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February 2017

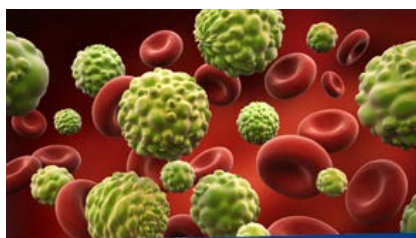
> from the University of South Australia



COMMUNITY

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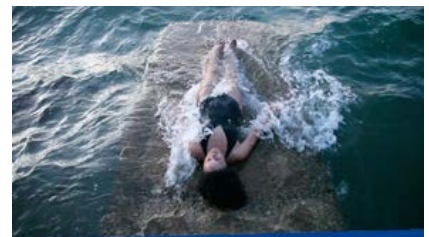
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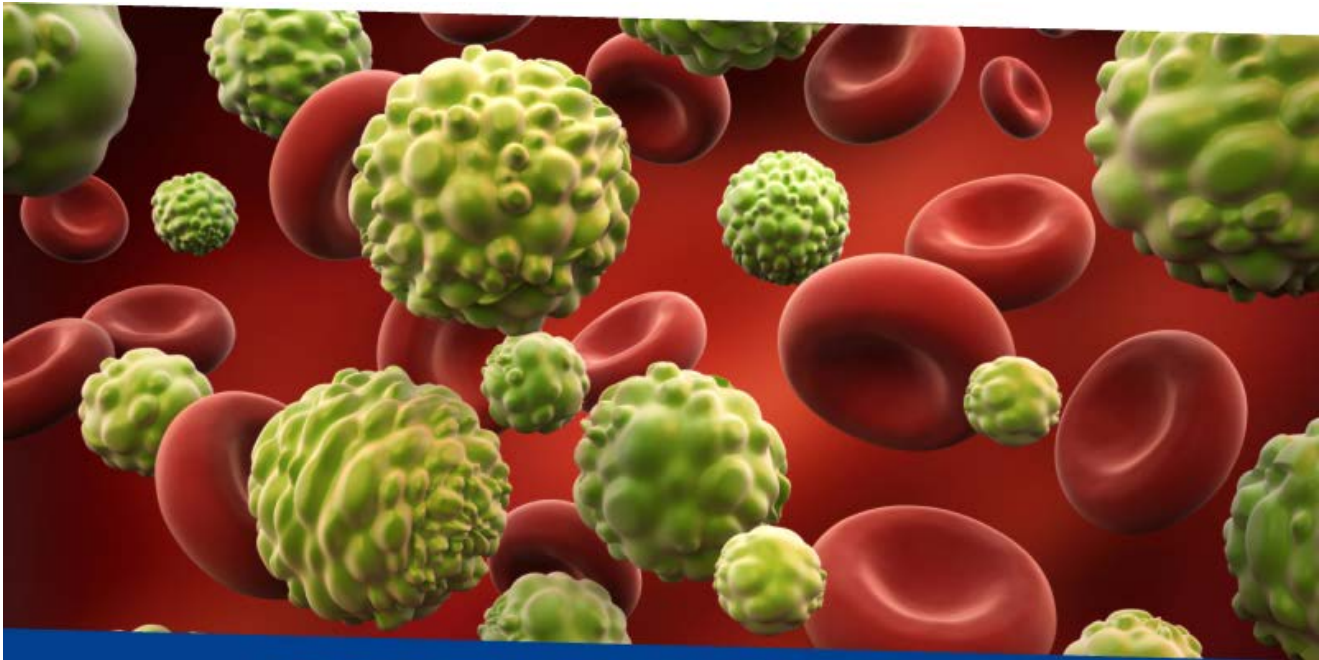
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Why are we more likely to get cancer as we age?

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by Stuart Pitson, NHMRC Senior Research Fellow, Centre for Cancer Biology, UniSA



RESEARCH SPOTLIGHT

Cancer is a disease caused by errors in our genes – the DNA code in our cells that provides the blueprints for all cell functions and the longer we live, the more time there is for errors in our genes to accumulate.

It's a sobering fact that one in two Australian men and one in three Australian women will be diagnosed with some form of cancer by the age of 85.

It's even more alarming when you consider these statistics do not include the most common skin cancers (basal cell carcinoma and squamous cell carcinoma of the skin).

It is estimated hundreds of thousands of Australians are treated for these each year.

The number of new cases of cancer diagnosed has increased dramatically in the last three decades. In Australia, 47,445 new cases of cancer were diagnosed in 1982 and 122,093 in 2012. This has led some to think the risks of acquiring cancer are on the increase in modern society.

Of course, increased population accounts for much of the increase in these figures. But the other major factor is modern medicine increasing our lifespan. As we survive diseases and live longer, more of us are succumbing to cancer.

The risk of cancer increases as we age

A closer look at the cancer figures in relation to age at diagnosis shows a clear and dramatic increase in cancer as we age. For children and adults up to their forties, the incidence of cancer is quite low, but then increases quite dramatically as we get older.

The incidence of cancer is around ten times higher in

people 60 years and older, than in those under 60.

Cancer: a disease of our genes

So, why is it we're more likely to get cancer as we get older? Cancer is a disease caused by errors in our genes – the DNA code in our cells that provides the blueprints for all cell functions. These errors arise for a number of reasons.

Chemical carcinogens and radiation are two factors many immediately think of, and can be major players in some cancers. Chemical carcinogens in cigarette smoke contributing to lung cancer and UV radiation contributing to melanoma are two obvious examples.

We can also inherit some genetic errors. For example, defective BRCA genes are passed down in some families and contribute to a number of cancers, including those of the breast and ovary. Some viruses can also contribute to cancer, such as the human papillomavirus (HPV) with cervical cancer.

Another main reason for genetic errors arising, however, comes from normal biology. The body is made up of many trillions of individual cells, and in most cases these individual cells have a defined lifespan.

As these cells die they're replaced by new cells that arise from the division of another cell into two; a process that requires replication of all of the cell's DNA.

Despite this DNA replication being highly controlled and very accurate, the sheer number of times it is performed in the lifespan of a person (estimated to be 10,000 trillion times!) means the introduction of a significant number of errors into the DNA of some of our cells from this fundamental process is inevitable.

Many gene errors are needed for cancer to develop

So we all have "errors" in our genes. The vast majority of these errors have no effect, or simply add to our individual uniqueness. For example, some "errors" in the MC1R gene have fortuitously given us individuals with red hair.

But some specific errors in certain genes can be "cancer-promoting" by causing the cells to become overactive and not restrained by the usual mechanisms the body cleverly employs to keep every cell in check.

Human cells are incredibly well controlled, with many safety mechanisms. This means single "cancer-promoting" errors in the DNA code of a cell do not cause cancer. Instead, many different "cancer-promoting" errors are required in genes that control specific types of cell processes, like cell division, programmed cell death and cell movement.

Studies have shown the number of different "cancer-promoting" genetic errors required in a single cell is at least six. For the development of most cancers it is likely many more are needed. Only when all of these errors are present in the same cell can that cell have a chance to progress to producing a cancer.

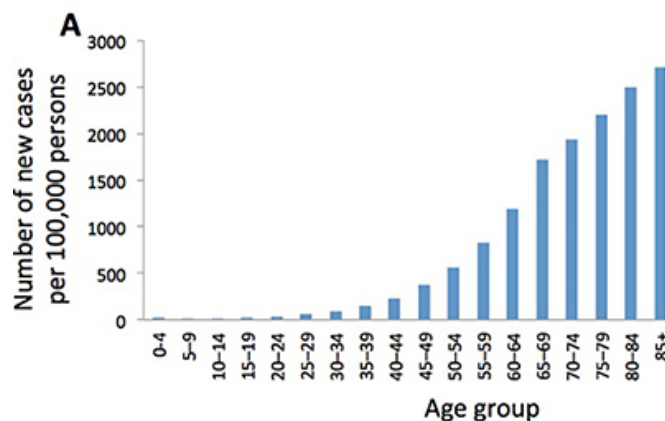
To accumulate the "right" set of errors to drive transformation of a normal cell into cancer normally takes a long time. Thus, the longer we live, the more time there is for errors in our genes to accumulate.

At present there is not much we can do to prevent ageing. But we can reduce risks from external factors, such as avoiding chemical carcinogens like those in cigarette smoke, reducing exposure to UV radiation from the sun and, where appropriate, participating in vaccination programs for HPV.

This article was originally published on [The Conversation](#).

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Source: Estimated 2016 age-specific incidence rates for all cancers combined. AIHW analysis of the Australian Cancer Database, Author provided

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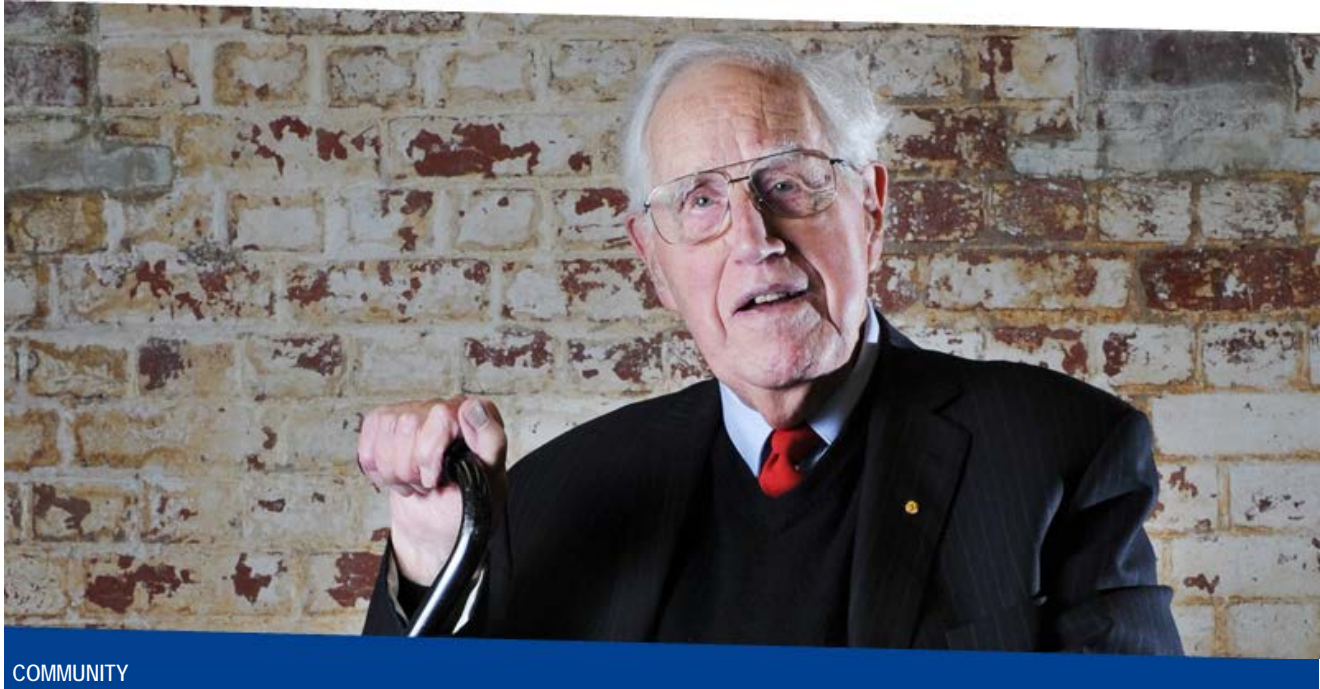


University of
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Vale Dr Basil Hetzel AC

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by Michèle Nardelli



COMMUNITY

This month the University lost one of its most ardent champions.

Aged 94, Dr Basil Hetzel died peacefully on February 4 2017, leaving a positive and indelible mark on communities around the world.

His collaborative work as head of the endocrine diseases clinic at the [Queen Elizabeth Hospital](#), with the Papua New Guinea health research department, zeroed in on the relationship between iodine deficiency and brain damage – making conditions such as cretinism totally preventable with the simple inclusion of iodised salt in the diet of pregnant women.

That research, published in 1970 and his tireless work with the United Nations and through the organisation he founded, the [International Council for Control of Iodine Deficiency Disorders \(ICCIDD\)](#), has transformed the health outcomes of billions of people at risk of iodine deficiency disorders from more than 130 countries.

Born in 1922, Dr Hetzel followed in his father's footsteps, becoming a doctor after graduating from [Adelaide University](#) in 1944.

Early in his career, he was deeply drawn to the importance of research in psychiatry and the relationship between physical and mental health. Later in his career he would go on to help found the [South Australian Mental Health Association](#) and with other members of that Association, to establish [Lifeline](#).

He won a [Fulbright Scholarship](#) and studied in New York from 1951-54.

His work focussed on the relationship between stress and thyroid diseases such as goitre, something considered avant-garde, if not a bit way out at the time. What Dr Hetzel discovered during this time proved there was a strong link between emotional stress and the production of cortisone - in fact he found that emotional disturbance had an equivalent physiological impact on a patient as more studied injuries and infections.

After New York he secured a Research Fellowship in the Department of Endocrinology and Metabolism at [St Thomas' Hospital](#), continuing to research the impact of stress. Work being done by his contemporaries with refugees and survivors of World War II convinced him further that both the spirit and the mind were significant partners in healing physical conditions.

His breakthrough research into iodine deficiency and the advocacy work he did internationally occupied much of his mid-career.

But public health and the psychosocial factors that impact good health were never far from his sight. In 1968 he was appointed Foundation Professor of Social and Preventive Medicine at [Monash University](#), and in 1971 he delivered the ABC's Boyer Lecture series based on his book *Health and Australian Society* in which he made modern health discoveries accessible to everyday people. The book sold 40,000 copies.

He was appointed the first Chief of [CSIRO's Division of Human Nutrition](#) where he worked for 10 years before "retiring".

But retirement was a misnomer.

He became Chancellor of UniSA in 1992 and held that position during some of the University's most formative and challenging years through to 1998.

He travelled to South Africa for the very special conferral of Nelson Mandela as an honorary doctor of the University – an occasion he named as one of the most significant of his career.

Always an advocate for the power of education and for public access to education, he was a key advocate for the foundation of the [Bob Hawke Prime Ministerial Centre](#) at UniSA. He was its chair from 1998 to 2007 and remained a patron of the organisation until his death. The Centre continues to provide access to free public lectures from a diverse range of international leaders and innovators.



Asked about the importance of education while he was still Chancellor at the University, Dr Hetzel said:

"Some people say education is expensive but I can only answer – try ignorance. Education is an investment not only in the science and technology it can advance and the enormous impact that can have on human history, but in the people it moulds, in the women and men who will lead our communities here in Australia and around the world."

Speaking about Dr Hetzel's contribution, UniSA Vice Chancellor Professor David Lloyd says Dr Hetzel made a truly significant impact on world health.

"His breakthrough research into iodine deficiency, his lifelong commitment to public health on a global scale but also here at home, has been enormous.

"Basil was man whose belief in humanity and the intrinsic dignity of mankind drove innovation and excellence in his career but also genuine care and compassion for everyone he encountered.

"He truly was a scholar and a gentleman and he will be missed by us all."

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A 'twinning' start to university life

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by Katrina McLachlan



INSIDE UNISA

No, you don't have double vision – there are two of them and you might just see them around campus this year as they're both starting a Bachelor of Psychology (Honours) degree at UniSA.

Nirbhey and Jasjit Thakur will be two of the many new faces on campus this month as the new academic year kicks into gear.

The twins, who were born in India but moved to Australia with their parents 11 years ago, completed Year 12 at St Paul's. They studied the same subjects and achieved exactly the same ATAR before both being offered and accepting a place at UniSA.

Over the moon with their offers, Nirbhey and Jasjit couldn't wipe the smiles off their faces when we spoke to them about their unique bond and why they're looking forward to studying at UniSA together.

How would you describe your sibling relationship?

Nirbhey: Jasjit is five minutes older than me but from childhood we have never been separated. We always do everything together. When we received our Year 12 results, I showed mine first to Papa but when Jasjit went to show him his results, Papa responded: "I already know yours".

Jasjit: We do everything together – there was even a time when Nirbhey made a mistake and I said "That's the same mistake I just made". We get the same scores and make the same mistakes all the time.

What did you think when you both got the same ATAR?

Nirbhey: The ATAR was not really surprising for me because my brother and I thought we would both end up getting the same ATAR.



Jasjit: It was not a surprise for me because my brother and I share the same strengths and weaknesses.

Why did you decide to study Psychology?

Nirbhey: As we have identical emotions and ideas, I wanted to explore human emotions to better understand the mind, in particular human behaviour and mental processes.

Jasjit: As we have same interests, we decided to pursue the same career. It will be interesting to study psychology together.

How do you think you will go studying together at university?

Nirbhey: It will be quite an interesting and exciting experience for both of us as it will be different from school. Many people will notice us.

Are you looking forward to meeting different people and doing different classes or will you be trying to stick together at university?

Jasjit: Definitely. It will be a great opportunity to meet different people. We have never been separated since childhood and up until now. It is likely that we may do the same classes because we always study together. However, even though we share the same ideas, interests and thoughts, we are not dependent on each other. If we have the opportunity to go to the different classes, it will be something new for us.

How have your teachers at school responded to your similar grades and marks?

Nirbhey: To be honest our scores in every subject have been identical. Teachers did find it surprising because they thought they made the mistake.

Jasjit: Whenever they would give our tests back, the teachers would only give my test back, not my brother's. The teacher would say, "You and your brother performed identically in the test, I am not going to give your brother his test, I am going to keep that as my reference".

Do you socialise together?

Nirbhey: My bond with my brother is more than a just sibling bond. I am my brother's friend for life. We share our happiness and sorrows together as we always become happy or sad at the same time. We play many sports together like table tennis, badminton and basketball. The match between my brother and I is entertaining as neither of us loses or wins. It is always a draw.

Jasjit: I feel the same. Whenever my brother and best friend is not around I feel quiet and sometimes alone.

What's on for O-Week?

With the 2017 orientation beginning later this month, here are some of the activities and entertainment planned on campus:

Mawson Lakes

There'll be a Game Zone where students can battle it out at Mario Kart or Daytona, slushies thanks to Urbanest, a chance to adopt a plant, and opportunities to chat to the Football United crew. There will be live music by folk musician Louis Donnarumma, along with DJ sets throughout the day with Fresh's Ryley and Mitchell as MCs.

Magill

Students can chill out between info sessions and the expo by competing in giant chess or Connect 4 in the Picnic Zone, learn how to basket weave, treat themselves to a slushie thanks to Urbanest, adopt a plant or get inked at the henna booth. Entertainment will include folk tunes by Hannah Yates to kick off the day, as well as DJ sets

City West

Students can contribute to the O-Week art wall and enjoy arcade games on campus. There'll be slushies thanks to the crew at Urbanest, plants to adopt and temporary ink to be had at the henna booth. Entertainment will be provided by folk powerhouses Kaurna Cronin Trio and Thom Lion & The Tamers, along with DJ sets, and urban circus performers the 360 Allstars.

City East

There will be a Garden Chill Out Zone where students can adopt a plant, unleash their inner artist on the O-Week art wall, battle it out at Street Fighter, or treat themselves to a slushie thanks to Urbanest. Students can also learn to basket weave. There will be live music throughout the day by folk musician Thom Lion as well as DJ sets.

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University of
South Australia

From the Chancellery

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INSIDE UNISA

It is the nature of a university to make heroes of its teachers and researchers. They are what attracts other great academics, new students, research grants and other opportunities.

This is the core business of a university and our reason for being. We provide high calibre professionals for all sectors of our community and economy, so it is only reasonable that we should reflect the highest standards of professional services within our own campuses.

Our professional staff help keep the ship afloat and map its progress; they set up systems; they implement projects; they organise us and manage the way the institution is run so that we have an institution that is ready to connect with those we partner.

One of the promises we made in [Crossing the Horizon](#) and one which we reinforce to new people every time we have a corporate induction, was to develop a high performing, sustainable workforce, one that is dedicated to the provision of excellence in all its forms.

For those who can't recite directly from the brochure, Action Set 3 in the *Crossing The Horizon* strategic plan was to only ever hire great staff.

It was a great idea then, and it remains so as new people are measured against a list of criteria to make sure that we get the absolute best of the best.

We search for great new staff because the ones we already have deserve the best colleagues it's possible to attract.

Vice Chancellor's awards for Professional Staff Excellence

Recently some of the very best of our professional staff were awarded the Vice Chancellor's awards for Professional Staff Excellence.

This year all the winners fall into the category of Service Excellence Culture and I am thrilled that the work we did

in creating a cultural change that supported and sustained an end-user aware service excellence culture has been so widely accepted and ingrained into our institution's ethos.

The first award for excellence in providing outstanding service went to the **Campus Central Quality Management Team**, a team comprising **Paul Williams, Matt Golotta, Aste Corbridge, Jamie Ryan, Renee Perchard, Prabjit Sandhu, Steve Anderson** from Campus Central along with **Vanessa Matthews** from SAS.

As you would all know, [Campus Central](#) is UniSA's first point of contact for all student enquiries, and is a vital contributor to one of the other promises we made in *Crossing The Horizon*, which was to deliver an outstanding student experience.

Until the work done by this team, we were unable to properly measure the quality of work done to provide that experience.

The Campus Central Quality Management Framework that this team developed enables cross-campus collaboration and ongoing skills development to make sure that students consistently receive a quality service experience.

That framework is unique in the Australian higher education sector and other universities are taking a close look.

It also saves us a lot of money so it's an all-around win.

Another team that's done exemplary work in building a service excellence culture is the **International Admissions Transformation Project: StudyLink** and the team of **Aleicia Shekhar, Mark Williams, Girish Chauhan, James Imgraben, Matt Barton, Laura King, Brian Pike, Tony Palatianos** and **Kelly Haby**.

This is the team that has revolutionised UniSA's international applications and admissions process.

By implementing the project StudyLink, they automated the prioritisation of international applications which used to be done manually and often took enough time that prospective students accepted other offers.

The team inaugurated an online admissions system, again cutting the waiting time for prospective international students and better serving the needs of UI, the Divisions and our international agents. They created a positive cultural shift which also delivers a more efficient process that supports all internal and external stakeholders from application through to acceptance. They also began a direct communication campaign using international student ambassadors to engage with prospective students; and they pulled it all off three months ahead of schedule and \$207,000 under budget.

The third team who showed outstanding commitment to their service excellence culture was the **project team behind the implementation of the Oral Defence of the PhD**, the team of **Jenni Critcher, Katy Dolman, Ryan McEachen, Stella Tabor, Le Bui, Sharon Scott, Sarah Armour, Marek Pokorny, Morris Ewings, Daniel Caruana, Michelle Brereton, Rachel Bageas, Emma Hughes** and **Dr Jennifer Carter**.

Again, harking back to *Crossing The Horizon*, we made a commitment to transform the PhD and this is the team which made it all happen.

Key to the changes was the oral defence of the PhD which gives students an opportunity to discuss their research directly with the internationally recognised experts who have been appointed as their examiners.

It also helps students establish stronger ties and networks across their field of study.

The project team worked collaboratively across university areas to deliver a fully developed process for conducting oral defence examinations for PhD students.

To make the process work, the team collected feedback from key stakeholders and used it to refine the final process and to develop a suite of supporting materials for students, supervisors, examiner and defence chairs.

UniSA is the first Australian university to introduce a mandatory oral defence of the PhD and the team's success in delivering the project was achieved with existing staff resources despite the challenges posed by Australia's geographic distance from many PhD thesis examiners.

Captain's Pick: Superb effort by UniSA staff during the blackout

I also made what I believe you would know as a Captain's Pick, an acknowledgement of a superb effort performed by the staff of UniSA both professional and academic, on the memorable afternoon and evening of last September 28th.

The blackout.

Despite an extraordinary loss of power that shut down the whole state, the people who work for this institution performed to the absolute best of their abilities, clearing buildings, pulling people out of stalled elevators, ensuring the personal safety of their colleagues and friends.

I make special note of CMK, FMU and ISTS who calmly and methodically went to work to make sure that communications ran smoothly and that not only were there no injuries to people but that the university infrastructure sustained no damage.

I've heard of that great spirit of mateship that Australians so proudly identify with and that night I saw it in action.

It was a wonderful experience, despite being able to see it only by candlelight.

It proved to me, as if I needed proof, that the people who work for the university do so for the benefit of all of us.

It goes beyond *Crossing The Horizon* which asks just that we give our best to shaping the future of the university.

It adds humanity.

That we can build a great university while looking out for each other is what makes this place so special.

And while our staff can look back with satisfaction on the work they did in 2016, this coming year is going to present new challenges and new opportunities for the demonstration of professional excellence.

That I really look forward to.

Professor David Lloyd
Vice Chancellor and President
Chair of the Australian Technology Network of Universities

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AWARDS

[Australia Day awards for UniSA community](#)

UniSA staff, students and alumni have been recognised in the 2017 Australia Day honours and awards for their outstanding contributions.

Former member of staff Emeritus Professor MaryAnn Bin-Sallik has been named an Officer in the Order of Australia for distinguished service to tertiary education as an academic, author and administrator, particularly in the area of Indigenous studies and culture, and as a role model and mentor. Prof Sallik was Dean, College of Indigenous Education and Research at UniSA and Head of the School, Aboriginal Studies and Teacher Education, before that.

Another former UniSA staff member, Professor James Gehling, was named an Officer in the Order of Australia for distinguished service to environmental science, and to higher education, as an academic and researcher, in the area of palaeontology, and to the community of the Flinders Ranges. Prof Gehling was a senior lecturer at UniSA in 1997-1998.

UniSA Bachelor of Education student Damien Walker was announced as joint South Australian Young Citizen of the Year.

Damien is an advocate for mental health and suicide prevention and is an ambassador for the Salisbury LGBTIQ Community and Self Awareness Program.

He also volunteers with homeless organisations, the Rotary Club, the local Christmas parade and the Twelve25 Youth Enterprise Centre.

A number of other alumni, staff and former staff received Australia Day honours.

Some of the others recognised in the list include:

Officer of the Order of Australia (AO)

His Honour the Honourable John Hardy AO, Radiography Certificate – for distinguished service to the people of the Northern Territory, and as a patron and supporter of a range of aviation, health, emergency service and charitable organisations.

Adjunct Professor Lyndsay Connors AO AM DUniv (Honorary Doctor of UniSA) – for distinguished service to



national public education policy, to improved school performance and equitable funding delivery, and as a role model and mentor of young women.

Member of the Order of Australia (AM)

Mr Bruce Linn AM FUniSA (Fellow of the University) – for significant service to the community, notably in the areas of social welfare, education administration, and information technology, and to local government.

Mr Simon Schrapel AM, Bachelor of Arts in Social Work – for significant service to the community, particularly to children and families through social welfare organisations, programs and initiatives.

Medal of the Order of Australia (OAM)

Mr John Kennedy OAM, Associate Diploma in Business (Management) – for service to local government, and to the community of Campbelltown.

Mr David Linn OAM, Master in Engineering – for service to the community through refugee support organisations.

Mr Graeme Martin AM, Graduate Diploma in Business Administration – for significant service to the real estate industry through executive roles, to professional property institutes, and to education.

Mr Alan Orrock OAM, Bachelor of Adult and Vocational Education – for service to the community through a range of organisations.

Mr Paul Prestwich OAM, School of Commerce – For service to the community of South Australia.

Mr Graeme Stratford OAM, Diploma of Technology in Accountancy – for service to higher education administration, and to the community.

Mr John Wittwer OAM, Graduate Diploma in Program Evaluation – for service to the community of Hahndorf.
Public Service Medal (PSM)

Ms Rosina Antenucci PSM, Graduate Diploma in Teaching English as a Second Language and Bachelor of Education: Inservice Education & Training of Adults – for outstanding public service to education and to the teaching of English as an additional language.

Australian Police Medal (APM)

Senior Sergeant Trudy Andresen APM, Bachelor of Social Science Justice Administration.

Australian Fire Services Medal (AFSM)

Mr Corey Dunn AFSM, Bachelor of Applied Science (Honours) in Conservation Management and Bachelor of Computer and Information Science.

Emergency Services Medal (ESM)

Mr Shane Daw ESM, Graduate Diploma in Management.

For more, including UniSA's past Australia Day honours, visit the [Alumni website](#).

APPOINTMENTS

New Dean of Industry and Enterprise

Professor Andy Koronios has been appointed to the new role of Dean: Industry and Enterprise.

Prof Koronios has extensive experience in both commercial and academic environments and a strong track record of successful collaboration with industry partners both in Australia and abroad.

Deputy Vice Chancellor for Research and Innovation, Professor Tanya Munro says Prof Koronios will work closely with staff from across the University and provide a greater focus on the University's activities in the area of enterprise.

"The Dean: Industry and Enterprise will provide leadership in the sourcing and development of partnerships with research end-users from industry, government and communities," Prof Munro says.



“Many of you will know Andy from his most recent role as Head of the School of Information Technology and Mathematical Sciences here at UniSA.”

Prof Koronios is a Fellow of the Australian Computer Society and a Foundation Fellow of the International Institute of Engineering Asset Management. He began his new role this month.

ANNOUNCEMENTS

UniSA joins new defence innovation partnership

UniSA will play a key role in a new partnership that will generate defence-related research and development activity for South Australia.

South Australia is establishing the Defence Innovation Partnership, a new organisation that will connect federal and state governments, the Defence Science and Technology Group, universities, and local and international defence industry.

Pro Vice Chancellor: Information Technology, Engineering and the Environment Professor Simon Beecham says UniSA’s strong relationships with the defence sector and industry will be crucial to the partnership.

“Through our research connections, we are helping the state and federal governments, and our industry partners to develop capabilities and expertise in research technologies that will put Australia in its rightful position at the forefront of defence technology and research,” Prof Beecham says.

“The partnership will provide a common platform where universities can support the defence sector.”

The partnership will improve access for South Australia’s three local universities, including UniSA, to information about defence science and technology priorities.

The key aims of the program are to:

- provide a focal point to form defence-related research partnerships across government, industry and academia;
- increase South Australia’s involvement in providing future technologies to Defence;
- increase the State’s competitiveness for securing greater workshare in large Defence projects by developing a strong and collaborative South Australian research and development (R&D) ecosystem;
- provide a route to market for industry commercialisation of future technology; and
- attract new funding from the Australian Government, corporates, universities and overseas research entities by raising the defence R&D profile of South Australia.

Manufacturing and Innovation Minister Kyam Maher says innovation through connecting government, the research sector and the private sector is one of the key determinants of South Australia’s future prosperity.

“With much of our defence industries located in northern Adelaide, the Defence Innovation Partnership will facilitate research and development collaborations with universities and businesses particularly in northern Adelaide, creating jobs and economic opportunities,” he says.

“While the State is already positioned as a leader in defence industries, we must continue to support investment in research, development and commercialisation to keep capability in the State, grow the economy and create jobs.” Find out more [here](#).

Can building energy efficiency and demand reduction make a difference?

UniSA is presenting guest lecturer Professor Tadj Oreszczyn from University College London who is exploring the question ‘Can building energy efficiency and demand reduction make a difference?’

The presentation will provide a historic perspective on the different drivers for energy demand reduction and energy efficiency in the UK residential stock.

Prof Oreszczyn will explore how the drivers will change in the future and what impact this will have on technologies, their deployment and the research required to support a future low carbon energy system. The presentation will conclude by exploring the role



Manufacturing and Innovation Minister Kyam Maher and Defence Industries Minister Martin Hamilton-Smith announce the new Defence Innovation Partnership at Saab Australia.



that energy epidemiology can play in the deployment of future energy systems.

The lecture is being presented on Wednesday 15 February at 12.30-1.30pm in the Bradley Forum, Level 5, Hawke Building, UniSA City West campus.

More information, including about how to register to attend, can be found [here](#).

Research projects with industry win \$5m

UniSA has played a key role in winning significant government grants – totalling \$5 million – for two industry-led research projects fed through the Cooperative Research Centres – Project (CRC-P) [Programme](#). The CRC-P is a new competitive, merit based grant that supports industry-led collaborative research partnerships between industry, researchers and the community with a focused commercial outcome.

The industrialisation of a novel diagnostic biosensor for bladder cancer received a grant of \$2.4 million this month. UniSA is partnering on the diagnostic biosensor project with SMR Automotive, Flinders University, Maddern & Catt Unit Trust, and The Trustee for the Pro Health Care Hope Valley Unit Trust. UniSA's grant application was led by Professor Krasimir Vasilev from the [School of Engineering](#) and the [Future Industries Institute](#) (FII).

The second project to be awarded a CRC-P grant was for the development of innovative surface cladding systems to extend the life of mining industry machine components. The partnership between UniSA, LaserBond and Boart Longyear received a \$2.6 million grant. Dr Colin Hall and Professor William Skinner from FII led UniSA's part of the grant application. Read more about the development of the technology to support the mining equipment technology and services sector in the [Media Centre](#).

Sci.C.Ed to be known as MOD

An exciting new name has been revealed for the Science Creativity Education Studio (Sci.C.Ed), now to be known as [MOD](#). – short for museum of discovery.

Sci.C.Ed stems from UniSA's strategic plan, *Crossing the Horizon*, as a major plank in the University's public engagement strategy to get more Australians excited about scientific creativity and innovation.

MOD. will offer immersive experiences with dynamic, changing exhibition programs and explore creativity in problem-solving.

Scheduled to open in May 2018, activities are underway under the new name of MOD., which follows the development of the strategic vision and consultation with young people and industry professionals.

Vice Chancellor Professor David Lloyd says the name change makes the museum easier to find, pronounce and understand for stakeholders, especially the target audience aged 15 plus.

"Discovery underpins our offer of experiences that show the inherent creativity in research and how it informs future possibilities," Prof Lloyd says.

"The word 'mod' is a prefix meaning change; strongly supporting our vision and our plans to present a dynamic, changing exhibition program."

MOD. will be a futuristic museum of discovery, a place to be and be inspired, and to consider how research shapes our understanding of the world to inform future possibilities.

The opening exhibition program called MOD.IFY, will focus on perceptions and multiple realities to explore how technologies are being applied to health, defence and entertainment.

Director Dr Kristin Alford and her new team are currently designing the MOD.IFY exhibition program, talking with a range of internal researchers and external partners to develop something truly mind-bending. MOD. will be free and open to anyone – inspiring future generations of South Australians.

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Celebrity charities just compete with other charities – [Back to story index](#) so why start one?

by Dr Margaret Faulkner, Senior Research Associate, Ehrenberg-Bass Institute and Dr Cathy Nguyen Tsoutouras, Senior Research Associate, Ehrenberg-Bass Institute.



RESEARCH SPOTLIGHT

Despite the enormous number of charities in the world, more are established every year – and many also disappear. Australian Charities and Not-for-profits Commission data shows that, since 2012, 8,500 charities have been registered and more than 13,500 have been revoked.

Former tennis player Pat Rafter's Cherish the Children Foundation, which closed in 2011, is just one of many examples of a charity that has come and gone. Rafter has a long history as a philanthropist. He donated half the prizemoney from his US Open wins to the Starlight Children's Foundation as well as starting up his own foundation in 1999.

But, unable to compete against established foundations, Cherish the Children was forced to close.

Why, then, do so many celebrities attempt to start their own charity, when they add to an already fragmented and competitive sector?

Whatever the motivation, the stated rationale is often that this new charity can offer something not in the market. However, our research shows these charities compete head-on with other charities. The public sees them as near look-alikes.

Sharing is caring?

Charities share supporters with other charities in line with their size. For example, a medium-sized Australian charity will share more of their donors with the Salvation Army or the Red Cross than with Parkinson's

Australia.

We see the same pattern when looking at how charities share donors. We surveyed 570 Australians who reported supporting 393 distinct charities. They gave to the Queensland flood relief and established charities, such as Cancer Council Australia, during the 12 months to April 2011.

The graph to the right shows how many people donated to each charity (percentage of donors). The Salvation Army and Red Cross dominate the market.

The graph below shows donors support multiple charities, with sharing largely occurring as predicted, based upon the size of the charity. Clicking on the image will also take you to the interactive graphic featured on *The Conversation* article where you can view different tabs.

Each tab shows the percentage of donors each brand shares with other charities. On average, charities share 25 per cent of their donors with the Salvation Army and Red Cross, compared with only three per cent of their donors with Oxfam – the smallest charity shown.

The last tab shows the predicted level of sharing based on the size of the charity. This allows us to spot any charities that share more than expected.

The two largest charities, Salvation Army and Red Cross, share donors with each other at higher levels than the expected level of sharing shown in the last row.

Guide Dogs Australia and the RSPCA also share more donors than expected, despite offering different types of services in the community. It could be a love of dogs that explains the excess sharing of donors, but these charities also share donors with Cancer Council Australia and other charities that do not feature animals.

So, some charities compete a bit more closely with each other. However, if charities were perceived as very different from each other there would be vast differences in donor overlap, or we would expect to see sharing of donors only between certain types of charities.

But despite World Vision and Oxfam both helping people overseas, they share many more of their supporters with the Salvation Army – the largest charity – than with each other.

What does this all mean?

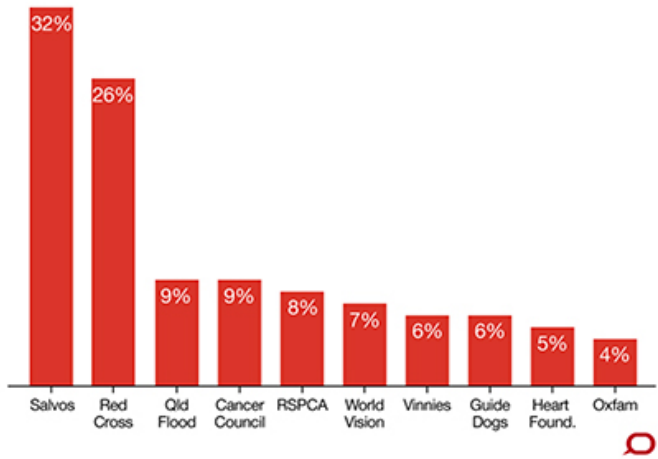
The big implication is that all charities compete largely head-on with other charities. Any new charity will win most of its supporters from the biggest charities and some from the smallest. Competition for supporters will be tough.

World Vision Australia CEO Tim Costello has called for public figures to support existing charities. He would say that, but celebrities should certainly consider the evidence that they are likely to overestimate the degree to which the marketplace sees their new charity as different or necessary.

Charities, like all brands, are in a constant battle for attention – they must win eyeballs more than hearts.

This is where a celebrity can help an existing charity. It worked for Pat Rafter, who – despite failing at starting a

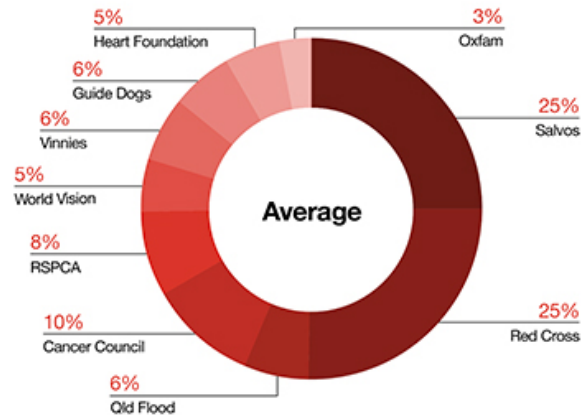
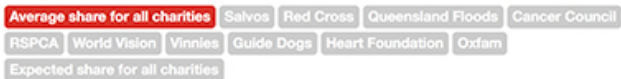
Overall share of donors in Australia
From a sample of 570 donors, in the 12 months prior to April 2011



Faulkner M, Miller R and Romaniuk J (2011), *The Underlying Structure of the Charity Donation Market in Australia.*, CC BY-SA

What charities do people donate to after their primary donation?

Sharing of monetary donors in Australia based on primary donation, 12 months prior to April 2011



Faulkner M, Miller R and Romaniuk J (2011), *The Underlying Structure of the Charity Donation Market in Australia.*, CC BY-SA

new charity – continues to make a difference, but through supporting existing charities, including Animals Australia.

This article was originally published on [The Conversation](#).

UniSA supports local charities to grow

Despite the challenges facing charities started by celebrities, evidence shows there are ways for local charities to grow, and UniSA is helping them.

Earlier this month the University's Ehrenberg Bass Institute ran a special free educational workshop - *How to grow your charity* - for more than 49 charities and not-for-profits in South Australia, from Zoos SA to Amnesty International.

The all-day workshop featured evidence-based research from internationally renowned marketing professor, and author of *How Brands Grow*, Byron Sharp along with marketing research colleagues and Drs Margaret Faulkner and Cathy Nguyen.

"Many people feel charities are different from other markets, this also makes it an interesting sector to research from an academic perspective," Dr Faulkner says.

"I would be interested to see any evidence that our laws of marketing do not hold in the sector or that they need to be adapted or replaced, but from our research to date I believe the same rules hold true.

"I see how the Ehrenberg-Bass Institute's Corporate Sponsors benefit from taking an evidence-based approach to marketing.

"Many years of data show how brands grow and armed with this knowledge marketers from both the charity and other sectors, can reduce wasting dollars on ineffective marketing efforts.

"This is especially important for charities and not-for-profits because every dollar counts."

She says the Ehrenberg-Bass Institute is keen to share its research findings and knowledge around supporter-behaviour in the charity and non-profit sector.

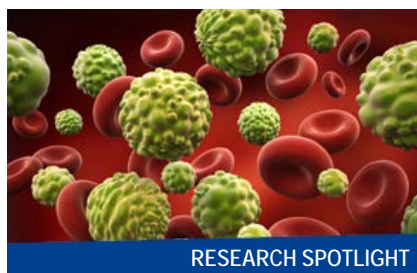
Read more [from the media release](#).

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UniSA stuns rivals with victory in record-breaking ride

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by Rosanna Galvin



COMMUNITY

Teams on The Esplanade at Aldinga during Stage 5 of the 2017 Santos Tour Down Under.

Team UniSA-Australia has taken out the team win in the 2017 Santos Tour Down Under, upstaging pro teams with multi-million-dollar budgets in the first WorldTour race of the cycling season.

A mix of up-and-coming cyclists and ex-professionals, the Australian team earned the Wilson Parking Winning Team classification after finishing 1:19 minutes ahead in the accumulated final times of their best three finishers.

It is the first time a wildcard, amateur team has won the team classification in a WorldTour event.

For Team UniSA-Australia coach and Olympic and Commonwealth Games gold medallist Brad McGee, the spectacular victory was a well-deserved bonus after an exciting and successful week on the road.

“It’s fantastic to see Team-UniSA Australia up there on the podium in front of all these big pro teams,” he says.

“The result is a total credit to the boys – they have really proved themselves this week and the team classification is great bonus from a really positive week of successes and strong development in the team. It’s pretty amazing.”

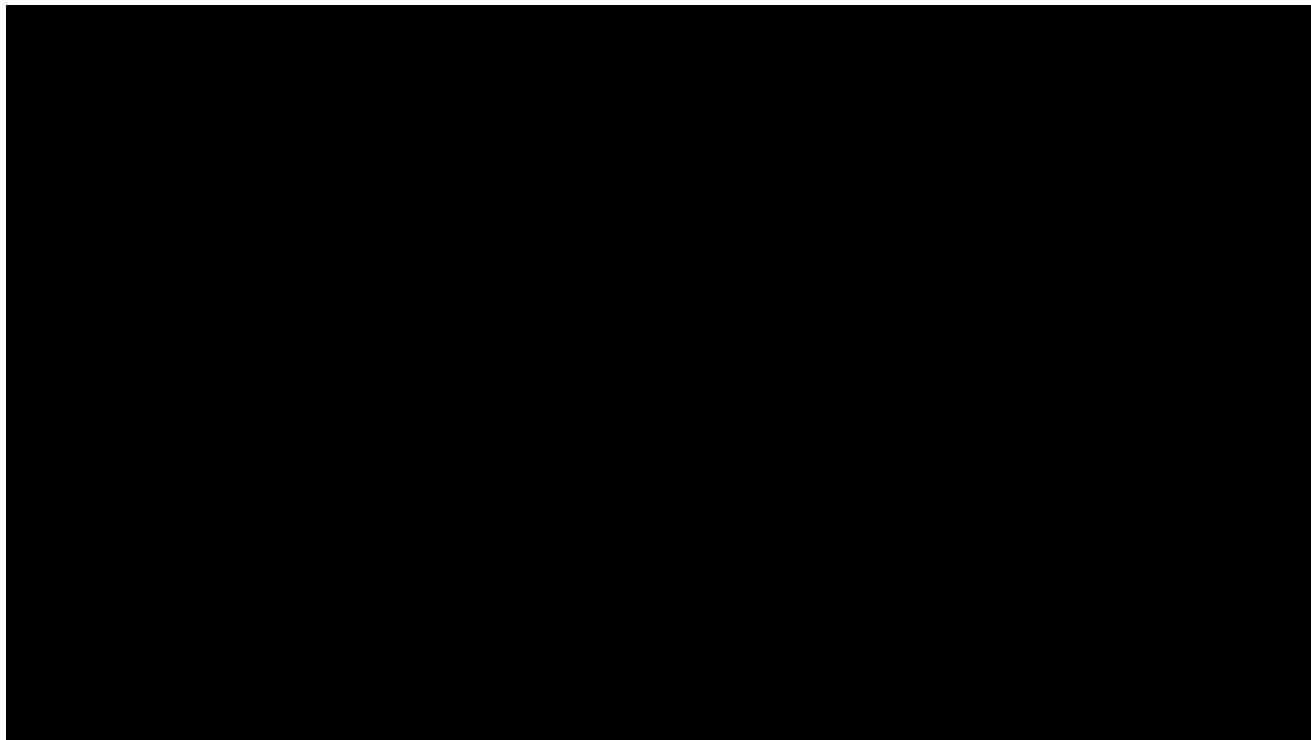
Team UniSA-Australia’s best placed rider, Tasmanian Nathan Earle – who finished the Tour in eleventh place – says winning the team classification wasn’t part of the plan.

“We didn’t go out with a plan to win the team general classification but we all came here in pretty good form,” he says.

“It’s a testament to the team that we were able to hold on to team’s classification until the end.”

Cameron Meyer, Callum Scotson, Lucas Hamilton, Michael Storer, Jai Hindley, Nathan Earle and Samuel Jenner made up the 2017 team.

Catch all the highlights from Team UniSA-Australia's thrilling Tour Down Under performance in the video below.



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Building brand – is love really all you need?

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by Professor Jenni Romaniuk, Associate Director (International), Ehrenberg-Bass Institute



BUSINESS AND LAW

What better time than Valentine's Day to consider the notion of "brand love" – those products and services we are supposedly passionate about.

UniSA News asked Professor Jenni Romaniuk from UniSA's Ehrenberg-Bass Institute to share her research around the concept of brand love and unpack how our passions do or don't impact our spending habits.

On Valentine's Day, it seems timely to revisit the outdated, but still popular, notion of brand love. John Paul Young sung how 'Love is in the Air' but is it something that people who buy brands believe in?

To answer this, let's imagine a world where brand love is something that is vital for a brand to grow up to be big and profitable. What would this world look like and how does this imaginary world compare to the real world evidence?

Firstly, if brand love is important to consumers, we should see declarations of love. Maybe not sending flowers, but if we asked consumers, about their feelings towards the brands they buy, large proportions would say "yes, this is a brand I truly love".

But real world evidence, even from articles written by proponents of brand love, shows people don't feel the love.

For example a recent article that examined Australian beer brands found that just four per cent of Australian male beer drinkers said they loved their beer brand (Rossiter and Bellman, 2012).

But perhaps it is that Aussie men are shy, and don't want to admit to the brand they have a crush on.

So let's consider the idea further. If the power of brand love is real, we could expect that people would seek out opportunities to engage with the brands they love.

However this too is contrary to evidence. In the book *How Brands Grow*, engagement levels of Facebook fans for *Lovemark* brands – brands that consumers are supposed to love to a level that inspires “loyalty beyond reason” – such as Apple and Harley Davidson, are not what one would expect.

Facebook metrics reveal that only about one per cent of the Facebook fan base for Lovemark brands display active engagement with the brand on the site. Not an indicator of undying devotion!

Finally, if love is going to translate into profits, it should translate into higher loyalty.

But Associate Professor John Dawes found that Nike, despite its Lovemark status, had normal loyalty levels.

And in the latest marketing research in the book, *How Brands Grow Part 2*, we see little or no evidence of brands with unusually high loyalty levels, even in emerging markets such as China, India or Indonesia.

Even brands especially crafted for a specific market, like Safi, Halal-certified personal care products developed specifically for Muslim women and men, have normal levels of loyalty.

So while love might be in the air on Valentine’s Day, I suspect that many brands will be sorely disappointed if they are expecting declarations of consumer devotion.

However, the good news is that this won’t necessarily affect the bottom line, as long as the brand has not over invested in the pipe dream of trying to sprout deep customer affection.

Instead of being distracted by fanciful notions such as brand love, I suggest product marketers focus on the more pragmatic goals of building mental availability, which is about getting the brand more readily thought of in buying situations, and physical availability, which is about making the brand easier to buy (see *How Brands Grow Part 2* for more on these).

Yes love is in the air everywhere you look around but when it comes to brands it may well be an illusion ... brands flourish better with revenue.

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Students send balloons to edge of the stratosphere

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by Will Venn



SCIENCE AND TECHNOLOGY

Launch of balloon from Serafino wines into the stratosphere.

The International Space University's Southern Hemisphere Summer Space Studies program reached new heights this year when 39 participating students launched two balloons into the Earth's stratosphere, capturing images of South Australia from a height of 30 kilometres.

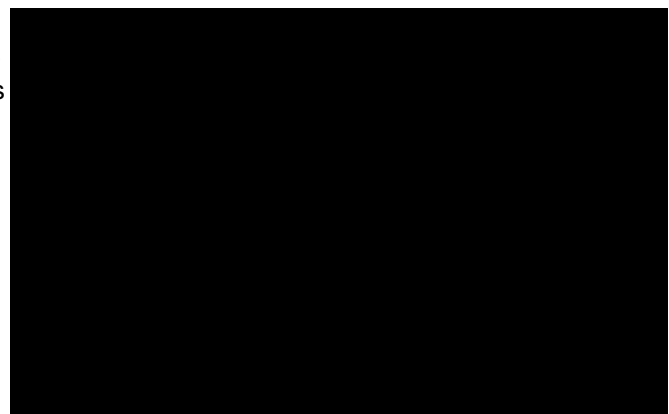
With an array of monitoring and imaging equipment tethered to the balloons, as well as a packet of grape seeds, the students filled the balloons with helium until they stretched two metres in diameter.

Then, following a series of telemetry checks and an obligatory 10-second countdown, they were launched from Mount Barker and Serafino Winery in McLaren Vale, into a crystal clear sky on a calm Sunday morning.

Their journey high above the Earth's surface saw the balloons gradually expand to 10 metres in diameter due to reduced air pressure, with visible and infrared images being captured of the shrinking land and coastline below.

Finally, at an altitude of just over 30km, the balloons popped and fell back down to Earth, their payloads being retrieved by students just a few hours after launching

The project was a highlight of this year's Southern Hemisphere Summer Space Studies program (SH-SSP17), an intensive five-week long program which



marks the sixth time the program has been held at UniSA's Mawson Lakes Campus. It provides students the opportunity to learn about space applications, space policy and space services, plus an overview of the principles and concepts involved in space science, space systems engineering and technology.

The principal theme and focus of the 2017 program that is being explored by students – who this year attended the course from more than 10 countries - revolved around small satellites.

Program Co-Director, UniSA's Associate Professor [Graziella Caprarelli](#), says one of the great things about the satellite revolution is that countries that have been excluded from the significant benefits and services of a space economy, because of the high sector costs, will increasingly be able to develop their own payloads and support their own satellites.

"Small satellite technology is becoming increasingly more sophisticated and operational, and what were once seen as merely test projects, can operate as fully functional carriers of complex payloads," Assoc Prof Caprarelli says.

"This is making space accessible to virtually all countries," she says.

"But with the positives also come challenges and we will see management issues arise in the constellation of small satellites soon to be orbiting the earth – so the students at SH-SSP are also considering the regulatory changes and policy issues that need to come into play as the small scale satellite technologies evolve.

"The SH-SSP gives participants access to leaders of the most significant satellite development projects such as the Australian-led [Inspire-2 CubeSat](#) and the [QB50 project](#) (a network of 50 cube-sats).

"The students are also able to explore the highest level of innovation involved in the development of satellites and systems of satellites but also look at how we manage the territory of space, so that it is safe, fair, and run with good governance."

As well as simulating a constellation of Earth observation small satellites, the balloon project also gave the students the experience of launching a payload, as well as collecting and analysing visible and infrared images of the land below.

"The grape seeds were successfully recovered and now we can do some experiments on them and see if the seeds are still viable after they have gone into space," SH-SSP participant Jessica Todd says.

"We are hoping that, following this, our host, Serafino Wines, will plant them and grow some space wine."

Another participant, Lawrence Trevor, said the seeds were exposed to extreme conditions and would be bombarded with solar radiation and that they might have "X-men grapes" should they still be viable.

"The conditions up where the balloon will be flying are pretty extreme," Lawrence says.

"It is about minus 80 degrees Celsius and the air pressure is about one per cent of sea level."

See the story on [ABC News](#).

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COMMUNITY

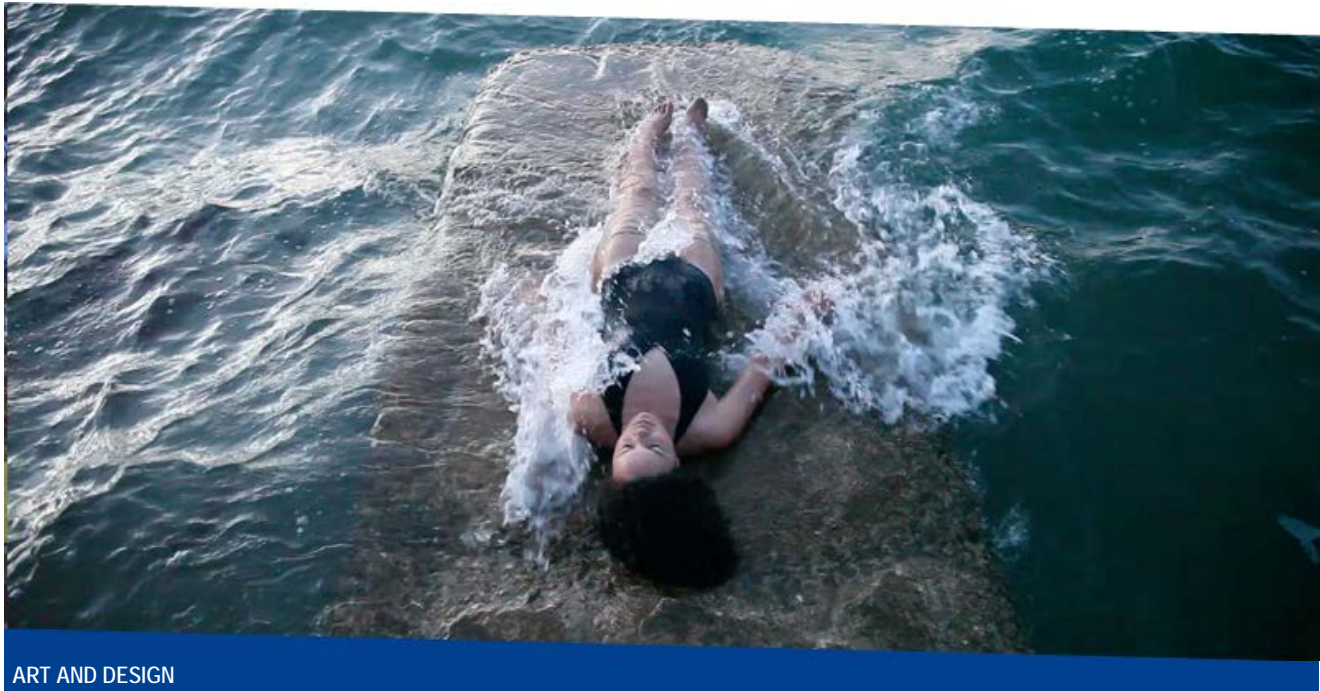
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Water-themed exhibitions stream into the Samstag

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by Annabel Mansfield



ART AND DESIGN

Angela TIATIA, *Holding on* (still), 2015. © Angela Tiatia/licensed by Viscopy.

In 2017, UniSA's Anne & Gordon Samstag Museum of Art proudly celebrates its first ten years with a year-long program of intriguing exhibitions, publications and special events.

"In these lively and challenging times, our continuing goal is to make a truly dynamic contribution to the intellectual and cultural life of South Australia," says Samstag Museum Director, Erica Green. "Our 2017 program does just that."

Samstag's program commences in early March with *Countercurrents*, the first of three, thought-provoking exhibitions with water themes.

"Presented as part of the Adelaide Festival of Arts, *Countercurrents* delves into of the misuse of the marine environment, teasing apart the complex history of human passage across the Pacific Ocean to consider how water both isolates us from, and connects us to the rest of the world." The exhibition features work by Daniel Boyd, Baden Pailthorpe, Alex Seton, Fiona Tan, Angela Tiatia, James Tylor, and Ken + Julia Yonetani.

Two other exhibitions explore similar concerns from global and local perspectives. *The Ocean After Nature* – produced by Independent Curators International (ICI), New York and featuring the work of 18 international artists and collectives – considers the future of our planet through today's oceans, while *Troubled Waters* explores the complex ecosystem of rivers and oceans across Australia.

Green says that *The Ocean After Nature* is particularly special, and was inspired by the late Allan Sekula's essay-film, *The Forgotten Space*, a collaboration with Noël Burch that tackled the 'oceanic' complexity of global



capital, and its toll on human dignity and the environment.

Deimantas Narkevicius, film still from *Revisiting Solaris*, 2007. Courtesy of the artist.

Troubled Waters traces the Murray River from its source in Victoria to its mouth in South Australia's Coorong region. It presents works by multimedia artists, in collaboration with leading environmental scientist, Richard Kingsford, to poetically interpret information that is not generally accessed by non-scientific audiences.

In the second half of the year the Samstag presents a creative collaboration by esteemed South Australian photographers Trent Parke and Narelle Autio, *The Summation of Force*. We will also see Michelle Nikou's *a e i o u* – which draws on surrealism to transform mundane domestic objects and materials into sculptures of humour, poignancy and marvel.

Both exhibitions form part of the 2017 SALA Festival.

In their creative collaboration, *The Summation of Force*, Parke and Autio turn their gaze to the possibilities of filmic narrative, and look to family and sport for subject material. *Michelle Nikou: a e i o u* is a survey exhibition of works by a nationally renowned UniSA alumnus, developed by the Heide Museum of Art, Victoria.

The Samstag Museum of Art will end 2017 strongly with two exclusive exhibitions. Firstly, *After Utopia: Revisiting the Ideal in Asian Contemporary Art*, is an exciting original partnership by Samstag, with the Singapore Art Museum and the OzAsia Festival; this ambitious exhibition explores the mismatch between our ideals and realities. At the same time, Samstag will feature the premiere of *Geoff Cobham: Already Elsewhere* – presented in partnership with the Adelaide Film Festival; this immersive installation brings together light, sound and movement to create an environment of technical and sensory surprise.

Green says that collaborations and partnerships have played a very big part in the Samstag Museum's past success. She says that "Samstag is delighted to again be working with our Festival partners to present *After Utopia* – for the OzAsia Festival – and a brand new commission by South Australian artist Geoff Cobham for the Adelaide Film Festival".

"Last year was huge for us," she says. "In 2016 we celebrated the UniSA and Samstag Scholarships 25th birthday with big-hitting projects; now, in 2017, we will be celebrating the Samstag Museum of Art's tenth anniversary. That past decade of proud achievement is quite a platform for us, and we will build on it to forge a continuing creative future."

The Samstag's exhibitions for 2017 are:

Friday 3 March to Friday 14 April 2017

Countercurrents

Friday 3 March to Friday 9 June 2017

The Ocean After Nature

Friday 28 April to Friday 9 June 2017

Troubled Waters

Friday 30 June to Friday 1 September 2017

Trent Parke and Narelle Autio: the Summation of Force

Friday 30 June to Friday 1 September 2017

Michelle Nikou: a e i o u

Friday 22 September to Friday 1 December 2017

After Utopia: Revisiting the Ideal in Asian Contemporary Art

Friday 22 September to Friday 1 December 2017

Geoff Cobham: Already Elsewhere

For exhibition and event information, visit the [Samstag website](#) or [Facebook page](#), or contact the Samstag Museum of Art on (08) 8302 0870.

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University of
South Australia

UniSA research addressing critical gap in cancer care in Australia

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by Katrina McLachlan



HEALTH

UniSA Professor in Cancer Nursing and Director of the Rosemary Bryant Research Centre Marion Eckert.

On the back of launching a new ground-breaking healthcare research centre last week, UniSA is developing an Australian first program in cancer care.

According to the Cancer Council Australia, more than 130,000 new cases of cancer will be diagnosed in Australia this year. And although information about survival rates is reported, there is no measure of quality of life and unmet physical and emotional needs at a population level.

UniSA Professor in Cancer Nursing and Director of the [Rosemary Bryant Research Centre](#) (launched this month), Marion Eckert, and members of the University's Cancer Care Research Group are working to change this by developing the first Australian cancer survivorship monitoring system CanLEAD: Cancer Life Experiences After Diagnosis.

"What we know when it comes to cancer care is that you can't manage what you don't measure," Prof Eckert says.

"Sixty-six per cent of people with cancer survive at least five years after diagnosis and because of improvements in detection and treatment and the increasing rate of cancer cases, more people are living with a diagnosis of cancer than a decade ago.

"Approximately one million Australians are alive today with a recorded cancer diagnosis but not all of those people are surviving well because increased survival does not necessarily equate to increased quality of life.

"Our research is all about trying to understand the challenges faced by survivors and how to best address them and will offer leadership in additional areas beyond therapeutic treatment that we hope will result in targeted

impacts on lifestyle intervention and the enhancement of peoples' quality of life.

“Currently we have no way of determining how well cancer survivors are doing aside from their clinical response to treatment so our vision is for CanLEAD to inform a population-based cancer survivorship monitoring system in Australia.

“This research is the first of its kind in the nation and is being co-designed with consumers to ensure we measure what matters.”

The CanLEAD system will monitor the burden of unmet needs in order to better inform support services, policy makers and consumers across Australia.

Intelligence from survivorship outcome data is critical for directing health-system changes that better manage tight budgets experiencing cost pressures from increased service use and wastage, introduction of new therapies, commercial interests and effects of population change.

“We have no measure for doing this now but the knowledge and data that will help us understand the complexities of living with a cancer diagnosis will inform diligent effective health service planning,” Prof Eckert says.

“We are also engaging industry partners such as Cancer Voices and international research agencies in the Netherlands to ensure the system addresses consumer’s needs capturing the quality of life issues that they consider critical to know more about and linking in with international leaders in this field of cancer research to inform a system that is evidence based and sustainable.

“The plan is for CanLEAD to inform health systems about the physical and mental health needs of cancer survivors and be a standardised quality of life reporting system that monitors patient-reported outcomes to achieve the best care, first time, every time.”

The Rosemary Bryant AO Research Centre

The Rosemary Bryant AO Research Centre, a joint initiative between the Australian Nursing and Midwifery Federation (SA Branch) and the University of South Australia and a first for South Australia, was officially opened this month (8 February).

This ground-breaking centre will focus on population health, clinical care and patient support, health system planning, workforce, and translation of evidence into education and practice.

UniSA Health Science Pro Vice Chancellor, Professor Robert Vink, says UniSA is delighted to partner with the Australian Nursing and Midwifery Federation (SA Branch).

“The opening of this unique Research Centre confirms the University of South Australia as an exceptional provider of nursing and midwifery education because it focuses on our teaching informing ground-breaking research,” Prof Vink says.

“The Centre will strengthen the capacity of UniSA researchers to lead international nursing and midwifery research and then apply this knowledge into education through teaching, as well as promoting translation into practice and policy through our partnership with the ANMFSA.”

ANMFSA Chief Executive Adjunct Associate Professor Elizabeth Dabars AM says the Centre is an innovative and practical partnership dedicated to topical, evidence-based and high impact research with a focus on translating research outcomes into practice.

“The Centre will pave the way for discoveries, advances and changes to better equip nurses and midwives to support not only South Australians, but potentially the profession and many people at a national and international level,” Assoc Prof Dabars says.

“At the same time, there will be a strong focus on forward thinking – identifying risks and importantly solutions – so we can prevent admissions into acute care.”

Professor Marion Eckert, who is Director of Centre, says they will be developing a broad program of healthcare research in clinical, population health, workforce reform and health systems and services.

“The Centre will look at what some of the key issues are and then invest in research that has a real and



(L-R) Prof Marion Eckert, Adj Assoc Prof Elizabeth Dabars, Dr Rosemary Bryant AO, Prof Carol Grech and Rob Bonner open the The Rosemary Bryant AO Research Centre.

significant impact on critical outcomes for our health care system,” Prof Eckert says.

“While the Centre has a focus on nursing and midwifery research, we will also be strategically placed to develop the strong national and international multidisciplinary partnerships so we can really maximise the impact of our research in health care settings here and across the world.”

Dr Bryant, who retired in 2015 following a long and distinguished career including being appointed the first Commonwealth Chief Nurse and Midwifery Officer, says having the Centre named after her is a “tremendous honour”.

“There is a big gap in the evidence on the nursing and midwifery profession’s essential contribution to the bottom line of our health system, but more importantly, the quality of care and health outcomes of the population,” Dr Bryant says.

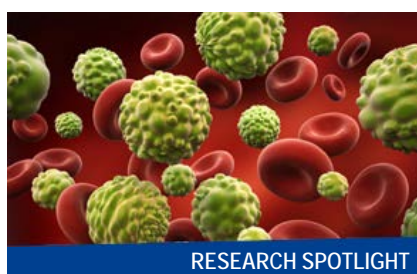
“To have this facility established here in South Australia, where I have spent most of my nursing career, I feel is a real coup for our State and something of which I am especially proud.”

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Conference highlights importance of industry and university engagement

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by Katrina McLachlan



COMMUNITY

UniSA is a key partner in an international conference in Adelaide this week focusing on industry and university engagement, innovation and entrepreneurship.

The 2017 [The Asia-Pacific University-Industry Engagement Conference](#) is organised by the University Industry Innovation Network (UIIN) in partnership with Adelaide's three universities – UniSA, Adelaide and Flinders.

Speakers from across the globe are sharing their knowledge on how essential industry-university engagement is as a mechanism to address and solve real world issues, support the transformation of industries, and drive economic growth.

Strong and collaborative university-industry connections are recognised as a key factor in Australia's economic growth to remain competitive on a global scale.

The conference – *From Best Practice to Next Practice Asia-Pacific Opportunities and Perspectives* – brings together international researchers, practitioners and business representatives who are firmly focused on university-industry engagement, innovation and entrepreneurship.

UniSA Deputy Vice Chancellor: Research and Innovation, Professor Tanya Monro is delighted South Australia's three universities are working collaboratively to bring university managers, researchers, policymakers, and innovation and entrepreneurship managers from all across the world to share their knowledge in Adelaide.

"Global economic uncertainties are forcing a renewed emphasis on the critical role of innovation and productive partnerships in underpinning thriving, resilient economies," Prof Monro says.

"The University of South Australia is committed to solving complex, real-world problems through close collaboration with government, industry, commerce, the professions and other community groups."

UniSA's Head of Partner Engagement, Natalie Forde, says the Federal Government's recently announced new innovation policy NISA puts innovation at the heart of Australia's economic future.

"Woven throughout this government statement and priorities is recognition of the important role that collaboration between universities and end-users will play in this agenda," Forde says.

"UniSA has been a national leader in partnered interdisciplinary research and is consolidating this position with an enterprise wide Partner Engagement approach.

"The goal of our Partner Engagement Model is to provide UniSA researchers and staff with the support they need to build valuable strategic long-term institutional partnerships with research end-users.

"UniSA's Central Partner Engagement Team are creating the conditions needed for partnerships to flourish between UniSA and its strategic partners."



One of the many innovative partnerships delivering real solutions for end-users is UniSA's [Innovation & Collaboration Centre \(ICC\)](#).

As a strategic partnership between the South Australian Government and Hewlett Packard Enterprise, the ICC provides the 'front door' for entrepreneurs and small businesses to access the services and expertise of UniSA, as well as the space and resources to collaborate and incubate business ideas and new innovations for business growth and expansion.

ICC Manager, Jasmine Vreugdenburg is speaking at the conference and says connecting the needs of business and industry to the core capabilities of a University can be challenging for people not used to a large organisation with multiple business models.

"Since the ICC was officially launched in November 2015, it has evolved and transformed from an idea, to a busy centre of activity, working with many companies and focusing on supporting new ideas, the incubation of startups, the growth of small to medium businesses and exceptional engagement with industry," Vreugdenburg says.



"The ICC model is continuously evolving and adapting to suit the needs of industry and by following the principles and values of a successful business, we regularly seek validation of our services and activities from our end-users to ensure our value proposition remains active and purposeful as the needs of businesses evolve."

The UIIN is a vibrant network of academics, practitioners and business professionals passionate about advancing university-industry interaction, entrepreneurial universities and collaborative innovation and the conference runs from February 15 to 17. See more details [here](#).

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**University of
South Australia**

Highlights from the Media Centre

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From tracking the movement of cats around their local neighbourhood to new cancer research that may help battle the growth of tumours, here are some of the top stories from our [Media Centre](#):

[The cat's out of the bag: secret lives of cats revealed](#)

Have you ever pondered the whereabouts of your cat? Is your moggy a sedentary puss, lazing away the day in the sunshine, or a roving wanderer out exploring the neighbourhood?

The secret lives of cats are revealed in UniSA's final report for the Cat Tracker project, a citizen science initiative designed to help cat owners make informed decisions about the care and management of their pet cats in South Australia.

Led by Discovery Circle Research Leader, UniSA's Dr Philip Roetman, the Cat Tracker project focused on cat movement and cat management issues. The research team worked with the community, using small GPS units to track the movement of hundreds of pet cats. Additionally, a survey of the South Australian community asked questions about cat management, including views on containing cats at night and limiting the number of cats permitted per household.

A summary of the results, a project report and maps of cat tracks will be available on the [Discovery Circle website](#).

Dr Roetman is now collaborating with a research team around Australia and seeking funding to run a national Cat Tracker project in the near future. Interested councils, state governments, organisations and individuals should contact the [Discovery Circle](#).



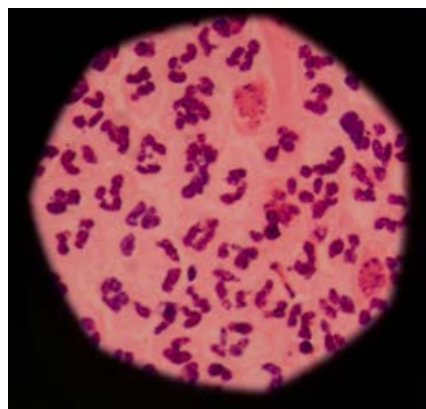
[Researchers discover how potential cancer-causing cells may be eliminated by our body](#)

UniSA researchers at the [Centre for Cancer Biology \(CCB\)](#) have discovered a new aspect of cancer biology that may help to battle the spread and growth of tumours.

The research focuses on [aneuploid cells](#), which are often associated with abnormal chromosome content and cell division – and how an enzyme known as [caspase-2](#), initially discovered by the lead researcher 25 years ago, can act to prevent their growth.

Research leaders, [Professor Sharad Kumar](#) and Dr [Loretta Dorstyn](#) with PhD student Swati Dawar, have discovered that caspase-2, which is found in all mammals, has the capacity to suppress cancer growth by working to destroy aneuploid cells.

You can read more about the research online [here](#) and [here](#).



[Entrepreneurs come together for start-up weekend](#)

Would-be entrepreneurs and start-up founders from all over South Australia learnt and shared the latest in business growth expertise during StartUp Weekend Adelaide at the University of South Australia's Innovation & Collaboration Centre (ICC).

The ICC is a strategic partnership between UniSA, the South Australian Government and Hewlett Packard Enterprise (HPE), working to support technology-based incubation and business growth startups.



The Innovation & Collaboration Centre was a key sponsor for StartUp Weekend, which brought entrepreneurs together around an idea, helping to transform these into a viable business concept, over the course of a weekend.

UniSA also sponsored 30 students from the Division of Information Technology, Engineering and the Environment studying ICT to participate in the event.

More information about the ICC or [StartUp Weekend](#) is available online.

Read more media releases from UniSA at the [Media Centre](#).



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New Books

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[Organisational Performance Management in Sport](#)

[Somebody Else's Problem](#)

[Managing Chinese Outward Foreign Direct Investment: From Entry Strategy to Sustainable Development in Australia](#)

Organisational Performance Management in Sport

Effective performance management systems are essential in any successful organisation. In both commercial sport business and not-for-profit sport organisations, the pressure to follow international best practice in performance management has grown significantly in recent years.

Linking theory and practice, *Organisational Performance Management in Sport*, written by Dr Ian O'Boyle, Senior Lecturer in sport and recreation management in the UniSA Business School, defines fundamental performance parameters impacting on sport organisations.

"This is the first book to show how performance management concepts, tools and principles can be applied in the modern sport environment," Dr O'Boyle says.

"From individual performance management through to board-level governance structures, the book presents extended real-world case studies and practitioner perspectives.

"It's essentially the most clear and complete outline of performance management in sport organisations available," he says.

Organisational Performance Management in Sport offers accessible and vital reading for all sport management students, researchers and professionals with an interest in this important area of sport management research and practice.

The book is available [here](#).



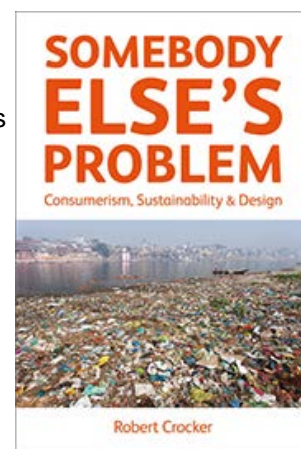
Somebody Else's Problem

Arguing that consumerism is the main engine driving climate change, *Somebody Else's Problem*, written by Dr Robert Crocker, Deputy Director, China Australia Centre for Sustainable Urban Development, Art, Architecture and Design at UniSA, calls for a radical change in how we think about, design, make and use the products and services we need.

Rejecting the idea that individuals alone are responsible for the environmental problems we face, and also the idea that technological innovation on its own can save us, this book challenges us to look again at the systems and products we take for granted in daily life, and their historical origins and cumulative effects.

"We live in a non-stop buy-use-discard cycle which is deeply rooted in our culture and has become a lifestyle that defines our current society," says Dr Crocker.

"*Somebody Else's Problem* reveals how we have come to this point. It presents the devastating consequences of contemporary consumerism and the lack of importance that it is being given in international agreements, scientific reports on climate change and the media.



“In its expanding global context consumerism is, directly or indirectly, the main engine driving this climate change, and all its many and manifold results.”

Somebody Else's Problem meticulously unravels the destructive socio-environmental consequences that consumerism has brought, as well as the dynamics that continuously makes it grow. It proposes relevant ethical and strategic guidelines to achieve more sustainable forms of design and consumption, and alternative paths that may help us to get out of this crisis and to build better societies

Intended for students, practising designers and related professionals, as well as the general reader, this provocative book challenges many of the assumptions we hold about how our environmental problems might be best solved.

The book will be launched at an event held in the Packer Civic Gallery, Level 2 Hawke Building, North Terrace, City West Campus of UniSA on Friday March 3, starting at 5.30pm. The opening address will be made by Vaughan Levitzke, PSM, Chief Executive of Green Industries SA and Zero Waste SA.

To register to attend the book launch, click [here](#).

The book is available [here](#).

Managing Chinese Outward Foreign Direct Investment: From Entry Strategy to Sustainable Development in Australia

China's outward foreign direct investment has rapidly increased over the past two decades, from US\$1 billion in 1991 to nearly US\$108 billion in 2013, making China a major source of global capital.

Managing Chinese Outward Foreign Direct Investment co-authored by UniSA's Director of the Centre for Asian Business, Professor Ying Zhu, and RMIT's Senior Lecturer, Xueli Huang, focuses on the management of Chinese outward foreign direct investment at the organisational level, particularly foreign subsidiaries established through merger and acquisition.

“Chinese foreign direct investment is expected to exceed US\$1 trillion over the next ten years,” Prof Zhu says.

“This is significant for Australia, as China has been our largest trading partner since 2011.

“And when we signed the China-Australia Free Trade Agreement in November 2014, this opened a wide range of bilateral trade and investment opportunities accessible.”

Despite this, Prof Zhu explains that Chinese investors still encounter a range of challenges when making investment decisions and managing their foreign direct investments for sustainable development and profitability.

“Investment must be considered as a process, addressing complex managerial issues from strategic entry decisions to corporate sustainable development, and this book addresses all these issues,” he says.

The book places particular emphases on post-acquisition integration and management, such as liability of foreignness mitigation, post-acquisition integration, corporate control and governance, human resources and cross-cultural management, and corporate social responsibility.

The book is available [here](#).

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**University of
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Tour Down Under 2017

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Highlights from Team UniSA-Australia's thrilling Tour Down Under performance. A mix of up-and-coming cyclists and ex-professionals, the team earned the Wilson Parking Winning Team classification after finishing 1:19 minutes ahead in the accumulated final times of their best three finishers. For the full story, go to [UniSA stuns rivals with victory in record-breaking ride](#).



Lucas Hamilton, Jai Hindley, Sam Jenner, Michael Storer, Callum Scotson, Nathan Earle and Cameron Meyer made up 2017 Team UniSA-Australia.





Penny's Hill

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