NEW CANCER HOPE
Innovative treatments for prostate cancer

THE PURSUIT OF HAPPINESS
How quality of life affects our wellbeing

DEVELOPING DHARAVI
Sustainable architecture turning slum into city
Organisational sustainability – which includes workforce sustainability – is one of the four pillars of the UTS Strategic Plan 2009-2018, Own the Future.

The Australian labour force has changed substantially over recent decades reflecting our ageing population. As we head into the second decade of the 21st century, governments and organisations alike are turning their attention to the challenges posed by an ageing population, and UTS is no exception.

Like every other sector, the higher education sector is subject to labour market supply and demand forces. However, the effects of these forces are set to impact universities more so than most other organisations. In 2006, the Australian Bureau of Statistics reported that Baby Boomers (today aged between 46 and 65) accounted for 25.7 per cent of the population, 41.8 per cent of the nation’s workforce and a worrisome 56 per cent of Australia’s academic workforce.

The UTS academic staff profile paints a similar picture with the number of UTS academics reaching retirement age in 2010 expected to double by 2014. Moreover, based on current forecasts, UTS will need to replace more than 35 per cent of its existing academic workforce over the next three years due to retirements and normal staff turnover. Our demand for fresh recruits will be hampered by a significant shortage in supply unless we can increase the number of PhD students and aspiring academics in Australia.

To ensure ongoing workforce and organisational sustainability, UTS commenced work on a five-year workforce renewal plan in 2009. The plan aims to effectively integrate workforce planning into the university’s strategic budgetary (short- and long-term) and reporting cycles. It will also see the phased integration of workforce planning, succession planning and capability building.

UTS is developing a number of strategies to achieve its workforce objectives. Given current environmental factors, UTS will focus its efforts on those strategic priorities set to deliver immediate and/or lasting positive impact. Our top five strategic priorities will see us expand the pool of potential academic staff, facilitate the growth and development of our existing capability, increase and diversify the pipeline for new career academics, formalise succession planning for key roles (such as academic managers), and facilitate knowledge transfer.

Several initiatives are either in planning or already underway. For instance, the university’s revised Research Strategy now incorporates researcher career planning with a new focus on research skills and development, for example, the development of research supervisors. UTS is also reviewing academic roles and career paths in order to better understand the career expectations of the next generation of academics.

Looking ahead, UTS will review its academic promotion and progression criteria, identify additional equity employment opportunities, and address areas such as professional development and reward and recognition.

UTS recognises the value of retaining its existing talent, which is why we have worked so hard to become an employer of choice. Effectively communicating the benefits enjoyed by UTS employees is essential to attracting the next generation of academics, and the voice of this generation is vital to conveying such messages.

Owning the future requires a robust, sustainable workforce of the future.

Anne Dwyer
Deputy Vice-Chancellor (Corporate Services)
Photographer: Sherran Evans

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THE UNIVERSITY OF TECHNOLOGY, SYDNEY’S VISION IS TO BE A WORLD-LEADING UNIVERSITY OF TECHNOLOGY.

OUR PURPOSE AS A UNIVERSITY IS TO ADVANCE KNOWLEDGE AND LEARNING TO PROGRESS THE PROFESSIONS, INDUSTRY AND COMMUNITIES OF THE WORLD.

OUR VALUES – TO DISCOVER, ENGAGE, EMPOWER, DELIVER AND SUSTAIN – GUIDE OUR PERFORMANCE AND OUR INTERACTIONS WITH EACH OTHER, WITH STUDENTS, OUR PARTNERS AND THE WIDER COMMUNITY.

NEXT ISSUE
The next issue will be distributed on 2 August 2010. Send your story ideas, opinions and events to: u@uts.edu.au

Deadline for submissions is Friday 2 July 2010.

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Think ‘advisory board’ and a boys’ club in stiff suits may well be the image that springs to mind. Not at UTS.

The newly-formed Vice-Chancellor’s Industry Advisory Board is comprised of seven men and three women – all CEOs or powerhouses in their sector. The board represents the broad spectrum of industries integral to UTS.

IBM Australia CEO, Glen Boreham; Cochlear CEO, Chris Roberts; Deloitte CEO, Giam Swiegers; Animal Logic Director, Greg Smith; SBS Broadcaster, Jenny Brockie; ABC Managing Director, Mark Scott; Telstra Group Managing Director, Nerida Caesar; Microsoft Australia Managing Director, Tracey Fellows; Westpac Chief Operating Officer, Paul Newham; and Kimberly-Clark Australia Managing Director, Mark Wynne, all have seats at the boardroom table.

Though the represented industries vary, a commitment to education unifies the board. Microsoft’s Fellows admits, “Getting involved in education is a bit addictive.”

IBM’s Boreham agrees. His company already sponsors the successful UTS Bachelor of Information Technology Cooperative Scholarship Program, and he sees his role as Chair of the Vice-Chancellor’s Industry Advisory Board as further investment in Australia’s future.

“Australian industry must roll up its sleeves to invest in the skills our nation needs to be competitive on the global stage. That means closer collaboration between business and education institutions to ensure students are equipped with the right skills for the workforce of the future.

“The Vice-Chancellor’s Industry Advisory Board represents a vital step towards achieving that goal, and marks UTS as a dynamic, industry-ready institution.” says Boreham.

“We chose the board members very carefully” says UTS Manager of External Engagement, Gauri Bhalla. “We looked at each industry sector and looked at which ones UTS plays in.

“We work with so many great companies already – and will continue to do so, but these are ones we chose because we particularly want to strengthen our partnerships and align strongly with them.”

Bhalla believes, “We need more businesses to know us, because when they know UTS, they rate us highly; and when we engage, we engage really well.”

The main function of the board will be to feed thinking at UTS – their knowledge will inform research and education programs to guarantee industry relevance within coursework and research, ensuring students graduate with real-world skills and knowledge.

Bhalla says, “UTS already has an ethos of collaborating with business but we can do more to deliver on this – our research will be more valid, our students will be more employable, our academics will better engage with industry.”

She believes the role of faculties and academics is at the heart of productive industry partnerships. “Their existing relationships with external organisations are really important. The board is about building upon these relationships so that one plus one equals three.”

Vice-Chancellor Ross Milbourne sees UTS’s strength as being interdisciplinary. “Creativity and innovation occur at the intersection of disciplines. UTS performs astonishingly well relative to its perception. We have a lot of innovative and creative research and teaching and learning that unfortunately seems to be a well-kept secret. Our issue now is how to make UTS innovation known to the world.”

Bhalla believes the board will provide the answer. “UTS is saying it’s good to do business with, but it’s not necessarily as strong a message coming from us. It’s much stronger coming from business advocates.

“Glen Boreham saying UTS is good to do business with is a powerful thing.”

Izanda Ford
Marketing and Communication Unit
Photographer: Joanne Saad
IF THESE WALLS COULD TALK

They hang around us as we walk the corridors and they sit silently in carefully selected spaces. Yet many of us don’t realise how significant the paintings, photos and sculptures that surround us actually are.

“Finding a way to articulate the stories behind the artworks and engage people on a number of different levels is important,” says Assistant Curator Janet Ollevou.

“It’s wonderful to see how attached some staff have become to artworks in their office areas and how individual artworks can become a part of the fabric of the university.”

Having trained as an artist and as a museum professional, Ollevou says curating the university collection can be challenging, but also inspiring.

“What’s great about the university, as a whole, is that while we don’t have a visual arts component to coursework, it seems to be embedded on so many different levels and in different departments.

“Creativity and innovative thinking is being taught to students and pursued through research, and that’s what artists do through their work; that’s how they think. I hope the collection can inspire discussion and new ways of thinking.”

The university’s collection, developed by the curator and the governing UTS Art Advisory Committee, has attracted generous donations through the Australian Government’s Cultural Gifts Program. One example is Big bang, a 21-metre work by Richard Larter located on level 6 of the Tower between Health Services and the Gallery Function Centre.

“Richard Larter is seen as an elder statesman of Australian art,” says Ollevou. “He’s in his 70s now and unlikely to ever do another artwork of the same size. One of my aims while I’m here is to have that piece housed properly – it really is a magnificent painting and needs a substantial wall to do it justice.”

Other artists and sculptors in the collection include Ari Purhonen, Margaret Preston, Ken Unsworth and Euan Macleod. Macleod’s 1999 Archibald Prize-winning Self-portrait/head like a hole is scheduled to go out on loan for a major touring exhibition of Macleod’s work later this year.

“People are seeing these fantastic artworks in their day-to-day life but are often unaware that they’re actually part of a collection. We’ll soon be highlighting selected artworks on our website and hope the university community will add their own stories and reactions to them.”

First to feature will be an artwork by Richard Goodwin, a well-known maker of significant public sculpture.

Commissioned for the 1997 redevelopment of the UTS Law Faculty, his sculptural installation, in the external wall of the Moot Court in Quay Street, features concrete panels with carved text (articles 26 and 27 of the International Covenant on Civil and Political Rights) and two glass and stainless steel tanks holding historic lawyers’ wigs and gowns preserved in a nitrogen-gassed chamber.

Ollevou says that while reactions to the artworks around campus vary, the fact that they garner a reaction, “full stop”, is what’s important.

“Contemporary art can be confronting at times. But what I’ve found in myself is that often, the things I really respond to strongly when I first see them, I get the most out of. Whether you love it or hate it, the fact that you’re responding to the imagery or to the situation within the artwork can often bring you to another way of thinking about it.”

Katia Sanfilippo
Marketing and Communication Unit
Photographer: Joanne Saad
How happy are you? For Terry Flynn, it’s a loaded question. With government policies increasingly focussed on wellbeing, Flynn believes the current numerical scoring systems are ineffective. He argues instead, that choice modelling is a more accurate way for decision makers to assess the quality of our lives and to plan services that enhance our everyday experiences.

There is growing interest in targeting wellbeing as a public policy goal. Undoubtedly, in industrialised countries, the shift reflects our dissatisfaction with national income per head as a measure of living standards and our disillusionment with economic theories and concepts following the global financial crisis.

The problem with many of the models currently used to assess wellbeing is that they don’t explain real life. Models based on answers to happiness, or life-satisfaction survey questions, provide no insights into the trade-offs people must make in life. They merely assume that ‘your seven out of 10’ is the same as ‘my seven out of 10’. They don’t link the numbers to real phenomena. What does a happiness score of seven out of 10 mean? The answer is different for different people.

Research I have conducted at the Centre for the Study of Choice (CenSoC) has found older residents of Bristol, in the UK, appear to use the top of the happiness scale much more than younger people. This use is independent of their experience of key dimensions of quality of life – such as independence and relationships – and may be based on changes they made to their frame of reference while living through the trials of life, like the bombing of Bristol in World War 2.

More broadly, there are good grounds to be suspicious of the numbers people give in response to these ‘rating scale’ questions. Work in marketing shows different cultures use rating scales differently, for example the number four is considered unlucky in some Chinese contexts. It has also been observed that some people are reluctant to use the ends of the scale, and others’ answers are characterised by yea-saying – a tendency to agree with questions regardless of what they’re asking.

Policy makers should be wary of using such scores as a measure of unmet need: people who naturally use the top of the scale have artificially low scope for improvement. Clearly, a broader and more accurate evaluation method is needed.

CenSoC has the solution. Our research focusses on quality of life, rather than happiness. (The distinction made here is the same as the one used in health economics between measurement and valuation of health-related quality of life.)

In our research, a respondent measures his or her quality of life by ticking boxes to indicate how impaired he or she is on key dimensions, including independence and relationships. The life described by the person’s tickbox answers is valued using a numerical score from a lookup table. The numbers in the lookup table represent the ‘norms’ of a relevant individual or group representing, for example, how bad social isolation is relative to reduced independence. As a result, a spectrum of quality of life states can emerge.

The first lookup tables were developed in 2008 when British norms for quality of life were established using discrete choice experiments designed by CenSoC (these drew on research for which Daniel McFadden won the 2000 Nobel Prize in Economics). We used the resulting lookup
The greater independence women gained by divorce compensated them to some extent for the loss of love and friendship.

CenSoC is currently conducting choice experiments among large numbers of Australians to establish what the Australian norms are and whether these, in fact, depend upon factors like one’s sex, age, or experiences in life.

We will soon repeat the Australian quality of life survey and allow Australians to value their lives using norms that are applicable to us. I know I want to value my life through my eyes, not through the eyes of the average Australian, if he or she exists.

The impacts for government are huge. Making a distinction between quality of life and happiness may seem like semantics, but it matters when we consider what government is for – to protect our rights and improve our way of life.

In a world where equal opportunities rather than equal outcomes are stressed, maximisation of happiness may seem overly paternalistic. Furthermore, there are other valued aspects of life – such as meaningful relationships and doing things that make us feel valued – that are forgotten by the somewhat hedonistic focus on happiness.

Policy makers should ensure people have the capabilities to achieve key dimensions of quality of life, such as being free of loneliness and fears about the future, having fulfilling jobs or pastimes and independence. (The Capabilities Approach to welfare economics was work for which Amartya Sen won the 1998 Nobel Prize in Economics and represents the second body of theory that has underpinned the development of the quality of life instruments we have used.)

Using this framework for conceptualising quality of life, together with McFadden’s methods to quantitatively value lives, allows us to test the models against the real world. This will provide valuable insights into how quality of life varies in Australia, how inequalities can be reduced and allow us, finally, to make robust international comparisons. Only then will we know if all Australians really get a ‘fair go’ in life.
A challenging real-world architectural project has been transformed into a final-year subject at UTS. The aim: to find sustainable ways to turn a slum into a modern city.

Mumbai, India houses one of the largest slums in Asia: Dharavi. It spans an area of approximately 239 hectares and the population is estimated at being anywhere between 700,000 and 1.2 million.

The question of how to sustainably redevelop Dharavi has been explored by 18 final-year architecture students this semester, under the guidance of Senior Lecturer in the School of Architecture, Juliet Landler.

Landler joined UTS this year after working as an architect specialising in sustainability. Prior to that she was an engineer. The last project she worked on, before coming to UTS, was to develop an environmental plan for the re-development of Dharavi.

It was a huge undertaking, and in the process, Landler questioned whether the traditional approach of bringing in large developers to re-develop a site is the best and most sustainable option for a slum such as Dharavi.

This is one of the issues students have been grappling with this semester.

"Dharavi is actually more sustainable than other cities in many ways," says Landler. "You wouldn't think that a slum would be – it's got terrible sanitation. But the vast majority of people have an informal industry that they run out of their house and that provides their livelihood. Modern developers are threatening to put them in high rises but then they lose their ground-level commercial space."

For the UTS project, Landler assigned each of the 18 students an urban system – such as waste, storm water drainage, finance and housing – to investigate and then come up with a design proposal for how it can be approved. During the last three weeks of the course, the students will work together to combine their ideas and develop an overall proposal for the site.

The approach, says Landler, is not the traditional ‘star architect’ project that promotes one idea but she believes that "Architectural education has moved along from there."

The primary concern students are grappling with in the project is determining the optimal density of the site. "They needed to make that decision early on and so they decided to pursue three options," says Landler.

The first option maintains most of existing Dharavi but introduces changes at a small, incremental level. Another razes the existing buildings and infrastructure so the students can start afresh. The final option falls somewhere between the two.

Landler’s approach to architecture and sustainability is influenced by her knowledge of engineering. "Architects," she says, "have a poor understanding of infrastructure and energy systems."

She refers to American architect, Buckminster Fuller, who famously asked practitioners ‘how much does your building weigh?’ "Most architects today wouldn’t know," says Landler.

"Dharavi is a well-publicised problem which is another reason why it’s a good one for the students to look at," says Landler. "We are at least the fourth university from outside of India looking at it and there are many universities within India also looking at it."

The students have also been having Skype conversations with other students in India. There is an architecture student doing a PhD on Dharavi who is living there and has set up a non-profit organisation and a website – www.dharavi.org

"So the students could ask them quite directly, it’s right outside their door, what the exact conditions are. Where does the food come from? And what are people eating?"

The UTS students are fortunate, says Landler, to have one student in the class who completed his undergraduate studies in India, has visited the site and has friends studying at the university in Mumbai. "He’s been a tremendous force in the class."

The student was able to provide insight on how important Vastu (a traditional Hindu system of design based on directional alignments) is in Dharavi. "He said it is a factor but not a primary concern and he was able to show us a website that people in India use for advice on Vastu," she says.

The subject is one of two architectural design subjects taught by Landler and Senior Lecturer, Leena Thomas, that are themed around environmental sustainability and offered within the Professional Master of Architecture degree.

According to Thomas, who heads the School of Architecture’s Environmental Studies strand, the five-year architecture program (which consists of a three-year undergraduate degree and a two-year Master of Architecture) embeds sustainability into core subjects from the start.

“These specialist subjects, that students complete in the final stages of their degree, challenge students to innovate and collaborate while requiring them to synthesise an array of complex considerations that go beyond the building blocks developed in earlier years,” says Thomas.

**TEACHING & LEARNING**

**DESIGN, ARCHITECTURE & BUILDING**

**“EQUIPPING STUDENTS TO WORK OUT WHAT’S HAPPENING IN SITUATIONS WHEN YOU CAN’T EVEN GO THERE IS IMPORTANT.”**

She says it’s important for students to be able to answer these questions if they are going to design sustainable buildings. While students have been assigned to look at areas that may traditionally fall outside the scope of architecture, in this project they are developing skills that will be important when they become practitioners.

When Landler developed the environmental plan for Dharavi last year, she was based in Hong Kong and did not have the opportunity to visit the site. She says such experiences will be a reality for many students when they start practicing as architects.

"Equipping students to work out what’s happening in situations when you can’t even go there is important."

In order to gather information about Dharavi, the students attended a conference organised by the UTS Indian Ocean and South Asia Research Network at the start of semester. There they heard from a host of international experts including Ashok Lall, an urban designer and architect from New Delhi.

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**Frances Morgan**
Marketing and Communication Unit
Photographer (J Landler and L Thomas): Joanne Saad
Photograph (Dharavi) supplied by: URBJ: user-generated cities
DEVELOPING DHARAVI

STORM WATER DRAINAGE

WASTE

FINANCE

HOUSING

Developing Dharavi

Leena Thomas and Juliet Landler
Prostate cancer (PCA) is the most commonly diagnosed cancer among men in Australia and many other western countries. If treated early with surgery, PCA has a cure rate of over 90 per cent. However, once advanced, it is incurable.

Senior Lecturer and Head of the Translational Cancer Research Group in the Department of Medical and Molecular Biosciences, Dr Rosetta Martiniello-Wilks, has been researching PCA for the last 14 years.

“PCA occurs when the cells of the prostate begin to grow uncontrollably. If caught early, the surgical removal of the prostate can provide a cure. If left untreated, prostate cancer cells eventually break out of the prostate and invade distant parts of the body, producing secondary tumours (metastases) and making the cancer more difficult to treat.

“If the cancer has broken through the prostate capsule into the pelvis, this is called locally advanced PCA. If PCA has spread (metastasised) to distant organs and bone, it cannot be cured but merely controlled.”

Martiniello-Wilks’ words are grim, however she is confident her team’s latest research will provide viable treatment options for both advanced local and metastatic prostate cancer.

“Because of the high rate of advanced PCA disease, there is an urgent need to develop new treatments that can target and destroy cancer without harming healthy cells.”

Martiniello-Wilks with Professor Pamela Russell (formerly from Prince of Wales Hospital), CSIRO lead scientists Dr Gerry Both, Dr Peter Molloy, Dr Trevor Lockett and their laboratories, have developed a cutting-edge ‘direct delivery method’ for advanced local PCA. This Gene Medicine for PCA uses a unique and safe virus to deliver a suicide gene, in a targeted manner, to prostate cells. Clinical trials are due to start at Sydney’s St Vincent’s Hospital this year.

“Although the virus can infect all cells, the suicide gene is switched on in prostate cells alone and is then ‘activated to kill’ by the administration of a clinically approved prodrug into the patient’s blood stream. The prodrug is non-toxic to normal tissues that do not express the suicide gene. The suicide gene then converts the prodrug into a potent tumour-killing agent.”

For metastatic PCA, a second treatment method is currently under development. Here, adult bone marrow derived stem cells (BMSC) are used to deliver cancer-killing genes to metastatic cancer.

“These adult stem cells have three special properties which make this treatment possible. Firstly, they are attracted to PCA. Secondly, they are able to move through the body without being detected and destroyed by the immune system. Finally, they can be modified to carry cancer-killing genes.”

Once injected into the patient’s bloodstream, these gene-loaded stem cells will ‘seek and destroy’ PCA before they can spread any further.

For this treatment, BMSC are isolated from an individual and genetically modified outside the body in a highly-specialised facility. The BMSC are expanded to a therapeutic dose before reinfusion into the bloodstream of the same patient.
“Because of the high rate of advanced disease, there is an urgent need to develop new treatments that can target and destroy cancer without harming healthy cells.”

According to Martiniello-Wilks, BMSC are good vehicles for therapeutic gene transfer, “Largely due to their ability to seek out cancer anywhere in the body and their ability to evade rejection by the immune system, which is a major hurdle for most gene delivery mechanisms currently under investigation.

“Men die from metastatic prostate cancer, so better methods to combat it should show a greater impact on men’s wellbeing and, ultimately, survival.”

At UTS, Martiniello-Wilks and her team – Research Associate, Dr Jennifer Randall, Research Assistant, Mark Tan, and UTS Chancellor’s Research Fellow, Dr Nham Tran – are currently conducting therapeutic BMSC studies in mice with promising results. They believe it will be more effective and have fewer side effects than less targeted treatments.

In all her research, Martiniello-Wilks says collaboration is key. “This collaborative research has received funding from the National Health and Medical Research Council, Cancer Council NSW, Cancer Institute NSW, Sydney Cancer Centre Foundation, the US Department of Defence Prostate Cancer Research Program, the National Cancer Institute (in the USA) and commercial partners Mayne Pharma and Biotech Equity Partners to make the Gene Medicine for PCa a reality in the clinic.

“The BMSC work is currently generously funded by the Prostate Cancer Foundation of Australia.”

Research opportunities were also an important factor in her decision to come to UTS in January this year.

“I was attracted to UTS by the new priority to support internationally-competitive health research excellence and innovation,” says Martiniello-Wilks.

“Our research is facilitated by the Centre for Health Technologies (CHT) which is committed to the rapid translation of health research findings into clinical practice and policy. Professor Hung Nguyen and Professor Ann Simpson are co-directors of the CHT. The focus of the centre is the study of health and disease processes, the development and commercialisation of advanced biotechnology applications and new medical devices for early detection, diagnosis, treatment and rehabilitation of diseases including cancer, cardiovascular disease, diabetes mellitus and neurological disorders.

“I’d like to think we’re doing cutting-edge work. If the BMSC work proves successful, this kind of treatment could be applied to a wide range of solid metastatic cancer types in the future.”

Katia Sanfilippo
Marketing and Communication Unit
Photographer [R Martiniello-Wilks], Joanne Saad
Bone marrow stem cell image supplied by: Rosetta Martiniello-Wilks
Professor Jane Stein-Parbury describes herself as someone who likes to cross borders – physically and metaphorically. In a career that spans nearly three decades, she has studied, worked and taught in various nursing contexts in Australia and overseas. Born in Pittsburgh, Pennsylvania in the United States of America, Stein-Parbury studied at the University of Pittsburgh where she graduated with a Bachelor degree in Nursing, then a Master of Counselling Education. Working in a clinical research mental health facility at the University of Pittsburgh, and teaching mental health nursing in Pennsylvania and California, Stein-Parbury says, “I sort of went back and forth for the first 10 to 15 years of my career between teaching and clinical work.”

In 1984, after marrying her Australian-born husband, Charles Parbury, the newlyweds moved to Thailand before arriving in Australia in September that year. Two years later, Stein-Parbury began lecturing in nursing at UTS. In 2003 she was appointed Director of the Mental Health Nursing Professional Unit – a collaboration between UTS and the South Eastern Sydney Illawarra Area Health Service. Based at St George Hospital, Stein-Parbury says, “My job there is to engage nurses in research, to try to capture their enthusiasm and interest in research and quality improvement projects.”

One of the most notable she has worked on is the protected engagement time project. In it, a period of time is set apart for nurses and patients in acute mental health settings to talk to one another. “It’s been a really challenging process because you’ve got to negotiate with a lot of people,” says Stein-Parbury. “It’s amazing in this day and age that we have to make a provision for nurses to talk to patients.” Stein-Parbury is also actively involved in mental health care recovery – an area that has long battled negative stereotypes. “The whole recovery-based movement is very much about collaborative care planning with consumers. “You have to be able to engage with consumers because it’s about what they want in their lives, not about us telling them what they should do.”

Related to this is Stein-Parbury’s involvement in dementia research headed by her colleague at UTS, Professor Lynn Chenoweth. Her role is to teach and enable care staff to use an approach called “person-centered care”. “The dementia research is very satisfying because I’ve been able to take my mental health nursing background and demonstrate how it applies in dementia care.

“It’s about talking to people, engaging with people, collaborating with people, recognising that patients and consumers are people with a life history that is full of meaning. We might have expertise in medical illness or expertise about medication, but they will always be the expert in their life.” Stein-Parbury says there needs to be a culture shift in the health care system so the focus is placed on patient-centered communication and care. “Too much of health care is really ‘illness’ care which operates from a deficit model. We need to refocus our attention on the strengths people bring to their health and work with them on what they want to achieve in their lives. It’s an exciting time in that regard and I hope we get it right.”

Brendan Wong
Bachelor of Arts in Communication (Journalism)/International Studies
Photographer: Joanne Saad
As soon as she completed studying the UTS Master of Arts in Multimedia, Chicagoan Diana Runkle, landed her dream job as a usability tester for a Sydney-based web design company.

At the time, nabbing the position at Boomworks – which is located right around the corner from her home – felt like serendipity. Looking back, however, the 28-year-old realised she had always been on the path towards becoming a usability tester, and to living and working in Sydney.

The idea of travelling to Sydney was first sparked when, as a 16-year-old, Runkle won a t-shirt in a swimming competition. It was in the lead up to the Sydney Olympics and the t-shirt read ‘Dream big: Sydney 2000’. She placed the idea of Sydney in the back of her mind until the time and reason were right.

Runkle’s mother is a database administrator and her father is a programmer, so when it came to choosing a course at university, computing was on her radar. Interested in art, design and working with people, she knew straight coding and programming were not for her.

Instead, a friend drew her attention to Informatics at Indiana University. It was a new field but one that looked at the human side of computer interaction.

Runkle knew she had chosen the right path when, in first year, 48 out of 50 students were failing the course while she was achieving an average score of 98. “Informatics just made sense to me and I realised I had found a fit,” she says.

Runkle then worked for a number of years as a consultant for Accenture – a global management consulting, technology services and outsourcing company. While it was a good job, Runkle says it just wasn’t the right career path for her.

“So I decided to go back to school and find a program to introduce me to what’s available.” It was also the perfect opportunity to put her travel plans, which had been on hold, into action.

“The Masters program really did open my eyes to new possibilities,” she said. “When I started the degree I was not aware that user-experience design even existed as a profession.”

She was drawn to the combination of computers, design and working with people. “In user testing you get so much feedback that you wouldn’t have thought would make a difference. I love problem solving and striving to improve a site for a user,” she says.

In their final major project, Runkle’s group developed the SoapBox Project – www.wix.com/soapboxproject/au

The website uses social media to encourage people to upload photos of street art from around Sydney, which the team re-projects out onto Sydney streets. Runkle ran the usability testing for the project from Telstra’s labs on George Street.

“I thought we had a good site design but the testing uncovered a lot more work to be done in terms of encouraging people to engage with the site,” she says.

The project won the judges’ award and audience award in the Back My Project competition at the Creative Sydney Festival run by the Museum of Contemporary Art. It was also highly commended in the 2010 Australian Interactive Media Industry Association awards.

Runkle, who has been working at Boomworks for nearly 12 months, is thankful for the opportunities that she has received.

“In user testing you get so much feedback that you wouldn’t have thought would make a difference. I love problem solving and striving to improve a site for a user,” she says.

Frances Morgan
Marketing and Communication Unit
Photographer: Joanne Saad
The idea for the income tax law video came to me during my last trip to Shanghai in 2006. UTS has a unit at Shanghai University called SILC – the Sydney Institute of Language and Commerce. While I was there I had to give a lecture on campus six. I took the shuttle bus, but got off early and realised, once the bus went on its way, that I was on campus five. I had around 80 students waiting for my lecture and no way to get there.

I went into an office, but nobody could speak English. It’s the same, I suppose, as if somebody turned up here and started speaking Mandarin. When I asked them how to get to SILC they thought I was talking about a silk worm farm.

All the computers at Shanghai University allow you to read information in Mandarin or English. I went to a computer, clicked the English button, found SILC, then pressed the Mandarin button and it was all translated in a flash. The staff put me in a taxi, gave the driver the instructions and I walked into the lecture just in time.

It seemed very clear to me that Shanghai University had done their best to facilitate foreigners. I thought surely we could provide similar assistance to our Chinese students.

Close to 50 per cent of students coming into the Master of Professional Accounting (MPA) are from China and they also make up a large component of the students in the Master of Business Administration (MBA). In both courses they have to do my subject: Introduction to Tax Law.

Some may ask, ‘Can’t these international students speak English?’ But the reality is the concepts taught in this course don’t exist in their own tax system. It’s not really just a question of language, it’s a question of the mathematics, the formulas and the concepts behind the tax.

We were finding about 80 per cent of students couldn’t calculate individual tax by week eight. To help them understand income tax by week four, when we hold our first quiz, we introduced exercises in week two and online sample quizzes in week three.

With support from the Law Faculty, I was also encouraged to make an introductory video to explain how to calculate basic income tax for an individual. The aim is to help our students prepare for the quiz.

My daughter, Jessica, who is at INSEARCH studying communication, produced the video. She spent hours learning the intricacies of the tax system, creating computer models of the calculations and translating them onto video. Then the soundtrack was translated by Elaine Xu. She’s a native Mandarin speaker and was one of my high distinction students last year. Both versions of the video are now available on UTS Online so students can download and view them whenever and where ever they want.

It’s important for us to do anything we can to make it easier for students to pass the standards we set. Otherwise you end up with high failure rates, which is distressing to the students and the teaching staff.

I’m not aware of any other university that has produced such an aid for tax law students before. Already, the results are promising. The marks from this semester’s week-four quiz have shown around 80 per cent of students have now scored either nine out of 10 or 10 out of 10.

A number of students said they found it very useful, so we’re planning to create a Capital Gains Tax video soon too.
I’m currently a student of Master of Professional Accounting and I did John’s Introduction to Tax Law subject in my first semester last year.

I came to Australia four-and-a-half years ago because I wanted to upgrade my knowledge, my communication skills and deal with different people.

I chose to come to UTS because my husband, James, is an alumnus and recommended it to me. Also, it’s close to Wynyard where I work in an accounting firm as the Assistant Accountant. The transport is convenient and I can study part-time after work.

I enjoy studying accounting and most of my grades are high distinctions, but the Australian tax system is quite different from China’s. Many concepts don’t have an equivalent. For example, in China’s tax system we just pay the tax, we don’t get a refund and we don’t have the deductions. So many students around me from China found it more difficult than any other subject.

When John first called me regarding making a Mandarin version of the video, I really liked the idea. I thought, undoubtedly, if it works it will definitely help Chinese students.

The timeframe was quite tight – one-and-a-half weeks – because John hoped to finish the Mandarin video before the new semester. I work full-time, so I did the translation in my spare time.

Deductions, fringe benefits tax and franking credits; they are terms you’d never, ever come across in China. So I started by doing some research focusing on the official translation of tax terminologies from English to Mandarin.

When I had a lunch break I would research the Australian Taxation Office website. They provide some simple concepts which helped, but I also read a lot of Chinese newspapers or publications in Australia, especially the finance sections.

After work I would do the formal translation. If I had some difficulty, I just left it and did the easy ones first. Then I discussed it with James; he helped me to review it and to read through it in Mandarin.

I thought it should be easy, but actually it wasn’t as easy as I imagined. Because I needed to write in the formal article and get a professional translation, I needed to organise the sentence. I think I edited it three times before the final version.

After I translated the script, we made the video. I did some rehearsals at home – reading clearly and slowly to make it easier for students to catch up. Then one Sunday afternoon Jessica and I came into UTS and I read the script in a lecture room at MaryAnn House on Harris Street. We finished the video quickly, within one hour. Jessica did a great job. She was very prepared.

It’s important to remember the video is just one supplementary resource for international students. The reason why you come to Australia for study is not only study itself, but also the need to learn the culture, the language and speaking habits. Otherwise, the benefits of living in Australia are too small.

A friend of a friend who takes Introduction to Tax Law this semester, watched the video and he said it helped him. He didn’t really understand what the franking credits were in the lectures, but after he watched the video, he got it.

I felt I did a great job and I hope the video does help people. That’s the most important thing; it’s why we made it.

Fiona Livy
Marketing and Communication Unit
Photographer: Joanne Saad
Growing up in Sari, Iran, Zhinous Zabihi was surrounded by bright minds. Her father, a high school mathematics teacher, taught his students in the family’s home. He was banned from teaching in public schools because the family are members of the Baha’i faith, Iran’s largest religious minority.

After completing high school, Zabihi’s only option for higher education was the Baha’i Institute for Higher Education. “Back in my country, because I’m a Baha’i, they didn’t allow us to go to the public universities. So the Baha’i people in Iran started to establish their own university. We’re not allowed to have a public place, so we started to have it in houses.”

Restricted to studying IT or civil and structural engineering, she chose the latter. It’s a decision Zabihi has never looked back on.

Later this month, the young engineer will be among eight Australian students – and the only female in the group – attending the World Conference on Timber Engineering. They were selected after entering a national essay-writing competition.

“At first I didn’t want to submit a paper because I thought there’s no chance I’d get the prize. It was a 500-word essay, so it was limited, but the topic was quite vast – why wood is naturally better as a construction material from an engineering and environmental perspective.”

Her argument centred on emerging wood products used in engineering – the strength and stiffness of which compete with steel and concrete – and the role of trees in preventing climate change.

“It’s the ideal opportunity for Zabihi – who moved to Australia last year to undertake her PhD – to see the other innovations and ideas for using timber worldwide.

“Around the world we have lots of evidence – like many historic buildings in Europe and Asia – of very old timber structures that are still stable.

“In Europe there are tall structures up to eight stories, all made from timber. But not in Australia.” Zabihi hopes that will change.

Supervised by Professor of Structural Engineering and UTS Project Leader for the Structural Timber Innovation Company, Keith Crews, she is investigating how timber or timber-composite flooring structures (the load-bearing beams that hold up a floor and the sheeting we walk on) can be designed and built in multi-storey and commercial applications to best suit Australian and New Zealand needs.

After completing her PhD, Zabihi and her husband, Riaz, are hoping to start a family. “I don’t have a clear plan right now,” she says. “I’d like to go back and serve my country but at the same time I am thinking of becoming an academic, which is almost impossible for a Baha’i in Iran. Since I was a young kid I really liked to be a lecturer.”

For Zabihi, who already volunteers a few hours each Wednesday to teach Baha’i education classes at Boronia Park Public School, it seems a natural progression.

“When I was a kid I loved watching my dad teach mathematics at home. Maybe that’s why I’m so interested in teaching too.”

Fiona Livy
Marketing and Communication Unit
Photographer: Joanne Saad
**Tourist cultures** moves beyond traditional activity-based analyses of tourism to an approach that is space and subject-centered. Drawing on theoretical insights from sociology, human geography and gender studies, it seeks to explore the various cultures that have established themselves around the tourism phenomenon. The book contributes to the growing area of ‘critical tourism studies’; a movement that seeks to bring an alternative commentary and new theoretical thinking to the understanding of tourism in contemporary society. Leisure and tourism studies has now become of interest to sociologists, geographers, economists and psychologists, as more and more attention is paid to the media, sport, cultural studies, and consumerism.

Part 1 – ‘Tourist Selves’ – explores the experience of tourism and its impact on the self and identity of the tourist. Part 2 – ‘Tourist Spaces’ – examines tourist interactions with, and experiences of place, the Other, authenticity and nature. Much of the book critiques the male bias in the conceptualisation of the tourist as ‘flaneur’ and the tourist destination as ‘image’ for the tourist gaze. A concept of the tourist destination as ‘chora’ (or interactive space) is offered in its place. The tourist then becomes a creative, interacting interactive space) is offered in its place. The book brings an alternative commentary and new theoretical thinking to the understanding of tourism in contemporary society. Leisure and tourism studies has now become of interest to sociologists, geographers, economists and psychologists, as more and more attention is paid to the media, sport, cultural studies, and consumerism.

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Ella’s world has just been turned upside down. Her parents have decided to move the family interstate and Ella needs to leave behind her best friend, dance studio and boyfriend. As the family embarks on a sea change, moving from Melbourne to Newcastle, Ella quickly discovers the town is obsessed with surfing; the residents living by the daily surf report. Ella’s sister, Creaky, and the rest of the family seem to be adjusting nicely to the change but Ella still longs for Melbourne and the life she left behind. Unsure of who to be or what to do, she slowly starts to make new friends and takes on the world of surfing with all the joy of a new challenge. Through Ella’s newfound love of the sea, we learn a few secrets about her mum, Libby’s, hidden past as a champion surfer. As Ella struggles to find a balance between surfing and dancing, she is forced to make her biggest decision, one that could very well change the course of her life. Surf Ache is a charming story about family, love and teen struggle and will remind you of the tough choices we have all had to make as young adults. Surf Ache features some delightful characters, in particular Ella’s little sister, Creaky, who is cheeky, funny and vibrant. However, there are others, like Snowy, Luke and Mel, about whom you want to know more. Young girls will find this an enjoyable and easy-to-read novel. There are also some great surfing tips at the back of the book for those who may feel inspired to give surfing a try.

**Surf Ache**

**Brand Society**

Brands today have become about so much more than the products they are attached to. In a society based on consumption, they have replaced religion as the source of meaning. What we don’t know exactly is why. As Martin Kornberger puts it, “Brands are a fact looking for a theory.” A philosopher by training with five years as a founding director of ‘brand experience agency’ PLAY, Kornberger brings a unique perspective and a swag of obscure historical and cultural references to his analysis. His theory is that brands have become the glue that holds the production and consumption spheres of society together. Take ING – the Dutch financial services company – as an example. Like sugary fizz water, financial services are a commodity. Pretty much the only way to differentiate in this market is through brand. For this group of disparate companies built by acquisition, the brand value that emerged to unite them was ‘easier’. According to Ruud Polet, ING’s Global Head of Brand Marketing, this simple value has turned into a shorthand that unites everything the mammoth firm does in terms of customer relationships, management, product development, marketing, operations, everything. The brand, in this view, is the DNA that holds the firm together and links it to its customers and suppliers. There are numerous extremely insightful case studies in this book, like ING’s, and if the philosopher in the author comes out a little too often (“brands become hegemonic engines of plurality”, pardon?), it pays back the reader’s intellectual effort in spades.

**Brand Society**

Jet Swain
Faculty of Business
Martin Kornberger is a Senior Lecturer in the School of Management and the School of Design.

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**U:BOOKWORMS**

During June, the Co-op Bookshop on Broadway is offering members a 20 per cent discount on the books reviewed in U: Read It. For more details, email uts@coop-bookshop.com.au
There is more involved in creating a video exhibition than pointing a camera or making sure the display room is dark enough.

Curator of the new UTS Gallery exhibition Mu:Screen, Marie Terrieux, says, “To curate an exhibition means taking care of artists and their works; finding the best way to present them to the audience and to create a real dialogue.

“You need to spend time with the artists, to absorb their works, to like or dislike the works, to question them and question yourself. Sometimes you just need to watch or listen.”

Mu:Screen features the works of Zhang Peili, Wang Gongxin, Ma Qiusha, Yang Fudong, Wu Junyong, Sun Xun, Kan Xuan and Chen Shaoxiong. It is the brainchild of Terrieux, who has spent the past seven years researching Chinese art.

Chen says Mu:Screen is unique because it has so deeply researched Chinese new media.

Terrieux agrees. “The fact that the Chinese art market has been so hot means you reach a point where you’re a bit fed up always seeing the same things. I discovered that artists using video art were a bit fresher as they escaped from those commercial trends.

She thought, “It could be interesting to have a statement about the history of video art and motion image in China, and to present it abroad to renew the image we sometimes have of Chinese contemporary art.”

Though interest in Chinese new media has been on the rise, Chen says he’s not optimistic about the medium’s future.

“In a way it gives a lot of possibilities for the people, to use those new technologies and tools, but it can also make people get lost, and mixed up with their feelings.

“That’s a very serious matter, almost a philosophical issue I would say.”

In China, video departments in fine art academies have been around for less than a decade, so for many of the artists, it is a new medium.

“Many were trained as painters or in more academic arts,” says Terrieux. “Some of them still practice other mediums or insert other mediums into their video.”

However, “For them, video is a language that allows them to better express what they want.”

Chen says his video includes ink. “I use traditional aspect of China with the use of Chinese ink. I use animation to express tradition and to renew it.”

Kan, who has spent time working in Europe and Beijing, says she likes working with video because it “will disappear on a dark screen. It hides itself like the moon.”

It’s a poetic statement for what is sometimes described as an impersonal or detached medium. A description Exhibition Organiser, Christen Cornell, objects to.

“I think it’s possible that when you watch something on a small screen with headphones, you develop a more intimate relationship with the artwork.

“I always find it comforting to step into a room which has a video work that absorbs all your senses. It’s a very sensual way to experience art because you have light coming at you, sound all around you and it’s all blackened out elsewhere. It’s just a really different experience.”

Mu:Screen is on display at the UTS Gallery until 9 July.

Jessica Tapp
Bachelor of Arts in Communication (Journalism)
Image: Wu Junyong Flowers of Chaos 2009 (detail), video, courtesy the artist
Danielle Viera, Student, Bachelor of Law

“I think eating kangaroo is better than eating cows. Cows are not native to Australia so they’re actually damaging the environment, whereas, kangaroos are in some ways helping the environment. Having said that, they are in massive numbers so it’s better to get rid of them than breed more cows to produce food.”

Ryan Bradshaw, Student, Bachelor of Science in Information Technology

“I’m vegetarian so I have issues with people eating meat in general. I’m more of the idea that if you want to create a sustainable future then you shouldn’t be eating meat because that’s just screwing things up.”

Neha Madhok, Student, Bachelor of Arts in Communication (Writing and Cultural Studies)

“For too long the debate has been one-sided – people with vested interests making arguments to justify the slaughter – which has not always been based upon sound science. Consumers have the right to know how and where their food and products comes from so they can make informed choices as to whether this is an industry and policy that should be supported or opposed.”

Louise Boronyak, THINKK member and Project Coordinator, Institute for Sustainable Futures

Experts argue that governments should be assessing our quality of life, not happiness, to plan essential services. What creates a good quality of life and why? Email your answer, name and faculty/unit to u@uts.edu.au
FIRST GLIMPSE

THE CITY CAMPUS MASTER PLAN IS NOT JUST ABOUT NEW BUILDINGS BUT ALSO ALTERNATIVE WAYS OF LOOKING AT ACADEMIC, SOCIAL AND OFFICE SPACES ON CAMPUS. THE FACULTY OF ARTS AND SOCIAL SCIENCE’S LANGUAGE STUDIES GROUP HAS JUST RELOCATED TO THEIR NEW OFFICES IN BUILDING 10, LEVEL 9 – THE FIRST REFURBISHMENT TO BE COMPLETED AS PART OF THE MASTER PLAN. IN THE COMING YEARS, STAFF AND STUDENTS CAN EXPECT TO SEE MORE OF THESE COLOURFUL, LIGHT-FILLED AND COLLABORATIVE WORKSPACES AROUND CAMPUS.

Photographer: Andrew Worssam