The Federal Treasurer, Mr Peter Costello, has announced the University of Wollongong as the joint winner of the Australian University of the Year for 1999-2000 — an award which will have a tremendous spin-off effect for UOW and the region as a whole.

The University of Wollongong has been acknowledged for its outstanding research and development partnerships. It is the first time that The Good Universities Guides University of the Year award has been shared by two universities.

Mr Costello labelled Wollongong and Deakin as the "best of the best" in what they did and that they would serve as an inspiration to other universities.

He singled out Wollongong for devoting the highest proportion of its research to real world problems.

The Federal Minister for Education, Dr David Kemp, told those attending the ceremony that the award sent a very important message to the students of the respective victorious universities.

The Vice-Chancellor, Professor Gerard Sutton, has hailed the news of the University's win as proof of its ability to pick the "research winners".

"The University of Wollongong has internationally renowned researchers working in close-knit teams in alliances with corporations that will be the dominant players as we enter the next century," Professor Sutton said.

The Vice-Chancellor said the University of Wollongong's major industry collaborators represented a Who's Who of industry including links with multi-nationals and Australian-based firms.

The University is one of the largest sites of information technology and telecommunications research in the Southern Hemisphere and the NSW Government has declared Wollongong to be the Centre of Expertise for information technology and telecommunications in the state.

Professor Sutton said the University's diverse areas of expertise also included superconductors, intelligent polymers, steel processing and products, microwave technology, smart foods, policy development such as the Key Centre studying social and cultural change in the Asia Pacific region, biomedical research, medical radiation physics and multimedia.

"Five and 10-year investment plans, links with the World Bank, Asian Development Bank, AusAid and the OECD have been part of the strategic direction of the University for about a decade," Professor Sutton said.

He said the region could boast having a higher education

Democrats Leader to present Kirby Lecture

The Leader of the Australian Democrats, Senator Meg Lees, will present the 21st Sir Richard Kirby Lecture on Tuesday 14 September in the Hope Theatre.

The Kirby Lectures, first delivered in 1979 by Sir Richard, are sponsored by the Department of Economics. Past lecturers have included Simon Crean, Bill Kelty, John Hewson, Jennie George, Jeff Shaw and Bob Hawke. The lecture forms part of the industrial relations curriculum for UOW students.

Sir Richard, who was awarded an Honorary Doctor of Letters from the University of Wollongong in 1984, has had a long association in the industrial relations sphere including his position as Chief Judge with the Commonwealth Court of Conciliation and Arbitration from 1956 to 1973.

The free public lecture will begin at 6.30pm and bookings are not required. For further information contact Sophie Abercrombie on (02) 4221 3666.
Help is on the way for early childhood and primary school teachers faced with the daunting task of presenting music lessons when they possess minimal musical backgrounds.

Associate Professor Nita Temmerman (pictured), of the Faculty of Education, has taken on the challenging task of writing eight music education texts for her publisher, Nightingale Press.

It will be the first time a series of music education books will be published to meet the needs of children right through from Kindergarten to Year 6.

Four of the texts will be published for the start of the 2000 school year. There are four books in each series that correlate directly to the stages of the curriculum and cater for five to 12-year-olds. They involve creative ideas for teaching music, music projects for the classroom and a general introduction to the world of music for the classroom.

A further four texts (along with CD-ROMs) will be ready by later next year which will concentrate more on the reading and writing of music. They again will be for five to 12-year-olds as well as students in early secondary years.

Each of the books is approximately 40 pages in length but as Professor Temmerman points out they are “crammed with ideas for teachers and their students”.

While the first series of books will provide activities where students can exercise their creativity by making music, the next four books introduce the reading and writing of music – the vocabulary of music.

“Many teachers now struggle in these areas as they have minimal musical backgrounds and confidence in their own music-making abilities,” Professor Temmerman said.

She said her personal published research reveals that about 60 per cent of university students undertaking undergraduate primary teaching degrees have very limited musical backgrounds.

“These teachers will not have to be able to read or play a musical instrument to follow the new texts,” Professor Temmerman said.

All the texts are linked to the new syllabuses and could be applied anywhere within Australia or New Zealand.

Professor Temmerman is a specialist pre-service educator and trained as a secondary school music teacher. She is Associate Dean of UOW’s Faculty of Education.

She has previously written books for Macmillan and Scholastic Press — Composers Through the Ages; Creative Ideas for Teaching Music; A-Z of Music: A Resource Book for Teachers; Introducing Music; Music LifeSavers; and Music Projects for the Classroom.

The new Science Centre, alongside the existing centre in Cowper Street, Fairy Meadow, is on track for its official opening in early January 2000.

Centre Director, Mr Glen Moore, said the Science Centre and Planetarium had shown that science and technology could be tremendously entertaining as well as being a powerful educational resource.

Mr Moore said that the nature of science centres were poised to undertake a revolutionary change.

“Unlike early facilities, the science centres of the future are likely to be much more responsive to specific community issues and needs,” Mr Moore said.

For example, the new Wollongong centre will feature a spectacular exhibition addressing the issue of driving skills, road safety and young people. Another will look at the science behind the environment and natural disasters. It will include exhibits dealing with earthquakes, tornadoes, the evolution of sand dunes, the monitoring of weather and provision of practical information on issues such as composting.

A special feature of the new centre will be the dinosaur exhibition which will display the first large dinosaur found in Antarctica and the skull of a fearsome Tyrannosaurus. Unlike the usual corporate sponsorship of exhibits, the dinosaur exhibition is being funded through the ‘Buy a Bone, Build a Dinosaur’ campaign.

“The Science Centre will have a major influence on Wollongong’s attractiveness as a tourist venue.

“Our new centre, outside the overwhelming city lights of Sydney, will be superbly placed to provide the best views of the southern skies through its planetarium, public observatory and related exhibits,” Mr Moore said.
Labour history conference to point way to 21st Century

The man credited with taking the ALP into the 21st Century, Federal Shadow Minister for Finance, Mr Lindsay Tanner, will open a major labour conference in Wollongong in October.

Mr Tanner has agreed to deliver the keynote address at the 6th National Labour History Conference at Wollongong Town Hall on the Labour Day weekend (2 to 4 October).

Other speakers will include NSW Chief Magistrate and Chancellor of the University of New England, Dr Pat O'Shane, and Professor Eileen Yeo from the University of Sussex.

More than 400 delegates from Australia and overseas are expected to attend the conference organised by the University of Wollongong's Associate Professor (Industrial Relations) Ray Markey (pictured).

Professor Markey, the Illawarra branch president of the Australian Society for the Study of Labour History, which is hosting the event, said organisers were thrilled to have secured Mr Tanner as a speaker.

"He has played a major part in re-thinking the program of the ALP for the 21st Century," Professor Markey said.

"This is consistent with our intentions that the conference should not only celebrate the past, but also contemplate the role of labour and the community beyond 2000."

The conference will be a departure from past events. In keeping with the "community" theme of the weekend, cooperatives, friendly societies, church groups and the business community will be invited to participate along with academics.

Major investment in Power Quality Centre

Integral Energy invested a further $400,000 in the Power Quality Centre based at the University of Wollongong at a special signing ceremony.

The centre provides solutions to future problems facing the energy industry throughout the world.

The nation's first Power Quality Centre was established in 1996, through an initial $400,000 grant from Integral Energy.

Six postgraduate students are currently or have recently completed PhD projects through research work supported by the Power Quality Centre.

Integral Energy Chairman, Mr Bill Hilzinger, said Integral Energy was committed to research and training activities that led to improved system reliability and better service for customers.

"Interruptions to supply can be costly to customers and also affect the management of our electrical network," he said.

The Vice-Chancellor, Professor Gerard Sutton, said the finding allowed the expansion of existing strong and vigorous power engineering research and development through teaching and consulting activity developed over many years in the University's School of Electrical, Computer and Telecommunications Engineering.

The official agreement took place between the Vice-Chancellor, Professor Gerard Sutton (pictured right) and Integral Energy Chairman, Mr Bill Hilzinger.
Scientists guard Millennium Solar Project secret

Even driving rain and thick cloud won't stop scientists from the University of Wollongong (UOW) and New Zealand's Massey University in their bid to capture and store the first rays of sun of the new millennium.

Exactly how they will harvest the rays at a remote New Zealand wind farm will remain a closely guarded secret until the early hours of January 1 next year, when the historic experiment will be revealed to the world, via-satellite, in spectacular fashion.

However, the partners in the innovative Millennium Solar Project (MSP), designed to promote new solar technologies and raise funds for photovoltaic research, have revealed for the first time, one key weapon in their armoury.

They'll use the properties of titanium dioxide solar cells—the only technology proven to operate reliably in low-light conditions — manufactured by Canberra's Sustainable Technologies Australia (STA).

The cells use technology invented by the Swiss Professor Michael Gratzel, a member of the MSP Advisory Board, and are being manufactured under licence by STA. The Federal Government recently offered STA $1 million to assist in establishing a production facility with funding through the Australian Greenhouse Office Renewable Energy Commercialisation Program.

The Director of UOW's Intelligent Polymer Research Institute, Professor Gordon Wallace, who masterminded the MSP with Associate Professor David Officer, of Massey's Institute of Fundamental Sciences, said it would be the first time the cells had been manufactured on a large scale anywhere in the world.

"As a solar conversion material, silicon has been taken to the limit, and people are now looking at other systems, such as the Gratzel Cell and polymer materials developed by the University of Wollongong and Massey University," Professor Wallace said.

"It means Australia will be in a prime position to lead the world in new solar converting technologies, which in the next decade, could be a key feature in Australian homes and commercial buildings."

The Gratzel Cell consists of titanium dioxide and a metal-based dye, which harvests the sunlight, painted on to glass. Since the cell is transparent it could function as a window and solar cell.

Professor Wallace and Dr Igor Skryabin, of Sustainable Technologies Australia, recently demonstrated the cell and explained the MSP to children at Wollongong's Gwynneville Public School. In turn, the children, who have entered the MSP poster competition, showed the scientists how they would capture and store the first rays of sun of the new millennium.

Entries in the poster competition; an essay competition for high school students; and a solar energy conversion prototype competition for inventors, closed on August 30.

The MSP events will be centred at Palmerston North, New Zealand, home of Massey University, the eastern-most research institute in the world, and as such, perfectly placed to capture the first rays of the new millennium.

On December 31, New Year's revellers will descend on Palmerston North for a party of a very different kind. A solar energy symposium, millennium solar ball and black-tie pre-dinner drinks at the beach to farewell the last sunset of this millennium, are planned. But it's the capturing of the rays at the nearby Tararua Wind Farm that will captivate television watchers worldwide when the event is beamed via satellite across the globe.

For more information on the MSP event and related competitions consult the MSP web site at: http://msp.uow.edu.au or telephone Professor Gordon Wallace on (02) 4221-3127.

Tina Sorenson
Clem Gorman didn't expect his faith in one of the cornerstones of Australian mythology to be whittled away during two recent study trips to the United States.

But since his return to Wollongong, the man who wrote the definitive book on larrikinism has turned his back on the character Australians have prided themselves on for more than a century.

"I had never really examined the culture of another country and its people and compared that to Australia," Mr Gorman said of his time at Georgetown University, in Washington DC, earlier this year, and Rollins College in Florida, in 1996.

"And there were some aspects I was not happy with. I thought ‘Why don't we have the same work ethic as Americans? Why isn't Australia doing better?' .

"It's because the larrikin spirit is hostile to the work ethic. It takes us away from what we held to be true, when what we really should be doing now is buckling down and working hard."

With six published plays and eight non-fiction books to his name, the University of Wollongong lecturer and former Sydney Morning Herald journalist, is no stranger to hard work.

The prolific writer and literary reviewer is set to complete a doctoral thesis on Epic Theatre and last month celebrated the publication of a ninth non-fiction book, co-authored with his wife.

He juggles teaching and family commitments with his role as a committee member of the Sydney Jazz Action Society; is researching and writing his first historical novel; and liaising with a local theatre group that wishes to produce another of his plays.

Mr Gorman, a Creative Arts lecturer in play writing, screen writing and arts journalism, is so busy, he keeps a tension diary: "I'll probably write a book on tension in the workplace."

He admits to feeling some tension on his recent American sabbatical.

But if he was unnerved by the prospect of teaching at America's oldest Catholic-Jesuit university, the alumni of which include current US President, Bill Clinton, and former president, John F. Kennedy, he doesn't say so.

Nor was he over-awed at assuming the role of visiting lecturer in the department where US Secretary of State, Madeleine Albright, taught for a decade.

Having been taught by Jesuits he has considerable respect for their intellectual prowess. However, teaching his newly developed course in Australian culture and cinema to some of America's sharpest minds was not without its challenges.

"They were very demanding, lively and intelligent students, which puts a lot of pressure on the teacher. But I like that, it's rewarding."

When Mr Gorman was not teaching and exploring East Coast galleries and theatres, he was engaged in what he terms 'the real reason for his visit' – searching for survivors of a unique Australian war-time experiment in mixed race relations.

In US army veterans' hospitals and retirement homes he hoped to find African-American GIs who patronised the Booker T Washington Club in Sydney in the 1940s, the subject of his historical novel.

Desegregated before its time, with African-Americans assuming managerial control over Anglo-Celtic Australians, the club was a 'social laboratory for racial change'.

"It was a point of black cultural crossover into the white community that was unprecedented in its time," Mr Gorman said.

"I visited the Washington Military History Museum, placed advertisements in black newspapers and on jazz music stations – because many of the GIs who played at the club were professional jazz musicians at home in the States.

"In one veterans' hospital I found a man who thought he knew the club but he couldn't remember if he'd been in Sydney or Brisbane. So I went all that way and I didn't find anyone.

"But I've got so much information from people in Australia I feel I have a very strong hold on what happened there and what the club was like."

Mr Gorman expects to complete the novel within 18 months.

"I hate it when a project finishes," he said.

"I cannot see any point in retiring because there's always things to do. I imagine I'll keep on going even when I'm old and decrepit."

Tina Sorenson

The American work ethic has won the respect of University of Wollongong arts journalism lecturer and former Sydney Morning Herald reporter, Clem Gorman.
Key centre to target Asia Pacific region officially launched

One of only eight Key Centres of Teaching and Research funded by the Australian Research Council in the latest round of grants, the Centre for Asia Pacific Social Transformation Studies (CAPSTRANS) was recently launched.

CAPSTRANS is a joint initiative of the universities of Wollongong and Newcastle with funding of around $2.6 million. The Centre is dedicated to studying social and cultural change in the Asia Pacific region. It will provide insights into the fundamental changes which help shape Australia’s economic and political links with the region. CAPSTRANS will provide research services and policy advice to Australian business and government.

“Understanding social change involves an understanding of the history, culture, economies and social structures of the countries involved. CAPSTRANS has expertise in all these fields and reflects that diversity in its programs,” according to CAPSTRANS Director, Professor Stephen Castles.

“Our teaching program offers a Master of Social Change and Development and Graduate Diploma with a multidisciplinary approach.”

Professor Castles (University of Wollongong), is an internationally renowned scholar specialising in migration and multicultural studies. The Associate Director, Associate Professor Charles Stahl (University of Newcastle), is a prominent researcher of human resource development issues in Asia and is an adviser for APEC. About 30 academics from both universities, including economists, sociologists, geographers, historians and management experts are involved in the Centre.

(See story page 9 about the Ford Foundation’s US$300,000 funding.)

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Smart Foods Centre leads nutrition research and debate

Government agencies and the food industry alike are heeding the expertise of the University of Wollongong’s (UOW) new Smart Foods Centre.

Interest in the centre has grown sharply following the success of its inaugural annual forum in July, featuring American expert in nutrition and genetics, former White House adviser, Dr Artemis P. Simopoulos.

The centre Director, Professor Peter Howe, said existing and potential clients in the food industry were now keen to explore new research opportunities with the centre.

“As a result of the forum we’ve had invitations to speak at major policy-influencing conferences and debates,” Professor Howe said.

“We’ve identified opportunities to be involved in issues that will have an impact on industry investment in nutrition research and policy in relation to the introduction of health claims for food, and nutrient content claims for fatty acids.”

Again as a result of the forum, senior food industry representatives enrolled in the first of a series of short courses run by the centre. The course entitled Food and Politics in Australia, was recently held at UOW’s Sydney Business School. Further courses on scientific substantiation of health claims for food, and engineering new foods for the future, will be held in October and November, respectively.

Professor Howe said the centre, in conjunction with the International Life Sciences Institute, would in February host an international conference on dietary guidelines. Planning also was under way for the centre’s second annual July forum.

More than 140 delegates, including representatives from key government departments, and the food and pharmaceutical industries, attended the inaugural July 12 forum.

Delegates heard how diet and lifestyle are as important as genetic makeup in determining human health. Nutritionists, scientists and food industry experts examined the influence of diet and lifestyle in overcoming genetic predisposition to disease.

The Smart Foods Centre is one of eight new Commonwealth Key Centres of Teaching and Research established by the Australian Research Council. It will aid in the development of a better food supply in terms of health, consumer acceptability and value-adding to exports.

(Pictured at the CAPSTRANS launch left to right: Professor Anne Pauwels, Dean of the Faculty of Arts; Vice-Chancellor Professor Gerard Sutton; Marita Magpili-Jimenez, Executive Director, Republic of Philippines, Board of Investments; Bill Farmer, the Department of Immigration and Multicultural Affairs; Associate Professor Linda Connor, University of Newcastle; Dr Pam Nilan, University of Newcastle lecturer in sociology and anthropology; Professor Stephen Castles, CAPSTRANS Director; Professor Gillian Palmer, Dean of the Faculty of Commerce.

(Pictured at the July Smart Foods Forum, from left: University of Wollongong (UOW) Vice-Chancellor, Professor Gerard Sutton; former American White House adviser and keynote speaker Dr Artemis P. Simopoulos; and Smart Foods Centre director, Professor Peter Howe.)
Students chosen for prestigious ambassadors abroad program

Three University of Wollongong (UOW) students have beaten a field of 350 applicants to be selected as Australian Youth Ambassadors for Development.

Science and Technology student, David Lovegrove; Journalism student, Robyn Ball; and Creative Arts and Sociology student, Gemma Clare, will lend their expertise to specific projects in developing nations.

Ms Ball, a journalist at The Sydney Morning Herald, will travel to Denpasar, Indonesia, to work with television station TVRI on the development of the cultural program Balivision. She will help write and edit scripts; demonstrate proofreading skills and strategies; and provide English language training.

Mr Lovegrove will work at the Prince Songkla University, Thailand, on a joint project between the university’s Engineering faculty and APS Parawood Co. Ltd, developing strategies for supporting renewable energies.

While awaiting confirmation of her assignment, Ms Clare is attached to the Deputy Vice-Chancellor’s Unit at the University of Malaysia, Sarawak. She is working as a research assistant on a project coordinated by the university’s Faculty of Applied and Creative Arts and Sabah National Parks, which will culminate in an expedition to the Crocker Range.

UOW’s Director of International Studies (Academic), Professor James Wieland, said the Australian Youth Ambassadors for Development (AYAD) program was a Commonwealth Government initiative funded by the Australian Agency for International Development (AusAID).

Professor Wieland said UOW was one of the first universities to enlist as a partner organisation in the scheme, which identifies and places skilled young Australians, aged 18 to 30, on assignments throughout the Asia-Pacific region.

“It gives them opportunities to assist developing countries, while building long-term goodwill and understanding between Australia and our neighbours,” he said.

Shortlisted candidates are matched with suitable assignments, ensuring skills sharing between parties, while building business and community contacts and an understanding of the region. Together with the Federal Government, which pays return airfares and removal costs, UOW aims to provide some assistance towards the successful applicants’ living and accommodation expenses.

Participants must have a specific skill, relevant work experience or knowledge to contribute to an identified development assignment in the areas of government, local business, community service, education, health, environment or agriculture.

UOW students interested in the scheme should contact Professor Wieland in office G039, Building 19; or the AYAD office at HYPERLINK http://www.ausaid.gov.au

The next student intakes will depart Australia in February/March and July August, next year.

Wool bale warmers on the move . . .

A University of Wollongong team has secured a second sale of its microwave wool bale warmer with further sales across Europe imminent.

UOW has made the latest sale to the Modiano Group in the Czech Republic. The large 100-kilowatt machine, valued in excess of $600,000, is still being built and will be commissioned and installed in December.

Manufacturers across Europe are showing keen interest in the latest Australian technology, which makes the transition from sheep’s back to the catwalks of Milan much easier.

The UOW team has designed a microwave oven to heat-treat wool bales in just six minutes, rather than the several days it takes if they are left to expand on their own. The result is a finer product, millions of dollars saved, and more export earnings for Australia.

The first recent sale was made to the Schneider Group’s Italian operation Pettinatura Lane Di Rieta.

Wool bales destined for export are compressed under very high pressure to get the most cargo into the smallest space. After several weeks at sea they have turned into solid blocks of congealed lanolin and fibre. Before processors can use the material, it has traditionally been left for several days in a heat room to soften.

A faster method of wool bale treatment has been to spike and steam them, but this discours the wool while the uneven heat compromises fibre quality.

The UOW system uses microwaves to evenly warm the bales. This method increases fibre length by more than three millimetres compared to the steam process, translating into enormous savings for wool processors.

Research team leader, Mr Luke Nadji, of the University of Wollongong’s Illawarra Technology Corporation (ITC), said it was now only a matter of “when, and not if, further sales take place”.

Pictured from left at the recent AYAD passing out parade in Canberra are: Science and Technology student, Mr David Lovegrove; Director of International Studies (Academic), Professor James Wieland; and Journalism student Ms Robyn Ball.
Technology to warm the heart ...

A n inspirational first client has changed the career aspirations of two final year students of the University of Wollongong's School of Information Technology (IT) and Computer Science.

In creating a web site for a courageous Sydney grandmother and her orphaned and quadriplegic grandson, Joanna Failes and Bryan Lattin, discovered the warm side of IT and are now keen to use their skills for human good more than organisational profit.

They were recruited by the Head of UOW’s School of IT and Computer Science, Professor Joan Cooper, and lecturer, Lois Burgess, to help Judie Stephens and her grandson, Jackson, take their battle for structured compensation payments to the World Wide Web.*

Jackson, now almost five, was three months old when he was brain damaged and virtually paralysed in a car accident that killed his parents. He is cared for by Mrs Stephens, who is pushing the Federal and State governments to support changes to safeguard the compensation incomes of catastrophically injured people for the terms of their lives.

Bryan and Joanna, assisted by fellow students, Hong Hxia He and Benny Wu, designed the site to be sympathetic to the needs of visually-impaired people. It includes photographs and details of Jackson’s rehabilitation; the push for structured settlements; recent law reforms; and “Kurrumin”, the home purpose-built for Jackson and open to the disabled community.

Mrs Stephens, who launched the site at her Sylvania home in July, hopes it will inspire grieving families and policymakers around the globe.

“My nightmare journey of grief and loss, and Jackson’s slow journey of rehabilitation, are paths less travelled by most people. I think I can help other people by sharing my story, and the way to reach them is through Information Technology,” Mrs Stephens said.

Professor Cooper said Mrs Stephens’ story had affected and inspired all students and staff who worked on the project, particularly Joanna Failes.

Ms Failes said: “It’s changed my perspective on the uses of IT, which can be this faceless, cold thing. Meeting Judie has made me want to get out there and show people what IT can do for them.”

The address of the web site, which is now officially registered, is [http://www.DareToDo.asn.au](http://www.DareToDo.asn.au).

* (Judie Stephens has worked three months old when he was brain damaged and virtually paralysed in a car accident that killed his parents. He is cared for by Mrs Stephens, who is pushing the Federal and State governments to support changes to safeguard the compensation incomes of catastrophically injured people for the terms of their lives.

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No work for Einstein: adversaries clash in celebrity debate

S hould universities continue to offer postgraduate programs that fail to address employment prospects for graduates?

This, and related questions, will be argued by two of Australia’s most respected research academics at this month’s University of Wollongong (UOW) Invitational Celebrity Academic Debate.

The debate on Monday, 20 September, will bring together two well-known adversaries on the subject: the President and Vice-Chancellor of Canberra University, Professor Don Aitkin; and the Deputy Vice-Chancellor (Research) of Curtin University, Professor Paul Rossiter.

The coordinator of the annual debate, UOW’s Professor Phil Broadbridge, said it would not be the first time the men had clashed over what measures should be taken to improve the employment prospects of graduates:

“After airing their disagreement publicly in the pages of a national newspaper earlier this year, they are known in higher education circles to be on different sides of the centre of the complex issue.”

Professor Broadbridge said the topic of the debate, which had polarised opinion in academic circles for more than a decade, cut at the philosophical heart of what universities were about.

“That is, encouraging open inquiry and curiosity-driven research, which in the past, has led to such innovations as transistors and lasers; and even the study of apoptosis, or programed cell death, which could lead to new treatments for cancer,” Professor Broadbridge said.

“The alternative is, in this time of economic rationalism, that we educate people more for economically-developed research, with direct marketability and employment outcomes. But even then, that poses the question of how research is to be categorised in this way.”

The 1999 Celebrity Invitational Academic Debate will be held at the UOW’s Hope Theatre from 12.30 to 1.30pm on 20 September. For further information contact Professor Broadbridge on (02) 4221 4308.
Newly-appointed research professor condemns growing Americanisation of advertisements

A world expert in advertising management, Professor John Rossiter, has hit out at the growing Americanisation of Australian advertisements.

Cited marketing academic in Australia according to the international Social Sciences Citation Index, recently took up his new post as research professor of marketing at the University of Wollongong's Faculty of Commerce.

He is believed to be Australia's first appointed research professor of marketing although he plans on doing "some teaching". Professor Rossiter is recognised as a world authority on advertising management and research and is an experienced consultant to government and corporations.

The Vice-Chancellor, Professor Gerard Sutton, said he was delighted the University has attracted another acknowledged leading researcher. Professor Rossiter was formerly Professor of Marketing at the Australian Graduate School of Management in Sydney.

Professor Rossiter said he was drawn to UOW as he was seeking the challenge of working in the University's relatively young and fast-growing marketing area.

He said he had considered offers from several other Australian universities but decided on UOW because of its clear support for his 'research' professorship and his assessment that the faculty and students have the youth and drive to do excellent research.

Co-author of Advertising Communications and Promotion Management, a textbook used worldwide by leading business schools, Professor Rossiter criticised the growing number of advertising campaigns imported from overseas to the detriment of the Australian industry.

"It's cheaper to import ready-made campaigns resulting mainly in an Americanisation of advertisements. We have the silly situation of advertisements containing cultural images which have no real relevance in Australia and crude voice overs," Professor Rossiter said.

Ford Foundation awards US$300,000 for Asia Pacific migration issues study

The new Centre for Asia Pacific Social Transformation Studies (CAPSTRANS) has been awarded US$300,000 to study migration issues in the Asia Pacific.

The Director of the Centre at the University of Wollongong, Professor Stephen Castles, will co-ordinate a series of research projects, which will run for two years and involve research teams in over nine countries. CAPSTRANS is a joint initiative of the Universities of Wollongong and Newcastle established in January this year and funded by the Australia Research Council.

The projects to be funded by the Ford Foundation were developed by the Wollongong team of Professor Castles, Associate Professor Robyn Iredale and Patrick Brownlee, with Dr Supang Chantavanich of Chulalongkorn University, Bangkok and Fr Graziano Battistella of the Scalabrini Migration Center in Manila. All work closely together in the Asia Pacific Migration Research Network, which is coordinated by CAPSTRANS.

The project will focus on three specific research topics:
- The effects of female migration on families and communities in the area of origin (administered by Chulalongkorn University, Thailand);
- Undocumented migration: issues of regulation and human rights (administered by the Scalabrini Migration Center in the Philippines); and
- Return migrants and migrants still abroad as agents of change, (administered by CAPSTRANS, University of Wollongong, Australia).

"This is a major initiative for CAPSTRANS and the University of Wollongong and is the result of almost a year of preparations and negotiations with the Ford Foundation", Professor Castles said.

"The Ford Foundation conducts substantial research into social issues in the region and winning this grant recognises that our research teams are doing work of international significance."

The University of Wollongong has a long record in research on migration in Australia and our region. Since 1995, Professor Castles and his colleagues have been working closely with the UNESCO Management of Social Transformations (MOST) program, to co-ordinate the Asia Pacific Migration Research Network. The association with UNESCO-MOST has helped to develop a number of major research projects in the region and given researchers a better understanding of how to make research relevant to policy issues.

CAPSTRANS, through the Asia Pacific Migration Research Network, hopes to strengthen its relationship with UNESCO-MOST and the Ford Foundation grant will provide new opportunities for continued co-operation. For the Australian Universities involved, co-operation with the Ford Foundation is also a great achievement in learning how to conduct competitive international research and confirms the research capabilities of CAPSTRANS.
Freeing children from the constraints of modern toys...

Imagine a bleak world where children are programmed from birth to accept the demands of a faceless bureaucratic regime, never questioning their fates or imagining a better life.

According to University of Wollongong (UOW) researcher and nationally renowned toy expert, Dr Wendy Varney, the first seeds of such a society may already be planted.

Dr Varney returned recently from Sweden's Halmstad University where she presented a paper on the Japanese-made Tamagotchi to the Second Conference of the International Toy Researchers' Association.

The controversial Tamagotchi, which 'dies' unless children respond to its incessant demands, was banned from many Australian schools when it was found to distract children from their studies.

Dr Varney provoked debate among conference delegates by suggesting the popular electronic 'pet' might serve to train children in the interests of some governments or corporations.

"The Tamagotchi is interactive in a problematic way," Dr Varney said.

"Some people think it teaches children nurturing and responsibility. I think it's just another automated figure telling them what to do.

"I suggested that some governments and corporations might want children socialised in this way; that they might want future citizens to respond to technology, rather than control it."

Dr Varney said the Tamagotchi trained children to act in a very definite way, which was the antithesis of the type of play child educators considered best for children.

"That is, rewarding children for testing out a range of possibilities and options and learning to think in different ways," she said.

The researcher, who earned an undergraduate Honours degree in Politics from Sydney University before having a child, said her interest in toys was not sparked by motherhood, but by a UOW course in Science and Technology Studies (STS).

While researching a doctoral thesis on toys as a technology, she was horrified to discover the profit-making intent she said had characterised mass toy production since the early 1970s.

Determined to make a difference, she launched a personal crusade to educate parents, thereby liberating children from some modern toys, which she believes promote shallow consumerist ideals, and stifle creativity and critical thinking.

Since completing her PhD in 1995, the dedicated environmentalist and part-time lecturer has acquired a reputation as one of Australia's leading authorities on children's toys.

She is sought by the media to comment on issues including toys that advertise; gender differentiation in toys; and the educational merits of toys bought for children as Christmas presents.

Experience has made her wary of the glamour and glitz of advertised toys. "Good play objectives are antithetical to corporate objectives," Dr Varney said.

"If a child finds a good toy they won't want to move on to another toy. Rather than make a toy a child will have a long relationship with, toymakers create a multitude of toys with built-in redundancy.

"Children are programmed to believe that one teddy bear is no longer enough; that they need a different bear, in a different colour, with a different expression, for different occasions."

To her dismay, toys continued to be used as advertisements for soft drinks, sweets, take-away foods and Hollywood movies.

"Children are being disadvantaged by being exposed to this level of advertising before they are of a sufficient age to understand what advertising is," she said.

"It socialises children into a consumer culture and steers them away from the sorts of play most of us think is beneficial - free play with few restrictions, using lots of imagination and interaction with others in role play situations."

Pictured below, Dr Wendy Varney with some of the many ethically-challenged toys in her collection.
Major funding boost for centre

University of Wollongong (UOW) researchers will lead the push to establish a more 'outcome-based' health care system after winning NSW Government research and development infrastructure funding.

The Centre for Health Service Development, headed by Professor Kathy Eagar, was one of only 15 NSW public health research organisations to win a share of the hotly-contested funding.

The $300,000 grant will see researchers at the centre continue to investigate and recommend practical improvements to health care planning, resource allocation and service delivery, ensuring better health care for all Australians.

NSW Minister for Health, Mr Craig Knowles, said only research organisations of state-wide significance, with a track record of innovation and excellence in health and medical research, won grants.

Professor Eagar said the win was evidence of the State Government’s recognition of improvements made by the UOW centre to the delivery of health care services in NSW, Australia and overseas.

The funding would improve the centre’s ability to attract further research grants, and build on its work to improve services for people accessing mental health and palliative care services, and for older people.

“Our goal is that health care consumers experience a seamless transition between hospital-based, and community-based services, including general practitioners,” Professor Eagar said.

“We are very interested in the relationship between hospitals and community based care and want to strengthen the links between institutional and community services, particularly in the area of holistic care coordination.”

Projects undertaken by the centre this year include: designing national demonstration projects, for areas including the Illawarra, on how to better integrate public and private mental health services; working with four Australian States, including NSW, to introduce a new health information system for rehabilitation, palliative care and aged care services; and undertaking a study on patterns of patient flow across the NSW/ACT border so the ACT and NSW governments can better plan the services they provide.

Bus shuttle service a raging success

Students and staff are sold on a new bus shuttle service operating between the University of Wollongong (UOW) and the UOW railway station.

UOW’s Manager of Planning Services, Mr David Macpherson, said more than 6000 fares had been sold since the service began on 19 July.

“A 50 per cent increase in passengers in the first three weeks indicates the service is becoming well-known to students, and people are accepting it as the preferred way of getting to the station,” he said.

Mr Macpherson said staff and students were seeing the wisdom of leaving their cars at home and taking the train. The $1 round-trip cost of the shuttle was favourable to the $4 all-day parking fees charged by some public parking stations.

Others were boarding the 55-seater bus to travel around the campus. The service is unique in that it picks up passengers at stops on campus, such as the Hope Theatre, Kids Uni and new Science building. Other transport services only stop outside the university at the Northfields Avenue bus interchange.

Passengers pay just 50 cents a trip on the 55-seater bus that runs every 20 minutes.

The joint venture between the university and Wollongong’s John J Hill bus company is expected to improve student safety, and by encouraging more students to use public transport, ease traffic congestion.

Timetables are available at bus stops, the railway Station Master, the university’s Department of Planning Services and the Accommodation Office, and the John J Hill bus company.

Mr Macpherson urged staff and students to support the service to ensure its long-term viability. He hoped more than 1000 people a week would board the bus, compared to the current average of 600.

Pictured: Growing numbers of students are using the new shuttle service between the university and the university railway station.
Success knows no bounds for University of Wollongong Creative Arts students Mr Stephen Gard and Ms Goknur Ray.

Mr Gard (pictured), an Honours student majoring in Music Composition, is to be the focus of this year's Sydney Symphony Orchestra Composer Dialogue - a vital component of the orchestra's internationally-renowned Education Program.

He was selected from 15 applicants to compose new works for the orchestra to perform and record.

Associate Dean of the Faculty of Creative Arts, Associate Professor Stephen Ingham said: "This is an outstanding achievement for Stephen and will effectively launch his career as a professional composer."

Meanwhile, Ms Ray, a final-year undergraduate student majoring in Music Performance, recently gave her Farewell to Wollongong concert before commencing study at London's prestigious Royal College of Music. The college is known as one of the best in the world and takes only 13 new students a year.

Sub-Dean of the Faculty of Creative Arts, Mr David Vance, described Ms Ray as one of the most gifted students ever to pass through the faculty: "She has an extraordinary and exceptional talent which has the potential to bring her international success."

The young singer performed at the Community Hall, Wollongong Town Hall, on 28 August.

The concert capped off a year of remarkable success for Ms Ray who in July, won the Dame Joan Sutherland Scholarship at the Sydney Performing Arts Challenge, and the vocal final of the Symphony Australia Young Performer Awards. She also contested the final of the McDonald's Operatic Aria Competition at the Sydney Opera House Opera Theatre.

In June, the Keiraville singer won the Open Operatic Aria section of the City of Wollongong Eisteddfod; and in May, won same category of the Shoalhaven/Nowra Eisteddfod. The 21-year-old student gave her final exam recital, entitled Art of Lunch, at the university on 30 July.

Before leaving Australia on 25 September, she will complete a 5000-word essay; audition for Opera Australia; and contest the grand final of the Symphony Australia Young Performer Awards in Melbourne, accompanied by the Melbourne Symphony Orchestra. The performance will be televised nationally by ABC.

She will return to Australia next year to perform with the Western Australia Symphony Orchestra, and other engagements that will be broadcast on ABC Radio and 2MBS FM.

A star is born (above) - Faculty of Creative Arts student Stephen Gard, who is set to launch his career as a professional composer.
Managing the internal politics of the Big Australian

When it comes to managing office politics, BHP Steel looks to University of Wollongong (UOW) expert Professor Richard Badham.

Professor Badham, of the University’s Department of Management and BHP Steel Institute for Steel Processing and Products, is the co-author of a definitive book on office politics entitled *Power, Politics and Organisational Change – Winning the Turf Game*.

The book lifts the lid on the backstage reality of organisational politics, dispelling politically correct notions that pretend conflict can be dealt with by the “open” means recommended by external consultants.

Professor Badham said BHP realised the importance of improving its skills in managing politics in order to innovate and survive.

A pre-publication copy of his book, which argues that internal conflict can be beneficial for organisations, was used as the basis of a five-day Masters course for BHP logistical managers. Participants evaluated how well BHP had managed office politics in the past, and how the company could improve on this in the future.

Professor Badham, and co-author, Professor Dave Buchanan of England’s De Montford University, believe that being ‘nice’ won’t get you far in the cut-throat world of office politics. Nor will Machiavellian back-stabbing.

They say those who attempt to implement change without mastering the ‘turf game’ are doomed to failure; while those who refuse to play the game are naive and unprofessional.

The academics also point out that most managers who profess a distaste for office politics have achieved success by being skilled, enthusiastic players of the game.

“Those who adapt their initiatives to include the interests of others, and where this does not work, are ruthless enough to work against their opponents while successfully portraying their own actions as ethical and positive, stand the greatest chance of success,” Professor Badham said.

“Maintaining one’s good reputation is essential. It’s a tightrope game and you must work out your own ethics along the way.

“Office politics is inevitably a contact sport but we don’t all have to be front row forwards, and some maybe coaches or even merely supporters for one side or another.

“If one really dislikes conflict, it’s important to recognise this and either avoid confrontational jobs or get human shields, such as bosses, employees and colleagues, to deal with it for you.”

Professor Badham said that in modern, fast-changing organisations, there was no avoiding the reality of change and the politics that inevitably come in its wake.

“For their own sake, and the good of the organisations they work for, people have to manage politics better. This applies equally as much to the University as it does to BHP.”

*Power, Politics and Organisational Change – Winning the Turf Game*, was launched at the University earlier this year by the President of BHP Flat Products, Mr George Edgar.

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Winning gold for Wollongong

A University of Wollongong (UOW) academic has returned triumphant from the 12th European Conference on Soil Mechanics and Geotechnical Engineering, in Amsterdam.

Associate Professor Buddhima Indraratna, of the Department of Civil, Mining and Environmental Engineering, received the Swedish Geotechnical Society’s Golden Point Award for Most Outstanding Contribution to Ground Improvement.

“The committee considered our research on the design and efficiency of vertical drains in soft clay as a major contribution in soft soil improvement,” Professor Indraratna said.

At the Ground Improvement session of the conference, Professor Indraratna also was praised for his work with Professor Balasubramaniam, of the Institute of Technology, Thailand, on the Second Bangkok International Airport; and with PhD student Wayan Redana on embankments in Malaysia and Indonesia.

“It’s a wonderful feeling to know that geotechnical research conducted at Wollongong is appreciated worldwide, and especially at a most prestigious gathering as the European Soil Mechanics and Geotechnical Conference,” Professor Indraratna said.

The UOW academic is known also for his work on preventing the formation of acid sulphate soil on South Coast dairy farming land.
The likenesses of staff and students have been preserved for eternity in a virtual Olympic world created for SOCOG by the University of Wollongong’s (UOW) Interactive Multimedia Learning Laboratory (IMLL) in partnership with the NSW Department of School Education.

The project was the key part of an interactive Olympic education kit known as aspire, which was launched earlier this year at Stadium Australia by dual Olympic gold medallist in equestrian and teacher, Gillian Rolton.

Volunteers photographed by the IMLL team were used to populate virtual Sydney Olympic Games venues on a CD-ROM, which was distributed to all Australian schools, as part of SOCOG’s Olympic 2000 National Education Program.

Trapped in the virtual world in a wheelchair, at the mercy of more than 3 million inquisitive school students, is Dr Ian Brown, of the Faculty of Education’s Creative Arts Department, the artistic director of the project. Other volunteers appear strolling through the Homebush site, uttering greetings in foreign languages.

“My bald head is in there somewhere and a certain pair of male legs from elsewhere on campus that appear in the CD’s Sports Medicine Room will have people guessing,” said the project’s Multimedia Producer, Rob Wright.

The unique project, the first interactive Olympic education kit produced in Australia, is expected to further the team’s reputation as an internationally-recognised provider of educational multimedia products. The IMLL last year beat Bill Gates’ Microsoft Corporation to a prestigious British Academy of Film and Television Arts (BAFTA) Award.

The team, headed by Associate Professor Barry Harper and Mr Wright, worked on the SOCOG project for six months with consortium partners the NSW Department of Education (DET) and Curriculum Corporation, a Victorian-based group.

Mr Wright said it was a thrill to apply the team’s expertise to a high-profile event such as the Olympic Games. New visual styles and soundscapes, which bring to life the reality of urine testing for drugs, the wide variety of Olympic Sports and the deafening footfalls of a thousand marathon runners, were used for the first time.

It’s also possible for students to interview sporting heroes from the past or present such as swimmer Ian Thorpe or hurdler Shirley Strickland.

Students at Wollongong’s Keira Technology High School, who trialled the CD-ROM during its evaluation phase, recently demonstrated the kit to the local media. A science teacher at the school, Mr Gwyn Brickell, assisted the IMLL in the design and development of the CD-ROM.

UOW’s Interactive Multimedia Learning Laboratory team (above) celebrate the release of their aspire kit. From left to right: front, Rob Wright and David To; back, Matthew Perry, Karl Rudd, Karl Mutimer, John Larkin, Gwyn Brickell, Brian Ferry and Barry Harper.

A scene from the aspire CD-ROM (top) featuring Dr Ian Brown, of the Faculty of Education’s Creative Arts Department, in a wheelchair.
Books the stuff of which dreams are made

Writing two books at a time on such radically different subjects as literary theory and science fantasy posed no problem for University of Wollongong (UOW) academic, Dr Richard Harland.

By day, his conscious mind engaged in the research and critical thinking required to write a history of literary theory; by night, it dreamed up the plot of his latest novel.

The result? Back-to-back publications of the third volume in Richard’s critically-acclaimed Eddon and Vail science fantasy series, Hidden from View; and his third theoretical text, Literary Theory from Plato to Barthes.

“I’ve always tended to have amazingly long, vivid and elaborate dreams, sometimes already cast in the form of a full story or movie. I must be incredibly fortunate – whole imaginary beings and settings and episodes are just ‘given’ to me,” Richard said.

The Figtree writer, who in 1997 traded in the security of a tenured senior lectureship to pursue a career as a science fantasy writer, unveiled Hidden From View at the university’s Unishop earlier this month. It was launched by well-known Australian horror writer, and fellow UOW staffer, Mr Rob Hood.

The event coincided with the publication in England of Literary Theory from Plato to Barthes, which will be available in Australia in October. Both books are published by Macmillan.

In Hidden from View, which continues the adventures of police inspector Eddon Brae and his former lover and assistant Vail ev Vessintor, Richard forecasts a future form of entertainment where ultimate terror will be available from the safety of a home computer game.

“When you look at today’s horror movies and action-adrenaline movies, this is the conclusion we’re heading towards. In tomorrow’s virtual reality games, you won’t just watch the car smash, you’ll experience the physical impact right up to the very moment of extinction. You won’t just be there in the plummeting airplane, you’ll go through the final explosion, the fiery inferno, the last flicker of consciousness,” he said.

Richard Harland is a Senior Fellow of UOW’s Faculty of Arts English Program where he continues to lecture part-time.

His began his fiction writing career in 1993 with the publication of The Vicar of Morbing Vyle, a bizarre comic-horror novel that acquired legendary status among the ‘goths’ of inner-city Sydney. He juggled the writing of that book with the second of his literary texts, Beyond Supersstructuralism.

Previous books in Richard’s Eddon and Vail series are: The Dark Edge and Taken By Force.
Courses to be offered next year at the University of Wollongong's (UOW) new satellite centres at Nowra, Batemans Bay and Bega were recently showcased at South Coast careers markets.

The new Shoalhaven Campus, Batemans Bay Library and Access Centre, and Bega Education Access Centre, will begin enrolling students early next year in Business, Science, Communication, History, Information Technology and Engineering degree courses. The new facilities are part of the South Coast Education Network (SCEN) which aims to deliver quality education services to the South Coast right down to the Victorian border.

Courses to be offered next year are:
Bachelor of Arts (Community and Environment) and Bachelor of Business Administration. Both courses may be fully completed at any SCEN centre.
Bachelor of Commerce, the first and second years (or part thereof) which may be completed at any SCEN centre.
Bachelor of Engineering; Bachelor of Physical Science; Bachelor of Science (Physics). The first years of which may be completed only at SCEN’s Shoalhaven Campus.
Bachelor of Information and Communication Technology (Business Information Systems). The first year of which may be completed at SCEN’s Shoalhaven Campus.

SCEN is a partnership between UOW, the Illawarra Institute of Technology, the NSW Department of Education and Training (DET), and the three local government areas of Bega Valley, Eurobodalla and Shoalhaven. All parties have made significant contributions to the development of the network.

Meanwhile, a letter drop was undertaken in late July to 13,000 residential addresses in the Wingecarribee Shire as part of a University of Wollongong survey to determine the community need for a university campus in the shire.

Recent data from the Australian Bureau of Statistics reveal that 76 per cent of university students had to leave the shire to undertake their studies while the shire retained 70 per cent of its TAFE students within the shire because of a TAFE presence in Moss Vale.

Major impetus for the possible establishment of a campus of the University of Wollongong (UOW) in the Southern Highlands is coming from the three local members in the region. The three members, the Member for Macarthur and Minister for Finance and Administration, Mr John Fahey; the Member for Gilmore, Mrs Joanna Gash; the Member for Southern Highlands, Ms Peta Seaton; with the support of the Mayor of Wingecarribee Shire, Dr Sara Murray are leading the push for the campus.