported on this website. However, the site is best viewed with Internet Explorer version 5.5 or later at a resolution of 800 x 600 pixels. If you need to enlarge the screen the best way to do so is to use the zoom option located at the bottom right corner of your browser as this will not affect the layout of the page detrimentally.



- Follow this link to download the latest version of [Internet Explorer](#).

Please note that when viewed on Netscape there is some degradation to the look and feel of the site although navigation is not hampered. Users of Netscape should take note of the [Netscape end of support notice](#).



- Follow this link to download the latest version of [Firefox web browser](#).

### Navigation

There are a variety of ways to find information on this website. The groups of links at the top of the home page provide the main navigation to key areas of content. In sub pages, navigation menus on the left hand side link to more detailed information within the site.

The grey navigation bar at the top of the home page and every page provides quick access to frequently accessed information, including the search function. Privacy, disclaimer, copyright, contact, accessibility and CRICOS information is available from the footer. A web enquiry facility is available in the [Contact UniSA](#) page.

### Accessibility

If you have a disability, refer to our [web accessibility](#) information. The [Adobe Accessibility Resource](#)

[Centre](#) provides tools that can help people who use speech readers to read the content of PDF documents. If you are encountering difficulties accessing the UniSA Corporate website, please email [webenquiry@unisa.edu.au](mailto:webenquiry@unisa.edu.au).

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

Latest content revision: Thursday, 16 July 2009



CELEBRATING  
**25**  
YEARS



[STUDY](#) [RESEARCH](#) [PARTNER](#) [NEWS & EVENTS](#)

[LOGIN](#)  

[Home](#) > [UniSA Open Day 2016](#)



## Open Day was held on Sunday 14 August

This year's Open Day was the best yet with over 90 presentations, 80 information

booths and 43 things to see and do. We hope you enjoyed your time on campus and found all the information you needed about your pathway and study options. If you still have questions, make sure you attend our Open August Events or contact our [Future Student Enquires Team](#).

## Missed a presentation?

If you didn't manage to make it to Open Day, watch our [program overview videos](#) to find out more about the range of programs on offer.

## What's next?

### UniSA's Open August Events


Open Day is held at our City West and City East campuses and is a great chance for you to explore all the study options on offer at UniSA in the one spot. Once you have decided on your direction, you will have another opportunity to step onto our Mawson Lakes, Magill and Whyalla campuses. You can explore the facilities and hear from current students, staff and industry professionals. Attend Magill @ Twilight if you are interested in studying Education, Psychology, Social Work, Communication, Media & Arts. Discover Mawson is for those thinking about careers in the areas of engineering, information technology, environmental science, geospatial science, science and advanced materials, aviation and mathematics. Find out about education, nursing, social work, business and Foundation Studies at Whyalla Open Day.

Event	Date	Location
Magill @ Twilight	Wednesday 24 August	Magill campus
Discover Mawson	Thursday 25 August	Mawson Lakes campus
Whyalla Open Day	Sunday 28 August	Whyalla campus

[Further information and registrations](#)




### Open August events



UniSA's Open Day is part of Open August, a series of events giving prospective students and parents a range of opportunities to visit our campuses, ask questions and assist with the selection of courses and careers.

[Open August events](#)


### We're here to help



Contact Future Student Enquiries for more information on studying at UniSA.

[Contact Future Student Enquiries](#)

### How to Apply



View our step-by-step video explaining how to submit your UniSA application.

[Learn more](#)

Future Student Enquiries Team

# Areas of study and research

+ Click to expand

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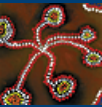
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Home > Calendar

# Calendar

02  
SEP

Chemotherapy-induced mucosal barrier injury

2 September 2016

Professor and Dean:  
Academic within the Division of Health Sciences at the University of South Australia, Rachel graduated with a PhD in Medicine at the University of Adelaide having studied the...

Find out more



## Current Events

23  
JUL

08  
SEP



### Upcoming events in India

23 July - 8 September 2016

Find out about studying at the University of South Australia and living in Adelaide.

05  
AUG

03  
SEP



### Upcoming events in Australia

05 August - 3 September 2016

Find out about studying at the University of South Australia.

## Upcoming events

View:

September 2016 (14 Events)

Minimise

02  
SEP



### Chemotherapy-induced mucosal

05  
SEP



### Upcoming events in Norway

07  
SEP


12  
SEP




### Upcoming events in Sri Lanka

Search for an event

Enter a keyword

From dd/mm/yyyy: 

To dd/mm/yyyy: 

## View events by

Domestic ☒ International ☐

Event type	
Alumni	<input type="checkbox"/>
Future Students	<input type="checkbox"/>
Hawke Centre	<input type="checkbox"/>
Hawke Research Institute	<input type="checkbox"/>
Postgrad	<input type="checkbox"/>
Public Events	<input type="checkbox"/>
Research	<input type="checkbox"/>
Sansom Institute	<input type="checkbox"/>
UniSA Students	<input type="checkbox"/>
UniSA's 25th Birthday	<input type="checkbox"/>
ICT Innovation & Collaboration Centre	<input type="checkbox"/>

Academic units	
Business and Law	<input type="checkbox"/>
Education, Arts and Social Sciences	<input type="checkbox"/>
Health Sciences	<input type="checkbox"/>



**barrier injury**  
2 September 2016

Professor and Dean: Academic within the Division of Health Sciences at the University of South...



**Upcoming events in Myanmar**  
07 September - 11 September 2016

Find out about studying at the University of South Australia and living in Adelaide.



**The Futures of Waste - Keynote Address**  
8 September 2016

The role of sustainability and materials in the new innovation economy: Green Materials from Waste...



**2016 UniSA Nelson Mandela Lecture**  
15 September 2016

Discover a wealth of a different kind with Geraldine Cox AM



5 September 2016  
Find out about studying at the University of South Australia and living in Adelaide.



**Futures of waste**  
07 September - 7 October 2016  
This exhibition of photographs and accompanying seminar will address the origins and dimensions of waste...



**Upcoming events in Denmark**  
10 September 2016  
Find out about studying at the University of South Australia and living in Adelaide.



**Upcoming events in Kenya**  
16 September - 24 September 2016  
Find out about studying at the University of South Australia and living in Adelaide.



07 September - 12 September 2016  
Find out about studying at the University of South Australia and living in Adelaide.



**Venture Catalyst Pitching & Information Session**  
8 September 2016

Do you have a great idea or an existing company that needs a financial injection to turn in Adelaide's...



**EU Doctoral Pedagogies Colloquium: Models, Challenges, Outcomes**  
14 September - 15 September 2016

The Hawke EU Centre for Mobilities, Migrations and Cultural Transformations in collaboration with the...



**NON-REPRESENTATIONAL THEORY: PERFORMATIVE, EMBODIED AND AFFECTIVE KNOWLEDGE**  
21 September 2016  
Masterclass by Sir Nigel Thrift

IT, Engineering and the Environment ☐





**Foundations of active ageing**

23 September 2016

As part of our Successful Ageing Seminar series, we invite you to attend this FREE seminar to hear from...



**THE SENTIENT CITY**

28 September 2016

Hawke Research Institute  
Annual Distinguished Lecture



October 2016 (3 Events)

Minimise



**Art Talks With Jeffrey Tate, Principal Guest Conductor**

6 October 2016

Art Talks With Jeffrey Tate, Principal Guest Conductor In-conversation with Professor David Lloyd, Vice...



**CHART 2016, 'Shoulder to Shoulder'**

12 October - 4 November 2016

A thematically linked multi-media Exhibition, these artworks reflect on different concepts and themes...



**Europe, the world and the challenges of the 21st century**

31 October 2016

For the Hawke EU Centre Annual Lecture, Baroness Royall argues that the values of the European Union...



November 2016 (5 Events)

Minimise



**UniSA Hong Kong Alumni Dinner**

5 November 2016

Celebrate UniSA's 25th Birthday with Vice Chancellor and President, Professor David Lloyd and fellow...



**Adelaide's International Jubilee Exhibition and Building (1887-1962)**

09 November - 30 November 2016

An exhibition exploring an 1887 Exhibition, held in the Jubilee Exhibition building, and tracks the...



**Welcome House**

09 November - 30 November 2016

An exhibition created by members of the refugee community, who receive support from Kilburn's 'Mercy...



**National Water Forum 2016**

11 November 2016

Are integrated decisions about water management better than stand-alone choices?



**Art Talks With Pinchas Zukerman, Artist in Association**

22 November 2016

Art Talks With Pinchas Zukerman, Artist in

Association. In-conversation  
with Professor Tanya Monro,...

# Areas of study and research

+ Click to expa

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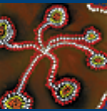
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## Browsealoud

[Browsealoud](#) is a text to speech tool that you can download and use on our website. It converts text to audio which allows the content of our websites and any Browsealoud capable website to be read to you.

### Features

- reads aloud all website content including PDF and MS Word documents
- words are spoken aloud as you move your cursor over them
- choose the voice to use
- change the reading speed
- create shortcut/hotkeys to start/stop reading
- have the program start when the computer starts



### System Requirements

In order to download and run BrowseAloud, you must have the following System Requirements:

#### PC users

Operating Systems: Windows XP, Vista and Windows 7  
Pentium 4 1.8GHz Processor 512 MB RAM (1 GB RAM recommended on Windows Vista and above)  
Sound Card + Speakers  
15MB Free Disk Space

Recommended Browsers: Internet Explorer 6, 7 or 8. Firefox 3.6  
For PDFs: Acrobat Reader 9

#### Apple Mac users

OSX 10.3.9 or later (now supports Mac OSX Snow Leopard)  
256 Mb RAM (512 Mb is preferable)  
Compatibility with Power PC or Intel processor.  
Browser: Safari v3 or later 20MB disk space



For more information or support please visit the [Browsealoud support](#) page.

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