New home for the House

long-awaited plans approved

by Lindy Brophy

There will be many hands eager to grab the shovel and turn the first sod of earth in a long-awaited ground-breaking ceremony on Riley Oval later this year.

The ceremony will mark the first physical move towards the University’s new club and teaching facilities which use the working title of the Riley Complex.

The Senate has approved final plans for the replacement to University House and construction is due to start on the south-east corner of Riley Oval in January 2003. It is expected the building will be ready for commissioning around April 2004.

The idea of a new University House was first mooted when Professor Fay Gale was Vice-Chancellor and Professor Schreuder championed the cause from the beginning of his term as VC. Architect Geoff Warn was appointed late in 1997 and, early in 1998 the Senate approved the site on Riley Oval for the new House and teaching complex.

The University commissioned Hotel and Leisure Advisory P/L to submit recommendations and proposals for the set-up and operation of the facility.

But challenges concerning the style of architecture and the marriage of the club facilities with teaching and learning facilities took time to resolve.

About this time last year, architect Andrus Budrikis, who is the project manager for the Motorola development, was appointed project manager for the Riley Complex.

“Romesh Goonawardene, the University’s former manager of planning and design and UWA’s project architect (now a lecturer in the School of Architecture, Landscape and Visual Arts), put a great effort into revitalising the project and brought together a package for the steering committee to work on that was eventually acceptable to the Senate and the executive,” Mr Budrikis said.
Research funds are a life-blood for our University.

Not only are such external resources absolutely critical for our mission as a research-led university working at international levels of excellence, but we see our educational role embedded in a dynamic nexus between teaching and research.

A culture of critical enquiry, of knowledge generation and dissemination is at the key heart of UWA’s identity. And indeed of all institutions calling themselves ‘universities’.

To that we have in recent times added a new emphasis on R & D and innovation.

For these several reasons, we have a particular concern with both the quantum of funds allocated by the Commonwealth for research, and also with the mechanisms of research allocations within the range of Government research schemes and programs.

UWA has done so very well in successfully acquiring a critical mass of such funding to support our basic research and infrastructure.

This year is proving to be a vital phase in the evolution of Australian research resourcing.

The Federal Government is pressing ahead with Stage II of its National Research Priorities exercise. We have supported the broad concept but on the understanding that the definition of priority is broad and thematic. We do not support an attempt to pick research winners. That has proved to be a flawed policy in other countries. We have also urged the inclusion of the human sciences, those critical enabling disciplines, for inclusion in the list of priority areas – as advocated by the Academies of Social Sciences and Humanities.

The Commonwealth’s extensive consultative phase is drawing to a close and we await the announcement of the new priority areas with very close attention.

The matter has now surfaced as a critical dimension of Minister Nelson’s national review of higher education. Both the original Crossroads paper and now the Setting Firm Foundations discussion document has raised the critical issue of how best to maximise the effectiveness of university research and post-graduate training.

Understandably the Federal Government looks to outcomes given the scale of public investment in universities — an investment we strongly believe should increase if we are to be serious international players in basic research, R & D and innovation.

The issue is again how to make these allocations. Backing Australia’s Ability set out a new framework a few years ago for competitive allocation of research dollars and graduate research scholarships – using a mix of performance indicators. That policy initiative has begun to focus research allocations around not only the best researchers, but also the universities with the best research cultures. A dramatic new initiative has suddenly appeared in the form of a submission to the Nelson Review on behalf of the Australian Research Council.

This submission argues for a large block of research dollars to be taken away from university distribution and placed in the hands of national research allocating bodies – notably the ARC itself and NHRMC. A figure of $500 million would be clawed back from institutions, in a staged change process. The current 60:40 split in favour of block funding would become a 30:70 division favouring the new competitive regime operated by ARC/NHMRC.

It might seem that such a change would favour research-led universities such as UWA. But, in truth, it is not in our interest to relinquish even more of our own research plan and internal research allocations to an external, Federal body. The fear of a reviving ‘binary divide’ moved the AVCC unanimously to reject the ARC proposal.

How do we go forward? Firstly, there can be no substitution for greater public funding of research in our universities. Secondly, we can use the current competitive mechanisms of allocation to ensure that there is both equality of opportunity for universities to compete for resources, and for research dollars to find their way to the key research groups.

Getting policy right in research funding is as significant to UWA as resolving the water problem for WA itself!
Visitors to a University website will soon be able to view surgeons performing abdominal surgery — from every angle in the operating room.

Staff at ctec, the Centre for Medical and Surgical Skills, recently ‘operated’ on a dummy while multimedia designer Paul Ricketts took photographs from all around the room.

Mr Ricketts, from DUIT (Development Unit for Instructional Technologies) then knitted together all the photographs and transformed them into a moving 360 degree interactive view of the operation, which will soon be accessible on ctec’s website.

Quick Time Virtual Reality is a method used by DUIT and universities all over the world as an educational tool. Viewers can zoom in and out of the scene, return to a preferred perspective and see what’s happening from everybody’s point of view.

“It can be used to record field trips, laboratory experiments, an archaeological dig, a musical performance, an object, a piece of equipment or machinery, a medical procedure, as we have at ctec, in fact just about any event, place or thing that you want to share with students, colleagues, the general public,” Mr Ricketts said.

He said that many universities in the US use the technology to provide a virtual tour of their campus, on-line.

“It’s different from simply taking panoramic pictures, then joining them up, because that’s linear and static. If you use a video camera, it creates an enormous file to download and you’re stuck with the movements made by the original operator. You can’t move in and out as you can with Quick Time VR, really getting the feeling that you’re in that space or turning that object over in your own hands,” he said.

“We don’t just produce pretty pictures. What we put together has a sound educational base. We work with writers and teachers at DUIT to make a high quality final product. It’s the perfect tool for alternative delivery to our centres in Albany, Geraldton and Kalgoorlie.”

Paul Ricketts has produced these interactive ‘movies’ for CALM and Kings Park, for use in their information kiosks. For CALM, visitors were able to see a landscape and zoom in on features like the Pinnacles, individual plants, rocks and animals. During Wildflower Week at Kings Park, visitors could see the minute detail of the native orchids, up close and from every angle before or after they saw them growing outside.

DUIT also does desk top publishing, photographic work, graphic design for print and multimedia, and web work.

“We also produce big posters. We’ve just done a set of big beautiful A1-size posters for the Faculty of Life and Physical Sciences, for which I took the photographs over a few weeks,” he said.

“We can do so much and I feel that not everybody on campus knows about us. I want to do a lot more, especially with the VR movies because I can see they have a huge educational potential. I can also see the potential for tourism, industry and occupational health and safety.”

Quick Time is Apple’s proprietary viewer but the movies can be presented through any computer system that has a browser that is Java-enabled.

Ctec’s website will be updated and relaunched next month. If you’d like to see DUIT’s interactive abdominal surgery, visit www.ctec.uwa.edu.au
He also acknowledged the work put in by the other members of the steering group: Professor Mel Sargent and, later, Professor John Jory as President of University House; Martin Griffith, Executive Director of Finance and Resources, who chaired the group; Professor Beverley Ronalds, Director of the Centre for Oil and Gas Engineering, who has a high percentage of professional postgraduate students, the main user group identified for the teaching and learning facility; Sally Reagan, who was appointed by the Teaching and Learning committee; Terri-ann White, the academic director of the Institute for Advanced Studies, also a potential user; and Antoine Musu, a hospitality consultant who was retained by the University to advise on the development and operations of the new facility.

Dr Greg Marie from the University’s Institutional Research Unit carried out a survey last year among the faculties to find out what people expected in the new complex.

“This confirmed that we were going in the right direction,” Mr Budrikis said.

The building will be a modern interpretation of the University’s traditional architectural base of limestone-coloured walls and terracotta tiles. It will sit over part of Riley Oval with a small (40-bay) carpark underneath. There are plans to demolish the current University House and extend the Oval, running the rugby field east-west instead of north-south.

It will be more than just a replacement for University House, with its teaching facilities designed for use by postgraduate students and physically linked to academe via a first-floor walkway connecting the new building with the Arts building and the Reid Library.

“They will be quality facilities, both linked to the club facilities for conferences and seminars, but able to be closed off, to keep academic and club activities separate,” Mr Budrikis said.

The teaching and learning centre will have a 250-seat lecture theatre, a 50-seat case study room with a tiered configuration like the lecture theatre, and three seminar rooms, seating 40, 50 and 60 people. All rooms will have full audio-visual facilities and networking for tele-conference equipment.

The main function room (which will seat 250 comfortably and be able to cater for up to 400 people at a cocktail-style reception) will also be equipped for audio-visual presentations so a conference can flow into it from the teaching centre.

The pre-function lobby will look out over the river.

“Creating an ambience with river views is how we would like to welcome members and guests,” Mr Budrikis said. “We expect that the club’s facilities will become popular for wedding receptions, just as the rest of the campus is already popular for wedding ceremonies and photographic sessions.”

The Club dining room, on the first floor, will look out over Riley Oval to the Octagon and Winthrop Hall. A large private dining room will accommodate up to 40 guests and two smaller rooms up to 20 guests each. The Club Lounge, also on the first floor, will enjoy river views.

On the ground floor, the café and bar will face the northern sun across the oval, with seating for up to 120 inside and a further 50 on the terrace.

The Club is designed so Riley Oval can accommodate a marquee or other outdoor extension of a large function or conference.

“The new complex will bring onto campus a catering facility that will be a major service engine for functions in any other part of the University as well as quality catering on site for everything from the smallest seminar to the biggest trade conference, and festivals and functions in between,” Mr Budrikis said.

Many thousands of books found new homes after the Save the Children Fund book sale. And SCF made many thousands of dollars to help underprivileged children around the world.

This year’s sale yielded $110,000, bringing the total from more than 30 years of book sales by the University branch of the SCF to well over $1.25 million.

The volunteers thank all the University staff and their families who regularly support the sale.
Which grass do you choose for Perth's long hot summers?

While domestic gardeners can choose groundcovers or paving as water-saving alternatives to grass, the turf industry really has no choice.

Dr Tim Colmer and his PhD student Digby Short have recently completed the first phase of a three-part study to help the turf industry save water.

Metropolitan Perth had about 13,500 hectares of grass in 1990 and with almost continuous new plantings, this area would now be substantially larger.

The WA Waters and Rivers Commission recently estimated that as much as 30 per cent of the 72 gigalitres (72 thousand million litres) used to irrigate 1,100 hectares of turf on golf courses, parklands and recreational areas in the metropolitan area could be saved through conservation.

The three-phase research being carried out in the School of Plant Biology is looking at different genotypes of turf grass and which perform better in Perth's unique conditions; soil types; and use of different fertilisers for turf management.

Digby Short has just finished his PhD after spending three years studying 11 genotypes of turf grass, grown at the University’s field research station in Floreat.

Funding from the Water Corporation, the Waters and Rivers Commission and the Turf Growers' Association was matched by the Horticultural Research and Development Corporation.

Mr Short's aim was to amass quantum information on irrigation requirements for a variety of turf grasses grown on sandy soil in a Mediterranean climate with hot, dry and windy summers.

In January 1997, he planted a huge area (80m x 60m) with 11 types of turf grass: three varieties of couch, a couch hybrid, seashore paspalum, buffalo, Buchloe or American buffalo, Kikuyu, Zoysia or Japanese lawngrass, tall fescue and perennial ryegrass.

Over the next few summers, the grasses underwent dose response trials with different irrigation levels, ranging from as little as three to four millimetres of water a day.

"We altered frequency too, administering 10 mm every second day and even trying watering every third day. There was no clear evidence that deeper less frequent watering was any more or less beneficial than small amounts daily," Mr Short said.

"The travelling boom used for watering enabled precise and reproducible watering treatments to be given to the plants in situ, a much more practical situation than greenhouse trials, which are not representative of natural conditions and therefore of limited predictive value."

The grasses were tested and compared for growth, colour retention and recovery after periods of low irrigation.

"Surprisingly, the genotypes that kept performing best under low irrigation were the grasses we already choose in Perth: buffalo, couch and kikuyu," he said.

Detailed results will be made public through the industry partners, as research continues into the best use of soils and fertilisers for growing grass around Perth.

Mr Short is now in Sweden, working on a collaborative project between UWA and the Swedish University of Agricultural Sciences, screening barley for salt tolerance. Before he left he paid tribute to Dr Colmer as an excellent teacher and supervisor.

Digby Short carefully monitored the amount of water each type of turf received
Working to live

... not living to work

The University’s Director of Human Resources is practising what he preaches.

Bob Farrelly recently took six weeks leave following the birth of his daughter Jordyn, effectively spearheading a push for the University to become a more family-friendly workplace.

“I didn’t take leave when my first children (now aged 19 and 21) were born. But I’m not the workaholic I used to be. I’m a more balanced person. I’ve realised that there is more to life than working all the time.

“I wanted to be there during Jordyn’s first few weeks and to be able to help out. So I took one week’s paternity leave and five weeks of my long service leave.”

Mr Farrelly’s philosophy is in line with the ACTU’s recent encouragement of workers to say no to unreasonable overtime, citing family responsibilities as an important part of our lives that need to be acknowledged, not ignored in the workplace.

“With our aging population, family responsibilities also extend to parents who need care from their adult children,” Mr Farrelly said. “It’s hard for some people to take leave, especially those in management, but, as I’ve come to learn, nobody is indispensable.

“It’s all about a achieving a balance in your life.”

The Group of Eight (Go8) universities met in Perth last week to discuss a range of human resource issues including family-friendly policies in the workplace, asking do they cheat the childless?

Acting Manager of Equity and Diversity, Beverley Hill, points out that it is not only family responsibilities that need to be catered for in flexible working arrangements.

“There are cultural and religious reasons why some people might need flexible working arrangements and also disabilities that need to be taken into account,” she said. “There is also time to pursue further studies and, though it might raise some eyebrows, the need to have a life’ outside of work.”

Gary Harrison is assistant program co-ordinator at the Centre for Medical and Surgical Skills (ctec) and he needs his working hours to be flexible during winter, but not for any family reasons.

Mr Harrison has retinitis pigmentosa, a visual impairment that results in poor dim light vision. He is unable to drive and uses public transport to get to and from work.

“In winter, if I work until five, it’s getting quite dark by the time I get home and I just can’t see properly in that amount of light. So I’m able to start work earlier and leave by about 4.20 each afternoon, so I’m home while there’s still plenty of light,” he said.

Other staff at ctec have arranged their working hours so there is always somebody in the office until 5pm, after Mr Harrison leaves.

Beverley Hill said the Centre for Water Research was doing a commendable job in putting flexible work arrangements into practice.

Administrative officer Annie Mose recently received the news that her father was dying in Thailand.
“I had already taken my annual leave some months before to be with him when he had a major operation,” said Mrs Mose. “But as soon as I heard the news, I was told ‘Go’. I was in Thailand the next day. I was away for about six weeks and although I did worry about the people who were picking up the pieces for me at work, it was wonderful to have that time with my family.

“I was on full pay while I was away, and I offered to pay it back when I returned but I was told to just ‘work it back’, earning that leave in retrospect. I can also do some extra work occasionally to help make it up more quickly. “I’m so grateful that I was able to take that leave and it’s the sort of thing you don’t take for granted,” she said.

Her colleague, Lorraine Dorn, had a similar experience when her mother was ill and dying last year.

“The family took it in turns to sit with her and that included me. Sometimes I would take a two-hour lunch break, or come in late or leave early. Sometimes I didn’t come in at all. But I kept track of my hours, took some leave and made up the other hours when I could.

“It took about three months but Jorg Imberger was great. When your needs are respected like that, you appreciate it and you always work hard to make it up.”

Kay Horn and Vicki Sly, also at the CWR, have flexible working arrangements to help them care for their young children. Mrs Horn works two days a week but spreads it over three days so she can drop off and pick up her daughters, aged three and six, from day care and school.

“Virginia went to after-school care last year but didn’t like it. So this keeps us all happy. And I feel I’m probably more effective at work because I’m not worrying about the girls and I also have more time when I’m not actually at work to think about my work. I appreciate that my hours don’t have to be rigid.”

Vicki Sly worked full-time at the Centred until she had her babies, now aged two and three. She returned to work in a part-time capacity, working two days a week as the Centre’s communications officer.

“If my children are unwell or I can’t come in for any reason, I can work at home or in the evening. As long as I liaise with my manager once a week, I’m very flexible. When I had a very young baby, I used to come in only half a day a week.

“A lot of my work involves keeping in touch with the 470 people around the world who are using our models. That’s done by e-mail so it really doesn’t matter what time of the day or night I do it, so it’s easy to be flexible,” she said.

UWA’s industrial relations manager, Jenny Robertson, explained that sick leave encompasses carer’s leave so staff who need time to look after children, elderly parents or other family members can apply for sick leave.

“If a staff member needs carer’s leave and they have no sick leave left, they can use their annual leave, access their long service leave or, if necessary, apply for leave without pay,” Ms Robertson said.

“This requires the approval of a supervisor but I can’t see any reason why leave without pay would not be approved if it’s needed as carer’s leave,” she said.

The University allows one weeks paid paternity leave and 12 weeks paid maternity leave, as long as the mother is the primary care giver. When a father is the primary care giver, he is eligible for 12 weeks paid leave.
“Put it in writing” is usually a forerunner to getting something done.

If it’s in writing, it can’t be forgotten, and that’s an advantage … or is it?

Our latest form of writing, e-mail, is virtually indestructible and the sooner regular e-mail users understand this, the safer they will be.

Jamie Murphy, Visiting Fellow in the School of Economics and Commerce, says that e-mail is a most effective communication tool, but it also has the potential to blow up in your face if not properly used.

He is running a course called Internet Communication Strategies, to teach Internet literacy. More than 100 students from all faculties have enrolled, most of them studying commerce.

While several American universities run similar courses, Dr Murphy believes this is the first such class in Australia.

“You can’t treat this electronic medium like other communication media,” Dr Murphy said. “To start with, when you send an e-mail, you are making an indestructible record. When you record a conversation, you must tell the person you are recording. It’s important enough for there to be a law covering it. But few people think about a record being kept of their e-mails.

“Even if you trash an e-mail and empty your trash, it can still be traced. You can burn a letter, deny an unrecorded conversation took place, but you can’t hide evidence of an e-mail.”

He said that, technically, the University could legally monitor all staff e-mails. “But it would be a lot harder for them to intercept hard mail or faxes, which can be destroyed.

“So people need to be careful what they say. It’s too easy to share an e-mail by forwarding it to others, so I tell my students to keep this in mind. If they don’t want the contents of their e-mail possibly ending up on the front page of a newspaper, don’t send it. Switch to another medium.”

Dr Murphy launched his course at the start of this semester, just as the Cheryl Kernot-Gareth Evans affair hit the front pages, the evidence coming from e-mails between the two. He said there was no better way to prove his point.

He is teaching his students to employ a different style of writing for e-mail. “E-mails tend to be scanned, rather than read closely like hard mail. But my students are learning that the traditional forms of courtesy still apply, like Dear …, please, thank you, sincerely… These tend to be missing in most e-mails.”

“ If they don’t want the contents of their e-mail possibly ending up on the front page of a newspaper, don’t send it…”

He said that, as e-mail was a different form of communication, some people forgot the etiquette of replying to letters. “Take a website, for example. Many of them have an e-mail address for the visitor to get in touch with the company. But too often, those e-mails don’t receive a reply. I tell my students that if they’re not prepared to answer every e-mail they receive, don’t put an address on their site.

“It’s not rocket science. It’s just common courtesy, the things your Mum taught you!”

Dr Murphy said that, in the short term, his students would have a tremendous advantage. “They will shine. But in the long term, as people get to understand e-mail better, others will catch up to them.”

**Graduate now a Fellow**

Professor Anne Dell, one of UWA’s outstanding graduates from the 1970s, has been elected a Fellow of the Royal Society of Chemistry.

She graduated in 1972 with Honours in Organic Chemistry, then went on to do her PhD at Cambridge. She is currently professor of carbohydrate biochemistry at London’s Imperial College.

Professor Dell studies sugar molecules and their role in some of life’s mysteries. The sugar molecule N-glycolyl-neuraminic acid (Neu5Gc) is the only thing that scientists have yet been able to pinpoint as being responsible for the one to two per cent difference in genomes that distinguishes humans from chimpanzees. This sugar is totally absent from human brains.

Closer to home, carbohydrate chemist Associate Professor Bob Stick’s book, Carbohydrates: The Sweet Molecules of Life, has won the Royal Australian Chemical Institute’s Archibald Ollé Prize for 2002.
First year medical and dental students may well be some of the brightest school leavers in the state, but they are often left floundering in their first few weeks of university.

With her experience as first year co-ordinator with Student Services, the Faculty of Medicine and Dentistry’s new teaching and learning administrator, Felicity Gouldthorp, saw immediately that new medical and dental students needed a helping hand with generic skills from the faculty.

She set up a personal and professional development (PPD) program which was run for the first time last semester for first year students. Once a week, they met for an hour to shine some light on the complexities of essay writing, library and research skills, computer skills and exam preparation.

“We have realised that they need help with integration of units. That’s a big thing for first years. For example, they have a unit called Normal Systems, which combines elements of biochemistry, physiology, and anatomy and human biology. They have to learn how to integrate them. We will include some sessions on integration next year,” Ms Gouldthorp said.

“We’re learning with them,” Ms Gouldthorp said, “but they really appreciate this program. The feedback has been great. The senior students, who are their mentors, are saying they wished they had had something like this in first year.”

She said that some students questioned the relevance of some sessions, for example, on time management. “They thought they already knew about that. But it was not until they really got into the course that they realised its value. What we are doing for the students is simply guiding them; they have to experience things for themselves to really learn some of these skills.”

Ms Gouldthorp presented the PDD program to a recent conference in Christchurch, New Zealand, the Pacific Rim First Year Experience in Higher Education.

“It was really well received. There was only one other person who was running a program similar to ours, but I think a lot more universities will now be looking at the possibility of setting them up.

“Most universities are still in the pattern of big generic orientation programs. This is the next step – faculty-specific information.”
Our crews stroke to victory

UWA rowers scooped the pool at the recent Vice Chancellor’s Cup on Matilda Bay.

A wet, cold and windy Sunday saw the proposed five kilometre races from Herrison Island and those supposed to start from the Narrows Bridge both shortened to a starting point at what is known as 'the green shed' or the Nattrass boat shed in Crawley.

Instead of the long haul, the intervarsity crews competing in the VC’s Cup rowed three 500-metre races from the green shed to the UWA boat shed, which provided the brave spectators with more excitement than just one finish. UWA won both the men’s and women’s VC’s Cups.

UWA also won both the men’s and women’s intervarsity graduate races. The inter college races were won by St George’s (men’s) and Trinity (women’s).

The UWA boat shed, which has recently been refurbished, was reopened with ceremony on the day. The regatta was a UWA Sports Alumni event in conjunction with the UWA Boat Club, AUSwest and the Office of Development.

New directions for Festival

A new director has been appointed for the Perth International Arts Festival – fresh from her own international productions.

Lindy Hume has been described as “one of Australia’s most creative and versatile directors, internationally respected for her fresh interpretations of a wide variety of repertoire.”

Within the past 12 months, Lindy has directed productions of Così Fan Tutte for the Guildhall School of Music and Drama in London, La Bohème at the Berlin Staatsoper, A Streetcar Named Desire in St Gallen, Switzerland, and her original interpretation of Carmen for Opera Australia.

She studied in Australia, the UK, Europe and the US and was artistic director of the West Australian Opera from 1993 – 96.

Lindy will start work next month towards the 2004 Festival. Sean Dorán’s term as director finishes with the Golden Anniversary Festival in January 2003.
T he Business School – its name says it all.

The former Faculty of Economics and Commerce now has a short, to-the-point new name and it’s very proud of it.

The UWA Business School, which incorporates Economics, Commerce and the Graduate School of Management, celebrated its new identity recently with a formal launch of its new livery at the Lawrence Wilson Art Gallery.

One of the board of advisers to the GSM, Challenge Bank’s Chief Executive Officer, Tony Howarth, said he now understood exactly what the former faculty was all about.

“People accuse us of using bankspeak but let me assure you that you people are just as guilty of Universitiespeak with your faculties and departments and acronyms. But now, we all know what you mean and the new name means that the school is proud to be associated with the business community of WA,” he said. “Congratulations!”

Head of School, Dr Paul McLeod, said that while the restructure and the subsequent new branding of the school had thrown up a lot of challenges, it had also provided outstanding opportunities.

And he and the staff of the new Business School were already enthusiastically making the most of them.

The School’s new brochures, guides, information and promotional publications were all on display, bearing the new bright blue sub-branding. It is the first School to launch its new livery since the restructure and sub-branding came into effect.

Dr McLeod thanked his staff, in particular, Ken Robertson, Christine Page, Sandra Pollock, Jenny Hu and Collette Narcis, for their help and support in developing the new School’s structure and identity and for preparing for the launch.
To market, to market...

By Barbara Goldflam
Manager of Marketing
Faculty of Arts, Humanities and Social Sciences

It has been a long time coming, but we are now at the stage where most Faculties have a position responsible for marketing.

Faculty marketing staff are expected to present a professional image of their Faculties to the outside world, but must at the same time avoid being seen as crass or overly commercial. This is a fine line to tread at times. The recent sub-branding exercise has been a good example of this. It seems we all agree that the University needs a contemporary, dynamic face to present to the community, yet why then, didn’t every single staff member immediately embrace the new sub-branding? The answer is simple: a University with some 2,500 staff would be expected to generate at least 2,500 views about a series of images! It is, I believe, a testament to the success of the system, that the vast majority of people I have spoken to actually like the new designs.

It is easy to see why some people wouldn’t want to use them. Why should ‘the Centre’ dictate to the rest of the University how to set out their letters and design their press ads? But then, on the other hand, how do we present a professional image to the outside world unless we all agree to ‘conform’? This is a sensitive issue, and one through which, in my role as Manager of Marketing, I am required to navigate. It is not always plain sailing, but the journey is a learning process for all. This must be a good thing!

Of course, branding is only a small part of my role. In short, my mission is to promote the role of the Arts, Humanities and Social Sciences to the broader community. Some of my time is taken up meeting prospective students, discussing career options (dispelling the myth that the question an Arts graduate asks an Engineering graduate is: ‘Do you want fries with that?’). I also manage projects of various sizes (UWA Expo is figuring large as I write), design publications (both electronic and hard copy), publish a regular Faculty newsletter, generate media releases, work with alumni, develop marketing policy, and more. So, now that the Faculties have dedicated marketing staff, are we the only ones who should be charged with ‘doing the marketing’? There is a risk that other staff in the University, most of whom are stretched to the limit, will consider that they no longer need to take a role in marketing. Of course, this is simply not true.

Marketing is about relationship building. And the best way to market our University is to form partnerships. An excellent example of this is the SmARTS program in Arts, where we have formed partnerships with nine schools. These schools nominate a small group of year 11 students to participate in an ongoing project on a contemporary cultural issue. They attend lectures in person and on-line and their work culminates in a grand presentation evening in September.

My role is to promote the program to the schools and the media and to coordinate the Presentation Evening. But the real work of SmARTS is done by the outstanding teachers in the Faculty who work with the students. The time they spend — getting to know the students, giving them a taste of real university learning and liaising closely with their teachers — this is what makes the program both successful and valuable to our Faculty as a marketing tool.

Marketing is not just glossy brochures and careers talks, as necessary as these things are. Just as important are the personal contributions by all our staff in making the University an accessible, supportive learning community. If one of our staff carries out a successful joint research project with, say, the West Australian Museum, the partnership that develops out of that project will be extremely valuable in the long term. The legacy of a caring, professional and inspiring supervisor lasts so much longer than an entry in a postgraduate handbook.

So marketing the University is about developing partnerships with our broader community.

It is also about staff working in partnership with each other. I couldn’t do my job effectively without the involvement and commitment of all Faculty staff.

And in the brave new world of deregulation and declining federal funding, it is essential to ensure that the community is aware of and values what this University has to offer. In a time where the choices and opportunities available to prospective students is dazzling (and confusing), marketing is a critical service in providing up-to-date information to the community about what we do, and why we do it. In this way, we keep the role of higher education and its contemporary relevance in the spotlight, at times when its publicly-funded status is being eroded. Our joint marketing efforts will be crucial in providing the resources which will enable us to continue to achieve excellence in research and teaching in the future.
Commercial sponsors aid diabetes research

Clough Engineering, one of WA’s biggest engineering companies, has helped out a master’s student who is working in the Great Sandy Desert.

James Back is doing research on stabilising blood glucose levels among Aboriginal people in the Punmu community.

His supervisor, Nick Randall, the Director of Corporate Health for the School of Human Movement and Exercise Science, said James was also trying to set up a health promotion program in the outback community, promoting exercise and lifestyle changes.

“He was finding it tough getting around without a vehicle so Clough Engineering came up with a four-wheel drive utility for him,” Mr Randall said.

“He hopes the work he is doing at Punmu will eventually help to decrease the very high risk of diabetes among Aboriginal people.”

Mr Randall said the University had granted James $15,000 towards his research, which was matched by Straits Personnel. Newcrest mining company had given him a house for the nine months he plans to spend in the desert.

Help to quit smoking

Have you tried unsuccessfully to quit smoking? Would you like to try again?

The Robin Winkler Clinic runs a smoking cessation treatment group and is looking for people to join a new program starting at the end of this month.

The clinic provides psychological treatment for people with a wide range of difficulties and is part of the School of Psychology.

The smoking cessation group will run for ten weekly sessions, each two-hours long, with a follow-up session two months after completion. Each session will cost $10 and discounts are available if you pay in one instalment.

If you would like to reserve a place in the group or would like more information, please call the clinic on 9380 2644.

The Centre for Labour Market Research has a new home — at UWA.

The research centre, a collaboration between UWA, Curtin University of Technology, Edith Cowan University, Murdoch University and the University of Canberra, has been highly successful in providing quality research to government and industry since its establishment in 1984.

The Deputy Vice-Chancellor, Professor Alan Robson, said the new base heralded a new phase of support for policy and decision-making on labour relations issues.

“From facilities first at Curtin, then at Murdoch, the Centre for Labour Market Research has drawn on this highly successful collaboration to bring to bear a wide range of expertise on labour market issues,” Professor Robson said. “The interaction with Government and industry exemplifies the role of universities as research assets to the community as a whole.

“At its UWA base, the Centre will not only be able to accommodate permanent staff, but also provide space to visiting researchers from across Australia and across the globe,” he said.

Recently, the Centre has undertaken major research projects for the Federal Department of Employment and Workplace Relations, including a recently completed evaluation of a scheme to facilitate unemployed people moving into self-employment; and an analysis of sick leave and annual leave loading in Australia.
Tuesday 27 August

EUROPEAN LANGUAGES AND STUDIES SEMINAR
‘An Italian at the Court of Elizabeth I: Petruccio Ubaldini of Florence (1524–1600) and his “Lives and deeds of six illustrious women”,’ Dr Andrea Rizzi. Arts Seminar Room 2.45.

FREE PUBLIC LECTURE/INSTITUTE OF ADVANCED STUDIES
‘Science as uncertainty: from fractals in forecasting, to chaos in climate change’, Dr Leonard Smith, Northville Senior Research Fellow, Pembroke College, Oxford; Co-Director of the Centre for the Analysis of Time Series, London School of Economics; 2202 Selby Fellow. 7pm, Social Sciences Lecture Theatre.

Wednesday 28 August

FRED ALEXANDER LECTURE
‘Twilight of knowing—Australia and the stolen generations issue’, A/Prof Anna Haebich, ARC Fellow in the School of Humanities, Griffith University. 7.30pm, Social Sciences Lecture Theatre.

GEOGRAPHY SEMINAR
‘A more regional approach for WA Rural Local Government’, Andrew MacNish. 1pm, Geography Lecture Theatre 1.

CHEMISTRY SEMINAR
‘Strategies for the synthesis of bioactive natural products’, Margaret Brimble, ARC Fellow in the School of Chemical Sciences, Griffith University. Dr Coleman was special representative to India. 9380 2278

Thursday 29 August

FREE LUNCHTIME CONCERT
High Voltage Wires. Rod McGrath (cello) and pianist Anna Sleptsova present Beethoven’s Cello Sonata Op5 No. 1 and Dvorak’s Serenade. 1.10pm, Octagon Theatre.

Friday 30 August

LAWRENCE WILSON ART GALLERY FLOORTALK
‘In abstract: form and essence in recent Western Australian painting’, John Barrett-Lennard. 1pm, LWAG.

BIOMEDICAL AND CHEMICAL SCIENCES LECTURE
‘Investigations into the emergence of Japanese encephalitis in Australia’, Dr Cheryl Johansen, Microbiology. 9am, Seminar Room 1.1, First Floor, L Block, QEIIIMC.

Saturday 31 August

CASSAMARCA LECTURE
‘The virtues of violence: gladiators, the arena and the Roman system of values’ and “Bonds of danger: communal life in the gladiatorial barracks of ancient Rome”, Prof Kathleen Coleman, Harvard University. Dr Coleman was special consultant to Hollywood’s Dreamworks Studio in the recent production of the movie Gladiator. 2 to 4.30pm, Weatherburn Lecture Theatre, Maths Building, Fairway Entrance I.

Monday 2 September

ASTHMA AND ALLERGY RESEARCH INSTITUTE SEMINAR
‘Methods to assess airway inflammation and target organ responses in childhood asthma’, Dr Steve Stuck, Paediatrics. 12.30 to 1.30pm, Joske Seminar Room, Medicine, Fourth Floor, G Block, SCGH.

Tuesday 3 September

PERTH MEDIEVAL AND RENAISSANCE GROUP TALK
‘Food, markets and dietary identities in the conflict between Christians and Moriscos (1492 to 1610),’ Dr Teresa de Castro (Visiting Fellow, History, School of Humanities). 7.30pm, Postgraduate Lounge, Hackett Hall.

POLATION HEATH SEMINAR
‘Trends in Western Australia fall-related injury’, Gina Arena, Injury Research Centre. 1 to 2.30pm, Seminar Room G25, Ground Floor, Social Sciences Building.

Wednesday 4 September

GEOGRAPHY SEMINAR
‘Morphology and dynamics of fetch-restricted beaches’, Dr Ian Eliot. 1pm, Geography Lecture Theatre 1.

Thursday 5 September

FREE LUNCHTIME CONCERT
University String Orchestra, directed by Alan Bonds. Dvorak’s Serenade is the centrepiece of this string program which also includes Bartok’s Romanian Folk Dances and Petite Suite. 1.10pm, Winthrop Hall.

Friday 6 September

LAWRENCE WILSON ART GALLERY FLOORTALK
‘Abstraction: an alternative Australian tradition’, John Stringer, Curator of the Kerry Stokes Art Collection. 1pm, LWAG.

BIOMEDICAL AND CHEMICAL SCIENCES LECTURE
‘Structural biology: what is it?’ A/Prof Matthew Wilce, Crystallography Centre. 9am, Seminar Room 1.1, First Floor, L Block, QEIIIMC.

CLIMA SEMINAR
‘Adaptation of chickpea to water-limited environments’, Dr Andy Lin. 4pm, CLIMA Seminar Room.
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UWAnews
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Copy deadlines 2002 editorial and advertising

For more information, visit our website at www.WorkskillsProfessionals.com.au or contact us at requestwa@workskillsprofessionals.com.au or (08) 9201 7777.
Maori, western and bohemian culture come together at the Cullity Gallery next week. Eleven artists from the “Hungry Creek Art and Craft School” will be exhibiting at the Gallery in the Faculty of Architecture, Landscape and Visual Arts from Monday September 2, 2002.

The exhibition, Across the Ditch, explores the relationship between the cultures in the spirit of traditional Maori koha: a symbolic offering to the community. The artists work in a broad variety of disciplines including sculpture, painting and jewellery. Hungry Creek near Auckland was settled by bohemians in the mid-1800s.

The exhibition is for one week only. Enquiries to be directed to either the curator David Tynan (0064 9483 7282) tynandnz@yahoo.com.au or the project co-ordinator Christina Barns-Graham on (0064 9422 0752) or barnsynz@yahoo.com.nz

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**Redundant Equipment for Sale**

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<th>CONDITION</th>
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Bids should be accepted by Monday 9 September with departments to have first option

Departments are reminded that all University equipment available for sale must be advertised in the UWA.BRNS. Receipts should be PeopleSoft account coded 490 (computing with barcode), 491 (non-computing with barcode) or 493 (items with no barcode). If equipment has an existing barcode please contact extension 3618/2546 for details.

CONDITION refers to the general condition of item (1 = as new; 2 = good; 3 = serviceable; 4 = unserviceable). AGE refers to the nearest year.