UOW OUTLOOK

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UNIVERSITY OF WOLLONGONG | **ISSUE 3** 2015/2016 | ANNUAL ALUMNI MAGAZINE



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MAKING A DIFFERENCE IN THE UAE
A conversation with Her Excellency Shaima Al Zarooni

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CREATIVE FORCE
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WHAT HAS AUSTRALIA MORE WORRIED THAN TERRORISM?
Engaging men in domestic violence prevention

UNIVERSITY OF WOLLONGONG
AUSTRALIA

UOW OUTLOOK MAGAZINE
ISSUE 3: 2015/2016

UOW Outlook Magazine is the University of Wollongong's annual alumni magazine. It is produced by the Alumni Relations Team within the UOW Advancement Division.

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Best of both worlds

In creating this edition, the *UOW Outlook Magazine* team sought to focus on some of the most confronting issues of our time, and the impact on our students, staff and alumni. We are constantly inspired by their ability to shape, influence and improve our global community. We relish the opportunity to showcase personal stories of our University community and beyond.

Engaging in the wider world has always been a focus of this institution, even when the challenges of travel and communication were much greater than they are today. Undeterred by the many obstacles, we pursued an international presence in our teaching, learning and research endeavours, enriched and supported by our home community. Our cover for this issue is a reflection of our world in all its colourful splendour. Today we enjoy the best of both worlds.

In this third issue, we highlight the work of our research team, in partnership with the Bill and Melinda Gates Foundation on the next generation condom that could impact millions of lives. We are excited to feature the stories of a number of entrepreneurial students including those working with drone technology to save lives in our oceans, to climate change education and the beauty of creating handmade biodegradable coffins.

At the time of going to print Australian Prime Minister Malcolm Turnbull stated, "Violence against women is one of the great shames of Australia. It is a national disgrace". It is fitting that *UOW Outlook Magazine* highlights the work of internationally recognised researcher and UOW academic Dr Michael Flood and his focus on engaging men in the prevention of domestic violence.

In a complex and challenging world we celebrate a number of alumni who embrace and positively contribute to society through the opportunities afforded in our changing landscape. Alumni Luke Fredberg and Kumi Taguchi have each forged a distinctive path since graduating from UOW, yet share common values that inspire. Arts and culture can be the barometer of society, reflecting issues and sparking debate. We feature four outstanding creative alumni and celebrate their achievements.

We hope you enjoy the journey with us.

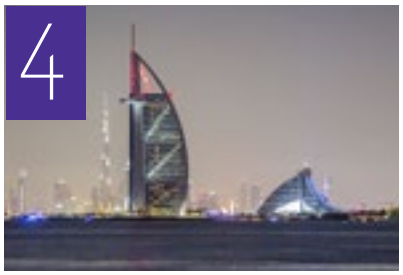
The *UOW Outlook Magazine* team

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MAKING A DIFFERENCE IN THE UAE

Her Excellency Shaima Al Zarooni takes the words of Dubai's late founder very seriously and the meaning behind those words have become a mantra by which she now lives.



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Nicholas Underhill uncovers our insatiable appetite for content.



COMMUNICATING PASSIONS

Advancing the vision of multinational corporations is a specialty of Luke Fredberg who is focused on global communications and the 'Golden Age of Television'.



EATING DISORDERS – EQUAL OPPORTUNITY FOR PAIN

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STORYTELLER AT HEART

As a high school student, Kumi Taguchi developed a love for documentaries from around the world: a passion that's evident in her work as a senior anchor at ABC News 24.



CREATIVE FORCE

From arts, culture and entertainment, these four UOW alumni are making significant contributions to their artistic communities and the global art scene.

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Making a difference in the UAE

HER EXCELLENCY SHAIMA AL ZAROONI

Her Excellency Shaima Al Zarooni takes the words of Dubai's late founder very seriously and the meaning behind those words have become a mantra by which she now lives.



Could you please describe what you love most about your vibrant city of Dubai?

I'm blessed and fortunate to be an Emirati woman belonging to such a great country. Our visionary leaders of the UAE and Dubai have created with their wisdom a country that is recognised worldwide as a cosmopolitan vibrant destination for many nations and an inspiration for other countries in many ways and in different sectors. As His Highness the late Sheikh Zayed Bin Sultan Al Nahyan observed, "God has given us this fortune to develop our nation and to contribute to the development of less fortunate countries."

But what I love the most is that despite the fast development and change we are witnessing, the UAE and its people of all generations ensure that we preserve and have pride in our traditions, identity and our heritage. In addition, the UAE, and Dubai more specifically, has always been committed to making its promise a reality — this reflects positively on the attitude and commitment of people living here.

Could you please tell us about the main aspects of your current role as CEO of the International Humanitarian City of Dubai?

When HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai appointed me as the Chief Executive Officer for the biggest and busiest humanitarian logistics hub — the International Humanitarian City (IHC) in Dubai — at 28 years of age, I became the youngest CEO in the UAE government. I felt that a great responsibility and a real challenge had been put on my shoulders, a great honour and a source of pride [that joined with] a determination to succeed and follow the leaders' directives and vision, for behind the establishment of the IHC was the aim to put Dubai's expertise in transport, logistics, capabilities and strategic location (within eight hours by air of two-thirds of the world's population) to facilitate work by aid agencies and help them effectively deliver assistance in some of the worst humanitarian crises around the world.

For you to understand my role, I need to explain more about the IHC and its mandate. The IHC is a community of around nine UN agencies, and almost 50 international NGOs and commercial companies, with a total of around 350 employees located locally. The IHC's capabilities and strategic location have helped deliver assistance around the world including the latest emergency responses to Syria, the Philippines, Vanuatu, Nepal, and Yemen. The IHC is a first line responder in any emergency — natural or man-made — and in 2014 alone the value of aid shipped by our members through the IHC exceeded AED750 million [AUD291 million] which was sent to around 80 countries worldwide.

Did you find that first day of working so closely with HRH Princess Haya Bint Al Hussein intimidating? How did your earlier career prepare you for this role?

My previous experience included working in the office of HH Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, then I joined the office of HRH Princess Haya Bint Al Hussein, wife of HH Sheikh Mohammed Bin Rashid Al Maktoum. It was such an honour to work with HRH Princess Haya Bint Al Hussein and it is the close interaction I had with her that has always been and continues to be an inspiration to me as it is to many young female leaders around the world. Working for Her Royal Highness for the last six years added a lot of value to my personal development and professional knowledge. I have a great admiration for her genuine dedication to humanitarian work, which is reflected in her personal intervention in the work details and her immediate direction and support.

"I've always known that my career should serve my country"

This being said, I acknowledge that I had always been aware of the fact that I have to live up to Her Royal Highness's trust and expectations, that I should always be prepared with my information and knowledge, and also be attentive to details, ensuring effectiveness and efficiency in delivering on any task or project as well as maintaining the position and image of Her Royal Highness, our leaders, and my beloved country.

You seem to be a very strong and determined person, as well as very focused on what you wanted to achieve – is this true?

It's important to walk the walk as we talk the talk, and my personality reflects my beliefs, dreams and ultimate objective to make positive change in my life and the lives of others towards creating a better future.



Determination is an important feature. In order to be a successful person — be it academically, professionally, or personally — it does help you make things happen, despite any obstacles or challenges you face. Determination is what makes a person stand up after any failure, to learn from it and be a stronger individual.

"Seeing a smile on the face of a child [we have helped] always makes my day; what if he/she is a refugee or a displaced child?"

Was working in the field of humanitarian support what you had envisioned when you started your undergraduate degree in Business Science?

At that time, I didn't know what my studies would eventually lead me to, but I've always known that my career should serve my country; and since that time my passion was to work for the benefit of the public sector. I'm driven by the vision of the UAE leaders and always will be, as it is they who raised us flagging that the people's welfare and happiness is the ultimate goal. I'm extremely lucky to have been given the support of my country to achieve my objectives and dreams and make them real. I have been given so much and it's time to give back and show the world that in the UAE we have been blessed with a leadership that eliminates all barriers against female leadership in all fields and empowered us to prove that we can all make a difference. I'm proud to say that the United Arab Emirates succeeded in providing the Emirati women with these opportunities. But it is always a two sided equation; if the resources and opportunities are made available, women should be eager to take responsibility, be determined, and committed to take the right actions toward the ultimate solutions and outcomes.

What is it about the humanitarian field that drives your passion?

Drawing a smile from the face of a child always makes my day, especially if he/she is a refugee or a displaced child! That's what keeps my mind busy overnight and motivates me to work all day. Working for the benefit of needy people inspires the soul and mind and brings a spirit to every single task on a daily basis. In short, the more severe droughts, storms, volcanic eruptions and other frequent devastating natural disasters there are, the greater is the demand for humanitarian assistance and disaster relief. Therefore, and due to the role my organisation plays, my commitment and determination is key in making changes for the better and saving lives.

Yet the initial objectives set are never the ultimate as they continue to develop to change according to our "life movement". This leads to better, more tailored responses to each new emergency situation as it arises. Growth and experience mean change. And as long as we move forward, we definitely look at new objectives, where measuring goals is always about measuring the impact in one's own life and the lives of others.

Have you found it difficult or confronting in any way in regards to the uneven distribution of the world's wealth when you are working so closely with organisations and countries which are lacking in so many of the resources which we take for granted?

We are unfortunately witnessing ongoing humanitarian crises around the world but fortunately the UAE, driven by wise visionary leadership, has the power to move into action and relieve the suffering of those innocent civilians affected, following the spirit of that well-known quotation from His Highness the late Sheikh Zayed Bin Sultan Al Nahyan, founder of the UAE: "The wealthy should give to the poor. God has given us this fortune to develop our nation and to contribute to less fortunate countries".

This sentiment is carried forward by the UAE President, HH Sheikh Khalifa Bin Zayed Al Nahyan who said:

"We followed the guidance of the founder of this country, HH Sheikh Zayed Bin Sultan Al Nahyan and we carried out his directions that were for the benefits the people. When he said, 'There is no use of money if it's not bestowed for the benefit of people', the productive work took off."

Here in Dubai we are under the wise guidance of HH Sheikh Mohammed Bin Rashid Al Maktoum who had the vision in 2003 to order the creation of the International Humanitarian City and he added his own words to those of our founders saying, "Our heritage is to give through deeds not words, through projects not speech".

This is our heritage and the UAE leaders and people developed the tools, knowledge, and personnel utilising the UAE infrastructure and its strategic location to help and support humanitarian work to reach out to the world and the people who most need help.

The Hult Prize [USD1,000,000 seed or start-up money to the finalist selected] is an ambitious project in its vision of pushing for the evolution of social entrepreneurs [in the early education area]– do you find however, there are younger entrepreneurs coming through that are very aware of the responsibility to make a difference to the world?

Definitely the answer is "yes." I'm proud to say that the United Arab Emirates succeeded in providing its younger generation with the needed tools, resources and opportunities. Now it's the youngsters' role to be eager to take on the responsibility, be dedicated, and committed to take the right actions toward the ultimate solutions and outcomes. Realizing the blessings and acknowledging the resources and appreciating the opportunities that we have is always an incentive to youngsters to take action and to be dedicated to achieving individual and universal objectives.

The importance of the role of youth in today's world is becoming more acknowledged. Especially with their potential contribution to development, it is the youth who will take part in preparing and carrying out national development plans and international cooperation programs. To be able to accomplish this objective we need to give more thought to the education that can produce full participation in all aspects of life and development. We need to produce health policies and programs to ensure that young people are able to take advantage of the opportunities open to them. Also we need to increase the employment of youth and open new channels of communication between what the community needs and youth's exceptional abilities. And this is what the Hult Prize is doing.

What kinds of projects or organisations have inspired you in this work?

On a daily basis, I get the chance to observe many humanitarian developmental projects, and a lot of humanitarian emergency responses and operations carried out by a number of the International Humanitarian City members including United Nations agencies and international humanitarian organisations. They all play an important role in saving lives and changing the lives and future of many people around the world, of those who need it the most. I take this opportunity to salute every humanitarian actor who risks his life and leaves his/her family to go and put every effort possible to save lives; every small contribution of each one of us as individuals or as humanitarian actors inspires me and eventually enables the work of such big organisations to occur.

You continue to be engaged with the University of Wollongong in Dubai, for example as a member of the UOWD Advisory Council. How do you see your ability to contribute to the future of UOWD and students in Dubai?

When I decided to pursue my postgraduate degree, the University of Wollongong in Dubai opened its arms to me, enabling me to fulfil that dream and goal. When I accepted the opportunity to become a UOWD advisory council member, I did it believing that such a role will enable me to positively contribute and give back to the university and its students with my experience, innovative thoughts, time, and by sharing knowledge. The other reason is that I believe that UOWD has great strength and potential which is important to use in emphasising the need to develop strong academic humanitarian programs. Those programs will assist in developing the much-needed capacity of personnel who will serve humanitarian work locally and internationally.

I understand you are working towards a Doctorate of Business Administration. How do you manage the balance between your career and studies? Do you think further studies are vital to leadership?

It's not easy at all due to the long working hours, ongoing business trips and leadership obligations. Yet, I visualise my future and accordingly I developed a plan and timeframe to achieve such objectives. Having said that, I'm continuing my studies towards the Doctorate of Business Administration and thankfully it has been managed well till now. Education is crucial to keep developing our knowledge and it shapes our personality as we invest in our future. Such a degree will also allow me to enter the education sector and be able to share my experience and knowledge with fellow students and younger generation; it is another form of giving back.

HE SHAIMA AL ZAROONI
Master of International Business, UOWD (2008)



Natural advantages

BY ADAM CREIGHTON

UOW alumnus and nationally recognised economics correspondent Adam Creighton shares his insight on the future for the Australian economy.



The sharp fall in the Australian dollar — down more than 20 per cent to around US70 cents over the year to October — will probably do little to cheer up Australians, who, whatever the ominous developments in Europe or Asia, have at least been enjoying their overseas holidays. For pretty much all of the past few years, more than half of Australian households have said they are pessimistic about the future, according to Westpac's closely-watched monthly confidence survey. Yet over the preceding decade, except for the stressful time around the Global Financial Crisis, the opposite had been true.

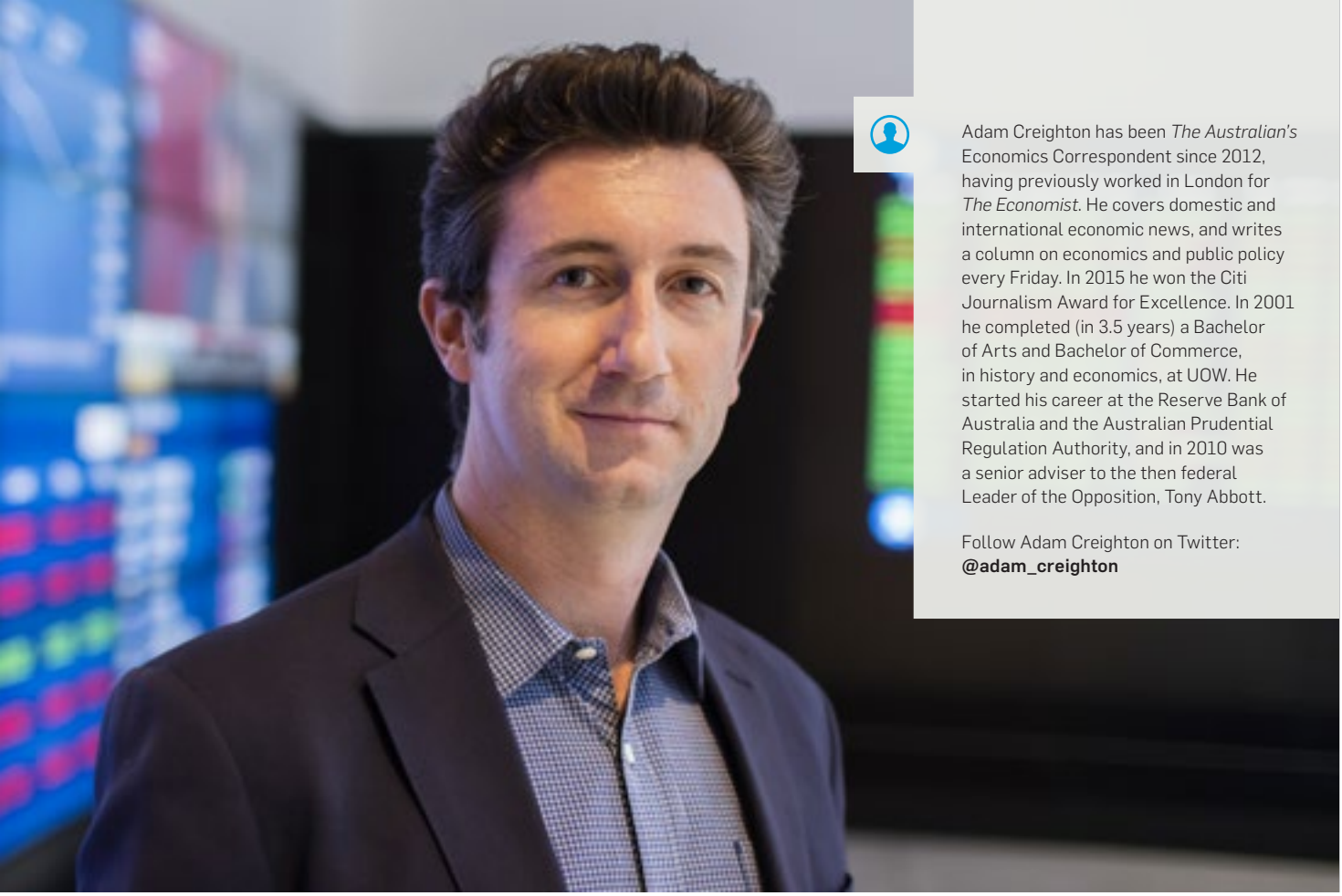
If only we weren't so glum — and not only for our peace of mind. Pessimism saps economic activity, reinforcing itself, as US President Roosevelt famously observed in the early 1930s. In fact, Australia's economic prospects are bright, and not simply because a weaker currency will boost tourism and make our manufacturers more globally competitive, as the economists continue to tell us.

A constant focus on resource prices has obscured the reality of Australia's diverse economy: since 2005 employment in the health and education sectors has grown by more than 500,000 (a quarter of all additional jobs), compared to only 113,000 in mining.

We might even enjoy a revival in our buying power. While we have been mourning the steady collapse in the price of iron ore, our Liquid Natural Gas (LNG) exports are poised to overtake it as our biggest export by the end of next year.

According to recent ANZ forecasts, they will triple in value to $50 billion a year by 2020 (almost the value of our iron ore sales last year) as the world moves away from carbon-dioxide intensive energy sources such as coal, and Asian — and especially Chinese — households' energy demands catch up with those in the first world. Australia will rival Qatar as the world's biggest LNG exporter by 2018.

But even if another resources bonanza eludes us, we shouldn't worry. Australia is increasingly well placed to capitalise on our natural advantages in agriculture, education, and tourism. Free trade, probably more than anything else, has underpinned Australians' rising prosperity. We are on the verge of joining what will be the biggest trading zone



Adam Creighton has been *The Australian's* Economics Correspondent since 2012, having previously worked in London for *The Economist*. He covers domestic and international economic news, and writes a column on economics and public policy every Friday. In 2015 he won the Citi Journalism Award for Excellence. In 2001 he completed (in 3.5 years) a Bachelor of Arts and Bachelor of Commerce, in history and economics, at UOW. He started his career at the Reserve Bank of Australia and the Australian Prudential Regulation Authority, and in 2010 was a senior adviser to the then federal Leader of the Opposition, Tony Abbott.

Follow Adam Creighton on Twitter: **@adam_creighton**

in the world, with 800 million people and 40 per cent of global GDP — the Trans-Pacific Partnership (TPP) among 12 countries, including Japan and the United States.

While 20th century trade agreements unpicked barriers to the international trade in goods, the TPP will level the playing field in services, which make up 70 per cent of Australian GDP already and offer great scope for improved productivity and exports.

Once a tyranny, Australia's geography has become an advantage in the 21st century. The TPP includes Indonesia, our nearest neighbour, which by 2050 will be the world's fourth largest economy after China, the US and India, according to recent PricewaterhouseCoopers (PwC) analysis. Here, scope for mutual benefit through mutual trade and investment flows is vast.

In 2014 Australian firms had invested only $8 billion in Indonesia, compared to $100 billion in New Zealand, which has less than two per cent of Indonesia's population. The TPP will give Australian companies, especially service firms, the chance to play a much greater role in Indonesia's development.

It's easy to forget Australia enjoyed its quickest growth before the resource boom got underway around 2004. We powered through the 1998 Asian Financial Crisis and global recession of the early 2000s, thanks mainly to the liberalisation of labour, financial and product markets in the 1980s and 1990s — by successive Labor and Coalition governments — that made Australia's economy more resilient, competitive, and open.

From 1991 to 2000 the economy grew by around four per cent a year on average, far quicker even than over the last decade. Australians' living standards, measured by GDP per capita, grew more rapidly than at any time since the 1960s and more rapidly than in any other rich country over that period bar Ireland.

As *The Economist* famously observed, Australia has managed adversity well, but prosperity badly. As the easy money of the resource boom recedes, our failure to advance the reform agenda of earlier decades is exposing the economy's weaknesses. Unemployment has increased steadily to above six per cent, as rates fall in the US and UK. State and federal governments have preferred showering the electorate with increased social security payments, creating a revenue shortfall that will threaten the government's AAA credit rating if left unchecked.

There is no shortage of good ideas — sensible reform suggestions for tax, financial services, social security, child care, and even the federation governance have been piling up for years. Without the bipartisan political will to pursue them, Australia won't be able to fulfil the significant economic opportunities the 21st century presents and our living standards may even stagnate.

ADAM CREIGHTON
Bachelor of Arts and Bachelor of Commerce (Economics and European Studies), UOW (2001)
Master of Philosophy (Economics), Oxford (2008)



UOW Graduation 1986

Great expectations

BY PROFESSOR PAUL WELLINGS CBE

Professor Paul Wellings reflects on the iconic year that was 1975 and its far reaching impact in creating and shaping future expectations.



For those of us born before 1975 it is easy to look back and reflect on the changes of the past four decades. Here in Australia we celebrated the first International Women's Year, watched colour television for the first time, changed Prime Minister in controversial circumstances and witnessed the creation of an independent Papua New Guinea. We also began our national love affair with ABBA — Mama Mia topped the charts for 10 weeks.

In Wollongong, after concerted academic pressure and with constructive community support, the University of Wollongong became an independent autonomous institution on 1 January 1975 — the 18th university to be created in Australia.

The foresight and energy of that period characterised by the able leadership of our first Chancellor, Justice Robert Hope AC CMG, and our foundation Vice-Chancellor, Professor Michael Birt AO CBE, resulted in the development of a distinctive university and a comprehensive academic portfolio. Few imagined that a university in Wollongong would make the transition from a regional centre of higher education to a research intensive university of global standing over such a short period. But that is what has happened as the University is now ranked in the top 300 of over 20,000 universities in the world.

Newly appointed academic and professional services staff were willing to take a big risk in moving to a greenfield site to be part of the creation of a new university. Many of these talented people could have gone elsewhere. They stayed and persevered. This investment of time, and academic intellect, combined with financial support from the Commonwealth Government set the foundations of a modern university.

Today our graduates are successful in securing jobs, our curricula are cutting edge, our main campus is one of the finest in Australia, and our research and research infrastructure is globally competitive.



UOW Graduation 2014

Now in 2015 there are huge expectations of the university sector and, in particular, of universities like UOW. Our communities want us to retain our traditional roles of training highly skilled people through our degree programs and generating new knowledge through our research. In addition, we are now expected to work more intensively with industries, large and small. And we are being asked to become key players in the creation of new industries and new jobs.

"Our future will depend on the success of our alumni and the leadership of our academic staff."

Looking back is easy. Looking forward 40 years is more difficult.

Most forecasters predict that the coming period could see the emergence of a 'perfect storm' arising from the convergence of, for example, climate change, increasing concerns related to water and food security, energy shortages, the appearance of new epizootics and the growth of social asymmetries.

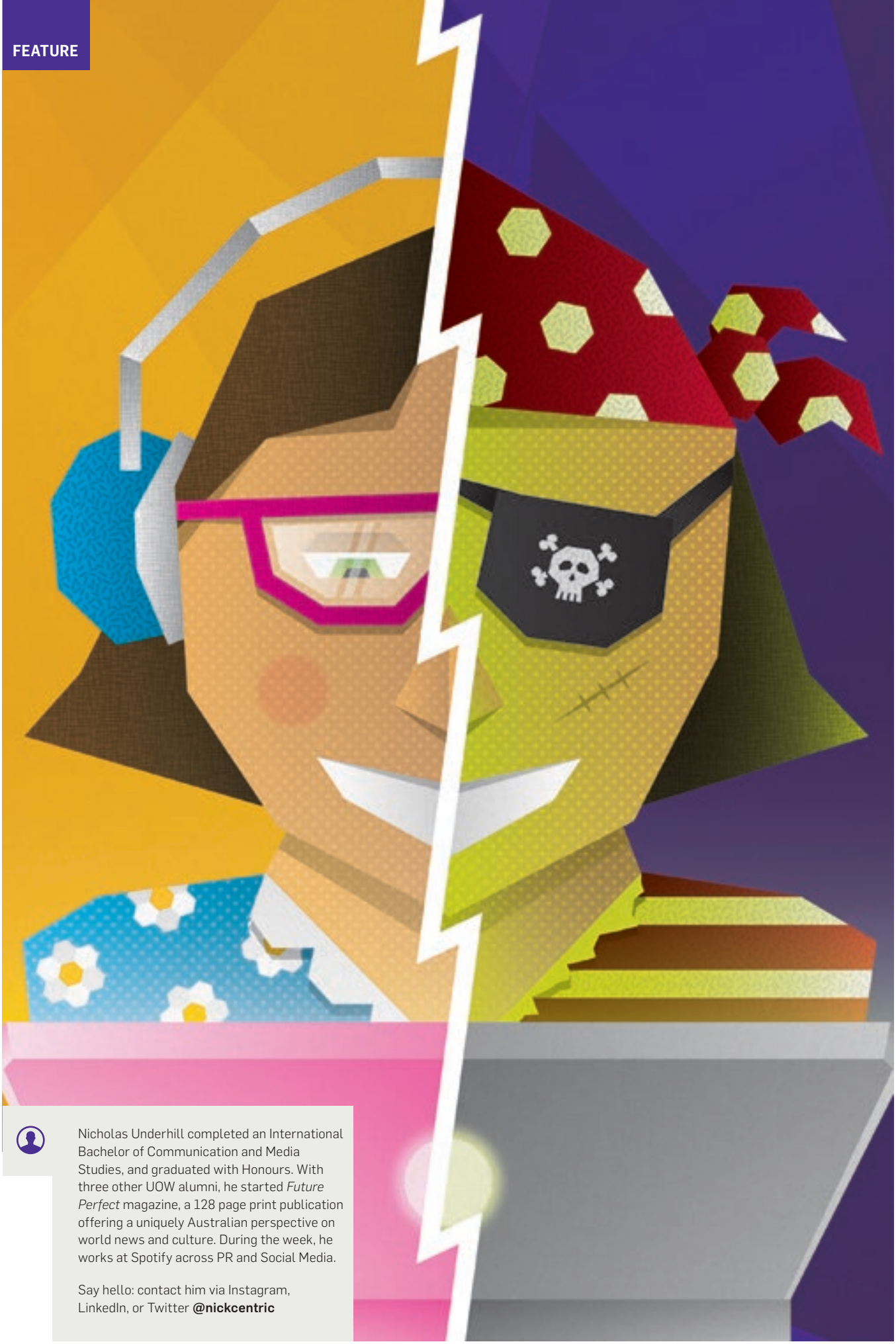
In Wollongong we need to keep refining our capacity to work on global scale, multi-disciplinary projects, and to do this in collaboration with our colleagues from the world. At the same time, we must translate our efforts into locally relevant solutions to underpin the competitiveness of the Illawarra.

By 2055 Australia will have a much bigger population and face considerable public investment challenges. Our work on ageing, early education, infrastructure, energy and advanced materials will all continue to be relevant. These endeavours will be supported by new ideas arising from our ongoing investments in the sciences, medicine, engineering, business, social sciences and the humanities.

Our future will depend on the success of our alumni and the leadership of our academic staff.

In all of this there are some certainties: the University of Wollongong will be a vibrant and dynamic place with about 350,000 alumni; the ducks will be stealing someone's lunch; and somewhere in Australia, there will still be a tribute band playing ABBA's songs.

PROFESSOR PAUL WELLINGS CBE
Vice-Chancellor,
University of Wollongong



Nicholas Underhill completed an International Bachelor of Communication and Media Studies, and graduated with Honours. With three other UOW alumni, he started *Future Perfect* magazine, a 128 page print publication offering a uniquely Australian perspective on world news and culture. During the week, he works at Spotify across PR and Social Media.

Say hello: contact him via Instagram, LinkedIn, or Twitter **@nickcentric**

Download

BY NICHOLAS UNDERHILL

On a brisk morning, one of shuffling feet and plumes of foggy breath, police gathered near an unremarkable family home in Finland, preparing for a raid. They had a tip-off from the Copyright Information and Anti-Piracy Centre (CIAPC), an industry body originally founded to fight phonograph piracy in the 70s, that someone was downloading and sharing content. Illegally, of course.

It was a simple job. Piracy cases usually are. But as they stormed the house, they were left somewhat surprised. Due to the nature of the evidence against the household, they couldn't be sure who was breaking the law — only that illegal activity was taking place. And in this case, their not-so-crime-hardened criminal was a nine-year-old girl wielding a 'Winnie the Pooh' laptop.

The young girl had attempted to download an album from 'only-famous-in-Finland' popstar, Chisu. On leaving the house, with "Winnie" safely bagged as evidence, the police told the girl's father that it would've been "easier for all parties involved if [he had] simply paid the compensation" of around €600. The father argued that he'd already bought the CD when the nine-year-old's download didn't work — but for the CIAPC even attempting to download Chisu is illegal, regardless of whether it actually works or even if the content is owned on another medium.

It isn't that surprising that a young child, who has been alive fewer years than I have fingers, was able to illegally download an album. Despite a slight learning curve, 'torrents' have become mainstream. They're basically tiny files packed with information that tell software installed on your 'Winnie the Pooh' laptop where to source the thousands of fragments that make up the song, film or whatever it is you're downloading. The software then downloads these little chunks of data from people across the globe and stitches them together piece by piece. Depending on how damaged the copper lines are in your area, you can have a brand new album or movie or game or piece of software in a matter of minutes.

To fight back against rampant piracy, industry anti-piracy bodies like CIAPC, as well as studios and content distributors, started surveillance campaigns to monitor users illegally accessing their content. In this case, the Finnish home's IP address was recorded and then cross-referenced with records from an Internet Service Provider (ISP) to find their physical address. What happens next can vary depending on local laws. If a settlement can't be reached, a fine could be issued, your Internet cut, or you might be taken to court. If you're particularly unlucky, as in this case, the police could get involved. For most people, however, downloading content under copyright has become a normal part of a 'connected' life. And up till now there haven't been any consequences (except for a slight twinge of the conscience). It's easy and, well, everyone's doing it... Right?

While it mightn't quite be 'everyone', recent reports (that usually coincide with a Game of Thrones finale), certainly suggest a significant chunk of Aussies still download content illegally. A Neilson survey found that more than 2.8 million Australians visited the two largest torrent sites, The Pirate Bay and Kickass Torrents, during May. The survey couldn't determine how much they downloaded, but the results suggest a seemingly insatiable appetite for content.

"Australia, I'm sorry to say, is the worst offender of any country in the world when it comes to piracy, and I am very concerned that the legitimate rights and interests of rights holders and content creators are being compromised by that activity," Attorney-General George Brandis said during a recent Senate estimates hearing.

"We want to do something about that."

Lucky for Brandis, that something is underway. We're currently in the midst of serious legislative changes and court action in a concerted effort to change how Australians access their media.

While we haven't yet had any Aussie reports of 'Winnie the Pooh'-style laptop raids, a recent High Court decision could make anonymous downloading much more difficult. In April this year, a federal court judge ordered a handful of ISPs to identify thousands of account holders whom they allege illegally downloaded the film Dallas Buyers Club. Dallas Buyers Club LLC and Voltage Pictures, the plaintiffs in this case, collected a list of Australian IP addresses of those illegally downloading the Academy Award winning film using software from a private German-based firm called Maverick Eye. Essentially the firm pretended to be downloading the file and logged every Australian IP address



that served them a tiny fragment of the movie. They then pushed ISPs to divulge the customer information associated to their IP addresses. When the ISPs refused, they were taken to court.

But while we've seen cases like this come and go, this time it's important because the studio actually won. The court ruled that the ISPs had to hand over the identities of 4726 of their customers, potentially setting a dangerous precedent. In the short term, those thousands of Australians could face fines. In the long term, iiNet (one of the six ISPs involved) argues we could see rounds of 'speculative invoicing' where downloaders receive vague accusations of piracy from movie studios claiming significant losses and asking for outrageous reparations with not-so-subtle threats of legal action.

But others, such as John Stanton (CEO, Communications Alliance, which represents telecommunications and Internet companies), claim the ruling has put protections in place to avoid the worst of those overseas practices. This means that the IP holders issuing fines have to run their letters alleging illegal downloading by the court to check the language so that it is not "threatening". The IP holder (in this case Dallas Buyers Club LLC) is also required to pay the ISP's costs in identifying and providing the necessary information to the company.

Given the above, companies might be forced to carefully weigh up whether the cost of legal action might outweigh possible compensation payable from downloaders. It has been noted that Australia's system is generally one in which claims are to be related to actual losses rather than punitive (or as in Finland and the United States also speculative) which might further restrict funds sought to compensate for actual losses. This is a situation very different to the Finnish case above, where the amount claimed (€600) had no relationship to the cost to the IP holder (who in that case pointed out to the girl where she might legitimately download the song free of charge).

The case might end up being a moot point for most Australians anyway — very soon we mightn't even be able to access torrenting sites. The Australian Government, with support from the opposition, recently passed legislation approving an Internet filter specifically targeting sites that collate and organise torrents. This is problematic for a number of reasons — mostly because the process of blocking a website on the Australian Internet is not transparent — and it arguably opens the floodgates to block anything that the government of the day isn't enamoured with.

"It's a very dark day for the Internet in Australia because there's been bipartisan support for this Luddite censorship bill," Dr Matthew Rimmer, an associate professor at the ANU College of Law, was quoted saying when the legislation was passed.

"I think the larger question will be what sites will be affected? ...Will there be collateral damage?"

It's this "collateral damage" that people are concerned about as thousands of legitimate sites could accidentally get blocked in the crossfire. In one example, the Australian Securities and Investment Commission (ASIC) accidentally blocked access to 250,000 legitimate websites by providing a server IP address rather than the targeted site's specific URL. The most concerning aspect of the story, however, is that the mistake only came to light after months of pressure and campaigning.

Dr Eric Loo, journalism lecturer at UOW, argues that a filter won't even stop illegal downloaders for long because "tech savvy users will always find ways to circumvent the law.

"Circumvention technologies developed by 'hactivists' show how futile it is for governments to interfere with open access to the Internet," he told me.

What all this means has yet to be determined. Although it's unlikely to result in raids on nine-year-olds' laptops, the combination of legislation and court action could, at the very least, make people begin to question whether we can download illegally with no repercussions.

Bruce Meagher, the Director of Corporate Affairs at Foxtel, isn't expecting much change.

"We don't think it is efficient, we don't think it is necessarily good for consumers if copyright owners spend all their time trying to prosecute people," he said at the time of the Dallas Buyers Club LLC versus ISPs verdict, "We would rather educate people and encourage them to change their behaviour."

According to David Leaupepe, the long-haired, hulking lead singer of popular Sydney-based band Gang of Youths, however, this isn't a moral issue.

"I'm going to be pretty straight forward," he told me, "I don't give a flying horse's [expletive deleted] about music piracy. It'd be idiotic to say that it hasn't affected GOY [Gang of Youths], because on a macro-level it affects all musicians. [But] I don't necessarily believe that my own personal recorded output and artistry should be [sold] in the way that the time-honoured industry frameworks intended."

He uses the analogy of art to explain how he reached his conclusion.

"I do not have to pay to view a picture of the Mona Lisa on Google Images, nor do I pay the da Vinci estate a fee when I save it to my hard drive.

"If I wanna see that [expletive deleted] in person though, I pay the Louvre a fee to witness the fitness.

"I definitely do think people should pay to use my music to sell something or soundtrack a moment in a television show or in a motion picture. [And if they really want to support us], they can buy my merch or non-bootlegged vinyl or pay to see us in concert."

He's quick to give his thoughts a sort-of disclaimer, noting that he definitely doesn't speak for all, or even the majority of, artists.

"This is just what I believe in regards to Gang of Youths." He told me, "It doesn't apply to everybody else because I didn't make everybody else's music."

The straight haired, soft spoken, scarf-adorned Kevin Parker, lead singer of internationally renowned Australian band Tame Impala, is similarly unsure about piracy.

"It's hard to really understand just how much time, effort and money goes into even the smallest amount of film or television or book"

"I feel like music will be free sooner or later, and I think I'm all for it," he said earlier this year. "There's all this talk of music needing a monetary value, this ownership of music, even that it needs a physical form. But intrinsically ... it's music, it should be better than that."

"Some of my most important musical experiences were from a burnt CD with songs my friend downloaded for me at a terrible digital quality."

Despite what the movie industry might be trying to teach me, downloading music or a movie isn't like stealing a handbag. I've always mentally justified illegally downloading — listening to and sharing music — because I'm not depriving someone else of that content. It's just a copy.



Nicholas Underhill

"Spotify has shown that people who pirate music are willing to pay for it"

The University of Wollongong's Professor Marett Leiboff, however, argues that I am still depriving someone of what they deserve: money to make a living from what they're doing.

"People always think — I have the tangible object or digital access so I can do what I like with it. But of course that isn't what copyright law says... If people don't get valued for their creative outputs and efforts, and the law doesn't support this creativity, then ultimately there will be nothing much to watch or see or read unless we produce it ourselves.

"It's hard to really understand just how much time, effort and money goes into even the smallest amount of film or television or book," she told me.

"Because we see the end result, most of us have no idea that it costs a fortune to create... Even if people have home studios, music still takes time to create and record. So unless we create for the love of it, and expect that actors and make up artists and writers shouldn't get paid for their work, ... we have to accept that [we won't get new content] if there is no way to pay for it to be made."

Dramatic advances in technology — beginning with the introduction of the cassette and photocopier in the 1970s — have played a significant role in our changing relationship to ownership.

"Previously, those who could afford to copy had to have access to expensive technology like printing presses or had the ability to make vinyl records, or even before that, set up broadcasting studios," Professor Leiboff continued. "With access to VHS and the PC in the 1980s, individuals could gain access to content and then share it, changing attitudes towards content."

Technology hasn't just changed distribution, content creation has been transformed by the ubiquity of iPhones and mobile photography. UOW alumna Grace McBride, festival and brand manager for Tropfest, Australia's most prestigious short film festival and the largest of its kind in the world, told me that they quite accidentally benefitted from the transition to YouTube-style content filmed on ultra portable devices.

Tropfest had its first festival, then small enough to fit in a small room, in 1993.

"Back then it was quite difficult to make a film. You needed special equipment and know-how. But now you can largely put something together on a mobile phone or tablet.

"In many ways we were ahead of our time without quite meaning to be. Especially considering the move towards short video. That's only set to continue: in 2017, for example, 76 per cent of all content will be consumed via video. We're very well placed to benefit from this," she said.

There's no doubt that things are changing quickly. "Tropfest is in a completely different space than it was a few years ago. We're a very different model — but we're very much engaged with how the space is changing."

This is evidenced by Tropfest's pivot towards even shorter video — from seven minutes to seven seconds. TropVine, as it's called, is a platform for super short, easily shareable videos (usually on loop), and it's seeing explosive growth.

Traditional broadcasters have struggled to compete with this style of short, sharp, addictive content and are slowly beginning to change their focus. SBS2 broadcasts Tropfest's short films, but it also launched its own on-demand streaming service, says Emma Losco, a UOW alumna who works across SBS's public relations.

"We've had to really think about how we connect with Australians," Losco told me.

"The shift to the Internet caught a lot of players by surprise. I guess we're lucky here at SBS — we had the opportunity to invest resources in our online On Demand platform early.

"At the end of the day, you've got to go to where the people are. We had to change our mindset away from the traditional platforms: it's not all about TV viewing anymore."

"We are constantly shifting the way we think. In the past, PR strategy around SBS's programs was about getting people to watch the television broadcast. But now it's equally important for to get eyes to our On Demand streaming service."

It's argued that the sluggish move towards hosting content online has been the real reason piracy has flourished in Australia. Survey after survey indicates that punishing and threatening consumers doesn't actually work. So what does? Like SBS found, it's content that's easily accessible and competitively priced.

A recent survey, called the Online Copyright Infringement Research Paper, commissioned by the Department of Communications, surveyed 2630 media consumers and found that 43 per cent of respondents had pirated at least some content during the survey period. This is compared to just 26 per cent of respondents in the same UK study.

The respondents unsurprisingly were drawn to the convenience, speed and price (or lack thereof) of piracy. More than a third, however, said that they would stop illegally downloading if legal pricing was more competitive. Another third said that if content was available in Australia as soon as it was released elsewhere, they would take the legal option.

It's oft repeated, but competitive legal options will reduce piracy — and Australian's have shown that they will pay for content if it's convenient and competitively priced. That's starting to happen and we're already beginning to see results."

One year after on-demand music service Spotify's launch in Australia, for example, rates of music piracy fell by an incredible 20 per cent. During the same period, rates of film and software piracy remained stubbornly high.

"Spotify has shown that people who pirate music are willing to pay for it," Rene Chambers, a UOW alumna based out of New York and working across a number of roles at Spotify, including label relations, told me.

Around the world, Spotify has more than 20 million customers paying around US$10 a month. In Australia, Spotify dominates the music subscription market — one in four Australians have tried the service and a recent ComScore survey has Spotify tagged with almost 2 million active users.

Spotify's success is rooted in a 'freemium' model. A free tier allows unlimited access to music interrupted by advertisements while a Premium tier, which costs $12 a month in Australia, is ad free and has extra features. Paying customers are, of course, more profitable for the company and its label stakeholders, but Spotify argues that its success lies in having both. Most people start out as free users, but as they get invested and spend more time on the platform, they transition from free to paying customers. It's this gradual move from free to paid that Spotify argues has made it successful where competitors have failed.

"80 per cent of people paying for Premium started out on the free service — which is just huge. It's absolutely unprecedented. That's a lot of people who are now paying for music that typically wouldn't have," Chambers told me.

Despite evidence that this system works, freemium is not without critics. Taylor Swift pulled her music from the service in late 2014 because she argued the 'free' tier devalued music — both financially and in principal.

"Music is art, and art is important and rare. Important, rare things are valuable." Swift said at the time, "Valuable things should be paid for. It's my opinion that music should not be free, and my prediction is that individual artists and their labels will someday decide what an album's price point is."

In response to the criticism from Swift, Chambers doesn't hesitate: "Two. Billion. Dollars. That's how much Spotify has paid to labels, making it their second largest source of revenue. That's money coming into the industry that just didn't exist before our launch."

There's no easy answer to any of this. It's murky and there's no real winner. All I know is that the music industry gets $120 a year out of me that they wouldn't otherwise have. And as legal options begin to proliferate at fair price points, and with content that people actually want, the slow psychological shift away from illegal downloading will continue.

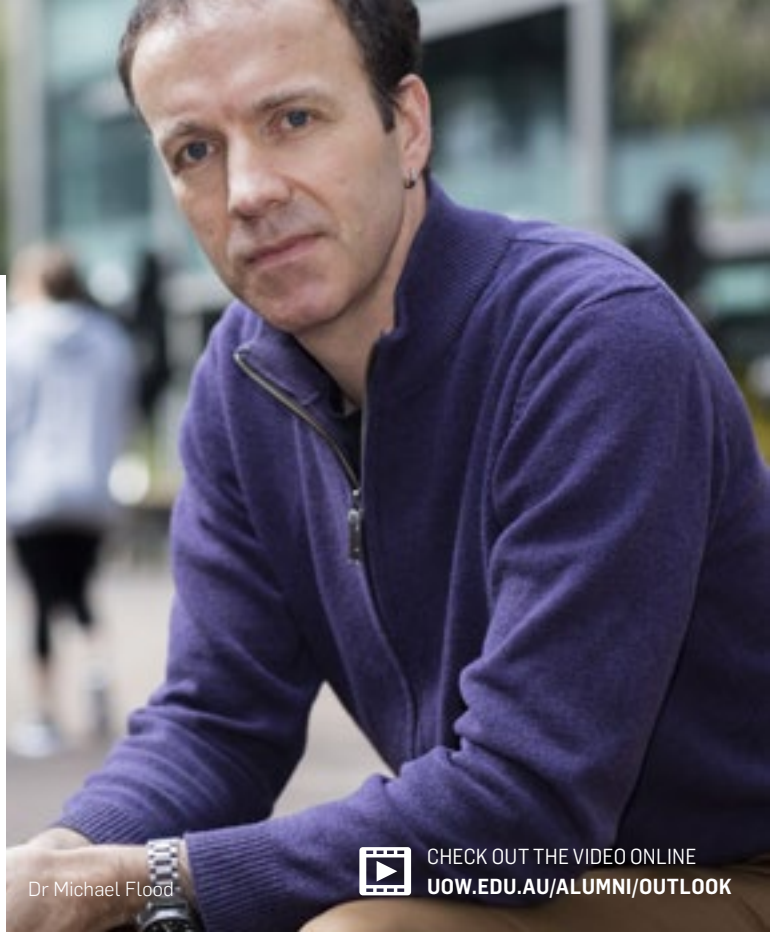
At least for me, Spotify has replaced the need to illegally source music. And for now at least, I can sleep easy knowing my 'Winnie the Pooh' laptop is safe. Well, until the next episode of Game of Thrones that is.

RENE CHAMBERS
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EMMA LOSCO
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Bachelor of Communication and Media Studies (Journalism), UOW (2009)

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What has Australia more worried than terrorism?

Domestic violence and its prevention

BY DR MICHAEL FLOOD

Internationally recognised researcher Dr Michael Flood on men, masculinity and violence prevention.

Domestic and sexual violence against women are in the news. Rosie Batty, the woman whose 11-year-old son was murdered last year by his father at cricket practice, was named as 2015 Australian of the Year. Adrian Bayley's rape and murder of Jill Meagher in Melbourne in 2012 prompted an outpouring of public outrage, with 30,000 people marching in an event in her memory. And there are new headlines each week. I saw in the last few days that women in NSW are being turned away because the refuges are full, another woman was killed by her partner, and a poll found that three-quarters of Australians believe domestic violence is as much or more of a threat than terrorism.

We need to provide support and services for the victims of this violence, and to hold the perpetrators accountable. But we must also work to prevent this violence from occurring in the first place, and this is where my research comes in.

In Australia and around the world, there is an increasing emphasis on the need to engage men in violence prevention. Many advocates see this as one key part of the solution to violence against women. There are education programs for boys in schools, interventions among men in elite male sports and workplaces, social marketing campaigns trying to change male attitudes, and a whole host of other strategies. But we don't know much about what works or not and about the best ways forward. So, in this four-year project, based on an Australia Research Council (ARC) Future Fellowship, I will evaluate existing efforts to involve men and boys in prevention and identify the approaches and strategies which will be most effective in this field.

This study represents the first major academic examination of a range of strategies for involving men and boys in primary prevention of violence. It will provide practical guidance for educators, advocates, and policy-makers, and will make distinctive contributions to scholarship on men and gender.

This project addresses 'violence against women', and that's a useful 'catch-all' term for domestic violence, sexual assault, and other forms of violence and abuse directed at women. Say the words 'domestic violence' and lots of people think of a man hitting his wife in the face and a woman with a black eye. Sure, this is sometimes part of domestic violence. But what defines domestic violence is that it's a pattern of controlling and coercive behaviours. He is putting his wife or girlfriend down, controlling her movements and isolating her, pressuring her into sex, and threatening her or the people she cares about. He may not be hitting her, and he may not be obviously breaking any laws. Domestic violence is about one person using a whole range of controlling and abusive strategies against their partner.

Likewise, say the term 'rape' and many people think of an attack by a stranger, in a dark alley or park, using a weapon, and involving injuries. But the reality of rape is that most women are raped by a man they know: a partner or ex-partner, a family member, a friend or acquaintance.

Most sexual assaults take place in a familiar location, like the victim's home or her assailant's. Weapons are rarely used, and the coercion or force used

by the perpetrator often is as much psychological as physical.

Domestic and sexual violence against women is a widespread social problem in Australia. The national data tells us that about one in six women — just under 1.5 million women — has experienced sexual assault in their lifetime, and 87,800 women did so in the last year. Looking at partner violence, over 130,000 women experienced violence by a current or former partner in the past year. Males too are the victims of violence: significant numbers of boys and young men suffer sexual abuse, overwhelmingly by adult men, and small numbers of men are the victims of domestic violence by female or male partners (and these numbers are dwarfed by the very large numbers of males physically assaulted each week by other males in and around pubs and clubs and elsewhere). While there is no Australian data focused on perpetration, various studies from comparable countries find that anywhere from two to 20 per cent of males have forced or pressured a girl or woman into sex.

The causes of men's violence against women are well known. Above all, this violence is shaped by gender inequalities — by patterns of inequality between men and women. Whether we look at relationships and marriages, or communities, or entire countries, there are strong links between violence against women and unequal gender roles and sexist gender norms.

So what to do? I'm heartened to report that in Australia, there has been real progress in reducing and preventing men's violence against women. This has been pioneered by the women's movements, and taken up by communities, governments, and others. Laws have changed, there are services for victims and survivors (although not enough), and people's attitudes in Australia have slowly begun to improve, although there is still a long way to go.

The evidence is that domestic violence and sexual violence can be prevented. Education programs among children and youth can have a positive impact on their attitudes and behaviours, especially if they are substantial and well-designed. They can reduce males' and females' support for rape myths and lower actual rates of perpetration and victimisation. Communication and social marketing campaigns can change attitudes and behaviours, again if done well. Institutions and workplaces can help to build a respectful, gender-equal culture.

"Domestic and sexual violence against women is a widespread social problem in Australia."

Prevention efforts have a greater impact when communities themselves get involved, addressing the local contexts in which violence takes place. Activist networks and movements can empower women and men and shift social inequalities. Law and policy change is necessary too, including a robust commitment to addressing the gender inequalities which underpin violence against women.

My research focuses on one dimension of violence prevention, engaging men. The project includes a series of impact evaluations of interventions engaging men and boys.

I will use these in three ways:

(1) to produce robust assessments of strategies which are central to engaging men and boys in prevention;

(2) to contribute to a wider examination of the factors which shape the effectiveness of prevention campaigns; and

(3) to guide future efforts.

The first case study is of a program which recruits and trains men to be public advocates in their communities for the prevention of violence against women, the White Ribbon Ambassador Program. Men sign up as advocates or 'ambassadors' for violence prevention, and this is one particularly visible aspect of men's roles in prevention in Australia. The second case study focuses on sexual ethics education in the military, in which new recruits learn about consent and respectful relationships. A third focuses on bystander intervention, a strategy in which individuals who are neither the perpetrators nor victims of violence are taught to intervene safely and effectively in violence or the precursors to violence. The final case study examines community mobilisation, focusing on efforts to foster grassroots men's and mixed-sex advocacy groups for social change.

Domestic and sexual violence are unlikely to disappear any time soon. The social conditions which foster them — gender inequalities, violence-supportive social norms, and other factors — are still alive and well. And the political will to address these problems is uneven at best. Still, efforts to address violence against women show growing momentum, and public attention to the problem is helping. But we will need energetic political advocacy, community leadership, and robust scholarship to make a difference.

Dr Michael Flood is an internationally recognised researcher on men, masculinities, and violence prevention. He has made a significant contribution to scholarly and community understanding of men's and boys' involvements in preventing and reducing violence against women and building gender equality. Dr Flood is also a trainer and community educator with a long involvement in pro-feminist advocacy and education. He has worked with sporting and military organisations, community services, and governments, participated in international expert meetings, and contributed to social change campaigns.

Dr Flood's academic publications are available at **uow.academia.edu/MichaelFlood**
Further materials are available at **xyonline.net/category/authors/michael-flood**



Communicating passions

LUKE FREDBERG, CBS CORPORATION

CHECK OUT THE VIDEO ONLINE
UOW.EDU.AU/ALUMNI/OUTLOOK

Communicating the vision of multinational corporations is a specialty of Luke Fredberg. He discusses with *UOW Outlook Magazine* his current focus – CBS Corporation and the Golden Age of Television.

As Vice-President of International Communications for CBS Corporation, Fredberg is charged with communicating the global strategy for the company, and is a key player in their international external communications team. It's a varied and energising role, and one he clearly relishes.

"For me, multinational companies are all about the diversity," he explains. "Every day I'm working with new and different people: in the morning I could be on the phone to Asia; in the afternoon emailing back and forth with Europe; and in the evening, on a call with LA discussing strategy, or a new project or show we're about to launch."

CBS Corporation has a solid reputation as an international leader in the creation and distribution of high quality content to audiences around the world, with operations in virtually every field of media and entertainment.

Though headquartered in the United States, CBS's reach and influence is undeniably global. Working from his base in London, Fredberg helps provide a link between their businesses and audiences across the world. When he joined the company as Director of International Communications in 2009, CBS was quick to recognise his talent and potential, promoting him to his current senior executive role within two years.

Growing up in Adelaide, the UOW Master of Journalism graduate spent some time working with fashion, youth and lifestyle brands for integrated communications agency Spin Communications before leaving Australia for the United Kingdom, landing the role that shifted gears in his career: Head of Consumer and Sponsorship Public Relations for Visa in Europe. The role encompassed public relations activation of the company's large-scale global sponsorships and marketing campaigns.

"Visa has some of the most significant sponsorships in the world, so it meant that I got the chance to work on things like the Olympic Games and the Rugby World Cup," Fredberg says. "The frequent travel across Europe really gave me a grounding in the media landscape of those individual countries, and a solid basis for future international PR and communications roles."

Fredberg says the role helped him shape the calm professionalism for which he's known, citing a memorable press conference in Istanbul, held soon after he first arrived in London. "There were about a hundred journalists in the press conference, and they were smoking and talking throughout the whole thing, and it was absolute chaos," he recalls. "From that moment onwards, I thought 'this is what international communications is like; you need to adapt to the situation that you're in, you need to understand different cultures, different people, different attitudes towards the press, and just work from there'. It's really about keeping that level of professionalism, always."

From there, he spent a year heading up communications across Europe and India for TripAdvisor, the world's largest travel site, before moving to CBS, at what he describes as a fascinating time in the media and entertainment industry's history. "We talk a lot about it being the golden age of the small screen. Television is increasingly being seen as a medium that has a lot of space for creativity, so now it's attracting all the best directors and actors. I'm really fortunate to be a part of it."

Travel is a key driver — personally and professionally — for Fredberg, who as a child dreamed of becoming an international pilot. Since leaving Australian shores, he has travelled extensively for both work and pleasure, from contrasting places such as Syria and Myanmar, to the glitz and glamour of Cannes and Monte Carlo. He speaks four languages, and has spent significant amounts of time in places like the United States, Istanbul, Italy, Greece and India, along with a two-year stint in Paris. But London has been his base over the last 13 years, and he still loves its buzz.

"London is certainly the most international of cities that I've ever lived in, and is arguably the most international city in the world," he says. "Professionally, I don't think I could be in a better city than here. From an international communications perspective, London is really where all the action is happening."

Travelling the world through his work has also opened up opportunities for Fredberg to give something back. "When I was with Visa I worked in Turkey on an education program for young Kurdish children, out by the Turkey-Iraq border," he recalls. "I got to spend a lot of time out there. It was something I'm quite proud of — it really felt like you were making a difference."

Education is another of Fredberg's passions. Alongside his work for CBS he has begun to mentor students at the University of the Arts London, giving the next generation of leaders the benefit of his incredible experience and insight as they shape their own careers in an increasingly globalised world.

"When it comes to business nowadays, being able to adapt and change and work within a diverse environment is so important," he says. So what does the future hold for Fredberg? Wherever it leads, you can be sure it will involve travel, new destinations and creativity in abundance.

LUKE FREDBERG
Master of Journalism, UOW (1998)



Eating disorders – equal opportunity for pain

BY KEELI CAMBOURNE

When the father of one of my students came to see me about concerns over his child's body image issues, I was shocked. I'd asked to see the parents of this particular student because they had become increasingly disengaged from learning, defiant, disrespectful and unhappy.

The student's father explained how the behaviour just wasn't at school, and that his 15-year-old was becoming distressed, crying and staying locked in the bedroom for hours, lashing out at the family when they tried to intervene.

After living through the nightmare of a daughter with an eating disorder, I knew the torment, helplessness and bewilderment this father was feeling — but there was one major difference, gender. It was his 15-year-old son who was so full of self-loathing and self-disgust.

The incidence of men — and not just young men — being diagnosed with an eating disorder is on the rise, a claim supported by statistics presented by the eating disorder support group, the Butterfly Foundation. Its latest report, *Investing in Need*, on the economic cost of eating disorders in Australia this year, found one in four children with anorexia in Australia are boys and almost a third of Year Nine boys use dangerous methods to try and keep thin. It also stated that of Australians aged 11–24 years, approximately 28 per cent of males are dissatisfied with their appearance.

But is it a trend that has started only recently with the constant assault through social media, television and films of the idealised male body? Or is it only now that eating disorders have come out from the dark in which sufferers used to hide that professionals are beginning to realise this is not a privileged, first world, caucasian girl disease of vanity but a mental illness that knows no bounds?

According to the National Eating Disorders Collaboration (NEDC) Australia, the rates of body dissatisfaction in males are rapidly approaching those of females, but for men this body dissatisfaction is more commonly manifested as the pursuit of a muscular, lean physique rather than a lower body weight.

According to the NEDC, male athletes have an increased vulnerability to eating disorders, particularly those in sports with a greater emphasis on weight classes and aesthetic ideals such as weight lifters, wrestlers, gymnasts, dancers, jockeys and body builders. For some males, heightened concerns about muscularity may become part of an eating disorder, characterised by distorted perceptions about muscle bulk, and /or distorted eating and exercise patterns.

Clinical psychologist and UOW alumnus Rodney Ward specialises in body dysmorphia and eating disorders and says he has noticed a rise in referrals for men.

"I believe men may be less likely to ask for help on these issues and I believe that therapists need to be vigilant and ask specific questions regarding body image if they suspect body image concerns with their client," he says.



Keeli Cambourne is a UOW alumna with a Master of Arts (Journalism) and a Graduate Diploma in Education Secondary. She worked for Australia's major newspapers in her journalism career and is now teaching secondary students the joy of writing.

"Body image concerns are often co-morbid with depression and other anxiety disorders, especially obsessive-compulsive disorder and social anxiety disorder. I have noticed a younger, early-to-late adolescent age group; however, I have seen these concerns in males into their 40s.

"I believe that because the factors that we draw our esteem from become more multidimensional as we get older (career, family, relationships), this may moderate the body image concerns somewhat."

bodies. They are much more complex and have a lot of emotional issues as well," Wright says.

"Of course pre-teen boys, like pre-teen girls, are concerned with their bodies and the masculine ideals they are exposed to through social media and other areas, but the development of eating disorders is a lot more complicated."

Eating disorders can be put into five main categories. The most common are Anorexia Nervosa and Bulimia and these are the two that get most recognition.

"A generation ago people equated health with being free of disease"

UOW Professorial Fellow Jan Wright has been studying body image and eating disorders among pre-teen boys and says it is a complex issue, the causes of which cannot be neatly divided into easily "digestible" parts.

"Eating disorders among pre-teen boys are not necessarily to do with just their

But there is an increasing number of women and men falling prey to eating disorders that are much harder to categorise. Orthorexia is an obsession with health and healthy eating, Eating Disorder Not Otherwise Specified (EDNOS) is characterised by extremely disturbed eating habits, a distorted body image and an intense fear of gaining weight and Anorexia Athletica is a condition in which people over-exercise because they believe this will control their bodies and give them a sense of power, control and self-respect.

More commonly men and boys are falling into the last three categories, especially Anorexia Athletica and Orthorexia, and it is these which Dr Gabrielle O'Flynn, a lecturer in the School of Education at UOW, is trying to help teachers understand so they can, in turn, educate the next generation of young men.

Dr O'Flynn has been studying how young men and women define health in general, and she believes the changing definition of health has in part contributed to the rising incidence of body dysmorphia and eating disorders among young people.

"A generation ago people equated health with being free of disease," Dr O'Flynn says.

"What we have found now that is most compelling is that young people see health as having a 'fit body'. Young men conflate this with having fit, purposeful bodies, and there was a pattern of



how they defined health with the male idealised body but also defined health as a strong body.

"This leads to health being much more about an image — so there is then guilt, self-loathing, dissatisfaction with themselves — and what young people are then missing is that there are ways to experience health that is not about image. What is silenced are the ways of engaging with their body for pleasure, fun and happiness."

Dr O'Flynn says that culturally young men and women are now fixed on body shape as a way of defining health, but she says that this can not all be blamed on the media.

"The idea of the perfect body is taken up by young men who are quite educated, and it results in actions that are very calculated," she says.

"For example, these young men may know the dangers of taking drugs like steroids but they believe the risk far outweighs the benefits of having what they see as a strong, healthy body which transfers into an image of self-control and strength."

Dr O'Flynn says pre-service teachers still come to university with a preconceived and narrow definition of what health is, and it is imperative they are taught the broader definition of health in order to educate the young people under their care.

The diagnosis of an eating disorder among men is much harder to ascertain according to the NEDC because of the reluctance of men to admit they may have a problem which is usually associated with women.

This reluctance to seek help because they don't want to appear weak or vulnerable has led to a stigma around mental illness that has delayed treatment and support for many males with eating disorders.

However, the NEDC notes there are physical, psychological and behavioural warning signs that can signal the onset or the presence of an eating disorder in a male or a female but there are some warning signs that are more likely to occur in males.

These include a preoccupation with body building, weight lifting or muscle toning, weight lifting when injured, lowered testosterone, anxiety/stress over missing workouts, muscular weakness, decreased interest in sex, or fears around sex, possible conflict over gender identity or sexual orientation, and the use of anabolic steroids.

Compounding this is the socio-cultural influences that imply that over-exercising and the extreme pursuit of muscle growth are seen as healthy behaviours for men and can even be actively encouraged when in fact these activities can indicate a significant disorder and lead to severe physical health problems.

BALANCE

Imparting the message about a balanced approach to nutrition and exercise is one of the main challenges UOW alumnus Brendon Smith faces in his business VO2 Vitality Fitness.

After graduating from UOW in 2010 with a Bachelor of Arts and Commerce, Smith found himself working not in the finance industry but in the fitness industry where he is an advocate of bringing a healthy balance to his clients' exercise and lifestyle needs.

He does admit however, that within the fitness industry there is a preoccupation by some operators on the way clients look rather than on the health benefits of proper exercise and nutrition.

"There are polar opposites in the industry when it comes to body ideals and it depends on the culture in which people train," he says.

"In my business we try to emphasise a very relaxed atmosphere, where there is no ego and not a strong drive to look a certain way. We promote good health rather than body image."

Smith says this vulnerability to achieve the ideal male body shape crosses all demographics and although younger men may be more impressionable, the tipping point into an eating disorder can happen at any stage.

Smith says he believes strongly in getting the message across to his clients that every body is different and should not be trained in the same way.

"Having good nutrition and being healthy has to be a lifestyle. Taking diet as an ideology has its flaws," he says.

Ward warns however, that there is a misconception that eating disorders and body dysmorphia symptoms are concerned only with wanting to lose weight.

"In fact, body image being weight-related can be a criterion against a diagnosis of body dysmorphia. The Body Dysmorphic Disorder (BDD) diagnostic criteria specifies that the concern must be a preoccupation with an imagined defect in appearance rather than purely weight concern, and if weight concern is identified a clinician should ascertain whether an eating disorder is a more accurate diagnosis," he says.

Sufferers of 'Muscle Dysmorphia' (a form of BDD) may think they look too small or inadequately muscular and may wear layers of clothing to enhance their size, excessively lift weights or use potentially dangerous anabolic steroids to 'bulk up'."

Like women, men are affected by what they see and what they hear, says Ward. Although there is no specific research or findings on the way in which social media especially is influencing the incidence of male body dysmorphia, he says the media does often portray an idealised image of what it means to be a male.

"You have only to watch TV programs such as The Footy Show that often has professional muscular athletes with their shirts off in the program and other promotions on TV such as the Fireman's Calendar also showing heavily muscular males," he says.

"If you were an individual with these [body image] concerns and values, you could be influenced by what you are seeing on the media and would obviously be drawn to such programs and advertisements."

Ward says that although he personally believes there is more expectation and focus on women's bodies and body types than men, he also believes there are now similar manifestations in regards to foods, and these obsessions over healthy (clean) foods are evident in males with body image concerns.

"Generally speaking, [body dysmorphia] can affect men in areas such as social functioning, occupational functioning and activities of daily living. It may also affect them interpersonally in relationships due to the amount of time spent on their obsession or the safety behaviours they carry out," he says.

"Sometimes individuals have a peer group with similar behaviours so the behaviours may not be as noticeable if a large part of their peer group have the same value, however, when they step away from that peer group it may be more obvious."

Cathy Anderson, Psychologist, with the Illawarra Eating Disorders Service and graduate of UOW says the prevalence of body dysmorphic disorder in males is difficult to estimate because of under-reporting by those who suffer it, and under-diagnosis as presenting for help is usually around an associated issue and not the BDD itself.

"Stigma abounds around many mental illnesses. Eating disorders and BDD are no different."

"Generally, BDD usually starts in adolescence, but unless they present for treatment of another problem such as anxiety, or social phobia, it usually goes undetected for many years. Various reports suggest it can be present for up to 10 to 15 years prior to first presentation for psychological treatment," she says.

"Stigma abounds around many mental illnesses. Eating disorders and BDD are no different. When the preoccupation is muscle dysmorphia, it is easy to see why this could be misconstrued as a 'lifestyle choice' with excessive time spent working out and obsessing about diets.

"These men and women see themselves as defective, become isolated, and at its worst find it difficult to maintain relationships or employment — this is where we see the impairment of this mental illness is significant, and certainly not a lifestyle choice.

"Eating disorders are ways of coping with psychological and emotional issues, that serve a function — the name is a misnomer as the illness is not really about food, but the food is the tool by which they get their needs met."

Anderson says although the media and the rise of social media have made an impact on the way men view themselves, they can't be wholly 'blamed' for the rise in male eating disorders.

"The NEDC has released a document for the sporting and fitness industry which states 'Eating disorders and disordered eating may occur in people who are regarded by society as being extremely fit and healthy. Both males and females engaged in competitive physical activities, including sports, fitness and dance, have increased rates of body dissatisfaction, disordered eating and eating disorders'. Clearly there is a place for fitness and health related practices, and NEDC is committed to working collaboratively with these industries to achieve a balance where eating disorders exist.

"What we can surmise is that for those men with vulnerability to the development of an eating disorder, they have also had this visual explosion of male lean, muscular, powerful bodies alongside a multitude of other predisposing factors (genetic vulnerability, psychological factors and socio-cultural influences) which in turn have contributed to eating disorders in men," she says.

CATHY ANDERSON
Bachelor of Science (Psychology), UOW (1996)
Master of Science (Mental Health), UOW (1998)

KEELI CAMBOURNE
Master of Arts (Journalism), UOW (1994)
Graduate Diploma in Education Secondary, UOW (2013)

DR GABRIELLE O'FLYNN
Bachelor of Education (Physical Health and Education) (Hons), UOW (1999)
Doctor of Philosophy (Education), UOW (2004)

BRENDON SMITH
Bachelor of Arts and Bachelor of Commerce (English Literature and Finance), UOW (2010)

RODNEY WARD
Bachelor of Psychology, UOW (2001)

PROFESSOR JAN WRIGHT
Doctor of Philosophy (Education), UOW (1992)



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Storyteller at heart

KUMI TAGUCHI, ABC NEWS 24

As a high school student, Kumi Taguchi developed a love for documentaries and stories from around the world: a passion that's evident in her work as a senior anchor on ABC News 24.

"I always loved the news and trying to figure out the whys of the world. Journalism seemed to be the place that fed that curiosity," says Kumi.

Taguchi's path to journalism is a little unusual. An accomplished violinist — playing since she was just five years of age — she was encouraged by her music teacher to enrol in the Bachelor of Creative Arts (BCA) program at UOW. While her music skills offered a pathway to university, the multidisciplinary approach of the BCA also appealed to her.

"As soon as I stepped onto the campus, I felt at home. I saw so many faces from different countries. I loved the casual feel of the place. I loved the grassy lawns and the peacefulness. It felt like I could be myself there and find my own way."

People are often surprised to discover that Taguchi didn't study journalism. "For me, the way I forged my career path was ideal: I was able to fill every part of my curiosity and think about ideas from so many different perspectives," she says.

"Journalism is, and increasingly so, a very technical profession. You need to learn a multitude of skills to make it through a day: from desktop editing to news software and super-fast social media skills."

This flexibility, along with her engaging, empathetic style and natural sense of adventure, has served Taguchi well: her journey has taken her from an entry-level role with the ABC — answering phones and picking up dry cleaning — to a rich career as a journalist and news presenter across the ABC and SBS.

She also spent some time living and working in Hong Kong, which she regards as a great time in her life. "I was meant to stay for two years but it ended up being six: it became 'home'," she explains. "My main job was reporting and anchoring for a local TV station, in their English News department. It meant local salaries (low), local rent, local everything. It also meant



"At the end of the day, journalism is a voice. It's about how you see the world and the questions you ask."

I had to see Hong Kong through the eyes of those who lived there: understand the politics of the place, education, how young people were feeling, what the social problems were."

Taguchi has seen a lot of change since starting out in the industry, when there were just five TV channels and no Internet. "My role is incredibly multi-faceted — because of the diverse audience. We have people who watch 24-hour news, appointment TV, or read content online. I anchor, report and write. I produce content for multiple platforms: radio, TV and online."

She loves presenting from the studio and reporting on-site from the heart of a breaking news story in equal measure. "As much as they seem to be polar opposites, they're actually quite similar," she says. "You need to be honest with your audience, give them as much clear information as you can, treat them and your guests with respect, and let some of your own personality shine through."

Taguchi has had some very moving and memorable experiences on the road: reporting from the Blue Mountains bushfires in 2013 alongside a community struggling with the magnitude of the disaster; the physical and emotional challenge of covering the Sydney to Hobart Yacht Race in 2014 from the open sea; and, last year, spending two weeks inside a rehabilitation facility for war veterans suffering from Post-Traumatic Stress Disorder (PTSD), after over a year of trying to gain access.

"It was a tough two weeks. I was there on my own and was hearing long, detailed accounts of people's experiences of life after war," she recalls. "I was determined to challenge my own perceived areas of knowledge and see whether anything new came out of my time there. So, I went in with a blank notebook and a pen and simply wrote and observed: like reporters of old."

Her interest in the issues faced by returned soldiers has since fed into another of Taguchi's passions: running and adventure. The 39-year old, who completed the gruelling Australian Outback Marathon in 2013, is now turning her attention to expanding the Soldier On 5km, a weekly fun run as part of a wider initiative to help shift the dialogue around veterans and blend the military and civilian worlds.

It's indicative of a life spent giving a voice to the concerns and issues faced by others. "At the end of the day, journalism is a voice. It's about how you see the world and the questions you ask."

"UOW let me ask so many questions and express them in so many different ways. That flexibility has been incredibly important to my career because it never follows a linear path, and having the ability to re-shape and re-direct that curiosity has been vital to sticking in the game long-term."



KUMI TAGUCHI
Bachelor of Creative Arts (Visual Arts & Design), UOW (1996)



One journey: more than one approach

BY KEELI CAMBOURNE

"Mirror, mirror on the wall, who's the fairest of them all?" The wicked queen in Snow White may not have got the answer she wanted, but performance coaches and psychologists believe that if she'd employed a little positive psychology, her downfall may not have been so drastic.

According to Dr Paula Robinson, UOW alumna and founder and managing director of the Positive Psychology Institute, positive psychology is the science of optimal functioning and is changing the way we live and work.

"Positive psychology is a paradigm shift where the psychological research asks different questions. The focus has shifted from what is wrong with us and how can we fix it to what is right about us and how can we do more of it," she says.

"This sub-field has produced a growing body of research that allows us to assess and develop positive mental health and wellbeing strategies within ourselves and others."

Dr Robinson says by understanding our unique self and having a developmental plan in place, we can certainly achieve at higher levels — both in our careers and personal life.

"My own research utilises the mental fitness model with components of strength, flexibility, endurance and teamwork, underpinned by positive psychological research. The sub-components enable me to look at areas of wellbeing and develop them with my clients utilising a language that is easy to understand.

For example, strengths, meaning, purpose, mindfulness, resiliency, acceptance, competence, autonomy, emotional ratio and relationships were all found to be associated with mental fitness and all can be assessed and developed to improve wellbeing outcomes," she says.

"Over the years, I have found that the fitness analogy is a very effective way of designing and delivering wellbeing programs, particularly in the organisational and educational sectors because they don't often like the language of psychology and don't want to talk about wellbeing, calling it 'psychobabble'.

"They want to talk about competitive edge and self-development that is not stigmatised by mental health/illness language. 'Mental fitness' is an enabler of psychological resources to predict wellbeing outcomes.

Research suggests higher wellbeing is associated to a number of positive workplace outcomes, for example, lower staff turnover, higher productivity and reduced levels of absenteeism."

Keeping that competitive edge in business is vital if companies and individuals want to succeed says Dr Robinson and positive psychology is already being applied within the workplace on a larger, more strategic scale with promising results.

"I think this knowledge and its application will play a significant role in the future as the research is suggesting it now can't be ignored," she says.

"It is also becoming increasingly clear that an emphasis on wellbeing improves mental health outcomes not only in organisations but also in our children, who are increasingly suffering from mental illness at an alarmingly high level," Dr Robinson says.

Research has shown that higher levels of wellbeing in students predict academic performance, social emotional learning, engagement and pro social behaviour at school.

We all need to pay attention to our mental health just as we do our physical health with regular practices to form more positive habits of mind. However, it is important to note this does not mean one should be 'happy' all of the time — this is not normal and negative emotions are crucial to our survival and how we operate effectively in the world.

"Mindfulness is about being present and focused in the moment"

However, it is the 'ratio' of negative to positive emotions that is causing the most concern. Research clearly suggests that our physical and psychological outcomes are significantly improved when we increase our levels of positive emotion so thoughts and behaviours can be aligned to each person's daily activities and practices to improve their wellbeing outcomes.

ACCEPTANCE AND COMMITMENT THERAPY

However, positive psychology is not the only model of wellbeing that is being utilised in the workplace and at home according to another UOW alumnus, Dr Mike Martin, a performance coach, speaker and author.

After years of working with Australia's elite athletes at the Australian Institute of Sport, and more recently with large corporations and businesses, Dr Martin says there is another wellbeing trend emerging from the US which is having as much impact as positive psychology.

Acceptance and commitment therapy, unlike positive psychology, encourages advocates to accept any negative thoughts about themselves and their possible performance and then refocus on ways in which they move forward with their plans or goals.

"This is the next generation of performance psychology," says Dr Martin.

Dr Martin says that in acceptance and commitment therapy rather than individuals getting into an 'argument' with their 'negative self', they instead accept these less positive thoughts about themselves but move towards generating strategies that can help them achieve their goals.

"There can be a lot of wasted emotional energy that destroys a person's focus if they try to change those negative thoughts," Dr Martin says.

"Our brains are essentially wired as danger detection mechanisms. For example, if you are running really hard your brain will tell you to slow down to protect yourself physically. It can also tell you not to give that talk, take that seminar, or sit that exam to protect you from embarrassment, and even positive psychology can not override that hard wiring.

"Instead, with acceptance and commitment therapy, we instruct clients to not take those negative thoughts seriously. Acknowledge them, but use techniques like mindfulness to diffuse them.

"What people struggle with is that they think that to do well they have to feel good about themselves, but now with this new generation of psychology we are finding that if you can accept the negative thoughts that may arise and focus on what you can do instead to achieve your goals, you can still succeed. It's about focusing on what needs to be done."

Dr Martin says mindfulness — a technique of centering the mind and body — is becoming increasingly popular in many psychological and psychiatric practices.

"Mindfulness is about being present and focused in the moment. It turns the volume down on self doubt so you have a breathing space to concentrate on what is important. For example, if you are preparing for a big presentation, rather than listening to the 'negative noise' which may be talking about failure, you concentrate on things that are important to that presentation, like delivery, structure and content — the things you may not be able to concentrate on with all the other 'jibber jabber' going on," he says.

Dr Martin says the science of success is showing that acceptance therapy is working and it is being adopted in many situations where high performance is a necessity.

"What I have seen in my career is that the practice of using motivation and positive thinking as a way to overcome negative thoughts loses traction after a period of time," he says.

"Motivation wears off. I've seen it a lot in sport. And when that motivation goes, the negativity remains, and it is that which can affect performance."

KEELI CAMBOURNE
Master of Arts (Journalism), UOW (1994)
Graduate Diploma in Education Secondary, UOW (2013)

DR MIKE MARTIN
Bachelor of Arts, UOW (1982)
Diploma of Education, UOW (1982)
Bachelor of Applied Science, UOW (1987)
Doctor of Philosophy (Biomedical Sciences), UOW (1992)

DR PAULA ROBINSON
Bachelor of Science (Psychology) (Hons), UOW (1999)
Doctor of Philosophy (Psychology), UOW (2014)

Creative force

From arts, culture and entertainment these UOW alumni are making significant contributions to their artistic communities. With a diverse range of creative skills they are all working in really inspiring artistic fields. Here they share some insights into what motivates, challenges and drives them.

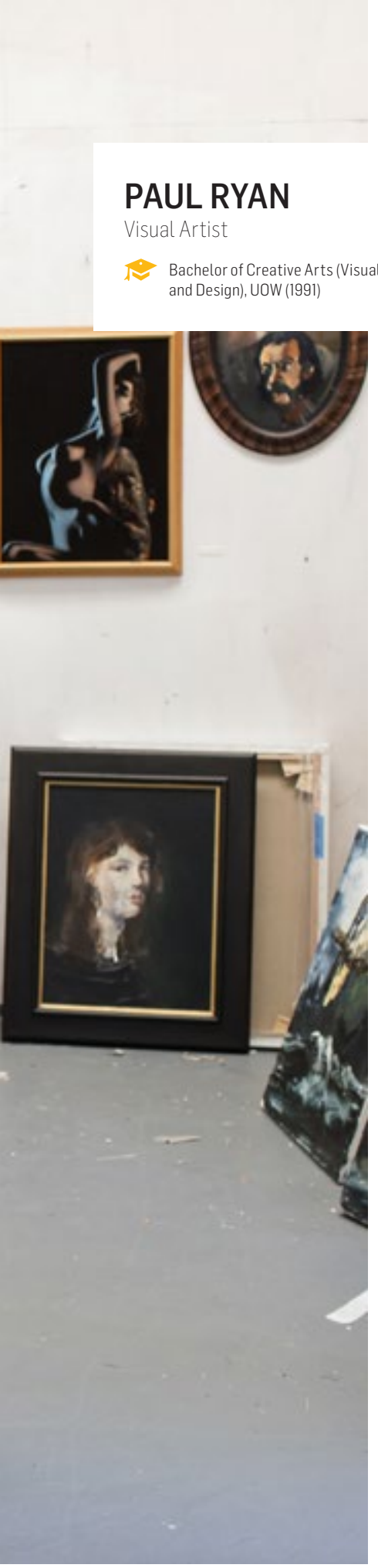


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PAUL RYAN

Visual Artist

Bachelor of Creative Arts (Visual Arts and Design), UOW (1991)



ARCHIBALD

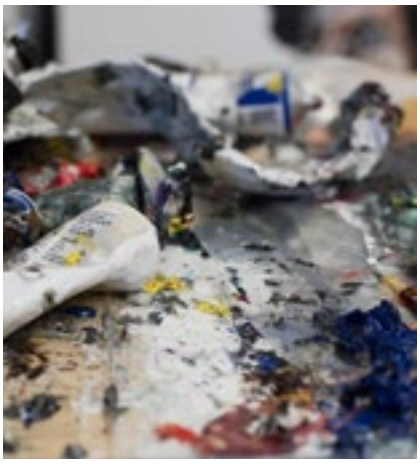
I've been painting for the [Art Gallery NSW] Archibald [Prize] for quite a long time and it's been brilliant because it's a great excuse to knock on the door of people's work that you love. I tend to go towards other creative people, so some of the people I have painted include the world-famous Wollongong-born musician Richard Tognetti, novelist Thomas Keneally, film producer Margaret Fink, artist Ben Quilty, and actors Richard Roxburgh and Noah Taylor.

COMMUNITY

I think for creative people, it's really great to connect with other creative people. Over the years a lot of creative people have settled in the northern Illawarra or been born here and it's fantastic. I have friends who are filmmakers and musicians and actors and screen writers and other visual artists, and we often run into each other down at the coffee shop and people will ask me what I'm working on and I'll ask what they're working on and occasionally we'll collaborate. So it's wonderful that we now have this creative community. And that feels like my community.

CHALLENGE

I think you need to be constantly looking for new ideas and new ways to make work. You need to be challenging yourself. If I'm not interested, if I'm not excited, then I cannot expect anyone else to be. I admire artists who really push it and try new things and continue to extend themselves.





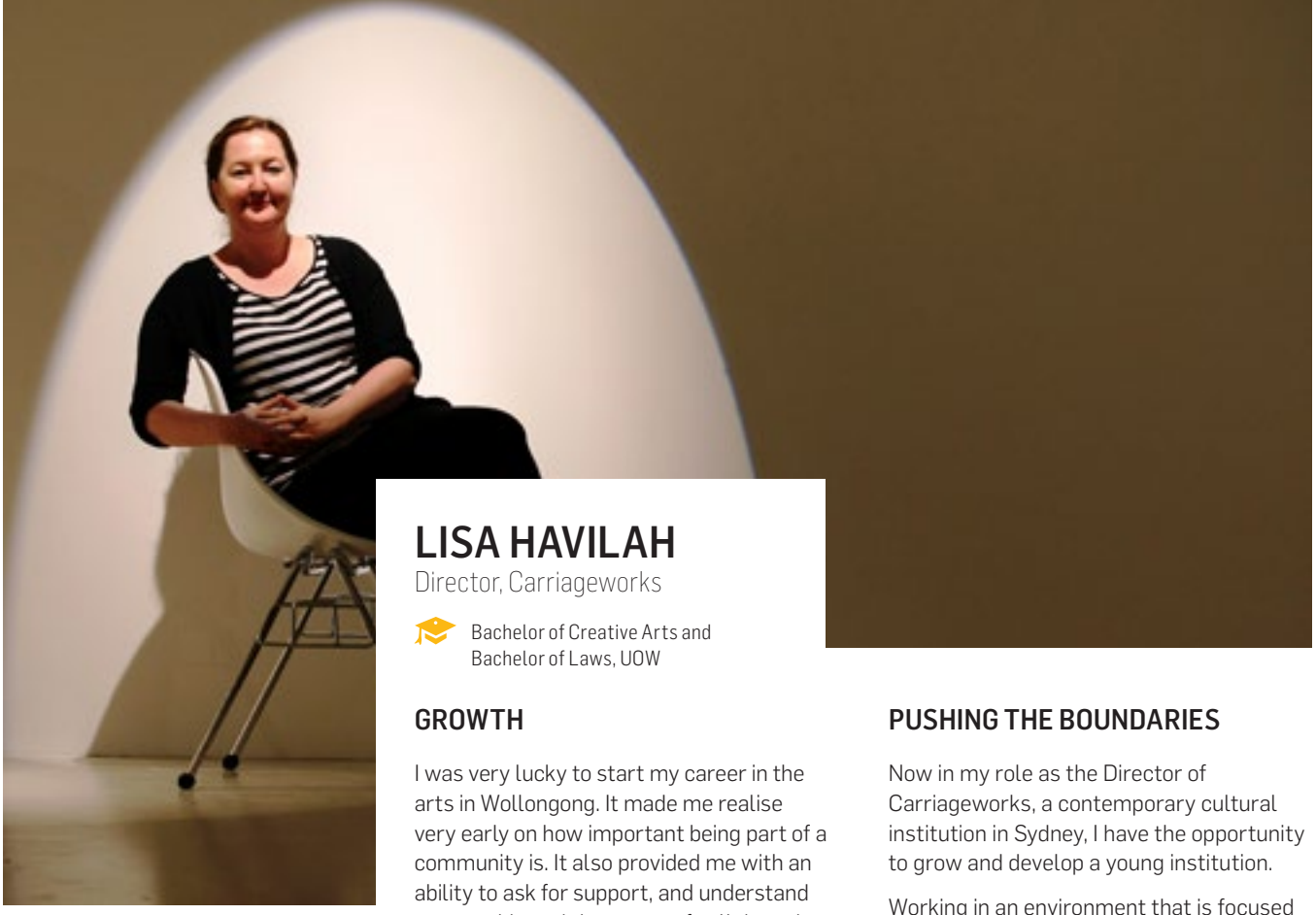
ENVIRONMENT

The landscape of the Illawarra is possibly one of the most beautiful in all of Australia and is a constant source of inspiration. I first discovered the northern Illawarra when I was about 15. I'd come up every weekend on the train with my surfboard and I'd go surfing, and there was just something about coming around the corner from Bulli into Thirroul and getting a glimpse of the escarpment. I knew then there was something very special about this area and I fell in love with it from that moment. And I'm still in love with it. I've been painting it on and off, along with other subject matter, for close to 30 years now.

Surfing gets me outside in nature, in the fresh air, exercising. And there's something about riding waves — cutting the energy of the universe — which is a particularly special feeling. When I surf this coast, I'm constantly looking at the landscape and the different light you get at different times of year. And so that directly feeds into the way I paint the landscape.

IDEAS

An idea is not something you can manufacture. It comes through daily life and through the process of working. It comes through watching the news or reading great literature or listening to amazing music. All this feeds in and you often have this bank of potential ideas and sometimes you'll attempt to plant those ideas; and it will grow something, and sometimes it just won't work. So you have this main path that you're on and every now and then you take little branches off to say, "Okay maybe we can try this..."



LISA HAVILAH

Director, Carriageworks

Bachelor of Creative Arts and Bachelor of Laws, UOW

GROWTH

I was very lucky to start my career in the arts in Wollongong. It made me realise very early on how important being part of a community is. It also provided me with an ability to ask for support, and understand partnership and the power of collaboration.

When we started Project Contemporary Artspace in Wollongong, great people took a chance on us as inexperienced and ambitious young people. I still feel very fortunate that people such as David Campbell, who was the Mayor of Wollongong at the time, BHP and the Dion family took the time to understand what we were trying to achieve and provided us with the support to do it. Because we had that support I was able to understand business by starting a 'not for profit' and was able to grow professionally by having that responsibility.

"My work is a million tiny things done well but it is also having the capacity to understand and deliver on the ambitions of others"

After three years at Project I was appointed the Assistant Director of Casula Powerhouse Arts Centre and went on to be the Director of Campbelltown Arts Centre. Working in Western Sydney, which is one of the fastest growing regions in Australia, had a big influence on my practice. It illustrated to me that growth provides many opportunities and that the practice of making and presenting contemporary art thrives within an environment that is always growing and changing.

PUSHING THE BOUNDARIES

Now in my role as the Director of Carriageworks, a contemporary cultural institution in Sydney, I have the opportunity to grow and develop a young institution.

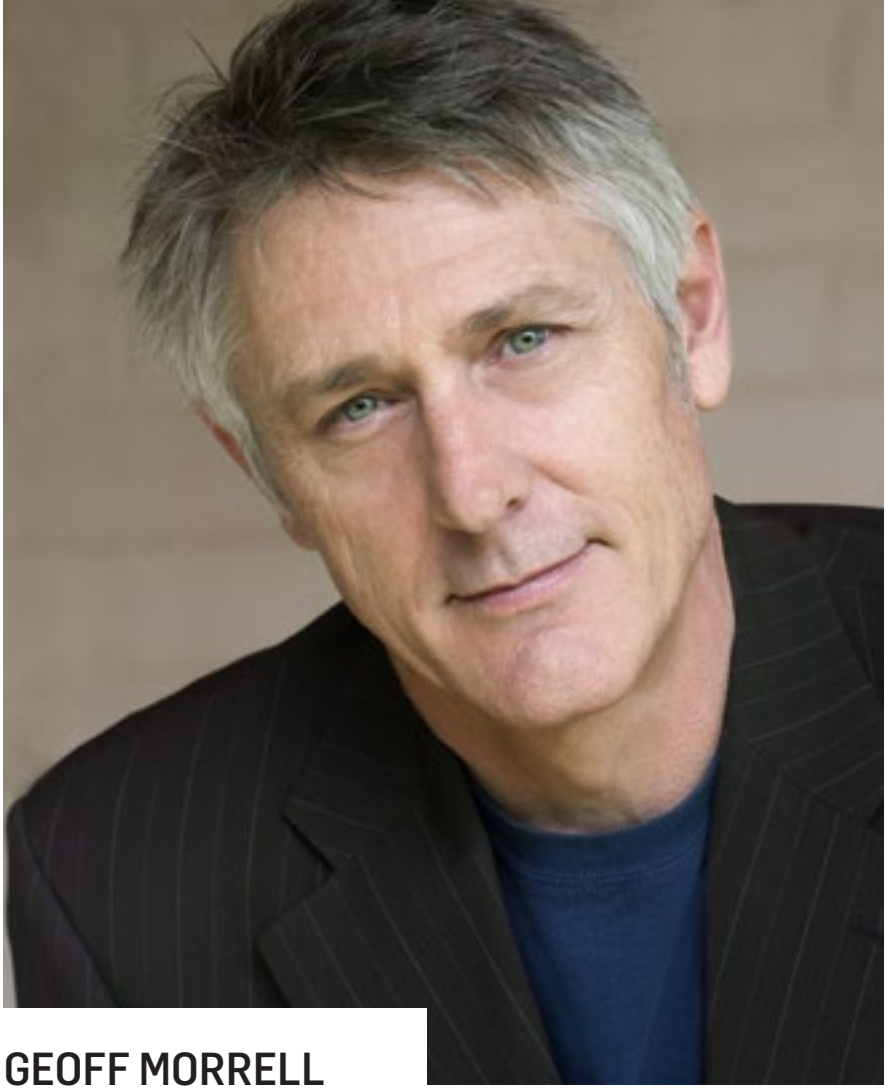
Working in an environment that is focused on growth, the key constant is change and I and the Carriageworks team thrive by working with artists and partners that constantly push us outside our capacity. Every year over the last three years our audiences have doubled. We have been able to achieve this through collaboration and presenting new contemporary work that is culturally relevant to our communities.

I highly value the ability of art to enable us to reflect on our lives and our place in the world, and I developed these values from what I learnt collaborating with artists and communities in Wollongong.

INSPIRATION

I have always been inspired by the way artists think and how they are constantly learning. I try and apply this to my practice of work. My work is a million tiny things done well but it is also having the capacity to understand and deliver on the ambitions of others.

When I was at the University of Wollongong, I was lucky enough to have the support of Jack Goldring who was the head of the Law Faculty at the time. Jack encouraged me to study law. This changed my brain, my life, and provided me with discipline — which I have been able to apply to the way I think and work. It still motivates me that someone like Jack Goldring took the time and care to mentor me in the way that he did.



GEOFF MORRELL

Actor

Bachelor of Arts, UOW (1979)

PERFORMING

My interest in performing began while I was studying history at the University of Wollongong. I joined the Drama Society for a production of The Importance of Being Earnest, and that was it really. I started doing my own productions and taking courses in the newly established Drama Studies Department. From that time on it was all that I wanted to do, and I feel blessed to have forged a career in the arts.

SUCCESS

I have had many successes, with individual productions and awards, but I think my major achievement has merely been to earn a living from the arts in this country. I know that it is the dream for many people who, for different reasons are unable to achieve it, and I feel very fortunate.

THEATRE

I worked for about 15 years pretty exclusively in live theatre. Apart from my academic studies, I had no formal actor training, and in so many ways I was fortunate to be able to learn on the job.

My graduation coincided with Theatre South's establishment in Wollongong, and I worked with them for three years as part of the acting ensemble. Those were the days when the Australia Council funded regional theatre companies, which gave people like myself the opportunity to hone their craft in a working environment.

TELEVISION

I always wanted to do some screen work, but apart from some projects in England (where I lived for two years in the mid-1980s), television work eluded me on my return. It was another great blessing really, because when I did eventually do some television work I had around a hundred stage plays, play workshops and readings under my belt and was much better equipped for success.

"I feel blessed to have forged a career in the arts."

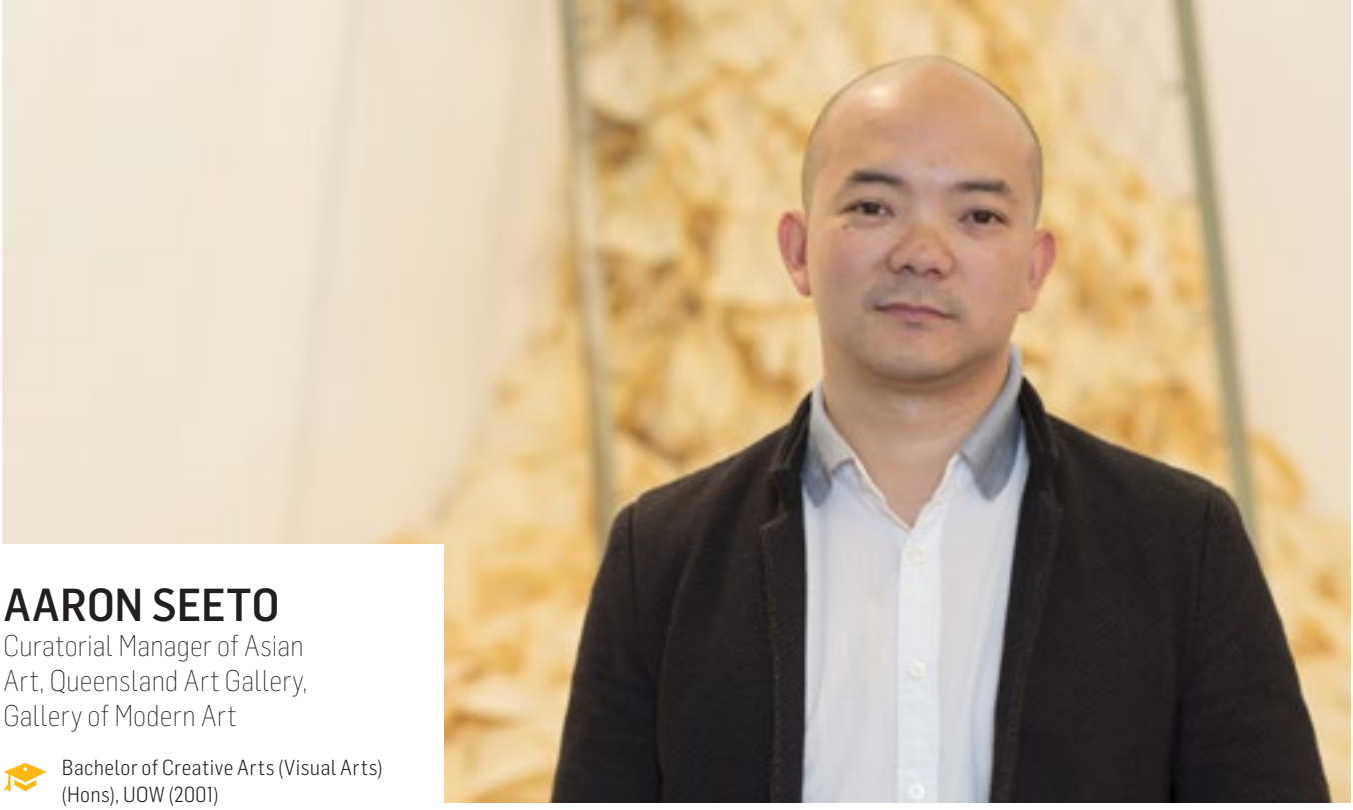
Much of the work in television, especially long-running formats, for actors becomes about how to make things work, almost script editing. And usually with little or no rehearsal. The theatre teaches you how to rehearse and investigate scripts.

ADVERSITY

I think it is true that adversity is the greatest teacher of all. When things are working and you are having success, you don't ever really have the need to examine your craft or your process. To be involved in something that isn't working, especially as a performer, can be excruciating. I had the lead role in an ill-conceived production of The Revengers Tragedy at the Sydney Opera House in 1990 which at the time was a nightmare, but I think in retrospect taught me some key lessons.

CREATIVITY

Creativity for me comes from simplicity and relaxation and often the challenge in screen projects where your work in the project is of a sporadic nature is to foster and maintain that mutually supportive environment. I recently played a main role in a four-hour television series, which only required 12 working days over a six-week period. As those working more often develop a camaraderie and trust, you often feel like an interloper, turning up for a day every now and then.



AARON SEETO

Curatorial Manager of Asian Art, Queensland Art Gallery, Gallery of Modern Art

Bachelor of Creative Arts (Visual Arts) (Hons), UOW (2001)

ARTISTS

Artists are a vital part of our society. They provoke us to think differently and to see things which we might ordinarily overlook; they may confront us and challenge us. I believe the health of the arts community — and whether artists are supported and their views valued — is a marker of the maturity of the public sphere. You cannot champion the values of creativity or self-expression without considering the role artists play in our society. I couldn't imagine a world without artists.

ASIA AND AUSTRALIA

My entire working career has been dedicated to the Asia and Australia space, working with artists and others working in the cultural field to understand its complexity and what this says about contemporary Australian life and its history and the particularities of our geography. In Australia, so much of this dialogue privileges economic considerations, without looking into the importance of the cultural sphere.

Too often, art and culture is seen as being a kind of lubricant to the machinations of economy and diplomacy, which sees the Asia-Australia relationship as external to Australian society. Our sense of community and identity and Australia's sense of its place in the world must also be based on the great diversity of its people.

"I couldn't imagine a world without artists."

MOTIVATION

When I first started working in the arts, there were so few Asian faces and voices actively contributing to the Australian cultural landscape. This is the reason why I became involved with 4A Centre for Contemporary Asian Art in Sydney. It was a place where I could see my own cultural experience reflected in an important program of international repute.

The work that they were doing was absolutely unique and I began to understand the values of independence and perseverance. The values of diverse cultural participation, supporting artistic experimentation, and encouraging critical independent feedback still drive and motivate me.

GLOBALISATION'S IMPACT ON ART

Contemporary Asian art is a global field, and I have been very lucky to be working at this particular moment. It offers many opportunities to work with people from all around the world. What happens here in Brisbane and in Australia has an important effect upon conversations that are happening elsewhere.

There are clusters and nodes of expertise to be found in a great variety of places and contexts — this is a very exciting situation to be working in.

RISK

I think that most people working in the cultural fields take risks. Working with artists to develop and present their works involves levels of risk-taking that possibly doesn't happen in different parts of our communities. To many it would seem counter-intuitive to embark on some of the projects I have done, but again, working with artists, or curatorial teams to investigate and experiment with ideas and processes is a rare opportunity.

ADVICE

As a younger curator, I really benefitted from the advice and support of a number of people working in the arts — especially in Wollongong. They provided me with my first opportunities and prompted me to take these interests seriously. Their support gave me the confidence to embark on a career as a curator and fostered a belief that the cultural field is important and vital.

Getting the London Vibe

A company set up by UOW education alumni is finding work for the next generation of teachers in the United Kingdom.



CHECK OUT THE VIDEO ONLINE
UOW.EDU.AU/ALUMNI/OUTLOOK



From left to right, Craig Jones, Dane Attenborough, Paul Harris and Luke Higgins.

With a Bachelor of Education from the University of Wollongong in his hand, **Paul Harris** headed to London in 2000 seeking experience and excitement, but things weren't as easy as he expected.

Australian teachers were in demand, but the way in which they were recruited and placed into the British education system left Harris feeling a little under-whelmed. And he wasn't alone. After a chance meeting with fellow UOW graduate Todd Richardson, the two realised there was a better way of matching Australian teachers with British schools.

With just GBP 4,000, borrowed from Harris' father, but an over-abundance of passion, in 2001 Harris and Richardson set up Vibe, a teacher recruitment agency in the heart of London which has in the past 14 years become one of the biggest such agencies in this global capital.

"We [myself and Todd] thought we weren't getting a good deal from the agencies set up to recruit overseas teachers at that time and felt we could provide something better," Harris says. "We had no idea about business or starting an agency. We also had no money but our passion was to provide something better for our friends and the schools as well."

From those early days when there was just the two of them working not just on the business but also in schools, Vibe has now grown to having a staff of 55, working with 350 schools, and 1300 active teaching candidates on its books.

"As teachers placing teachers, we strive to keep our finger on the pulse of education."

Already Vibe has placed around 18,000 teachers into classrooms around Britain and continues to grow year on year.

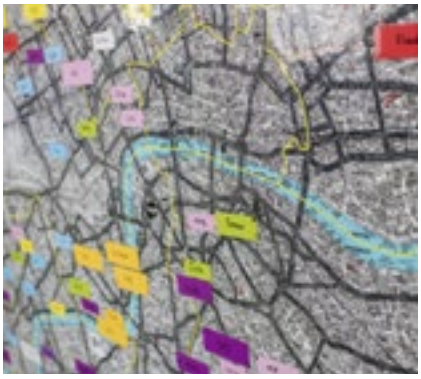
"I could never have imagined it would be this big," Harris says. "I still remember the days when there were just two of us going out to schools, and now we have about 800 candidates going out each day.

"Those first few years we made little money, and were working 16 hours a day, seven days a week. That was difficult but, even after that, there have always been barriers — legislative changes, the recession, the worry of not having enough candidates or clients," he said.

It was his unwavering commitment to teaching and quality education, as well as his vision which helped Vibe achieve the success it has to date. This is evidenced through the workspace that Vibe occupies in London, the gym memberships, the healthy breakfasts, fitness sessions and team-building sessions and so on that are all designed to engage and inspire staff and keep improving the business.

"I firmly believe that if you've got a happy work environment then you're going to have a more productive environment and will attain more success", he says.

Harris has made a point of only taking on in his ever-growing staff, teaching graduates who are as passionate about inspiring kids to learn and schools to



innovate, as he is himself. He says this is one of the main points of difference between Vibe and other teacher recruitment agencies in London.

Although Richardson has since left the company, Harris is still Managing Director of Vibe and has actively recruited staff in the Vibe office from the rich supply of UOW teaching graduates that find their way to London.

Luke Higgins is one of them. He arrived in London in 2007, having graduated with a Bachelor of Primary Teaching in 2006. He cut his teeth as a new teacher at his own former primary school at Oak Flats, near Wollongong, before deciding to look for experience and adventure overseas. Within months of arriving he was working in the Vibe office and after seven years is now firmly entrenched on the company board and in his role as its Marketing Director.

"I have a teaching background but now I'm heading up the marketing here at Vibe and the reason I'm confident performing this role is down to the knowledge and skills I attained whilst studying at UOW".

"The why of Vibe is to inspire a better education! We look for experience in our candidates but the key is their character and having the right attitude. As teachers placing teachers, we strive to keep our finger on the pulse of education.

"We provide here an environment where our candidates, clients and staff feel supported, a lot like we did as students at UOW. By creating a positive environment, it shows up in people's work."

Dane Attenborough, Vibe's Consultant Manager, who has been with the company for five years, is also a UOW alumnus, graduating with a Bachelor of Education in Health and Physical Education in 2005.

His role is to meet with the eager, new Australian teachers looking to build a career in London, find them the right job and support them throughout their journey.

"They're always full of energy and excited about getting involved in London life, and at Vibe we like to help them to create a community among themselves," he says.

"A lot of our teachers come by themselves but once here they meet a lot of like-minded people and UOW is a breeding ground for quality teachers. They ooze positivity, they are resilient and can handle anything London schools throw at them."

Craig Jones, an accomplished sportsman, who left UOW with a Bachelor of Education in Physical Education in 2000 is the Director, and says that although he had no business background coming into the role, the philosophy of Vibe in building relationships is what he — and his colleagues — learned as one of the main lessons during their time studying at UOW.

"Our teaching backgrounds taught us to build relationships — with the kids and the schools and that's what we do here at Vibe.

"Paul had just started Vibe when I arrived in London and I was able to add some value to the company for him. It was a slow progression. Early on we were teaching everyday... so it's been great to share the journey with other people.

"A lot of ideas start off small and go through a process of refinement before being implemented. Vibe has had a lot of refinement over the years and we continue to strive for improvement every day. Our unique selling point is our teaching background. Our ability to understand the challenges faced by teachers and schools helps us to match them to each other effectively which builds rapport and trust.

Although those first few years creating Vibe were tough, Harris says it was UOW's reputation for innovation that were the basis for his — and Vibe's — success, and he's adamant that overseas adventure and experience are imperative for new graduates in an increasingly global world.

"I always felt at university that the academic learning we did was the main thing but there was lots of other learning going on. Social learning was just as important," he says.

"I knew the relationships I built there would play some part in what I was going to do in the future. Just because I studied education didn't mean I had to go into education. The skills I gained in my degree were transferable and I felt capable of taking any path and confident in my own abilities.

"I absolutely encourage people to have an adventure like this — to come to the UK or another country. It offers you not just an opportunity to travel and see the world but the bigger thing you get out of it is putting yourself outside your comfort zone. Through that you become stronger, more determined, committed, resilient and culturally aware. And for teachers, that can only be a great thing for kids in the classroom."

PAUL HARRIS
Bachelor of Education (Physical & Health Education) UOW (1999)

LUKE HIGGINS
Bachelor of Teaching (Primary Education) UOW (2006)

DANE ATTENBOROUGH
Bachelor of Education (Physical & Health Education) UOW (2005)

CRAIG JONES
Bachelor of Education (Physical & Health Education) UOW (2000)

Tough and sensitive with extra feeling: researchers discover the recipe for men

BY GRANT REYNOLDS



CHECK OUT THE VIDEO ONLINE
UOW.EDU.AU/ALUMNI/OUTLOOK



Inspiration can come from the unlikeliest of sources: idle chat, surfing the web, daydreaming, sex shops. Yes, sex shops. Where else would you start researching a product that could revolutionise the humble condom?

Dr Robert Gorkin, a Biomedical Engineer with UOW's Intelligent Polymer Research Institute (IPRI), is leading a small team of researchers who received funding from the Bill & Melinda Gates Foundation to develop a "next-generation condom".

The Gates Foundation put out the call in late 2013 as part of its Grand Challenges Explorations research grant scheme. Rather than ask for an education campaign or similar social strategy, their approach took a different angle on the global health challenges of reducing the incidence of unplanned pregnancies and preventing sexually transmitted diseases.

Their brief asked applicants to come up with a condom that "significantly preserves or enhances pleasure, in order to improve uptake and regular use". Condoms, they say, are cheap, easy to produce, easy to distribute, available practically everywhere and easy to use.

GLOBAL CHALLENGE, GRAND OPPORTUNITY

So why reinvent the wheel? Despite estimates that 18 billion condoms will be used this year, the Foundation has highlighted that many people just don't want to use them. Loss of sensation is cited as one of the primary reasons why men forgo protection in the heat of the moment. If sensation could be improved then the Foundation has suggested more people would use them, leading to better health and well-being of people across the globe.

The Foundation is particularly interested in sub-Saharan Africa or South-East Asia where lack of condom use aggravates social, economic and even gender inequalities.

"It was a random news article I read that was saying simply, Bill Gates wants safer sex," Dr Gorkin told the ABC's Catalyst program about the first time he heard about the research project.

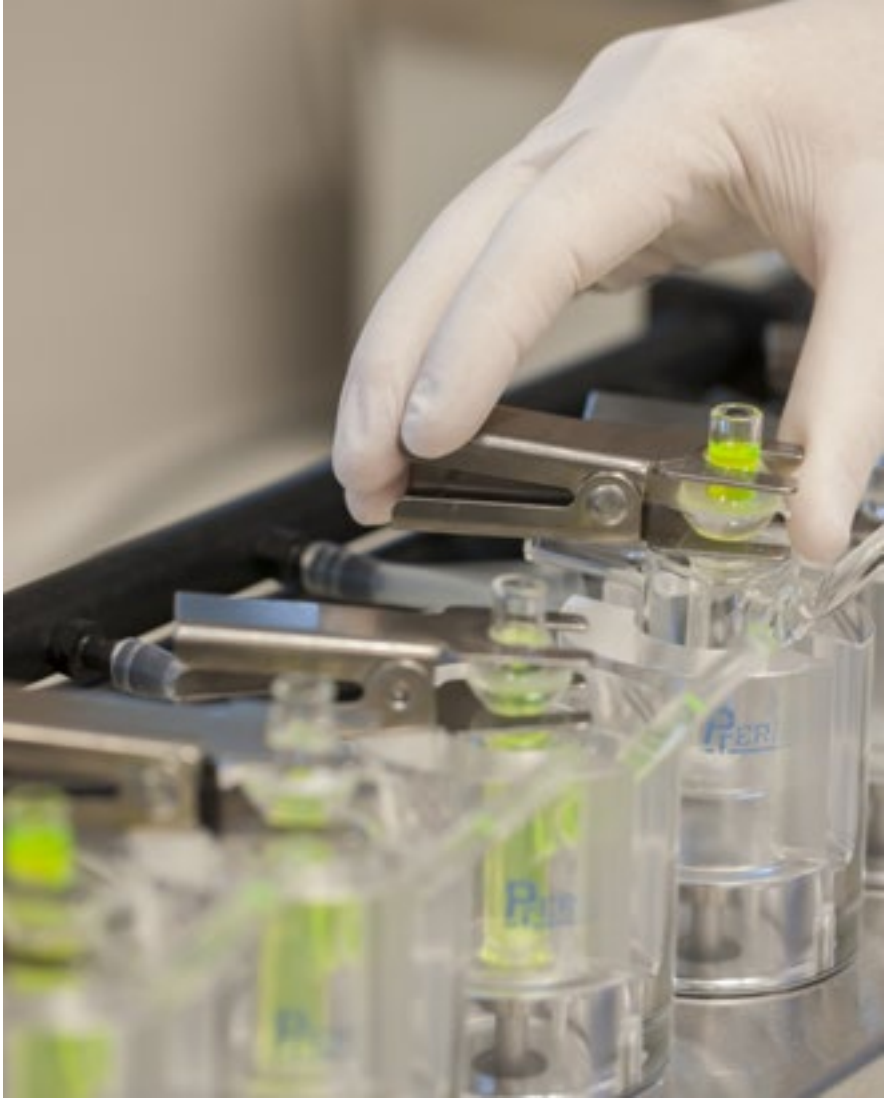
The IPRI labs had for the past few years been developing a new material called hydrogels as part of their medical bionics research, aimed at more life-like prosthetics, tissue engineering and implantable medical devices.

"We weren't in the sex business. When we saw there may be an option to move these hydrogel materials towards a next-generation condom, that was a challenge but also an inspiration.

"So, it was a couple of days before the grant application was due. I ran into a sex shop and was looking at the range of dildos that were there, and there was a wide range, went back to the lab and we didn't know if this would work or not, but we just took a vat of this material and started dip-coating the dildo in it.

"It looked like a condom, there was even some ribbing on it. So it really showed us that, look, we may have a chance here."

The proposal was unlike any other research grant applications. Two pages and don't tell us about your affiliations or accolades, was the Foundation's message. All they wanted was the idea. Dr Gorkin's proposal was one of a handful of the 1700 applications that won funding of $100,000 US Dollars. For projects that show promise, there's the possibility of a further $1 million in Gates Foundation funding.



BUTCHER, BAKER, CONDOM-MAKER?

Before reinventing the condom, it pays to take a quick tour of the origins of the ubiquitous rubber product, which is also one of the oldest known medical devices.

According to some scholars, the first condom was part of antiquity and mythology. King Minos of Crete (who reputedly lived around 3000 BCE) used a goat's bladder to protect his wife following the reported deaths of his mistresses after sex. Evidence from ancient Egypt shows use of linen sheaths, dyed in various colours to denote social status. Sheaths made from animal bladder or intestines were used throughout the Roman world.

While records of those ancient uses are not all that common, it was during the Middle Ages that undisputed evidence can be found for condom use. Italian anatomist Gabriele Falloppio, who described the Fallopian tube, describes conducting experiments with a sheath made of linen and animal intestines to protect against what was then known as 'the French disease': syphilis.

Of the 1100 men who used the sheath in his experiments, all were protected from contracting the disease. A few hundred years later, the advent of modern vulcanised rubber put an end to the local butcher's involvement in the condom trade and made mass production possible. The hydrogel condom is another step in its evolution.

YOU HAD ME AT HYDROGEL

You could be wearing one now ... a hydrogel that is. They're often used in products such as contact lenses because they are soft tissue-like materials that are safe for use on the body. Technically hydrogels are defined as water swollen polymer networks — think of them as squishy plastics — and typical uses include food products, cosmetics, pharmaceuticals and medical implants. IPRI researchers have pioneered a new class of 'tough' hydrogels that are strong and stretchable like rubber.

"Tough hydrogels are exciting because they can be designed to feel more like human skin than latex or other condoms," Dr Gorkin says. "They can also be completely transparent, they have no issues like latex allergies, and they are potentially biodegradable and eco-friendly. They even have the potential to deliver anti-STD medication or sensation enhancing agents.

"Imagine if we made a condom that people couldn't wait to use, instead of simply had to. And what if it could change how people thought about sex by just altering what a condom is made out of? So over the past year we've spent a lot of time working out which formulations satisfy the mechanical properties of being stretchy and strong and are also effective biological barriers."

Sensation aside, the condom still must perform the primary function of contraception as well as a block to bacteria and viruses to prevent against sexually transmitted infections. The team's microbiologist put each formulation the materials scientists develop through a series of rigorous tests to see if they meet or exceed the standards required for latex condoms. A further innovation could involve combining hydrogels with pharmaceutical agents for disease prevention or lubrication for increased pleasure.

"There are still parts of the world that are not purchasing and using condoms for many different reasons."

C IS FOR CONDOM... AND COMMUNITY

The Project GELdom team, as they've become known, have enlisted the skills and resources of UOW's Centre for Health Initiatives (CHI) and Swinburne University of Technology's Centre for Design Innovation to understand the barriers to condom use and come up with design and packaging that communicate safe sex in South-East Asia and Africa.

"Even if we can change the material, we need to be sure that people want to use it," Dr Gorkin says. "Any information and data on knowledge, attitudes, beliefs, cultural factors, barriers and enablers to condom use will inform the rest of the project areas. This understanding is critical to our success."

Swinburne contributors, Dr Gianni Renda and Bridgette Engeler Newbury, recently called on the creative powers of university students in an international design competition to come up with the packaging and branding for the next-generation condoms.

Swinburne Course Coordinator for Communication Design / Business, Bridgette Engeler Newbury, is looking for a fresh take on branding and packaging, based on local cultural preferences that influence people's perceptions of condoms. "There are still parts of the world that are not purchasing and using condoms for many different reasons. It would be great if the packaging and branding tackled this issue," Ms Engeler Newbury says.



APPROACHING CLIMAX OF GLOBAL PROPORTIONS

The project is nearing the end of the first phase, which requires them to present "interpretable and unambiguous data" to the Foundation to be in the running for more funding. Along the way UOW's Global Challenges program provided additional research money, which is critical in the often resource-poor world of early career researchers.

"To begin with there was a big question around the effectiveness of these materials as a biological barrier," Dr Gorkin says. "We've tested dozens of variations of hydrogel formulations and we're getting excited about what they're showing."

The testing has moved from lab bench to production line through a partnership with Enersol, who are testing condom prototypes according to the rigorous quality assurance standards required of medical equipment and tools.

"We hope to get this to people as quickly as possible. We're right at the point where we need to find the resources to take this to people and get them testing the condoms."

GELdom will soon be largely out of the researchers' hands and it will be up to the community to decide if the next-generation condom lives up to the early promise and excitement generated by that initial visit to a local sex shop.



The new breed

From life-saving drones and phone-charging solar panels to biodegradable coffins and a climate change portal, it's full steam ahead for some of UOW's entrepreneurial-minded students and alumni whose bright ideas look set to have global impact.

LIFE-SAVING DRONES

Beaches around Australia could one day be equipped with a life-saving invention developed by a pair of UOW PhD students.

Leo Stevens and Nicholas Roach are the brains behind the 'Guardian Drone' that provides a safer and faster way for lifesavers to assist swimmers in distress at sea.

The drone, which is controlled remotely from the beach, drops a flotation device to swimmers in danger, allowing lifesavers precious extra time to organise a safe rescue.

Stevens, who has been a volunteer lifesaver for more than a decade, saw the need for the device after many rescue attempts during treacherous surf conditions.

"On these days, choosing to perform a rescue is also choosing to put yourself in danger," Stevens said.

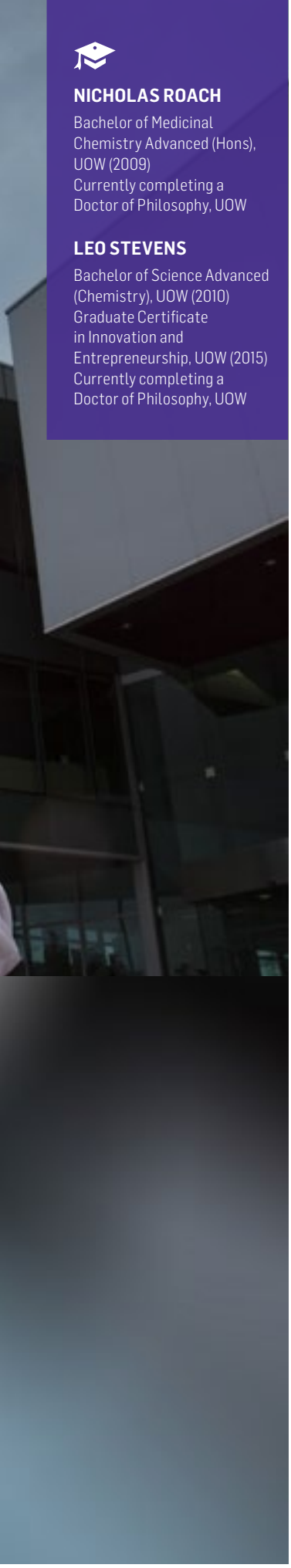
"The Guardian Drone provides a fast and safe way to deliver a floatation device to a swimmer, giving lifeguards precious time to prepare a safe and effective rescue."

"In lifeguarding, time is critical. A tool that rapidly delivers floatation to swimmers not only improves their chance of survival, but expands the window of opportunity for other rescue equipment, like a jet-ski or helicopter, to arrive in time."

Stevens took his idea to fellow student Roach, who had been using drones for his aerial photography business Phoenix Media.

Roach's expertise with the technology meant he and Stevens were able to create a prototype for the Guardian Drone in just 10 weeks, which saw them take out the crown of equal winners at UOW's Innovation Works! competition in 2014.

The device was informally tested on NSW South Coast beaches in late 2014 and the duo hope to one day commercialise their innovative technology.



NICHOLAS ROACH

Bachelor of Medicinal Chemistry Advanced (Hons), UOW (2009)
Currently completing a Doctor of Philosophy, UOW

LEO STEVENS

Bachelor of Science Advanced (Chemistry), UOW (2010)
Graduate Certificate in Innovation and Entrepreneurship, UOW (2015)
Currently completing a Doctor of Philosophy, UOW

BIODEGRADABLE COFFINS

"It's their final piece of furniture." That's how environmental engineering student Chris Nicholson describes the reality of his elegant, biodegradable funeral caskets that take up to 50 hours to handcraft, only to end up buried in the ground or burned.

"A lot of people want to be buried or cremated in a low-impact way and to be able to provide that service is very rewarding. Knowing the timber I'm using would have otherwise been put in landfill is environmentally satisfying."

Chris was the winner of the undergraduate category of the UOW Pitch 2014 competition, a university initiative to help staff and students with innovative ideas turn their bright ideas into reality.

"That was the light bulb moment. Here was a resource and now I had a good application."

While studying at UOW, he continued to channel his love of woodworking into his start-up company Australian Handcrafted Caskets and has recently started a second business, Forest Furniture, that specialises in handmade furniture.

It was during his time with the Illawarra Flame house, a UOW and TAFE Illawarra student-led project to turn a 1960s-style fibro house into a solar-powered, net-zero energy home of the future that first sparked the idea of sustainable caskets in Nicholson's mind.

"As I was sourcing the timber for the project I saw how much timber ends up in landfill and so I was always thinking about how this resource could be utilised," Nicholson said.

"The final piece of the puzzle was a chance meeting with the founder of a non-profit funeral organisation and she told me this problem they have with coffins being overpriced and made out of materials that are not great to bury or incinerate.

"That was the light bulb moment. Here was a resource and now I had a good application."

In the past year, Nicholson has received a steady stream of environmentally conscious customers from the Illawarra, Sydney and Melbourne.

"People seem to be attracted to the caskets because of their simple and down to earth design."

He has also been designing and building custom furniture and fit outs for shops and cafes through his second business Forest Furniture.

"I'd like to keep growing the business to a point where I can employ local people. That's one of my main goals in the next few years," he said.



CHRIS NICHOLSON

Currently completing a Bachelor of Engineering (Environmental Engineering), UOW

PAPER-THIN SOLAR PANELS FOR PHONE BATTERIES

If UOW PhD student Joseph Giorgio has his way, smartphone batteries will never run out at the worst possible time, laptops will never need to be plugged in, and you will be able to take your television camping.

Giorgio is working on a new type of solar panel that's paper-thin, made from low-cost material and can charge day and night.

A model now in development at UOW's Intelligent Polymer Research Institute is made of titanium foil and plastic, electrodes, and a coloured dye that works like chlorophyll in a plant.

"That's what is absorbing the light," Giorgio said.

"You could put it wherever you want. You could roll it out on your roof. You could take it camping with you. You could put it on the back of consumer electronics. It works better than a normal solar cell, it's lightweight, and it works indoors. There's no minimum light-intensity needed. They come in different colours too, so they can be aesthetically pleasing."

Giorgio is working on new solar panels that fit on the back of your mobile phone and charge the device quickly.

"I love to do work where the research I do gets translated into a prototype that goes on the market and becomes something people can actually use."

Giorgio expects that stand-alone panels will be on the market within five years, and mobile phone-sized versions soon after.



CLIMATE CHANGE EDUCATION



PARRYS RAINES

Currently completing a Bachelor of Laws, UOW

When six-year-old Parrys Raines asked her mother why she needed to wear sunscreen, she never expected the answer (a hole in our ozone layer) would spur such a fascination for science and a dedication to protecting our planet.

Raines attended her first UN conference at age 13 and by 14 she had founded Climate Girl, an education website for youth wanting to learn about the planet.

"I found all the information was really scientific and hard to understand, so I wanted to create a place where young people could go to access information. It's now a global platform for young people to share their stories," Raines said.

After only completing the first year of her law degree, Raines has a clear idea of where she would like to take her future career as an environmental lawyer.

"I aim to specialise in environmental law, but I am particularly interested in the human rights aspect of environmental law," she said.

"The knowledge gained from my studies here at UOW will enable me to advise governments and corporations of best practices that will benefit the long term sustainability of the planet, people and animals."

Raines is continuing to break new ground, having been the youngest person to attend the recent 11-day entrepreneurial conference run by The Unstoppables in Antarctica.



JOSEPH GIORGIO

Bachelor of Nanotechnology Advanced, UOW (2011)
Graduate Certificate in Business Administration, UOW (2014)

AN ON-DEMAND PUBLIC TRANSPORT SYSTEM



THOMAS HEADLAND

Currently completing a Bachelor of Computer Science, UOW

Recent mechatronic engineering graduate Thomas Headland wants to create a fast, low cost, door-to-door transport service that eliminates the need to wait at a bus stop, check a timetable or stand in crowded buses.

"Every day I'd be riding to uni thinking about this idea, and one day I fell off my bike when I collided with a removalist van. I guess that was the catalyst to investigate the idea further."

UOW.LINK was born and Headland took the idea for to the UOW Pitch 2014 competition, where he won an Undergraduate Student Encouragement Award and a $2,000 prize to help further his innovation.

With this funding, mentorship and connections made from UOW's startup incubator iAccelerate, Headland has been able to pitch his idea to generate a commercially viable business model and a software-as-a-service prototype.

"My vision was for an automated courtesy bus that enabled real time use by passengers who could be collected anywhere within a 10-kilometre radius of the University," he said.

"A passenger can simply go to the UOW.LINK app or website and book door-to-door transfer. The application handles bookings and payments while optimising routes for the driver to ensure you arrive safely and on time.

"It's designed to be as efficient as a taxi service but with the economy of scale of bus transport."

In between his engineering day job at a mining company, where he has been developing cloud-based IT systems, Headland has been hatching plans to travel to the world's undisputed tech-hub, Silicon Valley, to pitch his ideas.

"I've prototyped and tested the UOW.LINK app and I'm working on a few other exciting projects now. So it's small stepping stones but Silicon Valley is the ultimate goal."

A shared history


David Groves

The role of philanthropy and the involvement of industry leaders are woven throughout the University of Wollongong's history from its earliest beginnings. It is fitting that as the University celebrates 40 years as an autonomous institution the *UOW Outlook Magazine* team sat down with UOW alumnus David Groves, to discuss the importance of shared history, a philanthropic mindset and an appreciation for hard work.

David Groves now calls the eastern suburbs of Sydney home. Known for its iconic beach and cafe society, Bondi Beach, it seems a world away from the industrial heritage of Port Kembla and the steel industry. Yet the Illawarra region and the University of Wollongong have played an important role in the Groves family for more than 40 years.

David was one of the first graduates to accept his degree from the newly independent university in 1975, but his association with the campus was established even earlier.

His father, Frederick, worked here when it was still a college of the University of NSW and it was when David finished school that the former Port Kembla student decided that he wanted to graduate from the burgeoning institution.

"When I graduated, I had the option of receiving my qualification from the then College associated with UNSW or from UOW – I chose the University of Wollongong." David graduated with a Bachelor of Commerce and became a chartered accountant. David's career and contribution to the financial sector in Australia saw him hold significant positions for some of the most prestigious institutions in Australia.

David worked his way to Executive with Hill Samuel Australia, which became Macquarie Bank — the large global investment bank and financial services group. Despite his relocation to Sydney, the Illawarra region remains an anchor for the Groves family. "My family has always had a close relationship with the South Coast and the University of Wollongong. Two of my nephews and my younger sister have graduated from UOW and my mother and sister still live in the region" David said.

When speaking with David you sense the importance of his father's active involvement with PhD students at the University as an important influence on the Groves family philanthropic support of the next generation of students. "The University is close to both our hearts. My father firmly believed that scholarships should not just go to the smartest kid. He admired the ones who worked the hardest" said David. That commitment to the University has continued since, and David and his wife, Kathryn, are two of the longest serving supporters of the UOW student scholarships to which they began donating in 2003.

"He used to say that perseverance and perspiration were everything and that the person who worked the hardest deserved to get the results."

To that end, David and Kathryn chose to support the Learning and Development Fund which helps students who have financial hardship, to be able to attend and stay at UOW. Currently the Learning and Development Fund supports 10 students with a $3000 per annum scholarship over three years, but is hoping that, with more support, more students will receive help to be able to study.

"Kathryn and I have been lucky in our lives and we wanted to give something back. I was the first in my family to go to university so I like the idea of bursaries and scholarships which can help students to achieve their own goals." David said.

The Groves family are the embodiment of the values of hard work and determination as evidenced by their long-term commitment through philanthropy to the next generation. Like many other families, their belief in the value created by education and UOW is a joy to celebrate in this milestone year.

DAVID GROVES
Bachelor of Commerce, UOW (1976)

CREATE A MOMENT

Do you remember your moment? Your joy in achievement, when you exceeded your expectations or when you felt bigger and better than before? Create this moment for our students, researchers and the community. Join over 3,000 supporters and make a gift today. All gifts over $2 to the University of Wollongong are tax deductible.

Alumni in Australia

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The University of Wollongong USA Foundation enables US-based alumni and friends to support learning, discovery and technological breakthroughs that transform lives and the world. Donations can be directed towards three core priorities: students, health and medical research and solving global challenges. The UOW USA Foundation is recognised as a tax exempt organisation described in Section 501 (c)(3) of the U.S Internal Revenue Code.

The UOW USA Foundation Board will consider the suggested preference of donors but in compliance with IRS rules, the Board of Trustees of the Foundation maintains complete discretion over allocation of gifts to the University of Wollongong. Gifts to the Foundation qualify for a tax deduction for U.S income tax purposes to the limits allowed by law.

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Celebrating alumni achievement

The UOW Alumni Awards recognise and celebrate our exceptional graduates worldwide in four Award categories: Professional Excellence, Research and Innovation, Social Impact, and Young Alumni. This year's award winners share a passion and skill for inspiring others.



SUNIL CHANDRA
PROFESSIONAL EXCELLENCE AWARD

Sunil Chandra is an exceptional UOW graduate, whose career includes positions with some of the world's largest and most influential organisations, from Coopers & Lybrand to McKinsey and Barclays and, finally, Google.

At Google, he heads the global Staffing and Operations function and has a key role in sustaining a strong organisational culture for 55,000 employees worldwide. His team affects millions of people outside the company each year, and every 'Googler' (Google employee) multiple times each year.

Operating at the highest levels of global business, he remains steadfastly a man of integrity and humanity, making him an inspiration for generations of students to come.

His advice for emerging graduates comes down to two things: "First, be open to opportunities — you never know what will come up, but if you stay intellectually curious, you'll do well. And second, whatever you do, do it well — no matter how big or small the project, an attitude of excellence will get you noticed."

MR SUNIL CHANDRA
Bachelor of Engineering (Computer Engineering), UOW (1994)

PROFESSOR ALEX FRINO
Bachelor of Commerce, UOW (1988)
Master of Commerce (Accountancy) (Hons), UOW (1991)

DR DIANN RODGERS-HEALEY
Doctor of Philosophy, UOW (2009)
Graduate Certificate in Business Coaching, UOW (2011)

MS KIMBERLEY ABBOTT
Bachelor of Engineering (Hons) and Bachelor of Science (Mechanical Engineering and Exercise Science), UOW (2012)



PROFESSOR ALEX FRINO
RESEARCH & INNOVATION AWARD

Professor Alex Frino has — like his University — sought excellence through initiative, enterprise and achievements that take society forward.

His resolve to promote Australia globally as a centre of excellence in research and education, particularly in the field of security market microstructure, has been a driving force. He is regarded as one of the most prolific finance academics, both in Australia and internationally. He is currently Professor and Dean of the Graduate School of Management at Macquarie University.

A formidable academic leader, he has opened new areas of knowledge through his research and an exceptional capacity for bridging the gap between academia and industry.

As CEO of the Capital Markets Co-operative Research Centre for five years, he managed a range of university and industry partners and a budget in excess of $20 million. In this role, Frino also showed a loyalty and affection for his hometown university.

When UOW became one of the five university partners in the Centre, he remarked: "As a Wollongong graduate, it has meant a lot to bring my old university into the fold... I got a lot out of my time at UOW, and it's good to be able to put something back."



DR DIANN RODGERS-HEALEY
SOCIAL IMPACT AWARD

Dr Diann Rodgers-Healey is a pacesetter, advocate and mentor. She has lived the goals of the organisation she founded to transform, empower and recognise.

She experienced that transforming power herself as she moved from her own career beginnings as a high school teacher to tertiary sector positions including a lecturer in both Management and Education and as an Associate Fellow of the Australian Institute for Business Wellbeing at UOW, through to her current role as an Adjunct Professor of The Cairns Institute at James Cook University, and at Notre Dame University, Sydney.

Her academic career complemented her commitment to empowering individuals to take a just and effective role in their communities. After several management roles in Sydney and London, Rodgers-Healey founded the Australian Centre for Leadership for Women (ACLW) in 2000.

"It's a privilege to be in a position of leadership and I feel it's my responsibility now to give back to others," she says. "I love mentoring and working as a business coach as there are no scripts.



KIMBERLEY ABBOTT
YOUNG ALUMNI AWARD

Kimberley Abbott is an engineer, an entrepreneur and passionate about social change. She is also a fine example of the qualities of the UOW graduate in action: a fearless and determined problem solver, making an important contribution to society.

In 2010, as one of only five women in her engineering class, Abbott co-founded the 'Yes WE (Women Engineers) Can!' program which she chaired until graduation. The program continues its work, reaching out to encourage girls to consider careers in engineering.

She was still an undergraduate student when she developed and designed all aspects of the social business, Roka, which engages women to fashion beautiful pieces of jewellery from the waste product of the granite quarries near Bangalore, after travelling to India for a month as a volunteer with the 40K Foundation.

Since passing over the reins for Roka, she has founded two new social enterprises: SheBuild and GenBuild.

Ultimately Abbott is a testament to her own sage words of advice, "Sometimes you gotta create what you want to be part of...".



VIEW A COLLECTION OF PHOTOS FROM 2015 ALUMNI ACTIVITIES
FACEBOOK.COM/UOWALUMNI

Connecting alumni

You're part of something big: a vibrant global community of leaders and innovators with the shared experience of studying at UOW.

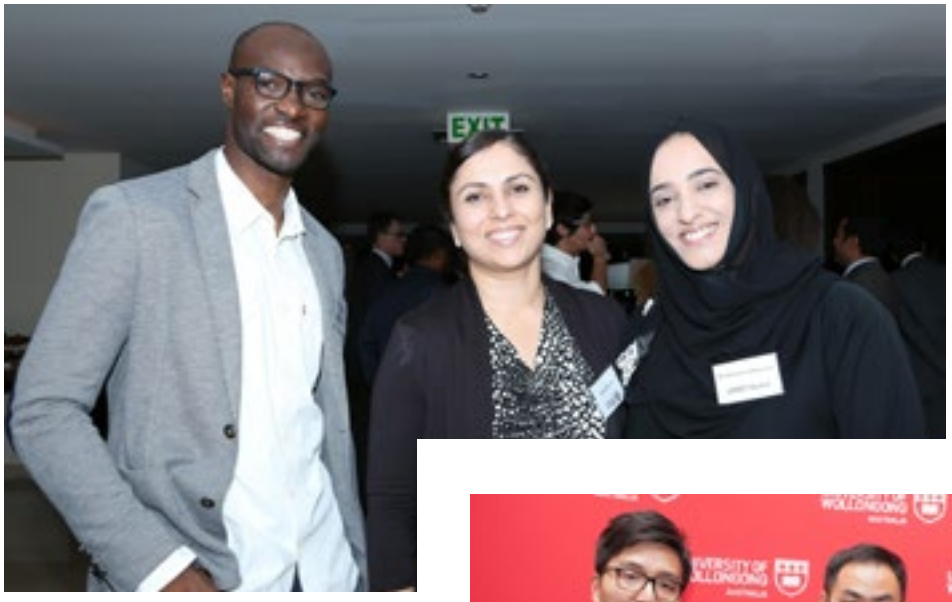
In 2015 we continued to tour the globe to connect with alumni and celebrate the University's 40 Years of Independence. Here's a snapshot of some of the activities of our global community of over 127,000 alumni living in more than 160 countries.



Virgin Australia CEO John Borghetti shared his tips on leadership with UOW alumni and students at the University's Business School in **SYDNEY** in April and September, as part of the School's Leadership Series. Borghetti is an honorary graduate of UOW.



In March UOW alumnus and positive psychologist Dr Justin Coulson spoke about 'how to be our best selves' with more than 150 fellow alumni and friends at the City Beach Function Centre in **WOLLONGONG.**



More than 300 alumni and guests of the University of Wollongong in Dubai joined together to observe the Holy Month of Ramadan with an Iftar dinner held at Gloria Hotel, **DUBAI** Internet City in July. In attendance was His Excellency Pablo Kang, Australian Ambassador to the UAE and Qatar.



Receptions held in **BEIJING**, **SHANGHAI** and **HONG KONG** in June brought together several hundred alumni to reconnect with the University and each other. This represented a milestone in the University's history as they were the first UOW-wide alumni functions held in mainland China, with more planned in future. As a mark of their success, UOW alumni living in Beijing are establishing an Alumni Chapter.



The UOW Malaysian Alumni Chapter hosted another fantastic dinner at the exclusive Malaysian Petroleum Club in the Petronas Towers for over 120 alumni including newly graduated students from the UOW-INTI Laureate program in **KUALA LUMPUR** in April.



We were excited to connect with our UOW alumni in **NEW YORK** in September at the Bryant Park Hotel. UOW graduates enjoyed a relaxed evening of networking with UOW executive, staff and the alumni team with a bird's eye view of midtown Manhattan.



In August Kimberley Abbott, engineer, social entrepreneur and inspirational UOW alumna, was our guest speaker at the iAccelerate/UOW Alumni Entrepreneurial Women's Breakfast in **WOLLONGONG.**



In September, UOW graduates enjoyed a relaxed evening of networking with UOW executive, staff and the alumni team at our first ever alumni function in **WASHINGTON DC**. Among the business, engineering and arts graduates in attendance was former UOW Alumni Award winner and Dean of Nursing at Johns Hopkins University, Professor Patricia Davidson.

In September, Junior Doctor, rural health ambassador and 2014 UOW Young Alumni Award winner Dr Teena Downton was our guest speaker at an Alumni Function in **NOWRA**. We were also joined by current students of the University's Graduate School of Medicine.





The Jasper Room in the Four Seasons Hotel in stunning **TORONTO** was the location of our first ever Canadian UOW Alumni Reception in September – and what a night it was!



100+ alumni took over the Croc Bowling alley – an original 1950's bowling Alley housed in the Ham Yard Hotel in **LONDON** – in September to celebrate the University's 40th year of independence. Back-lit bowling balls, vintage bowling shoes and bowling pin lamps set the scene for an alumni event to remember. We were joined by UOW Brand Ambassador and cricketing legend Adam Gilchrist.





With over 3,500 alumni, the busy **SINGAPORE** Alumni Chapter co-hosted several activities in 2015 including networking events in April and October to welcome newly graduated students from both the SIM and PSB academy partner programs. The Chapter also hosted social activities including a family-friendly bowling night.

The newly established **MELBOURNE ALUMNI CHAPTER** met quarterly to discuss how to facilitate and enhance the networking of UOW alumni as well as hosting social functions in June and September and a trivia night in December.





The **CAMPUS CHAPTER** had a big year in 2015 with the relocation of the Alumni Bookshop: UOW Used Books onto the main campus, as well as an annex site at the Innovation Campus. In just over 20 years of operation, the Bookshop has raised more than $230,000 to support the financial security of students in need.



This active and committed **HONORARY ALUMNI CHAPTER** met regularly throughout 2015 to discuss ways to engage with, and advance the University. The annual Honorary Alumni Dinner held on campus in March provided an opportunity for the Vice-Chancellor, Professor Paul Wellings to update honorary alumni about the strategic priorities and future plans of the University.



Many alumni returned to campus and offered their **ADVICE AND GUIDANCE TO STUDENTS** throughout 2015 – some acting as keynote speakers and panellist participants in Career Readiness Conferences for students about to enter the workforce and others shared their career stories as inspiration to future and current students at key events, including graduation and **UOW OPEN DAY.**

Memories were shared between alumni, staff and students who visited the UOW **40 YEARS OF STUDENT LIFE EXHIBITION** held from June through September in the UOW Library Panizzi Room, with a featured event taking place each week. Speakers included UOW alumni, social commentator Van Badham (pictured below), art curator Glenn Barkley and UOW senior lecturer and historian Dr Glenn Mitchell.

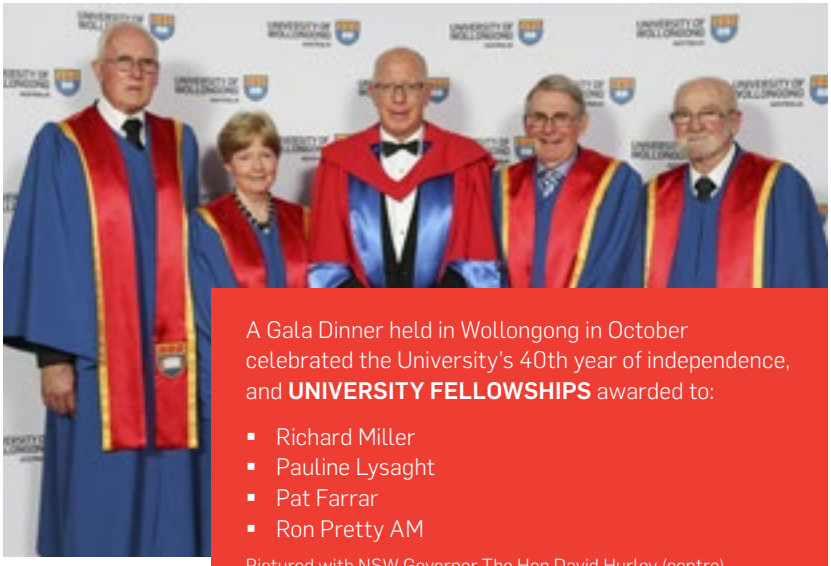




We asked graduating students throughout 2015 to snap, tag and share their special Graduation Day moments on social media with **#UOWALUMNI** We curated this album for all to share in the excitement, visit **uow.edu.adu/alumni/graduation**



In July four prominent businesspeople, creatives and educators received **HONORARY DOCTORATES** from UOW, including author and 'national living treasure' Thomas Keneally AO, Ita Buttrose AO OBE, Douglas Becker, and Professor Carl Chiarella.



A Gala Dinner held in Wollongong in October celebrated the University's 40th year of independence, and **UNIVERSITY FELLOWSHIPS** awarded to:

- Richard Miller
- Pauline Lysaght
- Pat Farrar
- Ron Pretty AM

Pictured with NSW Governor The Hon David Hurley (centre)



Cohorts of **WOLLONGONG TEACHERS' COLLEGE** from 1963/64, 1964/65 and 1965/66 gathered for a reunion in March to enjoy a dinner at Wollongong Golf Club.

UOW ON THE ROAD IN 2016 – EVEN MORE LOCATIONS WORLDWIDE

Check out upcoming alumni events: **uow.edu.au/alumni/connect/events**

Remember to tell us when you move house or change jobs, visit **uow.edu.au/alumni**

ALUMNI BENEFITS

Take advantage of the range of benefits and opportunities available to you, including:

- Complimentary library membership
- Benefits Program
- Alumni Business Directory
- Alumni Collective quarterly newsletter

For details, visit **uow.edu.au/alumni**

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The year at UOW

UOW alumnus, Sam Dunster

JANUARY

A team of students headed to Jakarta, Indonesia, to help map seasonal floods in the city as its monsoon season peaked. The group of 10 was the second student team to travel to the city of 28 million people to work on the **PetaJakarta.org** project, which is powered by an open source geosocial intelligence framework known as CogniCity developed at UOW's SMART Infrastructure Facility. PetaJakarta.org aims to empower citizens of Jakarta to report instances of flooding to the Jakarta Disaster Management Agency (BPBD, DKI Jakarta).

A report in January highlighted how computer science graduate **Sam Dunster** got his foot in the door at the social media giant Facebook via a 12-week production engineer internship in Menlo Park, California, USA. Sam, whose fascination with computers began at the age of eight, relocated to the USA in February and entered Facebook Engineering Bootcamp. During this introductory period, Sam was afforded the time to get to know the company's processes and ethos and discover where he fits in best among the company's army of engineers.

Professor **Mohamed Salem** was named as the new President of University of Wollongong in Dubai (UOWD). A former IBM software engineer turned higher education leader, Professor Salem has a long-term commitment to the region and to UOWD, having held various positions at the University, including Dean of the Faculty of Engineering and Information Sciences. Professor Salem had been acting in the role since April 2014. As President of UOWD, Professor Salem also holds the position of Pro Vice-Chancellor (Middle East and North Africa) reporting to the Deputy Vice-Chancellor (Global Strategy) Professor Joe Chicharo.

FEBRUARY

A delegation from China's largest steel manufacturer, **Baosteel**, visited the University of Wollongong in February to discuss future research collaboration opportunities. Dr Laizhu Jiang, Vice President of the Baosteel Research Institute, confirmed that it would extend the Baosteel-Australia Joint Research and Development Centre for another five years with an investment of $2 million per year. Baosteel has been undertaking research and development work with UOW researchers since 2007.

One of Australia's most distinguished former military officers **NSW Governor The Hon David Hurley** and his wife, Linda, visited UOW's Bega Campus to meet staff and students. The Governor said he was keenly interested to learn about and support initiatives in youth education, Indigenous education and what is being done to support regional and rural NSW.



NSW Governor The Hon David Hurley

Staff gathered on the McKinnon Lawn of UOW on 19 February to celebrate **UOW's 40 Years of Independence**. They listened to jazz and perused photos from the past 40 years at the garden-party



UOW Scientist, Yasir Al Yazichi

style event. Vice-Chancellor Professor Paul Wellings, CBE, noted that it was important to celebrate such milestones and remember how far the University has come since it was established in 1975. Professor Wellings acknowledged the support of the community and local industry which were instrumental in raising money and support for the college that UOW grew out of.

MARCH

UOW's best and brightest computer science students learned of the opportunities to become 'Googlers' when the tech giant visited the campus in March. Representatives from **Google** hosted two sessions aimed at showcasing the scholarship, internship and other placement opportunities for undergraduate students. They also heard from Google employees, including UOW bachelor of telecommunications engineering graduate and now Google Maps product manager Nabil Naghdy about their jobs and experiences as well as from current students who are Google ambassadors.

A study released in March revealed one of southern Sydney's most expensive waterfront suburbs was harbouring trace metals.

It was the first comprehensive study in almost 20 years to investigate sediment pollution in the Georges River and Port Hacking. The study was conducted by environmental scientist **Yasir Al Yazichi** from UOW and published in the Bulletin of Environmental Contamination and Toxicology.

APRIL

UOW's commitment to collaborating with talented mid-career researchers from around the world was advanced with the announcement in April of the first 10 outstanding academics to visit UOW under the **Vice-Chancellor's International Scholar Awards** (VISA) Scheme. The new scheme provides funding to support 40 such scholars over the next four years from the UK, USA, Asia and Europe to work at UOW on real world problems for two to six months.

The memory of the ANZACs who served in the First World War is being kept alive with university scholarships. It was announced in April that the **Illawarra Centenary of ANZAC Scholarship**, worth $5,000 a year for three years from 2015, will be offered to first year students who are direct descendants of Australian or New Zealand WWI veterans or those who have served in the Australian Defence Force, including the Reserves. The Illawarra Centenary of ANZAC Committee announced the scholarships to mark the 100th anniversary of the declaration of World War 1.

MAY

A **Community Fellowship Award** was bestowed upon Lifeline South Coast on 13 May at the organisation's annual Volunteer Recognition lunch during National Volunteer Week. Lifeline South Coast is the inaugural recipient of this prestigious award. Director of Advancement Monique Harper-Richardson said the award acknowledges the life-saving work done by Lifeline South Coast as well as its 20 year long relationship with the University. Chancellor Ms Jillian Broadbent, AO, admitted Lifeline South Coast to the inaugural Community Fellowship Award in front of more than 200 Lifeline South Coast supporters.



Lifeline South Coast representatives

UOW's **Sustainable Buildings Research Centre** (SBRC) is the first certified **6 Star Green Star** building in the Illawarra. The Green Building Council of Australia Green Star rating system evaluates the sustainable design, construction and operations of buildings and communities. The SBRC was awarded a 6 Star Green Star – Education Design v1 certified rating, which represents 'World Leadership' in environmentally sustainable design practices. SBRC was made possible through a contribution of $25.1 million from the Australian Government's Education Investment Fund and $1.2 million from the NSW State Government.

JUNE

Researchers at the **Illawarra Health and Medical Research Institute** (IHMRI) based at UOW contributed to the first-ever pharmaceutical trial on a **shingles vaccine**. The study which was published in the world's top clinical journal the New England Journal of Medicine, showed the vaccine, developed by GlaxoSmithKline (GSK), was 97 per cent successful in protecting older people from developing shingles, compared to the placebo. The IHMRI Clinical Research and Trials Unit, which was established in 2010, is one of several centres around the world to contribute to the ZOE-50 study that involved over 15,500 patients aged 50 and older.

A record 19 women, including UOW Deputy Vice-Chancellor (Research and Innovation), Professor Judy Raper, appeared in the 2015 **Top 100 Most Influential Engineers** in Australia list. It was the third year in succession that Professor Raper, a chemical engineer, has been recognised on the list. She joined graduate engineers Mark Cutifani (Anglo American), Bronwyn Evans (Standards Australia) and Dr Alex Zelinsky (Defence Science and Technology Organisation). The list also featured Grant King (Origin Energy) who was awarded a Master of Management degree at UOW in 1987 and Professor Mary O'Kane (NSW Chief Scientist) who was awarded an Honorary Doctorate of Science from UOW in 2013. A member of the Top 100 Advisory Panel for 2015 was Professor Alex Baitch who is an honorary professorial fellow of UOW. Professor Baitch was recognised in the Top 100 list in 2014.

JULY

Australia's literary culture was at the forefront of the inaugural **Australian Literary Studies Convention** held at UOW from 7-11 July. The landmark literary studies event brought together for the first time several of the major Australian literary studies organisations to celebrate the vibrancy and diversity of literary studies in this country. The convention attracted 225 paper givers and about 250 delegates. It served as the 2015 annual conference for the Australasian Association for Literature (AAL), Association for the Study of Australian Literature (ASAL) and Australasian Universities Language and Literature Association (AULLA).



Christopher Abbott and Belambi PS student Abigail Stewart cut the ribbon of the Early Start Discovery Space.

The most sophisticated early childhood teaching, research and community engagement initiative ever undertaken in Australia was officially opened by Australia's then Minister for Social Services the Hon Scott Morrison MP on 8 July at UOW. **Early Start** consists of a $44 million transformational infrastructure investment together with a continuing commitment from UOW and its partners. The Early Start initiative is focused on creating educational programs, experiences and networks that enrich the way we understand and interact with children, families and communities. It involves a partnership with 41 early childhood education and care centres across NSW and the ACT who are helping to inform and pioneer innovation in the early years and translate research into practice. It also consists of the Early Start Discovery Space – Australia's only dedicated 'children's museum' promoting learning through play and the importance of life-long learning.

UOW's place as a leading international higher education provider was further strengthened after winning the prestigious **2015 Hong Kong – Australia Business Association (NSW Chapter) Awards**, which recognise NSW companies striving for excellence in international trade with Hong Kong. The announcement was made just weeks after UOW became the first ever overseas-based comprehensive university to enter Hong Kong when it was selected by City University of Hong Kong—following an exhaustive international search—to take custodianship of the Community College of City University Hong Kong (CCCU) and develop it into an internationally accredited degree-offering institution.

AUGUST

More than 9,000 visitors from across NSW and the ACT descended on Wollongong on 15 August to experience university life at the annual **UOW Open Day**. The Open Day featured more than 80 information sessions, including dedicated postgraduate sessions, to help thousands of potential students explore university life. Among the information sessions were those featuring new degrees introduced this year, the Bachelor of Social Sciences and Bachelor of Social Work, as well as the Bachelor of Pre-Medicine, Science and Health, which starts in 2016. The University's Sydney Business School Open Day was held later in the month on 29 August.



UOW's research credentials and standing among the top two per cent of world universities were further strengthened by the release of the **Academic Rankings of World Universities** (ARWU). The results revealed UOW's international standing had improved from its previous ranking of 329th to 262nd. Also called the Shanghai Jiao Tong rankings after the Chinese university that publishes them, the ARWU has ranked the world's top 500 universities annually according to a transparent methodology and reliable data since 2003. It was UOW's best ever ranking in the table, moving the University into a higher ranking bracket and from 13th in Australia to 10th place behind the Group of Eight universities and Macquarie University. UOW's elevation in the highly-respected global ranking reflects an increase in the number of its researchers being cited by academics around the world.

UOW outperformed all other universities in the country to score the highest number of star ratings following the official release of national statistics in the **2016 Good Universities Guide**. UOW scored an impressive 50 stars across the Guide's various categories – three stars clear of our nearest metropolitan-based university rival. UOW's teaching quality was awarded a five-star rating along with a national recognition that graduates also have a five-star chance of getting a full-time job at the end of their studies. It is the 15th year in a row that UOW has received five stars for graduates getting a full time job.

UOW's newest professors shared their potentially world-changing research at the second **Big Ideas Festival**, attended by over 400 people, on Tuesday 25 August. The festival saw 12 of the University's recently promoted and appointed professors sharing their research with the public and industry.



Professor Susan Bennett presenting at the 2015 Big Ideas Festival

WATCH THE BIG IDEAS TALKS AT **UOW.EDU.AU/RESEARCH/NEWS/BIGIDEAS2015**

Interactive research stalls, live music and networking drinks capped off two sessions of short 10-minute talks on a range of topics, from 3D printed edible robots to deciding when children are to blame for their actions.

SEPTEMBER

UOW made one of the biggest jumps among the world's universities in the **QS World University Rankings** capping off a year of significant ranking successes for UOW. The 2015 QS World University Rankings, officially announced from Glasgow, Scotland, saw UOW surge from its 2014 ranking of 283rd to 243rd -- a rise of 40 places representing one of the biggest improvements of any university. UOW also fared well in the employer ranking—a measure of how much employers value UOW graduates—being placed at 119th in the world and 8th in Australia. The citations rating—a measure of how often the work of UOW researchers is cited around the world—also placed UOW as 8th in Australia, ranking 195th internationally. The QS faculty rankings also revealed big improvements for UOW. Its natural sciences ranking jumped 97 places from 298th to 201st, social sciences and management improved 81 places from 259th to 178th while engineering and technology jumped 45 places from 208th to 163rd.

A host of world experts into the formative early years of a child's life attended the inaugural **Early Start conference** at UOW from 28-30 September. It was hailed as the most significant conference of its kind ever held in Australia with a total of 11 countries represented, 102 presentations given and about 630 delegates in attendance. The conference theme was 'Improving Children's Lives: Translating Research for Practice, Policy and Community'.

OCTOBER

The President of the Australian Law Reform Commission, Professor Rosalind Croucher, AM, presented this year's **Goldring Memorial Lecture**. In 2014 Professor Croucher was acknowledged for her contributions to public policy as one of Australia's '100 Women of Influence' in the Australian Financial Review and Westpac awards. The Goldring Lecture honours Jack Goldring (1943-2009) who was UOW's Foundation Dean of Law from 1990 to 1995 and was subsequently appointed as a Judge of the District Court of NSW. Jack also served as a Commissioner of the Australian Law Reform Commission and the NSW Law Reform Commission.

A gala **Fellowship and Alumni Awards Dinner** was held in the University Hall on 8 October to celebrate and award four new University Fellowships and the 2015 UOW Alumni Awards. His Excellency General The Honourable David Hurley AC DSC (Ret'd), Governor of New South Wales and Mrs Linda Hurley were among the 350 guests in attendance. The evening also marked the University's 40 years of independence.

BETTER TOGETHER

We're on a mission to make the world better, and the best progress we've made so far is you: a global network of more than 127,000 alumni bringing UOW values to life.

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AUSTRALIA'S **TOP-RATED** UNIVERSITY
2016 Good Universities Guide

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