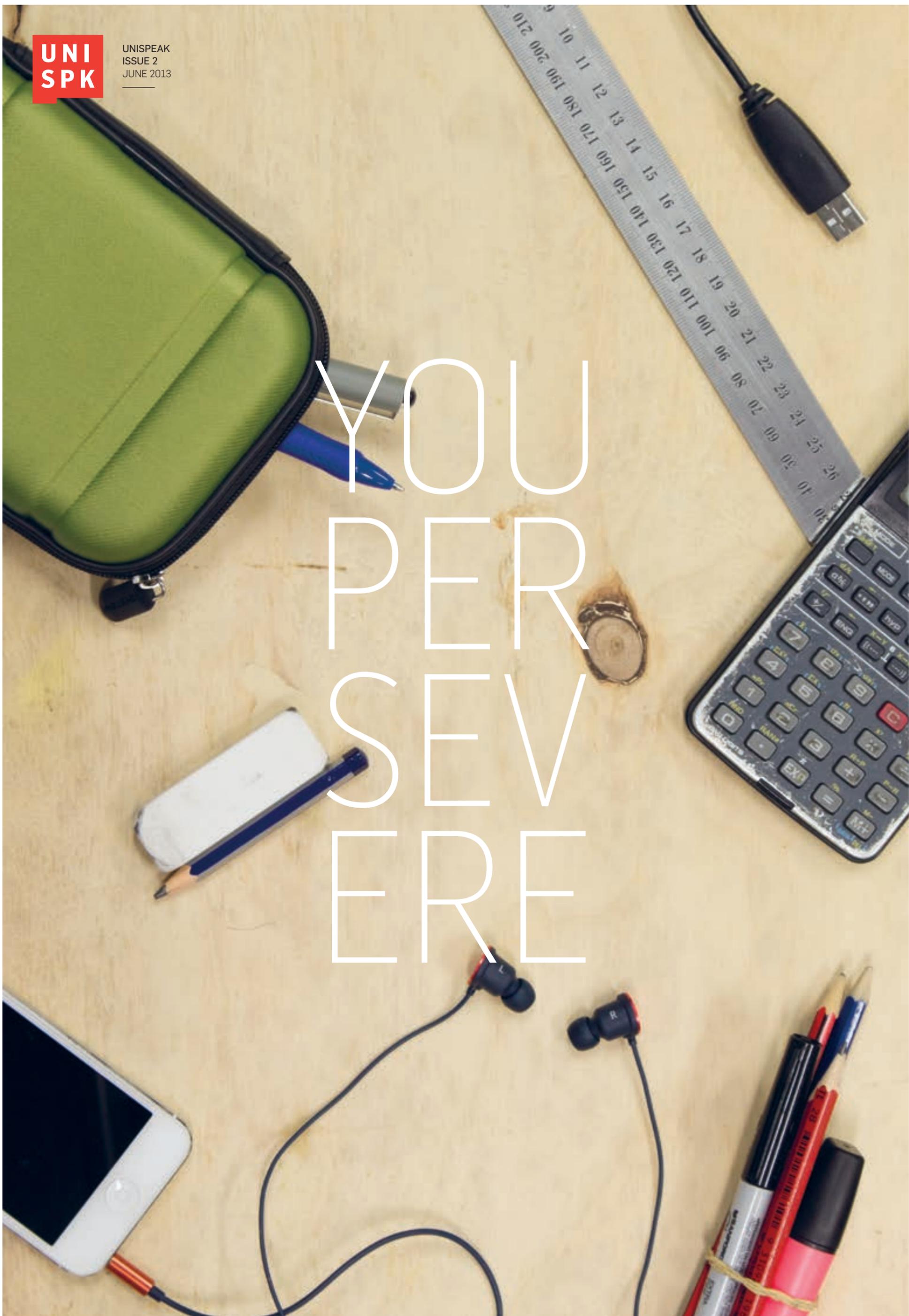
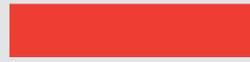


UNI
SPK

UNISPEAK
ISSUE 2
JUNE 2013

YOU PER SEV ERE





YOU WILL BE CHALLENGED.

Some challenges you'll choose.
Others will land on you like a brick.

They won't stop you.

You will keep moving.

You will learn.

Never be afraid to try.





UNISPEAK / ISSUE 2
JUNE 2013

CONTRIBUTORS



Jess Iannella

Medical & health sciences student, found there are stories behind statistics.



Derek Clapham

UOW computer science graduate, turned a hobby, an idea and hard work into an international business.



Jessica Kiekebosch-Fitt

Aspiring engineer, practical thinker, social animal.

John Jones

Hails from Wales, taking his engineering degree underground.



Renee Callender

Nursing student, team player, inspired by patients.

Rhys Harding

UOW graduate and medical doctor, thinks there's more to healing than book-smarts.



Nicole Vaartjes

Business student and UOW Management Cadet, keeping her eye on the prize.

MIND CHANGE



WORDS BY
JESS IANNELLA

Bachelor of Medical & Health Sciences

Jess enrolled because she wanted to help people with their health. She initially thought that meant training to be a doctor, but her experiences in public health changed her mind.

Early on in my degree, I worked with the UOW Centre for Health Initiatives (CHI) as an assistant at a seniors health event. It was good experience in community health, a good insight into what public health means.

After this CHI approached me to come onboard as a research assistant, where I worked on a project called Patron Offending and Intoxication in Night-Time Entertainment Districts: "POINTED". It was a collaboration between several unis, looking at patterns of alcohol and drug use when people go out at night.

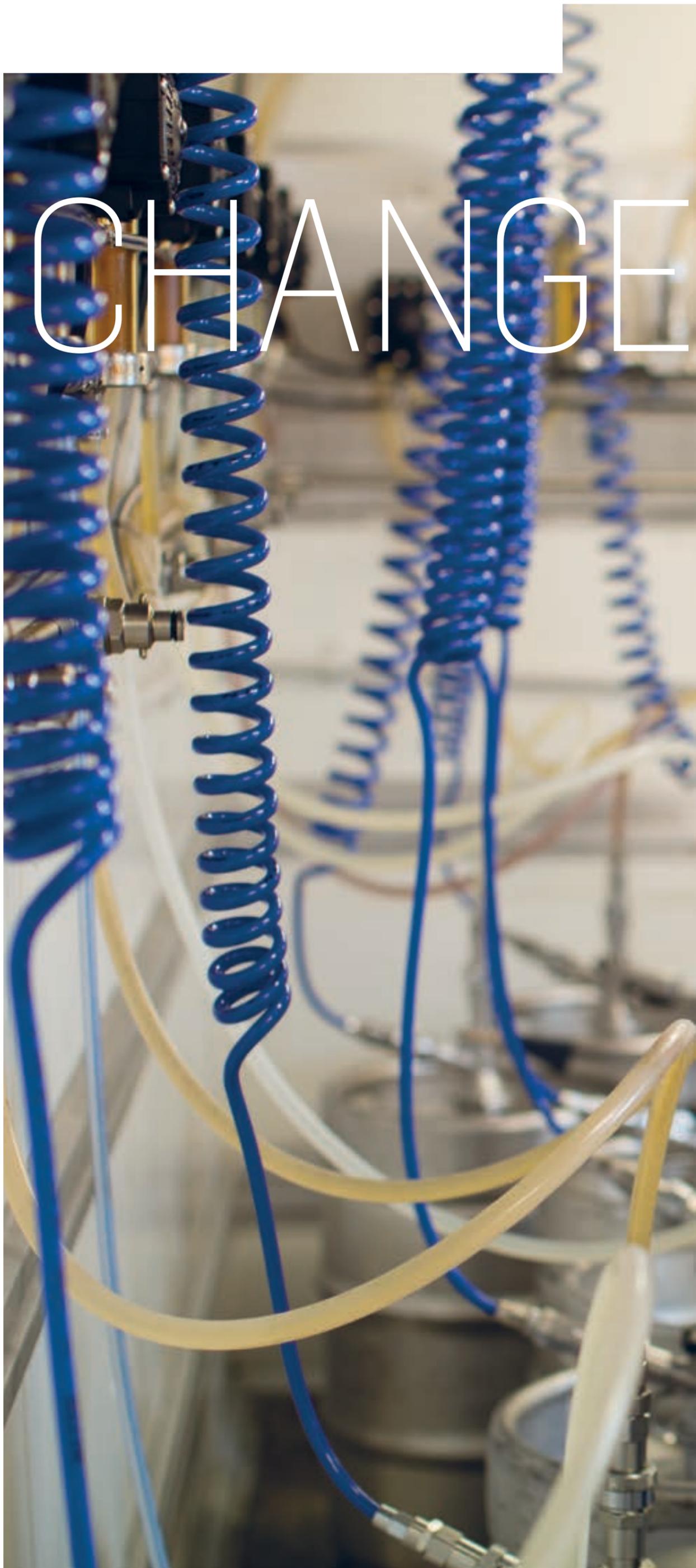
The POINTED study was interesting, but it's just an early investigation into a bigger public health problem. The 2013 Foundation for Alcohol Research & Education (FARE) Alcohol Poll indicated there are something like 4.5 million Australians who 'drink to get drunk'. This is a country where alcohol consumption costs the community \$15 billion a year.

I think I prefer going out there in the field talking to people, rather than analysing data in the office. In my work on POINTED, I saw a whole new side to Wollongong, hearing people's stories when I surveyed them. I met everyone from young people out to party, to men who were drinking because their wives had left them. A lot of these people surprised me.

It's funny, actually: since I was about five, for me it was all "doctor, doctor, doctor". I had no idea how social marketing could improve health, how education and changing people's attitudes and behaviours could help save lives.

At the moment, I'm doing a program with the Cancer Council, CHI and Illawarra health authorities on a campaign to reduce the stigma of cancer in certain ethnic communities. Basically, people aren't investigating treatment options. They think cancer is an automatic death sentence, so they just give up. We're trying to educate them on treatment options and survival rates.

When you get to uni it opens your eyes, you realise you can help people in other ways. Now I see there's a lot to improving health—public policy, research jobs, education campaigns, it's all connected.



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HOW TO BUILD A BUSINESS

WORDS WITH
DEREK CLAPHAM

Bachelor of Computer Science
Chief Technology Officer & Founding Partner, Fotomerchant

UOW graduate Derek Clapham is a founding partner of Fotomerchant, an online service that helps photographers manage and sell their work. The product is a full-service business tool, and the company is international, with thousands of customers. It's also something he never thought would be a business.

Around the same time I graduated from UOW and got a full-time job, I was getting more involved in photography as a hobby and side business. I really enjoyed IT, but the company I was working for was starting to wear on me. Photography was an avenue of escape. I was starting to make money from it, I enjoyed it, I was my own boss.

I remember I shot a girl's college end-of-year formal up in Brisbane, about 500 kids in total. Two months later I got a post pack with their orders on 250 individual pieces of paper.

I spent a week collating everything and ordering from the photographic lab. They sent back about 2,000 photos. I spent another week mailing them out.

I spent three weeks fulfilling the order, and was effectively working at a loss. I looked for a tool that could do this automatically but couldn't find anything, so I started building something from scratch.

One of my co-workers at the time saw what I'd done and told me that surely there are other people out there with the same problem, why don't I turn it into a product? Hence Fotomerchant was born.

We launched in 2009 with a very small initial investment, enough money for me to quit my job and go full-time with Fotomerchant—for maybe nine months. I had the experience and skills that meant I wasn't afraid to just jump off a cliff and have a go. There was a lot more riding on it, though—I was jumping off a proper cliff this time.

There are two other founding partners. Elmer, our CEO, comes from a business background, he's been responsible for finding capital investment—it's not really my forte. Kain is marketing and creative, with lots of experience in graphic design and media strategy.

I suppose it's relatively unusual for three guys in a start-up to have a nicely distributed skill set. From that perspective, it's been one of our most valuable assets, that we can do almost everything we need to do without looking outside.

In our early days, we were naïve and very protective of the business. We thought if we share our idea it might be stolen. We learned pretty quickly that an idea is just that: an idea. It takes effort and vision to turn it into anything that's real.

Ironically, the moment we started sharing is the moment doors started opening and we started meeting people who could help solve our problems.

In terms of aspiring to be your own boss, I think sometimes that thought can be distracting. I think the best way to head down that track is to just get to work, start learning on the job.

Discover what's really out there, because there'll be tons of careers, technology and avenues you didn't even know existed.

When you graduate from uni, you'll walk away with two things. First, a head full of knowledge. Second, and more importantly, you'll have learned how to figure stuff out.

So the one piece of advice I always give is: never say no. If your boss asks you if you could do something new, that you don't have any experience in, say yes.

If I'd said no, I'd probably still be working in desktop support, changing hard disks and fixing optical drives. Just tackle everything that comes your way. It will naturally lead to somewhere you want to be.

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OLD SOUTH WALES NEW SOUTH WALES

Jessica and John come from opposite ends of the planet, and they're studying very similar degrees for very different reasons—which is pretty normal when you live on-campus at UOW.



WORDS WITH

JESSICA KIEKEBOSCH-FITT

Bachelor of Engineering (Civil) –
Bachelor of Science (Physics)

Australia

Living in Kooloobong Village, UOW

I'm originally from the NSW Central Coast.

I originally started studying at a Sydney university, and found it wasn't for me. I just felt there was more to university than study, and I wasn't getting it there. I've always been a very social person, a very social learner. The culture and lifestyle of uni life is important to me.

I'd always been good at science and maths, but had a hard time getting advice on what I should do with it. My parents wanted me to decide for myself. I think I chose engineering in the end because I like practical solutions.

They say engineering is less about knowledge and more about learning how to solve problems.

Almost everyone here at Kooloobong Village is from a regional town, so we all have that in common. Everyone tries to help each other, and you make friends really easily. Everyone helps each other when they arrive—I don't think I've met anyone who didn't. You make friends very easily.

Sometimes I feel my classmates and friends who don't live on campus don't know what they're missing out on.



WORDS WITH
JOHN JONES

Bachelor of Engineering (Mining Engineering)
Wales
Living in Kooloobong Village, UOW

I come from a small regional town in Wales called Alltwen. I actually came over to Australia for a wedding, and, well, didn't go back. I wanted to experience something new. Mum wasn't too happy.

I travelled for a while, then studied mechanical engineering at TAFE. I worked in mines in Queensland for a year and I loved it. I talked to the engineers at the mines, and got an idea of what they do and thought that's what I wanted for my career.

I'd been in Australia for about 18 months before I started at UOW, and I didn't really know anyone in New South Wales.

Living on-campus at UOW is great. It's so easy to meet people, if you're willing to try.

It's great for study, having access to all these spaces and resources. Around assessment time we all get together, help each other out. It's funny, actually, the engineers will sometimes just take over one of the study rooms for the exam period. It definitely helps your studies.

Learn more at uow.edu.au/about/accommodation



THE HEALERS

WORDS BY **RENEE CALLENDER**

Bachelor of Nursing

When I was about thirteen or fourteen I wanted to be a paramedic. I was even in St John's Ambulance. I asked around, tried to learn as much as I could, and every paramedic I talked to said: be a nurse first. So I enrolled.

The UOW nursing program puts us in different nursing fields. In first year I worked in aged care and I've since done a week in a rehab clinic. One placement was on a surgical ward, and I've also worked in a doctor's surgery. In first-year nursing, we do placement blocks of two weeks. In second and third year we do blocks of a month: about five months on placement in total.

I love getting different experiences in a range of different specialisations within the profession. It's an advantage to observe the different areas, see where you want to go in your career.

Nursing is a bit of a unique career in that you have a lot of options. You can start in a hospital and end up in community nursing, or working on the other side of the world.

I'm at the end of my degree now, and I'm at the stage of weighing up options of where I want to take my career. In the beginning I was very gung-ho about working in emergency medicine. Now that I've tried it, I realise I'd miss the interaction with families and patients you get in other areas.

Nursing is a team effort, but you need to develop an individual way of motivating yourself, you really need to show independence. On placement, for example, unless you put yourself out there and ask questions, you can end up sitting like a wallflower, learning nothing.

On my first placement, I was incredibly nervous. It was very daunting, very nerve-wracking. There was a responsibility on me, and I put a lot of extra pressure on myself. In my own head I thought: I know so much about nursing, I should go and do everything for this patient. That's not really how it works, though. Now I'm at the end of the degree I know I'm always going to continue learning.

People had told me nursing's just all blood and guts but it's about more than just body systems and medications. After working with patients I look at people differently.

People are inspiring. You see the strength it takes people to push through when they're at their worst. You learn not to be judgmental—pain and fear and a whole lot of other factors change how people react. You also see people at their best.

I thought of nursing: it'll be a career, I can be employed anywhere. I never thought I'd see this side of it. Nursing is a life changing profession, absolutely. It's changed how I look at myself.

UOW graduate Dr Rhys Harding and final-year nursing student Renee Callender share why they chose the path they're on, the obstacles they faced and what's like having someone trust you with their life.

WORDS BY **RHYS HARDING**

Bachelor of Science (Nutrition) / Bachelor of Medicine & Bachelor of Surgery

I'm a doctor in Tamworth Base Hospital for my two years of junior medical training.

As a junior doctor, I'll do five rotations in a year, going between specialties. The junior role is to manage the ward, working in a team, usually with a specialist and registrar. As a team you form a management plan for the ill and you help address patient issues, for example monitoring patient condition and comfort. In a surgical rotation you may assist the surgeon in theatre. If you're interested and willing, there are lots of opportunities to learn.

I used to be intimidated by the idea of studying medicine, the thought that all doctors are super intelligent and that the workload was too much.

I'd done all right in school, but not that fantastic. I didn't think medicine was something I could do. I thought about it, though. There are 30,000 doctors around Australia. Towards the end of my first degree, I figured: "I'm a human being. So are these doctors. If they can do it, I can do it."

If you work hard to achieve the GAMSAT scores—the medical school entrance exam—and you have an affinity for science subjects, you'll do well. I found the structure and support of the UOW Graduate School of Medicine made it easier than a lot of people might think.

In postgrad medical degrees, especially at UOW, grades are only one part of the process. They're looking at community service, travel, creative talents: looking at what kind of doctor they want to make, ones who can build good rapport with patients.

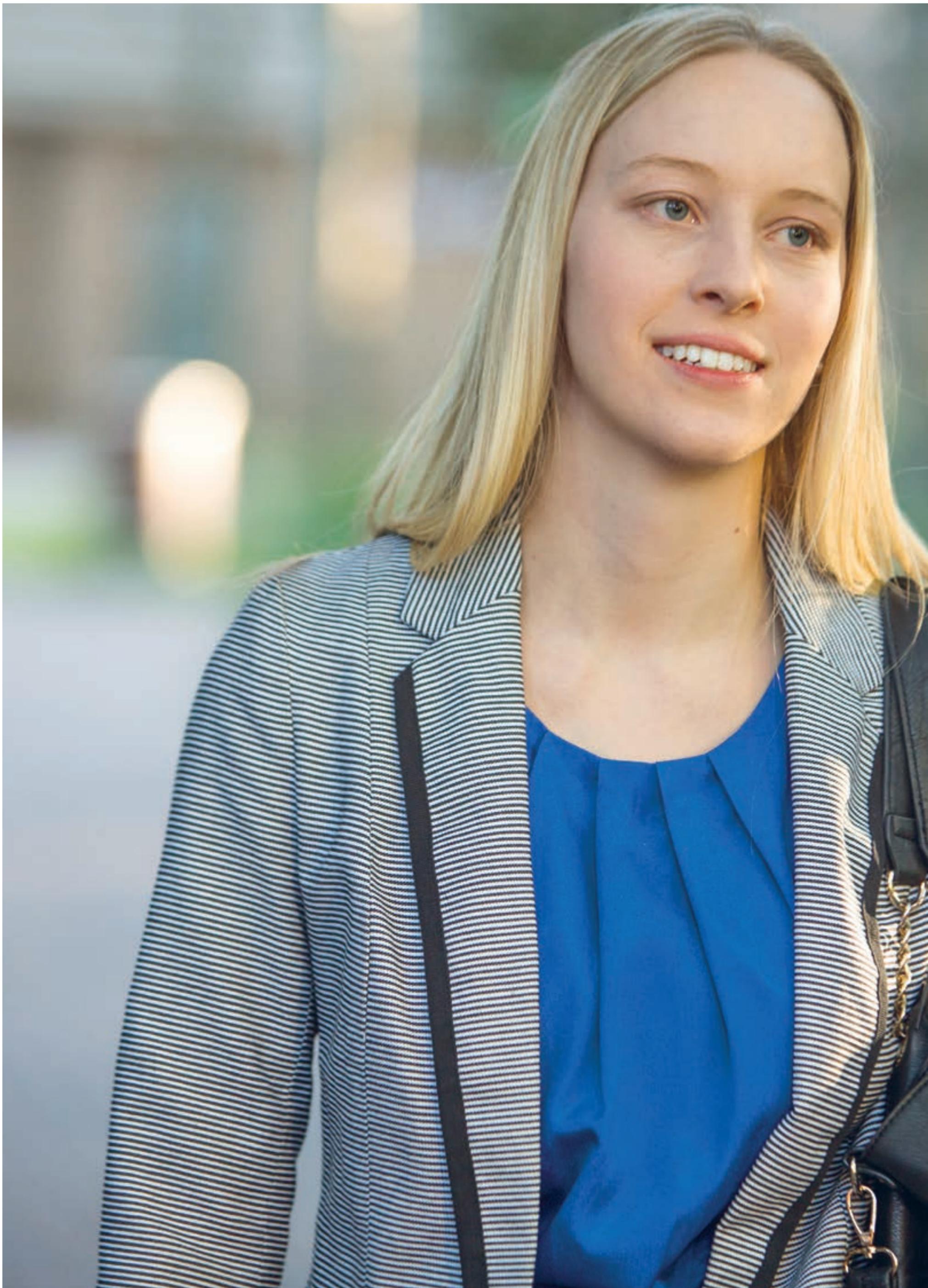
If you know you have those attributes, you should feel encouraged to pursue medicine. You'll automatically put in the extra time and effort on the academic side if you're interested.

Taking this path has been one of the most rewarding things for me. It's a real privilege, to have people trust you with their health and let you into their families' lives. I've just recently applied for general practice training program.

My first day on the wards I was very nervous. For me, it was the stories you hear about how hard it can be in hospitals and how hectic it gets. It wasn't as bad as that. Going into it, I was very well supported and well supervised, so my feeling of unease didn't last.

As a doctor, especially a new doctor, you always have the support of nursing staff and other health professionals, your fellow doctors, your superiors.

In the real world, medicine isn't just about knowledge, you don't need to know everything. Really, it's more important to know your boundaries and feel secure that you're doing your best.



STUDY THAT PAYS

WORDS WITH
NICOLE VAARTJES

Bachelor of Commerce (Dean's Scholar)
(Marketing, Public Relations)



Second-year business student Nicole Vaartjes is busy, but that's how she likes it. She splits her time between study and working in different business units as part of the UOW Management Cadet Program.

Starting out, the Cadetship seemed like a good way to build a career rather than just getting some cash. I mean, my first job was at a bakery—the experience wasn't really transferable, you know?

In school I enjoyed Business Studies, and I've always been interested in marketing, especially the psychology behind it. I suppose I'm an interested consumer: it's interesting to see how products are marketed to us. What's great about being a cadet is that I also get to try out new areas of business I may not have thought about.

Right now, I'm working in policy & governance, looking at how policies evolve to meet operational changes in the University. I also work with the chairs of the Faculty Education Committees, who develop new UOW courses.

It's definitely a real job—part-time to start, but I'll go full-time in my final two years. I quite enjoy the responsibility, so managing my workload is okay, but it goes up and down. I found last session challenging. It's definitely tougher balancing three subjects versus two, for example.

I remember the first day of the Cadetship was pretty overwhelming. I was a little shy in school, right up until my final years.

The program pushes you out there, in a good way. I've been really well supported, and given lots of opportunities. The program's also flexible—they do everything they can to accommodate us, help us balance study and work.

Before I applied for the Cadetship I thought: I either want to go for it and get it, or not try at all. I think I've always been like that.

Learn more at uow.edu.au/about/scholarships/ug/cadet

coming soon & things to do

HAVE YOU MADE YOUR CHOICE? CONNECT: UOW INFO SESSIONS

Choosing the right degree is important. Finding what makes you tick, what you are passionate about, what you will learn, who you will learn it from—we've got you covered with this information at the UOW Open Night.

But what about the rest of it? How do I apply? Where will I live? How much will it cost? How will I make friends?

Well we're coming to you to help you with this.

UOW is hitting the road in June, July and August to talk to you and your parents, and answer all your questions about UOW in the one place at the one time.

See when we are in your area and book a spot for you and your parents to attend:
uow.edu.au/future/events

Tamworth

Tuesday, 25 June,
from 6.30pm

Canberra, ACT

Wednesday, 26 June,
from 6.30pm

Albury/Wodonga

Monday, 22 July,
from 6.30pm

Wagga Wagga

Tuesday, 23 July,
from 6.30pm

Griffith

Wednesday, 24 July,
from 6.30pm

Orange

Thursday, 25 July,
from 6.30pm

Dubbo

Thursday, 25 July,
from 6.30pm

Blue Mountains

Tuesday, 6 August,
from 6.30pm

Penrith

Wednesday, 7 August,
from 6.30pm

Sydney CBD & Eastern Suburbs

Thursday, 8 August,
from 6.30pm

Southern Highlands

Monday, 12 August,
from 6.30pm

Camden

Monday, 12 August,
from 6.30pm

Sutherland Shire

Tuesday, 13 August,
from 6.30pm

Nowra

Wednesday, 14 August,
from 6.30pm

St George

Monday, 19 August,
from 6.30pm

Wollongong

Tuesday, 20 August,
from 6.30pm

Campbelltown

Wednesday, 21 August,
from 6.30pm

Loftus†

Tuesday 27 August,
from 6.30pm

† Southern Sydney courses only

GET YOUR SPOT AT UOW EARLY: EARLY ADMISSION

You're putting in the hard yards now – essays, assessments, performances, theories, tests, study, study and more study. But why should you have to wait to get rewarded?

Your marks are excellent—they show your skills, your creativity, your intelligence, your drive. UOW wants to acknowledge this and help you define your future early. Don't wait for your ATAR to confirm your spot.

UOW's Early Admission Program will look at your marks from Years 11 and 12, how they relate to your degree of interest and your readiness for study at university.

All you have to do is apply.

Get in early, get rewarded. Get your spot at UOW.

uow.edu.au/future/early-admission

ACCOMMODATION GUARANTEE

Good news—finding accommodation at UOW just became a whole lot easier with guaranteed* accommodation in 2014 for students who apply and receive an academic offer from UOW via UAC.

What do I need to do?

- Make sure you apply for accommodation online and pay the application fee as early as possible. The deadline for guaranteed applications is 31 October.
- Review the conditions – go to uow.edu.au/about/accommodation



With a range of living options—catered, self-catered, single rooms, twin share, units and studios—and all residences either on campus or a short distance from UOW, you will have the opportunity to live that extraordinary university experience that people talk about for the rest of their lives.

For more information contact Accommodation Services on 02 4221 5656 or email accomapp@uow.edu.au

* Conditions apply and can be viewed at uow.edu.au/about/accommodation

FEATURED DEGREES

Like what you see? These are the degrees helping our people get where they need to be.

Derek studied computer science.

Jess also works as a research assistant.

Jessica studies civil engineering and physics.

Nicole studies marketing and public relations.

Renee is about to finish her nursing degree.

Rhys studied nutrition before completing medicine.

Bachelor of Computer Science (UAC 757630)

Bachelor of Medical and Health Sciences (UAC 757630)

Bachelor of Engineering – Bachelor of Science (UAC 751624)

Bachelor of Commerce (Dean's Scholar) (UAC 753610)

Bachelor of Nursing (UAC 757101)

Bachelor of Science (Nutrition) (UAC 757645)

Bachelor of Medicine & Bachelor of Surgery (graduate program only)



IT'S GETTING SERIOUS TIME TO MEET THE PARENTS

CONNECT: UOW OPEN NIGHT



It's time to get serious about choosing a university and a degree.

You're invited to come and meet current UOW students and staff, learn about Early Admission and hear all about our degrees from the people who know best: our academics.

And bring your parents—we'll do our best to make a good impression.

- Attend up to three different study area seminars
- Find out everything you need to know about UOW Early Admission
- Speak with UOW faculty about your interests, and your course and career options
- Take a UOW Campus Tour

UOW OPEN NIGHT

Wednesday 3 July 2013, 2 pm – 8 pm

**University of Wollongong,
Wollongong campus**

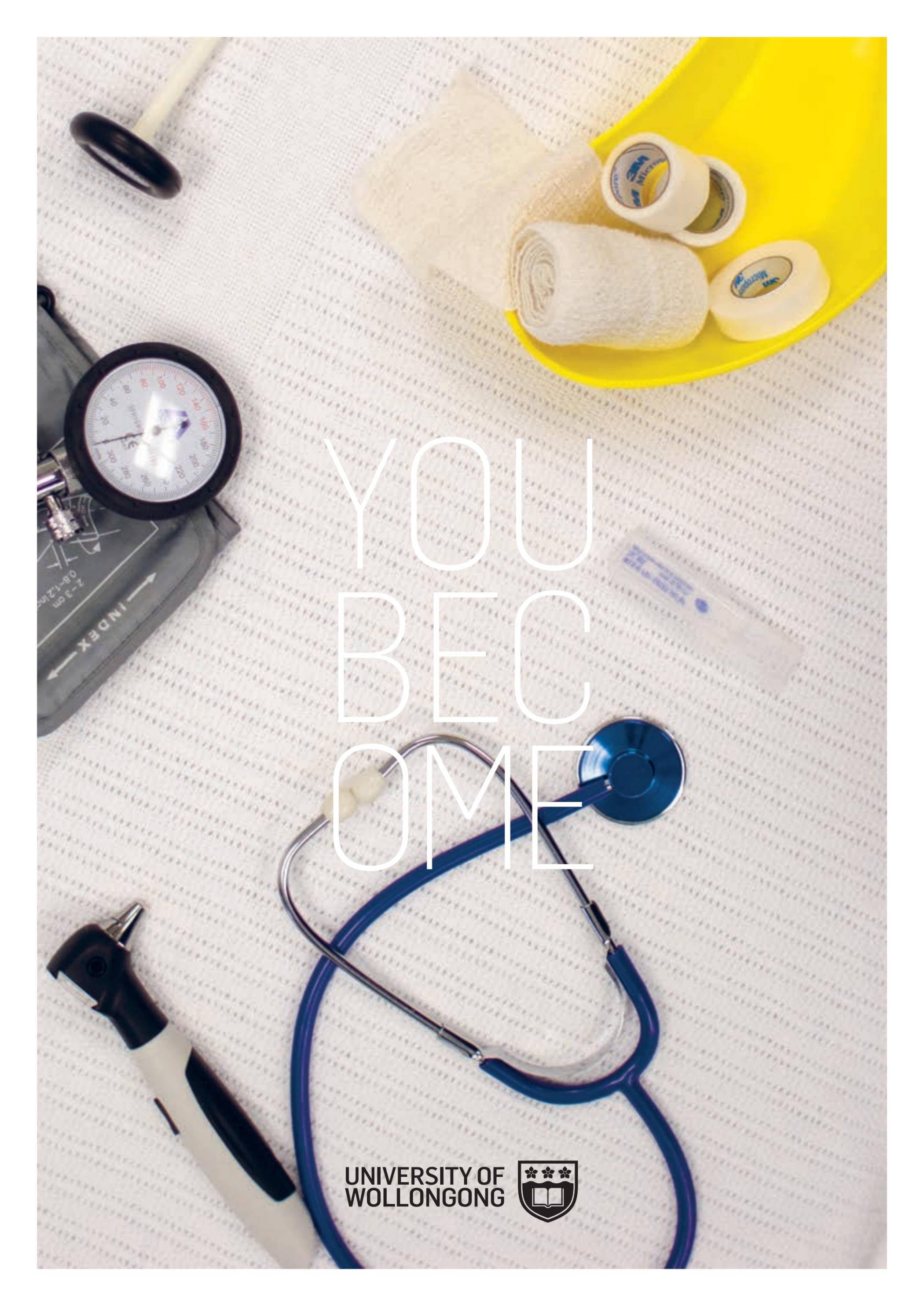
Book now online

uow.edu.au/future/opennight/unispeak
or call UniAdvice on 1300 367 869

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ecoStar paper is manufactured using 100% recycled post-consumer certified waste and manufactured under ISO 14001 environmental management standards. ecoStar has also been made carbon neutral by the purchase of carbon credits, through the Carbon Neutral Company.

A collection of medical supplies is arranged on a white, textured fabric surface. In the top right, a yellow plastic tray holds several rolls of white bandage tape and a roll of white gauze. To the left of the tray, a black reflex hammer lies horizontally. Below the hammer, a grey blood pressure cuff is partially visible, with its circular gauge showing a reading of approximately 120/80. In the bottom left, a white and black reflex hammer is positioned vertically. A blue stethoscope is coiled across the lower half of the image. A clear plastic syringe with a blue plunger is also visible, lying horizontally in the middle right area. The text 'YOU BECOME' is overlaid in the center in a large, white, sans-serif font.

YOU BECOME

UNIVERSITY OF
WOLLONGONG

