

TOWER

UTS: ALUMNI ISSUE 6 / WINTER 2012



UNIVERSITY OF
TECHNOLOGY SYDNEY

Crossing borders

Alumni journalists on
life in China

Centrestage

Meet UTS's creative
guru Hael Kobayashi

Sky's the limit

Australia's role in
the Asian Century

TOMORROW'S GRADUATE

UTS journalism student Brooke Boney
discusses the big issues for her generation

ASIAN CENTURY ISSUE

Did you know... *TOWER* is going digital.



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Check out the construction site of UTS's groundbreaking Dr Chau Chak Wing Building, designed by world-renowned architect Frank Gehry; get the inside word on the partnership between UTS and Frank Gehry; hear from two students who interned at Gehry Partners in LA, and meet future journalist and current UTS student Brooke Boney – plus much more.

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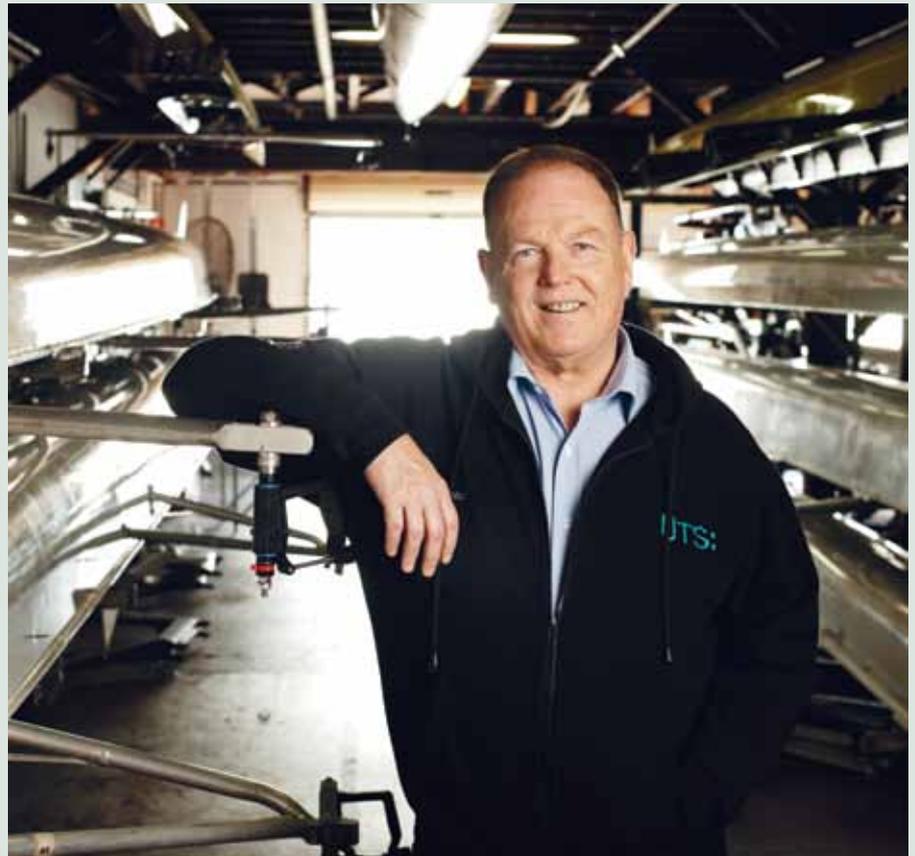
The time is now

The growth of Asia, and in particular China and India, is likely to be the most significant transformative change of our time: economically, politically, socially, and importantly in terms of a major strategic balancing and realignment throughout the region and the world.

Growth in China and India is unprecedented, with China's GDP now second only to the United States. This time in history has been aptly coined 'the Asian Century'. The economies of Asia are rapidly transforming and living standards and consumption are rising quickly. As China and India seek to redefine their place in a new world order commensurate with their newly found economic standing, this poses great opportunities and potential challenges for the world polity, and in particular for Australia as we engage with these near neighbours and take up opportunities to supply a seemingly insatiable demand for a variety of mineral resources.

If Australia is to take up all of the opportunities offered by the Asian Century, we will need as a country to deepen and broaden our level of engagement within the region, and build a higher level of understanding and knowledge of Asia within the Australian community. Australian universities, as the nation's principle education and research institutions, have a vital role and responsibility to play in deepening this engagement and building the global and intercultural skills of the Australian community.

UTS, through its Internationalisation Strategy, is already on the move and responding to the challenges of Australia in the Asian Century. Currently, UTS has more than 11,000 international students from the region studying at our main campus in Sydney or at our joint venture campus with Shanghai University in China. UTS's alumni are now also heavily located in Asia, with more than 170,000 alumni living and working in the region.



Photography: Anthony Geernaert

Through our Key Technology Partnership Program, UTS has developed significant research and research training links, and engagement in China. Key Technology Partnership agreements were signed in 2010-11 with Beijing Institute of Technology (BIT), Huazhong University of Science and Technology (HUST), Shanghai University and Hong Kong Polytechnic University. These agreements are institution-wide, involving significant team-based research, major visitor exchange programs, and joint research training including dual PhD degrees.

UTS has also established a number of joint research centres through these partnerships, including a joint centre for Internet Authentication with HUST in Wuhan, the Centre for Data Mining and Service Technology with BIT in Beijing, and a Centre for Artificial Intelligence with the renowned Shanghai Jiao Tong University in Shanghai. In June, we also signed a memorandum of understanding with Shanghai University to begin work on a major research program on Smart Cities. Later this year we expect to sign Key Technology Partnership agreements with Jawaharlal Nehru University, the Indian Institute of Technology Delhi, TERI University, The University of Hyderabad and

the Tata Institute of Social Science in India. Key Technology Partnerships in Japan are also in progress.

UTS also sends more than 1000 students overseas on exchange programs, with more than 60 per cent now going to Asia. Last year, UTS students were involved in a range of activities across Asia including year-long exchange programs in Chinese, Japanese and Indian universities, studying in the target country language; volunteering programs such as the one available with the 40K Foundation in India; and other short academic programs ranging from micro-financing through to a shadowing program with Bollywood directors in India.

Through these activities, we are playing our part in building important research and people-to-people links and engagement across Asia. We are also helping our students to build their global and intercultural skills so they are equipped to be important contributors in Australia's engagement in the region during the Asian Century.

Ross Milbourne

Professor Ross Milbourne
Vice-Chancellor

TOWER

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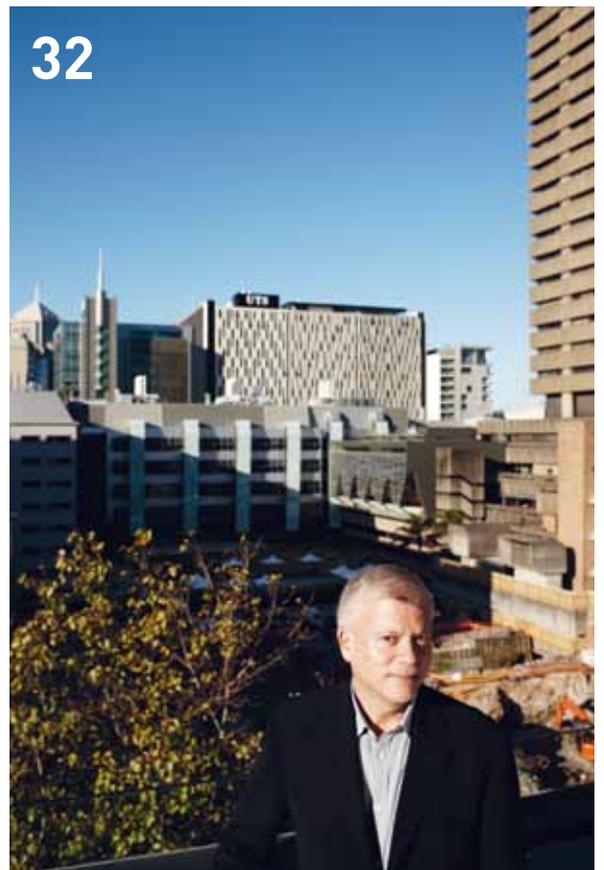


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GEHRY'S VISION: ALL SYSTEMS GO

By James Stuart

Frank Gehry's first Australian building, UTS's Dr Chau Chak Wing Building, has received planning approval from the NSW Department of Planning and Infrastructure.

"This is a major milestone in the design of an Australian architectural icon," says UTS Vice-Chancellor Professor Ross Milbourne. "We welcome this approval - it brings us one step closer to creating a world-class education precinct in Sydney's southern CBD."

The 12-storey building is located in Ultimo, on a site adjacent to both the ABC and the Powerhouse Museum. Up to 1256 students and 326 academic staff will study and work in the building.

The project was approved by the NSW Department of Planning and Infrastructure after a rigorous assessment, including a 30-day public exhibition and consultation process.

Other key features of the approved project include: construction of a \$1 million pedestrian link connecting the site to the Ultimo Pedestrian Network; installation of a gas-fired tri-generation plant enabling the building to generate its own power and achieve a five-star energy rating, and provision of 177 bicycle parking spaces for staff and students to encourage sustainable transport use.

"This building will be an asset to the Sydney community, and the heart of a transformation that encompasses Broadway, Darling Harbour and Barangaroo," says Milbourne. "The collaborative nature of the design process will ensure the building is also an extraordinary asset for UTS students and academics."

The Dr Chau Chak Wing Building, named after the Australian-Chinese businessman and philanthropist, will house the UTS Business School in 2014. Dr Chau donated \$20 million for the building's construction. It is a key component of the wider \$1 billion City Campus Master Plan redevelopment.

Early works began on site in late 2011, with the European heritage archaeological excavation recently completed. The main excavation works are now proceeding. The main building works are to begin in mid 2012.



Top: Dr Chau Chak Wing Building. West elevation, model scale: 1-to-100. **Second from top:** (l-r) Ms Winky Chow, Professor Ross Milbourne (Vice-Chancellor of UTS), Dr Chau Chak Wing, Professor Vicki Sara AO (Chancellor, UTS), Mr John Hartigan (Registrar, UTS). **Third from top:** Dr Chau Chak Wing and Professor Ross Milbourne. **Above, left:** The Hon Anthony Albanese MP, Dr Chau Chak Wing and Professor Ross Milbourne. **Above, right:** Professor Ross Milbourne showing Dr Chau Chak Wing displays of the UTS Campus Masterplan. Photography by Chris Bennett.



Professor Jock Collins.
Picture by Joanne Saad.

SYDNEY'S MOST ENTREPRENEURIAL COMMUNITY REVEALED

The Korean community may not be the most visible of Sydney's immigrant groups, but it is the wellspring of some of the city's most successful entrepreneurs, according to a new report by researchers from the UTS Business School.

Based on interviews with 65 immigrant entrepreneurs in food retailing and the restaurant industry, the research is the first detailed investigation of the economic, social and cultural contribution that the Korean community makes to Australian society.

The report was officially launched on 28 May at Eastwood by NSW Minister for Citizenship and Communities and Minister for Aboriginal Affairs, Victor Dominello.

Lead author Professor Jock Collins says Sydney had been the focus for Korean immigration to Australia, with settlement and business hubs forming in Strathfield, Eastwood, Campsie and the Sydney CBD.

"Korean immigrants have the highest rate of entrepreneurship in Australia - twice the Australian average," says Collins.

"The 65 entrepreneurs surveyed in Sydney were not only involved in restaurants selling Korean food, but also owned Japanese restaurants, including sushi restaurants, Chinese restaurants, cafes and takeaway food shops.

"Their businesses are profitable and they are survivors in the Australian small business sector that is notoriously scattered with failed entrepreneurs. Many of those surveyed have had a number of businesses in Australia before their current restaurant, cafe or food bar.

"They are very innovative, planning future changes to improve their business or

deciding to move into other businesses that are more profitable. Their businesses create substantial employment in Sydney."

Collins says a very positive finding was the near absence of racism in the interviewees' experiences of living and working in Sydney.

"The overwhelming majority of entrepreneurs surveyed said that they plan to spend the rest of their life in Australia. This is a strong affirmation of their experience in Australia as entrepreneurs and in Sydney as Korean immigrants.

"The biggest problem they reported was immigration restrictions affecting their ability to hire chefs and other staff for their restaurants while potentially reducing their customer base," Collins says.

"NSW is home to more than 33,000 residents of Korean heritage and this dynamic community makes a significant contribution to the success of our state," says Minister Dominello. "The research conducted by UTS for Sushi Bay Pty Ltd shines new light on the entrepreneurship of Korean immigrants and their role in local industry.

"The NSW Government recognises the social and economic advantages of our culturally diverse community," says Minister Dominello. "Promoting our thriving ethnic restaurant scene is one of the ways we're looking at utilising multiculturalism to grow economic opportunity."

The *Korean Immigrant Entrepreneurs in the Sydney Restaurant Industry* report was prepared by Professor Collins and Dr Joon Shin of the Management Discipline Group in the UTS Business School and supported by funding from Sushi Bay Pty Ltd.



UTS alumna wins prestigious award

UTS congratulates Dr Nurul Barizah (pictured above) who was recently awarded the prestigious 2012 Indonesia Australian Alumni Award for Excellence in Education at a ceremony held in Jakarta on 2 June 2012. Australian education institutions are invited to nominate alumni for this program.

According to the Australian Government, the Australian Alumni Awards reflect the significant contribution made by Indonesian alumni of Australian education institutions in their chosen profession when they return to Indonesia.

Dr Barizah earned her PhD in Law from UTS in 2009, after completing her Masters in Law at UTS in 2001. She is currently the Vice Dean for Cooperation, Development and Information Systems and Head of the Intellectual Property Centre in the Faculty of Law at Indonesia's Airlangga University, located in Surabaya, East Java.

In addition, Dr Barizah is the Vice Chief of Law and Human Rights Assembly for Aisyiyah, a women's movement involved in charity work in health and social welfare, and the largest religious women's organisation in Indonesia. Dr Barizah also established the Intellectual Property Rights Law Lecturer Association of Indonesia, and is involved in the Association of Southeast Asian Nations (ASEAN) University Network for Intellectual Property.

UTS congratulates Dr Barizah on receiving this prestigious award.



The social network

A new study reveals the rise of 'social organisations' that lack strategy and governance – so how can companies mitigate the risks but capitalise on the opportunities of social media?

BY PROFESSOR JIM MACNAMARA

Almost half of all businesses and organisations in the private and public sector in Australia and developed Asian countries are now using social media, according to research by KPMG. A new term has even entered the lexicon of management – the 'social organisation'.

However, 65 per cent of organisations have no clear policies or guidelines on employees' use of social media, 67 per cent provide no training, and almost half do not monitor what is said about them in social media.

These are findings of a recent UTS study of the use of social media in more than 200 private and public sector organisations in Australasia – covering Australia, New Zealand, Singapore and Hong Kong. The findings point to a concerning lack of governance and a lack of strategy in what is becoming an increasing investment of time and resources.

The study found that only 34.8 per cent of organisations have specific policies and guidelines on social media use by their employees. More than 22 per cent have no policy or guidelines at all and another 20 per cent rely on verbal instructions and occasional emails. Only 20 per cent of organisations monitor all mentions of their brand, products and services in social media, while almost 40 per cent monitor in an ad hoc or occasional way. Another quarter monitor only a small selection of social media.

Training and support

Only one-third of organisations provide social media training for employees, just over 23 per cent provide technical support, and very few provide support such as editing services for staff using social media, such as organisation bloggers (6.8 per cent).

The trend seems to be global. The UTS research was a collaboration with University of Leipzig academics who undertake annual surveys of communication managers across 43 European countries where 60 per cent of organisations have no social media policy or guidelines and only one-third have tools or services for monitoring social media.

The result is significant legal and reputational risk exposure for organisations from employees inadvertently or intentionally revealing confidential information or commenting inappropriately online, which can range from being 'off message' to posting offensive content or engaging in 'flame wars' with others.

A number of companies and organisations have already found themselves in legal trouble and face reputation damage because of employee leaks, comments and other online behaviour. The answer, however, is not to 'clamp down' on employees using social media, according to social media experts.

In addition to surveying communication managers in more than 200 organisations, the research study involved in-depth

Only 20 per cent of organisations monitor all mentions of their brand, products and services in social media

interviews with 14 social media strategists and heads of digital media in consultancies and major organisations.

Successful navigators of the online world say control is not an option. Social media cannot be controlled – it is simply too open, too vast, too unregulated, and often too anonymous. Attempts at control usually backfire on the organisation.

Instead, organisations should apply governance – key elements of which are clear policies and guidelines for employees as well as regular monitoring. Furthermore, social media strategists say organisations can engage with key stakeholders not accessible through traditional media and significantly expand their public communication and

marketing by providing training and support for staff to become online 'ambassadors' and 'evangelists'. 'Turn them on, not off' is the recommended approach.

Legendary examples include Sun Microsystems, which created more than 3000 staff bloggers, and Dell, which set up a Social Media and Community University to train staff across all its business units.

In Australia, Telstra has launched a social media policy and a number of government departments and agencies are leading the way. The NSW Department of Education and Communities has published its progressive Social Media Guidelines online (www.det.nsw.edu.au/policies/technology/communication/socmed_guide.pdf) and the Victorian Department of Justice has produced a short video to encourage and guide employees in using social media (www.youtube.com/watch?v=Ws3Bd3QINsk).

A 2011 KPMG study supports this staff-enabling approach, warning that "clamping down was likely to result in more, rather than less, misuse of social media".

Social media strategy

As well as establishing a sound governance framework, social media strategists stress the need for organisations to have a social media strategy. However, the research study found most organisations are adopting social media in an experimental way, or simply because their competitors and peers are doing so.

A social media strategy should include clear objectives for engaging online, details about who can speak on what, training and support. It should incorporate a sound governance framework involving policies, specific guidelines and monitoring of social media.

The 'social organisation' is a positive development for business, government and society, but it needs strategy to be effective and governance to be safe online. ■

Professor Jim Macnamara PhD is Deputy Dean and Professor of Public Communication in the Faculty of Arts and Social Sciences at UTS.

Photography: Anthony Geernaert. Words: Renee Carl and Keris Lahiff.



The **TOWERING 10**

Meet 10 dynamic UTS alumni working across the globe: from a Sydney-based radiochemist, to a celebrated restaurateur; a charity founder saving lives in Burma, to a lawyer launching a new writing career in Hong Kong.

01

Pauline Nguyen

Pauline Nguyen (BA Comm, 1997) has led the popular Vietnamese restaurant Red Lantern over the past 12 years. Located in Sydney's inner-city Surry Hills, Red Lantern won the title of Australia's favourite overall restaurant at the 2012 I LOVE FOOD Awards. But it isn't just Red Lantern's popularity that makes it a standout - it's the restaurant's commitment to ethics and sustainability.

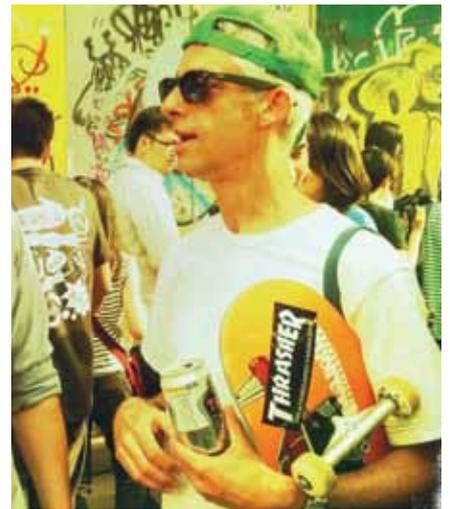
"Red Lantern is a very progressive business," says Nguyen. "Having kids was a big wake-up call to what's going on in the world, so we decided to change our business model." Along with the other directors - her brother Luke and partner Mark - Nguyen gave the restaurant a complete eco makeover. Now, everything is recycled, the restaurant infrastructure uses as little water and energy as possible, all produce is locally sourced, sustainable and ethical, and a 400kg compost bin out the back of the restaurant means nothing is ever wasted.

With Red Lantern booked out months ahead, Nguyen and her team are now in the process of opening a second restaurant, Red Lantern on Riley in Sydney's Darlinghurst.

Despite the busy months ahead of her, Nguyen says this is a time of much excitement. "I don't think we'd have it any other way," she says. "The challenges are what make it fun. It is a case of what's next, what's the next challenge?"



Left: Chris Fox.
Bottom: Convergence, 2011 (atrium) by Chris Fox.
Photo by Jérôme Epailard.



Above and bottom: Ian Stewart.



Pictured far left and above, left: Kanchana Thornton.
Photos by Phil Thornton.

02 Chris Fox

Garlic Fish Man 2006. 1 Kilo Block Feeds the Whole Family 2005. Charlotte 1996 (featuring a wholly suspended vehicle hanging from a ceiling). These are just some of the titles of Sydney-based visual artist Chris Fox's work. Combining architecture with sculptures, interventions, hybrid objects, drawings and models, Fox (BA Architecture 2003, Hons 2006) has forged an international reputation, exhibiting from Bondi to Amsterdam, Prague, Miami, LA, San Francisco and more.

So where else does this talented artist draw inspiration from? "Some projects have developed out of songs I have written, others from research into historical events and autobiographical narratives," says Fox. "Often I will start a project by researching different materials, machine components and systems, all of which fascinate me. More recently my work has been inspired and influenced by large scale city infrastructure."

A recent project in Paris was a career highlight for Fox, titled *Convergence*. "Utilising 370 metres of steel, *Convergence* is a large scale sculptural intervention moving through the lobby and atrium space of a data-storage facility," explains Fox. "It was produced during 2010/2011 between Sydney, London and Paris."

03 Ian Stewart

Straight after graduating from UTS (B Bus 1990), Ian Stewart went to Asia. Twenty years later he's still there and "still going strong". Shanghai-based Stewart is Converse's Asia-Pacific Marketing Director. "Converse is a brand that supports creativity and fosters an independent spirit," says Stewart. "It's a brand that believes in celebrating our consumers rather than ourselves and I was naturally drawn to [that] organic approach."

While the days are long - "being across the world from the Converse Boston headquarters, a typical day brings early morning and late night phone calls" - it's the diversity of Stewart's role that he thrives on. "Asia has a vibrant youth population, so there are always a lot of exciting programs to work on across all of our 12 Asian markets. In particular, Korea has a renewed creative class and offers a host of opportunities, as do the bigger markets like India and Indonesia."

So what's the best thing about his job? "Being so close to creativity, being around so many cultures that are ever-changing, and having the chance to work in an environment that encourages an entrepreneurial way of thinking," reveals Stewart. "China is an exciting place to be right now - everything is growing, everyone is optimistic and anything is possible."

04 Kanchana Thornton

Kanchana Thornton (B Nursing, 1995) is no stranger to the reality facing Burma's underprivileged children. As Founder and Program Manager of the Burma Children Medical Fund (BCMF), Thornton works at the coalface of a rundown health system where patients - many needing lifesaving treatment - who can't access or afford health care services in Burma are referred to the BCMF.

The BCMF started in 2006 with six patients. Since then, more than 500 patients have been through its programs. The success rate is about 99 per cent. "One per cent of our patients either get to us too late or their parents can't afford to bring them back to us for full treatment," says Thornton. "This is due to financial difficulties or security reasons when travelling through conflict zones. Our successful cases are living proof of our effectiveness - children able to continue their education and resume normal lives, and adult patients able to return to work and support their family."

The greatest challenge facing the BCMF, says Thornton, is raising funds to pay for lifesaving surgery for patients. "Since our patients can't access or afford health care services in Burma, ongoing funding is critically important to help us continue to save lives. It is that dramatic."



Left: Duco Delgorge.
Above: Roland Wong.
Right: Adi Nagara.

05

Duco Delgorge

For someone who admits to getting bored easily, it's unsurprising that Duco Delgorge is at the helm of three organisations. The Tokyo-based B Bus graduate (1983) is the Founder and President of MIE Project, a leading supplier of packaged organic food to the Japanese market. "MIE stands for the company's three core values: Meaning, Inspiration, and Effectiveness," says Delgorge. "Our meaning is linked to sustainable development."

Delgorge is also the Founder and President of Unlimited Dream Company (UDC), a non-profit organisation set up to engage in commercial activities. "This is intended to be the model for the business of the future, whose primary purpose is to 'do good' and to help humanity move towards sustainable development and greater social responsibility," he explains.

To cap off his leadership credentials, Delgorge chairs the European Business Council (EBC) in Japan, the trade policy arm of the 17 European National Chambers of Commerce and Business Associations in Japan, established in 1972.

Having lived in Japan since 2008, it's truly home for Delgorge. "I feel like I am part of a fortunate minority to have been able to discover Japan and establish my life here."

06

Roland Wong

The best things about working as a radiochemist, according to Roland Wong (BSc Applied Chem), is that not every day is the same and he's constantly learning. "Plus," Wong adds, "I work at Australia's only nuclear reactor. It just sounds cool saying that."

During his third year of study for a Bachelor of Science in Applied Chemistry at UTS, Wong completed a one-year industrial placement at the Australian Nuclear Science and Technology Organisation (ANSTO). Ten years later, he's still there.

A typical day for Wong involves the use of an analytical technique called Gamma-ray Spectrometry.

"We get drums containing radioactive waste, as well as general laboratory waste (tissues, gloves, plastic bottles, etc.) which may or may not have come into contact with radioactive material." It's Wong's responsibility to generate a detailed analysis of these drums in order to determine how to handle and process them, and how long it will be radioactive.

"I take my job very seriously because I know that my decisions can have a huge impact on the safety of people who work with me and the environment," he says.

"I'm looking forward to what the future holds for nuclear science in Australia."

07

Adi Nagara

Adi Nagara is not shy of a professional challenge. His career spans four different industries, including advertising, finance, education and e-commerce. The 27-year-old B EngSc (2008) graduate also had a stint studying law, worked at a fish market, and taught university-level maths.

Nagara began his career as a consultant at global company GHD, before moving to Macquarie Bank as an analyst for more than three years, then in post-deal integration and change management. He later switched to marketing at JWT in Paris for brands such as BMW, Virgin and G-Star, before taking on his current role as Managing Director at Rocket Internet in Indonesia.

So what prompted the latest move? For starters, the lure of working in a start-up environment. "I wanted a bit of autonomy, setting businesses up from scratch and running them," he explains. "I also wanted to get a taste of complexities in managing people in multi-disciplinary teams, which I have the privilege of doing right now."

Nagara says the relatively new online industry in Indonesia means customer education will prove vital. "Indonesia as a growth economy means that demographics are changing and there is opportunity to influence behaviour."

"I know that my decisions can have a huge impact on the safety of people who work with me and the environment."

ROLAND WONG



Far left: Dong Ly Quang.
Left: Rachel Jacqueline.
Above: Vanessa Shaw.

08

Dong Ly Quang

The sustainable urban development movement is gaining ground in Vietnam, and Dong Ly Quang is right in the thick of things. After graduating from UTS with a Masters in Planning (2005), Ly spent two years as an urban development consultant for Worldbank in Vietnam. Ly and his colleague saw the opportunity to provide the same service for various clients in Vietnam, and together, they established EZConsulting in 2010, which focuses on urban development projects in Vietnam.

While the growth of the sustainable design industry in Vietnam is still in its early stages, the future seems positive.

"After the first wave of messy and uncontrolled urban development, Vietnam is now more interested in sustainable development," says Ly. "The government and business are now more aware of sustainable development with more focus on public transport, green design, eco urban areas and agricultural land reservation."

Ly expects the field will grow stronger in the next five years, with more opportunities to practise. "I have a family with two kids and I believe the best thing I can do is to contribute to their future which will be achieved through sustainable design, particularly in urban development."

09

Rachel Jacqueline

Rachel Jacqueline never intended to be a lawyer. "I actually started [studying] a B Comms (Public Communications) / B Laws degree at UTS, but dropped out of the B Comms course after three years (I only had six months to go!) as I was enjoying studying law so much," she says. "The law career inevitably followed."

The Hong Kong-based commercial lawyer at Baker McKenzie recently made a decision to pursue a new career as a writer, focusing on her interests in sport, health, adventure and travel. "In some ways, writing found me. I signed up to a charity boxing match last year and started writing a blog to help me through the process of learning how to get my face punched in while still smiling. I developed a strong following of friends and family on my blog. Since then I have had some very lucky breaks which have allowed me to develop my writing. I am now a freelance writer for Hong Kong's English publication, *The South China Morning Post*."

So where does this dynamic young writer/lawyer see herself in the next two years? "Probably running a multi-stage ultra marathon in the desert, while carrying my lap top and writing about my experience. I also hope to inspire women to do something a little adventurous in life along the way."

10

Vanessa Shaw

Imagine working at the cutting edge of forensic analysis of illicit drugs - not only being able to see new trends in 'designer drugs', but developing methods for identifying them. It's not an episode of *CSI*; it's what Vanessa Shaw deals with on a daily basis.

After graduating from UTS in 2006 - B Sc (Hons) - Shaw moved to Canberra for a stint with the Chemical Criminalistics team of the Australian Federal Police. She later joined the Division of Analytical Laboratories (DAL) in 2007, working in the Forensic Toxicology lab for three years, and is now a permanent member of its Illicit Drugs Laboratory.

Working in this field is no walk in the park. "The most challenging aspect of my role in the drugs lab is trying to complete the enormous workload of cases for NSW Police, who want to charge offenders, and for the courts to determine if a person is guilty or not guilty. New cases are constantly being submitted and we want the process to be as short as possible for all parties involved."

But this process, says Shaw, leads to the most rewarding aspect. "Which, for myself, is knowing that I have assisted in fighting crime - by helping keep convicted criminals from being out on the streets dealing drugs or on the flip side, helping to prove someone's innocence."

Tomorrow's GRADUATE

One of Australia's most promising young journalism students, UTS undergraduate Brooke Boney, shares her hopes for a better future, plus her views on the big issues affecting her generation as Australia enters the Asian Century.

STORY CAMERON COOPER PHOTOGRAPHY ANTHONY GEERNAERT

Expect to see and hear more of Brooke Boney in the years to come.

The 25-year-old UTS undergraduate is compiling a list of résumé credits that already puts many experienced practitioners to shame. A presenter on Koori Radio, internships with the Nine Network and ABC Radio, looming work-experience stints on the national broadcaster's flagship current affairs programs *Lateline* and *7.30*.

For Boney, a final-year Bachelor of Arts in Communication (Journalism) student, it is all part of her plan to gain experience and have a head start when she graduates at the end of this year.

"It's so competitive for cadetships when we graduate, so the more on [my] CV will hopefully make it that little bit easier," she says.

Her desire to get work experience also complements UTS's commitment to a practice-based journalism course that features a high proportion of working journalists on the lecturing and tutoring roster.

"That kind of access to the world of journalism is amazing," Boney says.

Starring role

Boney is no ordinary student. Of Indigenous descent, she is passionate about becoming a role model for Aboriginal and Torres Strait Islander people and raising awareness of issues affecting ethnic and minority groups. She is poised to become one of the voices of her generation as it

increasingly engages with peers across the region during a period that is being hailed as the Asian Century courtesy of the emergence of global superpowers such as China and India.

For now, though, Boney is pleased to be honing her skills at UTS, a leader in journalism education for more than three decades which has schooled many of the nation's most acclaimed journalists. The internships, along with work at community station Koori Radio, have convinced the former sales coordinator that broadcasting is her future. She likes the fact that television and radio have a profound impact on the construction of people's reality and informs their understanding of local, national and international events.

"TV and radio is the way for me," she affirms.

Reality check

Work experience has also served as a reminder to Boney about how much she has to learn if she hopes to one day reach the top of her profession.

"The first day that I went in to work at the ABC, what I learnt is that I knew so little," she admits.

Rather than being daunted by such a gap in knowledge and experience, Boney has used it as motivation to learn and grow. As students seek to establish their careers, she believes they face a balancing act: they need enough self-confidence to succeed while understanding they are novices. Humility, a strong work ethic and "being very keen to learn" are part of her blueprint for success.

Brooke Boney, shot on location at UTS City campus.



“It’s liberating to think that people take you more seriously when you are educated and that you have more of a voice as a journalist as well. I like that.”

BROOKE BONEY, UTS journalism student

“And being willing to do anything [within an ethical framework] to make your name.”

With that in mind, she questions stereotypes about members of generation Y and their supposed aversion to hard work. Boney notes that most of her UTS colleagues are willing to put in the long hours to flourish at university and beyond.

“We know what it’s going to take to get good work when we finish uni.”

Colour blind

The journalism course at UTS is ticking all the boxes for Boney, the first member of her family to attend university.

“It’s liberating to think that people take you more seriously when you are educated and that you have more of a voice as a journalist as well,” she says. “I like that.”

One of Boney’s principal reasons for studying is to use that voice as a tool to change the way Australia thinks about its Indigenous population. For starters, she hopes more people can learn to appreciate that Indigenous people come in all shapes, sizes and colours. With an Aboriginal mother and non-Aboriginal father, Boney is like many modern Indigenous people whose skin is not as dark as ancestral Aborigines. She wants to dispel the notion that this makes her any less Aboriginal.

“It denies you your identity if people don’t understand your ethnicity just because of the way you look,” Boney explains. “That’s why having more people of all ethnicities on TV and in the media is [crucial]. If people don’t know anyone from that background then the way they understand that whole culture is from people they see on television or people they hear on the radio.”

Boney hopes she can use the medium of journalism to educate and inform people about Indigenous people and their issues. While conceding there are now more opportunities for Indigenous voices to be heard through government broadcasters

such as the ABC and SBS, she maintains it is important for them to cross over to commercial media outlets, too.

“Indigenous media is fantastic, but if Indigenous journalists and Indigenous stories are left only to Indigenous media it creates the idea that those issues are only for the people who watch those channels and listen to those radio programs, rather than being an issue for all of us.”

Global vision

Like many of her generation, Boney is not defined solely by her Indigenous roots or being born in Australia. She has local, regional and world views, and is proud of the fact.

Boney believes Australia is fortunate to be linked geographically to an Asian region that is reshaping notions of global power. Cities such as Beijing and New Delhi now compete on a credible footing with established strongholds such as New York, Paris, Berlin and Zurich.

To further enhance our standing in Asia, Boney is adamant that we should cut the apron strings to the British monarchy and become a republic.

“I think that’s an important step. We are such a multicultural country and to embrace that part of our heritage (through the Royal Family) kind of discounts the value that all our other cultures in the country bring to our everyday life.”

Such an action would send a clear message to Asia that we are a truly independent and international country, according to Boney.

“I think it’s more than just symbolism.”

On other matters close to her heart, Boney advocates for a referendum to change the nation’s constitution to recognise Aboriginal people and repeal Section 51 (Part 26) - the so-called ‘race power act’ - that still allows for government to make laws based on a person’s race. She says such entrenched discrimination sends

out the wrong message to Australians and those watching from further abroad who have memories of the White Australia Policy.

“If we want to set an example to our Asian neighbours, we need to remove that,” Boney argues.

As Australia navigates its course in Asia, universities such as UTS will play a crucial role in preparing students to work in the region and engage with its citizens. According to Boney, a focus on languages at UTS is an important contributor to a better cultural understanding of other countries. At the same time, UTS’s reputation for educational quality and creativity are significant assets for undergraduates and graduates alike. Journalism education at UTS critically engages with the intellectual, ethical and political foundations of journalism that resonate with students such as Boney. She is confident the practical and theoretical skills she is acquiring through her journalism degree will serve her well into the future.

“I think the degree puts us in good stead to work not only in Australia but internationally as well.”

UTS will again showcase its international links with the construction of the Dr Chau Chak Wing Building, Boney believes the new building sends out an important message about Australia’s engagement with Asia given Dr Chau’s contribution to the project. She adds that the site reinforces the standing of UTS as a creative university and will benefit all students in and around it.

“Just having such a building on campus will be amazing. I think it will be a landmark and something that all of Sydney can be proud of - not just UTS.”

Multicultural focus

As a university located in Australia’s growing creative and digital sector precinct, UTS is preparing students for a

world in which creative thinking and an entrepreneurial mindset are highly valued.

Boney appreciates being part of a progressive university and believes it plays to the region's strengths as an emerging business and technology hub. She hopes the economic gains of such progress will be felt right across the Asia-Pacific region, in addition to wider societal benefits stemming from technology advances and the rise of social media formats.

For her part, Boney cannot conceive of a world without Facebook, Twitter, LinkedIn and other social media tools. The only caveat is that such fora sometimes allow anonymous critics to express racist and sexist views, raising questions about how or whether to censor and police such contemporary media channels.

"I am concerned about that, but I can't imagine my life without social media."

As the world deals with such issues and much bigger ones including global warming and economic inequality, Boney confirms that such topics are always on the agenda for generation Y.

She and her friends are also focused on issues closer to home, such as the aforementioned push to become a republic and improve racial equality. Boney believes such matters strike at the heart of perceptions about Australia's national identity and the importance of championing our multicultural history. With the nation comprising a melting pot of British, Greek, Italian, Vietnamese, Chinese and Middle Eastern immigrants, among others, she says it is vital to remember that Australia is home to a diversity of cultures, not just that of the early colonisers.

"Every culture contributes to the fabric that is Australia. That's an amazing thing and we should acknowledge it."

Boney notes that the UTS campus reflects the nation's multicultural ties, with students being drawn from



numerous countries across the globe. The University integrates intercultural and global perspectives into all facets of campus life, including a commitment to internationalisation of the curriculum.

Likewise, Boney says the media plays a vital role in shaping Australia's identity because of the stories it pursues and the sources it uses. Upon graduation, she hopes to help give more people a voice.

"I'm just a lowly minion now ... but that's something to aspire to."

With just months to go before finishing her degree, Boney is excited at the prospect of rising through the media ranks in the

years to come. She hopes to become a respected reporter and dreams of one day becoming a correspondent for the likes of the ABC or a similarly well-respected media group.

"I am lucky being so young and having all these great idealistic goals for my career and I hope I can stick to them - and get work when I finish my degree." 

Cameron Cooper is a journalist with more than 25 years' experience. A former editor of *Business Asia*, he is now a regular contributor to *The Australian* and a range of other corporate publications.

The Asian Century is upon us – so how can Australia capitalise on its burgeoning relationship with the region?

STORY NICK GARDNER

WHEN EAST MEETS WEST

Australia has always felt a greater affinity with 'the west', but as we enter the Asian Century our integration into the region is set to accelerate, bringing challenges and opportunities in equal measure. But if Australia is to fully capitalise, it must do much more to embrace Asian culture and commerce than simply provide vast amounts of commodities for the region's rapidly urbanising nations.

From education to investment, immigration to cultural integration, experts say Australian policies and attitudes need to be overhauled to facilitate Asia's ascendance.

"We seem to be embracing the Asian revolution a little reluctantly," says Brian Haratsis, Managing Director of MacroPlan Australia, the demographic economists. "We still make it difficult for some Asian companies to invest in Australia and immigration is still too low, from Asia and elsewhere. The US and the UK are the biggest foreign investors into Australia despite the enormous assets on our doorstep in Asia – and China in particular."

A complex imbalance

In 2011, merchandise exports from Australia to Asia (China, Hong Kong Special Administrative Region, India, Korea, Japan, Taiwan) accounted for 76.2 per cent of Australia's total. Yet in 2010, the latest year

for which data is available, these countries were only responsible for 21 per cent of total foreign investment flowing into Australia, highlighting the extent of this 'one-way' relationship. If Japan is removed from the calculation, the share drops to just 6.3 per cent.

While some put this down to anti-Chinese xenophobia, Timothy Devinney, Professor of Strategy at UTS, says the investment imbalance is much more to do with legal complexities.

"Japanese companies can invest more heavily in partnerships and joint projects for the same reason that the Americans, French, British and Germans can – that there are more options to take legal action if something goes wrong.

"If a Japanese company does a deal with an Australian firm and then runs back to Japan, the Australian firm could sue that company in Japan. But with China the legal options are more restricted. Many would say you'd be mad to sign a contract with a Chinese company with a Chinese base. The legalities need clarifying before that situation can improve."

That said, a sluggishness to embrace Asia is not just evident in business, but also in our grassroots education. Almost unbelievably, French is still the most commonly taught language in Australian schools and our linguistic skills rank as the lowest in the Organisation for

Economic Co-operation and Development (OECD). Asian languages are barely getting a look in.

Lost in translation

"Not only are we monolingual, we are virtually Asian illiterate," says Dr Bronwen Dalton, Senior Lecturer in Management at the UTS Business School and board member of the Australia Korea Foundation Department of Foreign Affairs.

A 2010 report on the current status of Chinese, Japanese, Indonesian and Korean languages in Australian schools shows the scale of the task. Only 18 per cent of Australian school students currently study an Asian language, decreasing to fewer than six per cent by Year 12 level.

A scant 300 students who do not have a Chinese background are currently studying Chinese at Year 12 level.

The government is trying to tackle the problem with the National Asian Languages and Studies in Schools Programme, started in 2008, which is encouraging more students to take up an Asian language. However, while it is desirable for more Australians to embrace the language and culture of our neighbours, Devinney says the most effective way to build bridges is to harness the skills of our existing Asian residents and those of future generations.



"History has shown that the more integrated you are in terms of other groups in your society the easier it is to engage in trade," he says. "So the more Chinese Australians we have here, the easier it will be to conduct trade with China, because it is these people, with a direct link to their ancestral homes, who are usually best placed to conduct the transactions.

"It doesn't matter if we don't have enough Anglo-Saxon Asian-language speakers, as long as we have enough Asian-background Australians who can manage these business and investment opportunities in years to come."

Challenges and opportunities ahead

A more integrated Chinese/Australian working community might also help diffuse fears about expanding into China generated by issues such as the internet and social media censorship.

Facebook is blocked. Twitter is blocked. YouTube is blocked. These issues are off-putting for businesses wary of breaking laws in this infamously grey area, especially given the role of social media

"The US and the UK are the biggest foreign investors into Australia despite the enormous assets on our doorstep in Asia – and China in particular."

BRIAN HARATSI, Managing Director, MacroPlan Australia

in marketing. But having employees who can relate more closely to the culture could help overcome these hurdles by better understanding what will be culturally and legally acceptable.

As for how Australia copes on a domestic level, there are plenty of challenges ahead, especially in hard-hit areas such as manufacturing. This part of the Australian economy employed 25 per cent of the population 50 years ago. Today it is only 8.5 per cent.

But Shane Oliver, Chief Economist at AMP Capital, says it's a problem that many Asian economies have already successfully negotiated, and we can learn from what they have done. "Hong Kong and Singapore used to provide the world with all its cheap manufactured goods but

now they are made in China and Malaysia. Those economies have successfully adapted to change by focusing on finance [and] commerce - they adapted their economies accordingly, lowering tax rates to attract businesses to locate there, among other things.

"Likewise, Australia needs to focus on niche areas where we can add real value, our design know-how and our services sector, which relies far more on our intellectual capital and experience. We can't compete on price alone so we have to work smarter." 

Nick Gardner is the former Money Editor of *The Sunday Times* in London and Business Editor of *The Daily Telegraph* and *The Sunday Telegraph* in Sydney.

RULES OF ENGAGEMENT

UTS has cemented its place as a world-class destination for global thought leaders from India, helping to generate a stronger cross-cultural understanding between the two countries.

STORY

CAMERON COOPER

PHOTOGRAPHY

ANTHONY GEERNAERT

From poor cousin to powerhouse, India has a compelling story to tell.

With a population of more than 1.2 billion, a fascinating political, commercial and religious history and a modern status as a global business dynamo, few countries can match it for intrigue. This narrative is reflected in the strength of Indian studies at UTS, where an acclaimed cohort of academics and researchers is engaging with students and the broader community.

Associate Professor Devleena Ghosh, of the Social and Political Change Group at the UTS Faculty of Arts and Social Sciences, plays a key role in attracting distinguished Indian scholars to the University, where a complementary series of workshops, papers and seminars helps better explain India's history and its relationship with Australia.

"There's quite a lot of interesting comparative work that goes on," Ghosh says. "We want to look at, for example, the Australia-India connection as British colonies in the Indian Ocean during the 19th century and examine the informal migration of people. The people most of us know about are the Indian camel drivers, but there are lots of others who came here. It's to some extent about relocating Australia's place in Asia and relocating India as one of the major regions of interest to Australia."

Ghosh suggests that Australia's post-1788 focus on its European settlement roots often obscures the significant impact of Asian immigration from countries such as

India and China. Through their research and teaching programs, UTS academics are exploring a diverse range of India-related issues in disciplines such as law, politics, business, humanities, social sciences, sciences and engineering.

The University draws on strong ties with institutions such as New York University, the University of Leicester and the University of Delhi. It also woos leading figures from abroad for its workshops and seminars, including Dipesh Chakrabarty, a renowned South Asian historian from the University of Chicago; and celebrated Indian investigative journalist Palagummi Sainath, whose investigative and social sector reporting as rural affairs editor of *The Hindu* newspaper has earned him a string of international awards, including the Ramon Magsaysay Prize in 2007.

In February this year, Sainath participated in the *Talking India* series that is held at UTS through the Indian Ocean and South Asia Research Network (ISOARN). He captivated attendees with an address that explained how an agrarian crisis had contributed to a spate of farmer suicides in India, with more than a quarter of a million farmers taking their lives between 1995 and 2010. The deaths represent the largest single wave of suicides within an occupational group yet recorded, and mirror a similar but smaller scenario in Australia where isolated and lonely farmers have taken their lives.



Left: Associate Professor Devleena Ghosh, Social and Political Change Group at the UTS Faculty of Arts and Social Sciences, and Coordinator of the Indian Ocean and South Asia Research Network. Right: Professor Ujjwal Kumar Singh, the Rajiv Gandhi Visiting Chair for Contemporary Indian Studies at UTS.

“I sometimes tell students that they need to know more about southern areas, including South Asia and India, because in many ways there is a growing relationship between Australia and India. And improving that knowledge will help them in the future with their job and career prospects.”

PROFESSOR UJJWAL KUMAR SINGH



Ghosh says another workshop in the pipeline will consider nuclear power in the context of Australia's recent decision to sell uranium to India. “So what we are trying to do is take these issues that deal with Australia's place in Asia and its relationship with India and have workshops and events and speakers around those issues.”

Thought leadership at UTS

A key step in the advancement of Australia-India ties is the appointment of Professor Ujjwal Kumar Singh, a political scientist at the University of Delhi, as the first Rajiv Gandhi Visiting Chair for Contemporary Indian Studies. The role is a collaborative venture between UTS and the Indian Council for Cultural Relations and has the support of ISOARN. Under the agreement, UTS will appoint an Indian academic as a visiting professor for one semester a year over four years, with a new candidate selected each year.

Singh specialises in areas such as laws and institutions, electoral governance, democratic and human rights and indigenous rights. He will teach global politics during his stay at the UTS campus, and at a recent forum addressed the topic *Cat and Mouse Games: Hunger Strikes and Political Prisonerhood*. The topic explored the notion that political imprisonment is a conceptual tool for a historical and ethnographical exploration of modern states.

In his paper, Singh focused on how hunger strikes can be used as a mode of resistance and reclamation of the self within jails. At the same time, the response of government also varies for different groups of prisoners, with distinct versions of the ‘cat and mouse game’ playing out with diverse intents, ranging from freeing hunger-striking suffragettes from prison only to re-incarcerate them to a conundrum over how to respond to the Gandhian ‘fast’ to purge the nation.

Singh noted that hunger-striking inmates have sought to effect a range of outcomes. For example, the Hindustan Socialist Revolutionary Army prisoners and the Naxalites in India have tried to change repressive prison regimes, while others like Anna Hazare and Irom Sharmila have sought to draw attention to political wrongs through their ‘fasts’.

Singh told *TOWER* that although hunger strikes have been used as a popular mode of protest, they have had mixed success. “It only works if it is used as a moral force,” he says.

Across the great divide

Singh agrees it is important to build stronger cultural understanding between nations and argues that there is a "huge void" in Australians' knowledge of India and South Asia that needs to be addressed as commercial and career opportunities expand between the two economies.

"I sometimes tell students that they need to know more about southern areas, including South Asia and India, because in many ways there is a growing relationship between Australia and India. And improving that knowledge will help them in the future with their job and career prospects."

Singh believes greater cultural interaction and education can also help ease Australia-India tensions that took hold in 2009 following a spate of violent attacks against Indian students living down under.

"In a way, the impact of those events still exists in India and people are still apprehensive," he says. "But I think exchanges of this kind will really help."

In recent months, UTS has hosted a workshop examining the Indian student crisis, considering why the phenomenon

occurred and discussing how such incidents can be avoided in future.

Ghosh says such seminars are crucial in generating deeper understanding between Australians and Indians. The presence of high-profile commentators such as Singh and Sainath also builds Australia's understanding of India's culture and politics, and strengthens the bilateral relationship between the two countries.

"What we're trying to do is really refocus some of Australia's foreign policy attention on India, as opposed to having it totally focused on China. This is not a zero-sum game - it's not saying we should take the focus away from China - it's really saying that's it's a bad policy to always put all your strategic political eggs in one basket, and it's better to have a variety of ways in which you create these relationships."

Ghosh praises ISOARN and UTS leaders such as Vice-Chancellor Professor Ross Milbourne for supporting the Indian studies programs. She notes, too, that the visit to UTS last year by the former President of India, Dr Abdul Kalam, to sign a memorandum of understanding for the

UTSpeaks

For more information about UTS events, including the UTSpeaks series, see <http://newsroom.uts.edu.au/events> and to access the latest UTS news, visit <http://newsroom.uts.edu.au>

establishment of the Rajiv Gandhi Visiting Chair role sent a clear message about the importance of growing Australia-India ties.

As UTS also examines a range of key technology partnerships with various Indian universities, Ghosh agrees that apart from promoting cultural ties, such programs will help develop employment opportunities from New Delhi to Canberra and cities in between.

"People want to actually be able to work in a global context and have the opportunity to do so. And to have that work readiness it's really important to experience other cultures." 

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*The competition closes at 5pm, November 30, 2012 Eastern Standard Time. The winner will be announced via Facebook on December 7 2012. Only the winner will be contacted. We are looking for a video that is creative and/or inspirational. The winner be judged at the sole discretion of UTS:INSEARCH. Only 1 entry permitted per person. Voucher will be valid for 12 months from date of receipt and is non-transferrable and not redeemable for cash. Any inappropriate videos will be removed promptly by UTS:INSEARCH. Videos must be posted on the UTS:INSEARCH Facebook Alumni page or emailed to us.



UTS:INSEARCH





UTS isn't resting on its laurels when it comes to intellectual property protection in the Asia-Pacific.

STORY LUCINDA SCHMIDT

We've all had a laugh at the strange marketing blurbs on the back of pirated DVDs. "This sometimes too objective movie lacks a sense of definitive character, undermining its gorgeous scenery and interesting perspective on the plight of Native Americans," says the cover of a bootleg copy of Kevin Costner's 1990 epic *Dances with Wolves*.

The reality of intellectual property (IP) theft, however, is not funny at all. For those who make a living through work protected by copyright, trade marks, patents, designs or confidential information laws and for countries like Australia where the economic benefits of innovation and creativity are significant, protection and enforcement of IP rights is vital. That includes reducing the amount of infringing

material brought into Australia, often from Asian countries like China, Thailand and Indonesia, which regularly appear on the US's Special 301 Report, a priority watch list of countries that need to strengthen enforcement of IP rights.

Intercepting counterfeit and pirated goods at customs is one option. Increasingly, however, the focus is shifting to strengthening IP protection and enforcement in the originating countries, to stem the huge international flow of fake DVDs, luxury goods, food, medicines, tobacco, car parts and even cleaning products. UTS is playing a leading role in enhancing IP rights in several Asian countries, through initiatives such as judicial training and joint projects with universities in Asia to advise on IP capabilities.

"Awareness building in IP is how UTS is leading the way," says Professor Natalie Stoianoff, who chairs the UTS Faculty Research Network for IP, Media and Communications and is the Director of the University's Master of IP program.

For example, plans are underway to offer the University's world-class online program for training trade mark and patent attorneys to students in China and India.

Crossing borders

In May, Stoianoff hosted a visiting law professor from China's Huazhong University of Science and Technology (HUST) to discuss IP enforcement, exhaustion of IP rights and cross border innovation and cooperation on patents. UTS has a Key Technology

“Four or five years ago, there were no strong incentives to enforce IP laws because China was a net importer of IP. Now, as technology is being created and owned by Chinese companies, there’s a much stronger incentive.”

GEORGE TIAN, Senior Lecturer at the UTS Law School

Partnership with HUST, one of China’s top 10 universities, which Stoianoff says will eventually lead to a joint IP research program, including offering joint PhDs.

Stoianoff’s expertise in Chinese IP rights was cemented by a project funded by the Australian Research Council (ARC) in 2005-08 to investigate IP enforcement and awareness building in China, Thailand and Indonesia. She led the China segment of the project and has since delivered many journal articles and seminars on the topic. She has also been a consultant to provide IP training for Chinese judges and administrative staff and in October she will travel to China to prepare case studies on IP enforcement.

“Nations like China, in particular, started out as massive counterfeiters of products. It’s always on the 301 watch list,” Stoianoff says. “But they’ve been improving. Over the last decade there has been a complete turnaround in attitude because locals are creating their own IP and want to protect it.”

Another impetus has been international trade relations; when China joined the World Trade Organization in 2001, it took on the obligations of the Agreement on Trade-Related Aspects of Intellectual Property Rights plus massive international pressure to observe those obligations.

History and culture

As Stoianoff points out, historical and cultural differences have played a big role in shaping China’s approach to IP. Traditionally, China did not classify IP as a property right, although that started to change in the 1800s with increasing trade with the West.

Under Chairman Mao’s Communist rule, however, the concept of private ownership diminished and it wasn’t until the open door reforms under Deng Xiaoping in the late 1970s that IP protection again emerged. Now, says

Stoianoff, China has a very extensive IP administrative regime, although enforcement remains a problem area.

Professor Michael Fraser, the director of UTS’s Communications Law Centre and the Chair of the Australian Copyright Council, agrees that cultural traditions play a big role in the approach to IP protection in countries like China and Thailand, particularly for copyright. He has worked for years with the World Intellectual Property Organization and other groups on copyright capacity building in South East Asia and China, including helping to develop societies of authors and copyright associations in the region.

“They are much closer historically and culturally to a tradition that scholars, creators and inventors were supported and patronised by the Crown or religious institutions or the aristocracy,” he says, adding that this was also the case in Europe until the 1700s.

“They were highly respected - and still are - but they were not seen as working in the market or part of the commercial sphere. The fruits of their labour were for the benefit of society and it would be seen as almost offensive to pay those people for their work.”

A new way of thinking

Fraser, who founded Australia’s Copyright Agency Limited, which collects payment for content creators such as journalists when their work is re-used, says the modern market economy, where copyright makes works of the mind into a property right and the patronage of powerful institutions no longer provides a livelihood, is a big change.

“That comes as a new and revolutionary way of thinking of the role of creativity in society and it’s not an easy step for those countries to take,” he says, noting that many countries in the region have good laws on their books but practical enforcement of

those laws is often suited to the country’s stage of development.

“They become more serious about enforcement when they have more IP industries that are trying to export,” he says, adding that this is a shortsighted view because good protection and enforcement is required first, as a basis on which to build innovation and creativity.

Recently, his centre hosted a visiting academic from the University of Indonesia to discuss joint research to advise the Indonesian government on copyright laws. He also spent a week in Indonesia in May finalising the research program, which includes issues such as copyright in traditional cultural work such as batik (a traditional textile hailing from the island of Java). Later this year, Fraser hopes to develop a project on capacity building in copyright for countries like Cambodia and the Pacific Islands.

Forging its own path

George Tian, Senior Lecturer at the UTS Law School, agrees that IP protection and enforcement has changed dramatically in China and other Asian countries over the past few years. In the past, he says, efforts to improve enforcement have come from international pressure, such as the Special 301 Report; now China is focusing on developing its innovation capacity and indigenous IP, which requires strong protection and enforcement.

“Four or five years ago, there were no strong incentives to enforce IP laws because China was a net importer of IP,” he says. “Now, as technology is being created and owned by Chinese companies, there’s a much stronger incentive.” ■

Lucinda Schmidt is a journalist who has written for the ABC, *The Age* and *BRW* among others, and was a former lawyer specialising in intellectual property .

Crossing BORDERS

What are the key issues facing foreign journalists working in China? Two UTS alumni – Fairfax Media’s acting China correspondent Philip Wen and the ABC’s China correspondent Stephen McDonnell – open up on life inside the communist country.

Philip Wen

My stint as China correspondent began at the start of the year, when I was posted to Beijing to cover for our regular correspondent, who had taken a sabbatical. It was 1 January when I entered China – I had left Australia directly from a New Year’s Eve party at a mate’s house.

Landing in Beijing, there was no time to think about what I had got myself into. It was a case of hitting the ground running, and making the most of the experience.

As a journalist, it probably doesn’t get any better than being a China correspondent. It is the place to be for news; the country is moving along at such a pace that good yarns are everywhere you look. And with China becoming an increasingly influential power in the world, those stories are also having more impact.

Being a foreign correspondent is very much a full-time gig. I quickly learnt to measure the time off I had to relax in hours rather than days, and to get as much sleep as possible when I could get it.

It helps that the job itself presents such magnificent experiences that even though you’re working hard, it’s quite easy to enjoy yourself while you’re at it.

Beijing and Shanghai, and even the likes of Guangzhou and Chengdu, are true international cities in their own right these days, but for me the highlights have been the opportunity to work on stories in more far-flung places like the Tibetan areas of Sichuan, and some of the poorer areas of

Yunnan province. They were long trips that were physically tough, but ultimately rewarding for the great people we met and the spectacular scenery along the way.

It is no secret there are challenges that foreign journalists face when reporting in China. It is a country that is still grappling with the importance of press freedom.

There have been some massive stories out of China recently that have garnered international attention. Other foreign correspondents tell me this is by far the busiest time they’ve seen, probably since the 1989 Tiananmen Square protests.

The ruling Communist Party is in a real state of flux after the sensational scandal involving the ousting of senior politician Bo Xilai – once seen as a sure bet for promotion to the party’s inner circle.

It has been a real eye-opener into the inner workings of the party, including the cut-throat, high-stakes hunger for power and the corruption and violence that can often come with it.

Most importantly, it has shown that there has been a lot more factional infighting and instability within the party than people had previously thought.

Closer to home, Matthew Ng and Charlotte Chou have both been sentenced to lengthy stints in jail in Guangzhou in very murky circumstances, and continued coverage of their plight is important.

As our trade and investment ties with China continue to increase, it is important that we develop an understanding of them

that goes beyond financial figures. To that end, the media will play a crucial role.

Stephen McDonnell

China is a story machine. It doesn’t know how to do anything but make news.

This is a place with: military expansion; construction; corruption; three-wheeled motorised delivery bicycles passing glittering skyscrapers; a massive population that seems at times breathtakingly ignorant, at times blindly nationalistic and at times exploding onto the internet with newfound possibilities of expression; the most disgusting polluted rivers you could possibly imagine and the most enormous wind farms rolling across the hills; a generation of people whose lives are dramatically better than their parents and grandparents; people who are gaoled for advocating democratic reforms and where 95 per cent of the population have no idea whatsoever that this is happening.

This country is the future and Australia is well and truly locked into it. The good news for Australians is that we are well-regarded in China by taxi drivers and CEOs alike.

When we, as Australian reporters, deal with Chinese officials they do view us differently to Americans and Europeans. Let’s face it, they want our iron ore, gas, coal and uranium.

However, there is also an acknowledgement that most Australians view this country differently to the



Right: Philip Wen.
Photo by Sanghee Liu.
Bottom: Stephen McDonell.



“You never feel like you know enough about this place – or that you ever could. Of course, that’s also the enduring appeal of it for a reporter: the harder it is to find out what’s really going on, the more intriguing it becomes.”

STEPHEN MCDONELL, the ABC’s China correspondent

way most Western Europeans and North Americans do. It sounds like I am pumping Australians up but I reckon the ‘average’ informed person in Sydney has an understanding of China which incorporates more of its complexities than does say the average informed Londoner or New Yorker.

The potential downside in this is that, because many Australian diplomats, politicians and businesspeople know that significant human rights abuses only touch a relatively small proportion of Chinese people, they can tend to down play them and even discourage each other from raising these issues with Chinese officials or, heaven forbid, mentioning these matters publicly.

As a reporter with a massive and complex beat, I am trying to convey something of all the important facets of the

Chinese experience. Because there are so many elements to modern China, at this point in history there is no way that I am doing any of them justice: I simply can’t.

If I was to cover the economy here in the detail it really warrants, I’d be doing nothing about the enormous earth-changing environmental crisis in China. If I was to cover the environment in the detail it warrants, I’d be doing nothing on the biggest political crisis China has experienced in two decades and so on.

On this last point, people should not underestimate the significance of the Bo Xilai story. Sure, it’s a sexy yarn involving murder, intrigue and betrayal but it also represents an open clash of ideology within the upper ranks of the Communist Party.

In short, Bo Xilai represented a renewal of a type of neo-Maoism here. When he

went down, he took the hopes of a big slab of the Party with him.

The sad thing for the followers of his so-called ‘Chongqing Model’ - named after the huge city he ran - is that he did have considerable success in lifting up the poor in the underprivileged west of the country while at the same time courting the business community there.

Like many a leader before him, though, his ambition, which o’erleapt itself, led him to trample on those who got in his way: lawyers who had the gall to represent crime bosses, were framed and thrown into gaol.

You never feel like you know enough about this place - or that you ever could. Of course, that’s also the enduring appeal of it for a reporter: the harder it is to find out what’s really going on, the more intriguing it becomes.

I can’t imagine ever being over it. **T**

SKY'S *the* **LIMIT**

It's not just the mining sector that is benefiting from our blossoming relationship with China. Nick Gardner investigates the impact of the Asian Century on tourism in Australia.

ILLUSTRATION **CHRISTOPHER NIELSEN**



Australia's tourism industry is enjoying unprecedented visitor growth from the region, with Chinese visitor numbers up by almost 20 per cent in the past year, to 542,000. China is now the largest overseas contributor to our tourism sector, with an economic value of \$3.8 billion, higher than the total value of visitors from both the UK and the US. And by 2020 it is expected that Chinese tourists will contribute between \$7 billion and \$9 billion a year to the local economy, but only if Australia delivers on China's high expectations. If they are let down when they are here, negative word-of-mouth could deter a large proportion of potential tourists and allow rival destinations to increase their market share.

So far, however, so good.

"Visitor numbers have been growing steadily since Australia and New Zealand became the first two 'Approved Destinations' on China's overseas travel list, and Australia is listed among the 'must see' destinations of China's travelling classes," says Leo Seaton of Tourism Australia (TA).

Visitors are spread across all age ranges but according to a 2011 report by the Department of Resources, Energy and Tourism, 31 per cent of visitors were aged between 15-29 years, and that group alone contributed 70 per cent of the total economic benefit to Australia, spending an average of \$13,000 each. However, this age bracket is dominated by people visiting for education purposes, spending far longer here than typical holidaymakers.

The next age bracket - 30-44 - spent an average of just over \$3000 each and, along with the 45- to 59-year-olds (spending \$2590 each), represent the two segments that are

“Although it seems like Australians going overseas is ‘evil’ because it means money going overseas, in the long term, it will pay dividends through higher Chinese visitor numbers.”

DR DAVID BEIRMAN, Senior Lecturer, School of Leisure, Sport and Tourism at UTS

most valuable for tourism purposes. It is here that TA is targeting its marketing dollars.

In its China 2020 Strategic Plan, TA identified numerous key areas which it has prioritised for targeting over the coming years to maximise the number of Asian visitors.

Crucially it has focused on the need for more targeted marketing activities in China, honing in on the burgeoning middle-class and affluent couples, in addition to the lucrative business market, which TA believes it can attract to Australia for more conferences and business trips.

It has also pointed to greater airline capacity and route availability, and TA has already boasted deals with international carriers such as China Southern, Air China, China Eastern, Cathay Pacific, Qantas and, more recently, Jetstar, which have opened up more routes and expanded flight numbers between China and Australia.

This has been backed up by more marketing on the ground. “[TA] already has a presence in 13 cities but we intend to expand that to ‘secondary cities’ in coming years where we see real growth opportunities,” says Seaton. “We’ve established a network of 5000 dedicated Aussie specialist travel agents in those 13 cities all expertly trained to sell Australia to the Chinese population.”

Australia’s lagging position

But while recent visitor numbers show that this strategy is relatively successful, it is definitely not all good news and Australia has a fight on its hands to capture the growing Asian tourism market. Despite the strong increase in visitors, Australia is lagging behind the growth of other destinations.

The most recent figures show that more than one million Chinese travelled to the US, up 36 per cent on the previous year – a far bigger increase than for Australia. And while smaller numbers are travelling to the UK and Canada, those destinations are enjoying greater visitor growth, at 32 per cent and 24 per cent respectively.

This represents a big challenge for Australia. How do we continue to attract a large share of travelling Chinese against such appealing global destinations?

It’s especially tough, says Tony Griffin, Senior Lecturer in Tourism Management at UTS, given that Asian visitors, and the Chinese in particular, are not great fans of beaches or the bush.

“The Chinese are quite conservative in where they will travel. It’s not a problem getting them to capital cities and iconic destinations such as the Great Barrier Reef, but a group of Chinese travel agents recently concluded that there was nothing north of Newcastle to capture the imagination because it was all beaches and national parks,” he says.

Indeed, China and India have the lowest share of visitor nights spent outside the Sydney, Melbourne, Brisbane/Gold Coast and Perth regions of the 23 source markets reported in Tourism Research Australia data. Only one night in 10 by Chinese leisure visitors and one night in eight by Indian leisure visitors is spent outside these key gateway cities.

“It seems that if you’re going to get them to national parks and nature-based activities it needs to be heavily tamed,” says Griffin. “One successful example is in the Blue Mountains – next to the National Park you have some man-made attractions with a good scenic railway and a cable car into the valley. That kind of thing works well with the Chinese.”

Griffin says better infrastructure and more coach tours around regional Australia would also help.

Great expectations

However, while Chinese consumers rate Australia as a highly desirable destination, the report by the Department of Tourism concedes there have been instances where “visitor expectations have not been met”.

These include experiences on group travel trips and also shopping. Another common reported problem is a lack of Mandarin-speaking guides.

The Department of Resources, Energy and Tourism recently announced a plan to invest \$600,000 in a ‘Welcoming Chinese Visitors’ Strategic Tourism Investment Grant, intended to fund training and support for businesses looking to improve their readiness for Chinese customers.

However, Adele Labine-Romain of the Tourism and Transport Forum, says that a key to improving the Asian/Chinese experience are more Mandarin-speaking workers who can not only welcome the guests in their own tongue but can help educate their co-workers about Chinese culture, and how to make Chinese visitors feel genuinely welcome.

“We have suggested that the working holiday visa scheme be extended to China because this would be invaluable in improving our ability to cater to the Chinese market,” says Labine-Romain. “Getting more workers of Asian backgrounds to educate our own tourism workers about Asian cultures could be a real benefit apart from their ability to make visitors from their own countries feel more at home during their stay. Australia doesn’t have a great reputation for customer service and if Asian visitors don’t feel that they have been treated well enough they will vote with their feet.”

Longer term, however, Dr David Beirman, Senior Lecturer, School of Leisure, Sport and Tourism at UTS, says that more Australians need to visit China to foster a process of “cross-pollination” which will encourage more Chinese to come to Australia. “Just like trade, tourism is a two-way street,” he says. “It will be difficult to get the Australian Government to back this publicly because outbound tourism is already doing so well, and all governments prefer to focus on getting as many inbound tourists as possible. But the more that China and other Asian countries are exposed to Australian tourists, the more likely it is that Asian people will become more curious about visiting Australia.

“In addition, the relationships that Tourism Australia is fostering with China’s major carriers – China Southern and China Eastern – means that they will be actively promoting China to Australian tourists in order to ensure their planes that land in Australia are full on the return trip to China. And although it seems like Australians going overseas is ‘evil’ because it means money going overseas, in the long term, it will pay dividends through higher Chinese visitor numbers.” 

Tuan Anh Vu, PhD scholarship student (left) and Tze-Ay Chuah, Director, UTS International.



A scholarship program for Vietnamese PhD students is not only attracting top talent, it's playing a vital role in strengthening UTS's engagement with Vietnam.

STORY

ANTHONY BLACK

PHOTOGRAPHY

ANTHONY GEERNAERT

Asia is the powerhouse of the 21st century and UTS is part of its educational growth engine. The UTS-Vietnam International Education Development (PhD) Scholarship is equipping Vietnamese students with invaluable skills in their chosen field before returning home.

By its very nature, the PhD scholarship attracts the best scholars prepared to endure the rigours of postgraduate studies in the pursuit of excellence.

As Tze-Ay Chuah, Director of UTS International, says: "As support for scholarships programs are generally about capacity building, many Vietnamese scholarship holders at UTS are lecturers from universities in Vietnam. They will return to their universities after finishing their studies. This form of collaboration also helps strengthen their education systems."

The UTS-Vietnam International Education Development (PhD) Scholarship consists of about 15 students today, with some choosing to study engineering, renewable energy, agriculture and social media. The scheme began in 2010, but UTS has enjoyed a long association with Vietnam via other programs.

The UTS-Vietnam International Education Development (PhD) Scholarship complements what UTS refers to as its singular vision - to be a world-leading university of technology.

It's part of the UTS strategic plan. It's forthright. It's bold. UTS makes clear that realising its vision relies on "attracting high quality students, academics, researchers and administrators - people who are passionate about knowledge, learning, discovery and creativity".

Vietnamese students meet the UTS vision, Chuah says, because they are "hard

Good morning VIETNAM

working, conscientious and very driven". They have to be, otherwise they wouldn't be invited to participate in the scholarship. As Chuah says: "The Vietnamese students who receive a scholarship usually have to go through rounds of selection hurdles before they even begin their studies at UTS."

A student's experience

One student currently doing his PhD under the UTS scholarship scheme is Tuan Anh Vu. Certainly not content to rest on his laurels, Vu also holds a Master of Arts in Journalism after graduating from the UTS/ AusAID scholarship program in 2009. In Vietnam, Vu is a university lecturer, specialising in online journalism and communications. He returned to Australia in August 2011 to start his PhD on social media and expects to finish it within the next three years. His thirst for more knowledge in online media and journalism was behind his return to UTS.

Vu says returning to Australia exposes him to mass saturation daily press, in printed form and online, and television and radio. Living in Sydney enables him access to the inner workings of the Australian media and senior journalists within the industry. During the interview, he often mentions "freedom of the press" in Australia - as opposed to Vietnam, where, he says, censorship is never very far away from publication in the country with a population of about 90 million people. Vu says about 30 million Vietnamese have access to the internet.

For Vu, the lure of UTS is opportunity. "I want to improve my knowledge by doing more research on social media and communications," he says. "The online world

is the future for global communications. And, I want to get a better degree."

What appeals to Vu is the internet is still in its infancy. Internet growth appears unlimited. On the other hand, daily newspaper circulations across the world are declining in favour of online news platforms. Studying internet capability and social media in Australia enables him to make comparisons with the online world in Vietnam. Vu says access to social media content in Vietnam is far more restricted.

"Even blogger material in Vietnam is censored," he says. "So studying at UTS improves my knowledge, which hopefully I can pass on to university students when I return to Vietnam. At UTS, I'm studying in the practical world."

UTS's engagement with Vietnam

According to Chuah, UTS engagement with Vietnam involves capacity building at three strategic levels. The first is supporting the Australian Government via its AusAID program. "UTS has been receiving AusAID students for a long time," she says. "Each semester we welcome these excellent scholars. The scholars who have graduated and returned home are now contributing to the development of their country."

The second strategic level involves UTS collaboration with relevant Vietnamese Government agencies, such as the Ministry of Education and Training. "This collaboration supports the Vietnamese Government's goals to increase educational quality for its labour force," she says. "UTS has a direct role in receiving these scholars, who will return home to their universities and play an important role in Vietnam's educational and socio-economic development."

The third strategic level involves UTS collaboration at local Vietnamese government levels. AusAID contributed \$48 million to the Mekong Delta Transport Improvement Project, which includes upgrading 315 kilometres of rural roads and 118 bridges.

"Support of bilateral projects, such as these, are in line with the key objectives of the UTS internationalisation plan," Chuah says. She highlights that collaborating with Vietnamese government agencies in various programs can enable UTS to make a difference in people's lives and their communities.

"Together we can help boost Vietnam's growth and aspirations," Chuah says. "UTS has been engaging with the region [Vietnam] for a long time now in one form or the other. We want to raise educational awareness, so the Vietnamese can be part of history in this Asian Century." 

Anthony Black worked as a newspaper journalist for 23 years, and was *Sunday Herald Sun* Finance Editor for eight years.

"Studying at UTS improves my knowledge, which hopefully I can pass on to university students when I return to Vietnam. At UTS, I'm studying in the practical world."

TUAN ANH VU, Vietnamese PhD scholarship student

CENTRESTAGE

UTS's Executive Director of the Creative Innovation Unit, Hael Kobayashi's distinguished resume includes a role on the Oscar-winning movie *Happy Feet*. He talks to Cameron Cooper about Sydney's emergence as a hub for creative industries.

PHOTOGRAPHY ANTHONY GEERNAERT

As a pioneer of the digital revolution who has worked in smart cities such as San Francisco and Copenhagen, Hael Kobayashi has a keen sense for trends and the next big thing. So it is no coincidence that he is now at the heart of Sydney's emergence as a hub for creative industries and innovation. The signs are clear for the NSW capital: clusters of entrepreneurs; collaboration among educators and industry leaders; and government and city investment.

"Watching those kinds of things happen in an ecosystem, I'd say, are very similar to the kinds of dynamics that you would see in San Francisco and Copenhagen," says Kobayashi, who's also the Associate Director of the Creative Industries Innovation Centre (CIIC) at UTS. "And there are early indicators that the ecosystem is beginning to connect. That's very exciting."

Born in Canada, Kobayashi has a distinguished résumé spanning 30 years' experience in film, digital, broadcast media and the visual and performing arts. Now through the CIIC, launched in 2009 as part of the Australian Government's Enterprise Connect initiative to support the growth of creative industries, he is again at the forefront as Sydney follows in the footsteps of California's Silicon Valley, Denmark and Sweden's Medicon Valley.

The cutting edge of creativity

Of the CIIC, Kobayashi notes that the business advisory service has helped more than 600 creative enterprises connect with funding, technology, training and networks to help them flourish. "It's the first time we've had this kind of centre in Australia," he adds.

In May, Federal Minister for Industry and Innovation Greg Combet announced an additional three years' funding for the CIIC. Kobayashi believes complementary

support from the NSW Government and the City of Sydney has been instrumental in Sydney becoming a hot spot for creative industries collaboration.

Digital Sydney, an Industry and Investment NSW program to promote the state's strengths in the converging ICT and creative industries, is also playing a key role in linking government, education and industry in a creative industries precinct that includes inner-city suburbs such as Surry Hills, Ultimo and Pyrmont. "You are now getting a critical mass of activity in the city," says Kobayashi who chairs the group.

He believes UTS is also cementing its leadership position in this space on the back of a whole-of-university Creative Innovation Strategy and a \$1 billion campus redevelopment that will ensure a cutting-edge campus of the future. "So there's a great deal of interaction beginning to happen between all these different groups," Kobayashi says. "That's when you see this kind of fantastic alchemy that can transform a city. And it's wonderful that the university is smack bang in the middle of it."

A career highlight for Kobayashi was his engagement as associate producer for visual effects company Animal Logic on George Miller's production of *Happy Feet* - the endearing cartoon hit about penguins which won an Academy Award for best-animated feature. Kobayashi says it was gratifying to work with such a talented team.

"In any culture it takes a lot of vision and integrity of vision for those creative groups to come together and realise a project like that," he says. "And there were several UTS graduates who were in the core group in Animal Logic and some of them were in lead roles and supervisory roles."

In a further indication of Australia's and Sydney's standing as a creative industries

success story, Kobayashi was invited to speak in April at the 13th United Nations Conference on Trade and Development (UNCTAD) in Doha, Qatar. Presenting an overview of Australian activities in this space, including the role of the CIIC, entrepreneur groups and the Department of Industry, Innovation, Science, Research and Tertiary Education, he outlined initiatives to build a creative economy.

Kobayashi says he was proud to have the opportunity to showcase Australia's progress in creative industries in front of a UN audience. "Australia was referenced as a country that is able to create great strategy and implement it."

Growth of the inter-connected world

Looking ahead, Kobayashi says it is clear that technologies around social media will be one of the big plays for the digital economy in years to come. While formats such as Facebook and Twitter have already built valuable brands on the back of facilitating connectivity between people, he has no doubt that there is a long way to go as communities and businesses become more agile and visually literate courtesy of new social media and digital technologies.

"But I don't think it detracts from the fact that the content still needs to be well developed and articulated in that environment, and we actually need to allow this kind of dialogue to happen."

On a personal level, Kobayashi is pleased to be part of the fast-growing Sydney digital economy. As was the case with San Francisco and Copenhagen, he seems to be the right person in the right place at the right time.

"UTS is a very inspiring environment," he says. "We have a critical mass of wonderful people with a great deal of vision and also the skills to implement the vision." ■



Hael Kobayashi, Executive Director, Creative Innovation Unit at UTS. Shot on location at the Aerial Function Centre, UTS.

AT THE COALFACE

Australia's top scientific research organisation, the CSIRO, is actively working with several Chinese partners to confront the challenges of global warming accentuated by the rise of greenhouse gases.

STORY **ANTHONY BLACK**



Smog pollution in Shanghai.

Australian technology is at the forefront in tackling climate change in China. The challenge to reduce carbon emissions in China - or globally as CSIRO scientist Dr Paul Feron would say - cannot be underestimated, but it isn't beyond reach provided there's a willingness and a commitment to achieve goals.

Crucial to CSIRO thinking, in collaboration with its Chinese partners, is reducing carbon emissions from coal-fired power stations. In essence, this involves post combustion capture (PCC) of carbon dioxide (CO₂) at the source. The PCC process strips CO₂ from the flue gases at fossil-fuel driven industrial plants.

The PCC process involves several technologies at varying stages of development, which do work. But a key objective is to improve existing technologies and to develop new ones in a bid to sustain coal plant efficiency, while capturing carbon dioxide. Today, there's an imbalance between capturing CO₂ and coal plant efficiency - an opportunity cost.

Dr Feron explains that capturing 90 per cent of CO₂ doubles the cost of producing power and reduces a coal station's efficiency from a maximum 40 per cent to an unsustainable 28 per cent.

"We are undertaking a lot of research on addressing the efficiency shortfall," he says.

Joining forces

Research into PCC and improving efficiencies involve several stakeholders - notably the CSIRO, the Huaneng Group, one of China's big five power companies, China's Clean Energy Research Institute and the Chinese and Australian Governments.

The collaboration, which began in 2008, has evolved into a joint scientific team dedicated to finding practical solutions to China's carbon footprint in a country that continues to post annual economic growth beyond eight per cent. Of course, China, often referred to as the engine room of the global economy, is a major carbon emitter as its industries work around the clock to churn out an increasing array of consumer products for world markets.

To keep up with industrial demand and to provide electricity to an estimated population of 1.3 billion people, Dr Feron

says China is building a coal-fired power station every fortnight, so it will be emitting CO₂ for at least the next 40 years.

"With China growing at eight to nine per cent a year and its people striving to lift their living standards, there's increasing demand for energy," Dr Feron says. Coal accounts for about 70 per cent of China's power needs, with the remainder made up of nuclear, gas, oil and, to a tiny extent, renewables - wind and solar.

According to Dr Feron, China accounts for about 10 per cent of the world's CO₂ emissions. Yet, he says, cutting coal fired power in China by one per cent, in favour of alternatives, is the equivalent to powering a quarter of Australia's electricity needs each year. China is generating more power from greener sources each year, says Dr Feron, but it's coming off a very low base.

Work in progress

It's against this backdrop that the CSIRO and its Chinese collaborators have embarked on several pilot projects, with the objective to reduce, or at least constrain CO₂ levels in China over the longer term. Dr Feron says ammonia and amine-based liquids that absorb CO₂ are another method of capture at the power plant. It's essentially a separating process.

"In heating the liquid, the CO₂ bubbles out of the solution," he says. "The CO₂ is captured, but the liquid can be reused in the absorption process. We are working with our Chinese partners on several liquid absorptive processes that won't stifle plant efficiencies in line with carbon capture."

Capturing CO₂ also has the added benefit of cutting poisonous gases, such as sulphur dioxide, and the acid gas, nitrous oxide. After capture, CO₂ itself is compressed and cooled to form a liquid, and can be safely stored in porous rock up to four kilometres below the earth's surface. Or, in certain locations, CO₂ can be used to extract more fossil fuels.

Dr Feron says CO₂ can recover additional oil that otherwise couldn't be extracted from an oil field. He adds that injecting CO₂ displaces oil in the field, enabling it to be pumped to the surface. "It's been a commercial practice in Texas for years and China is following," Dr Feron says. "Carbon

dioxide can also be injected into coal layers to extract methane."

The Australian Government has committed between \$10 and \$12 million to a feasibility study that includes integrating full carbon capture at existing and new coal-fired power stations in China. The feasibility study will thoroughly examine the costs - planning permits, engineering, construction, storage and transportation - of capturing CO₂.

From little things...

Australia's commitment to tackling climate change is well documented, with the introduction of a carbon tax from 1 July 2012. Today, coal generates about 75 per cent of Australia's power needs, and is responsible for about 40 per cent of greenhouse gas emissions. The global warming debate has been robust, but Australia is committed to generating up to 20 per cent of its energy from renewable sources by 2020.

Significant investment already in wind, solar and geothermal energy is expected to grow exponentially. Australia's Climate Institute estimates \$31 billion of clean energy projects are already underway.

Dr Feron says China, as a rapidly developing nation, is eager to draw on Australia's bank of knowledge in dealing with global warming and carbon emissions.

"China is looking to Australia for assistance and is very interested in what we are doing," he says. "After all, Australia and China have a good trading relationship."

He says China, despite its growing dependency on coal, is acutely aware of the impact that its industries are having on the global environment and its people.

"China is seriously considering an emissions trading system," he says. "China wants to be a player in global warming solutions, and Australia's scientific knowledge, backed by Federal Government investment programs, are geared towards helping China and Australia achieve its lower-emissions objectives."

"But China's carbon emissions status has to be kept in perspective - you just don't go from fossil fuels to emissions free energy in a matter of years. The switch to greener energies is an incremental process and one that has to be practical." ■

COMMUNITY VOICE

The UTS Centre for Local Government may be local in name, but it has forged an international reputation. Mark Abernethy talks to the Centre's Assistant Director, Sarah Artist, about its growth and commercial success over the last 21 years.

PHOTOGRAPHY ANTHONY GEERNAERT

Why would a local council need help from a university? It's a question answered not only by the services offered by the UTS Centre for Local Government (CLG), but the kind of help requested from Australia's 565 local governments.

"Local governments are a microcosm of the community," says Assistant Director of the CLG, Sarah Artist. "So any problem you can imagine a business or an organisation having, local governments have them too."

Those difficulties are as varied and as serious as you'd expect from a form of government that has more than 150,000 employees and administers more than \$100 billion worth of public infrastructure. But more importantly, local governments operate under the mantra that they deliver what the community desires, says Artist, making good governance at a local body level a delicate matter.

"Local governments have to be focused on financial sustainability while also supporting the needs of the community," says Artist. "This is the challenge."

The CLG was formed in 1991 as a research and professional development resource for Australia's local government community. In those days, says Artist,

local councils needed development of management and leadership skills and because many of them were amalgamating and being pressured by state governments to operate more efficiently, they were searching for best practice templates.

A natural evolution

The CLG started as an academic research centre but quickly expanded into offering professional development programs and consultancy services under its own banner.

Artist says the growth of the CLG into the largest of its type in Australia has followed the evolution of local governments themselves, from insular delivery arms of state government to democratic organisations expected to reflect the communities they serve.

"Most local councils are medium-sized businesses but they are political organisations and community organisations, too," says Artist.

"So, we offer programs in management best practice, but we also offer some interesting, higher-level leadership courses."

This means the CLG still produces research papers such as the national review of education and professional

development needs of Australia's local government, or its recent review of excellence frameworks in local government, which included a redesign of a 'leadership framework' by CLG, which is being rolled out to local governments.

"We're still a university," says Artist. "So we will always retain an academic focus."

But the growing part of the CLG business has been its design and delivery of education and professional development course for the local government sector, the exemplar being its Management Challenge in which local governments from Australia and New Zealand send teams of six to compete in a variety of management challenges. The best teams win their tournament - not unlike theatre sports - and state winners meet for the grand final.

And the sector is big: 110 teams competed in CLG's 2012 series.

Need for skills

Artist says that the local government sector has an ongoing need for skills, expertise and best practice benchmarks in the technical areas of planning, building and infrastructure management, which are always cross-referred with competing interests such as dealing with environmental issues, bush fires, floods and general public safety.

"Every local body has the same budgetary, management and decision-making processes as any medium-sized business," says Artist. "But the local council has all these other decisions that have to be made. We designed a course called Corporate Management and Organisational Change, precisely to deal with the fact that when local government works well, it's because they're shaping

places: not vaguely, but specifically. That's a difficult mission statement - to make a place look and feel the way the community wants it."

Which is why the CLG has developed itself as a centre for excellence in terms of leadership and leadership development.

Community-minded

Unlike the governments formed at the state and federal levels, says Artist, local government leaders are under a much greater pressure to deliver value to the community and to do things that reflect who and what the community is.

"When citizens read about the federal budget or they see the premier of their state making an announcement, it can seem distant. But in local government, the leaders - whether mayoral or management - feel very strongly that they should be making good decisions."

This difference in local government values and leadership has meant the development of a pure consultancy arm of CLG, which performs commercial projects for clients needing an expert external facilitator in local government.

The CLG's reputation for expertise has spread sufficiently far that they recently picked up the Seoul Metropolitan Government as a client, designing a series of professional development programs for its senior managers.

This is reflected in a current CLG project called Governing Sydney, in which the Centre is bringing together 42 Sydney local councils and showing them how to develop capacity and develop a forum mechanism so they can talk as one voice when dealing with the NSW state government.



The CLG's success speaks for itself: it is now a self-funded commercial division of UTS. But perhaps its greatest accolade came in 2009 when the Federal Government decided Australia needed a centre of excellence in local government, awarding the contract and an \$8 million grant to the CLG. 

Mark Abernethy is a business journalist who writes for the *Australian Financial Review* and *CFO*. He has edited accounting magazines and is a ghostwriter.

"When local government works well, it's because they're shaping places: not vaguely, but specifically. That's a difficult mission statement - to make a place look and feel the way the community wants it."

SARAH ARTIST

Assistant Director, UTS Centre for Local Government (pictured)

The TWO of US

Former UTS student scholarship recipient and current SBS journalist Larteasha Griffen's career has taken off thanks to the support of scholarship donor Laurie Cowled.

STORY **LUCINDA SCHMIDT** PHOTOGRAPHY **ANTHONY GEERNAERT**

Larteasha Griffen's first year as a journalism student at UTS was tough. While other students sat in class surrounded by their textbooks and laptops, she'd have just a notepad and pen. Her classmates prepared top-notch PowerPoint presentations; hers were done on the library computer.

"I was from the country and Aboriginal - I was different already and to not have those things was so intimidating," says Griffen, who was surviving on just \$50 a week after paying rent.

Enter Laurie Cowled, a retired banker who grew up on a sheep farm near Cootamundra in NSW's Riverina district. In 2007, she set up the Cowled Foundation to help underprivileged regional or Indigenous young women complete their post-school studies. So far, she has helped almost 50 students at universities and schools in New South Wales, Queensland and Victoria, in disciplines ranging from engineering to ballet, neuroscience and design.

"I want to help someone who's going to do something wonderful for Australia," says Cowled, 82, who moved to the Sunshine Coast after a 35-year banking career in Sydney. "I want to produce another [NSW Governor and Professor] Marie Bashir or [Governor-General] Quentin Bryce. Both were country women."

A world of opportunity

At UTS, the Laurie Cowled Scholarship is awarded each year to an Indigenous female student. Cowled picked UTS after talking

to a friend's daughter, Dean of the Faculty of Law Professor Jill McKeough, about the university's Jumbunna Indigenous House of Learning. Larteasha Griffen (née Smith) was the first recipient, in 2008, enabling her to complete the second and third years of her Bachelor of Arts in Communication (Journalism). The scholarship, worth about \$20,000 a year, paid for her accommodation at UTS's Gumal Ngurang Residence, as well as textbooks, excursions - and a laptop.

Freed from worrying about how she would feed herself, Griffen was able to take the first steps towards her dream job as a presenter on SBS's *Living Black* program. During her university course, she worked as a volunteer at Gadigal Koori radio and prepared some segments for ABC radio. After graduating at the end of 2009, she spent a year at SBS as a production co-ordinator for the *Living Black* program, which led to an SBS cadetship last year.

Now, aged 23, she's travelling Australia as an SBS video journalist, collecting stories for *Living Black*, including one from her hometown of Kempsey on NSW's north coast, on the revival of the Dughutti language in local schools and pre-schools.

"I love it, meeting new people and hearing their stories," says Griffen by phone from Townsville, where she is doing segments on youth crime and chroming (the inhalation of chemical products to get high). "I always wanted to work for *Living Black* and I'm really passionate about Aboriginal and Torres Strait Islander issues." That passion

comes partly from her mother, Rhonda Smith, who urged her daughter to never give up, and partly from discrimination when she was growing up, such as security staff following her in shops and demanding to see the receipts of any purchases.

"I already had all these dreams and goals, but [the scholarship] made it possible," says Griffen, although she rejects the notion that she's now a role model for other young Indigenous women. "I don't want to be a big head. But I hope people can look at me and say 'if she did it I can do it too.'"

Philanthropy in practice

Cowled's inspiration for setting up the foundation came from a conversation with her late husband, Ron Macnamara, when the couple, who have no children, decided that whoever died second would leave the estate to charity. When Macnamara died in 2005, Cowled decided she wanted to start straight away, so she could follow the careers of those she helped.

"When I was a girl I wanted to do all sorts of things but Bethungra [the closest town] couldn't provide anyone to teach me and neither could Cootamundra," says Cowled, who left school after her intermediate certificate (today's equivalent of year 10) and started working in a bank.

Her foundation has so far helped three students at UTS, plus 45 others at various institutions. A scholarship in memory of her sister, Ruth, a stage designer who died aged 25, has supported nine students at the National Institute of Dramatic Art. Three students at the Australian Ballet School and another three at Neuroscience Research Australia have received Cowled Foundation scholarships, and Cowled also helps female year 12 students from her old high school in Cootamundra who wish to go on to tertiary education.

Outside the foundation, Cowled donated a block of land to the Queensland University of Technology to sell, and the proceeds cover a scholarship for a Masters of Nursing student, a two-week Harvard leadership course for alumni of the business school and financial assistance to cash-strapped first years. "It's made me feel 100 years younger, and joyous," says Cowled, who is having morning tea the day after our interview with some of the girls she helps. "It's really thrilling to see a young woman able to do what she wants to do and flourishing." ■

For a good cause

For more information on supporting UTS students, see www.uts.edu.au/bc/support.html or to make a donation to UTS, please contact Jane Westbrook, Director of Alumni and Development (jane.westbrook@uts.edu.au). To learn more about Jumbunna Indigenous House of Learning, visit www.jumbunna.uts.edu.au/students/index.html

Larteasha Griffen (left) and Laurie Cowled.
Shot on location at Maximus Cafe, GPO Sydney.

A LIFESAVING MISSION

Australia may boast world-class maternity facilities, but the situation for many South Pacific countries is very different. The outlook is gradually improving thanks to the vital work of UTS to improve maternal-child health in the region.

STORY **ROSEMARY ANN OGILVIE**
PHOTOGRAPHY **ANTHONY GEERNAERT**

In achieving World Health Organization Collaborating Centre (WHO CC) status in January 2008, the Faculty of Nursing, Midwifery and Health at UTS became one of seven nursing and midwifery collaborating centres in the Western-Pacific region.

As an institute designated by the WHO Director-General to form part of an international collaborative network, a CC's primary role is to implement WHO's mandated work and program objectives, and develop and strengthen institutional capacity in countries and regions.

"The Faculty's extensive history of regional work in human resources for health, education, regulation, policy and capacity-building means we're well-placed to carry out activities in support of WHO programs," says Michele Rumsey, Director of Operations and Development at the Faculty, which is headed by Professor John Daly, Dean, Faculty of Nursing, Midwifery and Health.

An application to become a CC can only be submitted following a two-year working relationship with the WHO, while the designation process takes at least two more years. Each institute is assessed on areas such as scientific and technical standing, and development of working relationships at country, regional and global levels.

Designation is given for a maximum of four years, after which the institute must apply to be redesignated. After going through "a massive global process" - as Rumsey describes it - the WHO CC achieved redesignation at the beginning of 2012.

The process involves supplying a work plan and terms of reference, which are:

- Improving health systems and building capacity
- Strengthening cross-sectoral relationships, including supporting regulatory systems, research-based education, and faculty development
- Promoting and supporting national, regional and international development of nursing and midwifery health systems, which includes human resources for health
- Strengthening maternal and child health care.

"It was very exciting for us to be redesignated as it validates that we are doing good work in line with WHO's broader aims," says Rumsey.

Millennium goals

The WHO CC's key strength areas are around improving health policy and service delivery in nursing and midwifery across

the Asia-Pacific, through technical advice; research; policy analysis; consultation; advocacy; training; and skills development.

"All of our work takes into consideration the UN Millennium Development Goals (MDGs) for 2015, which are now a priority across the region," says Rumsey. "Specifically, we work on goals four and five, which encompass maternal and child health. However, others such as gender equality underpin our work."

WHO CC is currently involved in a large AusAID-funded Papua New Guinea (PNG) Maternal Child Health Initiative, which saw it recently employ eight clinical midwifery facilitators and two obstetricians into regions in PNG to help rebuild midwifery, and support four universities to assist with educational standards for maternal health.

"The PNG government aims to rapidly increase the number of skilled obstetric health workers," Rumsey says. "We're working with them to make an impact on the educational and practice standards of existing and incoming healthcare workers. This way we can sustainably address the dire situation of mothers and babies who are dying through childbirth."

PNG has one of the highest maternal mortality rates in the region: today, five women will die in childbirth.

"The vast majority of maternal deaths - 88 to 90 per cent - are preventable, yet only 39 per cent of births in PNG are reported as being attended by a skilled birth attendant. It should be 80 per cent. Moreover, only around half of pregnant women receive the minimum internationally recommended number of four antenatal visits."

"What has happened in many countries like PNG," says Professor Caroline Homer, Associate Dean (International &



Michele Rumsey, Director of Operations and Development, Faculty of Nursing, Midwifery and Health.

“The vast majority of maternal deaths – 88 to 90 per cent – are preventable, yet only 39 per cent of births in PNG are reported as being attended by a skilled birth attendant. It should be 80 per cent.”

MICHELE RUMSEY, Director of Operations and Development, WHO Collaborating Centre for Nursing, Midwifery and Health Development

Development) and Director of the Centre for Midwifery, Child and Family Health in the Faculty of Nursing, Midwifery and Health at UTS, “is that midwives haven’t been well supported. Some of this relates to the fact it’s a women’s issue and not particularly valued. Some of it’s because resources have not been put into nursing and midwifery education. Resources haven’t been put into education in lots of areas, but particularly nursing and midwifery. Additionally, some issues have existed around regulation of midwives: not regulating or even registering them quickly enough because of resource issues. So midwifery largely died off.”

Eighty student midwives will go through the PNG program this year. Next year it will be 100, and the year after 120, which is exceptional for a country that currently has around 200 midwives.

“The students have been really well supported by AusAID, which is fantastic,” says Homer. “Their fees are paid and they receive a living allowance. Many come from rural areas – often from quite a distance – into Port Moresby or Madang or Goroka to do their training. So it’s very exciting to be rebuilding the profession, and there’s a real sense of pride. I think we will see benefit in the next two or three years around people feeling part of what they do, and wanting to make a difference for women.”

Security issues

Two midwives at the University of Goroka work alongside midwifery students and clinicians in the hospitals, doing on-the-ground teaching and learning activities, and going out into rural areas with their students to run antenatal clinics, attend women in labour, and role model good practice and good teaching.

“It’s pretty hard work,” says Homer with clear admiration. “Security in PNG continues to be an issue, and even though a range of security protocols are in place, this puts huge restrictions on people’s lives, particularly in Port Moresby.”

Staff undergo security training with the UN Security Services. Numerous security protocols are in place around travel: they have radios in their cars, they don’t travel alone at night and if they need to go into rural areas where there’s trouble, they always travel with security support – sometimes armed security. Houses are protected, with UN security clearance to ensure they meet security requirements.

“For the most part, if people just are sensible and keep their head down, it’s fine,” says Homer. “But there’s no question it’s a difficult environment. Still, despite this, they’re totally committed and really enthusiastic.” In fact, two women have moved their families to PNG. “One is there at the moment with two small children, while another is about to give birth to her child,” says Homer. “The kids live in a very protected environment and are having a great time as far as I can see.”

Improving population health

Across the region the WHO CC is working with the WHO and other organisations such as AusAID, NZAID, World Bank, and the Asian Development Bank to improve population health by strengthening nursing and midwifery. “One area where we’ve done this is working with our partners, the South Pacific Chief Nursing and Midwifery Officers Alliance,” says Rumsey. “These are the nursing and midwifery leaders in education, regulation and the Ministries of Health in the 14 countries of the South Pacific.”

A program to come out of this work is the annual AusAID Australian Leadership Award Fellowships program, which commenced in 2009.

“This work is very innovative, with the chief nursing and midwifery officers of the region selecting ‘Fellows’ to participate in the program, which focuses on developing leadership skills and capabilities,” says Rumsey. “They basically identify future leaders in specific sectors and put them forward. As this program is based on

mentoring, the chief nursing officer becomes a mentor for these participants.”

The Fellows choose their own projects to address local issues. These have ranged from focusing on strengthening midwifery care, to infection control measures, to setting standards of care. “While some may be quite simple in concept, all can have huge impacts on patient care,” says Rumsey.

Quality improvement in education for nursing and midwifery is a global project on which the WHO CC is working with the WHO Western Pacific Regional Office. “Our project is around faculty development,” says Rumsey. “Many schools or universities in the Asia-Pacific region suffer from inadequate numbers of skilled educators in nursing and midwifery. So we’re working to identify the issues for nursing and midwifery schools through a faculty-development survey, with the ultimate aim to create faculty-development programs to strengthen nursing and midwifery education in the region.”

A meeting last December with colleagues from Vietnam, Samoa, PNG, Lao, China, the Philippines, and Hong Kong provided the opportunity to hold a focus working group on this survey to ensure the language is accurate for all the Asia-Pacific regions it will go to. “For us, it was amazing to know we’re at that next stage,” says Rumsey.

She continues: “We looked at a variety of issues, including educational standards and competencies. It’s about ensuring we have adequately trained midwives in the region, and this is something we’re continuing to work on with the WHO, AusAID and other bodies.

“Some of our rural and remote case studies and mapping work reveals that our nursing colleagues are the primary caregivers, so it’s really important there are sufficient professionals in the region.”

Rosemary Ann Ogilvy is a journalist with more than 16 years experience after working in the corporate world as an accountant.

A VENUE WITH ALL THE OPTIONS

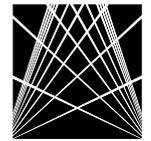
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