SUPPORTING SKATEISTAN
Marketing solutions for Afghanistan’s first skateboarding school

DEMOCRACY IN THE DIGITAL AGE
WikiLeaks and the role of new media

REFINING DESIGN
Reducing heat stress for emergency services workers
STAYING ON TOP OF OUR FORM

Not so many years ago, when ‘clouds’ sat on the horizon and new generation mobile devices were just beyond it, IT professionals everywhere could see what lay ahead.

The future they foresaw was a vision of challenges and opportunities; most of them exciting, all of them daunting.

It also raised numerous questions – questions we at UTS are working to answer. And we are not alone.

In a technology environment where the only constant is change, one thing is certain: it’s a whole new ball game. It’s no surprise therefore that the theme of last month’s CCA-EDUCAUSE conference was ‘The Game has Changed’.

Hosted by UTS, it was attended by some 550 IT practitioners, teaching and learning technologists, librarians and knowledge managers, and developers of IT solutions from Australia and abroad. This group of higher education sector specialists gathered in Darling Harbour to identify the game changers, re-write the rules of engagement and work out what needs to change (and what doesn’t). The aim: to stay ahead of the game.

Sitting it out on the bench is not an option. The game changers (all of us) expect agility, scalability and reliability. We are technology agnostic and ‘the cloud’ is amorphous. We want to access the internet, our home networks and the systems and tools we need to do our jobs.

What’s more, we expect to be able to achieve this using whatever mobile device we happen to be carrying at any moment of the day or night and from any location in the world.

What IT professionals could see looming on the horizon a handful of years ago has arrived. The issues (and there are quite a few) are more complex than we imagined. Grappling with them on a day-by-day basis keeps us in the game, but to get ahead we need to rethink our IT services and solutions delivery model.

As the goalposts move, so must we. Key to delivering the agility, scalability and reliability sought by staff and students is the university’s ability to be a nimble, flexible and high-performing organisation.

Indeed, our ability to meet our strategic goals as a university relies on much the same as in other areas where the rules of engagement are being rewritten. In workforce management for instance, our aging staff profile is compounded by a deficit of new, young academic talent. To this end, the Human Resources Unit is working on a workforce strategy for the future.

Similarly, we’re facing other game changes head-on – such as deregulation and compact agreements – to stay in top form and retain our top-tier ratings.

Who knows, perhaps we can harness the power of the cloud to our advantage elsewhere. Could we, for example, leverage the technology to progress a range of strategic initiatives such as the City Campus Master Plan and the bedding down of the UTS Model? Perhaps it’s already possible.

Anne Dwyer
Deputy Vice-Chancellor (Corporate Services)

STAYING ON TOP OF OUR FORM
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.

FEATUR ED EVENT:

THE STORIES BEHIND THE STORIES

WIKILEAKS AND THE ROLE OF NEW MEDIA

REFINING DESIGN
REDUCING HEAT STRESS FOR EMERGENCY SERVICES WORKERS

SUPPORTING SKATEISTAN
MARKETING SOLUTIONS FOR AFGHANISTAN’S FIRST SKATEBOARDING SCHOOL

REGULARS

EXECUTIVE COLUMN: STAYING ON TOP OF OUR FORM
NEWS: GIFT OF GIVING
AROUND U: AIMING HIGH
STAFF PROFILE: YES, CHEF
ALUMNI PROFILE: WORDS TO LIVE BY
TWO OF U: FIGHTING FIT
STUDENT PROFILE: LIVE AND LEARN
U:READ IT: UTS IN PRINT
U:SAID IT: ENCOURAGING CHANGE

NEXT ISSUE
The next issue will be distributed on 6 June 2011. Send your story ideas, opinions and events to: u@uts.edu.au
Deadline for submissions is 6 May 2011.
From 2012, William Sinclair is set to change the life of an engineering student at UTS.

With a generous $2 million endowment from the late Sinclair, a University of Sydney engineering graduate and ex-engineering lecturer, UTS has established a scholarship fund that will see qualifying students receive $20,000 a year for the duration of their degree.

The bequest is the largest sum UTS has ever received, but Development Manager Jaine Fleetwood hastens to add “so far”.

“We don’t get a lot of bequests, partly because we’re such a young university, so this was quite an interesting one because it came out of the blue – we didn’t know anything about it, we didn’t have a connection with Mr Sinclair, so why did he name UTS in his will?”

After poring over old records, Fleetwood still couldn’t find the connection. However, with the assistance of Sinclair’s nephew Douglas, she discovered he had visited Sydney University to discuss establishing a scholarship.

“He wanted to give to an engineering faculty. He talked to Sydney Uni and hadn’t finalised anything, and we believe he decided he would split his bequest between two of Sydney’s main universities with engineering faculties.”

Along with representatives from the Faculty of Engineering and Information Technology and UTS Legal Services, Fleetwood worked with the University of Sydney for six months to establish the Sinclair scholarship.

“We agreed with Sydney and with the extended Sinclair family, including the Kingston and Donaldson families, the scholarship would be a little different to others – it would fund the student for the entire course of their degree. The idea is that it’ll provide ongoing support and we’ll have new people coming on each year. It’s a big deal for engineering.”

In his will, Sinclair stated a desire to support Indigenous students. “And we worked with that,” says Fleetwood.

“But we’re also aware there aren’t a huge number of Indigenous students in engineering at the moment – and that’s not just UTS, but Sydney as well – so we said, ‘Ok let’s put that as the first preference, but until we have a good number of Indigenous students, let’s make it an equity scholarship as well’.”

Fleetwood believes the caveats of the scholarship have provided an opportunity for the faculty to “Better connect with Indigenous students at school age”.

“When they go off on school visits and there are Indigenous kids there, they can say, ‘Look there’s this scholarship available at UTS and if you apply, there’s a good chance you could get it’.”

Awarding of the Sinclair scholarship will be managed by the Equity and Diversity Unit. Part of the conditions will see recipients sharing their broader year’s experience with the Sinclair family.

“They’ll give an overview of what their year has been, that way we’re able to let the family members know what their scholarship is actually doing.

“I think that’s really the spirit of the award – it’s not just about using the money to pay your fees, it’s about having the opportunity to do something different – whether it’s six weeks of voluntary work experience without the worry of getting paid, or to go travelling, or just have a little bit of extra cash to do something that’s out of the ordinary.”

Izanda Ford
Marketing and Communication Unit
Photographer: Joanne Saad

Comment on this article online at newsroom.uts.edu.au/news/2011/05/gift-of-giving
This month, 150 UTS students will each partner with an Indigenous high school student to take part in the Australian Indigenous Mentoring Experience (AIME) Eastern Sydney Program.

Since the start of the year, UTS AIME Program Manager Belinda Huntriss and Communications and Operations Manager Kristian Goodacre have been on site recruiting UTS mentors and schools to take part in the program. AIME is funded under the UTS Widening Participation Strategy.

“The mentors come from so many different backgrounds and ways of life but the key personality traits are to be confident and willing to step out of their comfort zone with the ability to adapt,” says Huntriss.

AIME was started in 2005 by then 19-year-old University of Sydney media and communications graduate Jack Manning Bancroft. In its first year there were 25 mentors and 25 mentees. This year, 1250 students in universities across Australia’s east coast are taking part.

As part of the initiative, tailored mentoring programs have been developed for students from Years 7 to 12. For example, in the Year 9 program students and mentors write, produce and record a hip-hop track. Year 10 students partake in a leadership program where they write a speech imagining they have been elected as the first Indigenous prime minister.

The AIME staff also share personal stories with the students and mentors. Huntriss grew up in country NSW where she experienced racism.

“I always wanted to find out who I was but it really wasn't something that my family would talk about.” She later discovered her experience was quite common – many families denied their Aboriginal heritage in order to be accepted. She believes a program like AIME would have helped enormously to steer her in the right direction earlier.

Goodacre says, the program “Paints a better picture of uni being something that is achievable for everybody”. And it’s not just the Indigenous school students who are there to learn.

“It’s very much a two-way program in that the university mentors also learn about Indigenous culture and what it's like growing up in eastern Sydney as a young Aboriginal person.”

The 150 high school students visiting UTS are from Meriden, Matraville Sports High School, St Andrew’s Cathedral School, South Sydney High School, Rose Bay Secondary College and Randwick Boys High School.

“There’s no one demographic in the group,” says Huntriss. But getting to know other Aboriginal kids is really important. Some schools only have small numbers of Indigenous students and for those “It’s a connection point”.

“A lot of the mentors are shocked about things that have happened and they just want to learn and play their part to make things more equal.

“I see a lot of myself in the kids and what they’ve been through,” she says. “I guess us being there is an example that you can do what you want to do, but you have to work hard for it.”

Frances Morgan
Marketing and Communication Unit
Photographer: Joanne Saad
Comment on this article at newsroom.uts.edu.au/news/2011/05/aiming-high
Five months after Julian Assange’s arrest, international debate continues about the impact and ethics of whistleblowing website WikiLeaks. Journalist Wendy Bacon explains why new media outlets are playing an increasingly important role in democratic countries and why they’re here to stay.

This World Press Freedom Day (Tuesday 3 May), Australians can celebrate a new federal shield law, passed by Federal Parliament in March, that recognises journalists’ ethical obligation to protect anonymous sources.

This law brings us into line with European countries such as France and Germany and most states (although not the federal jurisdiction) of the United States.

Thanks to an amendment by the Australian Greens, the law protects not just mainstream reporters but recognises others who use journalists’ ethics, including some bloggers and academics.

A disappointing development in the Australian Government’s 2010 freedom of expression record, however, was its condemnation of its citizen Julian Assange, Director of WikiLeaks – the internet news organisation that since 2007 has been publishing documents received from anonymous sources.

WikiLeaks is best known for publishing Collateral Murder, a video of US soldiers shooting Iraqi citizens, and thousands of United States secret diplomatic cables.

The United States Secretary of State Hillary Clinton called the cables’ release an “...attack on the international community”, while other US politicians claimed WikiLeaks should be classified as a terrorist organisation.

There is a convention that governments will support the rights of their citizens who are under attack by foreign governments.

Instead, Australian Prime Minister Julia Gillard followed the US’s lead, branding the actions of Assange as not only “…grossly irresponsible …” but “… an illegal thing to do”. She referred the matter to the Australian Federal Police, who predictably couldn’t find any law had been broken.

It seemed to some, like Victorian human rights lawyer Julian Burnside QC, that Assange had been betrayed.

Such condemnation encouraged the misconception that WikiLeaks was acting criminally. In fact, support for WikiLeaks, like the support for shield laws, rests on broad ideas about the relationship between media and democracy. At the heart of this relationship is journalists’ ethical obligation to respect the anonymity of sources.

In most democracies, although to differing degrees, the law recognises the right of media organisations (as WikiLeaks has always described itself) to publish confidential information on behalf of what is called the ‘public right to know’.

It’s a mistake to assume WikiLeaks opposes secrecy in all circumstances. According to its website, the criteria WikiLeaks applies in deciding whether to publish leaks are these: that the information has not previously been revealed; that it was previously restricted, censored or otherwise withheld from the public; and the information is of political, diplomatic, ethical or historical significance.

WikiLeaks also has a practice of querying issues about the veracity of information. While these criteria are broad, they rule out publishing private or government information of no public interest.

Few argue that governments never need secrecy. One can understand, for example, that negotiation for the release of kidnapped citizens would need to be confidential.
The real issue is the openness of governments and whether they are actively misleading the citizens of their own and other countries. What is at stake are the boundaries of secrecy and whether citizens have a right to know what governments and large corporations are doing.

In sadly predictable fashion, much of the Australian media’s focus has been on Assange himself. While his individual dramas are gripping, it would be good to see more debate about the new information contained in the cables.

While it is an exaggeration to call the recent uprising in Tunisia a ‘Facebook revolution’, there seems little doubt the revelations in the cables showing the US government was well aware of the Tunisian rulers’ gross abuse and corruption played a part in inspiring the movement for democracy. It’s unlikely those suffering under the oppressive regime were impressed by the US Ambassador’s recommendation that it was better to keep silent on corruption for broader strategic reasons.

In Australia, the 2009 defence white paper stated the Rudd Government “...is opposed to the development of a unilateral national missile defence system by any nation because such a system would be at odds with the maintenance of global nuclear deterrence.”

It seems the public was misled as one cable states an author of the paper told the US embassy in June 2009 that Australia would continue to help the United States develop this weapons system. Surely the Australian public should have been told this at the time.

More recently, according to US diplomatic papers released by WikiLeaks in March, the Japanese Government and nuclear industry failed to act on some earlier safety warnings outlined in the cables. Today, the earthquake- and tsunami-affected country is still dealing with the fallout.

The impact of each cable can only be assessed in its particular context. Whether you support the general principles on which WikiLeaks is based will depend on your broader views about the relationship between democracy, transparency and accountability.

Whether you like it or hate it however, WikiLeaks is here to stay. Those with an interest in international politics will be reading stories based on the cables for years.

Already, the technological skills and imagination of a younger generation of media producers that made WikiLeaks possible have produced new initiatives. Al Jazeera English recently published the largest ever leak on the Palestinian-Israeli conflict and there is now an EnviroLeaks and even a Unileaks!

The way we’re finding out information may be changing, but the principle of the public’s right to know, on which WikiLeaks and its successors rely, remains the same.

Wendy Bacon
Professor of Journalism and Director of the Australian Centre for Independent Journalism
Faculty of Arts and Social Sciences

Comment on this article at newsroom.uts.edu.au/news/2011/05/democracy-in-the-digital-age
Firefighters are required to work in some of the most dangerous conditions imaginable. A recent collaboration between UTS and GRW Industries has resulted in the development of a vest that can reduce heat stress for those working in hot environments.

The CoolMe vest is a quilted plastic garment containing a benign chemical. When the chemical is mixed with water, the resulting fluid inside the vest cools itself to around five degrees Celsius, lowering the wearer’s body temperature.

George Adamson, a GRW Industries representative from UniQuest – an Australian research commercialisation company working with UTS – says the initial prototype originated from one of its university partners, James Cook University (JCU).

“Dr Glen Deakin, Robert Ennis-Thomas and William Armstrong at JCU were working on a wellness program with the Far Northern Region of the Queensland Fire and Rescue Service (QFRS).”

“One of the issues QFRS raised was the potential for heat stress in their daily working environment, particularly when wearing hazmat protective suits for certain incidents. The JCU researchers started thinking about how they could combat this problem, and that’s how the idea for the CoolMe vest first came about.”

The initial prototype was developed and a patent application filed by JCU. This has since been licensed to GRW Industries, a start-up company established by JCU and UniQuest to commercialise the technology. To take the project through to commercialisation, including developing the design for manufacture, GRW Industries needed the input of an industrial design team.

Adamson says, “Leigh Angus, a UniQuest manager based at UTS, identified UTS industrial designers Rod Walden and Stefan Lie as having the kind of experience that matched that needed for the CoolMe vest product.”

Walden and Lie, both academics in UTS’s Faculty of Design, Architecture and Building, were appointed as industrial designers to the project. Access to their expertise was secured via the university’s consulting arm accessUTS in May 2009. Walden and Lie were intrigued by the vest’s potential to impact a range of public services.

"Primarily, our world is about consumer products or industrial products, so we’re very happy to use what we know to work on something that could revolutionise a critical industry like emergency services,” says Walden.

The industrial design duo was tasked with modifying the initial prototype of the vest. The garment needed to be constructed from a fabric that was cheap, sturdy and relatively heat resistant, and that included a lining to ensure wearer comfort.

It also needed to sit close to the wearer’s skin while allowing a wide range of movement and feature a multi-purpose filling mechanism – so it could be filled using water from any available source – with a simple closing function to trap the water inside the bladder. In addition, the filling mechanism had to be large enough to permit water to be poured in quickly so the chemical mixed and moved around the vest evenly.

“The idea behind the product is that you can keep it, with the chemical inside, until you need it. When the time comes, you can fill it with any kind of water – you can use a bottle of water, a watering can, a watering hole, a hose – so the design of the vest had to be seriously low-tech to meet this requirement,” Lie says.

The wearability of the garment also had to be very simple; the vest couldn’t rely on buttons, buckles, zippers or any other materials that might be difficult for the wearer to manipulate.

“We were very concerned about useability,” says Walden. “The vest will often be worn by emergency workers in emergency situations, so it has to function really quickly and efficiently – it can’t fail. And changeover of the jackets also has to be very quick and efficient – when you put it on you have to be able to adjust it quickly.”

Over seven months, Walden and Lie worked through 13 prototypes, sending each one to Queensland for assessment by the GRW team. The ensuing feedback and discussion between GRW and the UTS design team informed each new prototype, and this process continued until the vest design was complete.

Adamson says, “The approach that we adopted was to try and give the industrial designers the freedom they needed to take the vest through an industrial design process whilst retaining the key features that Glen, Rob and Will had identified as essential for product effectiveness.”

The physical distance between the inventors, in Cairns, and UTS, in Sydney, presented its own set of challenges which the teams attempted to overcome via electronic communications and regular updates.

“Following initial meetings, updates were provided via brief written reports and by a series of images showing particular aspects or prototype iterations,” says Adamson.
“The vest will often be worn by emergency workers in emergency situations, so it has to function really quickly and efficiently – it can’t fail.”

“Distance was still a hindrance since we needed to use touch to evaluate proposed materials and to evaluate the robustness of the prototypes. The use of couriers to move samples around helped but added delay.”

Despite the difficulties, project outcomes have been very successful, with the vest already passing a range of tests during live fire trials with the QRFS.

Results show that, compared to a control group, wearing a CoolMe vest during 15 minutes of recovery from controlled burn training scenarios reduces a fire fighter’s core body temperature and dehydration due to sweat loss.

“This means the fire service can more efficiently manage the deployment of people during an incident and there’s less risk to the fire fighters’ health. So there are significant savings in terms of cost and time as a result of the vest being used,” says Lie.

The CoolMe vest has also attracted interest from a range of other sectors, including the mining, metal processing, military, elite sports, construction and medical industries. For Walden and Lie, the knowledge that their design expertise has contributed to such an influential product is immensely satisfying.

“It’s the best,” Lie says simply. “It doesn’t get any better than this.”

Claire Thompson
Research and Innovation Office
Photographer: Joanne Saad
Comment on this article at newsroom.uts.edu.au/news/2011/05/refining-design
Since 2007, Afghanistan’s co-educational skateboarding school Skateistan has been engaging and educating growing numbers of urban youth. Back at UTS, one savvy business lecturer has rolled Skateistan’s need for a marketing strategy into his classroom, achieving positive results both here and overseas.

When Melbourne local and keen skateboarder Oliver Percovich arrived in Kabul in 2007, he didn’t know he’d end up founding Afghanistan’s first skateboarding school: Skateistan.

After starting with €1000 and three skateboards, the not-for-profit organisation now provides education to 350 girls and boys between the ages of five and 17. For every hour of skateboarding completed, one hour of English and computer classes is also done – a routine the Afghan students have enthusiastically embraced.

“I met Oliver about four years ago at a music festival,” says Lecturer of Strategy and Marketing Jochen Schweitzer. “But it was only at the beginning of last year when we were on a cycling tour in New Zealand that the idea for collaboration with the UTS:Business School was born.

“At that point in time, Skateistan had grown into a small NGO with land given to them by the Afghan National Olympic Committee and funding predominantly from Scandinavian embassies to build a skate park. Oliver realised he’d be running into problems soon if he were unable to find a sustainable way of getting money into the organisation other than from donations.”

Schweitzer proposed using the organisation as a case study for his postgraduate Marketing Strategy class. The idea would give students the option to work on different pre-defined issues such as alternative funding models, brand management, communication strategies and possible partnerships.

Percovich agreed. “It’s simply a very valuable resource that we can tap into. I had initial discussions with Jochen about it before and I thought it was a great idea, so when he then approached me with a concrete plan I was excited.”

“I asked students to look at the strengths of Skateistan and write a six-page report with recommendations,” says Schweitzer. “They had to look at where the organisation could improve, comparing it to other NGOs and companies around the world who have successful business models.”

In the group report, students had to demonstrate their understanding and use of relevant strategic marketing research, processes and tools. Their recommendations had to be supported by supplementary findings from market research and analysis.

“Oliver wanted to build a social business and start releasing products to generate new sources of income,” says Schweitzer. “They were already selling t-shirts, but he wanted to figure out what other products make sense for Skateistan.”

Percovich was also interested in finding out how Skateistan could use social media to attract more supporters. “They have about 16 000 followers on Facebook now, which is great for a small NGO in Kabul, but they want to get to 100 000,” says Schweitzer.

“How can they get there? What do they have to do to get attention? There’s also a lot of work to be done around their web presence and the way they engage with various stakeholders. So there were many interesting issues for my marketing students to work on.”

Suzie Hollott is one of the postgraduate business students from Schweitzer’s class last year. She says being presented with a real firm, one that required assistance, made the subject feel more worthwhile.

“Skateistan had some imperative strategic issues that needed to be resolved. Our group was very conscious of the fact that unlike other case studies, Oliver probably had limited resources and little access to marketing professionals.

“We tried to remain realistic about what could be achieved and chose recommendations that were easy to understand and could even be implemented by Oliver single handedly if need be.”

Schweitzer agrees the success of using Skateistan as a project was seeing increased student engagement.

“It was very different to their usual engagement levels on generic text book business cases, which I think are not the best way to go. Real cases are harder to coordinate, but it’s a lot more interesting to teach and study something that’s actually happening.”
Already the students’ work is being put to good use.

Percovich says, “We used parts of the different reports to feed to our pro bono consultants to incorporate into an overall business sustainability plan for Skateistan.

“Some of the best ideas were ways of using the internet as a marketing tool. The youth are very keyed in with using internet platforms for marketing, so the UTS students had great ideas that we’ll look into implementing in the future for promoting our cause.”

With Schweitzer running the Skateistan project again this semester in his postgraduate Business Project class, the academic says he’s looking to find an equally challenging organisation for his students to work on next semester.

He says it’s just one example of the innovative teaching being undertaken at UTS. Schweitzer is one in a group of five UTS staff members pushing for a teaching approach that uses design thinking to tackle tangible problems for organisations and society.

Recently, he, Senior Lecturers in the Faculty of Design, Architecture and Building Julie Jupp and Joanne Jakovich, and the Faculty of Engineering and Information Technology’s Lecturer Nathan Kirchner, and Senior Lecturer Wayne Brookes returned from visiting Stanford University’s d.school, where this mode of teaching is applied.

"Design thinking is about the creative processes you go through in solving real problems. While students have the necessary discipline knowledge, they often lack the ability to come up with a creative, new solution that hasn’t been covered in a textbook before.

“There’s no one best solution – there are many. That’s why I think we need more of this kind of education – where the ability to think beyond the obvious is encouraged.”

Katia Sanfilippo
Marketing and Communication Unit
Photographer (skateboarding students): Rhiannon Bader
Photographer (lessons at Skateistan): Jacob Simkin
Photographer (J Schweitzer, skateboarding close-up): Joanne Saad

Comment on this article at newsroom.uts.edu.au/news/2011/05/supporting-skateistan
Ask Elvis Ivancev what he thinks about his kitchen and you’ll get a fairly effusive answer: “Magic! It’s big, clean, modern and has a lot of space.”

As Head Chef of the Aerial UTS Function Centre, Ivancev often finds himself organising up to 1000 meals each day. The function centre, which regularly plays host to university events and also caters for external businesses, was officially opened last August.

“I don’t think we realised how quickly it would take off. We’ve got plenty happening every week.”

Not that this fazes Ivancev. A chef with 27 years’ experience, he’s been with the UTS Union since 2004. Previously he worked everywhere from small restaurants to five-star international hotels.

It all started in 1984. “I fell into it,” says Ivancev. “Food was always around – dad used to cook and we always had nice food at home – so I thought this might be what I wanted to do. There was an ad in the paper for an apprenticeship and I got it.”

He started his career at a small seafood restaurant at Birkenhead Point, and by 1989, Ivancev was cutting his teeth at a five-star international hotel in Parramatta. Over the next nine years he worked his way to the top; from the brasserie to fine dining.

“It was very structured. I had an Austrian chef who was very ‘my way or the highway’. I used to shake every time I came near him.”

While Ivancev hopes he hasn’t taken on his old boss’s trait – he prefers a casual kitchen – nearly three decades in the business has taught him to be organised.

“At the end of the day, you’ve got to have these meals ready to go out when they’re supposed to. When I cook for clients I like to make it a nice experience. I like to think every customer is coming over to my place for dinner.”

The sentiment is firmly rooted in his upbringing. Born in Croatia, Ivancev and his family arrived in Australia when he was two years old. Soon after, his parents bought a house in Auburn and turned half of the backyard into a vegetable patch.

Though Ivancev admits he hasn’t been bitten by the same kitchen-garden bug, he still enjoys plenty of home-grown food from his parents. Instead, the chef prefers to spend his time mountain bike riding.

“My sister Keti bought me a bike for Christmas when I was 38. I hadn’t ridden for twenty years, but I asked a few mates to come for a ride and it just grew from there.”

Now onto his third bike, “a killer”, Ivancev regularly rides at Manly Dam, Red Hill or a downhill track at Oxford Falls.

And though he loves the thrill of a good ride, the chef says there’s no chance he’d give up his day job for a crack at the pro circuit.

“A good chef always says, ‘if you can’t stand the heat, get out of the kitchen’. And I’m definitely better suited to the kitchen.”

Xavier Mayes
Marketing and Communication Unit
Photographer: Joanne Saad
Comment on this article at newsroom.uts.edu.au/news/2011/05/yes-chef
Chris Morphew was a bookish child, always reading stories featuring dinosaurs, time machines, spaceships or some combination of the three.

These days, the 26-year-old likes to believe not much has changed, except now his storybook heroes are JK Rowling and CS Lewis; their literature continually inspiring him to write tales of his own.

“I’d always thought being a writer would be really fun, but I never thought it was something I’d actually get to do for a living.”

The Bachelor of Education in Primary Education (Honours) graduate is a casual primary school teacher and the author of the young-adult fiction series The Phoenix Files. Halfway into the six-part series, 40 000 copies of his books have already sold. (The fourth book, Underground, is due for release this month.)

Morphew says, now, the biggest problem facing authors of young-adult fiction is that it’s “Split into two shelves: ‘paranormal romance’ and ‘everything else’.”

His philosophy on what should make it onto the shelves is simple: “I think great stories are usually the ones that actually have something to say. I don’t mean that in the sense of preaching or pushing an agenda, but a story that holds a mirror up to the real world will always be more interesting to me, than something that’s only a page turner.”

Over the years, Morphew has spent much of his time giving talks at school literature programs and writers’ festivals. He has received numerous messages from his dedicated readers – some anxious for the next book and others idolising him as a writer.

“It’s crazy and humbling,” he says. “As an author you hope your writing will find an audience that really resonates with what you’re doing, and I’m extremely thankful to have found that.”

For Morphew, a successful career in writing has meant less time in the classroom with some of his biggest critics.

“I don’t do nearly as much teaching as I’d like to anymore. Writing presses in on my teaching time more and more these days. But, yes, the kids at school know I’m an author, and quite a few of them have read my books. They’re both incredibly supportive and brutally honest, which is a pretty good combination.”

Even though his career is now focused on writing, Morphew says his degree remains useful.

“On the one hand, you could look at the trajectory of my life and say I spent four years working towards a tertiary qualification only to find myself doing a job that doesn’t need any kind of qualification at all. But that would be too simplistic.

“My four years at UTS equipped me with a bunch of skills and insights that are just as applicable to what I’m doing now.

“I’m in the amazing position of being able to alternate between two great lines of works. Anytime the people on the page start to feel more real than the people in the ‘real world,’ I know it’s time to head out for a few teaching days! The whole thing has just been one huge gift.”

Vivian Yue
Bachelor of Arts in Communication (Journalism)/Bachelor of Law
Photograph supplied by: Hardie Grant Egmont
Comment on this article at newsroom.uts.edu.au/news/2011/05/words-to-live-by
I first met Ben through UTS:Special Needs. I have cerebral palsy, but I like to keep active so I approached the special needs service regarding some funding for the gym and they referred me to Ben at the UTS Fitness Centre. Ben introduced me to Liz Brett who is in charge of the Elite Athlete scholarship program – because I play wheelchair hockey, I qualified for the scholarship.

There are different degrees of cerebral palsy. It affects your fine motor skills, your speech and you get a lot of spasms. Before the gym I used to be hesitant; I used to struggle speaking, I could hardly move my arms.

I've only been at the gym for a year and a half but the amount of progress I've made has helped me with everything – in sport, my daily needs, personal care. Everything.

I guess when I was young I received a lot of negative feedback from people saying, 'You can't do this or you can't do that', but I never believed them. I've always wanted to prove people wrong.

My old doctor never believed I could do the things I can do now. I actually no longer see him. He was really surprised when I showed him my progress; he was happy for me but he wanted to use me as a guinea pig. I'm not going to repeat what I said to him, but you can imagine!

Initially, my goal at the gym was to one day stand up by myself and get out of my chair without any help. A year and a half ago I needed my dad to help me out of my chair but now my 11-year-old sister can help me and I can even stand on my own. I can dress myself now too, except for my shoes. I try to avoid that!

I'm very competitive. I found I love the challenge and being pushed to my limits; I've got a never-say-die attitude.

Realistically, even if I can't walk, I'm happy as long as I can get in and out of my chair. Being able to get in and out of my chair without relying on someone is what I really want. Walking is a bonus.

I think the reason why Ben and I get along is that he's as passionate and as motivated as I am. No matter what Ben throws at me, I'm willing to try it and if Ben sees I'm struggling he gives me an extra push. He's that extra voice in my head that pushes me beyond my boundaries and motivates me. Sometimes though, he increases the weights without me knowing.

After an intense work out you reach a stage when you're mentally fatigued and having someone on the side, to help you fight through the pain barrier and believe in you, really helps. Knowing that he believes in me so much gives me self-belief.
Moustafa Ardati (24) and Ben Ly (28) have a unique relationship. Ardati, a science and IT student, has natural energy and drive, while UTS Fitness Centre Manager Ly gets a kick out of pushing people to their limits. One and a half years ago, Moustafa – who was born with cerebral palsy – found it difficult to get up from his wheelchair without assistance. However, since meeting each other, the pair say both their lives have changed for the better.

**Moustafa**

Moustafa is an interesting guy. With cerebral palsy it’s uncommon for someone to go into a gym environment and have a program worked out for them. Moustafa approached Special Needs and they contacted me – I manage the UTS Fitness Centre and take care of clients with workplace injuries, workers compensation injuries and those with special needs.

Moustafa is confined to a wheelchair so he has a lot of energy to burn and he’s quite an adventurous guy – he thinks he can do everything and that’s what I love about him.

The Elite Athlete Program (EAP) is set up through Liz Brett in the Union’s Sport and Recreation team. We have a lot of emerging athletes at UTS, and because Moustafa plays wheelchair hockey he was eligible for the program. Through the EAP, Moustafa was given free gym membership and a grant. But in his position, he needs assisted sessions too.

When I met Moustafa, the thing that stuck in my mind was his intentions. When you meet someone you have to be realistic and honest with what you can do. Some clients have unrealistic goals. Not Moustafa.

When he first came, Moustafa had to get botox in his legs for pain because Botox is a muscle relaxant. But since training with us, he hasn’t needed to get botox injections and that was my main goal.

Also, his speech used to be slurred but he’s learnt how to relax now and not be anxious – he really wants to convey what he’s thinking.

Moustafa was always confident and fun-loving, but now he’s got twice as much confidence. He’s a celebrity here. He walks in and makes fun of people as they’re training; he yells out to them. It’s a lot of fun to see.

He loves talking to people, joking around and being people’s equal – we’ve never seen him as being someone in a wheelchair. I definitely have to say he’s a social butterfly – he talks to all the girls, he flirts with all the girls, he tries to chat up my trainers. He’s really outgoing. He’s a very intelligent kid.

Moustafa’s become more and more adventurous in the exercises that he wants to try too. He hates it when you tell him he can’t do something, and I tell him that whenever I want to get him to do something.

He’s definitely one of those clients that come around once in a blue moon. It’s uplifting for me as a personal trainer to see someone who wants to better themselves as much as Moustafa does, especially with somebody that has experienced so much adversity; he has jumped so many hurdles.

Everyone in the gym has said it, but when they see him training it gives them motivation. When Moustafa’s in here, you see a ‘lift’ and people train harder and I love seeing that. It’s a very cool thing to have in the centre.

Clarizza Fernandez
Master of Arts in Journalism
Photographer: Joanne Saad
Comment on this article at newsroom.uts.edu.au/news/2011/05/fighting-fit
In July last year, a group of 40 UTS students travelled to six cities and towns in NSW and Queensland on an eight-day community service project called the Big Lift. Bachelor of Business/Bachelor of Law student Phoebe Riordan was one of them.

“The Big Lift moved me,” she says. “I was quite sceptical when I first started because I didn't really understand it. It was a difficult concept that all these students would just go and randomly travel to these country towns and help out on projects. But when I actually did it, I realised what an amazing experience it was.”

Riordan first heard about the Big Lift through an old school friend. Her friend's cousin Glenn O'Sullivan had recently founded the project with fellow UTS Bachelor of Information Technology student Melissa Bolton.

“I was a little disillusioned with UTS in my first year of uni because I didn’t really make any friends. I was really lonely and I didn’t really like my course. I just thought this would be a fun thing to do and also it looked like something really practical.”

After applying for and successfully obtaining a position as a crew member in late February 2010, Riordan became heavily involved in the preparations for the trip. “We had to find towns and the different organisations we would work for, and we had to organise sponsorship and insurance. There was a lot of preparation because it was our first year; we were doing stuff right up until we left in July.”

The journey was far from a relaxing holiday. Stopping at Dubbo, Gilgandra, Moree and Valla Beach in NSW and St George and Brisbane in Queensland, the Big Lift team were involved in many physically demanding projects.

“We helped out with an Aboriginal refuge in Gilgandra, in central west NSW, where we built facilities for an Aboriginal youth culture camp. We ended up getting pretty bulked up after it.”

The team also faced a number of challenges including a gas explosion in Moree and the cancellation of a project in St George due to heavy rain.

“There were challenges but there were also really great things like the whole Lions Club of St George giving us a beautiful home-cooked meal. We weren’t expecting that. It was really heartfelt.”

Riordan says the trip provided a unique bonding experience. “We were on this big bus and there were only 40 of us. Apart from meeting the nice people that we worked for, we were pretty much doing everything together for eight days straight.”

Riordan says she is amazed at the difference the Big Lift team made to the communities they visited. “You give the sort of help you think you could never give. The four to five hours of work we did for the community organisations would have taken them months.”

With planning for a second Big Lift trip in July this year now underway – the group are hoping to fill two buses – Riordan is keen for UTS and other students to be involved. “It’s a lot of fun. You can expect to make a lot of friends, you can expect to make a difference to people’s lives and you can expect a really unique experience.”

To find out more and apply, visit www.biglift.org

Brendan Wong
Bachelor of Arts in Communication (Journalism) / International Studies
Photographer (P Riordan): Fiona Livy
Photograph (the Big Lift 2010) supplied by: Phoebe Riordan
Comment on this article at newsroom.uts.edu.au/news/2011/05/live-and-learn
Australian history is as puzzling as ever. Despite data that reveals worrying levels of historical knowledge among its citizens, popular history is booming. And while academics continue to bicker over who’s conducting legitimate historical research, it seems the thousands of Australians accessing local libraries and genealogical records couldn’t seem to care less. In their latest book, *History at the Crossroads: Australians and the past*, Paul Ashton and Paula Hamilton tell us why.

Drawing on a major national survey, an in-depth analysis of academic and professional research, as well as political and public debates about the past, Ashton and Hamilton delve into ‘the house of history’ to find out what’s going on, and why. They examine the official and contested face of history – in school curricula, museums and national commemorations – as well as its intimate side, as Australians from all walks of life trace their ancestry, take photos for posterity and avidly consume popular histories in books, movies and television. *History at the Crossroads* shows the past is very much part of our present.

Anna Clark
Faculty of Arts and Social Sciences

Paul Ashton is a Professor of Public History and Paula Hamilton an Associate Professor in UTS’s Creative Practices Group. They are both Co-Directors of the Australian Centre for Public History.

English biologist, writer and eccentric, E.L. Grant Watson’s name hovers on the edge of our history. Born in 1885, he grew up in an eccentric English intellectual environment – he had a fiercely Darwinian mother, attended the non-conformist Bedales school, then Cambridge where he studied biology. Fragile, shy, passionate but thwarted, he emerges from Suzanne Falkiner’s intelligent and readable biography in a series of incarnations – among them a boy with a pet gibbon, a man in love with a traumatised married woman, an entomologist who finances his expedition to Australia by catching fleas for the Rothschilds. He arrived in Western Australia in 1910 to join an anthropological expedition with Daisy Bates and ‘Anarchy’ Radcliffe Brown, fell in love with the Australian landscape, and decided to become a writer. But he returned to England and, visiting the expatriate colonies in Europe, met Gertrude Stein, Mabel Dodge Luhan, Joseph Conrad and later Carl Jung. He married, but continued a close relationship with the woman he first pursued. Grant Watson published 35 books – including poetry, memoir, children’s books and novels – six set in Australia. This impressively researched biography, like Grant Watson’s life, travels through different worlds, touching them lightly.

Barbara Brooks
Faculty of Arts and Social Sciences

Suzanne Falkiner is a writer and freelance editor. In 2005 she was awarded a Doctorate of Creative Arts from UTS.

Liberty is a right – a right denied to offenders when they are sentenced to imprisonment. But freedom is not the only thing they surrender. Some forfeit the chance to see their children take their first steps; others surrender the touch of their lovers. Some lose a peaceful night’s sleep to the torment of nightmares; all put their lives on hold. *Unlocked* shows us a world rarely glimpsed (its unnatural spaces, its unnatural sounds) and the fears, misgivings and regrets its inhabitants harbour. This bitter-sweet anthology draws together poems written during The Red Room Company’s Unlocked project (a series of creative workshops run in correctional centres in Sydney). Penned by inmates, correctional centre staff and workshop facilitators, this collection of poems is touching, raw and honest. What some pieces lack in polish, they make up for in punch. Every poem in this anthology is a gift. Each offers something of the poet; a secret, a correctional centre staff and workshop facilitators, this collection of poems is touching, raw and honest. What some pieces lack in polish, they make up for in punch. Every poem in this anthology is a gift. Each offers something of the poet; a secret, a

Jacqui Wise
Marketing and Communication Unit

UTS Lecturer Gareth Jenkins is a writer and hybrid-media artist. Co-creator of the Unlocked project, he facilitated the workshops at Dillwynia women’s prison.

**U:BOOKWORMS**

During May, the Co-op Bookshop on Broadway is offering Co-op members a 20 per cent discount on the books reviewed in U: Read It. For more details, email uts@coop-bookshop.com.au
Since childhood, Zoë Sadokierski has been juggling two loves – books and design. In her latest exhibition, Hand, writing, the freelance book designer and Visual Communication Lecturer combines the two.

On display in the DAB Lab from Thursday 5 until Friday 27 May, Hand, writing explores and compares the creative processes of both writers and designers. The idea stems from Sadokierski’s PhD thesis which she completed at UTS last year.

“I analysed hybrid novels – in which graphic elements like photographs or experimental typography or illustrations are actually printed on the page of the novel – from a designer’s perspective,” says Sadokierski.

The first part of the exhibition is an archive of the materials she used to write her thesis. It includes hundreds of Post-it notes and “Makeshift Post-it notes, like sandwich bags and envelopes”, 83 hand-generated A3 mind maps – one for each week she spent writing – and six versions of one thesis chapter.

“Post-it notes were a really important part of what I was doing in terms of being able to both organise myself and write quite quickly.

“It was always this running joke that I was going to do an exhibition at the end of my studies asking ‘What does a design PhD look like?’ And just fill a room with Post-it notes,” she laughs.

While up to 321 will be on display, Hand, writing is more than a collection of Sadokierski’s musings and motivations. The exhibition also includes a display of the tools used by 40 writers she had surveyed, plus a series of handmade posters depicting Sadokierski’s interpretations of their quotes about the writing process.

“I’m also getting all those responses and putting them together in a book; it’s called How we write. I’m really interested in the material tools people choose to write with.”

Sadokierski says many writers nominate a specific pen, pencil or machine. “There are quite a few writers who still use a typewriter, like David Malouf.”

A typewriter enthusiast herself (she owns eight), Sadokierski says the machines also feature in a workshop she’s running as part of the exhibition. The aim is “To get people to play with these sorts of tools”.

“I think a lot of designers could learn a lot by looking at writers’ processes and the nature of what they do. The two fields are very much linked.

“You build up these systems to manage your creative process and they’re really hard to explain to other people. The challenge of design research is explaining that.”

Sadokierski says, “I’d like people to think about how important the hand-generated process is, especially because so much of our life is digital now.

“I think quite a few of the writers who do write by hand, or on typewriters, do so because of the slowness of those things. It’s really important in the creative process; it allows things to develop.”

Sadokierski hopes Hand, writing will challenge the ways designers and writers work. “It’s quite ‘bitsy’ – there’s a lot of little bits of stuff – but I quite like exhibitions like that because it means you can go in and discover and re-discover it.”

She also hopes to uncover new avenues for collaboration. “In universities there are so many little offices, how do you find each other? It’s like dating, it’s just trying to find who’s got enough similar interests so maybe you can go and do things together.”

Fiona Livy
Marketing and Communication Unit
Typewriter image supplied by: Zoë Sadokierski
Photographer: Joanne Saad

Comment on this article at newsroom.uts.edu.au/news/2011/05/the-stories-behind-the-stories
WHAT’S ON

MAY

5 EHS FOR ACADEMICS WORKSHOP
10am to 11.30am / HR training room 1, building 10, level 6, room 430
e: jann.joy@uts.edu.au

HAND, WRITING EXHIBITION OPENING AND WORKSHOP
Until 27 May / 6pm / DAB Lab, building 6, level 4
www.dab.uts.edu.au/dablabor

10 000 STEPS
Until 14 August
e: dominique.grady@uts.edu.au

8 DESIGN, ARCHITECTURE & BUILDING PUBLIC LECTURE: HAYDEN FOWLER
6.30pm / Building 6, level 7
newsroom.uts.edu.au/events

10 TUESDAY STAFF AND STUDENT LOCAL GUIDED WALKING GROUPS
12.30pm / Departing from building 10, Jones Street entrance
e: christina.mcdonald@uts.edu.au

11 COOKING DEMONSTRATION FOR STAFF
12 noon to 1pm / Building 10, level 6 / bookings essential
e: christina.mcdonald@uts.edu.au

12 UTS WORK TRAINING PLACEMENT PROGRAM INFORMATION LUNCHEON
12 noon to 1pm / HR training room 1, building 10, level 6, room 440 / RSVP required for catering purposes
e: arif.ongu@uts.edu.au

14 GRADUATION CEREMONIES (CITY CAMPUSS)
Until 18 May / Darling Harbour
www.gsu.uts.edu.au/graduation

16 DESIGN, ARCHITECTURE & BUILDING PUBLIC LECTURE: CONOR O’BRIEN
6.30pm to 8pm / Building 6
e: david.burns@uts.edu.au

17 COOKING DEMONSTRATION FOR STAFF
12 noon to 1pm / Kuring-gai campus / bookings essential
e: christina.mcdonald@uts.edu.au

18 DEALING WITH DIFFICULT BEHAVIOURS WORKSHOP
9am to 3.30pm / Building 10
e: jann.joy@uts.edu.au

UPTO SPOTLIGHT WITH IBM: REINVENTING THE MODERN CORPORATION
Breakfast event with IBM’s Senior Vice President of Human Resources Randy MacDonald
7.30am to 9am / Aerial UTS Function Centre, building 10, level 7 / RSVP essential
e: alumni@uts.edu.au

26 INTERNATIONAL STUDENTS’ INFO DAY
11am to 2pm / Tower, level 4 foyer
www.uts.edu.au/international/infoday

27 COOKING DEMONSTRATION FOR STAFF
12 noon to 1pm / Building SC / bookings essential
e: christina.mcdonald@uts.edu.au

28 WEIGHT WATCHERS @ WORK INFORMATION SESSION
12.30pm to 1.30pm / Ultimo College, Sydney Institute TAFE, library, Harris St, room DG 60
e: christina.mcdonald@uts.edu.au

Email your events for June to u@uts.edu.au by Friday 6 May 2011.

SAID IT

ENCOURAGING CHANGE

Here’s what some of our online and print readers had to say about how more realistic, complex and nuanced ways of thinking about disability can change our cultural and everyday life experiences.

“In the April U: I was interested to read some four million Australians identify as living with a disability. Over the last 15 years that I have been a Lecturer in the College of Traditional Chinese Medicine and the last eight or nine years as an Academic Liaison Officer in the Faculty of Science, I can concur with these statistics. However, what many of my academic colleagues – and indeed many UTS students – fail to realise is a large majority of students have disabilities that are not of a physical nature per se, and thus may not be so apparent. These disabilities may often put the student at a disadvantage, particularly if assessment tasks involve solo or group presentations in front of the class. More realistic, complex, and nuanced ways of thinking about disability would include a greater awareness by both academic staff and students.”

Warren Cochran

“Gandhi once said, ‘A nation’s greatness is measured by how it treats its weakest members.’ Well done UTS on raising the profile of this issue!”

Paul Vorbach

“Personally, whenever I’ve achieved anything worthwhile in life it’s involved thinking for myself, letting go of other people’s judgements and just looking at the facts objectively and making my own decision. This isn’t always easy but if our thinking is passive we just go wherever the wind is blowing. Change starts with thinking in better ways – thinking in ways that improve ourselves, that don’t hold us back.”

Lawrence Vidoni

“More realistic, complex and nuanced ways of thinking about disability will, it’s hoped, lead to positive transformations in everyday and cultural life. What we’re aiming for then is a kind of seamless inclusion, the emergence of a university culture where the assumption that disability might be part of the process of someone’s everyday life. We want to get to the point where we simply incorporate the ‘everyday-ness’ of disability into all our lives via practices of inclusion, participation, diversity and valuing the multiplicity of lived experiences of disability.”

Virginia Watson

Share your thoughts about any article featured in U: at newsroom.uts.edu.au

NEXT MONTH’S QUESTION

How do you view WikiLeaks? Is it a much-needed source of information or an illegal enterprise?

Email your name and answer to u@uts.edu.au or comment online at newsroom.uts.edu.au/news/2011/05/democracy-in-the-digital-age

May

utspotlight With ibm: reinventing the modern corporation
Breakfast event with IBM’s Senior Vice President of Human Resources Randy MacDonald
7.30am to 9am / Aerial UTS Function Centre, building 10, level 7 / RSVP essential
e: alumni@uts.edu.au

Email your name and answer to u@uts.edu.au or comment online at newsroom.uts.edu.au/news/2011/05/democracy-in-the-digital-age

May

utspotlight With ibm: reinventing the modern corporation
Breakfast event with IBM’s Senior Vice President of Human Resources Randy MacDonald
7.30am to 9am / Aerial UTS Function Centre, building 10, level 7 / RSVP essential
e: alumni@uts.edu.au

Email your events for June to u@uts.edu.au by Friday 6 May 2011.
Poroplastic 1: Red Octopus 2008 is Richard Goodwin’s latest work on loan to UTS. (The artist and architect is perhaps best known at the university as the creator of the sculptural installation in front of the Faculty of Law building.)

On display in the building 10 atrium, this ‘explosive’ exoskeleton sculpture explores the idea that the body is not defined by the skin. To find out more about Richard Goodwin’s work and the UTS Art Collection, visit the Art Collection’s blog: utsartcollection.wordpress.com

Photographer: Joanne Saad