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August 2015

> from the University of South Australia



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Tackling teen male zombies

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by Will Venn



HUMANITIES

Exam stress, relationship problems, driving test pressure and body image insecurities are among the typical worries that haunt the minds of young males on the cusp of adulthood.

With 40 per cent of young men likely to experience some level of emotional distress between the ages of 15 and 17, this is a delicate age, made worse for those who may be too shy or reticent to speak up about what's on their mind.

But help is at hand, in the unlikely form of ... zombies.

Something Haunting You is a new multimedia campaign which has just been launched by the Young and Well Cooperative Research Centre (CRC), designed to humorously help young men identify the 'zombies' in their lives and overcome stress.

The campaign was developed in partnership with young people, a creative agency and UniSA. UniSA's role, led by Dr Barbara Spears (pictured right), is to provide insight into how young people perceive key issues related to their safety and wellbeing, how they interact with digital campaigns and how effective those campaigns are in influencing or changing attitudes and behaviour.

"We have learnt from previous campaigns and associated research, that unless young people are involved in the co-design of the campaign, there is a lack of authenticity for them. Also, if they are not playful and fun, they will not engage," Dr Spears says.

"The zombie trope is engaging for young men, because it is a fun and playful way of approaching everyday stressors, such as exam stress and learning to drive. It was developed in close association with young men who have highlighted the importance of using humour and interesting abstract concepts to encourage them to tackle very



real problems.”

The digital campaign, which is being run across popular online platforms including Twitter, Instagram and Facebook, has its own dedicated [website](#) which offers a ‘survival guide’ to help participants identify the stressors in their lives and how to target their problems before they turn into monsters.

Participants can click onto a range of ‘zombie’ headings, such as body doubt, nighttime ambush and family trouble, and learn how to handle these zombies by deploying ‘weapons’ (online help links and tips) designed to tackle these stressors.

The UniSA research team has built a framework around the campaign, to determine its impact and effect, with follow up interviews with participants to register their engagement with, and experience of, the campaign.

Analytics will map user engagement of the site and determine which aspects of the platform young people, and young men in particular, are choosing to engage with: the video, the comics and/or the help-seeking links.

“Many campaign evaluations only look at the reach of the campaign, and do not really capture whether or not attitudes and behaviours are being impacted. In this instance, we are examining whether young men in particular respond to this campaign,” Dr Spears says.

“The follow up research will inform the extent to which it has engaged others in the message: that dealing with everyday stressors, and learning to reach out for help, is one way of dealing with the stress/zombie that follows you around.

“Dealing with it is easier if you reach out, and this practice will make it easier for you to seek help if faced with a bigger problem in the future.”

With Gorillaz-style animation, the campaign is visually captivating and, while riding the zombie zeitgeist, it unpacks positive, proactive messages around the sensitive and serious issue of young men’s wellbeing.

Young and Well CRC CEO, Associate Professor Jane Burns, welcomed the campaign as an innovative and targeted way to speak to a specific, notoriously hard-to-reach group.

“Our research has shown us the extent of the emotional distress of our young men, and that despite significant work in stigma reduction, we are still not seeing an increase in help-seeking,” she says.

“Our research and development looks at innovative ways to engage with young people, putting them at the centre of designing campaign concepts which resonate with that audience.”

The Young and Well CRC is an international research centre that explores the role of technology in young people’s lives, and how it can be used to improve the mental health and wellbeing of young people aged 12 to 25.



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University of
South Australia

Is it a scientist? Is it a journalist? Is it an actor? No, it is Dr Robyn Williams

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by Michèle Nardelli



INSIDE UNISA

Presenter of the ABC Radio National's science show, Ockham's Razor, author, reporter, performer and scientist, Professor Robyn Williams, AM, will be made an Honorary Doctor of the University of South Australia at the August graduations.

The award honours the career contribution to science communication and advocacy of one of Australia's most respected science journalists.

It will be presented as part of two days of graduation celebrations, where degrees will be conferred for more than 1700 graduates.

Vice Chancellor Professor David Lloyd says Prof Williams' career could have taken many directions, but his love of science has been a constant.

"Some may not realise that Robyn was also drawn to the stage and spent a lot of time while studying for his honours degree in science at the University of London, 'treading the boards'," Prof Lloyd says.

"He made guest appearances in several well-known TV shows, including classics of the early 1970s - The Goodies and Monty Python's Flying Circus and aptly, in Dr Who.

"He came to Australian in 1972 to work as a science reporter at the ABC and has had a long and successful career in radio and TV, contributing to many programs including favourites such as Quantum and Catalyst and Radio National's Science Show.

"It is a measure of his genuine and enduring contribution to the promotion of science in Australia that he is the first journalist to have been elected a Fellow of the Australian Academy of Science."

Prof Williams has served as president of the Australian Museum Trust, Chair of the Commission for the Future and president of the Australian Science Communicators, and was the driving force behind the creation of the Eureka Awards for Excellence in Science Communication and Innovation.

He is the author of more than 10 books including his own autobiography – *And Now for Something Completely Different* and most recently, a novel, *2007: a true story waiting to happen*.

Prof Lloyd says it is in balancing his passion for science and his passion to communicate and entertain, that Prof Williams has best been able to share his love and fascination of science, discovery and endeavour with millions of people.

“That is his gift,” Prof Lloyd says.

Prof Lloyd says that spirit of creativity and scientific curiosity is something the University aspires to create in its centre for public engagement with science and discovery, the Science, Creativity and Education Studio (SciCEd) in the new Health Innovation Building.

“We’ll look forward to welcoming Robyn back to the launch of SciCEd in 2018.”

The University will also award two Fellowships in August.

Former Pro Vice Chancellor for International and Marketing at UniSA and now an international education consultant, Dr Anna Ciccarelli and Bruce Linn, Company Director, Chairman and former CEO in the technology sector will both be made Fellows of the University.

Internationally recognised for her research into work, employment, gender pay equity, and industrial relations, founder of the Australian Work and Family Policy Roundtable and UniSA’s Centre for Work + Life, Professor Barbara Pocock AM will be made an Emeritus Professor of the University.

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One is one too many

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by Anna Mazzone



HEALTH

The dangers of drinking alcohol while pregnant aren't being communicated effectively between health professionals and pregnant women, UniSA research has found.

The research shows that some health professionals are wrongly telling pregnant women that limited drinking is allowed, when Australian guidelines state one glass may be 'one too many'.

Published in *Women and Birth* and *Pregnancy and Childbirth* journals, the research states communication needs to be improved to ensure that accurate information on abstaining from alcohol during pregnancy is provided to women by doctors, midwives and obstetricians.

UniSA researchers Fiona Crawford-Williams, Professor Mary Steen, Professor Adrian Esterman and Dr Andrea Fielder, set out to identify the gaps in knowledge about the effects of alcohol use in pregnancy.

"While the harmful effects of alcohol consumption during pregnancy are well known, there is still a level of uncertainty and lack of evidence surrounding the effects of low amounts of alcohol," says Crawford-Williams, who is completing her PhD in the School of Nursing and Midwifery.

"Although the latest Australian guidelines recommend that not drinking is the safest option, a significant number of pregnant women still continue to drink.

"This can be attributed to a number of things – ongoing changes in the Australian guidelines, differing worldwide policies and conflicting media portrayal – and so it is understandable that this has led to some confusion among pregnant women and the general public about the acceptable level of alcohol consumption."

For the studies, five focus groups were conducted with a diverse range of participants. A mix of pregnant women, their partners and mothers participated in discussions around the adverse effects of drinking during pregnancy, a partner's role in health decisions, information sources and the availability of reliable health information.

Face-to-face interviews were also conducted with health professionals, including doctors, midwives and obstetricians, who regularly provide antenatal care.

The findings were consistent in indicating that although the majority of focus group participants knew not to drink alcohol in pregnancy, they had limited information on the specific harmful effects. It was also found that routine enquiry and the provision of information by health care professionals was seen as lacking.

Health professionals displayed adequate knowledge that alcohol can cause physical and mental difficulties, however some knowledge of the broader spectrum of difficulties associated with alcohol consumption during pregnancy was limited. Although health professionals said they were willing to discuss alcohol with pregnant women, many did not make this a routine part of practice, with most citing time and the sheer volume of information to fit into an appointment as being an issue.

“Communication between health professionals and pregnant women needs to be improved to ensure that accurate information about alcohol consumption in pregnancy is being provided,” Crawford-Williams says.

“Firstly, public health messages and educational materials need to provide clear and consistent information about the effects of alcohol consumption on a developing baby. It is also important to ensure that there is ongoing education for all health professionals on the issue of alcohol consumption during pregnancy.”

The most recent version of the Australian Guidelines to Reduce Health Risks from Drinking Alcohol was released by the National Health and Medical Research Council NHMRC in 2009. The guidelines state that ‘for women who are pregnant, planning a pregnancy or breastfeeding, the advice is clear: no alcohol is the safest option’.

More information on the guidelines is available on the NHMRC [website](#).

Crawford-Williams says the researchers have developed a brochure using mocktail recipes to convey the safety message and are looking for pregnant women to contact her at Fiona.crawford-williams@mymail.unisa.edu.au to participate in a study.

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August 2015

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From the Chancellery

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The days are short and the sun is weak, the nights are long and cold but in the depths of winter, when we know there is another month of this stretching ahead of us, deep in the earth there are signs that life is springing forth.

Across North Terrace the ground is breaking open and the Health Innovation Building is coming to life. The basement has been dug and the utilities laid. Soon you will see a piling rig towering over the giant billboard that the other university is building that will drive the concrete piles to support the building. Within two months trucks and concrete and pumps and people will swarm the site as they prepare to lay the foundations.

The \$230 million building will be home to the Centre for Cancer Biology where breakthrough discoveries are being made in the fundamental causes of cancer. It will also house Australia's newest and South Australia's only interactive public science and creativity space, SciCEd and the ICT Innovation and Collaboration Centre where UniSA and Hewlett Packard will engage and collaborate with business and industry to explore new ideas for ICT business and products.

Check out the [fly through](#).

Meanwhile, over on Waymouth Street, the fit-out of the new child care centre is under construction and, as soon as we can move the children into their new headquarters, work will begin on the Great Hall next to the Jeffrey Smart building. Planning approval is due this month and demolition of the old site will begin in October.

The Great Hall will be the spiritual heart of the university, the place for all of our important moments from graduations to functions, from alumni gatherings to sports meets. And, don't forget, you can put your own brand right on it.

Have you thought up your three words yet? Remember you can add your name and three words that mean something to you to the Great Hall. You can choose to have them etched onto the blades of the chandelier or carved on the inverted pyramid, both of which will be part of the impressive foyer of the Great Hall. Alternatively

your name and three words can be etched onto the edge of the pool.

Have a closer [look](#).

Concepts for the new 300-bed student accommodation block across the road from the Great Hall are being drawn up, and a new 24-hour student lounge with a self-service food area, a media lounge with TV, newspapers and magazines, mobile charging facilities and student lockers will be open by Open Day, Sunday 16 August.

And our new Mount Gambier building is scheduled to open in early 2016. It will have specialist teaching facilities for health and social work students and will give us space for up to four times as many students and open up opportunities for more UniSA programs to be offered.

So bring on spring and summer. Who knows what we can accomplish when we're not constricted by so many layers of clothing.

Professor David Lloyd
Vice Chancellor and President

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Achievements and Announcements

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Our Eureka finalists

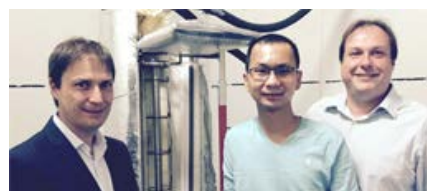
The University has three finalists in Australia's most comprehensive national science awards, the Australian Museum Eureka Prizes.

Associate Professor David Beattie (pictured right) is a finalist in the New South Wales Office of Environment and Heritage Eureka Prize for Environmental Research.



Assoc Prof Beattie's research focuses on finding benign chemicals that can substitute for currently used harmful chemicals in mineral flotation, a common form of mineral processing in Australia.

Associate Professor Frank Bruno, Dr Martin Belusko and Dr Steven Tay are finalists in the ANSTO Eureka Prize for Innovative Use of Technology.



(L-R) Frank Bruno, Steven Tay and Martin Belusko.

Assoc Prof Bruno and his team have combined a number of innovations to provide an inexpensive alternative for storing electricity to be used for cooling. These innovations include concepts such as dynamic melting, 'coil-in-tank' and a low-cost storage medium, all of which can be integrated with renewable energy sources.

Deputy Vice Chancellor: Research and Innovation, Professor Tanya Monro (pictured right) is a finalist as part of a team in the University of New South Wales Eureka Prize for Excellence in Interdisciplinary Scientific Research.

The team comprises: Prof Dayong Jin, University of Technology Sydney, Macquarie University and ARC Centre for Nanoscale Biophotonics; Prof Monro, UniSA, University of Adelaide and ARC Centre for Nanoscale Biophotonics; and Prof Bradley Walsh, Minomic International Ltd and Macquarie University.



Their research focuses on the diverse impact of Super Dots technologies – from non-invasive cancer diagnosis and rapid pathogen detection to invisible coding for authentication of pharmaceuticals, passports and banknotes – which is based on advances in diverse fields: material chemistry, optical physics, nanotechnology, biotechnology, computational modelling and instrumentation engineering.

The Australian Museum Eureka Prizes reward excellence in the fields of research and innovation, leadership, science communication, and journalism and school science.

Winners will be announced at the award dinner on August 26 at Sydney Town Hall.

[25th birthday celebrations kick off with website launch](#)

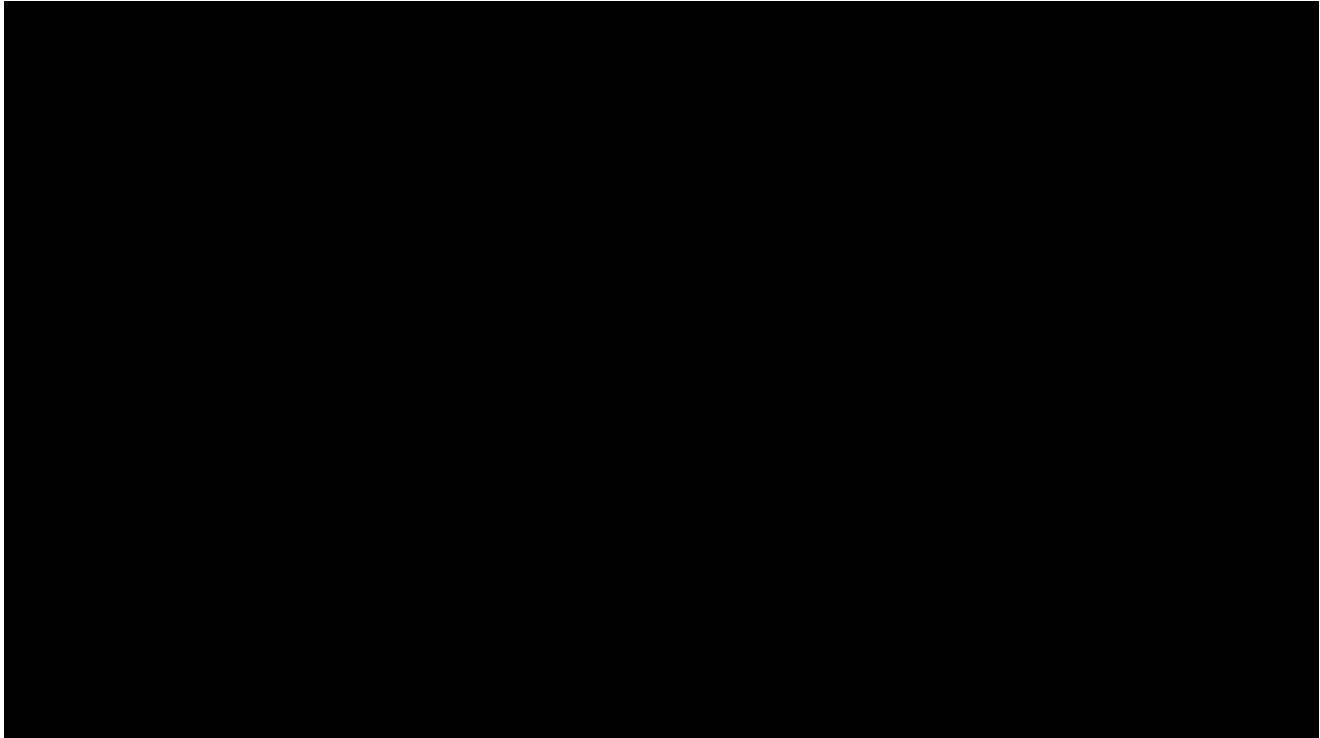
As the end of the year fast approaches, the University is beginning to gear up for a major milestone. On January 1, 2016, UniSA will celebrate a quarter of a century and there are a host of celebrations planned to commemorate the University's 25th year.

To kick off the festivities, the official 25th birthday website was launched this month. The interactive online hub will be a space to explore the University's unique journey and the people who have played a part in it.

The website is already beginning to share some of the stories of UniSA's people through the Enterprising Faces section. Staff, students and alumni are encouraged to share their own story.

The website will be updated throughout the 25th birthday year and will also contain information about the many events planned for 2016.

To visit the new 25th birthday website, go to unisa.edu.au/25years.



UniSA graduate becomes inaugural recipient of the Edith Dornwell internship

UniSA graduate Mina Asadi (pictured right) has become the inaugural recipient of the Edith Dornwell internship for women in science, technology, engineering and maths (STEM) fields, the State Government's three month paid placement program that places three female graduates into jobs in STEM areas.

Asadi, a Master of Information Technology graduate, who came to Australia in 2011, will now work a three-month full-time internship at Santos.

"I am extremely honoured and grateful to receive the Edith Dornwell internship," Asadi says.

"It gives me the opportunity to start my career path and inspires me to dream more, learn more and do more to reach my goals."

UniSA Vice Chancellor, Professor David Lloyd congratulated Asadi on receiving the scholarship.

"We work hard to deliver graduates who not only have the technical expertise and knowledge to start their careers, but also some experiential learning in their degree program, because understanding how knowledge is applied is so important in education," Prof Lloyd says.

The program is named after Edith Dornwell, who was the first woman in Australia to graduate with a science degree.



Mina Asadi. Photograph courtesy Santos.

Researcher's photo snaps up second place in national competition

A colourful image of a mouse embryo (pictured right) has won UniSA's Dr Sophie Wiszniak second place in a national science multimedia competition.

The competition was run by the Australian Science Media Centre (AusSMC) to launch their new Scimex Multimedia Hub, which offers a free collection of images, footage, audio and graphics, provided by the research community, for use by registered media professionals.

Dr Wiszniak's image is of the head of a mouse embryo at 14 days of development, which is equivalent to eight weeks in a human embryo. The researcher, who is based at the Centre for Cancer Biology, says she was excited to learn she had taken out second place.

"As a scientist, it's exciting to be recognised for something completely different to the normal measures of academic achievement," Dr Wiszniak says.

"This type of opportunity also allows us to share our work with the wider community in a new way – through a visual medium.

"The bright colours in the photo were achieved by staining developing cells with specific antibodies so that we were able to track them as they developed into bone cells, muscle cells or blood vessels, for example.

"Images like this one allow us to track how bones and cartilage develop into the skull and jaw, giving us information on how these amazing processes can also go wrong – resulting in disfiguring facial deformities in the new born."

For more information on AusSMC's Scimex Multimedia Hub, go to scimex.org/.

One molecule may hold the key to treating lymphoedema

Researchers at the Centre for Cancer Biology (CCB) – an alliance between UniSA and SA Pathology – have unlocked another piece of the gene puzzle in relation to the debilitating condition of lymphoedema, which affects more than 140 million people worldwide.

Lymphoedema is an inherited condition but it can also be caused by serious damage or injury to the lymphatic system. Some modern treatments for cancer can cause the condition.

In a study published last month in the *Journal of Clinical Investigation*, UniSA's Associate Professor Natasha Harvey and her team focused on the role of GATA2, a molecule that binds to DNA to switch genes off or on, and one that is vital to building the vessels in the lymphatic system.

"Our initial work uncovered that mutations in the gene GATA2 are causative of Emberger Syndrome (ES), an illness in which patients have lymphoedema and a predisposition to developing myelodysplastic syndrome and or acute myeloid leukaemia," Assoc Prof Harvey said.

"GATA2 had a very important role to play in lymphatic vessel development, so we wanted to explore that further.

"We have now identified that it is GATA2's ability to bind to specific regions of DNA that ensures some genes are switched on or off in the important vessel valves of the lymphatic system.

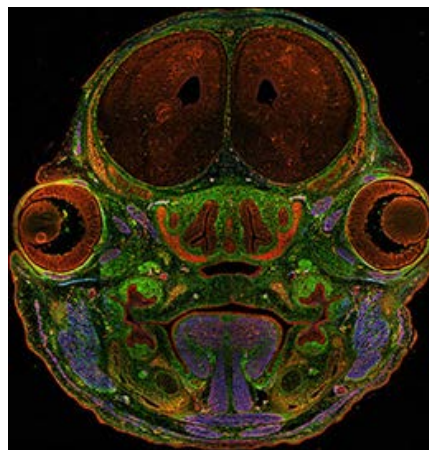
"In some patients with lymphoedema GATA2 seems to have lost the ability to bind with the DNA to switch on the genes vital to valve development and function.

"The research posits a molecular explanation for the development of lymphoedema in patients with ES and it gives us clues as to why GATA2 is so important and what further research might deliver.

"Our ultimate goal is to really understand GATA2. That will be a vital step on the path to designing new therapeutic agents able to treat lymphoedema."

Assoc Prof Harvey's team collaborated closely with the CCB's Professor Hamish Scott and team, as well as national and international laboratories, in the research.

For more information, see the related [media release](#).



Associate Professor Natasha Harvey (right) with members of her CCB lab.

Webb Medal for Jim Jago

UniSA palaeontologist and geologist Associate Professor Jim Jago (pictured right) is the 2015 recipient of the Bruce Webb Medal, awarded by the South Australian Division of the Geological Society of Australia.

Assoc Prof Jago's long career at UniSA has been fuelled by a passion for the secrets in sediment – whether that is the Early Cambrian fly-like eyes of 500 million year old creatures uncovered in Emu Bay Kangaroo Island or the geological wonders of Antarctica.

The Webb Medal recognises his contribution to geological education in his teaching career at UniSA over more than 40 years and his outstanding contributions in research.

The award commemorates the life and professional contributions of the late Bruce Webb, a geologist of outstanding reputation and a former Chancellor of Adelaide University.



New creative partnership to strengthen West End's cultural precinct

The thriving creative arts scene in Adelaide's West End has received another boost last month, thanks to the signing of a Memorandum of Understanding (MOU) between UniSA and the JamFactory.

Building on an already strong relationship between the two organisations, the new partnership will support broader networks to promote South Australian artists.

Launched at a special event at the Jeffrey Smart Building, the MOU opens up collaboration opportunities across a range of educational and other areas, as well as a sponsorship agreement to help support artists and designers from the local and international community, to further their careers in ceramics, glass, furniture and metal design.



UniSA Vice Chancellor, Professor David Lloyd said the partnership would help strengthen the creative industries in the western end of the city.

"JamFactory has long provided opportunities to talented creative artists through its Associate program, the work studios it has available in Adelaide and the Barossa, and its galleries and retail environments, and many of those artists have been UniSA graduates," Prof Lloyd said.

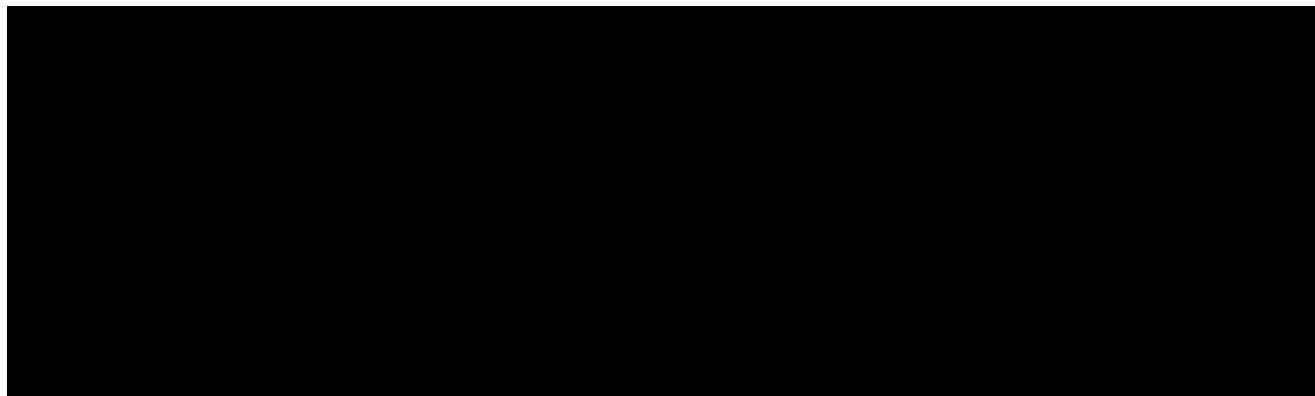
"In this environment new graduates can gain experience of the business of art, develop creative ventures, and add entrepreneurship to their personal skills profile.

"They also have the chance to learn from other artists, drawn from around the world by JamFactory's reputation for excellence."

At the launch event, JamFactory Chief Executive Officer, Brian Parkes said the new partnership took the existing relationships between the JamFactory and UniSA to another level.

"One of the key things I think the JamFactory and the University can do together is to advocate for the West End to become a truly global cultural precinct," he said.

For more information, watch the video below.





WHO welcomes psychosocial work safety research

UniSA's Asia Pacific Centre for Work Health and Safety has just been named a World Health Organisation (WHO) Collaborating Centre for Occupational Health.

The prestigious alliance will ensure UniSA research focused on psychosocial health in workplaces feeds into one of the largest global public health information and action networks.

The Collaborating Centre will be led by Professor Maureen Dollard (pictured right) and key projects to be investigated over the next four years include the development of a set of tools for measuring psychosocial safety in small, low-resource workplaces; research into the factors leading to increasing suicides in South East Asia; and an exploration of psychosocial safety risks and practices in frontline healthcare workplaces. These projects fit into the WHO Global Action Plan.



Aligned with the United Nations, WHO operates globally to provide leadership on critical global health issues, working with international partners when action is needed. WHO also sets international standards and norms for public health and monitors and reports on global health status. It plays a key role in shaping the health research agenda and stimulating the generation, translation and dissemination of valuable knowledge.

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Spirituality in the workplace

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by Kelly Stone



BUSINESS

Spiritual self-disclosure is unusual in Australian workplaces and religion is largely perceived as taboo, according to UniSA research.

Centre for Human Resource Management researcher Dr Joanna Crossman (pictured right) says despite globalisation and increasing employee diversity, Australian employees think it is too risky to openly talk about their spiritual beliefs in the workplace.



“My research reveals that some workers believe that spiritual self-disclosure may be stigmatising, with the potential for negative consequences,” she says.

“Those risks identified by workers included property damage, resignations, dismissal, abusive emails, co-worker aggression, repugnance, shunning and ridicule, often communicated through hostile humour. Most of all, it was about being ‘on the outer’.”

Dr Crossman’s research found that the idea that religion should be taboo in the workplace was rationalised by many workers on the basis of their perceptions that Australia is a secular society – a country where people, having drifted away from religion and almost become embarrassed by it, shun the spiritually profound.

She says the concept of taboo tended to be raised in relation to religion rather than to other forms of spirituality broadly associated with well-being, such as yoga and meditation. For example, one research participant indicated that while religion was never discussed at their workplace, the spiritual experiences of someone who went away for 12 months and returned ‘with long hair and eating tofu instead of chicken’ would be.

“When an individual employee’s spiritual beliefs and identity does become an issue that places him or her ‘on the outer’, it can be framed essentially as a conflict between personal identity and the identity of an organisation or

profession,” Dr Crossman says.

“One participant said she believed that if she spoke about her beliefs as a Christian at work, people would think she was weird – illustrating a conflict between her spiritual identity and the workplace culture.

“A similar conflict arose in an account describing how uncomfortable an employee felt in being expected to participate in a colleague’s birthday celebration at work, when such practices were discouraged in her spiritual community.

“Another participant recalled disclosing that she was a Muslim in a meeting where staff were ‘having a bit of a laugh’ about Islam. She noted that those present became embarrassed and even a little scared about the potential ramifications of their inappropriate comments and the assumption that ‘no-one there was a Muslim’.”

Dr Crossman says while most organisations are aware of the need for prayer facilities and menus which meet religious requirements, a deeper understanding of spiritual diversity issues would be valuable for employees and managers.

She makes the following recommendations for managers:

- Become familiar with the law with regard to discrimination as it pertains to spiritual beliefs and practices.
- Adopt a proactive approach. Have some strategies in place for communicating inclusive spiritual working environments, so everyone knows what the expectations are.
- Don’t use avoidance tactics. It may help to prevent things escalating if managers think about how they’ll act on things beforehand and engage in the issue rather than avoiding it.

Dr Crossman also believes that since globalisation has intensified spiritual diversity in Australian workplaces, university business and management schools are well placed to prepare managers for these sometimes sensitive scenarios from within their curriculum.

Dr Crossman’s latest paper on workplace spirituality can be read in the [Journal of Management and Organization](#).

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Student fingerprints in the lounge

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by Michèle Nardelli



INSIDE UNISA

It is yet to open for business, but UniSA's new student lounge has student fingerprints all over it.

A hard working team of UniSA architecture and interior architecture students have been involved in every part of the design of the new space – from concept drawings, right through to researching materials, negotiating plans and submitting final designs.

Underpinned by a renewed commitment to student engagement, planning for the new student lounge began two years ago.

And with a desire to enhance opportunities for students to be involved in experiential learning, UniSA's Facilities Management Unit delivered the first brief for the project to third year students in Interior Architecture and Design programs, charging them to come up with fresh ideas for the space.

And they certainly pushed the boundaries, putting forward spaces that included giant sleeping cocoons, complete kitchen facilities and an amazing array of finishes and furnishings that paid tribute to the student lounge's former life as the City West campus library.

Paring back and distilling all that design energy into a workable, functional, student lounge was all part of the learning process, according to recent Master of Architecture graduate and lecturer at UniSA, Christopher Trotta (pictured right).

Trotta was brought in to develop the work of the six-person student design team and organise their ongoing contribution to the project as part of their industry-linked learning.

"We had to synthesize the strongest of the design ideas from across the six



student submissions and come up with a single, cohesive design to present back to the client ... in this instance the University, and we had just six weeks in which to do it," he says.

"This is certainly one of the best ways for students to learn about how they will need to apply their design skills and their abundant creativity in the real world and it is a great way to teach them what working life as an interior architect will require."

The six students – Rachel Aistrope, Amie Blanden, Alyssa Ellenwood, Bonnie Hamilton, Emily Rogers and Ghislain Maiden – worked in teams to refine designs across the whole project looking at furniture, fixtures and finishes, joinery, lighting and architecture.

In the next month the lounge will be officially opened, but none of the student designers will get the chance to enjoy the space; they have all graduated and taken the next step into their careers.

For Bonnie Hamilton, now working at the small architectural firm Studio-gram on some exciting commercial projects in the food and wine sector, the experience gained on UniSA's student lounge project was invaluable.

"Honestly doing that work gave me the kind of confidence I needed to be a practising designer," Hamilton says.

"It is hugely beneficial to have to take your ideas and concepts to the presentation stage and to go through the process of seeing if the client likes the work and wants to accept the designs.

"The best part is knowing something you designed will be realised."

And for mentor, teacher and practising designer, Trotta the next step has been into the high end of residential architecture in Sydney.

The design story for all of these UniSA graduates has moved beyond our student living room and into the wider world.

UniSA Open Day

More than 12,000 people are expected to flock to UniSA's City West and City East campuses this Sunday (August 16) for UniSA Open Day.

Open Day is the first event in the 'Open August' series for the University, which allows people of all ages who are thinking of studying to visit campuses and learn about programs and entry pathways.

The new student lounge (story above), currently under construction at City West campus, will open for a special 'sneak peek' on Open Day.

Set to open officially in a few weeks' time, the lounge will provide a social space for students to interact and unwind.

Other special attractions at City West campus for Open Day include tours of the Jeffrey Smart Building, Law Building and art, architecture and design facilities. There'll also be a special 'get snapped' photo competition, where students are encouraged to jump in our photo booth on Fenn Place and upload their pic to social media with the hashtag #unisanow.

At City East campus, people will be able to visit the UniSA Health and Medical Clinic, medical imaging suites, Virtual Environment Radiotherapy Training (VERT), anatomy lab, nutrition and dietetics hub, exercise environmental chamber and the High Performance and Exercise Physiology Clinic.

A full schedule of program information sessions at both City West and City East campuses will run throughout the day.

For more information go to unisa.edu.au/openday or download the UniSA Students app for all the information you need direct to your phone.

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University of
South Australia

Tall Poppy Awards for two of UniSA's rising stars

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by Rosanna Galvin



COMMUNITY

Using visual illusions to treat chronic pain: a patient's finger being 'stretched'.

Just four years into her postdoctoral career, UniSA researcher Dr Tasha Stanton (pictured right) has already made a ground-breaking discovery – that changing how a painful body part looks to an osteoarthritis sufferer using visual illusions can significantly reduce the pain they feel.

But it is Dr Stanton's ability to undertake high quality scientific research and then communicate the findings to the wider community that has seen her win a Tall Poppy Award in the 2015 South Australian Young Tall Poppy Science Campaign.

The Campaign, which is designed to encourage public engagement in science, also recognised Centre for Cancer Biology (an alliance between UniSA and SA Pathology) researcher and UniSA Adjunct Research Fellow, Dr Simon Conn with a Tall Poppy Award.

Dr Stanton said she was excited to be recognised for making science communication a priority. She undertakes a number of community engagement activities, including acting as section editor on the [BodyinMind website](#) and presenting public lectures both in Australia and overseas.

She is also one of the founding members of the website [The ICECream](#), which provides information and support to students considering a career in science.

"I'm really passionate about increasing public knowledge about pain and its treatment," she said.

"It's a condition that affects so many people around the world and I want to share with the wider community the exciting discoveries we're making in the lab."



Dr Stanton, a Research Fellow at UniSA's Body in Mind Research Group, said her research involved using special equipment to change how a person's body looks to them.

"The brain holds a dynamic representation of the body, integrating information from numerous senses, which informs how your body feels to you," she said.

"For example, in chronic pain, altered perceptions of the body occur – parts of the body can feel bigger or smaller than they actually are. Brain-based treatment that targets body perception reduces pain, normalising both perceptions and brain changes.

"My area of focus has been osteoarthritis. Osteoarthritis sufferers have altered perceptions of their painful joint, which suggests brain changes. To target the brain and treat the condition, I use multisensory illusions which alter body perception.

"People watch their knee 'grow' by watching altered real-time video and I combine this with congruent touch that confirms the 'growth', such as pulling on the leg.

"This has been shown to reduce pain by approximately 40 per cent in people with knee osteoarthritis. This new treatment option could potentially delay or avoid total joint replacements."

Dr Conn (pictured right) is working towards finding new treatments for one of the biggest health problems of our time – cancer.

His area of focus is cancer metastasis, the name given to the spread of cancer through formation of secondary tumours. Cancer metastasis is responsible for over 90 per cent of cancer-related deaths.

"Understanding the processes involved with cancer metastasis can guide treatment," Dr Conn said.

"I discovered novel pieces of genetic information, called circular RNAs, which are present at much higher levels in human metastatic cells, suggesting they have very important roles in this process.

"For the first time, I identified a protein which stimulates the production of these molecules. This protein and the circular RNAs themselves have the potential to revolutionise the clinical management of numerous cancers."

Dr Conn said it was an honour to be singled out as a young leader in science, both in terms of research output and communication.

"As a Florey Postdoctoral Research Fellow at the Centre for Cancer Biology it is particularly special, given the Tall Poppy Awards were created in 1998 to honour the centenary of the birth of the great South Australian scientist Lord Howard Florey who shared a Nobel Prize for his work on penicillin," he said.

"Beyond working in the laboratory, I really enjoy the opportunity to liaise with and inform the public of sometimes highly complex scientific concepts – whether this be with primary school students through the 'Scientists in Schools' program, or with high school students regarding their SACE Research Projects, or at various cancer fundraising events where we can engage with the general public."

For more information on the Tall Poppy Campaign, go to the Australian Institute of Policy and Science [website](#).



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University of
South Australia

Enhancing the Riverland's international appeal

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by Will Venn



COMMUNITY

Could linking the Riverland's food and wine industry more closely with tourism, health, education, recreation and the environment boost the identity and business prosperity of the region and attract greater overseas interest?

It's a question which has led the key findings of a UniSA report, prompting a round table discussion in the region among key industry stakeholders and leaders who are keen to promote the Riverland's unique qualities.

The report, *Thinking, Linking, Leveraging and Maximising*, was produced for Regional Development Australia by the Barbara Hardy Institute, funded by Primary Industries and Resources of South Australia (PIRSA) under the SA Co-innovation Cluster Program: premium food and wine from a clean environment.

Adjunct Associate Professor David Ness, who led the research, says that linking different industries and sectors through unified regional branding may boost business growth in the Riverland region, while attracting greater investment from Asia.

"The report suggests that the notion of health and wellness, reflecting the region's clean and safe products, relaxing lifestyle, and healthy river and environment, could form the foundation of such a differentiated regional identity and brand," Assoc Prof Ness says.

The report was launched in Berri with a round table discussion. Participants included Berri Barmera Council Chief Executive Officer David Beaton, Member for Chaffey Tim Whetstone and key local stakeholders from the wine and almond industries and the health sector. Also attending were UniSA's Dr Jantane Dumrak, Assoc Prof Sam Huang and Dr Ke Xing.

"To the participants, a regional brand was much more than a logo. Rather, it should convey a story and belief about the integrity, safety and



Roundtable meeting.
Photo courtesy of Murray Pioneer.

sustainability of Riverland products and services,” Assoc Prof Ness says.

“An overarching Riverland brand could complement and add value to individual product brands, and its visibility could be enhanced by an accreditation tick or IT tag attached to products.

“It was pointed out that such a regional brand should encompass not only premium products, but also those such as bulk wines that are affordable to consumers.

“We discussed the growing interest and customer loyalty among China’s increasing middle class, in such clean, green imported products.

“In addition, it was suggested that wellness tourism including ‘health stays’, building upon the region’s health infrastructure and services, could be desirable for Chinese, Middle Eastern and other visitors.

“In turn, this would increase demand for clean, nutritious foods and beverages, and value-added health products such as essential oils, rose water, orange blossom essence and the like.”

The discussion also highlighted the potential of direct business to customer relationships in accessing overseas markets, using social media such as *WeChat* (China) and a virtual marketplace or e-platform, and highlighted the need for further research on what customers want.

Tim Whetstone (pictured right) raised the report’s findings and round table discussion in Parliament last month.



“Given the Riverland’s unemployment rate is above South Australia’s overall unemployment rate, there is an urgent need to focus on our agricultural export sector to create jobs, noting that more than 50 per cent of South Australia’s exports come from regional South Australia,” Whetstone says.

“The Riverland’s clean, green image and our very important fruit-fly-free and phylloxera-free status is critically important to our branding. So, there is much scope to increase trade with our key partners, particularly our Asian neighbours.

“Of the findings and recommendations of the report, I found most interesting the comments based around the region’s identity and branding.

“To me, it raises the question of whether the Riverland needs to have its own individual branding, its own logo, or a logo within the already prominent South Australian logo. Is there an opportunity to have the region’s own branding incorporating some of that Brand SA? I think we need to look at that.”

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**University of
South Australia**

Explaining the world of wearable computers

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by Professor Bruce Thomas, Co-Director, Wearable Computer Lab



SCIENCE AND TECHNOLOGY

Think about having a supercomputer in your pocket.

The first supercomputer, the Cray-1, operated between 130 to 250 million floating point operations per second (MFLOPS) in the mid to late 1970s. Today's smart phones operate over 800 MFLOPS.

The Cray-1 was used to develop nuclear bombs, but you could not play Quake on it.

What are you going to do with this computational power in your pocket?

The first thing is to be able to operate it while it is in your pocket. This is why you might wish to have wearable computing devices. So what are they?

Quite simply they are small electronic gadgets that you wear on your person.

A good example is a music player that you strap to your upper arm while on a run. The key element is that the device can be used while performing other activities.

This is subtly different than using a mobile phone while holding it. In the case of a phone you are required to hold the phone, press buttons and, for the most part, are stopped from performing most other tasks, such as driving a car.

Take the same phone, attach a hands-free unit to it, then place it in your pocket, and now you have a wearable computing device.

These are examples of simple wearable computing devices, but electronics can be woven into fabrics or sewn into clothing. For example, the music player could be part of your winter jacket or your watch integrated into the cuff of your dress shirt. Health monitoring sensors could also be integrated into one's clothing.

An illustrative scenario is the following application to monitor how much physical activity a child undertakes at

school. Small movement sensors could be manufactured into children's school uniform shirts.

- The child merely wears the shirts normally, the parents wash the shirts, and the shirts are hung on special electronic hangers.
- Once placed in the e-wardrobe, the shirts are recharged and monitoring data is downloaded to the parents' computer.
- A report is generated describing how many kilojoules the child expended during the week.

What makes this scenario compelling is the shirt is used in its normal fashion. There are wrist worn devices that perform the same function, but you have to remember to wear them, recharge them, and download data from them.

So how far away from reality are wearable computing devices?

There are a number of wearable electronic gadgets on the market today, and by in large the technology exists to build and sell more powerful devices.

I believe there are three key elements missing before widespread adoption of wearable computing devices: applications, durability, and infrastructure.

The proper and exciting uses of wearable computing devices have not been stumbled upon. As with most new concepts, people will use the technology in vastly different manners than imagined by the designers. These triggers have not yet been found.

The electronics have to be robust enough to survive modern lifestyles. Let's be honest, modern washers and dryers are very harsh environments.

We are going to need additional devices like e-wardrobes and smart tall boys. Today I have to remember to plug a number of devices into chargers and data exchangers every night. It would be nightmare if I was forced to perform this duty with every piece of clothing or item I wore.

Once the wearable computing device applications have arrived, the proper device eco systems will emerge. These eco systems will drive more compelling deployment of wearable computing devices.

Why do we need them? This reminds me of conversations I have with my children: "Do you need this or do you want this?"

In the case of need, I would say we need wearable electronic devices for health reasons. People are restricted to locations due to the requirements of proper monitoring.

For example, proper measurements of blood pressure on a regular basis would allow doctors to better understand if medications were performing as required.

Technologies exist for this monitoring, but the application of this technology requires a user-friendly form factor.

In the case of want, I would say not having to remember to pick up my phone would be nice. Having the phone integrated into my clothing would in one sense simplify my life. Being able to turn it off would also be nice!

With the proliferation of pervasive networked devices, such as tablets, people are expecting information literally at their finger tips.

Wearable computing devices would allow people to more easily access information, interact with technology, and break free from operating IT equipment in one particular location.

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**University of
South Australia**

How politics fosters Patriot Perception Disorder

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By Associate Professor Peter Gale, Program Director: Aboriginal Studies (Postgraduate) / Senior Lecturer



RESEARCH SPOTLIGHT

In this month's Research Spotlight column, Associate Professor Peter Gale reflects on racism in Australia in light of recent events, including the Reclaim Australia rallies. Based at the David Unaipon College of Indigenous Education and Research, Assoc Prof Gale's areas of research include nationalism and racism, and the sociology of 'race' and ethnicity.

I'm often asked about what really defines racism and when I travel beyond Australia, many people ask me if Australia is a racist country.

Debates on racism usually become a discussion about whom or what is racist.

But as with many research questions, the concepts are complex and can't be reduced to a straight forward yes or no response. Racism cannot be understood as a simple binary of being racist or not racist.

The all too common refrain, 'I am not a racist but...' is often used to engender support for political policies that are superficially represented as being in the national interest, but which in practice pursue popular politics at the expense of vulnerable minority groups.

Such policies attract popular appeal but are positioned at one end of the spectrum of what I would describe as patriot perception disorder (PPD).

This is arguably the case in the ongoing political debate on asylum seeker policy, the contentious Northern Territory Intervention or the proposed closure of remote Indigenous communities.

All are examples of difficult policy decisions that are more reflective of PPD than inclusive politics.



Associate Professor Peter Gale

At the high end of the spectrum of PPD, perspectives are shaped by a focus on short-term politics and electoral gain rather than by what is good policy.

Sometimes PPD is very visible; the recent *Reclaim Australia* rallies are a prime example of patriot politics. The TV and press coverage of the associated instances of violence have been disturbing. Friends and colleagues outside of Australia have asked me anxiously: "What is happening down there?"

So what is happening when we see violence on the streets? The 2005 Cronulla Riots and the recent violence associated with Reclaim Australia are disturbing examples of the extreme end of the PPD spectrum acted out on our streets.

But perhaps the most important and uncomfortable question for all of us is where do we fall on the spectrum of racism.

The *Reclaim Australia* rallies attract young and old – from grandma and granddad, to students and office workers.

Rather than the uniformity that typified the Cronulla riots, every strata of Australian society was represented, proving PPD is evident across the diversity of Australian society.

What is important to understand is why *Reclaim Australia* has had such broad appeal.

If PPD occurs as a racism spectrum, the sentiments of *Reclaim Australia* lie at the far end and are a symptom of the failure in political leadership to educate, legislate and lead society in a better path. That vacuum in leadership, coupled with other factors, such as the role of the traditional media and the growth and accessibility of social media, encourage the extreme.

While it can be argued that everything is political, these extremes are not all about politics.

Two important areas where political leadership is vitally influential are in providing accurate and realistic perspectives and context; and secondly, in shaping perceptions about patriotism, or in particular, what is in the national interest.

The stated *raison d'être* of *Reclaim Australia* is the drive to keep Australia 'Australian' and to eliminate the threat of terrorism.

Analysed carefully, it is a strange marriage of ideas, but when we look at how political leaders and media commentators have built careers on conflating the threat of terrorism with the practice of Islam since the September 11, 2001, terrorist attack on the World Trade Centre, we can see that given sustenance, the idea has taken seed.

Interestingly, it is often these same politicians and commentators who make loud appeals to respect the democratic rights to 'free speech' of groups such as the Reclaim movement, but remain silent on these rights in other contexts.

What is more disturbing is when political leaders and commentators capitalise on PPD for personal advantage – for better ratings or a few more points in the polls.

These gains come at a deep cost – to Australia's strong record on human rights; to the daily lives of Islamic women; to Indigenous people, especially those living in remote communities; to our general capacity for peaceful living; and, to a less tangible extent, to the national psyche – to the very things we believe make us Australian.

Many political leaders and media commentators, with more access to factual information that shows the actual risk of terrorism, or the perceived threat to the Australian nation, or national values, is minimal, still raise the terrorism scarecrow.

In recent months, we've seen a marked increase in mentions of thwarted terrorist attacks, midnight suburban raids on suspects, as well as unspecific threats of attack from some nebulous 'other'.

Contrast, the very real and recorded instances of domestic violence and domestic murder statistics with those of terrorism in Australia and the result is salutary.

Domestic violence is an endemic problem in society – on Australian soil; two women a week are murdered by a partner or former partner. The problem until very recently has rarely been a rallying call for politicians of any persuasion and spending on solving the problem of terror in the home, proudly announced as a \$16.7 million package over three years, lags far behind the billions and billions that are being spent on anti-terrorism.

Similarly, the common perception, that asylum seekers arriving by boat are economic refugees rather than

people just like you and me, who largely, as a result of circumstances beyond their control, are rendered stateless people, has been encouraged by politicians and commentators alike.

As Australians, are our leaders playing us for fools? The question we need to ask is, what is good politics? And it is a thorny one – it sets up that divide between playing politics – doing whatever it takes to get elected – and developing and presenting good policy.

At one end of this spectrum, a difficult policy decision is made and public support is sought. At the other end of the spectrum, short-term popularity is sought for minimal long-term gain. All too often people make a political career out of the latter.

What many Australians crave is political *leadership* in contrast to increasing populist politics founded on Patriot Perception Disorder.

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Worldwide search for UniSA's most enterprising graduates

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by Michèle Nardelli



COMMUNITY

There are more than 150,000 of them and they live in every Australian state and all around the world. They are graduates from the University of South Australia; many of them are making a real mark in the world and the University wants to celebrate their contribution.

This year UniSA is calling for nominations for its inaugural Alumni Awards – honouring outstanding achievement from graduates across six key criteria – scholarship, engagement, social justice, sustainability, openness and innovation.

Nominations are now open for the Awards and the first four recipients will be announced at a gala dinner in UniSA's historical Brookman building, City East campus on October 31.

UniSA Vice Chancellor Professor David Lloyd says there is hardly a week that goes by when he doesn't hear about something inspiring that a UniSA graduate is doing.

"From leading innovative start-ups, to founding international charities or winning prestigious art prizes, there are a thousand stories of enterprising graduates who are using their skills to innovate or improve the lives of others," Prof Lloyd says.

"I think that is the style of this University, our graduates appreciate the opportunities education has provided and understand that not everyone has the same chances in life.

"They often develop a real passion to make a difference whether that is by running successful businesses, continuing on to do important research or working as a teacher, nurse or pharmacist.

"I think the challenge for us will be in choosing only four to acknowledge this year and I am really looking forward to seeing the nominations and learning much more about the great work our alumni are doing."

Nominations must demonstrate that the graduate meets at least three of the University's values: scholarship; engagement; social justice; sustainability; innovation, and/or openness.

The nominee must be a graduate of UniSA or one of its antecedent institutions and must be available to attend the gala dinner at the Brookman Hall, UniSA City East campus, Adelaide, on Saturday 31 October 2015.

Nominations close at midnight (Australian Central Standard Time) 31 August 2015. All details about the awards are available [online](#).

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Constructing an award winning common ground for Adelaide's homeless

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by Aleisha Johnston



SCIENCE AND TECHNOLOGY

A UniSA graduate who managed an accommodation construction project for Adelaide's most disadvantaged has been recognised for his outstanding work at the 2015 Australian Institute of Building (AIB) Professional Excellence in Building Awards.

Construction Management graduate James Clark (pictured above) was recently presented with the Professional Excellence Award for Residential Construction \$1 Million to \$10 Million for his involvement on the Common Ground project. Clark was among a number of other UniSA graduates and students who were also recognised for quality work in the construction industry in the AIB Awards.

The Common Ground project, which is located on Mellor Street in Adelaide, aims to provide secure accommodation to people who are homeless and was made possible due to funding provided by the Federal and State Governments, as well as private donations.

"Mellor Street is the flagship for the next generation of accommodation for homeless people, mainly targeted at young single families, particularly women with children, where there is sadly a distinct lack of safe budget accommodation in the City," Clark says.

"Comprising of 52 apartments over seven levels with a building footprint of 650m², the Common Ground complex generally houses homeless people, taken from the street and given safe and secure accommodation along with assistance to help integrate them back into the wider community."

The project was awarded the accolade due to the successful delivery of the programme through funding milestones being reached prior to scheduled dates, collaborative working relationships with the client, consultants and sub-contractors as well as innovation through 3D Modelling of the design.

In the role of Project Manager, Clark was responsible for leading the design and construction teams to deliver the project.

"The project took 41 weeks to build from commencement to completion. This was a significant achievement as it resulted in the project being handed over two weeks early, allowing for a seamless transition for the build to occupancy," Clark says.

The ground floor consists of accessible apartments, office areas for Common Ground staff and common areas for residents that facilitate resident integration back into the community.

This year will mark a milestone for Clark who has spent five consecutive years at Hindmarsh, a family-owned and operated property and construction company, which has delivered iconic projects to Australia for over three decades.

He looks back to his time at UniSA as the foundation for his successful career, saying the industry exposure played a key part in where he is today.

"I spent a semester working in the industry in my third year. This industry exposure while studying really helped my transition from university to the workplace allowing me to play a more active role in my career and current role," he says.

More information on the Common Ground project can be found at the Hindmarsh [website](#).

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New Books

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The Psychology of Innovation in Organizations

Innovate or die – it's been one of the catch-cries of the 21st century. But what organisational environments nurture innovation? What psychological characteristics do innovative people possess? Are there certain processes that generate innovation?

These are the questions that UniSA's Associate Professor in Engineering Innovation, David Cropley seeks to answer in the new book *The Psychology of Innovation in Organizations*.

Co-authored with Emeritus Professor Arthur Cropley from the University of Hamburg, the book draws on psychological research in the field of creativity to illustrate practical methods for conceptualising and managing organisational innovation.

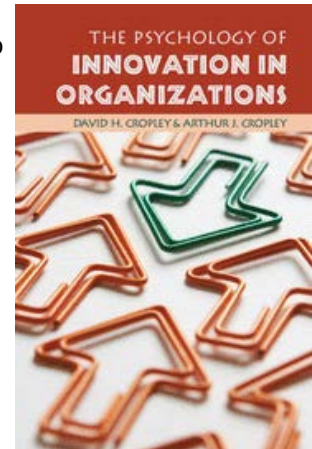
"To compete in today's marketplace, organisations need to innovate – that is to develop novel systems, processes or products that can be implemented for commercial benefit," Assoc Prof Cropley says.

"In our book, we present a dynamic model of the interactions among four key components of creativity – product, person, process, and press – that function as building blocks of innovation.

"We developed this model by breaking down the process of generation and implementation of innovation. This revealed the various aspects of an organisational environment, such as management structures, that may influence the innovation process."

Published by Cambridge University Press, the book concludes that with proper measurement and management, organisations can effectively encourage individuals to produce and take advantage of novel ideas.

The Psychology of Innovation in Organizations is available for purchase at the Cambridge University Press [website](#).



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UniSA and Port Adelaide Football Club held their first intensive short course in high performance sport recently. The nine-day course, 'In-Season Training for High Performance Athletes', was developed and jointly conducted by Professor Kevin Norton (UniSA) and Dr Darren Burgess (PAFC) with assistance from Adam Hewitt (UniSA) and a number of high performance staff at PAFC. Eleven students from around the world completed the course, which concentrated on hands-on screening and conditioning principles used in high-performance environments such as the AFL.



Work started recently on the \$230m Health Innovation Building. Pictured above at the project site are some of the team members behind the project with UniSA Vice Chancellor Professor David Lloyd.

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