

# news

February 2019

&gt; from the University of South Australia



## HEALTH

### Watching TV 'the worst' sedentary behaviour for childhood obesity

The simple act of switching on the TV for some downtime could be making a bigger contribution to childhood obesity than people realise, according to new research from UniSA. [more](#)



## HEALTH

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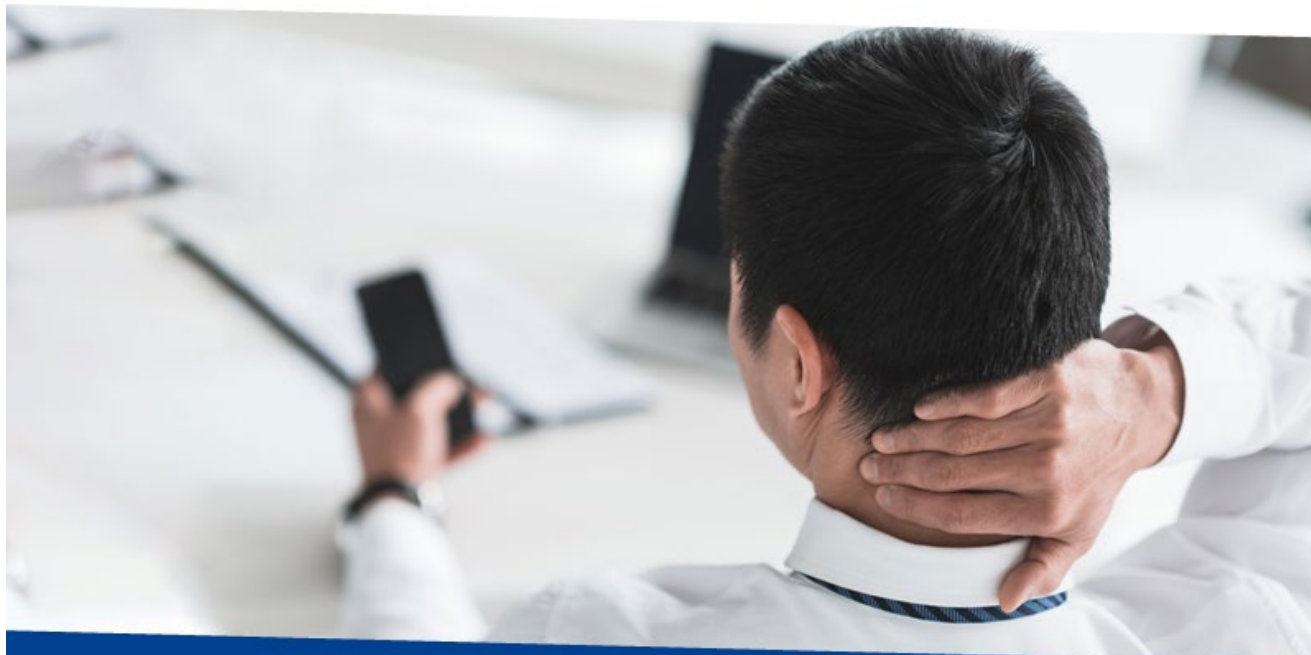
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## Excessive smartphone use could be causing you back and neck pain

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by Candy Gibson



### HEALTH

A large majority of the world's 3.4 billion smartphone users are putting their necks at risk every time they send a text, according to new research involving UniSA.

'Text neck', as it is colloquially called, places stress on the spine and alters the neck's natural curve, increasing the likelihood of associated soft tissue discomfort.

A recent international [study](#) published in PLOS One, highlights the high ergonomic risks to smartphone users, particularly young people, who are experiencing neck pain earlier than previous generations.

Researchers from [Khon Kaen University](#) recorded videos of 30 smartphone users – between the ages of 18 and 25 – who spend up to eight hours a day on their phones.

Using a Rapid Upper Limb Assessment tool (RULA) to measure ergonomic risk levels, they found that the average score for the participants was 6, compared to an acceptable score of 1-2.

"The results identified issues with unsuitable neck, trunk and leg postures which lead to musculoskeletal disorders," says lead researcher Suwalee Namwongsa.

RULA has been used to assess the ergonomic impacts of desktop computers and laptops in the past but this is believed to be the first time the tool has been used to assess ergonomic risk levels of excessive smartphone use.

[Dr Rose Boucaut](#), a UniSA physiotherapist involved in the paper, says the awkward postures adopted by smartphone users can adversely affect the soft tissues.

**"Smartphone users typically bend their neck slightly forward when reading and writing text"**



**messages. They also sometimes bend or twist their neck sideways and put their upper body and legs in awkward positions,” Dr Boucaut says.**

“These postures put uneven pressure on the soft tissues around the spine, that can lead to discomfort.”

In a separate [study](#) published in the journal [WORK](#), the same researchers also surveyed 779 Thai university students who use smartphones, with 32 per cent reporting neck pain, 26 per cent shoulder pain, 20 per cent upper back pain and 19 per cent wrist and hand pain.

Musculoskeletal disorders were more common among students with higher smartphone use (more than five hours a day) and those who smoked and did little exercise.

Female smartphone users also experienced far more musculoskeletal disorders than men – 71 per cent compared to 28 per cent.

This study is the first to show the association between smoking, smartphone use and neck pain. Of the 11 students who identified themselves as current smokers, nine of them had musculoskeletal disorders. The low number of smokers reflects the no-smoking policy of the Khon Kaen University.

Previous clinical studies have demonstrated that cigarette smoking is harmful not only to lungs but also to soft tissues, decreasing healing time at a cellular level.

Dr Boucaut says the findings should be communicated to health professionals who treat people with neck and back pain and may not always link their symptoms to smartphone use.

“It is also doubtful whether people experiencing back and neck pain (especially young people) are aware it could be as a result of excessive smartphone use,” Dr Boucaut says. “Health practitioners need to educate their patients about safe postures and curtailing time spent using smartphones to help prevent these issues.”

Some smartphones advise users of their average daily use.

“This feedback may help users connect neck discomfort with smartphone use and encourage them to reduce time spent texting,” Dr Boucaut says.

The other researchers involved in both studies include UniSA graduate Associate Professor Dr Rungthip Puntumetakul, Director of the Research Center in Back, Neck, Other Joint Pain and Human Performance (BNOJPH), Khon Kaen University, Thailand; Dr Manida Swangnetr Neubert and Associate Professor Dr Sunisa Chaiklieng.

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## Building code debate heats up as Australia swelters

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by Candy Gibson



### SCIENCE AND TECHNOLOGY

Homes in environmentally sustainable residential estate Lochiel Park are oriented according to passive solar principles so that they have plenty of light and sun in the winter and less sun in the summer. The homes also achieve a 74 per cent reduction in greenhouse gas emissions compared to the average Adelaide home in 2004.

In the wake of Australia sweltering through its hottest two months on record – December and January – UniSA researchers are calling for urgent changes to the country's building codes.

Poorly designed homes are ill-equipped to handle sustained heat and lead not only to soaring energy bills, but also contribute to global warming, says UniSA Professor of Environmental Mathematics, [John Boland](#).

"Our increasing reliance on air conditioning is causing untold damage to the environment, emitting greenhouse gases and warming the globe even more," Prof Boland says.



**"What's needed are brand new building codes which make things like wall insulation, double glazing and restrictions on window placement mandatory for all new homes.**

"Simply complying with a 6-star rating (the current requirement) is useless because not only is that energy rating rarely checked; it does not consider climate change."

### Energy ratings don't ensure a house will be cool in summer

"Moreover, since the star rating is done on total energy use over the year, a design can be highly rated based on its energy use in winter. The house can still cause a lot of heat stress in summer," Prof Boland says.

“We need to get away from this idea that everything is voluntary in relation to building codes. Alternative energy sources like solar are great, but nothing beats a good design. We should be designing homes which use the least amount of energy rather than desperately searching for options which allow us to use more energy for less money.”

Prof Boland says building energy efficient homes from scratch does not cost a lot more than a standard home, contrary to popular belief.

“Getting the aspect and materials right should be the first priorities. Simple things like ensuring houses have less than a quarter of their windows on the west-facing side; installing wall as well as roof insulation; and double or even triple glazing windows should be considered. The energy savings will more than offset any upfront costs,” he says.

**Dust is the enemy of solar panels**

UniSA geospatial scientist [Associate Professor David Bruce](#) says even solar panels need to be properly designed and located to get the most out of them. A recently published paper, which he and others co-authored with recent PhD graduate Humaid Al Badi, shows that power output from solar panels is 15-30 per cent less effective in very humid environments when significant dust is present in the atmosphere.

“Dust and humidity are enemies of solar. When water molecules bind with dust particles, they stick to the solar panels. If there is dust or water on the surface, radiation from the sun cannot penetrate effectively.”

Development of self-cleaning solar panels will hopefully overcome this problem in future, Prof Bruce says.

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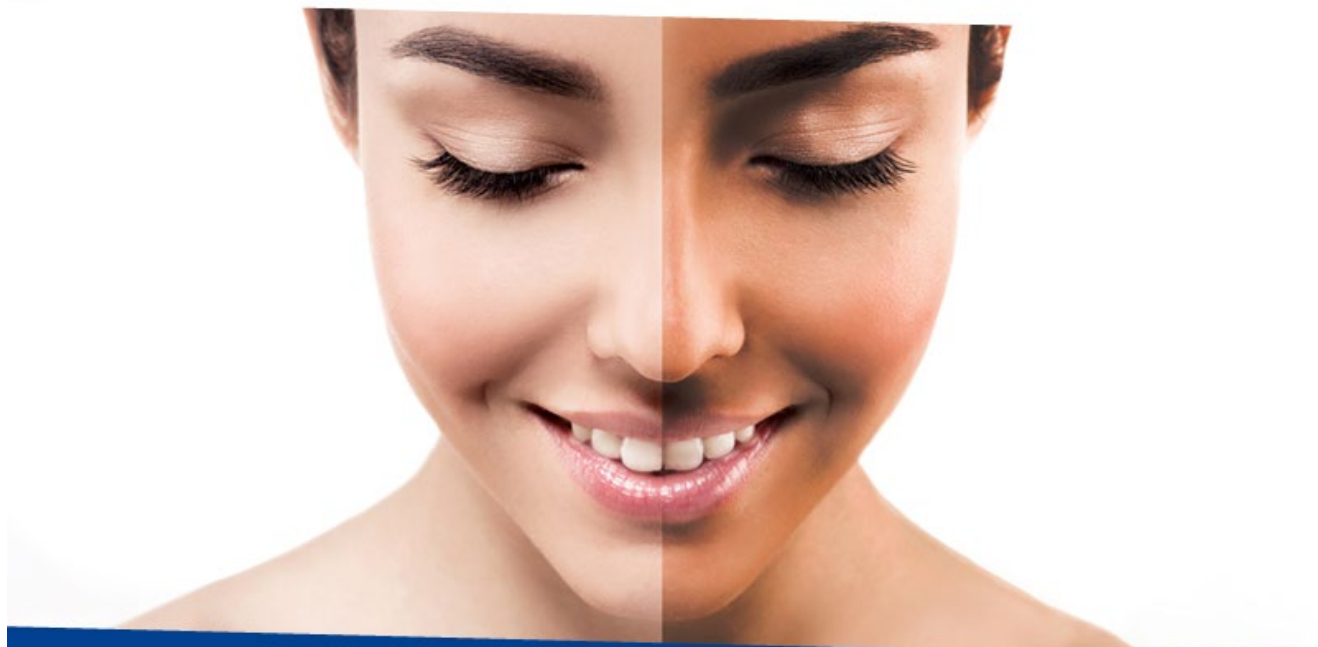
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## Social media can help people say no to tanning

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by Annabel Mansfield



### SOCIAL SCIENCES

Tanning is a sign that your skin has been exposed to UV radiation, with sunburn causing 95 per cent of melanomas – the most deadly form of skin cancer.

There's no such thing as a healthy tan but challenging the 'tanned ideal' is an uphill battle.

Now, [new research](#) suggests social media could help change people's attitudes and behaviours towards tanning.

Lead researcher, UniSA's [Dr John Mingoia](#), says this is the first study to disseminate media literacy education on a social networking site to address skin cancer risk factors.

"Social media is a great influencer, both positively and negatively," Dr Mingoia says.

"On the one hand, it can expose people to unrealistic and unsafe body ideals, such as tanned skin; yet on the other hand, it can be extremely effective in turning these beliefs around to encourage better sun-safe behaviours, as well as health and beauty ideals."

The UniSA research assessed the impact of daily interactive Facebook posts – incorporating a combination of photos, videos, infographics and text about the risks of tanning – to a group of 84 Caucasian women, aged 18-29 years, over a two-week period.

The posts included a model sharing her experience of the true cost of posting ideal photos on social media to her physical and psychological health; images of women pre- and post- tanning as they aged; what goes into the perfect selfie; and images that showed the process of digital



editing.

Exposure to these interventions increased participants’ critical thinking and scepticism of images presented on social media and decreased their desire for tanned skin. It specifically found that participants were significantly less inclined to internalise a ‘tanned ideal’, to engage in self-comparisons with images on social media, and to engage in tanning activities.

Dr Mingoia says the research addresses growing concerns that health messages about tanning and skin cancer are not reaching young Australian women.

“A glowing tan is still seen by many as a healthy ideal,” Dr Mingoia says. “All you have to do is scroll through your social media feed to be inundated by tanned, smiling faces of models and celebrities.

“Images like these make young women [wrongly] believe that tanned skin is healthier and more beautiful than pale skin and, as a result, they’re intentionally rejecting sun protection messages.

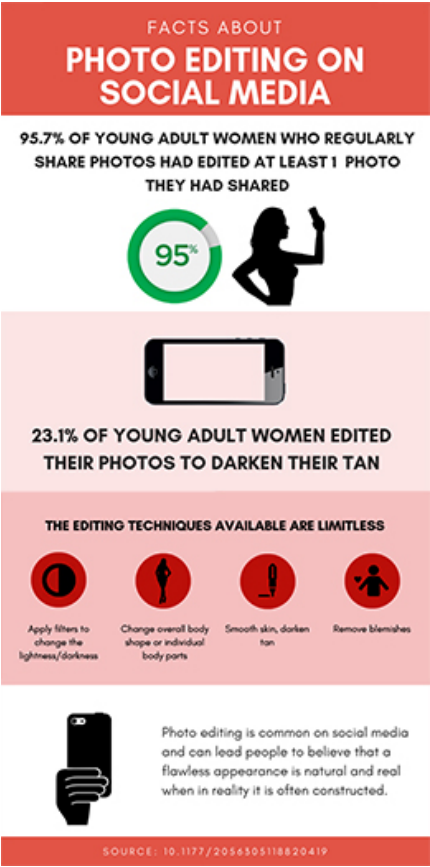
**“The danger for youth is that they believe they’re infallible; the reality is skin cancer does not discriminate.”**

Tanning is a sign that your skin has been exposed to UV radiation, with sunburn causing [95 per cent of melanomas](#) – the most deadly form of skin cancer. [One in eight adults and one in five teenagers](#) in Australia are sunburnt on an average summer weekend.

Across Australia, more than 2000 people die from skin cancer each year, with the Cancer Council estimating that Australia spends more than \$1 billion per year treating the disease. Alarminglly, the [Cancer Council](#) also found that that 67 per cent of girls believe their friends think a tan is a good thing.

Dr Mingoia says that as most skin cancers are preventable via good sun protection, the ongoing desire for a tan is concerning.

“It’s vital that we find effective means to address and change the harmful tanning beliefs and behaviours of Australians. Through this study, we’ve made important headway to show how social media can change how people think about tanning and how it can contribute to ongoing skin cancer prevention efforts.”



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# news

February 2019

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## From the Chancellery

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INSIDE UNISA

You could be excused for taking a cynical view of senior staff retreats. The “managers”, wearing casual clothes, bonding and hugging (yes, that does happen) and determining our future without having to live with the consequences of doing all the work.

But when we sat down to workshop [Enterprise25](#) a couple of weeks ago, something entirely expected happened. We got it off to a flying start.

A group of around 70 people who don't ordinarily work together on a daily basis sat at tables and workshopped, re-imagining UniSA with a laser-like focus on our programs and an aim to reduce our operational silos.

I'm a lapsed chemist which means that somewhere in my psyche there's an inner scientist who subscribes to scientific method and experiment to determine truth.

So, with the senior staff we were experimenting. We said: we want a program focused institution; and we want to reduce operational silos. How do you get to that? Well, you build your institution around your programs; and you build it around a smaller number of 'things', which are, by necessity, each a bit bigger than the existing things because you're not seeking to reduce your activity.

Broadly, we want to strengthen program leadership. We want academics spending their time on teaching and research; we want fewer operational silos and we want them to be built around programs. Whatever academic structure we create therefore then has to be appropriately supported by corporate and academic professional services. We have to get the academic structure right first, aligned to our ambition – program focus, fewer silos – and then we make sure the services structure is right.

Our Enterprise25 plans calls for a re-shape and review of our programs to ensure they are leading-edge, end user endorsed programs that are all ranked among the best in the world.

To make sure they're the best, we're drawing on the best academic and curriculum expertise, and the best new knowledge from our research, from across the University to ensure high quality education.

We'll strengthen our program leadership and academics will spend their time on teaching and research.

We'll have fewer operational silos and our structure will be built around programs by our academic community in an unprecedented act of co-creation in organisational design.

Our undergraduate programs will integrate interdisciplinary opportunities, delivering skilled and flexible graduates to an ever-changing workforce.

We do two things at UniSA. Through our research, we create new knowledge that is central to global economic and social prosperity, and we graduate career-ready professionals to put that new knowledge to work.

In simple terms, that's what we do. And in simple terms, that's what we're going to focus on. That's **all** we're going to focus on.

This is something of a departure from the traditional concept of university structures; we intend to break new ground here.

We will invest our time and energy in making these products – our programs – the best in Australia, and amongst the best in the world.

We are already ranked as one of the world's very best young universities – those under 50 years old – which gives us the ability and the agility to move quickly to take advantage of new opportunities. To be a university that gets stuff done; a university that challenges the traditional concepts and redefines them for today.

And while it's true that we are young and agile and able and successful, we are also a not-for-loss organisation and we have to gear our activities to prepare for an array of contingencies. Foremost amongst those is an indeterminate funding base for our operation – with the current government intent on peeling back another 7.5 per cent of our core funding, while simultaneously limiting the ambition of the Australian public through the removal of the demand-driven system.

The forthcoming federal election will, unfortunately, likely deliver little additional certainty to a sector which is worth billions to the State and the nation's economy (beyond the certainty that I will have had an average 1.2 ministers per annum since I came to Australia).

Our merger discussions last year taught us a lot. We learned to stick to our guns and to maintain our institutional focus on what we do best. UniSA is Australia's University of Enterprise and we now have a bold plan to further our standing.

However, **none** of this is about cost-cutting. Our E25 plans are about using every resource at our disposal to give our students the best possible start to whichever career they have chosen.

Our research will have the same focus: investing where we excel and where we can make the most of our intellectual firepower, and where we can make the biggest contribution to our economy and to our community, and deliver results.

Our UniSA [Research Themes](#) will continue to bring together staff across disciplines to address significant challenges facing society, our industry sector strategy will help us to build partnerships into large-scale research activities and precincts, and facilitate the translation of knowledge into impact.

Get stuff done in other words.

As a University of Enterprise it makes sense for us to evolve and change as we keep up with the changing demands of our students and our research partners.

You won't find any ossified sandstone intransigence here.

Our enterprise transformation will change the University and cement our position as the University of Choice for professional careers; with the best graduate employment outcomes in this State and amongst the highest in the nation; as the University of Choice for business and industry seeking to access our research to help to solve their problems; as the University of Choice for people who truly want to make a difference.

But all that's in our future. I have asked senior staff to work on refining their thinking around the roles, responsibilities and the operationalisation of this type of thinking. In April we'll have a very large number of staff and students working to cluster our programs into structures.

Then, and only then, will we be in a position to effect change ... when we have worked it all through and thought about it as lapsed chemists would; when we have taken the input of the wider university community on populating a new structure and when we all understand it and how we are going to get to it – that's when change



will happen.

There are no secrets here. No minds already made up. We're just one team, building a new enterprise. And we're going to do it together.

**Professor David Lloyd**  
**Vice Chancellor and President**

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## Achievements and Announcements

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### ACHIEVEMENTS

#### Bright sparks awarded ARC funding to develop antistatic nanocomposites

It takes just one spark to trigger an explosion in an underground mine or chemical plant, but thanks to the introduction of antistatic materials, these incidents are now rare.

New research involving UniSA plastic processing engineer [Dr Jun Ma](#) is taking this technology another step forward.

Dr Ma, who specialises in developing polymer composites, is leading a \$500,000 project to tackle the problem of electrostatic discharge in hazardous environments, including mines, the oil and gas industry, space and agricultural sector.

The project, which is predominantly funded by a \$330,000 [Australian Research Council](#) (ARC) Linkage grant, brings together industry and academia to help develop new antistatic processing techniques for industrial plastic pumps.

Dr Ma and colleagues from Taiwan's [Far East University](#) and [Western Sydney University](#) will work with an Australian pump manufacturer to develop antistatic composites to not only improve safety but also cut costs for industry.

"Pumps are used everywhere – in mining, the oil and gas industry as well as agriculture," Dr Ma says. "The potential for them to spark due to the build-up of static electricity, resulting in a major fire or explosion, creates hazards in many industrial settings.

"We aim to develop new processing methods to build plastic pumps which are antistatic, corrosion-resistant, lightweight and yet still mechanically robust."

The project is expected to be completed by the end of 2021.

#### UniSA Business School wins prestigious international customer service award

Reaffirming the virtue of the adage 'practice what you preach', UniSA's Business School has been awarded an [International Service Excellence Award](#) (ISEA) by the Chicago-based [Customer Service Institute of America](#) (CSIA).



The UniSA Business School was named winner of the “Customer Service Organization of the Year – Not-for-Profit” category from a pool of international finalists.

Pro Vice Chancellor (Business and Law) [Professor Marie Wilson](#) says it is recognition that the school conducts business with as much passion as it teaches it.

“We start with good students and great teachers, but we go beyond that with great career services and professional development opportunities, and exceptional advisors and mentors,” Prof Wilson says.

“Our wrap around student services are world class – and we have the award to prove it – but more importantly, our students rate it highly and their success is the best reward for all of us.”

The CSIA is the body delegated by the [International Council of Customer Service Organizations](#) (ICCSO) to manage ISEA, and these awards, announced in Chicago in January, are recognised as the premier service awards around the globe. [CSIA founder and CEO, Christine Churchill](#), says the standard of entries was extremely high.

“The 2018 awards race was absolutely outstanding, and the calibre of entries and variety of industries represented were the most to date – without a doubt, what we are seeing in the area of service excellence from these organisations is truly world class,” Churchill says.

UniSA’s success in the international forum follows similar local recognition last year, when the [Customer Service Institute of Australia](#) (CSIA) honoured the Business School with two awards: “Customer Service Organisation of the Year – Government/Not-for-Profit” and the “Extraordinary Service Award”, [created especially for the Business School Concierge](#).

## **UniSA leads research to develop a Vietnam National Dementia Plan**

UniSA Senior Research Fellow [Dr Tuan Anh Nguyen](#) is leading a project to contribute to the development of the first national dementia plan for Vietnam.

Dr Nguyen is an NHMRC-ARC funded Dementia Research Development Fellow at the School of Pharmacy and Medical Sciences.

The project, *Strengthening responses to dementia: Building an evidence platform for the development of a Vietnam National Dementia Plan*, supports the World Health Organization’s initiative to create national plans to address the burgeoning social and economic burden of dementia around the world. It will help create a coherent framework to direct resources for diagnosis and care for people with dementia, their carers and families.

Joint funding of \$850,705, comprising \$499,805 from the National Health and Medical Research Council ([NHMRC](#)) and \$350,900 from National Foundation for Science and Technology Development of Vietnam ([NAFOSTED](#)), will support researchers from UniSA and other partner organisations. The other partners are UNSW Sydney’s Centre for Healthy Brain Ageing, the South Australian Health and Medical Research Institute, the University of Sydney, the University of California Davis, Hanoi Medical University and Vietnam National Geriatric Hospital.

They will examine and strengthen Vietnam’s response to the disease at the individual, organisational and national healthcare system level.

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## **APPOINTMENTS**

### **UniSA deputy vice chancellor named Australia’s Chief Defence Scientist**

UniSA Deputy Vice Chancellor Research and Innovation, [Professor Tanya Monro](#), has been appointed as Australia’s Chief Defence Scientist.

UniSA Vice Chancellor Professor David Lloyd says Prof Monro has brought enormous energy to UniSA’s research enterprise, leading an invigorated and focused [research strategy](#) and fostering a research culture focused on relevance and impact which has generated the University’s highest ever research grants based revenue.

“I’m delighted to congratulate Tanya on this wonderful achievement and to thank her for her enormous contribution to UniSA,” Prof Lloyd says.

“Tanya’s work on developing our research strategy [Scale and Focus](#) has established a framework that will ensure we continue to attract and retain the best global research talent.”

He says her work has also enabled UniSA to build on its distinctive strengths in interdisciplinary and end-user partnered research; raise the profile and reputation of the University internationally; drive stronger national performance; and forge partnerships that translate knowledge into real world impact.

"We are extremely proud to see Tanya take on this important new role as Australia's Chief Defence Scientist and leader of DST, the Australian government's lead agency responsible for applying science and technology to safeguard Australia and its national interests," Prof Lloyd says.

Prof Monro will transition to become an Emeritus Professor of UniSA in 2019, maintaining her research activities with colleagues in Mawson Lakes.

Defence Minister Christopher Pyne says Prof Monro's research has had significant impact in areas spanning manufacturing, telecommunications, defence and health.

"Prof Monro will bring her extensive experience working at senior levels in both industry and educational institutions to this integral and nationally significant role," Pyne says.

"In a complex and changing environment she will lead and develop the defence science organisation whilst collaborating with research agencies, industry and international partners."

Prof Monro will commence as the Chief Defence Scientist in March 2019.

### **New science, media and sector expertise on UniSA Council**

UniSA has welcomed two new members to [Council](#) who bring with them a wealth of experience in science, research, higher education, public and government relations and media – [Professor Caroline McMillen](#) and [Ian Smith](#).

UniSA Chancellor [Pauline Carr](#) says the considerable expertise and professional experience of both new council members will be an asset to the University.

"The best governing councils draw on a diversity of experience that is relevant to the operations of an institution or business," Carr says.

"We are fortunate in the calibre of our council members and both Caroline and Ian will bring significant expertise in science and research, university administration, politics, business and media relations. It is a testament to the University that people with outstanding careers and achievements who also have a strong sense of social equity are keen to join our active, innovative university community to support the growth of UniSA as Australia's enterprise university.

"I am delighted to welcome them and look forward to their contribution."

Prof McMillen – South Australia's Chief Scientist, former Vice Chancellor at the University of Newcastle and former Deputy Vice Chancellor Research and Innovation at UniSA – was appointed to UniSA Council in December.

Educated in the UK at Oxford, where she gained a Bachelor of Arts (Hons) in Physiology, a Master's and a PhD and at Cambridge, where she graduated with a Bachelor of Medicine, Prof McMillen has worked in higher education for almost 30 years.

She has taught and conducted research in Australia at Monash and Adelaide universities and was granted funding continuously from the Australian Research Council (ARC) and the National Health and Medical Research Council (NHMRC) for 20 years for her research looking at the relationship between babies' nutrition in the womb and the development of heart disease and obesity in adulthood.

Prof McMillen served as a member of the Prime Minister's Science, Engineering and Innovation Council Working Group for Aboriginal and Torres Strait Islander maternal and perinatal health.

She has also served on a range of government advisory groups with a focus on innovation, climate change, and manufacturing resources and as Chair of disciplinary review panels for the Australian Research Council and NHMRC.

Prof McMillen is joined by another new member on Council, Australian businessman, corporate advisor and former journalist, Ian Smith.

Smith is highly regarded as one of Australia's most effective political influencers.

He migrated to Australia from Surrey, England in 1986, after studying journalism and business at the then London College of Printing. He worked at the Daily Advertiser in Wagga Wagga before moving to Adelaide to join



The Advertiser in 1988 where he became National News Editor.

In 1990 Smith became media advisor to the Liberal Party Opposition Leader Dale Baker before joining the office of Victorian Premier Jeff Kennett from 1992 until 1995.

He became CEO of one of the largest public relations agencies in Australia, Gavin Anderson and Co, and part of its worldwide executive committee, working on some of Australia's most significant financial transactions. In 2008 he established his own corporate advisory firm – Bespoke Approach – in partnership with former federal members of parliament and media influencers.

Smith is now deeply involved in refugee advocacy, chairing the Barefoot to Boots charity and travels regularly to camps in Africa and the Middle East. He writes occasional opinion pieces on refugee policy for The Australian, The Australian Financial Review, The Advertiser and appears on Sky News.

He is the UK's Honorary Consul to South Australia and is a director of Developing East Arnhem Limited, which is overseeing the redevelopment of the NT region in the wake of Rio Tinto's closure of its Gove refinery. He is chairman of Adelaide United Football Club's advisory board and Deputy Chair of the Committee for Adelaide – an apolitical, independent group committed to developing Adelaide as an extraordinary, mid-sized global city that people from all over the world want to be a part of and those who live are proud to call home.

He became a Member of the Order of Australia (AM) in the Queen's Birthday Honours in June 2018.

In other changes to UniSA Council, former banking industry specialist [Jim Hazel](#) has been promoted to Pro Chancellor and former Minister in the South Australian Parliament, [John Hill](#), will take on the position of Deputy Chancellor.

Jim Hazel holds a range of non-executive board positions and is a director of ASX listed companies Bendigo & Adelaide Bank Ltd, Impedimed Ltd, Ingenia Communities Group (Chair) and Centrex Metals Ltd (Deputy Chair). He also sits on the board of Coopers Brewery Ltd and the SA Motor Accident Commission, and other private company and government boards.

John Hill's parliamentary career began in 1997, when he was the Opposition Shadow Minister for the Environment until Labor's election in 2002. From then until 2013 he took on several ministerial roles – including Environment and Conservation (2002 - 2006), Health (2005 - 2013) and assistant Minister and Minister for the Arts (2002 – 2013). After retiring from Parliament, he has served on various boards, including the ACH Group, Bellberry Ltd, the SA Institute of Educational Leadership and the SALA Festival.

### **Changes to UniSA leadership team**

Following the appointment of UniSA Deputy Vice Chancellor Research and Innovation [Professor Tanya Monro](#) as Australia's Chief Defence Scientist, a number of changes will be made to UniSA's leadership team.

Beginning 1 February, [Professor Simon Beecham](#) has taken on the role of Deputy Vice Chancellor for Research and Innovation; while maintaining his duties as Pro Vice Chancellor for the Division of IT, Engineering and the Environment.

Vice Chancellor [Professor David Lloyd](#) says that later this year, UniSA will recruit for a new role – Deputy Vice Chancellor: Research and Enterprise, reflecting the aspirations of the University's strategic plan [Enterprise25](#).

Also beginning 1 February, [Professor Roger Eston](#), who was until that time Head of School for Health Sciences, joined the [Senior Management Group](#) in the role of Pro Vice Chancellor for the Division of Health Sciences. UniSA will soon call for internal expressions of interest to fill the role of Head of School for Health Sciences for 2019.

"We are fortunate to be able to draw on a breadth and depth of internal leadership talent to lead the implementation of our strategic plan Enterprise25," Prof Lloyd says.

"I look forward to welcoming and working with our colleagues in their new roles and continuing to work together as we deliver on our ambitions for UniSA, its students, staff and partners."

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## **ANNOUNCEMENTS**

### **Tanya Monro features in 'inspiring women in science' exhibition**

The story of UniSA Deputy Vice Chancellor Research and Innovation, [Professor Tanya Monro](#), is the focus of a new exhibition celebrating women who have made significant contributions to science.

The [South Australian Museum](#) is highlighting four women whose stories it hopes will inspire the next generation to follow their own dreams and careers in science and humanities.

Each of the women's stories is being highlighted for three months as part of the year-long [Her Story: Inspiring Women in Science](#) exhibition, which features a video on each subject supported by a display case of personal items that are meaningful to them.

Professor Tanya Monro, who was recently named as Australia's next Chief Defence Scientist, will be the focus of the exhibition series from 15 February to 13 May. The exhibition is open 10am to 5pm daily and is located in the museum's main foyer.

### **Talk on collaborating with designers to improve healthcare**

The growing trend of designers working with healthcare providers to create better services, products and experiences for patients will be the subject of a free talk in March.

Research Professor for Design [Ian Gwilt](#) will discuss the positive change that can happen when designers collaborate with care professionals and the community.

The event is part of Enterprising Research Talks – a series of free talks exploring impactful partnerships between UniSA researchers, industry and the community; presenting their solutions for a changing world.

Prof Gwilt will talk about the role that design and new technologies such as augmented reality can play within a broader societal context of people's health and wellbeing.

The evening will also feature a panel of experts – including from the Queen Elizabeth Hospital, the Royal Adelaide Hospital and the [Australian Centre for Precision Health at UniSA](#) – who will explore how design and creativity is helping to shape healthy futures.

The talk will be held on Tuesday 5 March at 6pm in the UniSA Cancer Research Institute Building.

For more information and to register to attend, visit the [Enterprising Research Talks webpage](#).

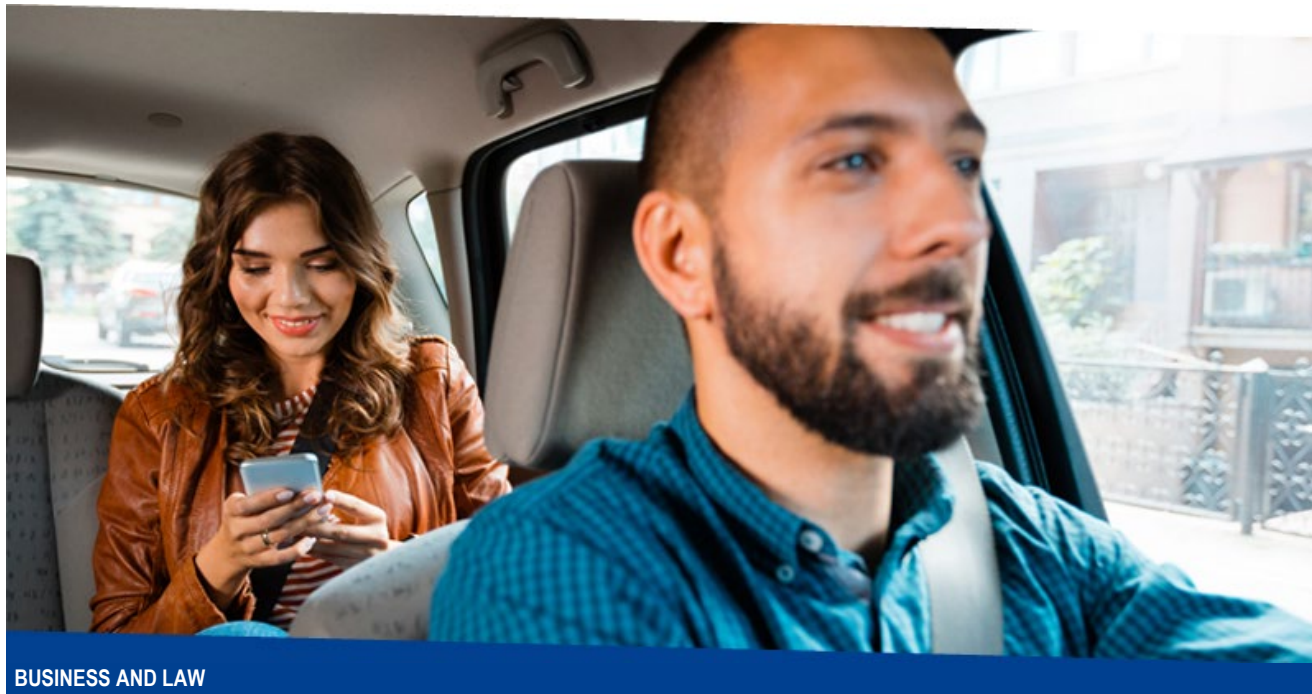


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## Are Uber, Airbnb and bike sharing schemes just a new form of capitalism?

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by UniSA Professor in Tourism Marianna Sigala



### BUSINESS AND LAW

The criteria people use to select Airbnb accommodation or Uber drivers are similar to how they evaluate commercial accommodation and transportation services: price, location, service quality and reputation.

The scope and scale of the so-called “sharing economy” has increased exponentially over the past decade, to the point where it affects almost every aspect of our lives.

Ride sharing has changed how we move. Food delivery apps have changed our eating habits. Airbnb has changed [how we holiday](#). Dating apps have changed how we meet our partners. And some of these apps may have influenced how we work, and whether or not we can pay our rent.

This shift to peer-to-peer transactions is often portrayed as an antidote to the consumer culture of modern society because it supports sharing instead of ownership. But have sharing platforms simply created a new form of capitalism?

Research suggests that rather than transforming us, the sharing economy simply repackages our same old consumerist impulses in a more appealing message.

### We evaluate commercial and shared services in the same way

The sharing economy both shapes and is shaped by [the providers and consumers of shared services](#).

Studies have shown that people perceive, select and evaluate shared experiences in a similar way to commercial offers. For example, the criteria we use to select Airbnb accommodation or Uber drivers is similar to how we [evaluate commercial accommodation and transportation services](#). That is: price, location, service quality and reputation.

Studies also [confirm](#) the factors influencing satisfaction and the likelihood of rebooking are the same.

This affects how suppliers develop services. Sharing platforms use peer review comments and ratings to calculate the quality scores of service providers, [recognising those of a higher quality](#).

Similar to TripAdvisor reviews of hotels, [scores on the Airbnb peer review system](#) influence the amount sharing providers can charge.

## **The commercialisation of authenticity**

The number of people quitting their full-time jobs to become entrepreneurs of the sharing economy has increased. [Data](#) from across 36 countries show 43 per cent of millennials and 61 per cent of Gen Z envision leaving their jobs within two years. Among millennials who would quit their jobs, 62 per cent regard the gig economy as a viable alternative. These [entrepreneurs invest in assets](#), such as real estate or cars, and hire other [micro-entrepreneurs](#) to manage them. The kinds of management services that might be outsourced include [cleaning](#), [pricing](#), [marketing and booking](#), [book keeping](#), and [meeting and greeting](#) services.

In these cases, the owners of the “shared” asset rarely interact with their guests. So instead of experiencing genuine feelings of hospitality and intimate social interactions, customers experience fleeting interactions and professional encounters.

By adapting and transferring traditional professional services from the commercial economy to the shared economy, these entrepreneurs contribute to the commercialisation of “authentic” experiences.

And it’s hard for entrepreneurs to avoid using these kinds of services if they want their offering to be competitive among many other alternatives. Studies [show](#) non-professional hosts face operational inefficiencies, such as lower occupancies and pricing, compared to their professional counterparts.

Sharing platforms contribute to this. Airbnb provides a pricing tool, similar to those used by professional hotels, so hosts can monitor market trends and their competitors’ prices. Photography services help hosts present themselves professionally, as research shows the way hosts construct and present their online personality and identity [influence their competitiveness](#).

Success on Airbnb is determined by the extent to which service providers can convince customers to consume their [professionally curated](#) “authentic” experiences. In order to thrive, micro-entrepreneurs need to adopt a professional operational mindset and commercial management practices.

## **Not really communal or sustainable**

The sharing economy is often romanticised as a shift away from the evils of capitalism to a more communal and socially conscious way of life.

Some [studies do suggest](#) micro-entrepreneurs and customers do not discriminate on the basis of race, gender or sexual orientation when deciding how, and with who, they will “share” resources.

But if that’s true, then why do people from minority groups [earn less on sharing platforms](#)? And why are platforms focusing on niche markets – such as [noirbnb.com](#) for people of colour and [misterbandb.com](#) for gay travellers – thriving?

If the sharing economy is supposed to [increase environmental sustainability](#) by reducing the ownership and production of bicycles and cars, how do we account for the waste visible in China’s [“bike share graveyards”](#)?

Peer-to-peer marketplaces that redistribute and recycle [food](#), industrial waste and other resources burden the logistics and transportation sector to an extent that may offset any other socio-economic benefit of food sharing. More research is required before we know whether the positives outweigh the negatives across the whole supply chain.

## **Consumption hasn’t gone away**

People who participate in the sharing economy are primarily motivated by financial rewards. Service providers use the income from “sharing” their assets to purchase [larger houses or better cars](#), while customers seek cheaper deals than traditional providers can offer.

The sharing economy enables people to consume during the economic crisis, satisfying materialist needs, values, priorities and lifestyles in different ways – through “sharing” and “access”, rather than “ownership”.

People see the practice of sharing resources as a way to achieve [self-image, self-promotion, social appreciation and recognition](#). Even people living in more collectivist cultures see the sharing economy as a way to express community and social values.



For example, dating and “partner rental” platforms have [boomed](#) in China, a culture where it is taboo for young people to be gay or remain single. People aren’t using these platforms to seek to find and meet new friends, rather they seek to satisfy a social need to present a certain lifestyle.

The sharing economy has not changed people’s mindsets, values, lifestyles or behaviours. People still wish to consume at the same levels and they do consume for the same reasons, but in a different way. The sharing economy disrupts the traditional economy, but it has not transformed it.

This article was originally published in [The Conversation](#).

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## Watching TV 'the worst' sedentary behaviour for childhood obesity

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by Annabel Mansfield



### HEALTH

Research suggests some types of sitting are more strongly associated with body fat in children than others – with time spent watching TV seeming to be the worst culprit.

The simple act of switching on the TV for some downtime could be making a bigger contribution to childhood obesity than people realise, according to new research from UniSA.

The [study](#) investigated the impact of different sitting behaviours – watching television, playing videogames, playing computer, sitting down to eat, or travelling in a car – and found that watching TV is more strongly associated with obesity in both boys and girls than any other type of sitting.

While childhood obesity is a global issue, data from the [Australian Bureau of Statistics 2017-18](#) shows that in Australia almost a quarter of children aged 5-17 years were considered overweight or obese.

UniSA researcher [Dr Margarita Tsiros](#) says the study provides new insights about the impact of sedentary behaviours on children.

"It's no surprise that the more inactive a child is, the greater their risk of being overweight," Dr Tsiros says.

**"But not all sedentary behaviours are created equal when it comes to children's weight. This research suggests that how long children spend sitting may be less important than what they do when they are sitting."**

"For instance, some types of sitting are more strongly associated with body fat in children than others, and time spent watching TV seems to be the worst culprit."

The study assessed the sedentary behaviours of 234 Australian children aged 10-13 years who either were of a healthy weight (74 boys, 56 girls) or classified as obese (56 boys, 48 girls).

It found that, excluding sleep, children spent more than 50 per cent of their day sitting, with television dominating their time for 2.5 – 3 hours each day.

Dr Tsiros says that the study also found differences between the sitting behaviours of boys and girls.

“Boys not only watched more TV than girls – an extra 37 minutes per day – but also spent significantly more time playing video games,” Dr Tsiros says.

“Video gaming and computer use are popular pastimes, but our data suggests these activities may be linked with higher body fat in boys.

“Boys who are sitting for longer than 30 minutes may also have higher body fat, so it's important to monitor their screen and sitting time and ensure they take regular breaks.”

Dr Tsiros says that setting up children on a path towards a healthy weight is extremely important to their health now and in the future.

“When we look at adult obesity, [almost two thirds of Australians are overweight or obese](#), which is causing many serious health issues,” Dr Tsiros says.

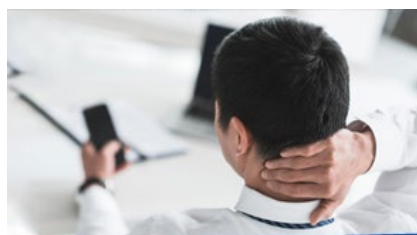
“An overweight child is more likely to grow up into an overweight adult, so the importance of tackling unhealthy behaviours in childhood is critical.

“Children who are obese have an increased risk of developing serious health disorders, including type 2 diabetes, high blood pressure and cholesterol.

“They may also experience reduced wellbeing, social and self-esteem issues, along with pain and difficulties with movement and activity.

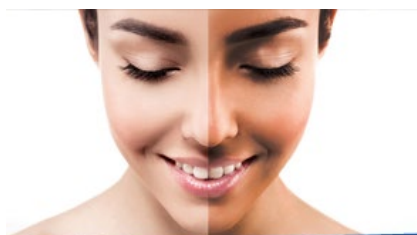
“By understanding children’s sedentary behaviours – especially those that are placing our kids at risk – we’ll ensure they stay on a better path towards a healthier weight.”

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University of  
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## Driverless cars: can we navigate the complexities on the road ahead?

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by Candy Gibson



### SOCIAL SCIENCES

Autonomous self-driving vehicles open up new possibilities for social interaction and could offer a sanctuary for people – their own private space between home and work.

About 1.35 million people worldwide die in road crashes each year, primarily due to human error, so why does society still baulk at the prospect of robot-controlled vehicles?

A new paper co-authored by UniSA academics [Professor Anthony Elliott](#) and [Dr Eric L Hsu](#) looks at the potential social impacts of driverless cars, an area that has so far received scant attention compared to the safety, ethical and legal aspects dominating the debate.

In an article published in [Current Sociology](#), based on research funded by the [Australian Research Council](#) and conducted at the [Hawke EU Jean Monnet Centre of Excellence](#) at UniSA, the authors identify several social factors that could influence both the take-up and/or rejection of driverless cars.



Google driverless car.

Assumptions about wasted time in an auto-driven vehicle are baseless, they suggest, given we live in an age where our cars are increasingly used for both entertainment and communication.

**“People already undertake multiple forms of work and leisure-related activities whilst on the move, and this tendency will only accelerate with driverless cars,” Prof Elliott and his co-authors say.**



“Not only would fully autonomous vehicles open up new possibilities for social interaction, they could also represent a sanctuary for people – their own private space between home and work.”

Road rage and driving stress could disappear but so too could the actual physical pleasure of driving.

Driverless cars would open a new world of possibilities for the physically disabled and the elderly, many of whom are robbed of their independence once they forfeit their licence.

However, they could also introduce new – or perpetuate existing – forms of social inequality, the authors point out. Men have always dominated the technological development of cars and transport planning and there’s no reason to think this would change with driverless cars.

Social segregation could also become more marked, with major differences in design, affordability and comfort underlining differences in wealth and class.

**Driverless cars likely to reduce need for car ownership and car parks**

How might autonomous vehicles change our urban environment? The authors argue they could reduce the need for parking spaces with private car ownership a thing of the past.

But they could also lead to urban sprawl, with autonomous travel making commuting more pleasurable and productive, where distance between home and work is no longer a factor.

Public transport may also fall out of favour as demand for driverless cars increases, with negative consequences for the environment.

Congestion, population growth, lack of parking and the environment are four drivers of change which could lead to the uptake of driverless cars in cities, the authors say.

The financial burden of driving and owning a car is another key factor, with the northern hemisphere already experiencing a decline in both car ownership and driving licences.

“These are attributed to changes in life stage patterns – adults living with their parents longer or choosing to delay or not to have children. Also, people are weighing up the affordability of motoring with ride sharing schemes and similar services.”

If driverless cars cause licences to become redundant, the future for autonomous vehicles will also be assured.

The sociological approach taken by the authors encourages people to look at driverless cars in a more holistic way, rather than narrowing the debate down to safety and engineering factors.

“There are many forces at play when it comes to the development of autonomous vehicles and it’s important that new modes of transportation in the future are socially progressive.”

The likely development of driverless cars is set out in more detail in Prof Elliott’s new book, [The Culture of AI: Everyday Life and the Digital Revolution](#), which is published by Routledge.

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## Australia Day awards for our great contributors – Høj and Pridham

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by Michèle Nardelli



COMMUNITY

Former UniSA Vice Chancellor Professor Peter Høj.

Australia Day 2019 saw former UniSA Vice Chancellor Professor Peter Høj honoured with a Companion in the General Division of the Order of Australia to mark his broad contribution to higher education, science, research and its commercialisation and to policy development and reform.

He was recognised along with 34 other graduates, staff and friends of the University including graduate, donor and namesake of UniSA great hall – [Andrew Pridham](#), chief executive officer of Moelis Australia and chairman of Sydney Swans Football Club.

Prof Høj, now Vice Chancellor of the University of Queensland, was Vice Chancellor at UniSA from 2007 to 2012 and was made an Honorary Doctor of UniSA in 2017.

Originally from Denmark he graduated from the [University of Copenhagen](#) where he was awarded a PhD in plant biochemistry. In 2008 he was made an Honorary Doctor of Science, in the Faculty of Life Sciences at the University of Copenhagen in honour of his own research career in plant biochemistry and his important contribution to building research communities in Australia and internationally.

From 1987, when he arrived in Australia, he forged his career firstly as a teaching academic and researcher in biochemistry and viticulture – a lecturer and senior lecturer in biochemistry at La Trobe University and then Professor of Viticultural Science and Professor of Oenology at the University of Adelaide.

Moving between research and industry, he became a dynamic player in the Australian wine industry as the managing director of the Australian Wine Research Institute, where he helped to pioneer and promote new technologies and advance the industry internationally.

From October 2004 to April 2007 he was CEO of the Australian Research Council – the peak funding body for research in Australia.

An outstanding contributor on a host of industry and government advisory bodies across his career, Prof Høj says this latest accolade is an incredible honour.

A passionate advocate for the transformative power of education, he says the most important thing that universities do is to educate people to go on to do great things which would have been only a dream, had it not been for institutions such as UniSA.

**“My proudest contribution is to see more than 100,000 people graduate from universities I have led, and it all started at UniSA,” he says.**

“I’m especially proud to see that UniSA College, which we started when I was VC, has further added to the ambition to strengthen Australia through access to a quality university education, irrespective of your economic circumstances.

“In that respect, I feel that I was privileged to build further on a truly transformative leader – Professor Denise Bradley AC.”

To see the full list of the 2019 Australia Day Honours visit the [Governor-General’s website](#).

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## The prescription that brought 300 future pharmacists to UniSA

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by Adam Joyce



### INSIDE UNISA

NAPSA Congress Organising Chair Caela Crane, who's studying Pharmacy at UniSA (left), presents the cheque to Pharmacists' Support Service secretary Kay Dunkley (right).

> [Three things you probably don't know about pharmacists](#)

> [Want to hear a student perspective on the future of Pharmacy?](#)

What does it take to get more than 300 future pharmacists from across Australia on campus in Adelaide for a one-week educational, networking, trade-show and social hall event organised entirely by students?

"It comes down to a lot of hours of hard work, organisation, commitment and coordination," says UniSA final-year Pharmacy student Caela Crane, who led the organisation of the [National Australian Pharmacy Students' Association](#) (NAPSA) annual congress.

"This position is not for the faint hearted."

The [South Australian Pharmacy Students' Association](#) (SAPSA) recently hosted the NAPSA Congress 2019 at UniSA's City West campus for just over 300 pharmacy students from every state and territory.

No small feat, given that as well as studying full-time, the organiser has two part-time jobs, was president of the South Australian Pharmacy Students' Association (SAPSA) at the time and volunteers for the Down Syndrome Society.

Preparations began more than 18 months ago following a successful bid by Caela and other SAPSA committee members to hold the event in Adelaide.

The students attending had their accommodation, food, social events and education sessions all provided for, so

a huge part of Caela's role as congress organising chair was securing sponsors.

She says the negotiation and coordination took a lot of time.

"This was a first for me in many areas – I've never organised a national conference before," Caela says.

"I worked alongside an amazing committee made up of UniSA Pharmacy students from various year levels.

"The most rewarding part of congress was seeing it all come together – seeing the delegates engaging in the education sessions, experiencing the variety offered by the trade show, networking and enjoying the many social events gave me a real sense of achievement."

During the congress, NAPSA raised \$16,534 in donations to the Pharmacists' Support Service (PSS).

The service supports Australian pharmacists, pharmacy interns and students by providing a team of volunteer pharmacists trained in peer support and telephone counselling 365 days of the year from 8am to 11pm.

PSS president John Coppock says he was "absolutely stunned" by the amount raised by NAPSA.

"They obviously realise how important a support service like PSS is to them. It highlights to me the quality of people we've got coming in to be pharmacists. It shows you their enthusiasm, their togetherness, their energy. And they're quite inspirational to me, it restores your faith in the future," Coppock told the [Australian Journal of Pharmacy](#).

Caela says the Pharmacists' Support Service is a great cause.

"The PSS has been providing free support for pharmacists for more than 20 years and we felt it was time to give back to the service and recognise all the hard work that it has invested in our sector over the years," she says.

And the effort in organising the congress more than paid off.

"The feedback we received was all positive. Delegates had an amazing time, enjoyed the food, the education and social events and appreciated all work that went in to bringing congress to Adelaide," Caela says.

And for all students about to enter a profession, Caela says "get involved".

"My one piece of advice is to engage in the profession you have chosen, irrespective of the discipline or direction. The more you engage, the more rewarding the outcome."

### Three things you probably don't know about pharmacists

#### 1: There is a lot more to pharmacy than "sticking a label on the box"

"Pharmacists are medication experts and are responsible for the quality and safe use of medicines for patients to improve their health outcomes," Caela says. "They are an important part of any health care team and work collaboratively with doctors, nurses and other allied health professionals to achieve the best patient health outcomes."

#### 2: Pharmacy is a diverse degree and extends beyond community pharmacy

"A pharmacy degree opens the door to endless opportunities – it is a gateway to making a difference in patients' health outcomes," Caela says. "You will find pharmacists working in hospitals, nursing homes, government, the defence force as well as in GP practice."

#### 3: It takes at least four years of study to become a pharmacist

"Many people don't realise, but to become a pharmacist you are required to complete a [four-year degree](#) with extra training required each year after graduation," Caela says. "More recently there has been the opportunity to complete further study and specialise in a desired area."

### Want to hear a student perspective on the future of pharmacy?

President of the National Australian Pharmacy Students' Association Board, representing pharmacy students across Australia, UniSA's Jess Hsiao was interviewed by *The Australian Journal of Pharmacy* (AJP) at the conference.

Jess is in her fifth and final year of a Bachelor of Pharmacy/Bachelor of Pharmaceutical Sciences (Honours).

Read her Q&A on [AJP.com.au](#).



UniSA student and National Australian Pharmacy Students' Association (NAPSA) president Jessica Hsiao.

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## Summer school provides Pitjantjatjara language skills

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by Candy Gibson



### HUMANITIES

A group of students recently completed an intensive language course at UniSA's Pitjantjatjara Summer School, tutored by six Anangu educators.

Forty-six students recently completed a two-week intensive language course at UniSA's Pitjantjatjara Summer School, tutored by six Anangu educators.

The students, including 11 from UniSA and other universities, and the remainder from industry and community services, were the first to undertake the course within the [School of Education](#) at UniSA's Magill Campus.

UniSA has taught Pitjantjatjara courses since its establishment but they were previously offered within the David Unaipon College of Indigenous Education and Research (DUCIER), and more recently, UniSA's School of Creative Industries.

UniSA Associate Director: Regional Engagement (APY Lands) [Dr Sam Osborne](#) says the course is offered to undergraduate and postgraduate students as part of their degree, as well as people who work in communities where Pitjantjatjara and Yankunytjatjara is commonly spoken.

"Our intake includes nurses, doctors, lawyers, police – basically professionals who interact closely with first language speakers," he says.

Over a fortnight, six Anangu tutors work intensively with the students to familiarise them with the sounds of the language, its grammar and structure, and the cultural context of the language.

"They come away performing a dialogue from memory and then writing and performing their own dialogue. They're certainly not fluent by the end of two weeks but this program starts them on a journey.





“There is also a strong focus on sharing Anangu culture, history and stories, which has immense value for the students,” Dr Osborne says.

He says the feedback has been “extremely positive”.

“The Anangu tutors are outstanding teachers. They create a rich environment for learning and engaging with the language.”

With approximately 3000 fluent speakers, Pitjantjatjara is the second most common Australian Aboriginal language (behind Djambarrpuyngu) that continues to be transmitted to children and spoken as their first language.

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## Water safety project helps tackle high drowning rates in Fiji

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by Annabel Mansfield



COMMUNITY

UniSA student, Emily Behn, celebrates achievements with her swimming students and local co-teacher, Bindu.

While most Australians consider learning to swim a rite of passage, for children in some of Australia's Asia-Pacific neighbours, it is a potentially life-threatening skills gap. Many children in Fiji aren't taught to swim – a major contributor to the country's high drowning rates.

Between 2014 and 2016 [Dr Bec Neill](#) and [Alexandra Diamond](#) from UniSA's [School of Education](#), worked in a coastal, rural community Fiji developing a [preschool literacy initiative](#) designed to improve children's multilingual literacy. As part of the project, they became familiar with the community's context, needs and stories.

"It was distressing to learn that so many families had relatives who had died through drowning," says Diamond.

**"Most of the adults we spoke to had never learnt to swim, and devastatingly, nine-year-old Kushal Lachman Gounder had recently drowned, which hit the community hard.**

"As educators, we thought we could find a way to help prevent drowning deaths, and that's when [Dr Alison Wrench](#), Dr Bec Neill and I came up with the idea to develop a water safety program in the community."

Knowing that some undergraduate teachers were also qualified swimming instructors, the UniSA team constructed a cross-cultural leaning opportunity for pre-service teachers to teach swimming to children in Fiji, while also enabling them to learn more about Fiji's life and cultures.

Successfully applying to the Australian Government's [New Colombo Plan](#) (NCP), the Fijian water safety program was established and delivered in

late 2018. The New Colombo Plan is a signature initiative of the Australian Government which aims to lift knowledge of the Indo Pacific in Australia by supporting Australian undergraduates to study and undertake internships in the region.

The project was named the *Kushal Lachman Gounder Memorial Swimming and Water Safety Project* (with permission from Kushal's parents), and saw 11 [AUSTSWIM](#)-qualified swimming instructors from within the UniSA cohort of undergraduate teachers deliver a free two-week program of daily, one-hour swimming and water safety lessons to a group of 80 children aged between 4-12 years. The program of lessons focused on each child's individual learning needs.



With guidance from UniSA undergraduates and a local teacher, a group of children practise the correct kicking technique before re-entering the water.

"On day one, some children were well on the way to swimming competence, while others were too afraid to enter the water," Diamond says.

"To meet each child's learning needs and to build trust, we grouped the children according to their existing abilities in relation to water and ensured that they had same teacher every lesson.

"As their confidence grew, so too did their skills, and by the end of week two, not only did the children have much more knowledge and water safety skills, but so too did their parents."

The curriculum included core swimming skills, recognising and responding to dangers in the water, performing rescues and being rescued, with a central focus on fun to ensure the children were motivated to learn and become water-confident.

Diamond says that the program generated immense interest from the local and broader communities, especially as the Australian students spent time engaging with local families and organisations.

"The success of the swimming and water safety program has depended on both Australian and local support," Diamond says.

"Locally, parents and teachers from the kindergarten, school and college were all keen to support the program, and to continue to remind and educate children about water safety.



With playful support from UniSA undergraduates and a local kindergarten teacher, a group of children become more confident in the water.

"Fiji Surf and the Fijian Lifeguard Service provided much needed expertise about local water conditions, lifeguard services, and the loan and transportation of equipment.

"Plus, the local Sangam Temple Committee offered us free use of their premises, if weather conditions prevented safe water-based lessons.

"We were also fortunate to be supported by additional funds from the Organisation Mondiale pour l'Éducation Préscolaire (South Australian branch), [Rotoract](#) and the Rotary Club of Salisbury, South Australia, and a number of South Australian families and individuals.

"Without question, it was absolutely a cross-cultural experience and effort.

"Bringing it together and watching the kids and communities learn and advance, was an important experience for all involved."

Extending the learning, Dr Neill and others involved in the project also produced a multilingual book for young children in Fiji, *Keimami Na Dau Qalo Qaqarauni / Hum Sab Safe Swimmers Hai / We Are Safe Swimmers*, which not only reiterates the lessons of the project, but also provides children with a literacy resource in their home languages, a need identified in the preschool literacy initiative which first brought the UniSA team to Fiji.

The UniSA team will reapply for NCP funding to continue the learn-to-swim and water safety education project, that was highly valued by participating families and schools in Fiji.



The UniSA team and local participants gather for a photo on the last day of the project.

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# news

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## New Books

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[Craft Economies](#)

[Health Psychology in Australia](#)

[Subverting Consumerism: Reuse in an Accelerated World](#)

### Craft Economies

Craft has an increasing role in the modern marketplace because of its connection to the skills of makers and producers and the shift towards championing handmade rather than mass-produced products.

*Craft Economies*, a new collection edited by [Professor Susan Luckman](#) and Nicola Thomas, explores contemporary craft production, positioning amateur to professional making within a wider creative economy.

The collection investigates diverse forms of craft in an international context, from floristry to ceramics and from crochet to coding.

With essays from more than 25 leading researchers and creatives, the collection reveals the complexity of the craft economy and takes a scholarly look at the pluralistic expressions of craft.

Prof Luckman says the book explores the social and material practice of craft as well as the impact of a globalised world on its practice.

“Traditional selling methods such as shop-based retail and commission are now complemented by online trade,” Prof Luckman says.

“The enormous growth in online craft retail sites has resulted in creative producers increasingly marketing their work via social media.

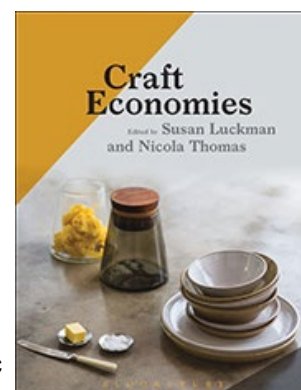
“While this opens a new micro-entrepreneurial pathway, it also demands a multi-faceted skillset not limited to creative expertise, including entrepreneurial skills in both the technical and personal realm.

“For example, effective social media use is key to the online craft marketplace – establishing a maker’s identity as part of the packaged value in the product.

“But growth in online marketplaces also raises questions about retaining authenticity and localism – for example, what does ‘Made in Adelaide’ really mean?”

These and many more issues are explored in the collection, which is designed for the creatively inclined and those concerned with material-making and the prospects for sustaining the future of the craft economy.

*Craft Economies* is available in hardback and [online](#).



### Health Psychology in Australia

As the practice of healthcare continues to evolve, so does understanding of the relationship between people’s behaviour and how this affects their health.

In *Health Psychology in Australia*, [Assoc Prof Jill Dorrian](#) and [Dr Amanda Hutchinson](#) along with five other contributing authors, analyse the role of health psychologists with a primary focus on preventing illness and promoting good health through managed behaviour.

Key behavioural patterns and support for change addressed in the book include the



importance of sleep, the outcomes of drug and alcohol use disorders, the impacts of nutrition and exercise, and pain and its management.

Assoc Prof Dorrian says clear changes in the way health has been understood are evident over history, culminating in the knowledge we have today.

“The idea of the mind-body relationship is continually revisited through changing definitions of health and illness,” she says.

“The way we have viewed health has evolved through the lenses of superstition and religion, to the biomedical model, through to our current biopsychosocial understanding – that health involves the physical, the psychological, and the social. Health is not a static concept, and the debate continues.

“Chronic illness represents the largest proportion of the healthcare burden in Australia. Such illnesses are often referred to as ‘lifestyle diseases’ because the primary risk factors are behavioural. There has never been a more important time to be a health psychologist.

“The book encourages students to examine their own ideas about health and illness, responsibility and advocacy, behaviour change and health promotion, and how they view these issues through their own cultural lens. We want to inspire students to move from observer to participant in the ever evolving debate about how we understand health and what we can do to promote health for all.”

The book includes case studies and reflection questions, along with critical thinking activities and a detailed summary of each chapter to ensure students gain a strong understanding of key concepts and their application to the field.

Published by Cambridge University Press, *Health Psychology in Australia* is available [online](#).

## Subverting Consumerism: Reuse in an Accelerated World

Reuse is often associated with its many and obvious environmental benefits, while its aesthetic, creative and cultural dimensions remain largely unacknowledged.

From vintage clothes to repurposed warehouses, reuse has become a valued social currency in a world increasingly threatened by the environmental impacts of overconsumption and waste.

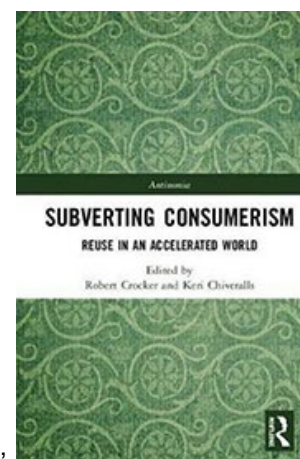
In *Subverting Consumerism: Reuse in an Accelerated World*, edited by [Dr Robert Crocker](#) and Keri Chiveralls, reuse is presented in terms of its contemporary application in art, design, architecture, building, landscape and policy or governance.

Dr Crocker says reuse can represent a new form of resistance to our dominant consumer culture, in which “we are encouraged to pursue the latest and the best, and to discard what seems out of date, whether this is working or not”.

“Reusing or repurposing things can be a conscious rebellion against this consumerism, a way of engaging with the past, providing us with a sense of continuity and place in a world of continuous, and sometimes destructive change,” Dr Crocker says.

The book explores some key theories around the culture, meaning, and value of reuse in a series of case studies on its creative application. Repurposing, repair and reuse are becoming increasingly important ways of designing and making in a world of resource scarcity and climate change.

Published by Routledge, the book is available [online](#).



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### Adelaide Crows AFL Women's team photo day

Key members of UniSA's Student Engagement Unit and UniSA Student Association got to meet the Adelaide Crows women's team as part of UniSA's partnership with the Adelaide Football Club.

The three-year partnership between UniSA support and the Adelaide Football Club's AFL and AFLW teams, is building on the strong links which already exist between the two organisations.

As well as providing opportunities for collaboration to enhance sports business knowledge, the partnership provides a range of experiences for UniSA students to connect with the Crows.

Manager of Student Support in UniSA's Student Engagement Team Dr Jane Kehrwald, and USASA president Grace Dixon (both pictured front row, centre), met the Crows AFLW team including for a photo opportunity. AFLW co-captain Chelsea Randall (front row, fourth from right) is UniSA's player ambassador. Randall is also a UniSA student, studying a Bachelor of Education.

The Crows women's season kicked off on Saturday 2 February with a clash against reigning premier, the Western Bulldogs, at Norwood Oval.



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