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UniSA News

A newspaper of the University of South Australia

October 2001 issue

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Teen beat gives girls power

Critics, parents and academics might denigrate "teenybopper" music, but young girls are savvy consumers who take "lightweight" pop music very seriously, according to PhD research at UniSA. [full story](#)

On track to develop safer smarter trains

A national rail initiative to build smart trains, equipped with modern communications systems and optimal traffic control and automatic scheduling designed by researchers from UniSA will help eliminate train disasters. [full story](#)



UniSA scoops awards for world-first research

The risk of medical emergencies such as dehydration and heart attack occurring at mass gatherings is well known, but until now emergency service providers have had few tools to help them predict just how many patients will require attention at planned events. [full story](#)



Other stories

[Engineering careers in Japan](#)

Four third-year students from UniSA's School of Electrical and Information Engineering are about to have their dreams come true when they set off for Japan to study.

[Celebrating our people:](#) Anna Ciccarelli

[Making music to support US victims](#)

The shock of the September 11 attacks in the United States prompted thousands of people the world over – from celebrities to school children – to look for ways to support those affected by the tragedy.

[Research success for a new generation](#)

Indigenous Australians have some of the highest participation rates in volunteer work in Australia.

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In just about every national and international survey that rates people's trustworthiness and reliability cross-referenced against occupation, journalists come in the bottom three along with used car salesmen and undertakers.

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UniSA News

A newspaper of the University of South Australia

October 2001 issue

Extras

[Former PM talks about UniSA in China](#)

One of UniSA's seven Graduate Qualities states that a UniSA graduate will demonstrate international perspectives as a professional and as a citizen. There is no better way to achieve this than to live and work overseas.

[Online info smooths the way new international students](#)

For students studying in a new country, the devil and indeed the stress is more often than not in the detail. Staff involved in teaching and making welcome international students will be glad to know that Learning Connection has produced a series of information sheets for international students designed to answer a range of questions and worries and make it easier for them to settle in.

[Arts underwritten for 2002](#)

As the local art community gears up for the 2002 Adelaide Festival, four UniSA artistic projects have received a boost with the announcement of the latest round of Helpmann Academy grants.

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From the Chancellery



Alan Bundy

Road rage on the information superhighway

The debate about technology in education and society has tended to be dominated by loud voices at the extremes. Is a more balanced consensus now taking shape?

"Technorealism" requires that we think critically about the role that tools and interfaces play in human evolution and everyday life.

Integral to this perspective is an understanding that the tide of technological transformation is a continuation of waves of change that have taken place throughout history – profound benefits as well as substantial costs have emerged from technology such as the car, television or telephone. [Technorealism](#) seeks neither to champion nor dismiss technology, but rather, to understand and apply it in a way consistent with basic human values.

The evolving eight principles of technorealism are include *Wiring our schools will not save them*, and *The internet is revolutionary, not utopian*, explained as follows:

The net provides a range of new opportunities for people, communities, businesses, and government. Yet as cyberspace becomes more populated, it increasingly resembles society at large, in all of its complexity. For every empowering or enlightening aspect of the internet, there will also be dimensions which are malicious, perverse, or simply mundane.

How true this is was the focus of a recent Radio National Background Briefing on access to scholarly publishing, introduced with the following words:

In ancient times if you wanted power, you burned libraries and controlled the flow of information. Then God created the Internet.

And in theory, everyone could read everything. It didn't last ... knowledge that was available to the public and scholars for free, is a hot commodity. It's being ... "monetised" ... access to it is being bought up by half a dozen big online publishers who are locking away information ...

That shift to commercial ownership of scholarly and scientific research has its origins in the demise of essentially not-for-profit university and scholarly association presses and the handing over to commercial publishers of the mechanics of peer review. It now means that those publishers have a near monopoly over a captive market, control the ownership of content, and the peer review process.

Go to your favourite search engine and key in "serials crisis" or "journals crisis" (don't forget the quotes) – you will find many articles about the commercial grip on scholarly publishing. Alternatively view [To publish and perish](#), a paper cosponsored by the Association of American Universities and the Association of Research Libraries. It shows that the problem is much more than a library problem. Nor will it ever be addressed by just giving libraries more funds.

It is much more insidious. Libraries, and their users, have thought for years that a limitation of print-based research libraries is that they require the user to come inside to look at their contents. They may, in light of what is occurring with pay-as-you-use and restricted access to digitised information, have had it exactly backwards. It is precisely that restriction which enables libraries to eliminate all point-of-use charges. It is the most efficient mechanism devised for making most copyrighted information freely available to anyone while also enabling its producers to reasonably profit from it.

There is big money at stake. The STM (Science, Technical and Medical) journal market is worth about US\$10 billion. Just one STM fulltext research journal database in the University of SA Library costs \$96,000, inflating at 10 per cent per annum, and restricted to one user at a time – but we could provide more flexible access for another \$30,000 per annum.

All of which has produced, and is producing, reactive rage from scholars and librarians, including SPARC the Scholarly Publishing

and Academic Resources Coalition, "an alliance of libraries that fosters expanded competition in scholarly communication". The bottom line is that librarians and scholars are, in the main, committed to the free flow of information and ideas in society – the large global publishers are not.

It is all a fascinating debate and struggle, of real importance to an information-enabled knowledge nation, and to anyone of a similar mind to Thomas Jefferson, who said "information is the currency of democracy".

Read all about it at [Knowledge indignation: road rage on the information highway](#). Or ask me for a print copy. There's no charge.

Alan Bundy

University Librarian

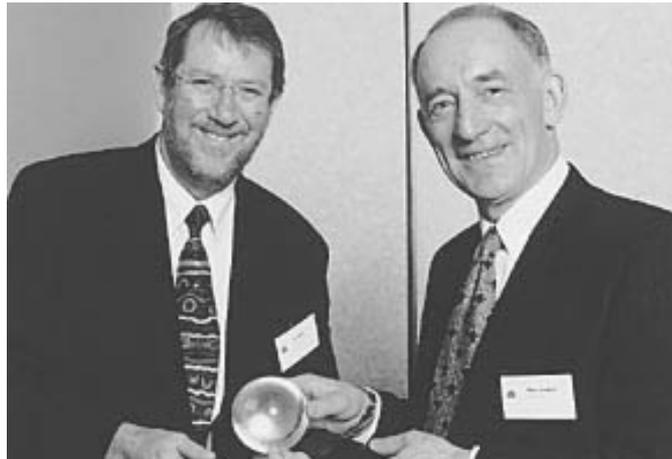
Dr Bundy can be contacted via email: alan.bundy@unisa.edu.au

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News in brief

An export hat trick for UniSA



For the third year in succession UniSA has won the prestigious SA Export Award for Education. The SA Export Awards recognise excellence in exporting by businesses throughout the state and UniSA's recent win is an acknowledgement of our continuing growth and success in international activities.

As a state winner UniSA is auto-matically a finalist in the National Awards to be presented in Brisbane next month.

Putting our place on the map

UniSA has become a key support for the burgeoning Australian tourism industry with its new role as lead research institution with the SA Cooperative Research Centre for Sustainable Tourism. The new research partnership includes UniSA, the SA Tourism Commission, Tourism Training Australia, the Australian Federation of Travel Agents, the Wine Tourism Advisory Board, the Murraylands Regional Development Board and the Department of Environment and Heritage. The research centre is part of a national program with researchers now based in all Australian States and Territories. As part of the new tourism research centre UniSA will welcome leading NSW researcher Professor Graham Brown (Southern Cross University) to UniSA in 2002.

The new centre will focus initially on valuation and market segmentation of environmentally focussed tourism; factors that make a destination attractive; resident well being and quality of life and how Australian cities compare with those overseas; and other issues.

Homecoming for water researcher

Internationally renowned water scientist and researcher, [Dr Anthony Minns](#), has been appointed Associate Professor of Sustainable Water Resources Engineering and Director of the Urban Water Resources Centre at the University of South Australia bringing him back to home turf after a highly successful international career. A graduate of the former South Australian Institute of Technology, Dr Minns has spent 15 years in Europe and the United States lecturing and conducting research on the use of information technology in the design, management and modelling of water in the aquatic environment (computational hydraulics, hydroinformatics and ecohydraulics).

Ciccarelli takes on international role

[Dr Anna Ciccarelli](#) has been appointed Director of the University's new International Office. Following an international search, Dr Ciccarelli was appointed from within the University, where she held the position of Division Manager in Education, Arts and Social Sciences. Before joining UniSA she was the Principal of Universal Education Centre, a private education provider in Sydney specialising in English language and vocational education courses. Dr Ciccarelli holds a Doctor of Education from the University of Sydney.

The International Office will lead on policy development and coordination of the University's strategies for its onshore, offshore and online activities as well as strategic international partnerships and staff and student exchange. The Office will support further internationalisation of the curriculum, staff development and improved services for international students.

Beijing Games preview for student athletes

Five UniSA students competed in the World University Summer Games getting a special preview of the 2008 Olympic city. Congratulations to Fabio Pavanello and Grant Richardson, members of the sixth-placing men's water polo team, and to Alicia Davidge, Fleur Holmes and Shelley Scott, who were part of the women's volleyball team that placed 13th. One hundred Australians competed in the Games, which have traditionally proved a launching pad for future Olympians. With another seven years to prepare and improve – watch out for their names in the future.

The ultimate "blue ribbon" for SA

UniSA is now a key player in the development of the Asia-Pacific base for the French brand now synonymous with fine cuisine and wine and perfect hospitality.

Le Cordon Bleu International in partnership with UniSA and the University of Adelaide has launched three new Masters Programs strengthening the State's education base in the fields of restaurant, hotel and resort business management and gastronomy. Le Cordon Bleu has invested close to \$1 million into the development of degree curricula and programs. Students from around the world will be encouraged to come to South Australia to study for their MBAs in International Hotel and Resort Management or International Hospitality and Restaurant Business at UniSA or the MA in Gastronomy at Adelaide University.

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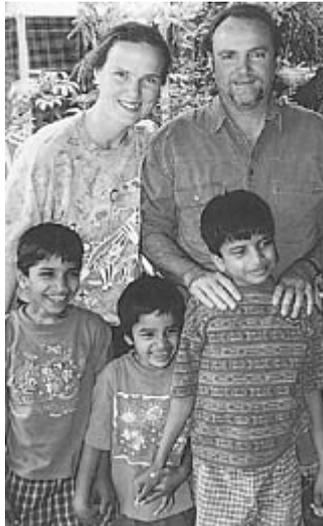
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Five to nine



Making a family

When Professor Ian Davey's executive officer, [Alice Lawson](#) took two months leave to start a family she knew she was about to have a life changing experience.

Alice married her South Australian born husband Peter Lawson, in her hometown, New Haven, Connecticut, in 1997. After returning to live in SA they made the decision to adopt children, hoping to find a family of brothers and sisters that needed a mum and dad. Their search began in October 1998.

"The assessment process is exhaustive," Alice says. "It involved training and self assessment and liaison with State, Commonwealth and overseas government bureaucracies."

"Our preference for siblings led us to India where there were sibling orphans needing parents. It was an agonising 19 months before we were advised in April 2000 that we could adopt three orphaned brothers and sisters from an institution near Mumbai."

But for Alice and Peter (pictured, with family) there was to be no speedy adoption process. Normally a period of just a few months, their application dragged on through the Indian court system for more than a year.

"Fortunately, we were able to make contact with the children during this time, which made the wait a little more bearable," Alice said.

"We sent them letters each week and exchanged photographs and spoke to them over the phone. We also had a friend living in India, who was able to visit them regularly and help us

communicate with them."

Finally, in June this year, Alice and Peter flew to India to meet their new family and to bring them home to Adelaide.

"It was nerve-wracking waiting to meet the children in an office at the orphanage," Alice said.

"They had been told the night before – they had their hair cut and were dressed up in three layers of their best clothing – not ideal for the 35 degree temperature.

"Our friend accompanied them to make the transition easier.

"I could not stop worrying about how the children would accept us and adapt to the massive changes they were about to face – but I know now I needn't have worried.

"It is hard to describe the joy of meeting Gajanan, eight years old, his brother, Satish, just six and their sister Soni, our four year old.

"After only having photos to look at and chats on the phone they were thrilled to see us and talk to us in real life and the feeling was mutual.

"We became family from day one, with the children affectionate and loving from the outset."

"We planned to stay in India for three and a half weeks to help the children adjust. We made visits to the orphanage so they could visit their friends and also visited the Taj Mahal and other tourist spots.

"Our stay in India was cut short by a week when Gajanan went down with the measles.

"The plane trip home was wonderful. Sharing in the genuine excitement of the children as the plane took off was very special."

There have been many special moments for Alice and Peter since their family became complete.

"On the first afternoon the children were very keen to have sunglasses, so we bought them some," Alice said.

" 'They look cool', we kept saying, which must have made an impact on them as they stored the sunglasses in the fridge.

"They are also fascinated by water and were overjoyed at seeing a swimming pool for the first time and amazed at 'the big, big water' on their first visit to the beach. They love swimming and look forward to their weekly visit to State Swim."

Transition for the children to life in Adelaide has been smooth.

"Satish and Gajanan have settled in well at Gillies Street Primary School," Alice said.

"I think it was harder on me – I certainly shed a few tears.

"They have a new arrivals program at the school for children learning English. The classes are small and Satish and Gajanan love it and are genuinely excited by it. Before arriving, they learnt some basic English of about forty words but are picking it up quickly."

Soni was not quite as ready for the transition to the local kindergarten.

"I went with her for a while and she would not let me out of her sight," Alice said.

"For six weeks she hated it – until one day, she found her independence and mum was no longer required."

And what about the transition for Alice and Peter?

"The suddenness of such a major change seems remarkable when you look back at what has occurred over the last two months," Alice said.

"But it has really felt so natural for both of us.

"The volume of noise has certainly taken some getting used to.

But we are so grateful to be able to share in the delight of seeing things through their eyes – even simple things like ‘can we drive with the window down?’”

Alice, Peter, Gajanan, Satish and Soni are about to head off on a trip to Alice Springs to visit family and to Darwin to meet up with friends of the children from the orphanage. You can be assured that their shared journey of delight is only just beginning.

Please email all leads, ideas and contributions for Five to nine to [Gerry Clarke](#) or phone (08) 8302 0965.

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Browser briefs

[Australian museums and galleries online](#)

You can search this site by Australian museums and galleries, by collections or by [Discovernet](#) – a learning gateway to Australian museums. For the uninitiated, Discovernet is a good way to start. Before you think in cliches that museums are dull, consider that you can search this site for information about museums and galleries that house much of Australia's history – from the Royal Flying Doctor Service to prime ministerial libraries to aviation history museums to a museum of Western Australian sport. Search the guide to Australian museums and galleries by location, type, collection strengths, URLs, alphabetically, or look for an object. Read some stories from museums including the origin of the saying 'you've got Buckley's'. You can search by collection under the Open Collections icon. Open Collections is a national database of museum objects where you can search almost 500,000 object records from Australian museums and galleries.

[Virtual Antarctica](#)

This is the homepage of the maiden voyage of [TerraQuest](#) which commenced in December 1995. The expedition ship Livonia set out from Ushuaia, Argentina, and over a period of two weeks, online adventurers from around the world followed the guests and crew as they sailed across Drake's Passage to the continent of Antarctica. The Virtual Antarctica expedition was a success beyond all expectations, with over 800,000 hits to the site during its active period. Relive the excitement of Virtual Antarctica through the gallery of images. You can start with *The View from the Bridge*, explore the ship's log, learn about travel, ecology, wildlife, history, and look up the sponsors and supporters in the Allies section. A journey not to be missed.

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For sale

Magna TR 1991, petrol/LPG, power steering, aircon, 2.6 litre engine, electronic fuel injection, dark blue, VEZ 465, excellent condition \$6850. Phone business hours (08) 8302 0096 or after hours (08) 8365 1263.

Accommodation

Visiting adjunct professor and wife looking for a furnished house or good-sized unit to rent or house-sit for the period 1 December to 9 May, preferably in inner suburbs. Please contact by email: hagglundg@workers.uwex.edu

Visiting Norwegian Professor and family looking for a three bedroom furnished house/unit from November 2001 to February 2002. Prefer close to Adelaide CBD, eastern suburbs or near the beach. Contact Anthony Lowe on (08) 8302 0438 or on email: anthony.lowe@unisa.edu.au

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Media under fire



UniSA's Ingrid Day was in New York at the time of the attacks on the World Trade Center

New York, 11 September 2001. Just as New Yorkers are gearing up for another day in the Big Apple, out of the clear blue skies two passenger airliners are flown deliberately into the twin towers of the city's tallest building, the World Trade Center. Around the world millions of people are glued in awe to their television sets watching real life events that seem somehow more like special effects. UniSA's senior lecturer in communications, [Ingrid Day](#), who has been living in New York for the past nine months researching online teaching and learning in media and communications, found herself torn between academic observation and human response in a city now scarred by the events of that day.

New York – the city where police form blockades and ask for identification before allowing entry to the streets behind them. The city with a skyline that looks like a mouth with its front teeth knocked out. The city that "never sleeps" is now one where people stay indoors, day and night, where those on the streets and in cafes murmur to each other in sober tones. Where stores once sporting bright neon invitations, 'Open 24 hours', are boarded up and dark. Where men in business suits suddenly have the time and the deep yearning to push their babies in the park at 4pm. Where you walk block after block to find a bar that's open for business and find it almost empty when you get there - the music is playing but it feels wrong.

For almost a week, three of us walked the streets of Manhattan, finding a changed city – its pulse uneven, the cadence disturbed. And always after not too long, we found ourselves drawn to the apartment to sit for yet more hours

– many of them wordless – watching the television.

In the first hours and days after the attack, television and other forms of media took on a special and central significance. It was an opportunity to observe the role of electronic and print media and the emerging role of the Internet.

While the Internet demonstrated its capacity to publish and broadcast an infinite range of material it was clear that proximity to the events was still relevant.

The very strengths of the Internet were also a downfall – its capacity to deliver infinite supplies of independent information meant there was an endless maze of material but little assurance that it was accurate. The list of victims and survivors published on the net was often incorrect because there was no control over who posted a name. However, sites delivering online information services offered reliable, speedy communications on such things as local bus timetables, length of delays at the airports, where food and provisions could be delivered to rescue teams. The official NYC website also provided facilities for the DNA Collection Information Program for Relatives, a Hospital Patient Locator System, Donation and Volunteer Information, listings for shelters and grief counselling, transport information, and a host of other important activities. It was at this stage that the interactivity of the Internet became its biggest asset as a faster and more fluid information source than television, radio or print media.

Television coverage also frayed in the early stages of the disaster. The pressure of providing 24-hour coverage of a single event to an insatiable audience, looking for new "news", often overcame a commitment to accuracy and generated considerable misreporting based on speculation and rumour. Interestingly the emergence of the Internet as an important "media player" was underlined by the fact that TV viewers were constantly referred to relevant websites. While this may reflect the low revenue-generating capacity of the Web, it is also strong evidence that the Internet has

become a central part of the media mix – an augmentation and interactive extension of mainstream media. But for most people it was still television and radio that served as their first information point.

The telephone, while crucial in many aspects of the events that unfolded, proved to be technologically the most fragile. Mobile phones carried the calls from doomed passengers providing critical information to authorities and were the emotional lifelines between victims and their loved ones. But phone communications were quickly crushed by the sheer weight of users and for hours after the attacks many in Manhattan could not make or receive calls.

It was with a need for reflection and detail that we turned to print media, and in this way it came into its own. The very time delays implicit in print media were its strengths – we sought through the print media to sift and verify disparate information reported on TV and radio.

In some ways we also looked for relief from the repeated motion of TV images of the disaster.

But perhaps a key feature of television that was unchallenged by Internet or print media was that as we drew together in shock and horror it was something we did in groups, in front of a television screen. The need to be with other people, sometimes even without speaking, was something that television allowed. Many of us watched together for days and nights, we saw the same images, heard the same stories and in that sharing there was a comfort. I would argue that few people rushed to their computers to sit alone watching and listening, not because they couldn't, but because they wanted to be with people, to face the horror together and share the comfort of community.

Since then, as an email recently forwarded to me said, “an abnormal normalcy has set in”.

The shops and cafes are filling again; the traffic is again dense and unrelenting. But things are not quite normal.

Sales of flags and New York Fire Department ashtrays have gone through the roof, a movie house is now a rest shelter, a Burger King a first-aid centre, a Brooks Brothers' clothing store a body parts morgue, a record shop a haven for lost animals, libraries are counselling centres, ice rinks are morgues and a bank is now a supply depot.

For many, urging revenge is a way of making sense of what has happened. Yet there is also a greater reluctance to engage in battle than is often reported. Just as many are wary of the consequences of retaliation and retribution.

But there is a shared sense of indignation – a sense that a right to a way of life has been betrayed, that the security they'd believed in and lived by was so flimsy.

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Another great Chilean export

by Charlotte Knottenbelt



A good drop: André Beaujanot samples some of our local wines

Copper, fishmeal, fruit and wine are Chile's most successful exports according to the guidebooks, but they have some competition coming from André Beaujanot who has recently arrived at UniSA from South America's leading wine producer.

An experienced wine-marketer and academic, Beaujanot is working as a lecturer in the [School of Marketing](#) while researching his PhD. He is also investigating the needs of small and medium sized wineries in South Australia in order to develop a better export strategy.

Since arriving in SA with his wife Alejandra and two young children just over a month ago, Beaujanot has managed to get a head start on his research by sampling some of the locally made wines.

While he has noticed a wider choice of varieties in SA compared to Chile, he says price is a factor that favours Chilean wines.

"If you compare wines of the same quality, Chilean wines are cheaper," Beaujanot says. "In Chile for \$12 you have an excellent wine, and a good wine costs around \$8 but here you need to spend about \$15 to buy a good wine."

Nevertheless, the Chilean wine industry could benefit from developing a stronger national brand image, according to Beaujanot.

"Chile has high technology, good grapes and very good weather, and we produce wine at a very competitive retail price," he says. "The only problem is that until now we haven't had a country brand image like Australia."

Born and bred in Chile's largest city, Santiago, Beaujanot studied agricultural engineering before working as a brand manager for a large winery. He returned to university to lecture in marketing and management while completing an MBA, and aged 29 was appointed Director of Extension and Development in the Faculty of Agricultural and Forestry Engineering at the Pontifical Catholic University of Chile.

When Beaujanot was considering where to study his PhD, he cast his net far and wide, considering universities in the US and France. In the end he decided to go with UniSA and the Wine Marketing Research Group based at City West.

"I realised you have here a very strong university with the sort of group that has never been seen before," he says.

And while he may miss the price of wine in Chile, one thing Beaujanot says he doesn't miss is the traffic in Santiago.

"I used to spend one and a half hours getting to work from home, a distance of only 25 kilometres," he says. "In four years when we will return to Chile I think it will be very difficult to leave."

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Teen beat gives girls power

by David Washington



Talk about pop music: Sarah Baker's research reveals that young girls are "far from naive" consumers of mass-marketed pop groups - in fact, they are well aware of its manufactured nature

Critics, parents and academics might denigrate "teenybopper" music, but young girls are savvy consumers who take "lightweight" pop music very seriously, according to PhD research at UniSA.

Sarah Baker, a PhD student in the [Centre of Professional and Public Communication](#), has conducted an intensive ethnographic study of seven girls aged eight to eleven years old, with a focus on their involvement with pop music.

She says the girls in her study were far from naive consumers of mass-marketed pop groups.

Rather, they were well aware of the manufactured nature of pop music and conscious of the marketing-driven moulding of their favourite groups' images.

"They understand the workings of the industry," Baker says.

"They've seen (the television series) Popstars - they understand the music is

being mass produced but that's not important to them. What is important is what the music gives them – as a way of expressing and defining their identities.

"The girls, studied in 2000 at an Adelaide after-school care centre, all used pop music as a way of defining themselves and, in some cases, differentiating themselves from their peers.

And although pop music is often categorised as "bland" or "inoffensive", some of the girls used pop music as a way to establish an identity apart from their parents, whose music choices were sometimes very different.

Lyrics weren't important to the girls in the study – the "groove" or the danceability of the music was the key.

Baker says cultural theorists have argued that dancing is an important part of the growing identities of young girls. Not only is dancing creative and physically satisfying, but it also enables girls to momentarily express an otherwise hidden sensuality.

Baker provided the girls in the study with portable tape recorders and cameras, as a means to explore more deeply the girls' engagement with popular culture.

The girls were able to use these tools in any way they liked and the results show an intense involvement with music.

For example, Rosa (not her real name), one of the younger girls in the study, produced tapes in which she added her own voice and harmonies to the music of boy-band 5ive, one of the girls' favourite groups.

They used the recorders to capture songs from the radio, produce compilations of songs, tape songs from videos and television and to share music.

"It is interesting to note that it is females, rather than males, who buy the bulk of blank audiocassette tapes," says Baker.

While pop music was the dominant genre, some girls had "hidden" musical tastes, which they kept from their peers. Rosa, for example, secretly enjoyed Italian folk music. The girls also guiltily shared a tape of the decidedly "adult" Australian comedian Kevin "Bloody" Wilson.

The girls were intensely interested in the individuals who make up boy-bands, and were very aware of the images presented by the pop stars. For example, one member of 5ive fell from popularity when he cropped his hair - but the girls

understood that this was part of the inevitable process of reinvention required of pop stars.

On the other hand, the girls expressed dismay at the reinvention of the individual members of the Spice Girls. Baker says this could be linked to the fact that the Spice Girls have moved away from their girl-next-door, "girl power" image to one of increasing maturity and glamour. "Only Baby Spice has remained true to herself," one of the girls remarked.

Baker will complete her thesis next year. She says teenybopper music deserves to be taken more seriously as a cultural force in the lives of its primary consumers – young girls.

She presented a well-received paper to the 11th International Conference of the International Association for the Study of Popular Music held in Finland in July this year. A longer form of her conference paper will be published next year in *Continuum: Journal of Media and Cultural Studies*.

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On track to develop smarter safer trains

by Geraldine Hinter



Minimising the danger:
UniSA researchers seek
solutions for safer rail
travel

Two train drivers, each in contact with a central control room, drove their trains through the Blue Mountains in New South Wales. Sharing the same railway track, one train crashed into the rear of the other, leaving a disaster scene of dead and injured commuters, mangled carriages and twisted metal strewn across the railway. With each driver linked to a central control room, why did this collision occur? The answer is simple. The drivers of the trains did not share the same central control rooms. Managed by different operators, they were unable to contact each other.

A national rail initiative to build smart trains, equipped with modern communications systems and optimal traffic control and automatic scheduling designed by researchers from the University of South Australia, will help to eliminate train disasters like the Blue Mountains collision.

Director of UniSA's [Centre for Industrial and Applicable Mathematics](#) (CIAM), [Professor Phil Howlett](#), will lead the Optimal Traffic Control and Scheduling research arm of the new [Cooperative Research Centre for Railway Engineering Technology](#) (CREATE) signed in August this year.

The CRC, with cash funding of more than \$20 million over seven years, has been funded by AusIndustry through the Department of Industry, Science and Resources and by key industry organisations including Queensland Rail, Australian Rail Track Corporation, TMG International (Sydney-based partners of UniSA for several years), FreightCorp, Rail Infrastructure Corporation and Freight Australia.

UniSA's team includes researchers from CIAM, [Professor Michael Taylor](#) from the [Transport Systems Centre](#) and [Professor Drew Dawson](#) from the [Centre for Applied Behavioural Science](#).

"We were chosen because of our long history of involvement with railway research. We are recognised as world leaders in the area of fuel conservation for railways and are known internationally for our research into smart scheduling of trains," Professor Howlett said.

UniSA's Scheduling and Control Group developed Metromiser, a fuel saving device for metropolitan trains, which is now being manufactured by Siemens. It works well in cities where stations are close together. The group has also been developing a fuel saving device for long haul freight trains to make driving more effective through different terrains.

"The CRC research continues the work that we have been doing to try to minimise fuel consumption while still maintaining the schedule," Professor Howlett said.

"We are designing smart, automatic scheduling and driving mechanisms to reduce the number of trains and locomotives required and to minimise delays on the rail network. To do this we use mathematics that we describe as operations research or optimal control. This involves the design of computer algorithms and computer programs that will do calculations either in a control room or on board a train."

Professor Howlett expects the train of the future to be a safe working environment with high technology instrumentation to help the driver stay on time and reduce fuel consumption. He also envisages that a smart train would include a "cruise control" facility that can implement the optimal control policy and thereby enable the driver to concentrate on safety issues. The "smart train" would monitor the state of the track with instrumentation that

could be used by track maintenance workers.

"Our ultimate aim is to increase productivity and competitiveness. We believe that most railways can save about 15 per cent on their fuel consumption by better driving. This means that large rail operators currently spending about \$70 million on fuel each year could save as much as \$10 million annually," Professor Howlett said.

The Cooperative Research Centre for Railway Engineering Technology was proposed by Central Queensland University, with the help of main industry partner, Queensland Rail, other important industry partners and universities including UniSA, Queensland University of Technology, the University of Queensland, and Wollongong and Monash universities.

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UniSA scoops award for world-first research

by Charlotte Knottenbelt



UniSA's Paul Arbon and Annette Summers with MP Brendan Nelson at the presentation of the 2001 Safer Community Awards in Canberra

The risk of medical emergencies such as dehydration and heart attack occurring at mass gatherings is well known, but until now emergency service providers have had few tools to help them predict just how many patients will require attention at planned events.

A joint research project between UniSA and St John Ambulance has addressed this problem, with the development of a web-based algorithm that predicts patient presentation rates at gatherings of more than 25,000 people.

Taking into account factors such as crowd size, type of venue, humidity and mobility of the crowd, the model calculates the number of people likely to present themselves for medical attention at a given event. Data for the model was gathered by St John Ambulance volunteers over 12 months at 213 major events attended by approximately 12 million people.

Completed late last year, the Mass Gathering First Aid Project has attracted national attention, winning an Australian Safer Communities Award (in the voluntary stream, post-disaster category) last month against a pool of entries

from all over Australia.

Heading the project was [Dr Paul Arbon](#), a senior lecturer at UniSA's [School of Nursing and Midwifery](#), and Chief Superintendent for St John Ambulance Australia. He said the fact that the research could be applied to any mass gathering made it a world-first.

"Previous research focussed on specific events or venues and you could not predict patient presentation numbers at future events," he said.

While Dr Arbon acknowledges that the algorithm may be of interest to insurance companies ultimately interested in the bottom line, he said the main reason for the project was to improve safety and patient care.

"This research is laying the foundation for work that will focus on providing better treatment and managing events better. These outcomes depend on knowing what actually happens at an event," he said.

Another advantage of the project was the mutual benefit that came about from UniSA and St John Ambulance joining forces.

"It would not have happened without the volunteers who collected the data," Dr Arbon said. "One of the really great things was the opportunity for people in the university to collaborate with people involved in providing pre-hospital care."

Access the algorithm produced as part of the Mass Gathering First Aid Project on the web at www.unisa.edu.au/nur/ESRIG/emr.htm

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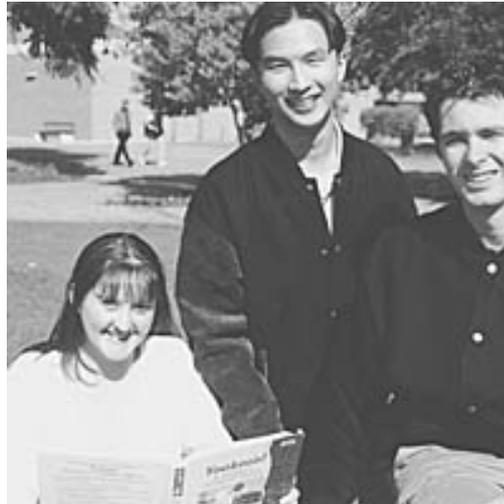
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Engineering careers in Japan



Zhen-Dan and David brush up on their Japanese

Four third-year students from UniSA's [School of Electrical and Information Engineering](#) are about to have their dreams come true when they set off for Japan to study.

Thanks to some important scholarships David Ogilvy (double degree in Telecommunications and Arts), Stacey Somerville (double degree in Electronics and Microengineering with Management), Zhen-Dan Bao and Simone Giaccio (both studying Computer Systems Engineering) will be studying in the Faculty of Engineering at Japan's Kanazawa University in the next few months.

Simone, Zhen-Dan and Stacey are recipients of \$4,000 University Mobility in Asia and the Pacific (UMAP) scholarships, and will stay for three months, while David will stay for a year, thanks to a monthly scholarship of 80,000 yen from the Association of International Education, Japan.

The students in Japan over the Australian summer season will complete industrial work experience, which will count towards their degrees.

David will take part in an engineering research project, as well as taking classes in Japanese politics, economics, psychology and language.

"The major focus for me is to try and push towards fluency, broadening my career options and personal growth," he said.

Stacey says the trip will be a chance not only to catch up with a Japanese pen pal, but also to improve her employment prospects.

"I think experience overseas will be an asset," she said.

Zhen-Dan believes the exchange program will allow him to develop an international perspective, and has his sights set on undertaking a research project that involves wireless networking technologies.

While the scholarships have made the trips possible, the notoriously high cost of living in Japan – where it is not uncommon to spend A\$10 for one kilo of rice – means the students will need other income sources. UniSA has granted the three short-term exchange students scholarships, and Salisbury City Council has also offered financial support.

Head of the School of Electrical and Information Engineering, Professor Andrew Nafalski, has spent in total more than three years in Japan. As recipient of the current UMAP grant for 'Enhancing technical competency and cultural awareness Australia- Japan', he is convinced that the students' stint in Japan will be of enormous benefit.

"They will learn cutting-edge technology and develop linguistic and cultural skills contributing to enhancing their international perspective," he said.

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Celebrating our people: [Anna Ciccarelli](#)



I joined UniSA in 1998 after working in private sector international education in Sydney for 10 years. I thought that was a very dynamic and innovative environment but nothing quite prepared me for the pace of organisational change that I have experienced at UniSA during the past three years. Change is one of the University's distinguishing attributes and why it will survive and thrive despite an unsupportive higher education policy environment. It is indeed a challenging context in which to practice the art of management.

I'm delighted to be appointed Director of the International Office and that the University community is asking us to lead and contribute to a broader and planned agenda for internationalisation.

There has never been a more important time for the University community, indeed the whole Australian community, to remain engaged with linguistic and cultural diversity and to practise intercultural understanding in all its forms.

We need to be outward looking in our curricula and in diversifying the profile of our staff and students. Most importantly, we need to promote a culture in which our students regard a semester abroad as an integral part of their UniSA program and developing an international perspective.

When I'm not working (now let me recall – when is that?) – I enjoy Adelaide's

lifestyle indulging those life-enhancing passions – eating, drinking, music and conversation.

Meet more of our people and see forthcoming birthday events on our [10th Birthday website](#).

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Making music to support US victims



Making music: Dave McLauchlan's efforts culminated in an easy-listening CD, produced to raise money for the Red Cross to help World Trade Center victims and their families

The shock of the September 11 attacks in the United States prompted thousands of people the world over – from celebrities to school children – to look for ways to support those affected by the tragedy.

For 25 year-old UniSA engineering graduate and pianist David McLauchlan, now a software design engineer for Microsoft in Seattle, the disaster inspired the need to "do something".

Musical by nature, McLauchlan decided to produce *America Mourns*, a CD compilation of jazz and easy-listening songs donated by 14 different artists as a means to raise money for the Red Cross.

"I decided to produce the CD after being woken up with a phone call from a fellow Aussie living over here in the US and also working at Microsoft," explained McLauchlan over the e-mail. "She came over to my place to watch the news coverage on cable and we decided to avoid going to work for a while

– Microsoft being potentially a very big terrorist target for anti-capitalists.

"I'd had a meeting scheduled for the Friday of that week with someone who died in one of the towers.

"I could have made a donation to the Red Cross all by myself, but I decided if I had a medium by which I could channel donations from a larger number of people, I'd be likely to raise a lot more."

McLauchlan put out a call to the US independent music community for donations of recordings to be used on the album and the response was overwhelming, with more than 500 tracks submitted.

He convinced Microsoft to match money raised from the sale of the CD dollar for dollar, and so far \$1000 dollars has been raised for the American Red Cross.

To buy or preview the America mourns CD, go to the [mp3 America Mourns](#)

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Research success for a new generation

The Australian Research Council research grants won by the University of South Australia will support a new generation of research innovation across a wider range of disciplines and campus locations than ever before.

The 2002 ARC grants to UniSA include 16 Linkage/APA(I) grants totalling \$2.25million; eight Discovery grants equal to \$1.15million; and one Linkage-Infrastructure grant, one International Research Exchange grant and one grant under the Indigenous Researchers Development Scheme, together worth \$0.52 million.

UniSA Director of Research and International, [Professor Ian Davey](#) said the spread of the grants was a reflection of the burgeoning new research talent at the University across a wide range of fields from hard sciences through to key social and cultural research areas.

Professor Davey said the diversity and relevance of the research projects that had won funding was also impressive. Research funding was received for projects from neutralising mineral reactions in acid mine drainage control to looking at the effects of fatigue on pilot performance or the use of information in communications technologies in children's play and learning.

A complete list of successful grants is available at [ARC](#).

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Turning a silk purse into a sow's ear

by **Michèle Nardelli**

Media Liaison Coordinator
Marketing and Development Unit

In just about every national and international survey that rates people's trustworthiness and reliability cross-referenced against occupation, journalists come in the bottom three along with used car salesmen and undertakers.

So it is little wonder that academics and researchers are often heard muttering "bloody media bah ... humbug" whenever the idea of media promotion of research is mentioned. Such is the universality of negative feeling about journalists that I had to laugh, if inappropriately, when I saw a news segment about refugees escaping Afghanistan threatening to turn on a jeep-load of journalists, just for good measure on their way out.

And it is most often in situations of high danger or high emotion that journalists seem to come off looking sleazy – their relentless drive to find lurid detail or present polarised information seems to fire up with the intensity of the story.

But for those of you brave enough to tango with the media in the hope that you will bring attention to your research, your business, your social club, your school, or even yourself, here are a few tips on how to manage the dance well.

Always remember media outlets are not charitable institutions

Don't be fooled, newspapers, radio and TV do not exist to keep people informed. Except for our much-respected public broadcasters, they are in business to make money – hence advertising talks.

The mainstream media is very much a here today, gone tomorrow proposition

Journalists are interested in news – loosely defined that is something new, big, different, quirky or meaningful in lives of people. So the media is not interested in the fact that your faculty is having a networking breakfast or launching another course or program unless it is a first or something a bit unusual. Remember news values are not necessarily life values.

Because of the immediacy and simplicity of mainstream media – never expect a journalist to value the subtle differences in terminology that make you an expert in your field

Technically you may be working with oocytes – let them be referred to as eggs. To some extent the silk purses of your research will make the transformation to sow's ear once they are reported, but people can more likely recognise and relate to the sow's ear. Be helpful and patient. Don't ever try to make a journalist feel ignorant – they usually have some formidable communications skills and one of those is to choose to completely ignore you.

Finally and briefly be wary of crying wolf

We hear it all the time – "I was misquoted ... they completely turned my words around". Yes, this does happen probably more than it should. But I would like to issue you a challenge. The next time you are telling a friend or colleague a story or explaining something – switch on a tape recorder and pretend it is not on. Then transcribe the words from the tape exactly as they have been said and thank your lucky stars that there was no journalist around to quote you verbatim.

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Tributes



Rick Ransome

Remembered for his sincerity, kindness and sense of humour, Rick Ransome passed away suddenly on 6 September, aged 36.

Rick (pictured) was an exceptional student, graduating last year with degrees in Journalism and Communications after only four years at UniSA. He was awarded the 1999 UniSA medal for outstanding academic achievement in the Division of Education, Arts and Social Sciences.

Born in Port Lincoln on May 6, 1965, Rick was the youngest of six children born to Albert and Merle Ransome. He left school at 15 to become a butcher, and in his early adulthood travelled extensively and worked a variety of jobs around Australia, settling in Adelaide in his late 20s.

After returning to study at TAFE, Rick enrolled for a BA in Communications at UniSA in 1996, and in 1998 began a degree in Journalism.

Rick went on to write for various trade publications, as well as working casually for ABC Radio. In May 2001 he gained permanent employment as a journalist with the Department of Education, Training and Employment.

An avid Star-Trek fan and a published poet, Rick was a gentle, caring and compassionate man who will be sadly missed by all those who knew him.

Andrew Knox

The University of South Australia extends condolences to the family and friends of Andrew James Knox, 29, killed in the September 11

terrorist attack on the World Trade Center in New York.

Andrew was on leave from his studies in the Master of Business Administration at UniSA, working in New York, at the time of the terrorist attack. He had also studied for his BA in Liberal Studies in 1991, before transferring to a Bachelor of Communications.

In a memorial service held in Adelaide for Andrew, he was remembered as a "loving, vivacious, warm-hearted man" and an unrelenting pursuant of justice for workers through his work with the trade union movement.

Elizabeth Burnett

Last month also saw the passing of Elizabeth Burnett, Head of Legal Practice from 1976-1984 at one of UniSA's antecedent institutions, the South Australian Institute of Technology.

Elizabeth studied Law at Adelaide University graduating in 1959. She was admitted to the Bar in 1961 and was one of the first women in SA to become a judge's associate. She rose to the level of partner after returning to practice and was then appointed the first head of the Legal Practice course, a postgraduate qualification for lawyers. The Law Society later honoured her for her support and tireless work in legal education by naming a room after her. She continued to contribute to the profession through her work as a consultant and through her service to many law-related committees right up until her death on September 5, 2001.

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Research update

International Grant and Fellowship Opportunities

Alexander von Humboldt Foundation

The awards are geared towards scientists under 40 years of age who have completed their PhD and wish to pursue long term scientific projects at German Universities or research institutions.

www.humboldt-foundation.de

Applications accepted continuously

New Grant Opportunities

AusIndustry

Special Fund for Scientific and Technological Cooperation between Australia and China

Applications are invited from Australian industry and researchers for showcasing projects that encourage commercialisation of research between Australia and China.

www.ausindustry.gov.au

External closing date 7 December 2001

National Drug Law Enforcement Research Fund

Aboriginal and Torres Strait Islander Peoples Researcher Development Scheme

Applications are invited to sponsor individuals from an Aboriginal and Torres Strait Islander background to conduct high quality research in the area of drug law enforcement related research.

www.health.gov.au/pubhlth/nds/igcd/

ndlerf/index.htm

Applications accepted continuously

The North Eastern Archaeology Foundation

The Catherine Southwell-Keely Travel Grant for 2002

Applications are invited to assist a recent graduate of an Australian or New Zealand University, currently enrolled in postgraduate studies, requiring

extensive travel to pursue research in the archaeology of Egypt, Cyprus or Western Asia.

External closing date 2 November 2001

Preliminary Notice - NHMRC Project Grant Applications for Funding in 2003

Applications open on 8 December 2001. Application forms and guidelines will be available on the NHMRC website shortly. Please contact Sharon Hunter, Grants Officer on ext 23954 for any queries.

www.nhmrc.health.gov.au/funding/index.htm

External closing date March 2002

New Fellowship Opportunities

IDP – Education Australia

Churchill Fellowships 2002

A Churchill Fellowship provides financial support to enable ordinary Australians to undertake a period of overseas study, or an investigative project, that cannot be readily undertaken in Australia

Internal closing date 14 February 2002

External closing date 28 February 2002

Please contact Ms Sharon Hunter on telephone (08) 8302 3954 or email sharon.hunter@unisa.edu.au for further information.

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Academic Board

The following was noted at the September meeting of the Academic Board.

Activities Policy

The Pro Vice Chancellor (Research and International), [Professor Ian Davey](#), delivered a special presentation on the University's proposed new Activities Policy and supporting Guidelines on Research and Consultancy, Personal Risk Activities and Intellectual Property and Commercialisation.

The proposed policy will replace the existing policy and guidelines with a comprehensive new framework for specific activities, which aims to encourage the appropriate conduct for activities beneficial to the University, staff and community while ensuring that risks are appropriately managed. Additions to the policy include formalisation of the University's ISO9001 accreditation and associated quality management systems. It recognises that work may be undertaken in a private capacity, independently of the University, and provides incentives for staff to undertake consultancy through the University.

The Activities Policy explains the types of activities undertaken at the University, provides broad guidance for the conduct of such activities, and recognises that a staff member's duties will comprise a range of activities. The Research and Consultancy Guidelines explain how University research, consultancy, fee paying non-award courses, conventional academic work and voluntary work are to be conducted.

Schedule 1 of these guidelines allows for a staff member undertaking a University consultancy to receive up to 60 percent of the profits as a salary payment with the approval of the relevant supervisor.

The Personal Risk Consultancy Guidelines explain the circumstances in which a staff member may undertake activities independently of the University. In such instances, the University will not be responsible for these activities and the

staff member will not be covered by University insurance.

The Intellectual Property and Commercialisation Guidelines do not represent a major change from existing policy, but are much more detailed.

The University claims ownership of all Intellectual Property created by staff in the course of their employment. However, in some circumstances the University will waive its rights to ownership to allow publication provided no confidential or patentable subject matter is disclosed.

Following a long discussion, Academic Board resolved that the proposed new Activities Policy and Guidelines "lie on the table" until the October meeting while further consultation takes place with the University community on a number of issues.

UniSA-Preparation Program For Adult Learners

The Board approved a proposal that Stage 1 of the Diploma of University Studies (MDUS), currently offered in external mode, be modified and developed into a new program called UniSA- Preparation for Adult Learners (UniSA-PAL) as an alternative pathway for entry into the University, particularly for people from low SES backgrounds.

The move follows a proposal from the Principal of Para West Adult School that the School offer Stage 1 of the MDUS to cohorts of students who would then progress to undergraduate study at the University. Other adult re-entry schools have also expressed an interest in the program.

The original proposal has been revised, and will involve a modified bridging program which will be offered as a means of entry to a broad range of university studies.

UniSA-PAL will be piloted with Para West Adult School during 2002, where students will be provided with the necessary specialised support and counselling.

Students who complete the eight courses which make up the program will receive a statement of completion, equivalent to the Advanced Certificate in University Studies, and a moderated score will be accepted as an alternative to the STAT Test for mature age entry to the University. In addition, UniSA-PAL will not be subject to HECS.

Assignment Turnaround Times

Concerns were noted in relation to the management of assignments and the quality of feedback received by students as major issues affecting student perceptions about the quality of teaching and their university experience. It was also noted that the last two Student Evaluation Questionnaires had highlighted assignment management as a very serious and important issue.

In response, Academic Board resolved that in future all course coordinators will be required to ensure that the Course Information Guide includes a completed section on 'Return of Assignments'.

It will be mandatory that a reasonable turnaround time be specifically identified, for example two weeks, to give students notice of when their assignments will be returned.

In addition, where subsequent assignments build on earlier assignments, the Course Information Guide should additionally state that all assignments will be returned five working days before the due date of later assignments.

Level B Promotions Committee Report

The report of the Level B Promotions Committee was received, following approval by the Vice Chancellor and the Chair of Academic Board. A total of 11 candidates have been promoted to Level B with effect from 1 January 2002.

Peter Cardwell
Academic Board

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Medici October update



Medici Milestone

A significant milestone has been reached in the Medici Project. The first modules of the new Peoplesoft Student Administration system are active and are available for use by staff across the University. Medici will gradually replace SRIS between now and the middle of 2002.

The first three modules which are active are Campus Community, Programs and Courses, and Class Schedule.

Campus Community

At this stage only the Bio/Demo data (name, address, etc.) for each student has been converted from SRIS into Medici. The student academic history data will be converted in a phased manner from 5 November.

Programs and Courses

Program and Plan and Course catalogue information has been converted from SRIS.

Class Schedule

The Syllabus Plus timetable was planned to be downloaded into Medici on 15 October.

User Access to Medici

User access is approved by Division/Unit Managers and Registry through the use of the [form](#).

Medici Change Management Team

[Click here](#) to see 'What's new' on the Medici website

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