SInet | SOCIAL INNOVATION *network*

Welcome

The Social Innovation Network and the Social Innovation Network Conference reflect two values that are very dear to our hearts at the University of Wollongong: community engagement and interdisciplinary collaboration. I would like to thank and congratulate all of you who are involved in contributing to research in this area and creating better futures for people through your research.

I am sure that this conference will be stimulating for all of you, that it will lead to new ideas, new interdisciplinary links, and a lot of debate between researchers and organisations who share the SInet mission of improving people's quality of life. I am looking forward with excitement to the outcomes of the conference.

Prof Gerard R Sutton AO
Vice-Chancellor
University of Wollongong

Welcome to the inaugural conference of the Social innovation Network at the University of Wollongong. The Social Innovation Network (SInet) was formed to bring together researchers with similar interests, primarily but not only in the Social Sciences, with a view to facilitating collaborative research through providing a platform for the sharing of ideas, expertise, networks. In broader terms, SInet aims to foster research which will improve quality of life where quality of life means material standard of living as well as personal well-being in terms of health, the environment, and social harmony. The presentations at this conference demonstrate the scope of research, at the University of Wollongong, that addresses this purpose.

Presenters were invited to address any topic that is of social benefit and is likely to be of interest to a cross-disciplinary audience. The conference has been organised into themes on the basis of the abstracts submitted. Many of the presenters have also chosen to submit a paper for peer review. These will be published in online conference proceedings as an electronic book.

Many thanks should go to the Conference Committee who have helped make the decisions necessary for a successful conference, managed the abstract review process and the organisation of papers into themes. Members of the committee as theme coordinators have also managed the peer review process of papers. Special thanks go to Jessica Mantei, who has been the dynamo behind all of the work necessary to make the conference happen.

Prof Jan Wright
Co-Coordinator, SInet

Message from the Deputy Prime Minister

Building a stronger, fairer Australia is at the core of the Australian Government's Social Inclusion Agenda. It is an agenda focussed on unlocking new and innovative ways of working to ensure that every Australian has the opportunity and capacity to participate in the life of this country.

Delivering on these aims does however require an understanding of the multifaceted nature of disadvantage, and that the answers to overcoming complex social issues often lie in rigorous, interdisciplinary research that considers a problem from multiple angles. Supported by the promotion of findings and best practice across all sectors, research into social innovation assists the Government to develop smarter policies that strengthen the links between policy and service delivery, which leads to more effective ways of meeting people's needs.

The Government has already taken steps to support innovation in service delivery, an example of which is the $41 million Innovation Fund, designed to test new, evidence-based ideas and innovative solutions to the barriers to employment faced by highly disadvantaged job seekers. This is however only a first step, and the Government understand that we cannot do it alone. Collaborations like the Social Innovation Network create a critical mass of expertise that stimulates innovation, and creates new opportunities and new ways of supporting the capacity of all Australians to participate in our daily life.

The Government is committed, as I know you all are, to supporting new ideas and innovative ways of working. Through this commitment to social innovation we can create real and lasting solutions that will enhance not only our productivity, but our wellbeing as a nation.

Julia Gillard
Deputy Prime Minister
Minister for Social Inclusion

Keynote Speaker: Professor Ian Lowe AO
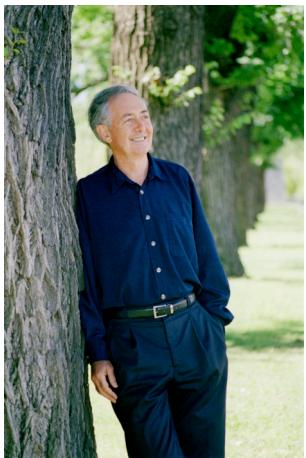
Biography

Professor Ian Lowe AO is emeritus professor of science, technology and society at Griffith University in Brisbane, as well as being an adjunct professor at Sunshine Coast University and Flinders University.

Professor Lowe was made an Officer of the Order of Australia in 2001 for services to science and technology, especially in the area of environmental studies. In 2002 he was awarded a Centenary Medal for contributions to environmental science and won the Eureka Prize for promotion of science. His contributions have also been recognised by the Prime Minister's Environment Award for Outstanding Individual Achievement, the Queensland Premier's Millennium Award for Excellence in Science and the University of NSW Alumni Award for achievement in science. Professor Lowe is a Fellow of the Australian Academy of Technological Sciences and Engineering and was named Humanist of the Year in 1988.

Professor Lowe studied engineering and science at the University of NSW and earned his doctorate in physics from the University of York. He is the author or co-author of 10 Open University books, 10 other books, more than 50 book chapters and over 500 other publications or conference papers.

From 1983 to 1989 Professor Lowe was a member of the National Energy Research, Development and Demonstration Council, chairing its standing committee on social, economic and environmental issues. He was Director of the Commission for the Future in 1988, and chaired the advisory council that produced the first independent national report on the state of the environment in 1996. He is a member of the Environmental Health Council and the Radiation Health and Safety Advisory Council. He chaired the Queensland Government task force implementing the reform of science education and the Brisbane City Council task force on climate change and energy. He is deputy chair of the Queensland Sustainable Energy Innovation Group, which advises the State government on energy innovations. He is a past member of the National Commission for UNESCO and has conducted consultancies for all three levels of government as well as companies and peak organisations in the private sector.

Professor Lowe has been a referee for the Inter-Governmental Panel on Climate Change, attended the Geneva and Kyoto conferences of the parties to the Framework Convention on Climate Change and was a member of the Australian delegation to the 1999 UNESCO World Conference on Science. He was on the steering group for the UNEP project Global Environmental Outlook, an invited participant in the 2000 workshop on Sustainability Science and a referee for both the International Geosphere-Biosphere Program's 2004 book on planetary science and the 2005 Millennium Assessment Report.

In 2004, Professor Lowe was elected ACF President. He has spent his time as head of ACF using his status as one of the world's foremost climate change scientists to promote awareness of climate change in Australia and the world.

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8.30	Registration	
9.00	Conference opening: Vice Chancellor Prof Gerard Sutton Acknowledgement of Country Opening Address: A message from Deputy Prime Minister Julia Gillard	
9.30-10.30	**KEYNOTE – Prof Ian Lowe (Norfolk 2 Room)**	
10.30-11.00	**MORNING TEA**	
	NORFOLK 1 ROOM	**NORFOLK 2 ROOM**
STRAND:	**Social and environmental sustainability**	**Collaboration and communication**
11.00-11.25	The adoption of social and environmental guidelines for funding Australian construction industry projects. *Graham Bowrey and Freda Hui*	The mechanics of eCollaboration: Why it works, why it doesn't - An empirical assessment of Australian SMES. ® *Lois Burgess and Michael Jones*
11.25-11.50	Held to ransom: Costs of shipping off the Somali coast. *Corinne Cortese and Graham Bowrey*	Collaborative authoring of projects in the development and delivery of subjects in Transnational Programs ® *Rodney Clarke, Matthew Pepper and Gary Noble*
11.50-12.15	A role for marketing in the economic and social sustainability of towns and cities. *Greg Kerr.*	Applied systems research in social innovation: A position statement. *Rodney Clarke, Trevor Spedding and Patrick Dawson*
12.15-12.40	Uses of the albatross: Threatened species and sustainability. ® *Graham Barwell*	The Importance of Play in Organisations. *Irina Verenikina and Helen Hasan*
12.40-1.30	**LUNCH**	
STRAND:	**Social transformation and South East Asia**	**Measuring social phenomena**
1.30-1.55	Domestic private sector SMEs in Vietnam: Growth, contribution and issues in the current global crisis ® *Charles Harvie and Le Cong Luyen Viet*	Research program: Incontinence measurement. *Nick Marosszeky and Jan Sansoni*
1.55-2.20	Economic reforms, social transformation and the status of women: The case of Vietnam. ® *Charles Harvie and Anne Vo*	Estimating the causal effects of conscription on Australian conscripts. *Peter Siminski and Simon Ville*
2.20-2.45	Social transformations in Southeast Asia: The case of the garment industry and labour migration in Malaysia. *Vicki Crinis*	Why do older people report less hardship? *Peter Siminski and Oleg Yerokhin*
2.45-3.10	**People and organisations** Emergence, change and precarious systems: A new lens on people and organisation. ® *Mary Barrett, Patrick Dawson, Helen Hasan and Michael Zanko*	Quantification and the rise and fall of moral therapy. *Ciorstan Smark and Graham Bowrey*
3.10-3.40	**AFTERNOON TEA**	
STRAND:	**Social innovation and business innovation**	**Cultural innovations: The new museum**
3.40-4.05	Social innovation and sustainable business: concepts, theories and practice. ® *Patrick Dawson and Lisa Daniel*	Designing a digital ecosystem for the new museum environment: the Virtual Museum of the Pacific. ® *Amanda Lawson, Peter Eklund, Peter Goodall, Tim Wray, Vinod Daniel and Melanie Van Olffen*
4.05-4.30	Social innovation and financial innovation: Good intentions can go awry. *Eduardo Pol*	A golden garment from ancient Cyprus? Identifying new ways of looking at the past through a preliminary report of textile fragments from the Pafos 'Erotes' Sarcophagus. ® *Diana Wood Conroy and Adriana Garcia*
4.30-4.55	The emergence of the 'Fourth Sector' and the channelling of business innovation for social benefit. *Peter Quarmby and David Fuller*	Representing migrant heritage and the challenge of socially responsible design. *Gregor Cullen*

7pm - CONFERENCE DINNER (The Admiral Room)

DAY 2 – TUESDAY 29TH SEPTEMBER 2009

8.30	Registration and housekeeping	
	NORFOLK 1 ROOM	**NORFOLK 2 ROOM**
STRAND: 9.00-9.25	**Children and young people**	**Structuring social innovation at the local level: Councils and community**
	Foster care - A model of attachment and empowerment. ® *Timothy Broady and Gerard Stoyles*	There's no 'I' in innovation! Fostering social engagement to accelerate learning organisations and regions. *Sam Garrett-Jones and Andrew Sense*
9.25-9.50	The Teenage Expertise Network (TEN): The online availability of expertise. *Nicola Johnson*	Juggling competition and cooperation: The case of Bushcare Coordinators. *Katie Lazarevski, Helen Irvine and Sara Dolnicar*
9.50-10.15	Socio-historical contexts to risk behaviour in young people in Australia: Implications for theory and practice. ® *Kylie Smith*	Developing 'knowdes' through community engagement: The Shoalhaven way of structuring social innovation at the local level. *Alison Wicks*
10.15-10.40	From invasion to evasion: The erasure of cultural diversity in John Marsden's *Home and Away*. *Debra Dudek*	Transforming the relationship between citizens and local councils using Web 2.0 technologies. *John James and Rodney Clarke*
10.40-11.10	**MORNING TEA**	
STRAND: 11.10-11.35	**Collaboration and Communication**	**Structuring social innovation at the local level: Councils and community**
	Seeking creativity in representing science content knowledge with student-generated digital animations. *Garry Hoban*	How context matters in corruption: The case of Wollongong City Council. *Mario Fernando and Michael Zanko*
11.35-12.00	Utility of virtual communities for 'parents of children with disabilities' ® *Rodney Clarke, Gary Noble, Jennifer Algie and Elias Kyriazis*	The social audit and NSW local government councils. *Graham Bowrey and Greg Jones*
STRAND: 12.05-12.30	**Social Innovation and Postcolonial Writing**	**Emissions and climate change**
	Literature and social innovation. ® *Paul Sharrad*	Carbon reporting and the Greenhouse Gas Protocol. *Jane Andrew and Corinne Cortese*
12.30-12.55	A Simple Lust: the Anti-Apartheid Campaign. ® *Anne Collett*	Carbon Taxation - the alternative to a market-based approach to the climate change problem. *Brian Andrew, Mary Kaidonis and Jane Andrew*
12.55-1.20	"Literature as social barometer in Post-Apartheid South Africa: Reading contemporary 'White Writing'" ® *Tony Simoes da Silva*	Home grown solutions for climate change: Social innovations that can help "save the planet". *Helen Hasan, Aditya Ghose and Trevor Spedding*
1.20-2.10	**LUNCH**	
STRAND: 2.10-2.35	**Ethics and social justice**	**Engaging organisations in social innovation**
	The RAAT Project. ® *Melissa Boyde and Denise Russell*	Socially innovative research networks: A roadmap for SInet. ® *Helen Hasan*
2.35-3.00	Indigenous sea rights. ® *Denise Russell*	Back to the future: Modernising nursing careers by exploring nursing history. ® *Kylie Smith and Patrick Crookes.*
3.00-3.25	The epistemic problem for contributors to aid agencies: Potential solutions. *Keith Horton*	Sifting and sorting the evidence: Development of an online catalogue of strategies for improving children's health and well-being. *Kathryn Williams and Nick Marosszeky*
STRAND: 3.30-3.55		**Improving health and wellbeing**
	The influence of strategic ambiguity on ethical decision-making. *Mario Fernando and A.B. Sim*	Living with Leukaemia: Participatory documentation using video methodologies. *Rodney Clarke, Gary Noble and Elias Kyriazis*
3.55-4.20	A new accountability for the moral geography of gifting relationships. ® *Kathy Rudkin and Kathie Cooper*	Reasons for not foster caring: An investigation of heterogeneity among potential foster carers. ® *Melanie Randle, Leonie Miller, Sara Dolnicar and Joseph Ciarrochi*
4.30-5.00	**PANEL AND CLOSING (WITH AFTERNOON TEA)**	

Conference Committee

The SInet conference committee represents the cross disciplinary nature of SInet. The committee identified themes within the abstracts and arranged them into strands for the conference. Each committee member has taken coordination of a strand and will chair those papers at the conference.

A/Prof Rodney Clarke, Faculty of Commerce
A/Prof Anne Collett, Faculty of Arts
Dr Heidi Gilchrist, Faculty of Health and Behavioural Science
A/Prof Helen Hasan, Faculy of Commerce
Prof Amanda Lawson (Dean), Faculty of Creative Arts
Dr Eduardo Pol, Faculty of Commerce
Dr Denise Russell, Faculty of Arts
Mr Peter Samsa, Sydney Business School
Dr Peter Siminski, Faculty of Commerce
Dr Gillian Stillfried, Faculty of Health and Behavioural Science
Prof Jan Wright, Faculty of Education
A/Prof Heather Yeatman, Faculty of Health and Behavioural Science

Conference strands and coordinators

Children and young people
Jan Wright
Collaboration and communication
Rodney Clarke
Cultural innovations: The new museum
Amanda Lawson
Emissions and climate change
Helen Hasan
Engaging organisations in social innovation
Gillian Stillfried/Heidi Gilchrist
Ethics and social justice
Denise Russell
Improving health and wellbeing
Gillian Stillfried/Heidi Gilchrist
Measuring social phenomena
Peter Siminski
People and organisations
Peter Samsa
Social and environmental sustainability
Helen Hasan
Social innovation and business innovation
Eduardo Pol
Social innovation and post colonial writing
Anne Collett
Social transformation and South East Asia
Jan Wright
Structuring social innovation at the local level: Councils and community
Heather Yeatman

Review process

Papers submitted for refereeing underwent a double blind review process. Two referees reviewed each paper using the same criteria focussing on the quality of the research and the writing, its appropriateness to the SInet theme and its originality. Recommendations were forwarded to authors and final submissions reflected these. Where the two referees conflicted in their review, an adjudicator was appointed to make a final decision and recommendation on that paper.

Papers submitted and accepted for the conference are marked ® in the conference program and abstracts marked '*Peer Reviewed Paper'* in the conference booklet.

Thank you to the following referees who generously gave their time and expertise in reviewing papers for the 2009 SInet conference:

Brian Andrew	Susan Engel	Siobhan O'Sullivan
Jane Andrew	Garry Hoban	Sam Reis
Lance Barry	Keryn Johnson	Kathy Rudkin
Ngaire Bissett	Nicola Johnson	Tim Scrase
Graham Bowery	Peter Kell	Ciorstan Smark
Anne Brewster	Greg Kerr	Kylie Smith
Richard Caladine	Viet Le Cong Luen	Trevor Spedding
Lisa Carrington	Pauline Lysaght	Richard Sprod
Kathie Cooper	Karen Malone	Murray Stewart
Corinne Cortese	Brian Martin	Sue Thomas
Kate Crawford	Katrina Matus	Wilma Vialle
Mike Donaldson	Sarah Miller	Andrew Whelan
Michelle Eady	Kristy Muir	

Selected papers from the SInet 2009 Conference will be published as an electronic book with the University of Wollongong's Research Online at http://ro.uow.edu.au/

Abstracts:

Carbon taxation – The alternative to a market-based approach to the climate change problem

Brian Andrew, Mary Kaidonis and Jane Andrew
Conference Theme: Emissions and Climate Change

Achieving sustainability under the pressure of climate change requires significant public policy innovation. At present, the most prominent policy initiative has relied heavily on market based instruments to reduce the impact of fossil fuels on global warming. This paper addresses possible innovations that may contribute to climate change abatement and long term sustainability. In order to do this, we consider some of the challenges to innovative solutions to tackle the climate problem that are presented. These challenges arise from market failures and government failure that have contributed to the current crisis. We use the experience of the European Union's emissions trading scheme (ETS) as an example of a market and government failure to achieve a reduction in greenhouse gas emissions. As a result, we suggest that a shift from policies that encourage the marketisation of carbon to produce climate change abatement to ones that require greater regulatory intervention and behavioural change must be considered. In order to explore this, we argue that a carbon tax provides a significant alternative approach that must be considered if we are to develop climate change abatement solutions.

A carbon tax is a significant policy innovation that the ability to change the relative cost of carbon intensive sources of energy when compared to the cost of greener sources of energy. A change in the relative cost of 'green energy' will not itself solve the problem, but it is a necessary step to induce behavioural change and orient our energy choices towards those with minimal carbon impacts.

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Carbon reporting and the Greenhouse Gas Protocol

Jane Andrew and Corinne Cortese
Conference Theme: Emissions and Climate Change

Corporations are under increasing pressure to disclose carbon related information and for these disclosures to assist in supporting a sustainable solution to the climate crisis, they must be critically investigated. This work assumes that carbon disclosures have the potential to provide a socially innovative pathway towards sustainability, but that this can only be realised if the regulation of those disclosures is oriented towards this goal and is not co-opted by more specific economic or institutional interests. This paper analyses the Carbon Disclosure Project (CDP) and the impact it has had on the accounting and reporting of carbon under the Greenhouse Gas Protocol (GHG Protocol). The Carbon Disclosure Project is a global organisation that requests carbon related information from corporations on behalf of institutional investors. Information providers are required to account for carbon emissions based on the directives contained in the Greenhouse Gas Protocol. This research examines the key players and questions the usefulness of the information reported under these frameworks. It raises the possibility that information gathered under the CDP and GHG Protocol will do little to inform the investing public and abate climate change. Instead, we suggest that the CDP plays a significant role in the management of carbon related regulation such that non-elected global governance institutions are centrally positioned in the unfolding regulatory debate. With the form of useful, understandable carbon information still undetermined, it is crucial standards put forward by undemocratic rule making bodies such as CDP and the GHG Protocol be subject to scrutiny and critique before being adopted as the solution to climate change regulation.

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Emergence, change and precarious systems: A new lens on people and organisation

Peer Reviewed Paper

Mary Barrett, Patrick Dawson Helen Hasan, and Michael Zanko
Conference Theme: People and Organisations

The modern world is characterised by complexity and uncertainty, within an environment of evolutionary and revolutionary change. New holistic, multifaceted and innovative research is needed to enhance how we understand the way people organize in this environment. Recent research has moved away from strategies seeking mere efficiencies in the production of goods and services, towards strategies that encourage creativity and innovation and are socially and ethically acceptable.

These newer strategies are socially innovative. That is, they develop concepts and tools to enable individuals and communities to organise in a way which promotes both material standard of living and personal well-being. Necessarily, understanding people and organisation – that is, the phenomenon of organisation itself and its human dimension, not simply various different organisations – is crucial to this endeavour. It means

understanding change, both planned and emergent, and coming to terms with the precarious nature of many systems which support the way people organise in a changing environment. Using the research being undertaken by members of the 'people and organisation' research node of SInet, the paper reflects on the matrix of issues that arise from considering, on the one hand, 'people' and 'organization' and, on the other, 'change', 'emergence' and 'precariousness'. While the projects are diverse, they are linked through their commitment to investigating people and organization through an SI lens.

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Uses of the albatross: Threatened species and sustainability

Peer Reviewed Paper
Graham Barwell
Conference Theme: Social and Environmental Sustainability

Since first encounters with albatrosses in the early modern period, western cultures have reacted with amazement and wonder at the birds' flight, while taking a more pragmatic attitude towards them as creatures whose worth can be measured in their use value. In nineteenth- and early twentieth-century western discourse the birds featured as objects of sport, as saviours of various kinds—whether as food for hungry sailors or for victims of shipwreck in the southern oceans, as messengers, as lifebuoys—as well as predators, and as objects to be collected for scientific inquiry. In non-western traditions, such as the Maori of New Zealand, albatrosses also had a use value, but of a different nature. As human societies have changed, in terms of the view of what constitutes use value, or in terms of advances in material culture, or extensions of practices of harvesting ocean resources, so have attitudes towards the birds, though these are still based on use value. Today they have become icons of conservation movements, and are protected by legislation and international treaties. While this may appease those concerned about our relationship with the oceanic environment and our responsibilities towards it, and so provide a form of comfort and personal well-being, a more fundamental rethink of our relationship with the natural world represented by these birds is required. Their iconic status is part of the reason for increased tourism in the southern oceans, which brings new threats to their existence. A way of engaging with them that moves away from seeing them in terms of use value will help to achieve a more sustained relationship between humans and the environment with valuable consequences for the well-being of both humans and birds.

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The adoption of social and environmental guidelines for funding Australian construction industry projects

Graham Bowrey and Freda Hui
Conference Theme: Social and Environmental Sustainability

To encourage private lenders to consider social and environmental issues when evaluating funding applications for large infrastructure projects, ten leading global lending institutions developed and implemented in 2003 a set of voluntary guidelines called the Equator Principles. The Equator Principles are based on the International Finance Corporation's environmental and social policy framework for providing financial support to projects based primarily in developing countries. These principles may be seen as a reaction by financial institutions to increased societal concerns about the impact of organisations on the environment, increased societal expectations of organisational behaviour, or organisations recognising links between environmental and social risks and profitability. Whilst the implementation of the Equator Principles may be seen as a positive move towards encouraging a more responsible society, they really only address the funding side of the equation whereas the implementation side, the use of the funds, is left bare. This paper argues that by modifying and formally implementing principles similar to the Equator Principles within the Australian construction industry there would be significant benefits to both the construction industry as well as to the environment and society. In addition, this paper discusses the intergenerational focus required of the construction industry to ensure that the quality of life for members of Australian communities continues to improve.

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The social audit and NSW local government councils

Graham Bowrey and Greg Jones

Conference Theme: Structuring Social Innovation at the Local Level: Councils and Communities

Social auditing is a unique process which evaluates the performance of an organisation in an area where the organisation is impacting, either intentionally or unintentionally, on society. Like other forms of audit, the quality of a social audit is dependent on the degree of independence of the auditor to the auditee and the competence of the auditor. The power of the social audit is not in the systematic audit processes undertaken but in the communication of the findings and associated recommendations to the key stakeholders. This paper argues that there is an acute need for a formal social audit programme to be developed and implemented in the NSW local government public sector, arising from the current apparent lack of appropriate communication with the key stakeholders, members of the community. Rather the focus of current audits and other reporting mechanisms used in NSW local government public sector focuses on the discharge of accountability to the NSW State Government, not the members of the councils' respective communities. This paper will also discuss a potential social audit framework upon which such an audit programme could be based so as to appropriately inform and empower individuals and their communities.

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The RAAT Project

Peer Reviewed Paper

Melissa Boyde and Denise Russell

Conference Theme: Ethics and Social Justice

The vision of the Replace Animals in Australian Testing (RAAT) project is to reduce the number of animals used in scientific experiments and medical research in Australia. We are developing a network of researchers and groups interested in advocating non-animal based research and in strengthening the Australian Government/NHMRC guidelines for animal testing. In 2008 we launched the RAAT website http://www.uow.edu.au/arts/research/raat, a web resource with information on replacement technologies for animal testing. Achieving advances in alternatives to animal testing requires a change in scientific and social attitudes as well as the promotion of new and innovative research approaches and technologies. We are exploring ways forward in communicating and developing the RAAT project.

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Foster care – A model of attachment and empowerment

Peer Reviewed Paper

Timothy Broady and Gerard Stoyles

Conference Theme: Children and Young People

Children who are removed from their families and placed in foster care bring with them their own personal history of abuse, neglect, and consequent insecure attachment patterns. These non-optimal environmental influences are likely to have negative repercussions on the child's development, resulting in maladaptive social behaviour and emotional regulation. As such, it is argued that a child in foster care lives their life in the context of a social, emotional, and behavioural disability.

This paper will investigate the commonalities and differences between the provision of foster care and the care provided by a parent to his/her own child with a physical and/or mental disability. The theories of attachment and empowerment will underpin this comparison. This research will culminate in the development of a model of foster care that will describe and explain the specific characteristics of caring for a child who is not one's own when compared to caring for one's own child.

The ability to identify the specific needs of foster carers who look after someone else's child, compared to other forms of care provision, will have certain implications for foster care. Importantly, this research will have implications for the initial training, ongoing support (particularly in times of crisis), and ultimate retention of foster carers. An important consequence of this is the potential to improve foster care services to children who have been removed from their family home, and thus empower them to live and develop in a socially acceptable and self-improving manner.

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The mechanics of eCollaboration: Why it works, why it doesn't - an empirical assessment of Australian SMEs

Lois Burgess and Michael Jones

Conference Theme: Collaboration and Communication

This paper investigates factors conducive to the development of Small and Medium Enterprise (SME) innovation in the context of the adoption and use of electronic collaboration technologies (eCollaboration), to enhance business growth, competitiveness and future economic viability. A change from competition to collaboration is an imperative for many firms today. The current economical climate is one reason why firms should work together, but more driving than this are the ubiquitous effects of globalisation. Australian firms are facing fierce competition from many overseas nations which have the advantage of cost effective labour. Businesses must transcend from attitudes of competing to attitudes which support collaboration – but how?

This paper answers this question by presenting research which illustrates how SMEs can achieve successful collaboration utilising electronic tools to support and facilitate their cooperation. Qualitative data are acquired through a number of focus groups from both successful and unsuccessful collaborators in a number of industries in the Southern Sydney Region.

Analysis of these data show three major factors. These factors are unpacked and explored, and coupled together to provide a model of eCollaboration. These are introduced below:

1) What is needed to make collaboration work? Five elements are discovered which either inhibit or enable collaboration (trust, reputation, culture, power, ownership). Of these, trust is found to be of greatest importance to the successful development of collaborative relationships.

2) What are the considerations (benefits, costs, concerns and difficulties) of successful collaboration? There are many elements which comprise this factor. However, essentials such as increased market access, profitability and skill complementarities are among the more critical.

3) What are the phases of collaboration? Analysis shows that successful firms have different approaches to collaboration. The plurality of these approaches provides a dynamic aspect to the developed model.

Relevance of study to "social innovation": This paper explores methods of improving small business transactions, quality of working life and profitability using social technologies.

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Utility of virtual communities for 'parents of children with disabilities'

Rodney Clarke, Gary Noble, Jennifer Algie and Elias Kyriazis

Conference Theme: Collaboration and Communication

A pilot study of services for children with disabilities conducted in the Illawarra in 2005 identified a basic lack of awareness on the part of parents and carers about available services. Specifically there was a lack of awareness of the availability of different support services, application processes to acquire assistance, information about specific disabilities, and the location of various support services, amongst other issues. The study had indicated that there was no central source of information for parents and carers of children with a disability in the Illawarra. Instead parents and carers had to learn about these issues by 'word of mouth', raising issues of information accuracy and timeliness. The report identified a real and pressing need for the creation of a user-friendly 'one-stop shop' for all disability information needs and recommended that a comprehensive on-line resource be created. Along with information, an on-line resource would provide the tools to assist in the planning and management of the child's disability over time. The purpose of this paper is to describe a prototype portal supporting a virtual community that might serve as a one-stop shop for parents and carers of children with disabilities. The potential organisation and utility of this type of virtual community will be described by reference to a model developed out of the virtual community literature and needs identified in out 2005 study. The limitations of portal technology to support a virtual community of parents and carers of children with disabilities will also be discussed.

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Living with leukaemia: Participatory documentation using video methodologies

Rodney Clarke, Gary Noble and Elias Kyriazis

Conference Theme: Improving Health and Well-being

This paper provides initial results of an exploratory study conducted in partnership with the Leukaemia Foundation of Australia into the daily activities and lives of Leukemia patients/survivors. These patients/survivors have volunteered to develop in conjunction with the researchers, video documentation that shows others the effect, impact and consequences of their various forms of the disease. The study draws on Scandinavian approaches to video methodology, typically employed in Services Marketing and Management areas for the detailed description of service encounters, service spaces and services systems, and broader traditions of participatory, community-based documentation and multi-modal digital story telling. The study enables Leukemia patients/survivors to speak about issues that are of concern to them, as well as co-creating personal and social narratives about their disease, for the purposes of communicating within their communities and also outside of them. The study also provides information on the kinds temporary and persistent coalitions entered into by patients/survivors with a large number of stakeholders, both direct and indirect, in order to meet a variety of needs. Relevant coalitions include but are not limited to health careers, complementary careers, and health and business professionals as well as direct support groups like careers, family and friends that can provide high levels of support. These stakeholders provide psychosocial care, spiritual care, socio-cultural care, stress, grief and bereavement care, as well as physical symptom management and in particular pain management. Emphasis will be placed on theoretical, methodological aspects of the study including the use of technology in media acquisition and qualitative analysis. The paper will also describe the ethics process in the design of the project. These methodologies have the potential to create a deeper understanding of the challenges facing those with these diseases.

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Collaborative authoring of projects in the development and delivery of subjects in transnational programs

Peer Reviewed Paper

Rodney Clarke, Matthew Pepper and Gary Noble

Conference Theme: Collaboration and Communication

The purpose of this paper is to develop a conceptual model that can be used to describe the effect of team-based collaborative authoring technologies on assessment strategies used within subjects and curricula delivered in a transnational mode. Transnational programs and their related delivery and assessment practices represent a significant area of interest for higher education providers around the globe. Transnational programs provide a major stream of income at a time when government investment in the sector can be inadequate and uncertain. While international education represents a major area of growth for higher education providers, the delivery of these programs at offshore locations can be problematic. Our understanding of subject and curricula delivery offshore comes from our experience as providers of these educational services and is set against the background of a literature review in this domain. The model developed here employs social semiotics and critical theory to understand meaning making, communication and coordination as it applies to teaching and learning activities in general. Communication flows and bottlenecks between geographically distributed teaching staff and both culturally homogenous and heterogeneous student cohorts are described as a preliminary step in the theorisation and exploration of the effect of using collaborative writing technologies within transnational assessment practices. The model enables the meaning making, communication and coordination aspects of new technologies used in assessment practices to be described and understood. This paper demonstrates how by adopting appropriate models of social processes, new socially innovative ways to conduct education practices can be leveraged from the application of new technical innovations (wikis to facilitate collaborative authoring in assessment).

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Applied systems research in social innovation: A position statement

Rodney Clarke, Trevor Spedding and Patrick Dawson

Conference Theme: Collaboration and Communication

In their forthcoming article Dawson and Daniel (2009) provide a useful working definition of social innovation, referring to it as "…the process of collective idea generation, selection and implementation by people who participate collaboratively to meet social challenges. These ideas are owned by people who work together in pursuing social goals that may- but need not- service other organisational, technical, commercial or scientific goals." Defined in this way the term has, potentially, very wide boundaries- from new forms of organization and new concepts of 'family', to new ways of using information and communication technologies, and from new ideas of community to new products or services. This paper is a first approximation to identify relevant theory

and develop a suitable framework that would allow applied systems researchers- those whose focus is usually operational and systems-orientated- to come to an understand about how their practices and technical innovations can lead to social innovation in broader organisational and societal senses. Combining ideas from the socio-technical movement, systems thinking, and semiotic theory, this first approximation to a social innovation framework recognises that an organisationally relevant view of social innovation needs to be local first, incremental rather than grand slam, must necessarily utilise evolutionary design principles, requires the promotion of participation in order to achieve stakeholder buy-in, as well as requiring a continuous improvement and innovation-oriented culture to be fostered within the organisation. Elements of this framework utilise action research methodology, abductive thinking, contextual features and communicative dimensions, both discursive and linguistic.

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A simple lust: The anti-apartheid campaign

Peer Reviewed Paper
Anne Collett
Conference Theme: Social Innovation and Postcolonial Writing
A number of South African writers could be said to have had a significant impact on the demolition of the Apartheid state in South Africa. In particular, those whose works were censored or banned within South Africa but gained circulation in the world beyond national borders so influenced the international community as to have constituted a major force in effecting social and political change. Whilst making reference to the plays of Athol Fugard and the novels and short stories of Nadine Gordimer, this paper will focus on the cultural and political work of South African poet, Denis Brutus. Arrested in 1963 and imprisoned for 18 months on Robben Island for activities against the state, Brutus was forbidden to teach, write or publish in South Africa, but managed to publish his first volume of poetry in Nigeria whilst he was in prison. Brutus fled the country in 1966 that he might continue to speak out against the prevailing injustice and abuse of his fellow countrymen and women. His poetry publicized the inhumanity of the reigning government toward those racialised others of whom Brutus was one:

>   Only I speak the others' woe
>   Those congealed in concrete
>   Or rotting in rusted ghetto-shacks;
>   Only I speak their wordless woe,
>   Their unarticulated simple lust -
> to be treated with humanity and justice; to be free.

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Held to ransom: The costs of shipping off the Somali coast

Corinne Cortese and Graham Bowrey
Conference Theme: Social and Environmental Sustainability
Piracy off the Somali coast has attracted international media attention of late. The motivations of the pirates are purported to be both social and environmental: the pirates argue that they are acting in response to the toxic waste dumping and illegal fishing off the Somali coast. The millions of dollars demanded by the pirates as ransom money is seen as compensation for income lost as a result of depletion of fish stocks and necessary to support growing health concerns. Somalia, both geographically and politically, provides the perfect environment for piracy. With long, isolated stretches of coastline, and a poor and desperate population accustomed to war, the lack of a central government coupled with massive ransoms provides a climate where it seems crime really does pay. Whatever the motivations of the pirates, their actions have meant that insurance premiums have increased, alternate shipping routes have been sought, and the costs of ransom pay offs have eroded the profit margins of corporations from all over the world. The possibility that international shipping routes will change to avoid the Somali coast and the Gulf of Aden, thereby passing on increased costs to consumers, is of grave concern in the current climate of economic uncertainty.

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Social transformations in Southeast Asia: The case of the garment industry and labour migration in Malaysia

Vicki Crinis

Conference Theme: Social Transformation and South East Asia

In 2004 the Multi-Fibre Arrangement (MFA) under the World Trade Organisation (WTO) ended and manufacturers and labour organisations in the garment industry suspected a 'race to the bottom'. But the outcome was not as bad as suspected; despite the increase in exports from China, the industries in Southeast Asia (SEA) survived the WTO changes. In Malaysia the garment industry remains a competitive contender for buyers of high end sportswear apparel. The combination of the introduction of higher levels of technology and employment of foreign workers from neighbouring countries allowed the industry to survive under increasing levels of competition. For vulnerable foreign workers, the 'race to the bottom' was a possible reality because the power of worker organisations to represent workers was limited to citizen workers and workers outside the export industries. The introduction of corporate social responsibility initiatives however has provided a safety net for vulnerable foreign workers in garment factories and enabled social transformations in both the sending and the receiving country.

This paper examines changes in the labour force in the garment industry in Malaysia and the relevance of codes of conduct set out under corporate social responsibility initiatives for foreign workers in Malaysia. The project informing this paper is an ARC funded collaborative study of the clothing industry and its workers in the Asia Pacific.

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Representing migrant heritage and the challenge of socially responsible design

Gregor Cullen

Conference Theme: Cultural Innovations: The New Museum

Museums are shifting focus, from objects to people, from preservation to access, from ownership to participation. The new museum uses and adapts new technologies to reach people, enabling them to experience their tangible heritage in enriching ways and to rewrite the master narratives of social and cultural history. This session presents three innovative approaches to museum interpretation, all linked to the vital issue of intangible cultural heritage and all under development at UOW in 2009.

'Good design is good citizenship' Milton Glaser. Taking up this ever-more urgent call for socially innovative and ethical design, this presentation considers how graphic design is contributing to the Migration Heritage Project and the Port Kembla Macedonian community's Kompas magazine. These two Wollongong based initiatives demonstrate how graphic design can empower communities to record, define, exhibit and publish their stories of migration and facilitate networked, creative communities and cosmopolitan localisation.

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Social innovation and sustainable business: Concepts, theories and practice

Peer Reviewed Paper

Patrick Dawson and Lisa Daniel

Conference Theme: Social Innovation and Business Innovation

In the face of increasing pressure to change and adapt to the needs of highly competitive business markets, it is not unusual for management to focus on the commercial payback on technical innovations and to downplay social processes. Typically, company survival is explained in terms of an 'innovation imperative' where new products and services are part of the dynamic business environment of securing and maintaining competitive advantage (Bessant and Tidd, 2007: 4). Historically, the emphasis has been on innovations led by technology in which the focus is on how to translate innovation in science and technology into commercial applications. We contend that whilst largely downplayed, social processes have always been essential to understanding innovation and that with the growing public concern with societal well-being there is an increasing interest in elements of social business and social innovation. We examine this growing interest in social innovation with particular attention given to theoretical and conceptual concerns. As such, examine the conceptual link between social and technical dimensions and identify how the scope of our definition is important in delineating our phenomena of interest. Some of the earlier academic work on the social shaping and social construction of technology is considered and the use of Socratic dialogue as a tool for accommodating different viewpoints in assessing processes of innovation is evaluated. We conclude by calling for more debate and discussion on this emerging theme of social innovation that links with other topical areas such as, business ethics, sustainable communities, social capital and corporate social responsibility.

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From invasion to evasion: the erasure of cultural diversity in John Marsden's Home and Away

Debra Dudek

Conference Theme: Children and Young People

Between 2003 and 2006 more than fifteen books for children and young people were published in Australia that advocated against the Australian federal government's policy of the mandatory detention of asylum seekers, who arrived in Australia without the proper documentation. At the core of these narratives is an appeal to White Australians to treat asylum seekers with the same human dignity they themselves expect, that is, to welcome refugees to Australia and to help them feel at home regardless of cultural differences. With the change in federal government in 2007—and the subsequent softening of asylum seeker laws—these representations seemingly disappeared. John Marsden's picture book Home and Away (2008), however, reiterates the concerns of earlier books on detention centres and revisits the theme of war and invasion that Marsden examines in his immensely-popular young adult series that opens with Tomorrow, When the War Began (1993). As Peter Mares argues about that series, "Marsden's war scenario is dressed somewhat uncomfortably in the clothes of social justice and multiculturalism" (29). In this paper, I examine how Home and Away employs a rhetoric of social justice by stripping away any reference to cultural diversity. Instead of representing a situation in which host cultures encounter cultural differences of immigrant cultures, readers are placed in the position of being both the oppressed and the oppressor, effectively erasing any representation of cultural diversity. My paper examines how this erasure contributes to and/or detracts from representing an improved quality of life for young people, specifically in terms of social harmony across cultural differences.

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The influence of strategic ambiguity on ethical decision-making

Mario Fernando and A.B. Sim

Conference Theme: Ethics and Social Justice

With the ever worsening global economic downturn, corporations' ethical behaviour has been under scrutiny by its stakeholders, perhaps unlike never before. Traditional approaches in the literature have focused on the nature of individual ethical violations, situational behavioural factors and how to change things for the better. Research on ethical decision making has been primarily focused on ethical codes, cultures and leadership styles. However, alternative evidence indicates that these efforts may not be the most appropriate to arrest the growing trend of unethical business activities. Increasing attention is being placed upon assessments of individual character, personality and belief systems that may influence ethical cognitions as precursors to behaviour. In this paper, while identifying that ethics and the moral obligations of management were an integral component in the planning process of the development of corporate strategy as a field of study, we voice our support to the increasingly convincing argument that ethics should be central, not peripheral, to the overall management of the firm. Within this context, we examine the influence of strategic ambiguity on the ethical outcomes of corporations. Strategic ambiguity is a prevalent and valuable tactic in organizational strategy making. However, the influence of strategic ambiguity on organisational strategy making and particularly, communication may lead to unethical executive behaviour. This paper aims to examine the role of strategic ambiguity in executive ethical action, and recommend areas for improvement to integrate ethics as a pivotal component of strategy making.

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How context matters in corruption: The case of Wollongong City Council

Mario Fernando and Michael Zanko

Conference Theme: Structuring Social Innovation at the Local Level: Councils and Communities

Although there are widespread reports of institutional corruption and scandals, there is a serious lack of empirical research into these events. Guest editors to the recent special issue of the Academy of Management Review featuring organisational corruption ask, "Where were management scholars in the midst of all this turmoil?" (Ashforth et al., 2008, p.671). In March 2008, the Commissioner presiding over the Independent Commission Against Corruption (ICAC) under section 74C(1) of the ICAC Act recommended that consideration be given to the making of a proclamation under the Local Government Act 1993 that the civic offices in relation to the Wollongong City Council (WCC) be declared vacant. This recommendation was made after the Commissioner formed an opinion that (1) systemic corruption existed within the relevant council and (2) prompt action was required in the public interest. This paper examines the contextual factors contributing to corrupt Wollongong City Council (WCC) employee behaviour, and explains how this once highly regarded institution and some of its employees succumbed to contextual factors, and failed to uphold basic tenets of ethical behaviour. Using the ICAC inquiry reports, media and web material, this paper reviews the existing corruption, ethics and contextual based human resources literature, and develops a single case study of the WCC development application scandal. Adapting Jaap Paauwe's (1994, 1998) Contextually Based Human Resources

Theory, the paper dissects and analyses the events through the economic, social and administrative dimensions leading up to the infamous sacking of the WCC, and propose a Contextually Based Organisational Ethical Theory.

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There's no 'I' in innovation! Fostering social engagement to accelerate learning organisations and regions

Sam Garrett-Jones and Andrew Sense

Conference Theme: Structuring Social Innovation at the Local Level: Councils and Communities

Two crucial challenges face local governments: (1) the provision of quality community services, and (2) fostering sustainable regional socioeconomic development through innovation. One is an immediate tactical concern, the other a diffuse strategic issue. Both require harnessing social capital within and between organizations to create collaborative and productive 'learning organizations' (Senge, 2006), 'learning communities' (Benner, 2003; Courvisanos, 2003), local 'learning economies' (Lundvall, 1994) and ultimately 'learning regions' (Florida, 1995; Boekema, 2000; Morgan, 1997; Florida, 2000), conceptualised as 'externalised learning institutions' (Cooke, 1998.

Wollongong, like many cities globally, brands itself as a 'city of innovation' and is actively attempting to 'construct advantage' (de La Mothe and Mallory, 2004) in the local region. Concurrently, the council must deliver optimal service performance which meets community expectations of efficiency, sustainability, participation and social equity, but with decreasing funds. These are two sides of the same coin: innovation *in* and *by* the city (Marceau, 2008).

We review work in progress evaluating two novel approaches to accelerating the performance of a local council (Wollongong City Council) and associated regional development organization (Advantage Wollongong). The first examines situated learning (Lave and Wenger, 1991) in the immediate 'service chains' of council; the second extends the concept of 'service chains' as a means of mapping and leveraging the social networks that contribute to local advantage.

The project tests whether similar theories of social capital development and learning apply to immediate and diffuse service chains. The findings will provide guidance and exemplars for local government and community organizations wishing to accelerate innovative local services and socioeconomic development.

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Economic reforms, social transformation and the status of women - the case of Vietnam

Peer Reviewed Paper

Charles Harvie and Anne Vo

Conference Theme: Social Transformation and South East Asia

The introduction of economic reforms in Vietnam in 1986 produced a remarkable economic and social transformation of the country. Within a single generation the economy was transformed from predominantly state to private ownership. The Enterprise Law (2000) proved to be a catalyst for further growth of the private sector, and particularly so for small and medium sized enterprises (SMEs). Attainment of the government's socio economic development strategy to 2010, into which SME development is embedded, remains crucial to the ongoing process of economic development and growth, as well as social transformation. Establishing and nurturing private sector SMEs, and harnessing the country's entrepreneurial zeal, remains, therefore, a policy priority. However, women's ability to compete equally with men and to make a significant contribution to the private sector remains severely hampered, due to lower education and skills, inability to capitalise assets and societal pressure. Entrepreneurial gender inequality presents an important, but so far neglected, barrier to the further development of the private sector.

In this context the paper explores gender issues in the development of private SMEs, focusing on the needs and constraints of women. In doing so key contemporary issues and developments are presented along with the contextual (cultural, social, legal, economic) and gender dimensions of SME development in Vietnam, and includes case studies that focus on the experiences of female entrepreneurs in indigenous SMEs. The paper also identifies challenges for the advancement of women in SMEs at two levels - family and institutional. The final section presents some conclusions. Results from the paper are highly pertinent to the attainment of further improved economic and societal well-being, quality of life, societal harmony and gender equality, empowerment and personal development in this fascinating East Asian transition economy.

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Domestic private sector SMEs in Vietnam: Growth, contribution and issues in the current global crisis

Charles Harvie and Le Cong Luyen Viet

Conference Theme: Social Transformation and South East Asia

This paper examines the growth of domestic private sector small and medium enterprises (SMEs) in Vietnam's transition economy. In particular, emphasis is placed upon an examination and comparison of their growth during two time periods. The first period focuses upon that of the 1990s after the introduction of the Company Law and Private Enterprise Law in 1990 and 1991 respectively. Enterprise registrations were slow during this period due to ongoing regulatory and environmental barriers. The second period, occurring with the introduction of the Enterprise Law in 2000 until the present, saw a strong increase in the registration of new SMEs as a result of easier entry regulations. The removal of important regulatory barriers under the new law represented a significant business innovation that strengthened and streamlined the business registration process. In addition, social and administrative attitudes have been improved in favour of the private sector contributing to its strong growth, resulting in improved economic and social outcomes for the country.

The paper also discusses the contemporary role and significance of SMEs in the economy and society of Vietnam, emphasising that of furthering economic growth, expanding employment opportunities, tackling regional income inequalities and poverty, empowering disadvantaged groups, and further integrating the country into the global economy. A key section of the paper is devoted to a discussion of the impact of the global economic and financial crisis on the country's SMEs. This section highlights the roles that Vietnamese SMEs can play in mitigating the impacts of the crisis on economic well-being, especially to the most vulnerable groups. It also identifies effective policy responses to further minimise these potential adverse effects.

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Socially innovative research networks: A roadmap for SInet

Helen Hasan

Conference Theme: Collaboration and Communication

The Social Innovation Network (SInet) was set up for cross-disciplinary research on social innovation to "create better futures for people"[1]. SInet is itself socially innovative since a network is a relatively unfamiliar configuration for a university-wide research unit. This begs the questions: what is a network, why have one and how does it work?

A networked organisation is one where "people and groups act as independent nodes, link across boundaries, work together for a common purpose; have multiple leaders, lots of voluntary links and interactions"[2]. In a network-centric structure members of an organisation to use the Internet to "leverage information and increase competitive advantage through the collaboration of agile self-directed teams"[3]. Originally conceived as technology-based, the network-centric paradigm is now more about how people organise to provide the flexibly to match the current volatile environment. The network centric paradigm is "a return to the reality and value of human relationships, commitment, engagement and purpose, as the driving forces behind shared endeavour"[4]. The new Internet generation, Web 2.0, supports this people-focus with emerging social-networking tools and cultures.

This paper will compare the attributes of a research network to a more traditional hierarchical institute. A network provides identity to a research collective that is real, having status and support, but is fundamentally different to an institute. In a network, connections and flows of knowledge tend to be horizontal not vertical. A network is flexible, re-configurable, responsive to change and less formal with potential for lower administrative overheads. Not everyone is comfortable with this, so will it work and how?

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[1] http://www.uow.edu.au/research/networks/sinet/index.html

[2] *The Age of the Network: Operating Principles for the 21st century*, Jessica Lipnack and Jeffrey Stamps, John Wiley and Sons (1994

[3] Hasan H. Pousti H. (2006) SNA as an Attractor in Emergent Networks of Research Groups, *Proceedings of the Australasian Conference of Information Systems,* Adelaide, Dec 2006

[4] Crawford, K. Hasan, H. Warne, L. Linger, H. (2009) From Traditional Knowledge Management in Hierarchical Organizations to a Network Centric Paradigm for a Changing World, *Emergence: Complexity and Organization*, Vol 11/

Home grown solutions for climate change: Social innovations that can help "save the planet"

Helen Hasan, Trevor Spedding and Aditya Ghose
Conference Theme: Emissions and Climate Change

Climate change is a key topic of global concern, causing vigorous debate at local, national and international levels. The urgency of the problem is driving government policy, such as Emissions Trading Schemes, into unknown territory where the skills and knowledge of a range of disciplines will be critical. Elements of "home grown" solutions for climate change could be sourced from many disciplines where researchers bring their particular knowledge and expertise to the problem. As an example of this, a group of us in the disciplines related to information technology (IT) accept that IT has a role to play in the current debate on climate change. The current discourse on IT and climate change views IT in a negative light, as a polluter. What remains unrecognised is the critical role of IT in providing a range of tools to model, manage and optimise the 'planet earth' supply chain. With combined technical and social innovation, we believe that efficiencies can be achieved that reduce carbon emission as well as demonstrate to others how and why this is done. What is more, we are acting on this belief with the formation of the Carbon-Centric Computing Initiative[5]. In this paper the authors will demonstrate how their own research can be socially innovative in incorporating the green objective alongside those we already have. Our particular interests include: optimisation technologies, systems dynamics to model process improvements, and IT-enabled conferencing and collaboration technologies but this list could include the interests of almost everyone attending the conference.

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Seeking creativity in representing science content knowledge with student-generated digital animations

Garry Hoban
Conference Theme: Collaboration and Communication

Science is often perceived to be a body of inert knowledge that has little room for interpretation and creativity. A new form of stop-motion animation, "Slowmation" (abbreviated from "Slow-motion Animation") has been developed which makes the process of creating animations simpler and so preservice teachers can create their own animations of science concepts. In this study, 29 preservice primary teachers (17 in one group in 2007 and 12 in a second group in 2008) created slowmations of science concepts in a science method course and then several used the approach to teach science in their primary schools. Data showed that 28/29 preservice teachers increased their science content knowledge as a result of creating a slowmation and three of the teachers in the second group used the approach to teach science in schools. However, the author is seeking additional ways for his preservice teachers to creatively represent their science knowledge. Perhaps these ideas will come from interdisciplinary approaches. A discussion will be held seeking more creative ways from other disciplines for students to represent their science content knowledge. Using animations to creatively represent personal understanding will allow students to engage and interpret knowledge in a more meaningful and self-fulfilling way to generate well being and a feeling of comfort with science that they may not have felt before.

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The epistemic problem for contributors to aid agencies: Potential solutions

Keith Horton
Conference Theme: Ethics and Social Justice

Are those of us who live in developed countries morally required to give some of our money to aid agencies – to non-governmental organisations, that is, dedicated to international relief and development? Presumably, the answer to this question depends on how good or bad the effects of the work aid agencies do are. It is very difficult, though, for those of us who are not experts in international aid to arrive at a tolerably reliable view about this matter. This is what I call the 'Epistemic Problem (for potential contributors to aid agencies)'.

I argue that the Epistemic Problem has certain negative consequences, especially if the effects of (at least some of) the work aid agencies do are in fact good enough to imply that we should give to them.

Accordingly, I consider what might be done to reduce the size of that problem – to make it easier for those of us who are not experts on aid to form judgements about the effects that we have good reason to be confident about. The measures I discuss include NGOs making more data on their own activities available; setting up an independent body to evaluate the work of NGOs and report back to contributors; setting up less ambitious

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[5] http://www.ccci.uow.edu.au/

bodies to advise contributors about NGOs; initiatives to improve accountability and standards; and aid specialists doing more to offer to the public their personal judgements about these matters.

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Transforming the relationship between citizens and local councils using web 2.0 technologies

John James and Rodney Clarke
Conference Theme: Structuring Social Innovation at the Local Level: Councils and Communities

Australian Local Government Organisations (LGOs) are unique in terms of the variety and diversity of services that they provide to their communities. These include traditional functions like maintaining local roads, managing property information, regulation of real estate development, and the collection and disposal of waste. LGO service portfolios have also been enlarging as a result of federal and state governments devolving their traditional responsibilities to local governments. LGOs have also been raising community expectations by delivering a vast array of community and commercial services in addition to the traditional services. For example, the commercial services operated by Wollongong City Council (2002) include facilities such as tourist parks, leisure facilities, tourist information centres, cultural and performing arts centres, as well as delivering community services such as community transport, coordinating volunteering, operating libraries and providing information to the public in the form of community directories.

Providing this number of services has led to the implementation of many independent information systems used in localised parts of the organisation to manage these functions. The ways these systems need to be built, together with the increasing time and budgetary constraints, have profoundly changed the practices needed to develop these systems (using Web 2.0 technologies), while at the same time leading to a transformation in the relationship between Citizens and Local Councils. This paper addresses some of the information systems development and integration issues facing many government service providers today, and the shifting nature of the relationships between government service providers and the citizens that use these services.

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The teenage expertise network (TEN): The online availability of expertise

Nicola Johnson
Conference Theme: Children and Young People

Young people of the 21st century are, like no other generation before, immersed in a technologically rich environment. It is not surprising then that these young people have developed a wealth of expertise in the use of digital technologies. Whilst this is the case, understandings of how these young people have gained this expertise in these contemporary techno-cultural contexts is limited. The design of the Teenage Expertise Network (TEN) follows principles of ethnographic research adapted to an online environment. This innovative research highlights the ways that young people are using the Internet to enhance the quality of their lives.

The small sample of teenaged technological experts in this study claimed that technological 'expert-like' practices have been shaped and brought about via informal (and some formal) modes of education. Expertise is assumed to be gained by countless hours spent accruing knowledge of the field, and while it is, it remains something not only gained by professionals who have degrees. In the technological field, those who are experts are those tuned in to the fluidity of knowledge. Expertise is acquired by those committed to the development of fluid knowledge of fields that are continually developing. This study suggests that when one looks to become a technological expert, one needs to have dispositions in one's practice, but utilise various strategies and tactics when going about learning new knowledge. This study affirms the practices of young people who are exhibiting agency in their everyday lives.

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A role for marketing in the economic and social sustainability of towns and cities

Greg Kerr

Conference Theme: Social and Environmental Sustainability

In Australia as well as in other countries, there are many examples of towns and cities, which were initially founded on the establishment of businesses within certain industries, examples including agriculture, mining and manufacturing. The growth of the town or city was often a direct result of the growth of industry within that location. Today many industries, which were largely responsible for the establishment and growth of a town or city, may be no longer relevant to the future of that location. Many places are now faced with the challenge of economic decline and consequent social problems as a result of a diminishing industry base, as well as, increased competition from other places. Such circumstances are requiring economic development to become an important role for all levels of government in many countries. With a focus on towns and cities, this paper has the three objectives. First, specific cases are provided to illustrate the plight of many cities and towns as a result of a declining industry base and increased competition between places. Second, the potential for marketing knowledge to contribute to formulating and implementing an economic and social plan for a city or town is explained and justified. Third, the relatively new and important role of governments in marketing places to contribute to economic and social sustainability is discussed as well as the challenges that are likely to be encountered by those who become responsible for the place marketing of a town or city.

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Designing a digital ecosystem for the new museum environment: The virtual museum of the Pacific

Peer Reviewed Paper

Amanda Lawson, Peter Eklund, Peter Goodall, Tim Wray, Vinod Daniel and Melanie Van Olffen

Conference Theme: Cultural Innovations: The New Museum

The Virtual Museum of the Pacific is a social media platform for a Digital Ecosystem, which enables a variety of user communities to engage with the Pacific Collection of the Australian Museum. The success of the system depends on facilitating the development of culturally relevant folksonomies and encouraging a conversation between on-line communities. In this paper we explore the relationships between stakeholders, folksonomy and taxonomy, to reveal the design strategies which inform this digital ecosystem. Our analysis defines the scope for the social tagging component of our information model and discusses how users might interact with objects in terms of their knowledge base and also contribute to ongoing taxonomic definitions. Given its capacity to span both collection management and community access issues, we contend that the Virtual Museum of the Pacific is a significant model for online community interaction in the contemporary museum environment.

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Juggling competition and cooperation: The case of bushcare coordinators

Katie Lazarevski, Helen Irvine and Sara Dolnicar

Conference Theme: Structuring Social Innovation at the Local Level: Councils and Communities

This research investigated the role of Bushcare coordinators in maintaining effective and successful organisations. Bushcare, public sector non-profit environmental regeneration organisations, employ coordinators as paid staff to operate the organisation, manage volunteers, and plan on-ground regeneration work. Bushcare coordinators are also responsible for sourcing external funding to support the on ground regeneration works of the organisation.

Bushcare organisations operate within an environment shaped by new public management (NPM) practices that value accountability, business-like practices, and professionalism. This is heavily reflected in the competitive grant funding system. Bushcare coordinators revealed their opinions about the new funding environment and the impact it had on their social networks, their volunteers, and their organisations. Findings highlight that this system threatened to affect volunteer participation, and social capital, if these coordinators were not good at juggling the demands of competition while acting as shields to protect their volunteers from institutional pressures.

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Research program: Incontinence measurement

Nick Marosszeky and Jan Sansoni
Conference Theme: Measuring Social Phenomena

Incontinence is a common health problem estimated to affect almost 4 million Australians. However, because of the personal nature of this problem, we know very little about the best way to measure patient symptoms and treatment outcomes. This research program attempts to redress this imbalance by applying psychometric methods to the assessment of this health condition and social phenomenon. In doing so we are also examining quality of life post-treatment, as well as patient satisfaction with the health services provided.

The steps in this research program have involved systematically reviewing and evaluating instruments used internationally for the assessment of incontinence, and then field testing a number of these in an Australian community survey (N=3015). Following an examination of the psychometric properties of the items and scales two new instruments to assess incontinence were developed. These are the Revised Urinary Incontinence Scale and the Revised Faecal Incontinence Scale. The community survey data indicated that both measures have excellent psychometric properties and these measures are currently being trialled and further validated in clinical settings.

A number of patient satisfaction measures (both generic and continence specific) were studied in a cross-sectional survey of women who had treatment for urinary incontinence (N=184). The psychometric properties of these measures were examined as was their coverage of seven dimensions of patient satisfaction (Donabedian, 1988). The Short Assessment of Patient Satisfaction scale (SAPS; seven items) was developed from consideration of both the psychometric properties of the items and the best fit to the model of patient satisfaction.

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Social innovation and financial innovation: Good intentions can go awry

Eduardo Pol
Conference Theme: Social Innovation and Business Innovation

This paper clarifies the general relationship between social innovation and business innovation with particular regard to financial innovation and points out that not all social innovations are desirable in and of themselves. Widely held conventional wisdom is that social innovation is the prime mover of social progress. For example, the financial innovation known as 'microfinance' created by Mohammad Yunus benefited many of the poorest people on earth. However, just because an innovator has come up with a new idea with potential to improve human well-being does not mean that it will in fact succeed in attaining that goal. In this paper I demonstrate that conventional wisdom cannot be used as a blanket vindication of social innovation. Specifically, I contest the general belief that social innovation is an end in itself by providing a smoking gun in the form of a counterexample, namely the sub-prime mortgage innovation. If the US housing bubble 2001-08 can be attributed to a single cause, it was the sub-prime mortgage innovation.

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The emergence of the 'fourth sector' and the channelling of business innovation for social benefit

Peter Quarmby and David Fuller
Conference Theme: Social Innovation and Business Innovation

This presentation deals with the sector consistent of not-for profit organizations (sometimes referred to as 'fourth sector'). We will characterize this sector and examine its relationship to other sectors. Case studies will be used to highlight how business innovation can influence and drive the response of fourth sector organisations to opportunities for significant benefits for all stakeholders. Our main claim is that the 'fourth sector' plays a critical enabling role in the diffusion of innovative business practices with pervasive social benefits.

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Reasons for not foster caring: An investigation of heterogeneity among potential foster carers

Melanie Randle, Leonie Miller, Sara Dolnicar and Joseph Ciarrochi
Conference Theme: Improving Health and Wellbeing

Australia is facing a significant shortage of foster carers, yet little is known about the main reasons which prevent people from becoming foster carers. This study contributes to filling this gap in knowledge. Results based on 897 respondents who have never been foster carers before indicate that - at the aggregate level - the main reasons for people do not become carers are that they do not know anything about foster caring, they are busy with their own children, or with work or family/friends commitments, and they have not been asked by anyone to be a foster carer. However if we account for heterogeneity within the market, we find that different barriers influence different groups to different degrees. Segmenting the market by whether individuals would consider fostering in future or not indicates that those who wouldn't consider fostering are too busy with family/friend commitments, have no interest in children, and feel that taking a child was too big a commitment to make, all reasons that cannot easily be influenced or changed. In contrast, people who would consider fostering in future are more likely to indicate that no one had ever asked them to foster. Segmenting the market by cultural group suggests that different cultural groups are affected to different degrees by the various barriers to becoming a foster carer. Results indicate that heterogeneity exists within the foster care market and that considering barriers to foster care at the aggregate level masks the different views of segments within the market

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A new accountability for the moral geography of gifting relationships

Kathy Rudkin and Kathie Cooper
Conference Theme: Ethics and Social Justice

Despite substantial efforts by Northerners to alleviate poverty from the African continent, extreme poverty persists. An entrenched Northern view of accountability imposes restrictive regulations over gifting recipients, reifying control by donors. This subjugates social justice and broader cultural values to Northern monetary imperatives. An accountability relationship is assumed to be one by the recipients to the providers of capital, reflecting a capitalist ideology inculcated in the accounting calculus. This causes an inadequacy of accountability between geographically remote donor recipient relationships and between states of different stages of market development. To enable true improvement in recipients' material and social quality of life, gifting relationships require a broader idea of stewardship where donor and recipient are equally accountable. The identity and values of the donor are embedded in the gift, making it more than a commodity in exchange. Rather the gifting arrangement creates and inscribes a moral geography between donor and recipient. It is argued that this distance is enabled and perpetuated by the accounting calculus. Donor/recipient financial relationships are different to economic transactions recorded in advanced capitalist states. There is no equivalence in reciprocity in a donor/ recipient relationship as is implied in an economic transaction. In applying accounting technology indiscriminately to donor/recipient transactions, culturally determined legitimate meanings of value other than those constructed from an economic perspective are silenced. A socially responsible construct of value in exchange is proposed that is inclusive of non-economic concepts of value.

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Indigenous sea rights

Denise Russell
Conference Theme: Ethics and Social Justice

Ethical arguments concerning human rights are dominant themes in western thought. They have inspired battles against slavery, sexism and racism. In Australia the defence of rights for indigenous people has often taken the form of a moral imperative and has led to land rights legislation. Recent moves by indigenous groups to be granted sea rights have met with strong resistance yet the same arguments mounted for land rights apply. Why is the sea treated differently? Could there be a way of achieving social justice for the sea rights claims of indigenous Australians? These questions will be looked at in connection with the High Court decision in 2008 that marks a significant advance in the recognition of sea rights.

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Literature and social innovation

Peer Reviewed Paper

Paul Sharrad

Conference Theme: Social Innovation and Postcolonial Writing

In recent years there has been a sense that postcolonial studies, including and perhaps especially their literary mode, have become anodyne occasions for appropriating the global exotic. Nonetheless, postcolonial studies carry an activist agenda of critiquing inequities arising from the colonial past and ongoing imperialist habits of mind and practice. This has the associated ideal of effecting social change. With it goes the belief that literature can play a part in bringing about social and cultural reforms. Arundhati Roy memorably chastised Salman Rushdie for forgetting that in some parts of the world writing can still kill people. Ngugi wa Thiong'o created a fictional revolutionary who entered into the real-life procedures of the state. The paper investigates some broad theoretical conditions for a connection between social innovation and literary production.

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Why do older people report less hardship?

Peter Siminski and Oleg Yerokhin

Conference Theme: Measuring Social Phenomena

Governments seek to improve the standard of living and quality of life for those in most need through financial assistance. In identifying those in need, there has been increasing interest in direct measures of 'hardship'. Such indicators are routinely collected in surveys such as the Household, Income and Labour Dynamics in Australia survey. These indicators include problems with paying bills on time, needing to pawn items and seeking financial help from others.

Despite lower incomes, poorer health and lower educational attainment, older people report much less hardship than younger people, but the reasons for this have not been established. If older people are more reluctant to ask for help or less likely to report genuine hardship, the indicators should not be taken at face value. We employ an innovative empirical methodology which exploits the fact that both members of couple households separately respond to the hardship questions. We examine whether there is any relationship between reported hardship and age within couples, using a series of fixed effects Poisson and logit models. Assuming that resource sharing is uncorrelated with relative age, an age effect found within couples reflects age differences in reporting for a given standard of living. We find evidence that older people are more reluctant to ask for help when in need, or to report having asked for help. Overall, however, it appears that the age relationship in self-reported hardship indicators largely reflects genuine differences in hardship.

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Estimating the causal effects of conscription on Australian conscripts

Peter Siminski and Simon Ville

Conference Theme: Measuring Social Phenomena

We present, and seek feedback on, the initial stages of a proposed research project, in which we plan to examine the effects of conscription in Australia. We focus on our aims and methodology. During 1965-72, twenty year old Australian men were required to register for the National Service military ballot. We will investigate the long term effects of conscription on the standard of living and social outcomes of conscripts. Key outcomes of interest include employment, education, income, disability, and marital status. Our innovative methodology exploits the ballot's random assignment of a higher probability of military service. Previous Australian studies have only examined health outcomes, have not exploited the randomness of the ballot, and have ignored servicemen who stayed in Australia. We seek to disentangle the effect of temporary removal from the civilian labour market from the effect of combat and the direct and indirect effects of cash and noncash government benefits after repatriation. The institutional details of Australia's conscription experience will allow us to make several contributions to the international literature on the effects of military service, such as the effect of non-combat service amongst men who did not serve abroad. Until recently, the necessary data to implement this study were not available. Our preliminary investigations suggest that conscription had very large effects on the employment and disability rates of National Servicemen. We seek to reconcile this with the US experience, where conscription seemed to have little or no effect on either employment or disability.

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"Literature as social barometer in post-apartheid South Africa: Reading contemporary 'White Writing'"

Tony Simoes da Silva
Conference Theme: Social Innovation and Postcolonial Writing

Contemporary South African literature shows a renewed concern with the close bonds between land, place and people in the New South Africa. In the post-apartheid period, this is a literature that reflects a close awareness of the need for an art that retains both a sense of creative integrity and of the ethical and political demands of the narrative of the new, post-apartheid nation. Often history is invoked not as the deterministic frame that regulates each character's lives typical of so much of the country's literature, but as the accumulated mesh of individual experiences encompassed by the historical narrative. More to the point, this is writing of great aesthetic energy and political relevance, strengthened by an urgent need to justify its own relevance and a desire to contribute to the healing of a nation that remains in many ways deeply wounded.

Through a close textual analysis of a number of South African novels published since the end of apartheid, I explore in this paper how South African literature can function as a bridge between past and present, a mirror to hold up to the here and now in search of a glimpse into the future of a land haunted by a dense web of violence, torture and falsehoods that have characterised it for three centuries. The essay focuses primarily on works by J.M. Coetzee (*Disgrace,* 1999), Damon Galgut (*The Impostor*, 2008) and Patricia Schonstein (*Skyline*, 2000) and seeks to place them in a dialogue with Coetzee's critical study *White Writing* (1988).

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Quantification and the rise and fall of moral therapy

Ciorstan Smark and Graham Bowrey
Conference Theme: Measuring Social Phenomena

One of the themes of this historical paper is the dangers that can attend mis-measurement in social programs. The social phenomenon explored in this paper is a treatment for mental illness practiced in nineteenth century Great Britain called "Moral Therapy".   One of the key factors in the rise of moral therapy was that moral therapy asylums could point to mathematical, "scientific" cure rates based on discharge and readmission rates to moral therapy asylums. These cure rates were far better than the other, custodial institutions of the time. However, what this measure did not take account of was the differing commitment required by differing types of patients; patients with acute mental illness episodes compared to those with chronic mental illness. While there is overlap and movement in and between these categories, chronic cases were likely to require longer hospitalisation times and were far less amenable to "cure". This distinction was not made in calculating the success of moral therapy.

As people with chronic mental illness were admitted to moral therapy asylums, they were (unsurprisingly) discharged at lower rates than patients with acute mental illness. The cure rate was still calculated by dividing the number released by the total number of patients. Once the total number of chronic (incurable) patients began to rise, taking up more and more available beds, cure rates naturally decreased. Belief in moral therapy began to dissolve. This paper is a cautionary vignette of how the (mis)use of statistics influenced an important social policy in nineteenth century Britain. Quantification also profoundly coloured views that legislators and mental health professionals held about the curability of mental illness and hence appropriate treatment and funding models.

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Socio-historical contexts to risk behaviour in young people in Australia: Implications for theory and practice

Kylie Smith
Conference Theme: Children and Young People

A great deal of media attention is currently being paid to the problem of alcohol related violence amongst Australia's young people. This has been a concern for health care educators for some time, and extensive education campaigns are continually being devised to target all sorts of risk behaviours in young people, from smoking and drinking to drugs and dangerous driving. There is an underlying assumption that young people take risks with their health because they are not educated about the consequences of these behaviours. Thus, marketing and education campaigns and programs are aimed at educating risk takers about possible consequences, with a view to effecting behaviour change. There is no doubt these strategies are an important part of tackling the harm and health care burdens resulting from risk taking behaviour. However, they can be further strengthened by a critical theoretical approach that helps us understand *why* young people continue to take risks despite the plethora of advertising that seeks to teach them otherwise. This paper is part of a project that seeks to develop a psychosocial theory of risk taking that considers the multiple contexts within which young people make choices about their behaviour. It considers factors such as class, culture and politics as well

as family structures and personality formation, and argues that all of these combine to create conscious and subconscious desires for risk taking. These insights can be used to target education campaigns and service provision in innovative ways.

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Back to the future: Modernising nursing careers by exploring nursing history

Peer Reviewed Paper
Kylie Smith and Patrick Crookes
Conference Theme: Engaging Organisations in Social Innovation
There is a 'common sense' perception that nursing in Australia is in a state of crisis, where nurses are overworked and underpaid in a health care system that puts profits before patient outcomes. This system is seen to endanger patient health and place stress on nurses, patients and communities. In an effort to address the systemic problems that undermine the quality of nursing care, nursing careers and patient outcomes, a number of programs and strategies are in development both here and overseas. Many of these centre around the concept of 'modernising nursing careers' with the underlying belief being that a more modern, professional and science-based approach to nursing careers will improve retention rates, raise the quality of nurses and thus raise the quality of health care outcomes. There is much in these strategies worth considering. But is modernisation really the answer, and are things really any worse than they have always been? An investigation of nursing's history, particularly in the UK, revealed that present issues in nursing are not necessarily new, and that a potential part of the solution may also lie in the past. This paper argues that in order to provide better health outcomes for patients and communities, innovation in health care service provision does not always have to be 'modern'.

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The importance of play in organisations

Irina Verenikina and Helen Hasan
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The psychology of play recognises that there are benefits of incorporating play and 'playing games' at work. Managers are reluctant to publicly state that play is good for work but they are willing to use the term "Serious Games". These are games that engage users in their pursuit, and contribute to the achievement of a defined purpose other than pure entertainment (whether or not the user is consciously aware of it). The increasing use of computer games throughout our society motivates the use of games and game technology for serious purposes including education, training and research. Emerging research attention is being paid to the role of play as a 'social innovation' that can improve the emotional climate and collaborative performance of the workplace. In this presentation we report the results of an investigation into the use of online team-based gaming to develop the cooperative and social aspects of team behaviour in organisations that want to increase their human network-centric capability. We show how online team gaming sessions can enhance people's awareness and mastery of collective processes underlying teamwork and cooperation in the context of the workplace. The conduct of such a session is described and the analysis of both quantitative and qualitative data is presented. Lessons were learnt from use of this engaging but 'serious' game for building cooperation in modern network-centric organisations through play. This contributes not only to our understanding of the use of play and gaming in the workplace but also to the socially innovative methods for practice and research on this important topic

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Developing 'knowdes' through community engagement: The Shoalhaven way of structuring social innovation at the local level

Alison Wicks
Conference Theme: Structuring Social Innovation at the Local Level: Councils and Communities
Shoalhaven Campus recognises the importance of promoting regional development in imaginative and innovative ways. It does so by developing 'knowdes' through multiple linkages with local structures. Within Shoalhaven's unique context: structures are systems or organizations made up of interrelated parts functioning as a whole; nodes are the networks of interacting structures; and 'knowdes' are knowledge-based nodes which generate, transfer and translate knowledge for social innovation within the local community. Government departments, local schools and businesses, members of the Shoalhaven and Koori communities are examples of local structures with which Shoalhaven Campus engages to facilitate social innovation. Within the Campus itself, there are different structures: administration, faculties, research, learning and teaching, students and staff. These Campus structures link with each other at various times for different purposes. Authentic engagement

with local structures is central to the Campus's social innovation. This paper describes the Sustainable Aquaculture project, involving collaboration of a private investor, the Shoalhaven Marine and Fresh Water Centre and the local Koori community as an example of a research 'knowde'. The Career Expo is presented as an administration-directed, integrated workplace learning 'knowde' for school students. The project, 'Nowra Skate Park: What it means to me' illustrates a student-driven learning and teaching 'knowde' that highlighted recreational and leisure needs of local youth to the general public through an art exhibition. In its unique way, Shoalhaven is fostering social innovation and addressing local needs by building and strengthening knowledge capacities through authentic engagement with diverse local structures.

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Sifting and sorting the evidence: Development of an online catalogue of strategies for improving children's health and well-being

Kathryn Williams and Nick Marosszeky
Conference Theme: Engaging Organisations in Social Innovation

Since 2006, the Centre for Health Service Development, University of Wollongong, has been working with Victorian government departments to develop a catalogue of evidence-based strategies for improving the health and wellbeing of children and adolescents. The catalogue is a key element in the Victorian Child and Adolescent Monitoring System, which uses new and existing data sets to track 150 indicators of child health and well-being in each of the state's local government areas and in Aboriginal communities. We update and extend the catalogue annually, and it is available online. This is an example of a government-sponsored knowledge transfer and dissemination strategy aimed at improving public health indicators with recommended, evidence-based interventions and approaches. It is also a test of our ability to cope with the mountain of research information produced each year. This paper outlines our innovative approaches to knowledge transfer and dissemination, including literature searching, evaluating and classifying the research evidence. Our goal is to provide a concise, accessible and user-friendly summary for use by health professionals and others engaged in community development and health promotion activities aimed at children and their families. Interventions in the catalogue include individual strategies such as mentoring and counselling; school- and pre-school based programs to enhance cognitive and social development; and broader strategies that provide parenting support and/or address social issues such as adolescent substance use, injury prevention, food insecurity and truancy.

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A golden garment from Ancient Cyprus? Identifying new ways of looking at the past through a preliminary report of textile fragments from the Pafos 'Erotes' Sarcophagus

Peer Reviewed Paper
Diana Wood Conroy and Adriana Garcia
Conference Theme: Cultural Innovations: The New Museum

In 2001 Eustathios Raptou, (Director of the Pafos Museum, Cyprus) excavated a notable marble 2nd century sarcophagus, carved with erotes, or cherubs. Remarkably the sarcophagus contained textile fragments that appeared to be traces of a gold and purple shroud that had covered the head and shoulders of the deceased. After examining the fragments in the Pafos Museum in 2008, I applied to the Department of Antiquities in Nicosia for an export licence so that further analysis could be carried out at the University of Wollongong. This report traces some of the findings of stereomicroscope and electron microscope analysis of samples of the fibres and sediments from the sarcophagus, which included gold, silk and bone. The structure of the gold thread, once twisted around a core thread, and the identification of silk fibres indicate a high-ranking burial. The discovery of microfossils within the sample placed the archaeological material in the wider context of the physical environment. This study briefly summarises literary and archaeological evidence for gold fabrics and purple-red dyes, and relates the Cyprus gold and silk fabric to ancient trade routes. Many questions remain about the dyes used, about weaving and dye production workshops in Greco-Roman Cyprus, and the profile and origin of the gold.

This paper shares information, ideas and expertise across creative arts, archaeology and science, developing new networks to provide innovative perspectives on ancient life for scholars and museum audiences.

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Poster Abstracts

Semantic analysis of marketing communication on Saudi e-Commerce websites

Mohammed Almansour

A corporate business web site enables e-commerce transactions to be conducted between the business and its customers. A major problem for Saudi Arabian e-Commerce website development is that either these sites are developed by Westerners who are not often familiar with the culture, or by Saudi developers who are using Western procedures, methods and tools. The resulting marketing communication can be culturally inappropriate. In the information systems literature these types of systems would be referred to 'culturally sensitive'. We have to recognise that this label is unwittingly derogatory and also inaccurate - it plays into the prevailing view that web technology is culturally neutral.

This research uses theories of communication in culture that understand how marketing communication and messages function on e-commerce websites. Marketing messages are viewed as being 'written' by the company and its website developers in particular situational and cultural contexts, and 'read' by potential or actual customers in other situational and cultural contexts. The contributions of this research include theoretical and methodological innovations that account for cultural specificities associated with marketing messages on websites, and a semantic analysis framework for interpreting those messages. Another contribution will be the development of an appropriate methodology for developing marketing messages on websites for Saudi companies.

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Chronic poverty, maternal employment and child obesity

James Bishop

Poverty in childhood is an important social issue. One particular concern is that children growing up in poverty may suffer poorer health, and that this may limit one's educational attainment, future earnings potential and success in adult relationships, thereby perpetuating a 'cycle of poverty'. Yet, although chronically poor children do, on average, experience worse health outcomes than non-poor children, it remains unclear whether poor health in childhood is caused by chronic poverty, or whether the association is driven by factors leading to both low family income and poor child health. Accordingly, the objective of this study is to isolate the "true", or policy-relevant, effect of long-term household income on child health by taking advantage of newly available longitudinal data for Australia. To achieve this purpose, a specific dimension of health is measured – child obesity – which is known to be associated with a myriad of health problems and aspects of economic disadvantage. A secondary objective of this research is to examine the effect of maternal employment on the weight outcomes of children. This is motivated by the dramatic rise in the labour force participation of mothers with dependent children over recent decades, which has largely coincided with the increasing prevalence of youth obesity in Australia. The empirical results will be presented.

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Measuring the technical efficiency of Thai manufacturing SMEs: A comparison between the pre and post financial crisis of 1997

Teerawat Charoenrat

The objectives of this study are to identify the role, significance and contribution of Thai manufacturing SMEs to the Thai economy, to identify the key barriers affecting the efficiency of SMEs in the manufacturing sector of Thailand, to identify key factors contributing to Thai SME inefficiency, to measure technical efficiency levels of Thai manufacturing SMEs in the pre and post financial crisis by size of SME, by aggregate Thai manufacturing SMEs, by industry category, and by export intensity. A Cobb-Douglas stochastic production frontier is estimated to measure the technical efficiency levels of Thai manufacturing SMEs in both the pre and post financial crisis periods. The results from this study will provide important insights into the competitiveness readiness of Thai manufacturing SMEs, as measured by their technical efficiency performance, in both domestic and international markets, and key areas of weakness to make such participation more effective. The research findings will provide guidelines for SMEs policy makers in Thailand to make SME related policies more effective in achieving desired industrial restructuring, employment growth, export growth, regional development, alleviation of poverty, economic growth and effective participation in the global economy. This study will contribute the first empirical study to measure the technical efficiency of Thai manufacturing SMEs in the pre and post financial crisis periods, utilizing a new data set from a manufacturing industrial survey for Thailand covering the period 1991-2003.

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Shedding the light on men: The Wollongong Men's Project

Dave Fildes

Men's sheds are community based organisations where men can enjoy each others company and where self-worth can be promoted. At the same time skills can be developed for both the individual and the community. For older men these sheds offers the opportunity to make new mates and to form a new retirement identity by offering many of the positive things that paid work offered them. They are seen as a positive approach to men's health and social needs and as a result many Australian State and Territory Health Services have funded and/or promoted them from a health promotion perspective.

The Wollongong Men's Project has operated as a shed-based group program since October 2005. The aim of the project is to provide a group of retired and/or unemployed men from a multicultural background with opportunities for developing practical skills with a view to reducing their social isolation and increasing their self-esteem and sense of purpose. The project provides a shed space, resources, a community cultural arts worker and a multicultural health worker who work with the men on a range of skilled based activities.

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Together alone: Non-economic conditions for sustainability in creative professions

Jane Kreis

Together Alone explores vital questions of career and company sustainability in Australian independent theatre. It gathers and interprets unique interview material with leading Australian theatre practitioners who collaboratively devise their own product/s with an aim to create live performance that reflects the social, political, and cultural influences of its time.

Together Alone acknowledges the positive impacts that a diverse independent theatre sector has on our culture but suggests shared, non-economic and potentially strengthening characteristics as a basis for building a more cohesive approach to sustainability.

Correlations between the collected independent theatre data and positive psychologist Mihaly Csikszentmihalyi's flow theory form a projected framework of conditions for improved sustainability that is tailored to the dynamic ecology, shared characteristics, and energies of the sector.

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Is there a motherhood wage penalty in Australia?

Tanya Livermore

It is well documented in the United States and Britain that mothers, on average, earn lower wages than women without children. Even after differences in work experience, education and characteristics of employment are taken into account, most studies still find a wage differential. Studying the wages of mothers is relevant to the broader issue of gender inequality as the majority of women bear children. Moreover, since good childrearing confers wide reaching social benefits, evidence of a motherhood wage penalty suggests mothers disproportionately bear indirect costs of childrearing in addition to the direct expenses incurred. Despite the relevance of this topic to social policy, no Australian study to date has comprehensively examined whether Australian mothers experience lower hourly wages. Accordingly, this research is socially innovative in utilising the nationally representative Household Income and Labour Dynamics in Australia (HILDA) panel data set to examine mother's and non-mother's wages. The panel nature of the data is exploited to take account of unobserved difference between the two groups, and to examine how wages change around the birth of a child. The results of the analysis and corresponding policy implications will be presented.

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'Lose weight and be happy?' Participants' perceptions of 'wellness' and 'wellbeing' undergoing initial assessment for a dietary intervention weight-loss trial

Anne McMahon, Natalie Barunova, Aida Hagh and Linda Tapsell

The terms 'wellness' and 'wellbeing' have increasingly been used in many different disciplines including nutrition science and sociology. However, understanding how individuals might perceive these terms in the context of clinical nutrition counselling for weight management has not been explored.

Sixteen of the initial fifty semi-structured interviews of participants selected for a randomised dietary weight loss intervention trial were transcribed verbatim. Critical Discourse Analysis was utilised to determine thematic associations.

Most participants were aware of the terms 'wellness' and 'wellbeing', associating 'wellness' with being healthy physically and feeling well. 'Wellbeing' was generally considered as being notionally similar to 'wellness' but often incorporated other dimensions including psychological, social and spiritual aspects. Motivation to improve 'wellbeing' was related to a number of key themes including appearance and credibility of source of information and support. However aesthetics where the prospect of looking better was clearly linked with self confidence for many participants was a strong motivating factor. Preliminary results suggest participants have strong links between weight loss, happiness and self confidence. Female participants often perceive 'wellness' from a 'weight-success' view point. However, other psychological and social aspects are recognised by participants as being significant influences on 'wellness' and 'wellbeing'.

The findings suggest current best practice dietary approaches in assisting patients to determine their own goals and strategies for success in weight loss interventions are critical. Further investigation into the social discourses on weight management is warranted to understand the relationship with gender and perceptions of health, 'wellness' and 'wellbeing'.

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Print media analysis - a description of the use of 'wellness' and 'wellbeing' and relationship with food and health.

Anne McMahon, Frances Gilham, Nathalia Krelling and Peter Williams

Wellness and wellbeing are terms emerging in a broad range of literature often encompassing mental, physical and emotional health. They are also common in social discourse. However, there is limited understanding about the terms' use within Australian society. Print media provides a forum where social discourse can be observed. The aim was to explore and describe the use of the terms wellness and wellbeing in articles and advertisements in Australian print media.

Back-copies of 351 Australian newspapers and 156 magazines from the period 2006 to 2008 available from public libraries were examined. A pilot review pre-determined categories for content analysis through constant comparison. Dimensions of wellness and wellbeing portrayed within the articles were identified using thematic analysis. 256 newspaper and 44 magazine incidences of the terms were found, in a broad range of articles and advertisements covering contexts such as travel, political, food and health.

Four major themes were identified: halo associations with products, institutions or therapies; unidentified positive connections with food, diet and weight loss; implied health claims for food; and associations with happiness and contentment. Wellness and wellbeing are terms not used synonymously with health in the Australian print media. They can be more accurately described as associated with psychological dimensions such as supporting important personal goals, or 'natural' and 'holistic' lifestyle choices.

The findings may assist health professionals understand the use of these terms by clients and consumers and help in the development of effective communications.

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Greenhouse gas emissions and sustainability of fresh vegetables

Kate Roggeveen

This project explores the production-consumption chain of fresh tomatoes, particularly greenhouse-grown tomatoes, sold in Sydney. Farmers, wholesalers and retailers have been interviewed and both quantitative and qualitative data collected about the energy use, water use and waste associated with the tomato supply chain. Analysis and discussion will provide insights into whether certain parts of the supply chain are more significant in terms of sustainability and whether it is practical to try to track energy use and sustainability of particular foods.

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