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Why is a mining company CEO so committed to safety?

PRIVATE OR PUBLIC?
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Inspiring female leaders

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Lawlessness and how humans exist when boundaries don’t

MEDIA EVOLUTION
The changing face of media

SUSTAINABLE LIVING
Retrofitted home an international winner
It has been over 10 years since UOW produced a dedicated alumni magazine. In planning its relaunch, we waded through the archives of back issues of *Wollongong Outlook*, *The Outlook* and *Outlook* dating back to 1990. They all told a story of a regional university that had a strong sense of identity and the courage to express its point of view, to stake a position in the world of education regardless of being a relative newcomer in a landscape of history and sandstone.

In refreshing this publication, we not only held onto the title, but also the magazine’s essence of providing an outlook: of melding the outward views of our alumni, academics and leaders to stimulate discourse and debate. *UOW Outlook Magazine* showcases the alumni community, with its rich and diverse pool of talent, expertise and voices. In our first issue, we interviewed Mark Cutifani, CEO of the world’s fourth largest mining company Anglo American and unveiled a man with an unwavering commitment to safety. We gave Walkley Award winning journalist Alexandra Fisher the freedom to express her inquisitive mind in a confronting and firsthand account of a world where borders and people collide. We addressed the issue of privacy in a public world and spoke with a selection of inspiring women about their take on leadership.

Within the pages of *UOW Outlook Magazine*, we aim to be fearless in discussing the big issues, humble in celebrating the wins and inspirational in shaping your own outlook.

We hope you find that this magazine inspires in you a feeling of connectedness with your UOW alumni community, and a sense of Wollongong pride.

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UOW Outlook Magazine

For digital versions, visit: uow.edu.au/alumni/outlook
Mark, you are now some months into your role as CEO of global mining giant Anglo American. How important is it for you to have a mining engineering background in running one of the world’s top five mining companies?

I was delighted to accept the position of Chief Executive of Anglo American in January 2013. I started the role in April and for the last seven months I have spent a lot of time on the road, getting to know the people and the operations. I appreciate even more now the great potential of the organisation – the high quality of our assets; our commodity and geographic diversification; our expertise in exploration; and most importantly the high calibre of our people.

My background in mining engineering has been fundamental, not only to my current role but throughout the past 36 years. In fact, my whole career has been about building on the strong foundation that mining engineering gave me: understanding in detail the technical and operational dynamics of a mine; appreciating the processes and systems and how to improve them; and most importantly, adding value to the safety processes. For me, mining engineering was an introduction to the opportunity of solving mining problems, each and every day, to unlock the potential of every operation. I was also lucky enough to start my career at Coalcliff Colliery, where I worked while completing my studies. There, I learned the value of hard work, productivity and camaraderie as well as the ‘nuts and bolts’ of the operations. I must admit that I was never the most productive of miners in my early years, but I certainly learned a lot from the older guys that would put me in good stead.

Mining has traditionally been a dangerous industry, especially in what could be described as developing countries. You are widely acknowledged as an industry leader who champions worker safety. In your previous role as CEO of AngloGold Ashanti, you are credited with making a dramatic improvement to the company’s safety record, with fatalities dropping by 70% in the first two and a half years and continuing to improve after that. What drives your special passion for mine safety?

A dear colleague and mentor of mine, Stanley, lost his life in a fall of ground incident in the early years of my career. I will never forget that feeling of loss, which has had an irrevocable effect on me and ultimately how I would approach mine safety for the rest of my career. Safety is, put simply, the most important aspect of mining. The processes, and the compliance and adherence to those, supports a safe operation but we have to think beyond that. We must strip all of the parts down to the value of human life – we have an obligation to preserve that.

There is no excuse for anything less than an absolute, unwavering commitment to keeping our people safe and healthy at all times. It’s simply non-negotiable.
What kinds of initiatives did you put in place at AngloGold to achieve such improvements?

We started with a conversation around relationships and why it was so important for us to take the time to get to know and understand our people. Building an understanding of who we are working with – to build a sense of our own humanity is the first step in making a fundamental change to the way in which we lead conversations in the workplace. From this we build a sense of what is possible, that every accident is preventable. In tandem with the focus on leadership we started to build a different operating model that focused on planning our work for safe outcomes. In short, we focused on leadership, in a very personal way, and we complemented that leadership with a sharp focus on managing risks and behaviours in the workplace.

What steps have you taken at Anglo American regarding workplace safety?

Anglo American’s safety record improved significantly under the leadership of Cynthia Carroll and I am proud to be leading an organisation where the cultural values support safe mining. My focus is to continue the journey of ‘Zero Harm’ that is, zero injuries and zero deaths. As an organisation, we have made great strides towards our ultimate goal, but there is more work to be done and it’s my role to keep the team focused and maintain the great momentum. Our focus this year has been on ‘planned work’ – planning and preparation. More rigorous planning reduces the amount of unplanned work, which tends to be where safety risks are at their greatest. So, planning prevents people from getting hurt and it saves lives. Our Global Safety Day on 4 November 2012 was focused on how to shape the best, safest plans and how to hold everybody accountable for these. Our Global Safety Day is an opportunity to learn from each other about what works and what doesn’t through open conversations about how to do things better. Continuous improvement requires commitment from top to bottom, leadership, discipline, speaking up and listening to colleagues.

Mining has helped Australia weather the global financial crisis better than most economies, yet mining is often a divisive element in the Australian political/community landscape – particularly with issues such as coal seam gas and the preservation of agricultural lands from opencut mining? How do you think the industry is viewed in Australia and do you think the industry needs to do more?

Australia, like most other mining countries, is adjusting to this relatively short term slowdown in demand for commodities coupled with added pressure on prices. At the same time, our shareholders are expecting us to generate greater returns and focus on productivity and managing costs to improve margins while repairing balance sheets. It’s not a straightforward path for the industry. With that, Australia still has a strong position to take advantage of China’s ongoing development, but we are in an increasingly crowded space. Competition for market share from countries such as Colombia, South Africa and Indonesia is increasing. And now the US and Canada, which were formerly high cost producers compared to Australia, have emerged as aggressive cost competitors.

Australian mining productivity and costs really have borne the brunt of regressive industrial and tax policies over recent years, while other countries have been applying technologies and cooperative industrial policy structures to rebuild their competitive positions.

I am well known for being frank, but I do like to think that my comments are constructive so I will say this: if Australia doesn’t get back to building a competitive industry, we risk falling behind other countries. I welcome the early suggestions and signals by the new government and I hope that we see genuine progress as we tackle the many challenges ahead.
What are the main challenges facing the mining industry in Australia and globally?

There’s no doubt that slowing growth in China and the continued uncertainty in Europe and the US has created a challenging macro-environment for mining, which is testing us all – in all countries. As prices for commodities have dropped across the board, the costs of production have continued to increase. What we need to remember, however, is that mining is a long-term industry and we need to put the immediate pressures we face into context. While the short term will be tough, the industry fundamentals for the medium and long-term outlook are strong. The world is short in commodities.

In China and other emerging economies, further urbanisation and industrialisation will create significant demand for the commodities we produce and the emergence of the expanding middle class will support the consumption for the later cycle products: platinum and diamonds and have a positive benefit on the phosphates industry as greater numbers of people need feeding. Coupled with a strong demand outlook in the long term, we expect supply constraints to drive a recovery in price performance.

Mining is one of the most important industrial activities on earth and drives a large proportion of the world’s economic activity – it is part of everything we touch and do. I believe that one of the critical challenges we face to help our industry prosper in the future is to be bolder about what we do and how critical we are to the lives of seven billion people with whom we share this planet.

You have come a long way from your days as a coal miner at Coalcliff Colliery, studying mining engineering at UOW. What were the key lessons you learned in those early days that he set you on such a successful career path?

There is no substitute for hard work. I learned that very early on in my life and it served me extremely well as I progressed through university and my shift-work at Coalcliff Colliery, to leading Anglo American. Nothing is more important than compassion – to understand different stakeholders’ and colleagues’ perspectives and trying to find common ground will give you great insight and advantage. I have spent many years lobbying for mining and helping our industry stand up for itself and to feel proud of the critical role it plays in all of our day-to-day lives and our futures.

I also learned early on in my career that safety is the most important part of mining and it should be at the heart of every decision. It became clear to me some time ago that true, wholesale innovation in mining is lacking. We must, as an industry, look forward to reap some of the lessons from our more progressive sector peers, like the aerospace industry, for example. This brings me on to my final point which is the value of collaboration and team work, within your own company and sector but also outside of it and between public and private organisations and groups who may seem at the peripheries. We can all learn from each other and improve the way we operate and the positive impact we have on our communities.

What advice do you have for young mining engineering graduates as they begin their careers?

My advice to graduates is to look forward and try to visualise where our industry will be in 20 years. Now, work backwards and concentrate on what needs to change in order to get there. I would advise graduates to really get to grips with the big picture; in my opinion it is just as important (if not more so) than the technical and operational aspects of mining.

Put yourself in the shoes of your employees, local community, government, supplier, customer, competitor, investor, and so on and try to imagine where the common ground lies and how you can build a constructive relationship with them. Finding shared value in mining for all stakeholders will drive the success of our industry and you will be in a strong, competitive position to create real value.

Many of our challenges as an industry are the result of our poor relationships with stakeholders and this, from my perspective, is due to poor communication and in many cases total silence. We have to accept that we all have a role in telling our story and we must be proud to be an ambassador for modern mining and the positive benefits it creates for communities.

Finally, we must all remember we are only as good as our last decision or role that we undertake. Never get too far ahead of yourself. If you do a good job today, tomorrow will look after itself.

I believe you still have family in Wollongong. Do you get the chance to come home very often?

I am a Wollongong boy and there is certainly no keeping me away. I visit my hometown as much as I possibly can to spend time with my friends, my family, enjoy a break from the English weather, and catch up on my local sporting teams’ results. I love Australia and all it has to offer.

“Finding shared value in mining for all stakeholders will drive the success of our industry and you will be in a strong, competitive position to create real value.”
The question of privacy in our endless pursuit of visibility

The voices of UOW researchers and alumni weigh in on privacy in the digital age. By Melissa Coade

My latest personal splurge was an imported, digest-sized magazine from England. Hot off the press and airfreighted direct to my hot little hands, it featured the usual trending fashions, relationship ‘do’s and don’ts’ and sumptuous images of beautiful women wearing expensive shoes. This monthly femme bible, along with others like it, is aimed squarely at the modern woman. ‘Should you respond to Twitter trolls?’ one double spread queried. ‘Stop Googling your dates!’ advised another.

Even the centre-feature was dedicated to a writer on assignment, chronicling her one week experience dressed up as different cult fashion-bloggers.

These days, you cannot resonate with your readers unless the issues being aired are contextualised by their online world. Ever more, my generation and those to follow engage with others and understand life and the world through an electronic filter. We share, like and push information through our different channels. We create, publish and curate things that we care about and can relate to, implicitly and explicitly leaving digital footprints as we go.

The upshot of our electronic engagement is that our day-to-day activities are constantly being documented. Life is no longer fleeting. It is archived, can be retrieved and will eventually be accessed by someone, somewhere, one day for any number of reasons. I am aware of this, as are my tech-savvy contemporaries. Our sacrifice for being constantly connected, entertained and empowered by online information is agreeing to a digital legacy, which means that our past indiscretions and the future risk to which we are subscribing become permanent fixtures of our identity.

Our ideas on privacy

According to UOW privacy law academic Yvonne Apolo, ever since the emergence of the computer, privacy-invasive developments in technology and the subsequent transition to electronic personal records, the world has paid more attention to the issue of privacy and its legal protection.

“Deeper conceptual issues of privacy remain uncharted in debates, and are thus the focus of my research. Whilst the attempt of much privacy law literature is to inquire into the ways in which the law should evolve to meet contemporary privacy concerns,
seldom does it address the manner in which contemporary technologies and practices are challenging existing conceptualisations of privacy and existing understandings of what it means to be human subjects,” Apolo says.

She says that our way of thinking has changed, not necessarily about what is or is not private, but in the way that we now perceive those intimate circles privy to the details of our personal lives.

“Privacy, I argue, is ultimately relational in nature. A cocktail of a growing culture of confession and self-disclosure, adoration of celebrity and an endless pursuit of visibility, muddled with rapid technological advancement and online social platforms at our fingertips, means that much ‘private information’ now invades the public arena,” she says.

“It has always been the case that information of a private nature is that which a person chooses to disclose to select groups of intimate others. With the advent of pervasive technologies that allow and encourage increasing online engagement, the pool of select others we choose to share ‘private’ information with is ever-expanding,” she explains.

“A yearning for visibility and associated social acceptance means that contemporary subjects are often complicit in the demise of their own privacy. I argue that this ‘pathology’ is what characterises the current crisis of privacy in Australian law – it is certainly a complex issue.”

The real world implications

Indeed the complex relationship between privacy and technology can often transcend all theoretical discussion with alarming consequences. Carl Minette has been working as a Criminal Law Solicitor for Legal Aid New South Wales for 15 years. In this time he has seen an upsurge in the abuse of technology and online platforms to facilitate criminal conduct.

“There simply wasn’t the capacity to do what people can do to each other today,” Minette says.

“Our way of thinking has changed, not necessarily about what is or is not private, but in the way that we now perceive those intimate circles privy to the details of our personal lives.”
“Some years ago, you could threaten someone over the telephone – if you had one at home or if you could be bothered walking down to the phone box to call someone. You could also send someone a nasty letter by snail mail – if you could be bothered buying a stamp and posting it. People are shocked when they discover the maximum penalty for this type of offence can be imprisonment for up to 10 years.”

According to Minette, threatening or harassing others via texting and social networking platforms are the most prevalent and basic criminal offences that come before the Courts.

“Technological advances have also led to an increase in offences such as ‘sexting’, or taking and sending intimate photographs of each other (or ex-partners) by SMS,” he says.

“What may seem like harmless fun can have potentially life-changing ramifications, particularly if the person in the image is less than 18 years of age. The person who takes and/or transmits that image may find themselves facing the Courts and lengthy gaol sentences for procuring and dealing in child pornography. They can also find themselves on a sex-offender’s register, which limits their ability to work in some areas. This is concerning when you take into account the number of young people with access to mobile phones.”

“Throughout history, humans have always found new ways to harm each other regardless of, and sometimes because of, advances in technology.”

David Vohradsky relies on one device to telephone, diarise, email, catch the news, record audio and check his train timetable. The independent IT consultant believes that the impact of our more connected lifestyles is an opportunity to focus on ethical questions and determine the kind of global culture we all want.

“Predictions are that the impact of disruptive technology will not only continue but will accelerate, particularly in media and entertainment, banking and telecommunications,” Vohradsky says.

“The upside is that there will be greater opportunities for self-realisation as location constraints disappear. I believe there will be a greater focus in the future on neighbourhoods rather than CBD office blocks, as more people work from home and become micro-entrepreneurs.”

“A downside to this change is the scope for greater corporate and government awareness – and possibly monitoring – of our personal lives. This collection of more and more data will make both corporate and individual decision-making more difficult and possibly irrational, at least in the short term. I believe that more and more innovation in the consumer sector will lead to an increase in self-gratification and a reduced interest in others.”

Vohradsky speaks from a background of operating and improving IT governance, security framework and management systems. To his mind, the brave new technological world that we face poses significant risks, not just to the individual but also companies.

“Around 90% of advanced cyber-attacks are attributed to a certain foreign government phishing, deploying malware and then hacking for classified government information, insider information or trade secrets from foreign companies in their region,” he says.

“Take for example the 2004 ‘Titan Rain’ attack on NASA, Lockheed Martin and its Sandia Energy Research Lab, as well as the Redstone Arsenal (a US military command centre).

“Most attacks originate in the US or Eastern European countries such as Romania, Bulgaria and the Russian Federation. These attackers have now established sophisticated online markets to buy and sell attacking tools as well as the stolen data and their normal staple

Yvonne Apolo

Yvonne is a Sessional Lecturer within the UOW School of Law. She is currently completing her PhD in the field of privacy law, with an emphasis on examining how evolving models of subjectivity and shifting conceptualisations of privacy are impacting upon the protection of individual privacy under Australian law. In 2011 Yvonne graduated with a Double Degree in Law (Honors 1) and Arts with Distinction (Psychology major) from UOW.

Carl Minette

For 15 years Carl has represented socially and financially disadvantaged people working as a Criminal Law Solicitor with Legal Aid New South Wales.

He holds a Bachelor of Laws and Graduate Diploma in Legal Practice (1997) from UOW.
of drugs and weapons. They have even established identity-theft-as-a-service models for those wishing to enter this criminal arena at low cost.”

But, he warns, the enemy can also originate closer to home, with most executives of the belief that current or former employees are the greatest source of potential risk an organisation faces – while employed staff may bypass security, hide their identity or use other’s identity, causing data leakage.

“Immature user access revalidation or employee termination processes often leave unsecured or even shared identities to be exploited by others in the organisation or external attackers that may discover them,” Vohradsky says.

“Often human error is the cause of disclosure of personal or other sensitive data held in email address lists, spreadsheets, or portable devices and equipment.”

“Two of the greatest IT risks also facing companies are privacy/digital misinformation; and ‘The Internet of Things’. Privacy breaches are emerging as the most talked about IT risk – especially as the regulatory environment increases, and the extent of use of private or semi-private information and the breach of that trust becomes more well-known. Digital misinformation is an emerging risk with ‘Big Data’ and is the risk of compromise of the integrity of analytics or confidentiality arising from the use of analytics. A classic example is the story last year of a pregnant teenager’s parents seeing her emails from Target in the US with coupons for baby clothes and furniture. These were sent based on the history of her preparatory purchases and prior to anyone being told about the pregnancy.”

The technological highway: where we are headed

The subject of privacy as personal or corporate information cast out into the cyber world is so multifaceted. To some extent, few of us are aware exactly what the terms of this social contract we are entering into are. One thing to be certain of is that we are in the thick of it.

In Apolo’s words, “it is first necessary for there to be in place legal avenues of redress for serious invasions of privacy that are fostered by such ‘connectedness’ and secondly, this law of privacy should be premised upon a deep, and well-theorised, understanding of the meaning and value of privacy, and our contemporary relationship with it in the digital era. At present, the law in Australia fails to satisfy these necessities. Technological advancement in general is a marvellous thing and is the only way forward.”

Editor: At the time of publication, the Australian Law Reform Commission announced that it is conducting an inquiry into protection of privacy in the digital era.
UOW Chancellor Ms Jillian Broadbent, AO in Dubai to celebrate the 20th Anniversary of UOWD, and the October 2013 Graduation Ceremony.
Women’s business

From board members and engineers to academics, directors and champions of the arts, UOW’s inspirational female leaders and alumni span backgrounds, professions and the globe.

Four of the University’s inspiring leaders share their career journeys, challenges and advice with Jenna Bradwell.

Jillian Broadbent, AO
Chancellor, UOW

When Jillian Broadbent considered further study during a career break, her father warned her not to educate herself ‘out of the marriage market’. Shortly after, when she decided instead to teach English to Spanish-speaking boys at a South American Catholic school, he asked how her adventure fitted into her career plan.

“The good thing about mixed messages like those from someone who loves you is that they encourage you to work out for yourself what you want to do in life,” Jillian Broadbent AO says.

For UOW’s third Chancellor, teaching in South America shattered preconceived ideas that those good with numbers are not so good at languages.

“When I started, my Spanish was only passable,” she says, “but I picked it up and learnt that ‘rules’ about which areas people are suited to don’t really exist.”

Broadbent is a former member of the Board of the Reserve Bank of Australia, Chair of the Clean Energy Finance Corporation and a Director of Woolworths Limited. She left her senior executive position at Bankers Trust Australia to become a non-executive director and has also served on the Boards of Coca-Cola Amatil Limited, ASX Limited, Special Broadcasting Service (SBS), Woodside Petroleum Ltd and Qantas Airways Ltd and as Chair of the National Institute of Dramatic Art (NIDA).

She says good leaders are democratic, self-aware, courageous and resilient, masters of the ‘art of recovery’.

“Work should be enjoyed and it’s up to leaders to make the workplace as constructive and enjoyable as it can be,” she says. “It’s a real compliment whenever I see successful people with whom I have worked and they say I helped to develop their skills or guide their careers.”

Broadbent notes the importance of having a “Teflon coating” in business, adding that women can often be more vulnerable and take things more personally than men.

“If someone says you’ve done a bad job, you need to realise it’s not personal and you’re not a bad person or completely hopeless,” she says. “It’s an opportunity to learn from your mistakes and improve for next time.”

She says she enjoys seeing other women succeed and is inspired by females across all industries and sectors.

“I love the camaraderie that women have with one another at work. I was always being encouraged to ‘throw my hat in the ring’ and give challenges a shot by other women,” she says.

Broadbent says she is inspired by UOW’s many successful alumni and enjoys being a part of the University’s vibrant, engaging culture.

“UOW is a wonderful institution,” she says. “It’s young enough not to have baggage or be caught up in conservatism and has a great attitude to gender balance. It’s fresh, energetic and open to talent in any form. It’s a very refreshing environment to be a part of.”
For Dr Davidson, being an effective leader is all about being supportive of others and enabling them to succeed.

“Everybody has potential. Put people in the right environment to make a contribution and they will grow and thrive,” she says. “I hope [as Dean] to be courageous and fearless in order to advocate for patients and their families and nursing as a profession.”

Dr Davidson, who is Counsel General of the International Council on Women’s Health Issues, notes the importance of being resilient and prioritising responsibilities in order to achieve success.

“You need to keep your eye on the prize and not get distracted by things that don’t really matter. It’s about focusing on the end game,” she says.

“A lot of women have incredible expectations of themselves. What I’ve learnt is that you can have it all – but not all at the one time. Life is a journey and there are opportunities at all ages for growth and development. Don’t put pressure on yourself to do it all at once.”

Dr Davidson says it has always been her career dream to work within a research-intensive environment in the US and that, as Dean, she hopes to encourage interdisciplinary projects and advance JHU’s mission of research, teaching and service.

“I want to see nursing continue to develop and grow within the workforce. I also hope to leverage the School’s position as the number one nursing school in the US to advance not only healthcare in the Baltimore area, but to prepare leaders to go forth and support the future,” she says.
Tanya De Hoog
Director, Thornton Tomasetti - UK
Bachelor of Engineering (Civil) 1997

Tanya De Hoog’s role as Director and Principal Engineer at global firm Thornton Tomasetti has seen her work on projects all over the world with passionate, interesting people from diverse backgrounds and cultures. A scholarship gave De Hoog the opportunity to start the journey on her engineering career by studying a Bachelor of Engineering at UOW. De Hoog says her scholarships instilled in her a responsibility to make a contribution to the industry through teaching and mentoring as well as providing motivation to become an effective leader.

For Tanya, creating a positive, supportive work environment is an important factor in achieving results. “I used to think being a good leader was all about being organised and efficient,” she explains. “But I’ve learnt that to be a good leader you need to leave your ego at the door, which is not always easy, and find a balance between sensitivity and motivation in order to get the best out of people.

“It’s important to have integrity. Whatever energy you give off at work affects your team. If you approach people and problems positively, that’s generally what you’ll get back,” she says. “If the recession has taught me anything it’s that leadership is not about what you do when times are good, it’s about how you tackle challenges and dust yourself off when things are tough.

“Leaders in the industry generally are where they are because they’re hard workers and the best people for the job. I believe gender balance as part of a necessary diversity in the workplace enhances the work environment and creates opportunities to tackle projects as a team with insights from many different perspectives.

Dr Rodgers-Healey says being an effective leader requires belief in oneself and a strong moral compass. “If you believe in what you represent or what you’re offering, people will come onboard and collaborate,” she says. “Leadership is not about standing up and dishing it out to others. You need to do the hard work in order to have substance behind your vision and you need to let go of your own ego to understand that everyone is part of an evolution of ideas. Each person brings something valuable and special.”

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“...I’ve learnt that to be a good leader you need to leave your ego at the door...”
Many of the University of Wollongong’s 110,000 alumni would have trouble finding their way around the campus were they to return today to the place where they studied 10, 20 or maybe 30 or more years ago.

Of course that is exactly as it should be in a dynamic institution that is constantly evolving.

New buildings have sprung up across the campus – the Medical School, the Illawarra Health and Medical Research Institute, the SMART Infrastructure Facility, to name some of the more recent additions, while the $44 million Early Start Facility is under construction on the western side of the campus.

Our Innovation Campus at North Wollongong, which was launched as a concept just 10 years ago, now has six major buildings and is well on the way to fulfilling its vision as an important research and development and commercial precinct that will drive the Illawarra regional economy in the 21st century.

A UOW study released earlier this year shows that the University generates $2 billion annually in economic activity, with most occurring in Wollongong and the Illawarra region. The study, UOW: Leading Locally, Competing Globally, by UOW’s Centre for Small Business and Regional Research, showed that UOW-related expenditure is responsible for more than 4,900 jobs in the region.

“"The University generates $2 billion annually in economic activity.""
This new alumni magazine, to be published annually, is an important part of our strategy to build a life-long connection with graduates from UOW, the University of Wollongong in Dubai – which celebrated its 20th anniversary this year – and partner activities in Malaysia, Singapore and Thailand.

We hope you enjoy the thought-provoking pieces and the updates on what has happened at your University during the year.

Throughout 2013 I have attended events with alumni in Sydney, Canberra, Bangkok, London, Dubai and Abu Dhabi. I am constantly impressed – but not surprised – by the career success and stature that so many of our alumni have achieved in very diverse fields.

Many of our graduates occupy leading positions in major corporations and government organisations around the world. Others are flourishing in creative pursuits, in research and in countless other fields. These successes reflect very well on UOW and all our graduates.

We have substantial groups of alumni in 143 countries, and I get a great sense that many of you really want to be more involved with your University, and to help build a world-wide community that will serve you for life.

Of course many of you are already well connected with your University, but I hope many more will see the benefits that can come from this association.

The involvement of engaged alumni has many tangible benefits for UOW as well, including:

- allowing us to tap into your industry knowledge to help shape our curriculum and make it as contemporary and relevant as possible
- mentoring our graduates
- employing our graduates
- taking up and commercialising our ideas
- providing resources and support to help us build a stronger university.

UOW is on an exciting path, and we hope our graduates make the journey with us.

“Many of our graduates occupy leading positions in major corporations and government organisations around the world.”
Humans without boundaries

Few places on earth evoke a sense of lawlessness like eastern Democratic Republic of Congo (DRC), but for all its unruliness it offers a telling look at how humans exist when boundaries don’t. Alexandra Fisher writes from eastern Congo.

I’m at a standstill at the eastern border of the DRC. Immigration officials are barring me from entering; they say I must return to Rwanda. My inability to speak French renders me immediately useless. It’s up to my Congolese fixer Samuel to intercede. He speaks to the big men with the ease of a man who knows this game. The officials order me to wait at the ‘border’, directing me precisely to the edge of a barbed wire fence, which flops into the dirt a short distance away. The locals are staring at me; I look like a fool. Samuel finally emerges with good news: I can enter. He says they see I’m a ‘compassionate person’ – I see my extra 50 dollars has been well received. As Samuel says, “This is Congo”.

More than five million people have died in the Congo since 1998, the worst loss of human life since World War II. Eastern Congo remains plagued by violence from various rebel groups, mostly jostling for control of the area’s lucrative mines. Yet the situation seldom reaches the headlines. For it’s a conflict waged in the remote backwoods of our planet, bludgeoning a people far removed from our own.

“Human rights are trampled upon. Humanity is not considered. People are constantly butchered and not enough attention is paid to this nation by the international community,” says freelance journalist and UOW graduate Gracia Ngoy, who lives in Australia after fleeing Congo as a refugee in 2002.

In the West, we often dismiss Congo as a post-colonial tragedy. Heart of Darkness stereotypes have long pervaded foreign writing on the country and fostered a propensity to dehumanise the people. There is no doubt many of the atrocities committed here are ‘sub-human’. But this is not a reflection of Congo’s supposed predisposition to violence, but rather an insight into the darkness lingering in every heart, as Joseph Conrad wrote all those years ago. It’s a darkness restrained by the boundaries we construct in society, both physical and moral. We come together in the social contract, surrendering certain rights and liberties, in return for law and order. But our boundaries are only as effective as their capacity to be policed.

Official borders did not exist in Africa before colonisation. In the absence of a nation state natural boundaries were formed between different peoples, often in the form of rivers or mountains, according to Dr Charles Hawksley, the head of UOW’s School of History and Politics.
“Colonialism imposed borders over areas, peoples and cultures and created divisions where often none had existed.” He says borders are needed today. “Policing of borders assists in maintaining order by controlling the inflow and outflow of goods and people. Where borders are porous no such control exists.”

Much of Congo’s woes can be ascribed to its fragile border. The UN has accused neighbouring Rwanda of smuggling troops and arms across the border to aid the Tutsi-led M23 rebels – allegations the country strenuously denies. After the 1994 Rwandan genocide, one million Hutus fled Rwanda for eastern DRC. Among them were members of the Interahamwe – the extremist Hutu group that orchestrated the genocide – who later formed the Democratic Forces for the Liberation of Rwanda. Rwanda has accused the group of conducting raids and assaults across the border from their hideout in the jungles of eastern DRC. Rwanda also recently accused Congolese soldiers of shelling its territory amid clashes with the M23, prompting fears of a conflict between the two countries.

Some Congolese say Rwanda’s intervention in Congo is not purely to repel Hutu extremists, but to carve out a piece of Congo’s resource pie. It’s a pie being plundered by a number of militias. Congo’s porous eastern border has allowed dozens of armed groups to smuggle minerals out of the country. Australian author Michael Nest spent some time in eastern DRC investigating the mining of the mineral coltan, which is refined to produce tantalum, an essential ingredient in mobile phones.

“Mining is very important in the East, although the government finds it difficult to extract revenue from artisanal mining as it is smuggled out of the country. Investment suffers because of poor policies, poor infrastructure, corruption, and insecurity in the East,” says Dr Nest.

But while Congo’s border has failed to regulate the inflow and outflow of goods, it’s retained its use for refugees. “During periods of unrest people flock to borders in attempts to stay safe. You cannot seek refugee status within your own state; you must be outside of it,” says Dr Hawksley.

According to the UNHCR, millions of Congolese have fled into neighbouring countries. In Rwanda alone, there are five camps collectively housing tens of thousands of refugees. Conditions are squalid, sexual violence is rife and food is scarce. An aid worker recently told me that in one camp, he spoke to a mother ready to take her life to avoid witnessing her children starve to death. Some have spent over 17 years in the camp, hopeful the fighting will one day end and they can return home.

But home is bleak. You only have to drive outside the city centre in Goma, the capital of North Kivu province, to witness the marks of war and poverty. The roads are unpaved and potholed, making journeys long and arduous. Buildings stand deserted and decrepit, with some pockmarked by past assaults and others permanently fixed by scaffolding. Retailers spill onto the roadside, scattering objects of varying colours across the ash-grey earth. Many don’t have much to sell. One salesman had just two tomatoes.

**“During periods of unrest people flock to borders in attempts to stay safe.”**

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**Tshibanda (Gracia) Ngoy**

Congolese-born Gracia graduated from UOW in 2012 with a Bachelor of Arts (Media and Communications) and a Bachelor of Commerce. A member of the Illawarra Regional Advisory Council and NSW Multicultural Youth Network, she was awarded the prestigious Australian Young People’s Human Rights Medal in 2011 and was also named 2010 Wollongong Young Citizen of the Year.

**Dr Charles Hawksley**

Dr Hawksley is head of postgraduate studies and interim head of History and Politics at UOW and also attained his PhD in Politics from Wollongong in 2002. Charles teaches international relations, particularly peacekeeping and interventions and politics. He also researchers and writes on a variety of topics.
“Opportunities are very limited in the Congo. The poverty rate is elevated and the majority of the population is unemployed,” says Ngoy.

Amidst the poverty, crime thrives. On one occasion in Goma, I saw civilians take the law into their own hands. Our car came to an abrupt halt as a crowd of shouting locals poured onto the road. At the centre of the melee was a red-shirted thief being tugged like a rag doll. When he eventually fell to the ground he was beaten. Civilians feel they cannot rely on police or the Congolese army to protect them and their rights. Insecurity is in part due to failure of governance. Goma is over 1,500 kilometres from the capital Kinshasa, making it difficult for the government to keep checks on the army. Many here say Kinshasa has simply turned its back on the East, with feckless alcoholic soldiers doing little to protect them.

The United Nations has been in eastern Congo for over a decade, deploying the largest peacekeeping force in the organisation’s history. “I like to think of the UN in a peacekeeping role as the ultimate insurance policy – you never know what might have happened if they weren’t there,” says UOW Chief Administrative Officer Melva Crouch CSM, who worked with the UN in eastern Congo for just over a year in 2001.

Since March the UN has taken a more hands-on role after the Security Council approved the creation of its first-ever offensive combat force to tackle the M23 and other Congolese rebels in the Congo.

“I think we will need the UN for a very long time. Because they are often the only organisation that can, and will, go into these very broken countries and try to hold them together long enough for their own citizens to stand up and bring themselves back from the edge of ‘Darkness,’” says Crouch.

I return to Rwanda from Congo with notable ease. Lush European-style hotels line the glassy shores of Lake Kivu for the throngs of tourists visiting this part of Rwanda on gorilla safaris. There are gorillas in eastern Congo, but few tourists will visit. Ongoing fighting has purged the region’s potential. As I write, Congo’s UN-backed army has routed the M23, forcing the group to declare an end to its insurgency. But over 40 rebel groups remain active in eastern Congo, regularly terrorising civilians. There are many victims in this conflict, but I cannot finish without noting the greatest of them: women. In a place deemed the rape capital of the world, women have been systematically attacked on a scale never seen before. And while many file into local hospitals to have torn flesh mended, there are unseen wounds that may never heal.

In Australia, few of us will ever understand what it is to live through war: to be prevailed upon by a sense of utter hopelessness, rendered powerless by injustice. What we can conceive though, is the ultimate root of these problems; for it has severed the ties of decent behaviour since the beginning of time. It is a trait we all possess. It is our heart of darkness.

“It is a trait we all possess. It is our heart of darkness.” - Melva Crouch CSM

Melva joined the UOW executive team as Chief Administrative Officer in August 2013 and has extensive experience as a logistics and corporate support manager in complex organisations. She commenced her career with the Australian Army as a logistics officer, serving for 23 years in a variety of Army and joint Defence roles before joining the UN, subsequently providing logistic support to peacekeeping missions in Democratic Republic of Congo, Liberia and Western Sahara.

Alexandra Fisher

Bachelor of Journalism 2010

This year Alexandra won a Walkley Award for Australian Journalism in the Young TV Journalist category for her work on bringing compelling stories to our screens from danger zones. She currently works at ABC News.
A conversation with Emilio Robles

Director at Howorth, a specialist business and technology PR consultancy and part of the global Ogilvy Public Relations network.

Emilio Robles completed a Bachelor of Arts (Honours) at UOW in 1980 and a DipEd in 1981 intending to become a teacher, but never made the classroom. Instead, he forged a career first in journalism then as a high-flying Public Relations executive in the United States before returning to Australia. He is now Director at Howorth. This is his journey.

Childhood
I was a first generation migrant, arriving in Australia in 1981 at the age of three from Madrid, Spain. By the age of five I was my household’s translator: everything from helping buy our first TV to running down to the corner shop in Lake Heights to buy my dad his favourite brand of cigarettes (something I’m pretty sure a kid that age wouldn’t be allowed to do now).

The trust and confidence my parents had in me to communicate effectively on their behalf inspired me and helped shape my character.

Big break
Actually, it was a series of ‘big breaks’ rather than just one. The Illawarra Mercury newspaper gave my first two big breaks. Firstly, it hired me as a journalist on its weekly free paper, which had just started up. I learnt a lot, not just about writing but about stories and more importantly about people.

The other break it gave me was asking me to help the paper transition from old hot metal technology to computerised typesetting. I was a bridge between the editorial department and the printers and I helped train the journalists on the new computer systems and workflows.

That led to my third big break: sparking an interest in technology that got me a job as the Corporate Affairs Manager at Apple Computers in Australia in 1987 and then as a senior PR manager at Apple, Inc. in California in 1991.

Silicon Valley
I have yet to work or live in a community that can match the tightly bonded elements of learning, vision, iconoclasm, entrepreneurialism, competitiveness, creativity, intellectual rigour and sheer confidence of Silicon Valley. It’s also a melting pot of ideas and cultures. It truly is the nexus of technology and society that helps shape the world as we know it.

Working there shaped my thinking and broadened my horizons in ways I could not have imagined if I had stayed in Australia.

What the USA taught me
At Apple, the corporate mantra was ‘The Journey is the Reward’ implying that the destination is a by-product and not the reward itself. That was a key learning for me, along with the fact that everything is in flux and that you have to be receptive to change and work with it.

Also, if there is one cultural trait I wish Australians had it would be that boundless optimism and positive outlook that Americans possess. It taught me that a person’s attitude as much as formal education is the final determinant of success.

My current role
I have a portfolio of clients as well as local and global teams to help our customers better engage with their customers, stakeholders and influencers.

I am engaged in setting global and local strategies for corporate, product and services positioning, messaging and execution, content development and execution across 12 of my clients.

My role involves operational management and profit and loss responsibility for the profitability of clients and the practice – as well as overall client service and team as well as agency management.

It sounds complicated but the secret is that it’s not. All I really do is help clients better communicate to achieve their business goals by using the right team and right tools at the right time.

Secrets to PR success
Critically examine the brief you are given – take nothing on face value. Many
clients and corporations see symptoms as root problem causes yet most of the time they are not. You have to challenge and you have to be rigorous in the way you analyse the problem and solution – and its ultimate business benefit.

Also, recognise that people communicate differently now and they will in future. You have to adjust your strategies and objectives to meet a high dynamic communications framework. You have to work hard to keep ahead of these changes and never stay still.

Lastly know the client’s or your company’s business. If you understand that deeply, it shapes your thinking and allows you to align what you do with business outcomes, not just communications results.

What’s next?

If you see things as a journey, what’s next is always about the things happening around you and the learning, experiences and challenges you’re going to be asked to surmount on that trip. I never have a solid, preconceived idea as to where that journey is taking me, but I do have a sharp sense of when I have to seize the day.

I think that if you map things out too prescriptively in terms of a career path, you lose the flexibility of taking up new things and opportunities as they arise.

You need a bit of both, but focus on the journey, not the destination.

**Giving something back**

I live in Sydney now so it’s hard to give back to the Illawarra in the same way it gave to me and helped shape my character. For UOW specifically I was thrilled and honoured when I was invited to become an external curriculum advisor for PR courses.

“**Everything is in flux and you have to be receptive to change.”**

I hope some of my experiences and knowledge can be translated into better courses for students and that I am helping them develop their expertise.

**Personal stuff**

I have four kids, two born in Australia (one a graduate of UOW, the other one still working at it) and another two born in California. My Australian kids have American accents and my American kids have Australian accents (with a US twang, I must admit thanks to their siblings) so there is a delicious yin and yang thing going on there.

My wife teaches English at community colleges in ‘The Shire’ and has been my rock during 30 years of marriage. Without her I would not have gone to the US because she was brave enough to leave her parents and grandparents in Barrack Heights to head off to deepest, darkest San Jose, California, on the adventure of a lifetime.

I love rugby, league, soccer, history, writing, travel, languages, motorcycles, reading, music, science, computers and all things geeky. I try and exercise as often as I can but you know how that goes...

**With the benefit of hindsight**

Don’t exclude possibilities based on what you think you know now. Challenge yourself to know and experience new things.

Believe that you can run your own business as well as work for someone else if you have to. The former is harder but ultimately more rewarding personally and professionally.

Always stretch yourself; never be tempted to take the easy path because it always seems to work out as the longer, less satisfying road. And remember that society and business is about people, not just about economics/marketing or public policy.
1 university created through a Lord Mayoral Appeal and industry support

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Alumni giving. The numbers add up

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donations@uow.edu.au
Office of Advancement +61 2 4221 5915
Alumni helping Australia’s next generation of leaders

By Elise Pitt

When Pariz Lythgo-Marshall left the idyllic beaches of her home of Jervis Bay on the South Coast of New South Wales to pursue her dream of becoming a High Court Justice, the ride wasn’t exactly easy.

“I was juggling a double degree, a part-time job and living out of home for the first time in my life and was seriously considering deferring my degree or leaving uni altogether,” said Lythgo-Marshall, who continued her studies at UOW with the help of a Learning and Development Scholarship.

The Learning and Development Fund was established in 2006 to finance scholarships supporting students in need. This program began by offering single one-off scholarships valued at $1,000. Now 10 Learning and Development scholarships are offered each year valued at $3,000 per year over three years. All made possible by the generosity of supporters of UOW including alumni, staff and the wider community.

Lythgo-Marshall is one of UOW’s Learning and Development scholars who actively promotes the importance and impact of the Fund. “The scholarship enabled me to purchase some very valuable learning resources, including my core Law textbooks, which I couldn’t undertake my subjects without. It also eased the pressure of some of the day to day living expenses, such as groceries and rent, which can make university life very difficult to manage, especially if you are trying to balance work, study and supporting yourself”, Lythgo-Marshall reflects.

She is now paying it forward and inspiring UOW’s next crop of brilliant young minds. Lythgo-Marshall is a Law lecturer and is involved with various community outreach programs that connect back to UOW, all while she completes her PhD, which is focused on critically analysing the Australian Competition and Consumer Competition (ACCC) Immunity Policy for Cartel Conduct.

“Most people know cartels as ‘price-fixing’, where two or more business people in competition with each other, agree to set high prices in secret,” Lythgo-Marshall said.

“Basically it is a policy that offers a ‘get out of gaol free-card’ to the first person to come forward and reveal their misconduct to the authorities and ‘dobs' everyone else in. I am looking at the theory underpinning this policy and how it could be better designed and implemented in practice,” she said.

After completing her PhD, Lythgo-Marshall says she would like a position where she can use her legal knowledge “to help the vulnerable members of our society and really make a difference in some way, as clichéd as that sounds”. That could be as a High Court Judge or something even bigger.

“If it wasn’t for alumni giving to scholarships, I may have had to sacrifice my career goals to support myself financially. So you can imagine the immense relief I experienced when I opened the letter that stated I had received the scholarship. It was literally life-changing.”

Pariz Lythgo-Marshall is one of 70 talented and deserving students who have been awarded with alumni-funded Learning and Development Scholarships since 2006.

Elise Pitt
Master of Journalism, 2008

Sydney-based writer Elise has worked on a number of News Corp Australia magazines and has written freelance articles for women’s publications Yen and Peppermint. She recently discovered a love of science writing and returned to UOW to help promote the exciting research being conducted by the University. She now works in UOW’s Media and PR team.
The changing face of media

Nick Hartgerink talked to five UOW graduates who have all forged successful careers in the media in Australia and across the globe, for their perspectives on the changing face of media.

Is the digital age killing off quality journalism or are we on the cusp of a golden era of news reporting where technology provides immediate access to information?

In the past decade the internet and social media have dramatically changed the way news is reported and shared around the world. Australia’s major newspapers have shed thousands of jobs in recent years, a situation mirrored internationally, as their classified advertising revenue has migrated to the internet, while their readers have also deserted them for more immediate sources of news.

The Australian Broadcasting Corporation (ABC) epitomises the brave new world of digital journalism.
Its reporters work across multiple platforms of radio, television (including a dedicated 24-hour news channel, ABC News 24), websites and social media. It even encourages (and trains) members of the public to contribute video footage and reports from regional areas for a public access website called ABC Open, which often find their way on to major bulletins.

ABC General Manager Mark Scott refers to the ABC as Australia’s “town square” in the digital age – a place where the community comes together to share news and ideas. Scott says the ABC has five million pages online and hundreds of websites. And ABC staff are embracing these opportunities with enthusiasm.

Kumi Taguchi sees the digital age as “the perfect space for the ABC’s Charter”. “We can reach so many people in ways that have been difficult in the past,” she says. “Firstly, there is now a blur between mediums. There was radio. Then there was TV. Then there was radio. Then there was the internet,” Taguchi says.

“Now, we have this big space called the ABC where content is shared and re-used and re-purposed across so many mediums. A radio interview might make it online; a chat from a TV reporter in the field is played on ABC News 24. At the same time, an evening radio producer has seen it and uses the audio for their program. The chat also goes online.

“Secondly, the digital space is so accessible - not only physically but emotionally. You can absorb content when you want, you can explore it at your own pace.”
TV programs can be accessed online on demand] – that all that work is not for a one-off showing. Or that a photo an ABC viewer has taken makes it onto our website on ABC Open or ABC News 24."

ABC colleague Nick McLaren agrees, and says his role as a journalist has changed enormously in recent years. "For years I remember hearing about how social media was going to change journalism, newspapers would go largely online and journalists would have to multi-skill. Well that moment has arrived," McLaren says. "Journalists now, whether print, radio or TV, are expected to post their stories online, if possible before they are broadcast. We go to news conferences armed with iPhones so we can take photos for online stories and file audio immediately from the field. The ABC’s Wollongong newsroom now has a camera operator/editor so our journalists can file for the 7pm TV news bulletin in Sydney, or live to ABC News 24."

McLaren says the ABC’s championing of social media has put it ahead of the game. "The ABC has opened up to various forms of social media and championed the concept of User Generated Content. I believe the ABC was one of the first employers in Australia to embrace Twitter and develop a code to manage its introduction, while some workplaces simply banned it," he says. "Twitter is now an integral part of the newsgathering process, a source of

Kumi Taguchi
Kumi is a news anchor and presenter television journalist with ABC News 24, ABC 1 and ABC Radio current affairs, having previously worked for the Asia television network in Hong Kong. Kumi graduated in 1996 with a Bachelor of Creative Arts (Music and Media Arts).

Stephen Fitzpatrick
Stephen is a senior journalist with The Australian newspaper. From 2006-2010 he was the paper’s correspondent in Indonesia and won a Walkley Award for his coverage of the Oceanic Viking stand-off in 2009 when a group of Sri Lankan asylum-seekers refused to leave the Australian Government vessel in West Java. Stephen graduated with a Bachelor of Arts (Hons) (History and Politics) in 1996.

Hermoine Macura
Hermoine is a United Arab Emirates-based television presenter and the CEO of Straight Street Media in Dubai. She has over a decade of experience working as an anchor in the Middle East with networks such as Dubai Television and Al Aqaraya. She is also an author and documentary-maker. Hermoine graduated with a Bachelor of Arts (Communications Studies) in 2002.
divulging, sharing and verifying news stories almost instantly across the world. The ABC runs training seminars just on Twitter.”

His boss Mark Scott himself has more than 65,000 Twitter followers, and McLaren says it has become an essential news tool for journalists.

“I tweet every day, sometimes very often! I pick up stories via the people I follow. Emergency Services in particular are now all on Twitter and will put up information as it happens, before it goes on a website, Facebook page or is disseminated via a media release. I follow politicians, business leaders, trade unions, activists, ‘hackers’ and many journalists to keep abreast of what’s going on.”

McLaren believes the key to the changing media environment is doing more with less.

“Technology means TV stories are edited on a laptop and sent directly from the field. It is now faster, easier and cheaper to make television. The fact is I am primarily a radio journalist, but I think about online publishing, television and social media every day. They are all one and the same thing, a way to tell and share a strong news story.”

News Limited, which controls 70 percent of Australia’s newspapers, has been critical of the ABC’s all-encompassing news coverage in the digital age. It sees the ABC’s government-funded free web-based news content as a threat to its efforts to build paywalls around its newspaper websites.

Taguchi says she can understand why there is criticism. “The fact that all this is free is great for us and our audience – not so great if you’re on the other side,” she says. “I can see why there is criticism. News Limited has enjoyed a great run and this is a tough transition. “It’s easy to criticise a threat but it’s unlikely that everyone who pays for content, or is soon to pay for content, is going to automatically turn to the ABC. Research shows there is a lot of brand loyalty and people tend to access media which reinforces their way of thinking.

“The challenge – and I see it as that, rather than a threat - is for news organisations to convince their readers that their content is worth paying for. I do believe if you have quality journalists and quality writing, then an audience will pay.”

Stephen Fitzpatrick is one of those quality writers. However the long-time foreign correspondent and award-winning journalist for The Australian has a gloomy view of the future of journalism, having seen many talented colleagues forced out of the profession in recent years in Australia as News Limited and Fairfax Media have shed thousands of jobs at their newspapers.

“As a profession, journalism has been gutted,” he says. “The loud, crude, dogged, larger-than-life newshound is being replaced, as far as possible, by corporate and acquiescent process workers,” Fitzpatrick says.

“There’s not great conspiracy to all this. It’s just the way the industry has gone. Where once journalism rewarded rogue characters – for it was they who were often able to turn up the best results and stories simply because of their refusal to fit into social expectation and accept what they were told – it often seems it now far more prefers the character of a bank teller. And as useful as bank tellers are in their own field, they’re not journalists.”

Fitzpatrick says newspaper newsrooms have experienced threats before. Indeed, the advent of radio and then television were both widely predicted to sound newspapers’ death knell at different times in the 20th century. That didn’t happen, and recent positive signs such as the purchase of The Washington Post by Amazon founder Jeff Bezos and investment guru Warren Buffett snapping up titles across the US suggests there is life in newspapers yet.

And Fitzpatrick isn’t prepared to give up on his profession because dedicated, talented people are determined to hold on.
“My professional world is full of friends and colleagues who just can’t imagine doing anything else with their working lives,” he says. “When you’re in the middle of a really big breaking news story, or a long investigation, or some other story that you know might make a difference to how others understand the world, you wouldn’t for a minute want to be anywhere else.”

Dr Ari Poespodihardjo, who teaches Public Relations and Marketing in Jakarta and is a keen observer of the Indonesian media, says social media is connecting people in Asia in ways traditional media couldn’t, while Hermoine Macura believes television is maintaining primacy in the Middle East despite the growing popularity of social media.

Macura says social media is hugely popular across the Middle East, and was a key communications tool during the “Arab Spring” – a wave of popular uprisings, protests and civil wars that spread across Arab nations in 2010 and 2011, leading to the overthrow of a number of governments.

The Gulf states are also the fastest growing online market in the Arab world, and Macura says media professionals need to be adept across television, print and online platforms. Her company, Straight Street Media, focuses on creating media content across all three.

However, she says television remains the prime news medium in the region.

“Television has and always will be the most powerful medium as it allows viewers to connect to real life via a broadcast stream. In the [Gulf] region, TV news is vital as it is one of the only ways people can know what is going on around them.”

Dr Poespodihardjo says this social and technological revolution has been driven by changes in Indonesian society, with economic recovery sustaining a growing middle class that wants information on demand.

He said the wider availability of smartphones, previously a status symbol of the rich and corporate elites, has accelerated this change. Twitter is growing rapidly in popularity, while Indonesians are among the world’s top 10 users of Facebook.

“So where does this put the traditional media in the Indonesian society?”

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So where does this put the traditional media in the Indonesian society?
Opinion: who said that journalism can’t change?

After reading claims in the media about the demise of journalism jobs and the irrelevance of journalism degrees, Shawn Burns was left bemused.

I am a relative newcomer to journalism education. I have been teaching full-time for five years, and before that I worked as regional and rural newspaper and TV reporter, editor, chief of staff and news director. But, even as a ‘newcomer’, I know claims about the demise of journalism come around fairly regularly.

Journalism degrees are undergoing broad renovations to match dramatically shifting professional contexts and consumer demands. In some cases, forward thinking journalism academics are even pre-empting these changes and consult to industry as trainers equipping existing journalists for essential new capacities. I suspect, as Year 12 students and their parents come to UOW to explore their options, I will be asked “Is journalism dying?”. It will not be the first time, and I know claims about the demise of journalism come around fairly regularly.

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Journalism, at its heart, is still about ‘getting to the bottom of it’, as the legendary Katharine Graham challenged Woodward and Bernstein to do.

Our students are graduating from university with the inquisitive minds and, dare I say it, the ‘skills’ required to ‘get to the bottom of it’ in 2013.

We are educating journalism and communications students to challenge, to enquire, and to inform, and to do so using the multitude of tools and information at their disposal.

This prepares them for journalism careers, and increasingly others – those that require capable researchers, storytellers and cross-platform public communicators.

In her article about the demise of journalism jobs and the irrelevance of journalism degrees, Rachel Buchanan (The Age, 28 September, 2013) recounts telling a student who wanted to be a foreign correspondent and who “wanted to travel the world, help people, and expose injustice” to become a nurse.

I simply say – there is nothing wrong with being a nurse, but there’s nothing wrong with wanting to be a foreign correspondent either – as UOW graduate and Walkley Foundation Young Australian Journalist of the Year (Television/Video Journalism) Alexandra Fisher will testify [Alexandra is also an UOW Outlook Magazine feature writer - see p17].

Further, many of the emerging new career options for journalism graduates – such as videographers and social media managers with aid organisations and NGOs – present exciting opportunities for aspirational foreign correspondents.

Many vocational degrees produce graduates who pursue alternative professions. How many Law graduates end up at the bar? And, it should be noted, most journalism degrees are majors embedded in Arts degrees (not UOW), but who’s asking: ‘What jobs are there for Arts graduates?’

There is much to be excited about when it comes to journalism and journalism education. For people to be informed they still need skilled ‘informers’, and I am confident journalism graduates across the country will continue to do just that. They may do it differently, via new platforms and for a broader spectrum of media – but they will still make valuable use of their journalism degrees.

Shawn Burns

Shawn is a UOW Journalism Program Lecturer. He has many years of experience as newspaper journalist, photographer, sub-editor and editor. He has worked as journalist, chief of staff, and State News Director with WIN Television.

Shawn’s research interests include representation of people with disability in the media, the convergence of news media, including an MA(R) on the subject, and the role of experiential learning in contemporary journalism education and community engagement. He is the editorial coordinator of UOWTV and received a National Office for Learning and Teaching (OLT) Citation for Outstanding Contributions to Student Learning 2013, and a UOW Outstanding Contribution to Teaching and Learning (OCTAL) award 2011.
Globally, 35.6 million people have dementia, and this number is expected to treble by 2050 (World Health Organisation, 2012). UOW researchers are focusing on two areas of critical research: improving the daily lives of people with dementia, and combatting the illness at a molecular level. People whose lives have been affected by this fatal condition are supporting this initial research.

While the risk of dementia increases with age, it is not a natural part of ageing and there is currently no cure. It is not a single illness, rather dementia is an umbrella term describing a syndrome associated with more than 100 different conditions that are characterised by the impairment of brain functions such as language, memory, perception, personality and cognitive skills. Alzheimer’s disease is the most common cause of dementia.

This distressing illness is presenting a significant challenge to health systems across the world, and a lot of time and money needs to be spent on not only researching a cure, but also ensuring that our built environment caters to patients’ needs.

In Australia, there are currently more than 320,000 people living with dementia. It is one of the fastest growing sources of major disease burden in Australia and will overtake coronary heart disease in its total wellbeing cost by 2023.

Due to the nature of the illness, people with dementia are easily disoriented and confused by their surroundings, which can be helped by simplifying building design. To improve the quality of life for people living with dementia in Australia, UOW Professor Richard Fleming, whose interest in dementia comes from working as a psychologist with the elderly for over 30 years, is working to develop a service for designing dementia-friendly hospitals and aged care facilities nation-wide.

The Netherlands is currently leading the way on this, and taking it one step further. It is home to Europe’s only purpose-built village inhabited entirely by older people with dementia. Hogewey is a closed village where residents have a real sense of freedom as they can visit the salon, eat at the restaurant and shop for groceries. The only difference is all of the employees are carers. Because of their uncomplicated surroundings and their sense of freedom, residents are more active and require less medication compared with traditional aged care facilities.

Professor Fleming in his role as Director of the NSW/ACT Dementia Training Study Centre at UOW was awarded over $200,000 this year by the Australian Government’s Department of Health and Ageing towards improving acute hospital services for people with dementia. The study will involve 25 hospital-based projects across Australia.

### Professor Richard Fleming

Professor Fleming is a Clinical Psychologist who has worked with the elderly for over 25 years in various mental health and health-related capacities.

He has authored two books related to dementia and depression. He is currently Director of the NSW/ACT Dementia Training and Study Centre at UOW.

### Richard Miller

Richard Miller has retired from the agricultural industry and has been giving generously to UOW since 2008. Earlier this year Mr. Miller announced he would be making a $500,000 donation to create an endowment fund to provide these scholarships in perpetuity, making his total gift to UOW in excess of $700,000 to date.

### Professor Brett Garner

Professor Garner is an ARC Future Fellow and NHMRC Senior Research Fellow at IHMRI. He has extensive postdoctoral research experience. His research focus is on the transport, metabolism and function of lipids and how lipid homeostasis contributes to neuronal function and degeneration, particularly in Alzheimer’s disease and Parkinson’s disease.
“It is very encouraging to see the importance of the built environment being recognised with this funding. There has been good quality research carried out on designing residential care environments for people with dementia, but the hospital environment has been largely neglected,” Professor Fleming said.

“This project will enable us to apply the knowledge that we have and set the stage for future research into designing for the special needs of people with dementia undergoing the stresses of hospital admission.”

He believes that Wollongong can become a dementia-friendly city and hopes others can also support the research at UOW to help make this a reality.

Retired Illawarra dairy farmer, Richard Miller knows only too well the devastation wrought by dementia as his wife, Janet, died from Alzheimer’s disease. After the sale of his family’s dairy farming land, Mr Miller turned his attention to philanthropy, focusing on supporting medical research scholarships and equity scholarships.

“When my wife passed away from Alzheimer’s, I knew that I had to do all I could to help find a cure,” Miller said.

With his strong personal interest in dementia, Miller’s donations went towards the establishment of the Illawarra Health and Medical Research Institute’s (IHMRI) Summer Scholarships for Dementia Research. This program has so far given 10 promising Higher Degree Research students an opportunity to demonstrate their research potential and work on real projects of direct benefit to the community. His funds have also been used to help students gain access to university who don’t have the financial resources to do so.

At IHMRI, researchers are studying ways to help combat the illness at the molecular level. Professor Brett Garner and his team are currently investigating the function of a protein called ABCA7 in protecting the brain. The team have recently discovered that ABCA7 can slow down the accumulation of amyloid-beta peptide in the brain, a peptide that is widely believed to be a major causative factor in Alzheimer’s disease – the most common cause of dementia.

By deleting the ABCA7 protein in a mouse model of Alzheimer’s disease, they showed that the disease pathology significantly worsened, indicating that the protein is indeed involved in regulating amyloid-beta peptide levels and Alzheimer’s disease pathology.

“This is the first study to describe the impact that a loss of ABCA7 has in the brain in context of Alzheimer’s disease and helps us to understand why mutations in human ABCA7 confer increased risk for Alzheimer’s disease in the clinical setting,” Professor Garner explained.

“This opens up new avenues for us to study how amyloid-beta is removed from the brain and what therapeutic approaches may be used to promote this in the Alzheimer’s disease context.”

His next focus is to discover compounds that may selectively increase the expression of ABCA7 in the brain. While he can currently only speculate that these compounds will promote the removal of the harmful amyloid-beta deposits, his research data lends support to the general concept that any approach aimed at decreasing amyloid-beta and other unwanted materials could be helpful in the treatment of Alzheimer’s disease.

With dementia touching the lives of many across the globe, it is comforting to know that inroads are being made on not only helping to make the lives of people living with dementia better while they are in the grips of the disease, but that research is coming along in leaps and bounds.

As with all research initiatives, funding is the key to ensuring that we continue to find a cure.

UOW’s Professor Chris Gibson draws the link between Professor Fleming and Professor Garner’s dementia research and UOW’s Global Challenges program.

“Both projects respond to the UOW Global Challenge focused on ‘Living Well, Longer’ and is an ideal example of what can be done when specialist disciplines come together to address a major global challenge,” Professor Gibson says.  

To support Professor Fleming’s research project, please visit go.uow.edu.au/dementia
In July this year a group of students and academics from the University of Wollongong and TAFE Illawarra, a couple of tradesman and seven shipping containers landed in Datong, China for what is dubbed the 'Energy Olympics'. A month later, the team left with the gold medal and reputation as the world’s leading young group of sustainability experts.

Team UOW’s entry was an existing retrofitted home – named the ‘Illawarra Flame House’ – a stylish, net zero-emission home. Retrofitting this old ‘fibro’ home made the most of Australia’s natural environment by emphasising water efficiency, solar energy harvesting, passive design and advanced ventilation systems. The house uses many innovative prototypes developed by researchers at UOW’s Sustainable Buildings Research Centre (SBRC), such as a photovoltaic thermal heating and cooling system.

Lloyd Niccol, Solar Decathlon Project Manager, juggled the ambitious project along with his studies at UOW working towards a Bachelor of Mechanical Engineering and Bachelor of Commerce (Finance).

“The project provided an example of how the Australian housing sector can address issues of environmental degradation and growing electricity costs by using innovative technologies,” said Niccol.

The Solar Decathlon Project was the University’s first student-led project of this scale, showing a true cross-collaboration across all Faculties and TAFE Illawarra, bringing together skills and knowledge from students and staff to meet a challenge that had never been attempted by an Australian university.

Professor Paul Cooper, Director of SBRC, supported this project by being its Academic Coordinator as he saw real benefit in its undertaking.

“To design and build the Illawarra Flame House and display it in China was an incredibly rewarding challenge for our students. We are also planning for it to be on display to the public, since this project has really inspired the community and people are interested in this demonstration of a deep sustainability retrofit on an existing building,” Professor Cooper said.

UOW Vice-Chancellor Professor Paul Wellings CBE and Deputy Vice-Chancellor (Research) Professor Judy Raper travelled to China to support the team.
“The Solar Decathlon Project has played a very important part of UOW’s global research strategy to help address the world’s major challenges. Winning has shown that we are leading the way in this important area of sustainable building design research, and that we can combine research excellence with impact on real problems,” Professor Raper said.

Reflecting on his time working on the project, Niccol was humbled by the challenge that could change the world. “We had a real world problem to solve, and we brought our various skills and knowledge together to make it happen. It’s an amazing thing to work so hard, and to have everything and everyone pull together so well to create something that people have a true interest in – a concept that can really change the way that retrofitting is thought about in Australia and the world,” he added.

The career possibilities are endless for Team UOW students since demonstrating their drive to achieve. In fact, two Masters students, Scott Redwood and Michael Whitehouse, have since established their own building design and construction business, and one in four students from Team UOW will be continuing their research at SBRC on the prototypes used in the house.

Professor Paul Cooper
Director of the Sustainable Buildings Research Centre, UOW

As Academic Coordinator of the Project, Professor Cooper provided faculty advice to the team. The new Sustainable Buildings Research Centre at UOW’s Innovation Campus is home to the Illawarra Flame House and will provide not only a test bed for new sustainable building technologies, but a vehicle to accelerate the adoption of sustainable retrofit technologies for homes in Australia and overseas.

Lloyd Niccol
Bachelor of Mechanical Engineering/Bachelor of Commerce (Finance)

Prior to Managing the Solar Decathlon Project, Lloyd spent five years as a cadet engineer with BlueScope at the Port Kembla Steelworks, working across a variety of roles including fitting/machining, maintenance planning, reliability engineering and design engineering. He has a strong passion for the environment and sustainable design and is currently working towards completing his studies.

Jack Breen
Bachelor of Commerce in Marketing and Public Relations (Dean’s Scholar) 2012

Jack worked on the Solar Decathlon Project for 18 months managing the Sponsorship, Marketing and Communications Team. He travelled to China twice with the group and now works in the digital marketing field with UOW’s Strategic Marketing and Communications Unit.
Dr Weihua Sun has enjoyed many achievements in his career to date. In 2013 he was recognised by receiving the Australia China Alumni Award for Corporate Achievement. He attributes his success to an abiding commitment to collaboration and continual improvement.

Dr Sun, who completed a PhD in Mechanical Engineering at UOW in 2005, is the Vice President, Director of the Technical Centre and Vice Chief Engineer of one of China’s largest steel companies, Jigang Group Co Ltd, which employs more than 38,000 staff and owns over 16.7 billion CNY ($2.8 billion) in assets.

He has led more than 20 research projects on metallurgical technology totaling over 41 million CNY ($7 million) and has developed more than 180 new products that are now in use for oil refinement, engineering machines, port constructions and power plants.

According to his PhD supervisor at UOW Professor Kiet Tieu, Dr Sun was an “outstanding and prolific” student who published his PhD findings in many prestigious international journals.

As a collaborator with UOW’s Engineering Materials Institute, Dr Sun continued his work on a three-year hot rolling research project, which concluded in 2010.

“It is the sharing of knowledge, technology and skills that is of most benefit, in particular with companies across the globe.”

Dr Sun has been awarded a number of prominent awards including the Taishan Scholarship by the Shandong Provincial People’s Government of China and has previously been named one of the Top 10 Outstanding Engineers in China’s Shandong Province by the Chinese Government.

In November he was awarded the 2013 Australia China Alumni Award for Corporate Achievement at a ceremony in Beijing. These Awards, now in their fifth year, honour Australian-educated business leaders who have made large contributions within their professional fields in China.

Dr Sun continues to seek opportunities to connect UOW with the Shandong Province. Earlier in 2013, he hosted Wollongong Lord Mayor Gordon Bradbery on a tour of Jigang’s base in Jinan, China.

“It is the sharing of knowledge, technology and skills that is of most benefit, in particular with companies across the globe,” Dr Sun concluded.

Dr Sun has received a number of prominent awards for his work.

He has been named one of the Top 10 Outstanding Engineers of Shandong Province and honoured with a Government Special Allowance by the State Council.

He has also been awarded 11 Provincial and Ministerial Scientific prizes.
Recognising alumni excellence

This year the UOW Alumni Awards were launched to recognise and celebrate the outstanding personal achievements of our graduates worldwide. Our award recipients for 2013 are:

**Outstanding Alumni Award**
Professor Patricia Davidson
Dean of Nursing, Johns Hopkins University
*Master of Education 1996
Bachelor of Arts (Education) 1990*

**Young Alumni Award**
Tristan Knowles
Australian Wheelchair Basketball Team
*Bachelor of Commerce (Financial Planning) 2006*

**Alumni Award for Community Service**
Glen Moore
Director, Wollongong Science Centre and Planetarium, UOW
*Bachelor of Science (Hons) 1969*

International alumni awards

The UOW Alumni Relations Team nominated alumni for various international alumni awards in 2013, including:
- the Australia Future Unlimited: Alumni Excellence Awards 2013 Dhaka, Bangladesh
- the Australia China Alumni Awards
- the Malaysia Alumni Association Council Alumni Awards

**Alumni award winner**
Dr Weihua Sun received the Australia China Alumni Award for Corporate Achievement for his work as Vice President of Jigang Group Co Ltd.
A special mention to UOW alumni finalists in the Australia China Alumni Awards: Yvette Ip, Dr Rita Yao Chen and Robert Wu.

Enhanced benefits for alumni

To support alumni business owners the UOW Alumni Business Directory was launched in 2013. It lists businesses owned by UOW alumni across the globe and is open for the general public to use. To list your business or use the directory, visit [uow.edu.au/alumni/businessdirectory](http://uow.edu.au/alumni/businessdirectory)

In the theme of lifelong education, UOW Library Alumni Memberships are now free. You can access thousands of online journals and databases and borrow up to 30 items to keep up to date in your areas of interest.

For more information and to apply for your membership, visit [uow.libguides.com/alumni](http://uow.libguides.com/alumni)

Connect with UOW and other alumni

- [facebook.com/uowalumni](http://facebook.com/uowalumni)
- [linkedin.com](http://linkedin.com) [Search UOW Alumni Group]
- [uow.edu.au/alumni](http://uow.edu.au/alumni)
Recognition morning tea Wollongong

January 2013

A morning tea was held to recognise and celebrate the outstanding contribution the UOW Campus Chapter has made to students’ lives by dedicating over 20 years of fundraising through the Alumni Secondhand Bookshop - raising over $212,000 for student scholarships to date.

Museum of Contemporary Art Sydney

April 2013

Glenn Barkley, [pictured; right, centre, with staff from the University’s Office of Advancement] UOW alumnus and MCA Senior Curator, treated alumni to an exclusive after-hours tour of Volume One: MCA Collection. The Ignite Exclusive event, which also celebrated the 30th anniversary of Creative Arts at UOW, gave UOW alumni an opportunity to network over drinks and canapés against the stunning Sydney Harbour backdrop.

UOWD Iftar Dinner

July 2013

UOWD hosted 200 guests at its annual alumni Iftar dinner held at the Arjaan Rotana Hotel, Dubai Media City in July, with alumni stretching from the first graduation to those from the class of 2013.
Shoalhaven Alumni Chapter

The Chapter celebrated one year of active involvement in their local community. Regular events were held including a poetry presentation and environment talk.

Jakarta Indonesia

June 2013

A group of UOW graduates nick-named the “Gong Gang” [pictured above] regularly get together to network and reminisce on their time spent as students of UOW.

London Alumni Reception

October 2013

CBS Vice-President of International Communications Luke Fredberg [pictured] shared personal insights into his journey from UOW graduate to his roles with global communications organisations during a reception for UK-based alumni and friends. The reception was hosted by UOW Vice-Chancellor Professor Paul Wellings at London’s Royal Society of the Arts.

Illawarra Speed Networking

May 2013

Wollongong-based alumni and friends gathered for a Speed Networking session to connect with one another and hear from 2012 Illawarra Young Business Leader of the Year and UOW alumnus, Peter Buckley [pictured] who shared his tips on leadership, team work, personal accountability and the value of networks.

Early Years Education Alumni Chapter

The Chapter held regular meetings for the professional development of early years educators, as well as two fundraising dinners for an alumni professional experience award.

Shoalhaven Alumni Chapter

The Chapter celebrated one year of active involvement in their local community. Regular events were held including a poetry presentation and environment talk.
## Event diary 2014

<table>
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<td><strong>February</strong></td>
<td>Illawarra Ignite Alumni Function</td>
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| **April** | UOWD Graduation Ceremony  
Shanghai Alumni Reception  
Hong Kong Alumni Reception  
Singapore Alumni Reception  
Malaysia Alumni Reception  
Wollongong Networking After 5 student mentoring function |
| **May** | UOW Alumni Awards Nominations Open  
Sydney Ignite Exclusive Alumni Networking Function |
| **July** | Iftar Dinners Wollongong and Dubai  
Wollongong Graduation Ceremonies |
| **September** | Melbourne Ignite Alumni Networking Function  
New York Alumni Reception  
San Francisco Reception  
London Alumni Reception |
| **October** | Sydney Ignite Alumni Networking Function  
UOWD Graduation Ceremony |
| **November** | Thailand Alumni and Friends Function  
ACAA Australia China Alumni Awards  
MAAC Malaysia Australia Alumni Awards |
| **December** | Alumni Outlook Magazine Issue 2  
Wollongong Graduation Ceremonies  
Fellowship and Alumni Awards Dinner |

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### Sydney Ignite Event

**September 2013**

The ABC’s [Kumi Taguchi](#), Fotomerchant co-founder [Derek Clapham](#) and Kids’ Cancer Project CEO [Peter Neilson](#) [pictured below] got together with fellow alumni to discuss and debate the meaning of success at UOW’s Ignite Alumni function at Sydney’s CBD Hotel. The event showcased the abundance of success held by UOW graduates, with most people swapping business cards throughout the night.

### Thai Alumni and Friends Function, Bangkok Thailand

**November 2013**

Thai alumni, academics and friends gathered at the annual function hosted by the UOW Thai Alumni and Friends Chapter and attended by UOW Vice-Chancellor Professor Paul Wellings at the Novotel Bangkok on Siam Square in November.

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### Find out more

- [facebook.com/uowalumni](http://facebook.com/uowalumni)
- [linkedin.com](http://linkedin.com)
  [Search UOW Alumni Group]
- [uow.edu.au/alumni](http://uow.edu.au/alumni)
UOW generates $2 billion

A UOW study, the methodology of which was independently verified by Deloitte Access Economics, shows that UOW activities generate over $2 billion in economic activity each year, with most occurring in Wollongong and the Illawarra region.

The report, which was released in March, shows that in the Illawarra alone, UOW-related expenditure generates 4,908 jobs annually from operations, capital investment, including construction and maintenance, student expenditure including day-to-day living expenses for domestic and international students, and visitor expenditure from graduation ceremonies, conferences, tourism at UOW’s Science Centre and special events.

New technology for safer and more effective cancer therapy

With the latest figures from the World Health Organisation showing that Australia has the highest rate of cancer cases per capita in the world, and nearly double the global average, researchers from UOW have invented a new technology that allows for a safer and more effective way of treating cancer, especially in children.

The novel device, known as ‘MO Skin’, detects how much radiation patients are exposed to during radiotherapy, in real time.

With nearly two-thirds of cancer patients receiving radiotherapy during their illness, inventor of the technology, Professor Anatoly Rozenfeld, said it is imperative to ensure its safety and its success.

“Heart contemporary radiation therapy is very accurate, quality assurance during the treatment delivery is paramount because overdoses of radiation can induce chronic or acute side effects, such as skin erythema,” Professor Rozenfeld said.

“MO Skin monitors the amount of radiation the skin receives and hence this side effects can be more closely controlled.”
Big Ideas Festival

UOW hosted its inaugural Big Ideas Festival at the Innovation Campus in May.

It featured presentations by 12 of the University's most recently-appointed professors, talking about the "big ideas" in their research.

Presentation topics ranged from:

- developing better batteries to power the electric cars of the future
- the implications on sea level rise to national borders
- unlocking the mysteries of quantum computing and helping police better manage psychiatric crisis incidents
- early intervention with pre-schoolers to prevent them developing sedentary habits that could lead to obesity and other physical issues, as well as affecting brain development.

UOWD turns 20

The University of Wollongong in Dubai (UOWD) celebrated its 20th anniversary in 2013.

UOWD began life as the Institute of Australian Studies, a tiny branch of UOW delivering English language courses in a leased apartment in Dubai. In that first year it had five staff members and just eight students. On latest figures, it has around 4,000 students and 287 staff at its campus in Dubai’s Knowledge Village, while close to 7,000 people have graduated from its courses over the past two decades.

UOWD is arguably Australia’s most successful off-shore higher education facility. It has 12 accredited undergraduate degree programs, 11 Masters programs and a highly-regarded doctoral program. UOWD is the major business of UOW Enterprises, which is 100% owned by UOW.

Premier’s NSW Export Award

UOW was announced as the winner of the Education and Training Award at the Premier’s NSW Export Awards in October.

The award was one of 12 national award categories and recognised UOW for “outstanding innovation and export achievement in the field of education and training services, expertise and curriculum, including vocational training”.

UOW’s export business is built around the delivery of higher education services both onshore (Wollongong and Sydney campuses) and offshore through partnership operations in the major Asian hubs of Hong Kong, Singapore and Malaysia.

This was the first year that UOW has participated in the NSW Export Awards.

Bionic implant to treat mental illness under development

UOW researchers are in the midst of developing an innovative brain implant to help treat people with mental illnesses such as schizophrenia.

Professor Xu-Feng Huang, Deputy Executive Director of IHMRI at UOW, is leading a multidisciplinary team of researchers on the $676,000, three-year, National Health and Medical Research Council funded project.

The device will work in a similar way to the cochlear implant, with electrodes implanted into the frontal area of the brain, which will provide electrical stimulation and growth factors to improve brain function in schizophrenia and allied disorders.

“Brain abnormalities in neuronal growth, microstructure and inter-neuronal communication underlie the prefrontal cortical pathology of many psychiatric diseases, including schizophrenia,” Professor Huang said.

There have been virtually no technological breakthroughs for the treatment of schizophrenia in 50 years.
UOW positive residence a world first

UOW’s new Kooloobong Village student residential complex is the world’s first ‘positive residence’, planned and run entirely on the science of positive psychology and positive organisations to enhance the students’ academic and social experiences.

Kooloobong Village is a seven-level tower complex on the western boundary of UOW’s main campus, with self-catered accommodation for 360 students in single studios, double studios for couples and four-bedroom apartments.

The concept combines the themes of positive psychology, positive education and positive organisational scholarship to create an atmosphere where students can flourish in a nurturing environment of wellbeing and education. The result is a world-first that is already attracting international attention.

Scientists ‘grow’ new cartilage with help of 3D printing technology

A partnership between scientists at UOW and St Vincent’s Hospital Melbourne has led to a breakthrough in tissue engineering, with researchers growing cartilage from stem cells to treat cancers, osteoarthritis and traumatic injury.

In work led by Associate Professor Damian Myers of St Vincent’s Hospital Melbourne – a node of the UOW-headquartered Australian Research Council Centre of Excellence for Electromaterials Science (ACES) – scaffolds fabricated on 3D printing equipment were used to grow cartilage over a 28-day period from stem cells that were extracted from tissue under the knee cap.

Professor Myers said this was the first time true cartilage had been grown, as compared to “fibrocartilage”, which does not work long-term.

ACES Director Professor Gordon Wallace and his team developed customised fabrication equipment to deliver live cells inside a printed 3D structure. This cutting edge technology was utilised to deliver 3D printed scaffolds on which the cartilage was grown.

“By 2025, it is feasible that we will be able to fabricate complete functional organs, tailored for an individual patient,” Professor Wallace said.

New faculty structure

In 2013 UOW moved to a new structure, with five new Faculties replacing the previous nine Faculties and Graduate Schools of Medicine and Business.

The new Faculties are:

- **Faculty of Business**: made up of UOW’s award-winning Sydney Business School, the School of Accounting and Finance, the School of Economics and the School of Management and Marketing.
- **Faculty of Engineering and Information Sciences**: made up of the School of Civil, Mining and Environmental Engineering, the School of Mechanical, Materials and Mechatronics Engineering, the School of Physics, School of Mathematics and Applied Statistics, School of Electrical, Computing and Telecommunications Engineering, School of Computer Science and Software Engineering and the School of Information Systems and Technology.
- **Faculty of Law, Humanities and the Arts**: made up of the School of Arts, the School of Creative Arts and the School of Law.
- **Faculty of Science, Medicine and Health**: made up of the Graduate School of Medicine, the School of Biological Sciences, the School of Chemistry, the School of Earth and Environmental Sciences, the School of Health Sciences and the School of Nursing, Midwifery and Indigenous Health.
- **Faculty of Social Sciences**: made up of the School of Education and the School of Psychology.
At UOW we’ve worked hard to become one of the world’s most respected young universities.

But our proudest achievements are our alumni.

uow.edu.au/alumni