

# GradLife

  
University of  
Western Sydney  
Bringing knowledge to life

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Mark Renshaw leads  
the way

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Graduates of the University of Western Sydney are finding new ways to help communities here and abroad, and psychology graduate Dr Genevieve Nelson is a prime example.

Genevieve decided to focus her Honours, and later her PhD research, on the Papua New Guinea education system and how poverty and family support, and other factors, influence the way children learn.

During this time the Kokoda Track Foundation was established and, because of her research in this area, Genevieve became one of its founding directors.

Genevieve's compassion for the people of Papua New Guinea is revealed in her remarkable story in this issue of GradLife.

Also, you will read of the outstanding success of graduate Mark Renshaw, who now works in Chicago as the Chief Innovation Officer for the global advertising agency Leo Burnett.

UWS Chancellor Peter Shergold has contributed an opinion piece for this issue, in which he poses the question, 'How can professional public services and community-based organisations work together in pursuit of public and social innovation?'

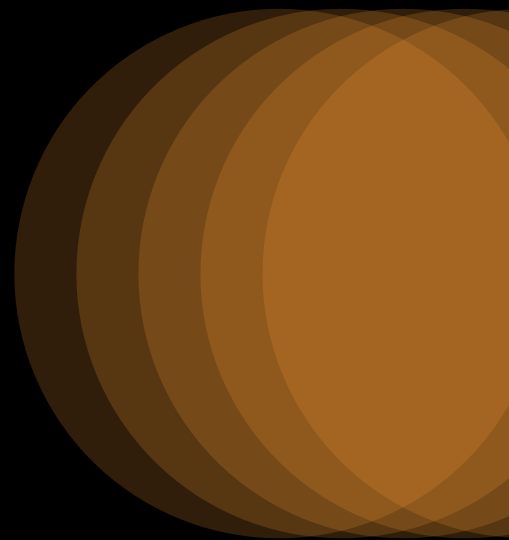
Now in its fourth year of publication, GradLife provides you with a great opportunity to remain in touch with other successful UWS alumni. In this issue you will catch up with the latest from the Music Alumni Chapter.

I trust you will stay connected with UWS in 2012 and share with us how you are making a difference.

Professor Janice Reid AM  
Vice-Chancellor  
University of Western Sydney



Professor Janice Reid AM  
Vice-Chancellor  
University of Western Sydney





# Partnerships in Papua New Guinea



Once you experience the Kokoda Track in Papua New Guinea, it will change your life - just ask UWS graduate Dr Genevieve Nelson.

Dr Nelson, Executive Director of the Kokoda Track Foundation, first experienced this lasting reminder of World War II in 2000 as part of a national leadership scholarship she received as an undergraduate psychology student at UWS.

"It was the most horrendous experience of my life," she says of the 10-day trek, which she made in the midst of the wet season with a group of fellow scholarship recipients. While the rest of the group vowed to never return, Genevieve says the trip profoundly affected her.

"It really opened up this new world and this new country and the wonderful people that I met up there. I recognised the extreme poverty they were living in and it literally changed my life," she says.

"The children were not going to school and whole communities were not accessing basic health care services. Papua New Guinea is our nearest neighbour – only 3.6 kilometres actually separate the nearest Australian island and the PNG mainland – and you wondered how this level of poverty could be right on our doorstep."

Having returned to PNG several times as a tourist, Genevieve decided to focus her Honours thesis and later her PhD research on the PNG education system and how poverty, family support and other factors impacted on children's learning.

During this time, the Kokoda Track Foundation was established and Genevieve became one of the founding directors, because of her research activities in the area.

"I was asked to set up a program that this charity could fund, which would help the children up there to get a better education, and it went from there," Genevieve says.

Established in 2003 and entirely funded by philanthropic donations from Australians, the Foundation was created in recognition of the people of PNG who assisted the Australian

soldiers during WWII. This included the 'Fuzzy-Wuzzy Angels', a group of Koiari and Orokaivean people living along the Kokoda Track who helped injured Australian troops.

"Historians tell us that if it weren't for the Fuzzy-Wuzzy Angels, there is no way the Australians would have won that war back in 1942, and yet 70 years on, the social indicators and differences between Australia and PNG are so wide. We feel very strongly about doing something about that," Genevieve says.

The Foundation started with a small scholarship program, helping 10 children attend school. Nine years on, the Foundation works across education, health, community development and microbusiness projects, in more than 40 communities throughout the Kokoda Track catchment area.

In 2012, 350 students are on scholarship, working on projects covering teacher and health worker training, school resources and infrastructure, agricultural development and significant building projects for a community hall and toilets. A major plan to build a college in Kokoda is still in the pipeline.

Genevieve became Executive Director of the Foundation in 2009, and says while the organisation has achieved great results, it's been a tough road. "It's really hard work and it's difficult to make progress quickly," she says.

Given PNG is a tribal country, the Foundation has been working towards long-term outcomes of having local people return to their communities as teachers and healthcare professionals.

"We knew that we had to get kids back into that really basic level of education, so that one day they would go on to be the nurses and teachers and doctors for the region," Genevieve says.

Many communities had no access to operating schools, and now, almost every village along the Kokoda Track has access to an elementary school where students can receive a

free education. Enrolment numbers have dramatically increased.

The Foundation has also opened eight aid posts run by local people that have undergone two-year training as community health workers, and has equipped women's groups with small business skills to help them set up businesses along the Kokoda Track. Consequently, for the first time ever, women are earning an income from the trekkers that cross the Track – previously an area dominated by men. Assisting with flood responses and planning has been another focus.

"For four years, we have been importing better strains of crops which grow in the flooded areas, so that when future flooding happens, we have the strains of taro and sweet potato and cassava that grow in flooded regions, so that communities don't go without food."

Genevieve is also an Adjunct Research Fellow with the Centre for Positive Psychology and Education at UWS, and says the University and Foundation are considering potential partnerships on research and evaluation projects.

On a personal level, Genevieve's ongoing work with the Foundation continues to be motivated by the warmth and generosity she has been shown by the people of PNG.

"Over the years I have spent a lot of time walking the track and living in the villages, and as a young single female I could just stay in the communities and feel totally safe and cared for. I have a very, very special friendship with many people in PNG, and I really wanted to do something to give back," she says.

And as for the Kokoda Track – Genevieve has made her peace with it as well, undertaking her 15th crossing earlier this year. While her knees are beginning to wear out, making the tough trek even more challenging, she was looking forward to her next trip ... almost.



Dr Genevieve Nelson, Doctor of Philosophy, 2008

# Driving marketing innovation

From the days when the Apple Macintosh started changing the way advertising agencies created campaigns for their clients; the emergence of the internet, to today's sophisticated online environment bursting with new marketing opportunities, technology has transformed the world of media, advertising and marketing.

UWS Bachelor of Commerce (Marketing) graduate Mark Renshaw, has seized the opportunities to ride the wave all the way to Chicago where he now works as the Chief Innovation Officer of global advertising agency Leo Burnett.

Today Mark helps some of the biggest brands in the world, including Procter & Gamble, Samsung and McDonald's, to shake up their communications and marketing strategies.

Mark got his first taste of the marketing world aged 15, doing work experience at an integrated communications agency. By the time he started university, he was running his own business freelancing for big name advertising agencies as the internet started to explode.

As well as a theoretical and practical grounding in marketing, Mark gained some valuable experiences during his days at UWS. He was chosen to represent the University on some marketing consultancy projects, and travelled to India and Malaysia in his final year.

"It gave me a strong grounding in understanding clients' issues in terms of how they think about marketing, how they develop products and their advertising and investment strategies," he says.

After uni, he went on to work for a large agency and then co-found an interactive production company, before joining Leo Burnett/Arc to start its interactive division in Sydney, which grew to around 50 staff, a large team at the time.

"We were really riding a wave where so many clients, whether it was Tourism NSW, Heineken or Subaru, were all saying, how do we attack this new

world, how do we think about these new marketing opportunities?" Mark says.

"We managed to win some great clients and actually bring them into Leo Burnett on the basis of doing something completely different."

Mark then broadened his horizons with a regional role with Leo Burnett based in Singapore, where he and his wife lived for five years. Because of the much larger scale of the Asian market, this gave Mark the chance to run regional marketing programs across 14 countries for multinational clients based in Asia.

After five years in Singapore, the global CEO of Leo Burnett/Arc asked Mark to move to the US to grow the agency's capabilities, particularly in interactive marketing, and bring his unique perspective to the task of "shaking things up".

Mark moved to Chicago in 2006 with his family – now including two young sons – in tow. Leo Burnett headquarters is also home to nearly 1,600 staff, "with every possible talent and skill you could need to do anything". In a 'pinch yourself' moment, within a week, he was meeting with Mary Dillon, then Global Chief Marketing Officer of McDonald's, to discuss new global marketing approaches.

One of the secrets to Mark's success has been never really fitting into the traditional 'creative' or 'strategy' boxes in the advertising world – but instead, being able to bridge these two paths to drive fresh solutions and new thinking.

It is this capability that last year saw him appointed as Chief Innovation Officer, primarily working with Leo Burnett's major multinational clients on marketing strategy and execution in various markets.

With the media and marketing world changing so rapidly, clients turn to Mark to help them navigate this new landscape and create new marketing models – particularly as traditional approaches prove less effective. Another important component is the 'who' – what talent the client needs in their organisation, and how they organise their agencies.

"What's happened over the last 10 years is that clients have added more people and more agencies to the mix. By simply piling on more people, you end up with a process that actually can kill creativity, and can kill innovation. It's actually about selecting and having the right people, not necessarily more agencies," Mark says.

So what's the key to innovation?

"It's knowing that creativity and innovation are two sides of the same coin. Being creative without using innovative ways to execute an idea is a missed opportunity. To find those innovative methods, you have to go to events others don't, read blogs and follow people on Twitter outside your industry. Finding inspiration beyond your own vertical industry and applying it around big ideas is key."

He says in many cases, the challenge now is actually avoiding paralysis when faced with an infinite number of options.

"I would rather have clients do anything than just wait and do nothing, because it's surprising what you can learn from any step forward," Mark says.

Maintaining a creative culture at Leo Burnett is also critical to the company's success – which it achieves both through internal processes to review and improve creative work, and by building partnerships with



technology power players like Google, Facebook, Twitter and Microsoft.

"We believe they bring in new creative opportunities. We understand how to be creative, but we can't unless we keep up to date with those guys. Having them be a challenger to everything that we do is another great way of driving a creative culture," Mark says. "It is very much knowing what your core DNA is and then bringing in outside influences."

This is very much in line with Mark's philosophy that technology has not only changed the mechanics of advertising and communication, but has actually generated new ways of thinking that should be applied to all aspects of marketing.

Having achieved his dream of one day working in the US, Mark plans to continue to take advantage of his unique position, working with great companies and brands.

"I do love the size and scale of the US. There is a certain convenience and immediacy which is exciting for someone in love with technology," he says.

However he also sees fantastic opportunities for companies from Asia and Australia to compete in the new global market – and looks forward to helping them along the way.

"I am seeing some strong brands coming out of Asia, and I am spending time helping some of them to expand their businesses to the rest of the world. When I do come back to Australia, I would love to help Australian companies take on a more global approach, as with the state of technology and innovation now, it's never been easier to do that."







# Who says you have to grow up?

For a self-confessed 'big kid', writing children's books, travelling around the country speaking at primary schools, and doing some stand-up comedy for a bit of a change of scenery seems like a dream come true.

Oliver Phommavanh says he always knew he wanted to be a writer, and his ambition was confirmed during his Bachelor of Arts in Communication at UWS. But perhaps surprisingly, it wasn't until he undertook a further degree to become a primary school teacher as a 'back-up' career that he put two and two together and decided to write for kids.

"Doing my degree gave me the chance to experiment with different narrative styles and voices. I set about writing from a kids' perspective because I am still a big kid myself, and I have found it really easy to relate to kids," Oliver says.

While his original plan was to teach part-time and spend the rest of the time writing, Oliver loved teaching so much he practised full-time for a year before deciding to give writing his best shot.

"I gave myself five years to just write full-time. Thankfully it's turned out well," he says.

But success wasn't instant. Before landing his first book deal in 2009, Oliver spent three years working on building his network in publishing and perfecting his first book.

"I started writing in 2007 and it was a matter of getting the manuscript right. So a lot of polishing, a lot of editing... I also did a lot of networking. I went to a lot of writers' festivals and I joined the NSW Writers' Centre. I started meeting all these people with agents and publishers [who helped] spread my name around. I was very fortunate to be in the position where I was able to talk about my work and people were keen to listen."

Now, only five years after he committed to writing full-time, Oliver has published two successful children's books (*Thai-Riffic* and *Con-Nerd*), has two more books to be released later this year, and spends four months out of the year travelling around Australian schools and festivals giving talks and writing workshops.

Oliver says that visiting schools and being able to directly connect with his young audience is one of the best parts of his job.

"I get to satisfy that teaching aspect, where I go into classrooms and see kids. It also suits me because you get to do a bit of market research, you get to see what the kids are into and what language they are using."

Recently Oliver was awarded the 2012 May Gibbs Fellowship award, which gives him the opportunity to complete a one-month residency in Adelaide – concentrating solely on writing.

As well as establishing his career as a successful children's author, Oliver has also made a name for himself as a stand-up comic. That is, between book tours. In 2010, Oliver won the title of 'funniest fan' on the Footy Show, and still performs at venues like the Comedy Store in Sydney and the Roxbury Hotel.

Oliver says that his love for comedy began as a hobby when he was studying, and UWS held a comedy festival at the Enmore Theatre. His interest piqued, Oliver braved the stage during open mic gigs at the Comedy Store. He says that stand-up is a great way to test out his writing.

"You find out very quickly on stage if something is funny or not," he says.

For aspiring children's authors wondering if they've got what it takes to make it as a writer, Oliver says the first step is to hang out with kids, and listen to the way they talk.

"Writing realistic dialogue is the hardest thing about writing for kids. You have to get inside a kid's mind," he says. "Reading a lot of kids' books helps. I read a lot of books across a lot of genres, and that helps you to develop your own voice as well."

But Oliver warns that the journey isn't over once you've published your first book. The tough reality of such a competitive industry means that writers need to be business-savvy and really market themselves.

"I was very lucky that I had some author friends back when I was just writing that helped me along. They prepared me for the financial and business side of things. But it doesn't distract from the fun side of writing, which is still pretty much sitting by yourself writing on a laptop or notepad," Oliver says.

"When you say that you are a children's author, people automatically think of *Harry Potter*, they think you're going to have a big bestseller. But that's not the case. You are just writing because you love writing. If you can inspire people and make a living out of it, then that's a bonus."

# Artist takes a leap with new book

The work of artist and UWS graduate Jill Carter-Hansen spans an extraordinary range of media and subject matter, and she brings her talents together in her new artist's book, *The Leap*.

Jill remembers drawing from the age of three, as a child living on a farm in New Zealand. She wrote stories and first sent a manuscript off to a publisher around the age of 10.

When she left school, she studied graphic design at the Elam School of Art in Auckland, before moving to England for three years. During this time, her art education was enriched with visits to many of the major European art museums.

She had begun a lifetime interest in photography as a child and when Jill returned to New Zealand, she began exhibiting in solo and group shows, while completing a Bachelor of Fine Arts in Photography and Printmaking at Auckland University.

One of her most striking pieces of work from this early period is a poster entitled 'Peace is in your hands', a photomontage of collaged photogram images. Jill created the poster in 1983 to raise funds for the peace movement in New Zealand, and copies are now housed in the public collections of the State Library of New South Wales and the Australian War Memorial in Canberra.

Always finding new ways to channel her artistic expressions, along with painting, Jill worked as a freelance photojournalist in New Zealand and later in Sydney, after a move to Australia in 1987.

She also freelanced as an illustrator for major newspapers and magazines, taught graphic design at tertiary institutions, and some of her children's books were published by Hodder and Stoughton and Random House.

Jill took a course in animation and film-making, completing her first film *The Messenger* in 1992, which became the pre-feature for

Derek Jarman's film *Wittgenstein* when it was released in Australia.

Two more films followed – *Songs of the Immigrant Bride* and *Eclipse* – which incorporated paintings, drawings, collage and photography, and were supported by the New South Wales Film Office and the Australian Film Commission.

A desire for further study brought her to UWS in 1996, to complete a Master of Arts (Hons) in Fine Arts.

Narrative is a major theme in Jill's art practice, and she often combines traditional and contemporary

mediums, including digital processes, to develop new work.

"I have always been concerned with narrative and I enjoy working with different processes. For me, discovering new ways of image making is always exciting. I'm unwilling to 'pigeon hole' myself in the regular areas of fine arts. I define myself as a combined mediums artist," Jill says.

This is evident in Jill's recent narrative work, a limited edition artist's





book titled *The Leap*. The book was inspired by her childhood experiences of riding and being around horses.

"I had many falls but my father made me get straight back on. Later in life I saw the horse as a metaphor for life itself. I loved the horses, and even though I got thrown I never became afraid of them," Jill says.

"I accepted that they were instinctively wild and had this power that went beyond me – like life itself, there was no guarantee of control and I had to get straight back into that circus or stay outside the ring, afraid. That was a lesson my father taught me."

Jill's earlier book *Alternative Acts* (in the collection of Te Papa Museum in Wellington, New Zealand) was based on the circus theme, with a poem connecting to the equestrienne and the clown in the wilderness of the circus ring.

*The Leap's* central metaphor deals with another issue close to Jill's heart – the challenges facing refugees attempting to make this new country their home.

"These people may never have known a secure life, with their families often uprooted and destroyed. Against the odds they manage to arrive and have so much to offer – yet they need faith in their abilities to succeed in this new land. And often they are not given the chance," Jill says.

Each edition of the book is handmade, and combines mediums including print-making, photographic processes, digital imaging, drawing, handwritten text and collage on various papers, some of which are also handmade.

"There is a tremendous amount of work in each one... but my passion is in them," Jill says.





Enzo Tedeschi  
Bachelor of Arts – Communication Studies  
1998

# Breaking away to break through

What do you do if you want to make a zombie film based in the subway tunnels of Sydney, but you don't have the money? Well, if you're filmmaker Enzo Tedeschi you fund the project by selling frames of the film.

Enzo Tedeschi, together with his business partner in Distracted Media, Julian Harvey, completed the film in 2011, and again took an unorthodox approach to distribution – giving the film away for free on BitTorrent.

"We managed to rack up an estimated five million downloads, while still managing international sales, a deal with Transmission Films in Australia, and a festival run which is still getting traction," the UWS graduate says.

Enzo and Julian capped off 2011 by winning Movie Extra Webfest, a competition where filmmakers submit a 60-second trailer, in a bid to win \$100,000 to produce a seven-part web series.

Now in the thick of production on their series, *Event Zero*, Enzo says the team has been lucky to have pulled together an amazing cast and crew for the project.

"It really fits with the vibe of what we did with *The Tunnel* in terms of not being restricted to traditional ways of distributing content, so we're quite excited to be working with Movie Extra on this one," Enzo says.

Taking a different approach has become a hallmark of Distracted Media's work and, in fact, Enzo's career. Having completed a Bachelor of Arts in Communication Studies at UWS in 1997, majoring in Media Production, he started his own small production company doing corporate jobs and

low-end commercials while maintaining a 'day job' at the local camera store.

Then through a contact from a fellow graduate, Enzo landed an assistant editor role at the Nine Network on *Getaway*.

"There I learned a hell of a lot, and met all kinds of people as I worked my way up to editor, having freelanced my way through most of the locally produced shows. All the while, I was still harbouring ambitions of working in drama, and spent a lot of time editing any short film I could get my hands on," Enzo says.

He began to diversify away from editing into producing in 2007, when he was approached by filmmaker Shane Abbess to work on the behind the scenes documentary for his feature film *Gabriel*, and both edited and assisted with producing a documentary called *Food Matters* - which went on to sell more than 250,000 DVDs worldwide. This led to producing a WWI short film, *Ghosts of War*, and to working with Julian to write *The Tunnel*.

Enzo and Julian got their inspiration for the movie, which became an internet hit, when throwing around some ideas for a unique take on a zombie story. Having started with the "usual outback setting", they transplanted the location to the centre of the city.

"The story evolved from there, as we researched the subway tunnels," Enzo says. "Isolation is crucial in a horror movie like ours, but we

thought if we could create that in the middle of Sydney, that would be a more interesting way to go."

The film was such a success that they are developing a follow-up, titled *The Tunnel: Dead End* – as well as developing another 135K Project film called *Airlock*, doing post-production for a documentary called *The Crossing*, being mid-production on *Event Zero*, and having just released a documentary, *Hungry for Change*, which is a follow-up to *Food Matters*.

"It's an incredibly busy time!" Enzo says.

Having so many projects on the go is a huge change from the struggles of the early days, and Enzo says keeping at it is the key to breaking into this tough industry – and thinking differently.

"Learn from those that have come before you, but don't assume that it's the only way to do things – use your brain. And above all, think about your audience. Making art is wonderful, but I can't feed my family on art alone. Develop your projects with your audience in mind, and you've got a headstart to actually creating something sustainable for yourself."

**VISIT [WWW.THETUNNELMOVIE.NET](http://WWW.THETUNNELMOVIE.NET)  
TO FIND OUT MORE ABOUT THE TUNNEL  
FILM PROJECT.**

# Living Aloft in Bangkok

When the hip Aloft Bangkok – Sukhumvit 11 hotel opened earlier this year, UWS graduate Amy Trakoolpan was behind the scenes, making sure everything ran smoothly.



Amy Trakoolpan,  
Master of International Hotel Management  
2006

Since graduating from UWS with a Master of International Hotel Management in 2006, Amy has been working her way through the ranks in hotels and resorts around Thailand, and landed the job as Operations Manager of the brand-new 296-room hotel.

Amy says she decided to return to city life after working in resorts on Phuket and Koh Samui Island.

"I learnt a lot from working in busy and always high occupancy resorts, with many comments and complaints where problems always had to be resolved immediately," Amy says.

With a mantra of 'Sassy, Savvy, Space', the Aloft brand is all about modern design, tech-savvy features and providing vibrant spaces for travellers to meet and connect. Part of the Starwood Hotels group, the Bangkok hotel was the first of the Aloft branded hotels to open in the South-East Asia Pacific, so making a good impression with travellers was critical.

While Amy says she enjoyed being part of the pre-opening team for Aloft, which involved training new staff and exploring the brand new hotel, there were some 'teething problems' as the first business travellers started streaming through the doors.

"We faced a lot of complaints from construction – for instance, the smell of the new furniture, and air-conditioning sometimes not adjusting, but we overcame all of these issues. Pre-opening is the most challenging period as we have to resolve the problems and make the guests satisfied with the first impression of Aloft," Amy says.

As second in charge at the hotel, Amy's job is to ensure that all areas of the hotel environment run smoothly and work together successfully. Her responsibilities include front office, housekeeping, food and beverage, culinary, engineering and security.

"Hotels are extremely complex environments which require a lot of work to be performed behind the scenes in order to maintain a front of house appearance which guarantees that guests enjoy a comfortable and relaxing stay," Amy says. "Different areas of the hotel will need to work together at all times in order to maintain the high standards expected by members of the public who have parted with their hard-earned cash. My role also involves ensuring that the hotel enjoys a good reputation in the local area."

To manage these non-stop responsibilities, Amy says she always clears the desk and leaves no tasks undone for the next day – as inevitably there will be much more to do. She attributes her success to sincerity and loyalty: "If you are sincere with your staff and your guests, and loyal to your company, you will get good results because you do things from your heart, not because of how much the company pays you."

Bangkok is one of the busiest locations in the hotel business, and after a "peaceful" time in Australia and Koh Samui Island, Amy says it was a big change to be in the midst of the traffic and rush of Soi Sukhumvit 11, which teems with restaurants, nightclubs and bars and sees people coming and going

from the hotel all day and night. While sometimes she works from 8:30am until midnight, Amy says, "I always enjoy what I do and am proud of the outcome".

Amy's next step up the career ladder is to be a hotel manager at a five-star Starwood Hotels property, especially in the pre-opening phase, "as I still need more experience to be a General Manager".

She believes to be successful in hotel management, you need a combination of self-motivation, consistency and the ability to follow through, the self-discipline to calmly manage high-pressure situations, vision, creativity and open-mindedness.

"It is my job to find out exactly what our guests think is missing, and if I fill the niche in the market and satisfy these hidden needs, I will be rewarded appropriately," Amy says.

"The most common mistake in business is to think only about yourself. People appreciate attention and they will give you their custom only when you listen to them and make them feel important."

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# Partnership with Government: Will we know it when we see it?

By UWS Chancellor, Professor Peter Shergold AC

## How can public services and community-based organisations work together in pursuit of public and social innovation?

I was lucky enough earlier this year to visit Canada as a guest of Human Resources and Skills Development Canada although, unfortunately, not quite lucky enough to go skiing. So, instead of Whistler, Big White and Lake Louise, my itinerary incorporated Vancouver, Victoria, Toronto and Ottawa.

The trip was centred around the promotion of social innovation. It turned out to be a genuine 'thought holiday'. I have returned energised.

At a function at the University of British Columbia in Vancouver, I had the opportunity to deliver a public lecture to a well-informed and engaged audience, on the potential of cross-sectoral collaboration to catalyse creative approaches to the production of public good.

I took as my text for the evening one of the key thematic motifs from a discussion paper developed by the BC Advisory Council on Social Entrepreneurship.

It reflects on the scale of the task at hand:

"The social, economic and environmental challenges that we face are shared problems that require shared solutions ... we know all this, but working together is still difficult. Our sectors and systems are not currently organised to support collaboration and collective action. Our three main sectors – public, private and not-for-profit – often function in isolation and operate with different sets of rules and practices."

In Canada, as in Australia, I pondered why is it so difficult? What is needed for change? How,

in particular, can professional public services and community-based organisations work together in pursuit of public and social innovation?

In both countries the traditional methodology of government, based on consultation and submission, is clearly proving inadequate. So, very often, is the advocacy of community organisations. Both founder on the rocks of asymmetric political power. Too often political outcomes are debated and negotiated between those on the 'inside' and the 'outside' of democratic governance. Opportunities to work together as equals on solving the wicked problems of society remain rare.

In structuring my ideas for the evening I came to the conclusion that there were five new ways in which greater connectedness could be built. These seem to me the essential ingredients of 'partnership'.

First, the delivery of government programs (particularly human services) needs to empower the community organisations that are contracted to deliver them. Bureaucratic red-tape needs to be reduced to the minimum required for public accountability purposes. Reporting needs to focus on performance not compliance. There should be no risk-averse micro-management of outsourced providers. Rather organisations need to be appropriately funded for the services they deliver and actively encouraged to be innovative in taking new approaches to the implementation of government policies.

Second, the design of government programs needs to incorporate the front-line experience of community organisations. Tendering is important. Public services generally do it with integrity and probity. Even more important, however, is engaging outsourced deliverers in framing the administrative guidelines under which they will deliver the program.

Similarly, citizens should be encouraged to take responsibility for the budget management of the government support that they require. A number of jurisdictions, led by Western Australia, are enabling people with a disability to organise and purchase the 'self-directed' services they need to live a full life. Such opportunities to 'co-produce' government can be extended to other individuals (e.g. those struggling with mental ill-health) and tailored to the needs of communities (e.g. remote Aboriginal settlements).

Third, the funding of social innovation needs to be facilitated by government. Public funding and philanthropy will never be sufficient. Government can play a major role in helping to harness private capital for social impact and, by doing so, drive public innovation. Recent moves by Australian governments to provide capital start-up funding to mission-driven social enterprises, to support community development financial institutions as intermediaries and to encourage social benefit bonds based on public policy outcomes suggest a willingness to trial new approaches.



Fourth, the full benefits of public policy and social enterprise need to be audited and measured. Too often government evaluations of programs are narrowly conceived. If governments are to be persuaded that public funding is investment rather than expenditure, the benefits of intervention need to be articulated and assessed.

Fifth, and underpinning these criteria, governments and public services need to take a new approach to doing. A focus on 'customer service' needs to be accompanied by a commitment to citizen engagement. Collaboration needs to be more than a statement of principles. The world of wiki and crowd-sourcing can harness social media to engage civil society in framing policy and rewriting legislation. Cross-sectoral 'design laboratories' can drive innovation from the 'outside' but it is equally important to develop collaborative mechanisms on the 'inside' of the public service. I think the Partnership Forum that I chair in Western Australia represents one effective approach: but so, too, is the establishment of the Not-for-Profit Reform Council at the Commonwealth level.

In the meantime I welcome your views on how to improve and sustain collaboration between the public, private and community sectors. I'm pretty sure I understand the problems but am far from satisfied that I know the answers. I'd appreciate your views.



## Music Chapter

# Hitting the right note

It's 19 years since the Music Department was established at UWS in 1994 ... we want to reconnect with our graduates, find out what they are doing, tap into their expertise and involve them in guest lectures to enhance the learning experience of current students.



The Music Alumni Chapter has been established to ensure that graduates can retain their links to the University of Western Sydney.

Associate Professor Diana Blom, Director of Academic Program for Music says, "It's 19 years since the Music department was established at UWS in 1994, and the establishment of a Music Alumni Chapter plus a reunion of alumni is long overdue.

"We want to reconnect with our graduates, find out what they are doing,

tap into their expertise and involve them in guest lectures to enhance the learning experience of current students.

"The reunion on 30 November, 7pm in the Playhouse Theatre, Kingswood campus, will be a first opportunity for students to network and catch up. Establishing the Music Alumni Chapter will allow alumni to continue to keep in touch."

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# The music man

If you thought that pursuing a career in music could never pay the bills, then you haven't met Jaime Gibson. When Jaime isn't teaching as Head of Extra Curricular Music at Oxford Falls Grammar School, he's performing with one of Australia's busiest party bands, The Smooth Groove ... or buying up property.



Jaime Gibson, Bachelor of Arts - Music, 2000

Jaime has pursued his love for music through five very different but successful careers – as a conductor, music teacher, entertainment manager, entrepreneur and performer.

He says he feels “really lucky” to have his day job at Oxford Falls Grammar.

“I find that most days I am excited to get to school and share music with the students. We now have over 680 students in the elective performing arts out of 1,050 students. When I started, there were only 90,” Jaime says.

This year Jaime has been recognised for his vibrant contribution to music education over 16 years of teaching and conducting, being awarded

a fellowship by the Collegiate of Specialist Music Educators in 2012.

Outside of the classroom, Jaime's band, The Smooth Groove, has made such a name for itself on the Sydney party circuit that it's now booked until mid-2013.

The band members have even played with the likes of The Rolling Stones, in venues such as Wembley Stadium and the Sydney Superdome.

“As a performer and entertainment manager, let's be honest, the whole thing is fun. In my band, I get to hang out with my friends, eat great food at the most exclusive venues around Australia and play a great range of music from jazz to top 40 dance,” he says.

As for juggling his time between work and play, Jaime seems to have the perfect balance.

“During most of the year, gigs are on weekends, and then as we hit the party season in December, parties are on every night, but school has finished up. So I don't really get physically burnt out.”

As a result, he's been able to reap the rewards of having such a busy career.

“Financially, it's very rewarding as well, which is something I wasn't interested in when studying music, but has become more important when it was time to buy a house!”

Jaime says he also finds that performing as well as teaching provides variety, and refuels his passion for music and passing on this knowledge to students.

Jaime began his career studying a Bachelor of Music at UWS, and praises the University for having a well-rounded music program, making it a clear choice. With such an incredible range of subjects offered within the degree – from recording and music technology through to performing in a wide range of styles – Jaime says the skills he learnt, along with his studies in conducting, have helped him stand out from the crowd when applying for jobs.

“I have had jobs tailored around those skills – I was easily putting together live video and concert band performances and showing strong practical ensemble skills in both public and private schools,” he says.

Jaime's degree also helped him manage the hardest part of managing a career in the arts – being business savvy.

“Due to the focus UWS gave me in arts management I book the musicians





that are at the top of their game and that I want to work with," he says.

Jaime has also applied his business acumen to operating businesses through online music stores targeted at schools, and to developing the careers of talented students.

"I taught Natalie Mastroianni for many years and gave her performance and management advice. Natalie is now one of the highest paid full-time saxophonists in Australia and has a great act performing in clubs with the best DJs under the name 'sax on legs'," Jaime says.

His experience shows that contrary to the popular perception of the vagrant musician, there are endless opportunities to work in music. However, Jaime warns aspiring musos to "be prepared to take any work that comes your way, whether it is performance or education-related, and to work long hours. Try to see yourself

"be prepared to take any work that comes your way ... try to see yourself having a lifelong career in music and understand there will be lots of twists and turns and that is what makes it fun."

having a lifelong career in music and understand there will be lots of twists and turns and that is what makes it fun."

## Bringing the globe to the classroom

In 2011, UWS Master of Teaching (Primary) student Rachel Yates became the inaugural winner of the Global Education Project NSW Youth Internship.

This new program gives an exceptional education student the opportunity to participate in an NGO project overseas, which is then translated into a NSW school-based Global Education Project.

To win the internship, Rachel created her own Global Education Project, trialled during her last practicum at Bossley Park Public School. 'Blogpal', which Rachel describes as a "21st century penpal program", saw Bossley Park students, who were learning Spanish, connect online with students halfway across the world in Mexico or South America.

The wider purpose of Blogpal is to connect students in developing countries with students in Australian schools. The blogs are to be hosted on the AusAID website to provide children with a forum to interact with each other, sharing vocabulary and photos about common themes such as family, friends, schools and hobbies.

"The internship has illuminated many different avenues that educators around the nation are using to promote the concept of Global Education in the classroom," Rachel says.

She will head overseas later this year, but in the interim will be collaborating with Global Education NSW to give feedback and offer ideas on how the youth internship can help to effectively integrate Global Education with the wider pre-service teaching community.

Rachel wants to eventually work in the area of public health education and youth welfare, but in the meantime, she says, "this internship will help me find methods to engage school students with the global community, and it will help me become a better classroom teacher. It will also teach me skills in advocacy and communication, both important elements of welfare work."



Rachel Yates  
Master of Teaching (Primary)  
2012

# Tubular Bells for Two



It's been described as "hilarious and strangely moving", "part musical, part acrobatic", and "so good it will bring tears to your eyes"

*Tubular Bells for Two* was created three years ago, almost by accident, by UWS graduate Daniel Holdsworth and fellow musician Aidan Roberts, and has now delighted festival audiences in Australia and New Zealand.

Daniel, who completed a Bachelor of Music (Hons) and a Master of Creative Arts (Hons) at UWS, has been playing and performing music for most of his life, and spent several years touring Australia with Sydney band *The Saturns*. As he was growing up, he developed a passion for collecting old vinyl records and particularly music from the '60s and '70s – an interest he pursued while studying.

"My Masters thesis ended up looking at the development of music through the 60s and 70s, and particularly how as more opportunities opened up in the studio, people were able to make more interesting records," Daniel says. "Music shifted in that period of time from originally being literally a recording of a performance to becoming an art form in itself. That really interested me – how people go about making interesting sounds and creating an album that you just have to sit down and listen to start to finish because it takes you on a journey."

One of these classic albums was Mike Oldfield's hour-long instrumental record *Tubular Bells*, which was a huge hit in 1973 and catapulted Richard Branson's fledgling Virgin Records to fame.

"It became a real cult classic, and the music at the beginning of the piece was used for the soundtrack to *The Exorcist* so it's quite well-known," Daniel says.

*Tubular Bells for Two* was born when Daniel and Aidan sat around the fire one night having a glass of wine and listening to the album. As a bit of fun, they started playing along with a couple of guitars. Then they decided to add a piano, a glockenspiel, a bass guitar, and the list goes on ... until they had 22 instruments in the lounge room.

"With just the two of us, we were frantically trying to run from one instrument to the other to create this album from start to finish," Daniel says.

The friends decided to put on a one-off show in Katoomba for a few friends and family – and were stunned when it completely sold out.

"It was at that point that we realised that the show had appeal," he says.

Since then, they have performed *Tubular Bells for Two* at the 2010 Sydney Fringe Festival, where it won Best Musical Moment at the Fringe Awards, and have then performed it at the Darwin Festival, the Sydney Festival and most recently the New Zealand International Arts Festival.

With the two musicians frantically moving between 22 different instruments for a full hour, Daniel

says performing the show can be quite stressful – and sweaty.

"There is a balance you need to strike between keeping your thoughts ahead and running from one instrument to the other and dropping this and running for that, but at the same time, you have got to keep the music feeling nice and gentle and flowing," Daniel says. "We walk off stage every night completely exhausted not just physically but mentally too."

However, he thinks the chaotic nature of the show is partly why it works.

"The audience can sense that at any moment something could go terribly wrong, but there is nothing we can do about it. It's a strange experience, like no other show I have ever worked on."

Having received rave reviews at the Sydney Festival, Daniel and Aidan are now taking *Tubular Bells for Two* overseas, and in between, playing with their other bands. Their success with the show is proof that hard work pays off.

"I think there are a lot of people who dream about having a career as a musician, but they're not really willing to put in all the work that goes along with it. It is a tough ride, but if you are really passionate about it, you will make it work."



Rima Hadid-Al Masri  
Bachelor of Laws (Community Law)  
2000

# Alumni Giving – an interview with Rima Hadid-Al Masri

“Education is not a  
privilege, it is a right”

Rima Hadid-Al Masri graduated from UWS in 2000 with a Bachelor of Laws. Two years after completing her degree and qualifying as a solicitor of the Supreme Court of NSW, she moved with her husband to the Kingdom of Bahrain, seeking new experiences and challenges. What started out as a two year plan has now turned into an eight year love affair with the region.

Even from a distance, she remains involved with UWS. As a donor to the University, Rima is giving back to support scholarships for UWS students.

We caught up with Rima to find out about her life since graduating and why she feels it is important for UWS alumni to give back.

## What have you been up to since completing your degree at UWS?

Since moving to Bahrain I have been privileged to work for the highly respected law firm Qays Zu'bi Attorneys & Legal Consultants, quoted by the Legal 500 publication as 'one of the best if not the best for advice on Bahraini law'.

Highlights of my role included acting for a leading European shipping company to establish joint ventures, advising multinational companies on opportunities in Bahrain, and providing advice to local and international financial institutions on various aspects of local laws and regulations.

Currently I am general counsel and board secretary of Gulf Technics Co. (GT), a wholly owned subsidiary of Mumtalakat, the sovereign wealth management company of Bahrain. The Company's role is to identify and institute viable new industrial and technical investments, and to research capabilities and opportunities in the region.

## What did you enjoy most about your UWS experience?

It is very difficult to describe my experiences at UWS in just a couple of lines. I completed my law degree at the Campbelltown campus, which at the time was an oasis of an educational institution and has since expanded further. I loved the privilege of being a member of a high calibre institution situated among the lush rolling hills of the Macarthur region.

Unlike many other universities, the UWS Campbelltown campus is an inviting campus that facilitates the educational and social experiences of its students and staff alike. The open door policy adopted by staff and ease of access that we had to our lecturers as students was truly invaluable and further supported our learning.

The state-of-the-art facilities that were available on campus gave us an edge over graduates from other universities.

## What is your best memory of UWS?

My best memories of my time at UWS came from my involvement with the Law Students' Society. Not only did I foster and develop friendships that have lasted beyond law school, but I also benefited from involvement in state and national conferences and competitions.

## How did your studies at UWS prepare you for your career?

By virtue of the fact that the law program at UWS is skills-based and did not only rely on theory, I knew I was entering the workforce equipped with skills that other law graduates did not necessarily have.

To the credit of my lecturers, I emerged as a confident and capable professional, able to apply my legal skills regardless of the industry or jurisdiction. This has been particularly

valuable given my cross-jurisdictional ambition beyond common law countries.

## What motivated you to give to UWS?

I read about an opportunity to get involved with giving to UWS in GradLife and felt motivated to act.

I am indebted to the educational institution that equipped me with the knowledge and skills required to be successful in my chosen career path. It is only by giving back to UWS and supporting its mandate, that I can show my gratitude.

As a donor to UWS I feel like I am an active member of a community seeking to enrich and progress our society and thereby playing a pivotal role in the development of our community and our country.

## Why do you support scholarships for UWS students?

As a first generation migrant and the first in my family to study at university, I know all too well of the challenges that students can face when trying to further their education and better themselves. Education is not a privilege it is a right. I don't believe that financial hardship should be a hindrance for knowledge empowerment or personal development – an asset which will ultimately be converted into social and economic capital to benefit us all.

## Do you think it is important for alumni to give back?

The word alumni stems from the latin word *alere*, meaning to feed or support. As students who have benefited from UWS, I believe that we all have a moral obligation to give back to those that have aided us in improving ourselves and to support others who are now treading in our former paths.



# Giving in memory

## Remembering Dr Robert Hayes

During his lifetime, Dr Hayes was dedicated to providing fairness and justice for the most vulnerable in society drawing from his own personal experiences to make a lasting impact.

For over 40 years he was often the last line of defence for some of the most misunderstood, marginalised and forgotten members of our community. He was passionate about the real and everyday way the law engaged with society and was involved with many community services during his free time.

One of the first law students in Australia to graduate with a PhD, as a young academic he held visiting professorships at Canada's McGill and Toronto universities. His final position, Associate Professor in the UWS School of Law, Dr Robert Hayes was committed to providing the highest quality legal education to his students.

His lectures were popular for their humour and directness and challenged students to think about how the harsh reality of everyday life conflicted with the rights of individuals.

The Robert Hayes Memorial Prize, donated by Elayne Hayes in honour of her late husband, has been established to recognise the achievements and commitment of UWS law students. Based on Professor Hayes' passion for teaching Torts, the prize is awarded to the most outstanding student in Torts Law.



### THE ROBERT HAYES MEMORIAL SCHOLARSHIP FUND

In 2012 UWS is also calling on law alumni, staff, students and members of the community to support the Robert Hayes Memorial Scholarship Fund. This Fund has been established to provide scholarships to outstanding students with a passion for studying law but need a helping hand to get them on their way. To find out more about the Robert Hayes Memorial Scholarship Fund or make a donation visit [www.uws.edu.au/roberthayesmemorial](http://www.uws.edu.au/roberthayesmemorial)

## UWS Scholarship Recipient Natalie Lukic

Natalie is an unstoppable force, after years of domestic abuse, she has begun a new life for herself and her children. Natalie is now studying Law at UWS and is determined to make life work so she may be an inspiration to other women in similar situations.

Natalie is passionate about helping women regain control over their lives. She is forever grateful for the people who showed faith in her when she was at her weakest point, in particular her counsellor and now dear friend, Melina at the Centre of Women's Health.

The Cospak Group Scholarship was essential for Natalie. It enabled her to cover the basics such as buying textbooks, parking her car in a safe zone, getting her home internet/phones reconnected and printing off her notes without watching the account balance on the bottom of the screen.

'A scholarship proves that sometimes a little support is all it takes to get going again,' she says.

When she graduates, Natalie hopes to work with organisations providing legal assistance to women suffering abuse. Her goal is to help them better understand their situation and the support that is available.





Yiyao Li  
Master of Interpreting and Translation  
2008

# Bridging linguistic gaps

“Do one thing. Do it really well and serve a million people.” Those words stuck in the mind of Yiyao Li when she first read them – and she is now living them as a translator and interpreter for the World Health Organisation (WHO).

Less than a year after completing the Master of Interpreting and Translation at UWS, Yiyao Li landed a job in WHO's China office. After working as a translator and interpreter with the Communicable Diseases Surveillance and Response (CSR) team for a year and a half, she was hired by WHO headquarters in Geneva, Switzerland, as their National Professional Officer – Translation.

Based in Beijing, China, Yiyao is responsible for translating into Chinese, and on occasion, into English, a wide variety of texts dealing with medicine (both traditional and Western), public health and related subjects, as well as administrative, financial and legal information for documents such as working papers, scientific articles, speeches, program statements, reports, papers for conferences and meetings, and documents for WHO governing bodies and the WHO website. She also helps to establish accurate terminology in Chinese, and consults with experts to clarify any ambiguous information and solve problems relating to terminology or meaning.

“My work for WHO has made the last three years the best of my life. The fulfillment one gets at the end of the day, and the satisfaction it brings to me is immense,” Yiyao says. “Every time I think that somewhere in China, people might read my translation and find it helpful, it brings a smile to my face and pushes me forward.”

Prior to joining WHO, she worked as a translator and interpreter as the chairman's secretary for an importer of Land Rover and Jaguar motor vehicles.

It takes more than being bilingual or multilingual to be a good translator, Yiyao says.

“One should make sure that not only the meaning of each word is conveyed, it is much more important to translate the connotation each word and sentence carries,” she says. “Therefore you need to be good at both your own language and the target language. Moreover, you should have a good sense and understanding of your own culture and the culture in the target language. Only in this way can you have the solid base to become a good translator.”

For translators specialising in a particular field, at least basic knowledge of that area is also important – something that Yiyao has pursued during her time at WHO.

“It took me three months to study basic epidemiology, so that I could understand the data I translated and relevant policies or intervening measures proposed,” she says. “It is also very helpful for proofreading, as whenever I put the wrong data in my translation, I can recognise it and correct it before it's too late.”

Yiyao looks forward to continuing her career with such an important international organisation – keeping her personal motto in mind.

“I hope that I can always be the bridge between Oriental and Western culture, that I can always help.”

“My work for WHO has made the last three years the best of my life. The fulfillment one gets at the end of the day, and the satisfaction it brings to me is immense”

# Never too late

At the age of 55, instead of planning for retirement, Judith Ray decided to fulfil her life-long dream of going to university and enrolled as a mature age student at UWS. Now four years later, having completed her undergraduate degree in nursing, Judith can't wait for another opportunity to return to further study.

Judith Ray spent years driving past the UWS campus, dreaming of the day she could go to university and become a registered nurse. One day, she decided that she would go for it and applied for a place.

Having spent most of her life raising five children and working as an assistant in nursing for 14 years, Judith was thrilled when she was accepted and couldn't wait to experience university life and take the next step in her career.

"I decided, this is my time.

By the end of my life I wanted a degree," Judith says.

While some of the members of her family thought that at her age she should be taking it easy rather than having the stress of pursuing a university qualification, Judith was determined. Now, as the first in her family to attend university, Judith's commitment to learning has created a new precedent for generations to come.

One of the highlights of Judith's university experience was having three generations of her family present at her graduation. Judith, her daughter and newborn granddaughter all attended the ceremony, making it a surreal and moving experience, and showing her just how far she had come.

"I tell my granddaughter now, 'If Nana can go to university you can do it too'."

Although Judith had a strong support system at home, she was not quite prepared for the types of challenges she would face in her first few weeks at uni, especially dealing with new technology. But she found her fellow students to be very helpful, and was a little surprised by how younger students did not shy away from engaging with her.

"I found the response from young people was fantastic. They were really good and helpful. They didn't look down on you because you were older."

While balancing her work and part-time study was very challenging, Judith found by being organised and managing her time well, she was able to complete her degree in four years. Now working in Bowral as a registered nurse, it is all worth it. However, Judith has further ambitions, with interests in midwifery and palliative care, and an ultimate ambition to open a seaside palliative care facility.

The most important advice Judith says she could give to other mature age students thinking of going to university is to "do it".

"If somebody would have told me 20 years [ago that] I would be graduating as a registered nurse, I would have laughed at them because I don't think I would have had the confidence," she says.

Upon reflection, Judith believes that her experience at university has changed the course of her life for the better.

"When you are a mother with five children, running a home and organising everything, you really don't have time to yourself. I think university has helped me to find myself, helped me to find my direction in life ... what I have learnt at university, I am going to take with me to the next phase of my life. The whole experience was brilliant."



Judith Ray  
Bachelor of Nursing  
2011





Penelope James  
Master of Art Therapy  
2010

# Breaking down stigma

Over one million people in NSW will experience or be affected by a mental illness each year, according to the Mental Health Association NSW. Because of the stigma associated with mental illness, these people often struggle to find the right support. The Mental Health Matters Awards recognise those individuals and organisations across the state that are working on innovative ways to remove stigma around mental health.

In 2011, UWS alumnus Penelope James won the Consumer Involvement and Engagement Award category for her development of the STIGMA Exhibition Arts in Action project. Penelope's project used art therapy to help people with mental illness express their mental health journeys through creating and exhibiting visual artworks.

Penelope studied to become an art therapist at UWS, completing a Graduate Diploma in Expressive Therapies, and then a Master of Art Therapy.

She spent eight months developing the project, which was an initiative of Uniting Care Mental Health with the support of Parramatta City Council, and successfully engaged over 50 participants with mental illness in creative arts workshops. The artworks that were created were exhibited at the STIGMA Exhibition at the Parramatta Artists Studios in June 2011.

As part of the project, a group of young people produced their own original rap song, which they recorded on the STIGMA CD and performed at the exhibition opening, as well as a vast array of paste-up art around the theme of the stigma they experienced as a result of their mental illness. A women's

photographic and creative writing group produced "amazing photos with personal insights about the way they view the world". The adult consumers created visual artworks together with personal testimonials detailing their mental health journeys and the importance of art-making in their lives, and also composed original folk songs for the STIGMA CD.

"Because of my background as an art therapist, I was able to ensure that the process was professionally ethical and therapeutically beneficial for the consumers," Penelope says. "The consumers were very encouraged because they ended up producing works that they didn't realise they were capable of."

The participants really connected with the aim of the exhibition, which was to break down barriers by helping the community understand what it was like to experience the stigma of mental illness. With strong support from the community at the exhibition opening, the artists "felt a lot of pride in the works they created, they gained confidence and better self-esteem, and it broke down their isolation because it really integrated them within the community", Penelope says. This also

empowered the participants by showing them that having a mental illness didn't mean that they couldn't "participate and contribute to the community".

For Penelope, receiving the Mental Health Matters Award has been a "great acknowledgment of the work of art therapists and the value of art therapy in the mental health industry". The project's unique combination of creative skills development, therapy and community engagement, may be a way forward in changing perspectives about mental health ... one artwork at a time.

# Giving back to the Hawkesbury alumni community

Hawkesbury Agricultural College (HAC) graduate John Heath recalls his days on campus with great affection and has more than repaid the University with his efforts to continue the legacy of UWS Hawkesbury.



John Heath  
Diploma of Applied Science in Agriculture  
1977

John undertook a Diploma of Applied Science in Agriculture at Hawkesbury Agricultural College between 1975 and 1977, majoring in grazing animal husbandry.

It was certainly a hands-on education as John completed such major projects as managing the Merino sheep flock on campus, and undertaking an economic comparison of fine Merino wool production compared with Angora mohair. In his holidays he went jackerooing on properties in the Riverina district of New South Wales.

Not only did John receive his agricultural education at Hawkesbury, but in his final year, met his future wife. She was in the first intake of students to graduate with a Bachelor of Education in Home Economics. They have now been married for 33 years, and their best friends, now scattered across Australia, were all Hawkesbury students.

After completing his course at Hawkesbury, John embarked on a 13-year career with Elders, initially as a trainee stock and station agent in Parkes and Forbes in central New South Wales. He moved through various roles from livestock to rural finance, real estate and rural merchandise, ending up as National Animal Health Products Marketing Manager, based in Sydney.

John then moved to Arthur Webster, to market its range of livestock vaccines. He stayed with the company through a series of acquisitions, and now works with Boehringer Ingelheim, as Australia and New Zealand Business Unit Manager for Companion and Production Animal Products.

John returned to study to attain a Graduate Diploma in Marketing, which together with his qualification from Hawkesbury, set him up for his successful career in agribusiness.

Among his career highlights were launching some of Australia's most successful products in the veterinary industry today, attending international conferences in the US, Italy, Germany, Thailand and most recently, Vietnam, and at a local level, managing the Elders retail operations in Tamworth.

"It was like running my own business, and I met some absolutely wonderful people that lived on the land, who became not just my customers but my friends," John says.

Though John may have left HAC 35 years ago, he certainly hasn't turned his back on the institution. He has remained involved with the Hawkesbury Alumni Chapter, including serving as President of the Old Boys' Union for the centenary of Hawkesbury in 1991.

Over the years he has held other positions as a committee member, secretary, and treasurer of the Old Boys' Union, and as director of the UWS Hawkesbury Foundation. John also served for two years as the Graduate member of the UWS Board of Trustees which he describes as "a wonderful experience dealing with some very high profile people."

For someone with such a busy career, all this additional work might seem like a burden. But John does not see it that way.

"I got so much out of my three years at Hawkesbury, not just in the form of

friendships, but an understanding of what life is all about beyond being a school boy," he says. "This added so much value to my character that I felt I really needed to contribute back to the institution that gave me so much."

His enthusiasm for Hawkesbury is not uncommon. Many alumni speak of days studying there with similar feelings, which he attributes to it being a community which acts as a great leveller for people coming from very different backgrounds.

"Hawkesbury seems to have a culture of evenness and mutual respect. That is what people in general really love about the place, and that's what I loved about it too. It is very much a family."

These days, John serves as a committee member for the EA Southee Memorial Scholarship Trust. Southee served as Principal of Hawkesbury Agricultural College for 33 years from 1921 to 1954 and, back in 1971, a scholarship was established in his name by the Hawkesbury Alumni Chapter and the UWS Hawkesbury Foundation.

The scholarship, valued at \$10,000 each year, is presented to one or more UWS students or graduates furthering their studies in agriculture, animal science or a related science.

John is keen to see UWS Hawkesbury maintain its status as a leading player in the field, and feels that encouraging more students to pursue careers in agriculture and agribusiness is critical.



## VALE MARGARET WHITLAM AO 1912-2012

"What is there to say? We will miss her. We will miss her terribly," was the first response from Vice-Chancellor of the University of Western Sydney and Whitlam Institute Board member, Professor Janice Reid to the death of Margaret Whitlam.

"This University has had few better friends than Margaret Whitlam. I would like to convey my deepest sympathies to Gough and to the Whitlam family on behalf of the UWS community."

UWS is home to the Whitlam Institute and its Prime Ministerial Library.

According to UWS Chancellor, Professor Peter Shergold, Mrs Whitlam will have an enduring legacy at UWS. "Margaret always showed a very personal interest in this University and we were so pleased when she accepted our request to establish the Margaret Whitlam Chair in Social Work."

In 1948 Mrs Whitlam graduated in social studies from The University of Sydney, and qualified as a social worker. She was employed as the sole social worker at Parramatta District Hospital from 1964 to 1967.

Senator John Faulkner, Chair of the Whitlam Institute and family friend, said, "Much will be written and said about Margaret Whitlam in the days to come.



I would simply say at this time that Margaret Whitlam was a woman of great intellect, wit and integrity; a true servant of the Australian people. She has been a most gracious friend and generous supporter of the Whitlam Institute and will always be remembered here at the Institute with the greatest fondness and warmth." UWS Media team.

## HUGE DONATION TO ASSIST STUDENTS

The University of Western Sydney has received a \$500,000 donation to help students learn more about Chinese culture and society.

Businessman and philanthropist Mr William Chiu made an official presentation of his donation to UWS Vice-Chancellor Professor Janice Reid at the UWS Parramatta campus recently.

Mr Chiu, who was born in Malaysia and educated in Australia and New Zealand, has a long history as a benefactor.

"One of the great joys of my life is helping people with their education and medical expenses," he says.

"I hope this donation helps the growing relationship between Australia and China, and also the rest of Asia."

Professor Janice Reid, acknowledged the generosity of Mr Chiu's gift, and paid tribute to his vision.

"On behalf of the University, I would like to thank Mr Chiu for his generosity and commitment to the University of Western Sydney," Professor Reid says.

"This donation will help us provide new educational opportunities for our students while also contributing to Australia's knowledge of China."

"The University looks forward to working with Mr Chiu to ensure his donation helps further a better understanding of Chinese language and culture." UWS Media team.

## UWS ACADEMIC HONoured

Associate Professor Brett Bowden has been awarded the prestigious Nobert Elias Prize for his book *The Empire of Civilization: the Evolution of an Imperial Idea*.

Published by the University of Chicago Press, Associate Professor Bowden's book examines the concept of civilisation and the things that have been done in its name, from the Crusades of the eleventh century through to the global war on terror.

The jury consisted of three previous award winners, and in their report they described the book as "ambitious, well written and insightful."

As part of his award for the best first book by an author in sociology (or in closely cognate areas) published in the





years 2009-10, Associate Professor Bowden will receive a prize of 1,000 euros and be presented with his award at a special ceremony in Europe.

He says it's very satisfying and a great honour to receive the award.

"I was very proud of the book when it was published and I'm still very proud of it today," Associate Professor Bowden says.

"Considering Elias is best known for his groundbreaking book *The Civilising Process*, this award is a great compliment indeed." UWS Media team.

## FIRST MEDICAL GRADUATES ON THE GROUND

The communities of Greater Western Sydney received a special gift this year following the graduation of the first UWS medical students. They joined the ranks of doctors working in our hospitals from early 2012.

The inaugural UWS School of Medicine graduation ceremony, held in December, was the culmination of five years of study and clinical training for 86 students – over 60 percent of them from western Sydney.

Vice-Chancellor Professor Janice Reid says the 'home-grown' doctors will make a valuable and much needed contribution to addressing the shortage

of health professionals in Greater Western Sydney and beyond.

"The UWS medical school graduates now become the nation's doctors and medical researchers working to address the pressing health challenges of our time and, importantly, helping to directly improve the health and wellbeing of individuals in our communities," says Professor Reid.

"The University is tremendously proud of its medical graduates as we are of all our UWS graduates which now total well over 100,000."

Dean of the School of Medicine, Professor Annemarie Hennessy, says the locally-trained doctors will better understand the health challenges facing the burgeoning and culturally diverse population of Greater Western Sydney. UWS Media team.

## UWS NAMED REGIONAL CENTRE OF EXPERTISE

The United National University has approved an application by the UWS Office of Sustainability to establish a Regional Centre of Expertise on Education for Sustainable Development Greater Western Sydney (RCE-GWS).

A Regional Centre of Expertise is a network of existing formal, non-formal and informal education organisations which is mobilised to deliver education

for sustainable development to local and regional communities.

Fifteen major Greater Western Sydney regional partners including schools, TAFE, NGOs, local government and business alliances have committed to the RCE-GWS.

A key focus is to establish the region as a living laboratory of sustainability using collaborative, action learning programs which are relevant, innovative, engaged and with a unique Greater Western Sydney narrative. UWS received its UN Charter in early February. UWS Media team.

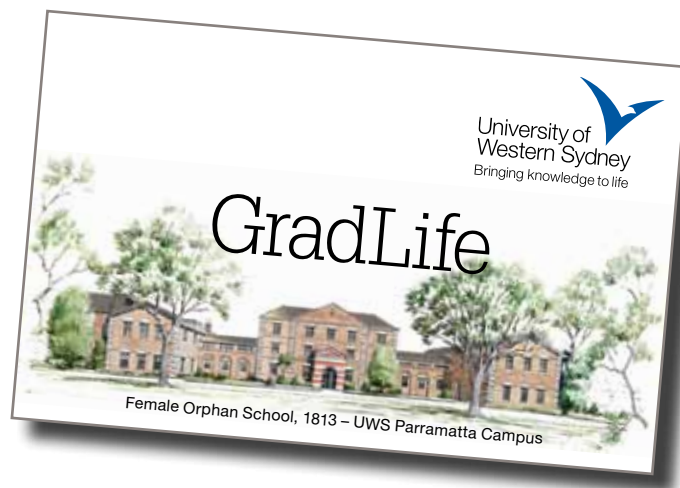


# UWS Alumni GradLife benefits

The UWS GradLife Alumni Benefits program is back and better than ever. Members should now have received their new-look GradLife card, featuring the historic Female Orphan School site at the UWS Parramatta campus, and begun taking advantage of the great benefits on offer.

Being a member of the UWS GradLife program entitles you to a range of special alumni benefits, including discounted membership to the UWS Library and gym, discounts at the UWS bookshop, as well as invitations to special University events. Our new membership benefits are shown below for your information. A full list is available online via the GradLife website.

All graduates of UWS are eligible for a GradLife card, so visit [www.uws.edu.au/GradLife](http://www.uws.edu.au/GradLife) to apply for yours today.



## GIANTS HOSPITALITY

### BBQ Deck

Enjoy corporate hospitality with a difference, catch the footy in a relaxed atmosphere from our BBQ Deck at SKODA Stadium.

- Gourmet pre-match cocktail menu
- Half time refreshments
- Cash bar facilities
- Pocket seating in front of deck



**\$150 + GST PER PERSON**

### Corporate Dining

The StyleTread Lounge at SKODA Stadium provides an intimate formal dining experience, which will include a two-course pre-match meal served with a premium beverage package.

- Two course menu
- Premium beverage package
- Half time refreshments
- Reserved seating

Check out the latest StyleTread fashions at the game which can be purchased online at [styletread.com.au](http://styletread.com.au)

**\$275 + GST PER PERSON**

### Chairmans Lounge

The most intimate and formal dining offering on a GIANTS match day, the Chairman's Lounge boasts a two-course pre-match meal served with a premium beverage package.

- Two course menu served with a premium beverage package
- Half time refreshments
- Exclusive Club and football update from GWS GIANTS personnel
- Corporate gift and AFL Record
- Reserved seating in newly-built North Stand at SKODA Stadium
- Two (2) car parking passes per table

**\$300 + GST PER PERSON**

To book your place in history contact Hannah Lidster on [hannah.lidster@gwsgiants.com.au](mailto:hannah.lidster@gwsgiants.com.au) or 9834-8054

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# Chapter News

## MUSIC ALUMNI CHAPTER LATEST NEWS AND EVENTS

The UWS Alumni Relations team and the School of Humanities and Communication Arts are pleased to announce that the UWS Music Alumni Chapter will be hosting an inaugural event in late 2012.

**Save the Date:** Friday, 30 November 2012

**Location:** Playhouse Theatre, UWS Kingswood campus

More information will be available over the coming months so stay tuned here at the Music Alumni website.

To ensure that you receive your invitation, update your details and join the Music Alumni Chapter online – [http://www.uws.edu.au/alumni/alumni\\_graduates\\_form](http://www.uws.edu.au/alumni/alumni_graduates_form)

**FOR MORE INFORMATION ON THE MUSIC CHAPTER GO TO PAGE 16.**

## UWSLA ANNUAL OCCASIONAL ADDRESS

The UWS Law Alumni Association (UWSLA) held its eighth annual Occasional Address in Sydney on 28 October 2011.

The address was delivered by Professor Peter Shergold AC, Chancellor of UWS. Professor Shergold was formally welcomed as Chancellor of UWS in a ceremony in March 2011, following the retirement of Mr John Phillips in late 2010.

Professor Shergold has brought with him a wealth of knowledge and experience in public service to his new role as Chancellor. He was Secretary of the Department of the Prime Minister and Cabinet, established the Office of Multicultural Affairs, headed the Aboriginal and Torres Strait Islander Commission (ATSIC) and was Public Service Commissioner, prior to his appointment as Chancellor.

At the Occasional Address, Professor Shergold spoke on the increasing need for social responsibility in business and shared values in business and community.

The event, which was well-attended by UWS law alumni, staff and current students, was held at the new Boilerhouse Restaurant at UWS Parramatta Campus. A cocktail function was held in the outdoor area, followed by the Chancellor's address inside the restaurant.

The UWSLA Occasional Address is scheduled to again take place in October 2012. For more information on this event, visit the UWSLA website at [www.uws.edu.au/LawAlumni](http://www.uws.edu.au/LawAlumni)

## alumni online



### UWS ALUMNI FACEBOOK FAN PAGE

Our Facebook Fan page continues to grow with over 1,600 fans!

We hope to continue to grow the page, so spread the word!

Find us on Facebook at  
[www.facebook.com/UWSAlumni](http://www.facebook.com/UWSAlumni)

twitter



### FOLLOW UWS ALUMNI ON TWITTER

More than 700 followers!

We encourage all Twitter users to follow us. Tweet us @UWSAlumni, and help us spread the news even further by re-tweeting (RT) our posts to your followers.

Follow UWS Alumni on Twitter at  
[www.twitter.com/UWSAlumni](http://www.twitter.com/UWSAlumni)

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# recent events 2012

## SGSM CELEBRATES ITS STUDENTS



UWS student Sophorn Kith and Dr Laurel Jackson, Director Postgraduate Education. Sophorn has just completed the Graduate Certificate in Applied Finance.

SGSM, the Sydney Graduate School of Management, recently celebrated the achievements of postgraduate business students who successfully completed their study for Quarter 1 2012. Students were invited for morning tea with the staff of SGSM, Dr Laurel Jackson, Director of Postgraduate Education as well as other Directors of Academic Program for the School of Business. Also on hand to congratulate these students was Associate Professor Craig Ellis, the Associate Pro Vice-Chancellor (Education) Business & Law. Mr Rob Wendon of UWS Alumni spoke to the students about the importance of networking and staying in touch via the SGSM Alumni Chapter. Dr Jackson together with Mr Wendon presented students with personalised certificates of lifetime membership to the SGSM Chapter. Dr Jackson also took the opportunity to present certificates of achievement to those students who gained a high distinction in the

Quarter 1 2012 results. Students will be graduating from a selection of Masters degrees offered by the UWS School of Business including the MBA, Master of Business and Commerce, a number of finance and accounting courses, Masters of Business in a number of specialisations such as Marketing, Engineering Management, Operations Management, International Business, Human Resource Management and Industrial Relations to name a few.

SGSM plans to hold celebrations such as this every quarter, particularly recognising the many international students who are unable to remain in Australia to attend their graduation. SGSM also celebrates the achievements of its students in the Alumni e-newsletter – see the latest edition at [www.uws.edu.au/alumni](http://www.uws.edu.au/alumni)

## FUTURE BRIGHT FOR CHIDI



Chidi Okechukwu, Master of International Business, 2011

When Chidi Okechukwu collected his Master of Business Administration from UWS it capped a remarkable life story. "I started in sales and client services in Nigeria and throughout the 1990s worked in media, publishing and the web. In 2001, I came to Australia as a web designer working for the commonwealth government in Canberra. In 2005, I founded a small web agency called Openquarter and have since worked on medium to large-scale government and corporate web applications as an information architect. I'm now running a 40-person outsourcing team building web applications for customers in Australia and the United States.

Although I was juggling work and studies and had a heavy workload, I enjoyed my time at UWS and appreciated the assistance of the staff. My lecturers provided valuable inputs and I encourage students to reach out early to them for assistance. And never underestimate the value of peers – and working harmoniously in group work. They help to produce good results always."



(L-R) Dean of the School of Medicine, Professor Annemarie Hennessy; Matt Barber, UWS MBBS graduate and University Medal recipient; Acting Deputy Dean of the School of Medicine, Professor Brad Frankum; The Hon. Tanya Plibersek MP, Federal Minister for Health; Kyle Sheldrick, UWS MBBS graduate.

## INAUGURAL SCHOOL OF MEDICINE GRADUATIONS

The inaugural UWS School of Medicine graduation ceremony was the culmination of five years of study and clinical training for 86 students – over 60 percent of them from Western Sydney. It was held on Wednesday 21 December, 2011 at the Parramatta campus.

Dean of the School of Medicine, Professor Annemarie Hennessy, says the locally-trained doctors will better understand the health challenges facing the burgeoning and culturally diverse population of Greater Western Sydney.

“UWS medical students spend many hours in clinical schools attached to hospitals across Western Sydney and Rural Clinical Schools in Bathurst and Lismore. They also work in the community with GPs and local and Indigenous health services which gives them a unique perspective on complex, chronic health problems,” says Professor Hennessy.

“This close connection with the community produces graduates with practical clinical experiences and first-hand knowledge of the social

challenges at the heart of many chronic health problems in Australia today, including cardiovascular diseases, mental illness, obesity and diabetes.”

Professor Hennessy has been a part of the UWS School of Medicine since its inception and has played a significant role in the education and training of the first cohort of students.

“I am personally very proud of the achievements of our graduating medical students. We have gone on a journey together as the new School expanded around us. We have grown from fewer than 100 students to almost 600, we’re now in a state-of-the-art teaching and research building and we have new clinical schools across Greater Western Sydney and in regional New South Wales. But this is just the beginning for both our graduates and our School.”



Elise Maehler, UWS MBBS graduate, waits for the graduation ceremony to begin.



UWS MBBS graduate Tarandeep Greewal was awarded a prestigious University Medal.

# upcoming events 2012

As the majority of events for 2012 are still in the planning stages, we encourage you to keep an eye out for further information available closer to the event.

**For a list of all scheduled UWS Alumni events, please visit**  
**[www.uws.edu.au/AlumniEvents](http://www.uws.edu.au/AlumniEvents)**

<b>SEPTEMBER</b>	Spring Graduation Ceremonies	<a href="http://www.uws.edu.au/NewAlumni">www.uws.edu.au/NewAlumni</a>
<b>OCTOBER</b>	UWS Law Alumni Association Annual Occasional Address	<a href="http://www.uws.edu.au/LawAlumni">www.uws.edu.au/LawAlumni</a>
<b>NOVEMBER</b>	UWS Music Alumni Chapter Function	<a href="http://www.uws.edu.au/MusicAlumni">www.uws.edu.au/MusicAlumni</a>
<b>DECEMBER</b>	Summer Graduation Ceremonies	<a href="http://www.uws.edu.au/NewAlumni">www.uws.edu.au/NewAlumni</a>

## stay connected

**UPDATE YOUR DETAILS, JOIN CHAPTERS AND STAY CONNECTED ONLINE AT**

**[WWW.UWS.EDU.AU/KEEPINTOUCH](http://WWW.UWS.EDU.AU/KEEPINTOUCH)**

The University of Western Sydney (UWS) holds our alumni in high esteem, taking pride in each graduate as they progress beyond their studies and into their chosen career. Assisting more than 130,000 graduates, the objective of the UWS Alumni Unit is to ensure all of our alumni 'keep in touch' with their university.

Immediately following your graduation or completion of studies at the University of Western Sydney, you become a valued member of the UWS alumni community. We encourage all of our graduates to update their details online and remain connected with UWS.

### **GRADLIFE MEMBERSHIP**

We also invite you to join the GradLife Membership Program to gain access to benefits exclusive to UWS alumni. To find out more, visit [www.uws.edu.au/GradLife](http://www.uws.edu.au/GradLife)