NASA’s Space Telescope Science Institute is leading an international consortium of 17 countries which has been developing the James Webb Space Telescope (JWST) for nearly 20 years.

But it was 26-year-old Damien who discovered something the yet-to-be-launched telescope could do that had not yet been documented.

He published his findings in The Astrophysical Journal and, shortly after, NASA contacted him to ask if they could use one of his figures.

“They also asked if they could publish a link to my paper on the JWST website along with a paragraph about my research. Of course I said yes!”

Damien is supervised by Professor David Coward, a Future Fellow in the School of Physics, and is also located at the International Centre for Radio Astronomy Research (ICRAR).

“I’m interested in population three stars – the earliest stars, which were formed before heavy elements. They are the origin of everything,” he said.

continued on page 2
The sky is no limit continued from page 1

“When they exploded – some of these explosions are referred to as Gamma-ray bursts – they scattered throughout the Universe the carbon, the oxygen, the iron, in fact most of the heavy elements, that they formed throughout their lives.

“So they are important to our understanding of how the Universe developed. At the moment, we can only guess at where they were, how big they were, what happened when they exploded, and when they died.

“But if we could see one going off, we could get a better idea of, for example, how much of the periodic table they created,” Damien explained.

He said he started considering the possibility of observing the Gamma-ray bursts and knew that an infra-red space telescope would be needed.

“I found some telescopes that had previously been in existence but were now decommissioned. Then I discovered that the James Webb was being built.

“I ran some simulations and saw the duration for which one of these events could be observed. It was so much longer than I expected and much longer than any existing telescope.”

That was Damien’s ‘wow’ moment: when he discovered that the afterglow from Gamma-ray bursts from billions of years ago could be observed for at least 55 days.

“Our work predicts that, within five years of its launch, the JWST will have a chance of seeing the first Gamma-ray burst afterglow from the earliest stars in the Universe,” he said.

The JWST is not due to be launched until 2018, so Damien could be waiting nine years to see this event.

“By then, I hope I’ll have at least a semi-permanent job in a university, preferably in Australia,” he said.

“Population three stars are important cosmologically but they are probably not one of the driving forces for the James Webb. “I doubt they’ll use it to detect these events because the telescope will probably be over-subscribed with users and projects.”

He said the Hubble telescope, which the JWST will replace, could detect and observe some of the stronger afterglows but not for the extraordinary length of time the JWST would allow. “And to do that, the Hubble program has to be interrupted and the telescope turned to a different position, so they would only do this for extreme cases.”

Damien said he spent his childhood gazing at stars and wondering about the Universe.

“Being able to observe these Gamma-ray bursts will make no difference to people’s day-to-day lives, but it’s a unique opportunity to make progress in our understanding of the Universe and how it was formed.”

He said when these population three stars exploded and collapsed, they tended to form black holes. “A cluster of these black holes could merge together and eventually form a supermassive black hole, like those thought to lie in the centres of galaxies, like our own. So these events are also important for us to understand the formation of galaxies.”

The development of the JWST, formerly known as the Next Generation Space Telescope, was almost brought to a halt in 2011 by the US government, when $3 million had already been spent on the planning. Senate eventually agreed to continue funding and it is expected that another $8 million will be spent before it is launched in four years’ time.

Alight here for subliminal advertising

A unique timber bus shelter is a very practical part of the architecture students’ mid-year exhibition.

And it’s one exhibit that is permanent.

Commuters were thin on the ground at the bus shelter during semester break.

David Bylund, architect and PhD scholar, co-ordinates a Master of Architecture unit that concentrates on the use of plantation timbers. Patrick Beale, Discipline Chair of Architecture, said the bus shelter on Stirling Highway outside the Nedlands campus was due for an upgrade and David saw an opportunity to turn the refit into a class project.

“Students worked in pairs to produce designs that were presented to Nedlands City Council, Transperth and WestPine (which donated the timber),” Patrick said. Bunnings donated most of the fixings.

Of the final two, the more robust and easily deliverable design was chosen over a more experimental one.

Described by commuters as funky, it is an attractive and subtle reminder of the creative activity that goes on behind the bushes that line Stirling Highway next to the Faculty of Architecture, Landscape and Visual Arts.
Planning for our cities and suburbs normally takes into account transport, amenity, commercial and residential needs, the environment …

So why not sex?

Associate Professor Paul Maginn, urban planner/geographer, is about to burst into print on the subject of sex in the suburbs.

The co-ordinator for Urban and Regional Planning in the School of Earth and Environment, Dr Maginn has co-edited (Sub)Urban Sexscapes: Geographies and Regulation of the Sex Industry with UNSW colleague Dr Christine Steinmetz.

Their research looks at the role of sex, sexuality and commercialised sex in contributing to the general character of our cities plus the policy and political responses to sexualised spaces and places.

The book highlights the social and spatial mainstreaming of commercial sex premises – sex shops, brothels, strip clubs and queer spaces – and products (sex toys, erotic literature and pornography) not only within so-called ‘night time economy’ spaces, but also in the ‘high street’, suburban shopping centres and the home.

(Sub)Urban Sexscapes includes contributions from internationally renowned scholars – Professor Phil Hubbard (University of Kent); Emeritus Professor Victor Mirichiello (UNE) and Professors John Scott (UNE); Brian McNair (QUT); Petra Doan (Florida State University) and Barb Brents (University of Nevada, Las Vegas) – as well as early career academics. The book showcases research from across Australia, the UK, the USA and North Africa.

“Academic urban planners have tended to ignore the sex industry while professional planners often seek to regulate commercialised forms of sex out of sight and out of mind,” he said. “Policy debates on commercial sex tend to get overwhelmed by politics and moral panic rather than focusing on the evidence.”

He said there had been an increasing feminisation of the sex industry. “Customers in sex shops, for example, used to be almost exclusively men shopping for pornography. Erotic/sensuality boutiques, a form of adult retailing generally owned and run by women, tend to cater to socially mobile and sexually confident women.

“The phenomenal success of the erotic novel series Fifty Shades of Grey – the Harry Potter of erotic literature – has helped introduce more and more women to adult retailing, sex toys, pornography and BDSM (Bondage, Discipline, Sadism and Masochism),” Dr Maginn said.

“There is a perception that commercial sex activities and venues are largely urban-based and should be confined to inner-city or industrial areas if permitted to exist at all.

“The research in our book shows that commercial sex operates in and permeates all manner of spaces – urban, suburban, underground and virtual – within our cities, towns and regional areas.”

(Sub)Urban Sexscapes examines the dynamic spatial and regulatory contours surrounding different aspects of the sex industry from a range of disciplinary perspectives: urban planning, urban geography, urban sociology, cultural and media studies.

Dr Maginn and Dr Steinmetz bring together a collection of theoretically-informed case studies highlighting the contemporary and historical geographies and regulation of the commercial sex industry.

“There is a need for policy-makers to be realistic about the contemporary and future presence of the sex industry,” he said. “Ultimately, the regulation of the industry should be informed by evidence, rather than moral panics.”

(Sub)Urban Sexscapes is published by Routledge, the 135th in its Advances in Sociology series. Dr Maginn said it was aimed at academics, students and policy makers. It is due out by October.
Brilliant Australian buildings that never made it off the plans are starring at the Venice Biennale of Architecture.

The unique aspect of Australia’s exhibit – created by a UWA-dominated team – is its use of technology.

Even as they finally see the light of day, these buildings don’t exist in bricks and mortar, but in a virtual reality.

Hundreds of thousands of visitors to the Biennale over six months are taking a virtual tour of 23 buildings via their smart phones or tablet computers.

A historical theme was chosen for the 2014 Biennale and the UWA team decided to showcase 22 unbuilt architectural projects over the past 100 years: 11 from 1914 to the Bicentennial in 1988, and 11 contemporary designs.

Augmented Australia traces our history of design using the most modern of technologies.

The Australian team, felix._Giles_ Anderson+Goad, was led by Assistant Professor Rene Van Meeuwen with Matt Delroy-Carr and Craig McCormack of design laboratory felix., Dean of Architecture, Landscape and Visual Arts Winthrop Professor Simon Anderson, Associate Dean Associate Professor Sophie Giles and eminent architectural historian Professor Phillip Goad from the University of Melbourne.

About 140 people, including students, staff and alumni worked for 12 months to bring the dream to Venice.

“First we had to win the bid from about 30 other groups,” Professor Anderson said. Then the year’s work began with the design and construction of the orange ‘cloud space’, a temporary Australian pavilion for the exhibition.

“Australia is one of the few countries which has a permanent home in Venice, but the Australia Council’s pavilion was 30 years old and was recently demolished to make way for a new one. So we had to build a temporary home before we had anywhere for our exhibition!”

Professor Van Meeuwen came up with the idea of exploring unbuilt projects through augmented reality. He had created a similar project for LUMINOUSnight last year.

The team had to build the pavilion, research the architectural plans, create the app, design the exhibition, produce a quality catalogue and bring it all together, using architects, students, writers, animators, technology consultants and curators.

“It has been a huge undertaking but so exciting,” Professor Anderson said. “Media coverage around the world has
been massive. I don’t know of any other exhibitors who are using technology to the extent that we are.”

Visitors download an app (volunteers in the pavilion can help with this), then point their phones or tablets at trigger points around the pavilion or in the catalogue, and are taken on a virtual tour of each of the buildings, integrating animation, music and interviews.

The unbuilt projects include a major cathedral that was designed for New Norcia in 1958 by the Italian architect/engineer Pier Luigi Nervi; a repository for Australia’s treasures, designed by Walter Burley Griffin and Marion Mahoney Griffin for Canberra (where Parliament House now stands); and Harry Seidler’s design for a stadium for the 1956 Olympics.

As well as the 22 unrealised designs, one future project, the soon-to-be-built Australia Council Venice pavilion, is also featured.

“Visitors who are really keen on any of the buildings can download their designs from the website and make their own models with a 3D printer or order them already made, in almost any material, including 14 carat gold! To order a model go to shapeways.com/shops/augaus

Embracing change: stage two

Back in September 2012, I set out my thoughts in UWA Futures about how we would need to respond to the changing external environment to ensure future educational and research success for the University.

Regulatory, commercial and technological innovation, changing student expectations and behaviours, increased global interconnectivity in teaching and research, and a growing expectation that universities should demonstrate their relevance to the broader society all bring pressure to bear on our sector.

I indicated two years ago that I expected regulatory reform to add to the impetus for change, and the higher education proposals announced in this year’s Federal budget massively increase the need to re-evaluate how and what we do at UWA.

I think we are well positioned to embrace and respond to the reform proposals because we are already preparing for change to continue our pursuit of excellence. We are six months in to the new management structure, and now we are moving into stage two of the functional reviews.

These reviews are part of a bigger agenda for operational excellence, in which the new strategic plan supports the key pillars of education, research and community engagement. The functional reviews aim to deliver operational excellence to UWA in a staged approach. Stage one was a short, sharp high-level diagnostic, conducted by EY and is currently being analysed by management. Stage two entails a detailed review of many administrative functions and the processes that guide them. This will be conducted by staff who understand our internal processes well, alongside external consultants. Stage three involves implementation of new processes: in 2015 our commitment to operational excellence will really take shape.

This is all work that was set in train well before the Federal budget. We now face the additional need to respond to the challenges and opportunities likely to emerge from the deregulated and competitive higher education market ushered in by the budget reforms.

I have begun considering how we will position ourselves in this new market-driven and competitive higher education sector. We are pleased to have received ideas from staff on how to achieve this. With the level of change in the budget somewhat beyond our expectations, we must now redouble our efforts to be prepared to take advantage of the opportunities that deregulation presents, and ensure we are not vulnerable to the negative effects of a free market.

Our ambition to become one of the world’s top 50 universities by 2050 absolutely requires us to examine, and where necessary change, how we operate. I am extremely grateful to UWA staff for the additional effort being put in to help make the functional reviews a worthwhile investment for the University’s long-term success.

Paul Johnson
Vice-Chancellor

The unbuilt cathedral designed for New Norcia (Photo courtesy felix)
The University web project over the past several years led to the University Website Office being known as ‘the Migration Office’.

The team migrated 441 websites, within the UWA website, from different content management systems, to one universal system.

“Some people wondered why it took so long to migrate a couple of dozen websites,” said Grant Malcolm, Manager of the Website Office.

“Few people realised 441 sites were migrated, so to do it in seven years was really quite an achievement: that’s more than one a week,” he said.

Mr Malcolm said his staff assessed every item on all of those pages, every file, every image, every piece of information. “We asked: Where does it belong? Who is it for? What’s the best place for it? And so on.

“And we asked those questions about 2.5 million items of information.”

Project leader Jenni Wallis said the biggest advantage of every UWA site now using the same system is that there is one definitive source for University information.

“For example, information from the contact directory, the newsroom, events system and pages such as Why Study at UWA? can be nested into other websites. And, finally, all the information is consistent across all sites,” she said.

“The previous system was not structured and organised and you couldn’t necessarily find your way to things from the home page.”

Mr Malcolm said both internal and external users were frustrated when finding different information or processes dealing with the same thing. “And there were different methods of navigation to get from A to B.”

“Now all sites have a common language, a common navigation system and a common structure.”

This makes it a lot easier for overarching changes to be made to the website.

For example, removing last year’s Centenary logo from all sites early this year was quick and easy. And it is much simpler and faster to add or take away quick links at the top of websites.

But the website team are not resting on their laurels. Recently they have been working on making the website accessible from mobile phones and tablet computers.

“We are now 95 per cent mobile-responsive,” Mr Malcolm said. “About half of the Group of Eight universities’ sites are still not mobile-responsive.

“We are working on more developments with mobile-responsiveness,” Mrs Wallis said. “One of the reasons for moving to a centred and responsive design is so that web pages adapt to all mobile devices and screen sizes, to give an optimal viewing experience. Either way, our content will fit the screen.”

Our Web weavers take us to the next level
“The University’s web presence needs to work on people’s phones or tablets or on their big TV screens at home. A family can sit down on the couch together to see what’s on at Open Day.”

She said Google’s Universal Analytics system had been rolled out to all websites. “We have always had analytics but have now upgraded, so we can see visitor demographics like age range, gender and lifestyle interest groups of people visiting our sites. This gives us a better understanding of our audience to develop better content and personalised digital marketing.”

Google Analytics uses cookies while people browse the internet which helps deliver tailored information and advertisements.

“For example, for people who have visited our Open Day website, but haven’t created a program for themselves for the day, we can remind them with an ad, suggesting it.

“And it’s not the same message to 500,000 people. The messages can be tailored to their age group, their location and any other information they have given Google.”

(For those readers unfamiliar with ‘cookies, these are not direct emails; the Website Office doesn’t know this personal information. But Google creates a profile of its users, and that is what is used in ‘remarketing’ by companies and organisations around the world. This is how suggestions and links appear when you are using Google.)

The Website team has recently put ‘spotlight’ home pages on several faculty and school sites. They have also created new websites commissioned this year, including sites for the Executive, the Office for Operational Excellence and the E-Zone, a development site for the Faculty of Engineering, Computing and Mathematics.

“The Website Office is broadly responsible for everything the University does online,” Mr Malcolm said. “We are no longer the migration office. Think of us as the first port of call for advice on all things digital – online, social and mobile.

“Our role is to ensure that all the people responsible for the 440-plus websites can make their own changes and updates. We are here to help with training and support for the more than 1,000 staff maintaining these websites.”

Marine researchers around Australia are benefitting from a new award-winning software tool developed at UWA.

Thanks to iVEC (including staff at iVEC@UWA) marine ecologists can now transform raw underwater imagery into quantitative information for science and policy decision-making.

iVEC recently won a WA Information Technology and Telecommunications Alliance award for CATAMI – Collaborative and Automated Tools for Analysis of Marine Imagery (http://catami.org).

Jenni Harrison, Head of Data at iVEC, said the two-year project started as a collaboration with research groups at UWA, Curtin University, the Australian Institute of Marine Science, WA Marine Science Institute and others.

“But before we could start work, we needed to know that we were all on the same page. Different researchers use different terminology to describe the same organism.

“We realised that marine scientists would significantly benefit from standard classifications, so that’s where this work began,” Professor Harrison said.

“Our website now helps classify images quickly. A researcher can even classify by colour, which means it’s easy to group images of (for example) sand, rock and sea grass that are among the thousands of pictures brought back from a field trip.”

She said marine researchers had enormous libraries of images but they were all using different cameras and systems, increasing challenges of sharing images and information with researchers in other institutions.

“Now they are all using the one standard classification system, and a processing system that enables efficient collaboration,” Professor Harrison said.

CATAMI will compete in the national iAwards in August.
Risks pay off for our best educators

This year’s UWA Excellence in Teaching Awards recognise a leading medical researcher who counsels his students to go against a supervisor’s advice if they feel strongly about it; a teacher who has been known to take a class dressed as Princess Fiona from the children’s movie Shrek (complete with green hair); and a program co-ordinator who has sourced mentors for students from around the world, including the United Nations in Geneva.

Five winners were announced from the 10 nominations made by UWA for the Australian Awards for University Teaching. All the nominees will still be eligible for a national award.

Winthrop Research Professor Nigel Laing works in the field of human molecular genetics. His laboratory has, since 1987, been involved in the identification of more than 20 human disease genes with one, Laing distal myopathy, named after him and known world-wide by this name.

Most of his University teaching is at honours and postgraduate level and he has great success in finding out just what a student is most interested in. “I enable students to take the first steps on the path of research,” he said. “I don’t care whether a student decides to pursue research with me or in another field. My role is to help them to reach their own goals.”

His favourite advice to students is: “If you feel strongly for something, you should do it even if your professor says otherwise.”

Professor Laing and Jo Hocking, co-ordinator of the Career Mentor Link, were nominated for Outstanding Contributions to Student Learning. Professor Laing’s UWA award is for Excellence in Research Supervision and Ms Hocking’s for Excellence in the Provision of Support to Students.

She has run the career mentor program since 2006, matching industry leaders with students, to help them understand where their studies will take them, to assist them in choosing the right directions, and to start forming networks for a likely career path.

Each year the program runs for six months and currently 280 students are being mentored by 260 industry leaders including Matthew Cobbett, Executive General Manager – Europe, Africa and Australasia – Fluor Mining and Metals, and UWA alumni Professor Dickson Yeboah, Head of the Advanced Trade Negotiations Skills Unit at the World Trade Organisation in Geneva.

Students and mentors meet at the start of each year’s program and have at least monthly contact, preferably face to face but via email and Skype if the mentors are overseas.

Ms Hocking has introduced mock interview nights in which students apply for real jobs and are interviewed by mentors, and networking events. She established the Singapore program in 2010, which utilises UWA alumni in Singapore to mentor students from Singapore who will return there when they graduate.

“Michael Wood, the University’s Anglican Chaplain, runs a skills workshop for new mentors,” Ms Hocking said. “They learn how to ask the right questions to help the students. Their role is not to jump in and solve the students’ problems but to help them work them out for themselves.”

Nominated for a national Award for Teaching Excellence are UWA winners Associate Professors Christine Howitt and Farid Boussaid.

A/Professor Howitt teaches early childhood and primary pre-service teachers in the Graduate School of Education. ‘Engaging students to engage in learning’ is her mantra and she is constantly developing hands-on and authentic learning experiences that motivate and inspire students to learn.

“I am always looking for new ways of presenting knowledge and ideas,” said A/Professor Howitt. “This includes developing learning experiences that relate to popular culture, such as the classic movie Shrek or the more recent success Gravity; utilising...
puppets to encourage discourse (as young children will speak more openly to a puppet rather than a teacher); encouraging the use of outdoor classrooms where students use natural resources to develop mathematical and scientific concepts; and embracing a flipped classroom approach to teaching and learning where the majority of lessons are conducted off campus.

“Teaching is a very dynamic process that encourages creativity. This is why I love my job so much,” she said.

In the School of Electrical Electronic and Computer Engineering, A/Professor Farid Boussaid has developed, coordinated, demonstrated, tutored and taught 10 different units, mostly in electronic circuit design and microelectronics at all levels from first year to advanced master units.

His teaching style is to set the subject matter in context and develop the material in front of the students. “I am guided by their questions and answers,” he said.

He explains to the students why industry does things in certain ways and discusses with them how industry practice may change in the future, encouraging them to explore alternative approaches and think creatively through discussions.

A/Professor Boussaid teaches his students the underlying concepts in the context of real-world examples to help them appreciate the relevance of the material.

“My focus is not about a comprehensive coverage of a densely packed program, but the key fundamental concepts through engineering-grounded activities that allow students to develop, think and identify as professional engineers,” he said.

The Aspire program has been nominated for a national award for Programs that Enhance Learning. It won a UWA Award for Excellence in Teaching (Program).

Aspire UWA is a remarkable educational outreach program working with 52 schools in Perth and regional WA to inspire and encourage students from low socio-economic status backgrounds to access the lifelong benefits of university study.

In 2013 more than 11,000 students, teachers, parents and community members participated in Aspire learning activities and events.

The events are tailored to each school and to their students at each stage of their secondary education. Activities are age-appropriate and engaging and are delivered on the University campus, in schools and in the community. They range from active exploration for younger students to study skills sessions and revision workshops for older ones.

The schools involved wholeheartedly endorse the program. Positive outcomes are already evident in higher transfer rates to university from partner schools and university retention rates for first-year Aspire UWA students that are equivalent to or higher than other students at UWA.

You can read on page 16 about a hugely successful Aspire program at Balga Senior High School.
Make arts your winter warmer
Right or wrong, there is a belief that some of the best artistic endeavours come from cold climates.

Of course Australia’s creative community would contest that but there is no doubt that some cultural pursuits are better suited to cooler weather.

That’s one of the reasons UWA’s Cultural Precinct chose July for its annual program WINTERarts. It is part of the City of Perth Winter Arts season and, alongside exhibitions, performances and classes for adults, there are opportunities for children to get involved, during the school holidays.

There are children’s workshops in arts and music on campus over the next few days.

From Tuesday 8 July to Thursday 10 July from 9.30 to 12 noon, artists will help children to create their own Korean-style scrolls, photographic panoramas and prints, inspired by the current exhibitions in the Lawrence Wilson Art Gallery.

In the afternoons, drawing sessions for children will be run at the Gallery, using rocks and minerals as stimulation for their creativity. These sessions, Colours of the Earth, are free. The morning program of artist-run workshops is $10 a head.

In the School of Music on Thursday 10 July, I See Music combines sight and sound for children, where they can create and perform music and ‘map’ their creations with mosaics.

Wildflower Dreaming at the LWAG until 12 July celebrates the journey of Shirley Corunna, a young Yamatji woman who moved to Perth in 1952 from her home in Three Springs, WA’s wildflower country.

Her journey of discovery and independence provides a snapshot of the social life of Aboriginal people living in Perth at that time. The Coolbaroo League was a place for them to come together and also a political organisation.

Curator Barbara Bynder discusses the collection of memorabilia and photographs that recreate those days in Perth for Aboriginal people. The Curator in Conversation is on Saturday 26 July at 2pm in the Gallery.

One of the Cultural Precinct’s major partners in WINTERarts is Ochre Contemporary Dance Company, which is based in the Masonic Hall on Broadway. The company collaborates with researchers at UWA to create powerful productions.

For this performance, the company has teamed up with travel writer Stephen Scourfield. Dancescapes: Stories through Dance will be a lavish evening’s entertainment and dinner at the University Club with Stephen reading excerpts from his travels and the company interpreting the text through short dance performances.

The readings and dance will be interspersed with three courses of a menu based on Australian bush cuisine.

Book for this special event by calling the University Club on 6488 8770. The cost is $99 a head, which includes wines.

Alternatively, from 22 to 24 July, Articulating Landscapes brings together the words of Stephen and award-winning WA author Kim Scott with Ochre’s dancers in a multi-media performance in the Masonic Hall.

Book for this 7pm performance at trybooking.com/82135

In another delightful collaboration, The Colour of Harmony brings beautiful music to the Lawrence Wilson Art Gallery on Thursday 31 July at 6pm.

Renowned clarinettist Ashley Smith joins with the best of WA’s young musicians to perform 20th century works for flute, clarinet, saxophone and piano. Refreshments are included in the $25 ($20 for concession) ticket price.

If you’re keen on creating your own masterpiece, WA author Amanda Curtin is running three hour session called Getting Started for budding fiction writers. This is also at the Gallery from 1pm on Friday 11 July.

You can learn new creative skills and improve your current ones at a range of UWA Extension classes during WINTERarts, including photography, drawing and writing.

Download the full WINTERarts program at culturalprecinct.uwa.edu.au

Bookings for all events mentioned here (unless otherwise specified) can be made through ticketsWA.com

Warm up your creative juices with our own WINTERarts festival.
When Peter Klinken was asked to sit for a portrait that young artist Jac Fear intended entering for the Archibald Prize, he said: “Can’t you find somebody famous?”

The very next day the Premier Colin Barnett asked Professor Klinken if he would accept the prestigious position of the WA’s Chief Scientist.

“I chose Peter because he’s been a friend of my family for a long time and I greatly admire his work and his achievements,” Jac said. “So, as it turns out, I did find somebody famous!”

Professor Klinken, highly esteemed for his work in advancing the understanding of genes involved in leukaemia and other cancers, handed over the directorship of the Harry Perkins Institute of Medical Research in March to his friend and colleague Winthrop Professor Peter Leedman.

More than 15 years ago, Professor Klinken was the inaugural director of what was then the Western Australian Institute for Medical Research. He combined his leadership of WAIMR with ground-breaking research achievements, including the discovery of a gene that suppresses the growth of tumours.

In his new role, he will advise the Premier (who is also the Minister for Science) on all matters scientific.

“I’m going to have to learn more about science outside my discipline, things like the SKA and genetic modification of crops,” Professor Klinken said. “But I have always been fascinated by developments in all areas and I have always read widely.”

While he had been looking forward to a quieter life in the research laboratory, he said he jumped at the offer of this new position.

“You don’t get an opportunity like this, to make a big difference to our community, every day,” he said.

He is already planning to create stronger links between agriculture, biodiversity, marine science and medical research.

“These life sciences are all underpinned by the same technologies. I want to work out how to bring them together to create industries of the future.

“If I had a dream it would be to see Perth become a hub of creativity through science, culture and the arts. I want to see Perth become a cauldron of excitement.

“WA has done extremely well from mining and agriculture. It’s time now to ask: ‘What next?’ We have the infrastructure that makes Perth incredibly liveable. Let’s inject some excitement into the city.”

Jac’s portrait, while depicting a somewhat younger Professor Klinken, has combined the new Chief Scientist’s passions and achievements in oil on canvas. There are impressions of tumours and leukaemia cells, along with a visual story of the annual Ride to Conquer Cancer, from which Professor Klinken has emerged a keen and regular cyclist. He is also a surfer and the white foam from breaking waves morphs into his white laboratory coat. His shirt features notation for chromosomes.
As Ireland considers following Australia’s plain packaging of cigarettes, a UWA marketing academic warns that it may not be the best way to go.

Dick Mizerski, an Emeritus research Professor in the Business School, will soon deliver a paper on ‘Fear Packaging’ to the world’s biggest and perhaps most prestigious marketing academic conference, the American Marketing Association Educators’ conference in San Francisco.

Dr Mizerski’s and his colleagues’ research is the first to address the multiple factors that underpin the use of plain packaging and confronting visual warnings.

In short, he says that plain packaging in the US led to cheaper cigarettes flooding the market, which in turn did little to discourage young smokers taking up the habit.

“Our research also shows that fear, generated by gruesome images, which is supposed to put people off smoking, can have the opposite effect,” he said.

“You scare the hell out of people, it makes them more stressed and they end up smoking more!”

He said people also objected to their choices being taken away, so plain packaging and ‘gruesome images’ often resulted in a boomerang effect: people smoking more, to prove they won’t be told what to do.

In an earlier paper, Dr Mizerski predicted the boomerang effect.

“Plain packaging of cigarettes in the US between 1985 and 1995 failed to deter adult or youth smoking and was the probable cause of heavy smokers continuing to light up, because of drastically lowered prices,” he said.

Cigarette packs started carrying health warnings in the 1970s. The warnings became more explicit in the 1980s.

“The next step was visual health warnings (VHW), often showing ... a close-up of a diseased part of a body such as a cancerous mouth, gums or gangrenous foot.

“Aided by the adoption of plain packaging, with no logo or brand visuals, new morbidly graphic VHWs can cover up to 80 per cent of packages in Australia.

“They are designed to generate fear in the user or potential user so they stop smoking. But our research has found they do not increase the user’s desire to quit.

“Surprisingly, larger more confronting VHWs do not necessarily improve recall of the health message.”

Dr Mizerski is not part of a tobacco lobby. He pointed out that he had worked, pre-2009, developing cigarette health warnings for the US government as an employee of the US Federal Trade Commission.

“I wish the warnings would work,” he said. “But you have to be very careful in your advertising. Scarier, gorier and nastier? No, they don’t work.

“There are several published studies that show fear results in a boomerang effect.”

He will be presenting his latest research at the conference in August that most advocates for both remedies (plain packaging and VHWs) “have failed to acknowledge and test for the possible negative effects in their remedies before promoting their use.

“Care must be taken by researchers and public policy makers to ensure they don’t cause more harm than good by imposing these remedies.”
Bob Nicholson was UWA’s Guild President even before the parents of some current students were born.

In 1959, he played a big role in launching international links that led to the multicultural campus we know today.

Mr Nicholson, then a Law student, welcomed Indonesian student visitors, who gave the University community an insight into a neighbouring country that few in WA knew much about.

Recently the Guild opened its new revamped offices and named a room in his honour.

The Guild President of 55 years ago went on to become a Justice of the Supreme Court in WA and a judge in the Federal Court before retiring in 2007. He was also a member of the UWA Senate and has always maintained links with and support for the Guild.

“My years on the Guild showed me how students from different backgrounds can bring fresh vision to issues,” he said at the opening ceremony. “The ultimate aim of student governance must be to pull together, having regard for history and for the future.”

During his reign, the Guild acquired support and approval from Senate for the extensions to Hackett Hall (where it was then located) for which the Guild had raised its own funds.

The following year, a room was named in his honour, but when the Guild moved from Hackett Hall to the Guild Village, the name was simply not transferred.

This year, 55 years after his presidency, the Bob Nicholson Room was reinstated. It is the ‘engine room’ for enhancing student life at UWA, a workspace for student representatives, the Guild President and the Postgraduate Students’ Association president.

At the launch, Mr Nicholson said he loved the fact that the big room, which can be divided in two, could hold two committee meetings.

“I strongly believe in the power and influence of committee structures which is what the Guild is built on,” he said.

The new offices and spaces on the ground and first floor of the Guild Village are the first part of the Guild Masterplan, which will eventually include improved commercial areas and student club facilities.

---

**Bring your best friend to campus**

Would you like to feature in next year’s UWA calendar with your pet?

The Publications Unit is looking for staff members who would like to appear with their pets in the 2015 Principal Dates calendar.

They are hoping for a diverse range of pets – dogs, cats, birds, guinea pigs, mice, snakes, sheep, horses, chickens – and staff from all areas of the University. The photo will appear in both the online and print versions of the calendar.

You will need to be able to bring your pet to campus and be available to take part in a photo shoot for about an hour.

Interested? Send a photo of you and your pet (low resolution is fine) with your contact details and a paragraph about your pet’s personality/story to publications@uwa.edu.au by Thursday 31 July.

They will select the entries which best represent the diversity of the UWA campus so be quick and get your submission in!
While staff in the Office of Research Enterprise help the University to achieve academic success, they are quietly celebrating their own sustainability achievements.

Over the past five years, they have halved their paper and printing use and costs, while their research business has seen a 30 per cent growth.

Campbell Thomson, Director of the Office of Research Enterprise (ORE), said the staff set out to improve their efficiencies, in line with the University’s goals.

“By streamlining all our processes, using electronic record keeping and online research management systems, we have been able to slash our paper and printing costs, as well as ensure a higher quality of service,” he said.

“The early adoption of TRIM electronic record keeping and TRIM workflow has enabled some parts of ORE to become almost completely paperless. We have also introduced management systems for research and committee processes, including the ethics approval process, and are gradually introducing online grant and scholarship applications and reporting processes.

“Doing everything electronically has reduced the rate of human error and assisted us to do things in a more timely manner. There is a quicker turnaround for most of our processes and more accessibility for the staff to the information they need,” he said.

“For example, I was talking on the phone to an external funding agency when I was asked if I had sent them some information. While I was talking, I was able to access the file, find that I had indeed sent the information, and resend it, before the conversation was over.”

ORE has purchased some ready-made software and had some designed especially for them by Associate Professor David Glance and his staff in the Centre for Software Practice.

Staff in ORE use laptop and tablet computers and projection screens for some meetings rather than printed agendas, minutes and other documents.

Dr Thomson said that a recent question he was asked by Professor Robyn Owens when she took over the responsibility for ORE was whether his office had a sustainability index.

“It started us investigating our processes, which led to discovering that we have had a 42 per cent decline in paper and printing expenses, despite the costs of these increasing in the same period.

“That decline took place over a period of significant growth in research and research training, most simply demonstrated by a 32 per cent increase in research income and a 14 per cent increase in completions of higher degrees by research between 2009 and 2013,” he said.

“But we still have a lot more work to do to achieve our goals of sustainability. Our next move is to an online automated system for reminding researchers about various deadlines.”

Rob Roche and Maruf Razzaq wonder what to put on the shelves that used to house paper supplies

Less paper, greater efficiency
Aspiring film makers debut at UWA

Students at Balga Senior High School are learning valuable skills outside the classroom, thanks to UWA and The Smith Family.

Since 2012 the University’s Aspire program and The Smith Family have been collaboratively running two after-school Learning Clubs at Balga Senior High School, with the help of volunteer students from UWA and the enthusiastic support of the school staff.

One of them is the Film and Media Club which recently held a screening of short films created by the participating students to an appreciative audience at the Octagon Theatre at UWA.

The teenagers squirmed and giggled as they saw themselves on the screen acting out scenarios dealing with bullying, bribery, honesty and safety.

The group of about 18 students have now started a new project making impressive music videos which will again be shown to a wider audience when they are completed.

Balga Principal Geoff Harris said projects such as the film-making were successful because teachers willingly collaborated on extra-curricular programs when they were doing something they liked.

“It’s the same with the kids. They will learn more when they like what they're doing. And whatever they learn, we try to include the business associated with those skills, because very few of them have business models at home.”

He said 60 per cent of the school population were migrants and refugees and 20 per cent were Aboriginal students.

As well as the film club, students participate in The Smith Family’s iTrack program, which involves regular sessions with mentors, including UWA students, to learn about the different pathways available to them when they leave school.

There is also a Business Enterprise Learning Club again run by UWA Aspire and The Smith Family where the students learn good study skills and enjoy workshops about starting a business, with visiting speakers from a variety of different organisations including universities.

The film club members were congratulated by Judy Skene, Associate Director (Diversity and Transition) of Student Services and were presented with achievement certificates by Claire and Ben, who said they had loved working with the club and had learned as much as the students.

The University of Western Australia
A year captured on campus in a day

Black dogs and a grey day created a challenge for Guide Dogs WA when they photographed 14 puppies on the Crawley campus last month.

After staff and students sponsored a Guide Dog last year, the association asked if they could shoot their annual calendar in the University grounds.

One of the State’s best photographers, Frances Andrijich, donates her work to the association each year to produce a popular calendar featuring Guide Dog puppies in training.

This year, nine of the canine trainees (including UWA’s Arnold) are black, which are more difficult to photograph than the yellow Labradors. But with plenty of assistants, extra lighting and support from UWA Venues Management, Theatre and Security staff, the 10-hour photo shoot was, eventually, a great success.

Margie Bradley from Guide Dogs WA, who held lights and encouraged playful pups to behave, said the photographs are the best she has seen. “I’ve been involved with four calendar shoots now and these are by far my favourites,” she said. “The University grounds and buildings are so beautiful and offer so many possibilities. We are very grateful for your support.”

The dogs were photographed around the Reflection Pond, in the Sunken Garden, the Somerville Auditorium, in Whitfield and the Great courts, under the arches of the Hackett buildings and around the Lawrence Wilson Art Gallery.

Frances was joined by photographers Clair Negri, who documented the shoot with her behind-the-scenes shots, and Sarah Landro, whose supplementary photographs will also appear in the calendar.

The Guide Dogs calendar will be available from August, for $20.

New shoes turn heads

Talking Heads in the Guild Village is now talking feet as well.

Proprietor Simon Harris has always offered other products and services, on top of his hairdressing business. And now he has branched out to include running shoes and other sportswear from the major Asics brand.

For the past month or so, he has been selling a wide range of gym wear and shoes.

“They have practically been walking out the door,” he said. “The campus has needed somewhere to buy sports gear since the gym closed its shop and switched to online marketing.”

Simon is a keen runner, with a background in marathon running, so he feels competent to recommend the correct running shoes for his customers.

“The Asics people understood that I was obliged to offer our staff and students decent discounts. They gave me and my staff good training in shoe selection and, until then, I didn’t realise what a science it was,” he said.

One of Simon’s first customers was fitness fanatic Deb Bolton, who works upstairs from Talking Heads, at UniPrint.

“This is great,” Deb said. “I don’t have to spend my precious weekends looking for new shoes or gym clothes. I just walked downstairs and picked up a pair of Asics Kayanos – how good is that?”

Simon said his prices are at least 10 to 15 per cent lower than shops off-campus. Talking Heads still runs its hairdressing business. It is open Monday to Friday 9am to 5pm.
From cracked teeth and old fillings to more serious concerns, oral health issues experienced by people in their middle years require special care to conserve a youthful, natural smile. Dr Chai Lim and his team have a special interest in dentistry for baby boomers.

**Hampden Road Dental Care Nedlands**

**Experience the difference**

Call now for a consultation 9389 1482

visit www.drchailim.com.au

**IN A CAMPUS EMERGENCY**

**DIAL 2222**

Security staff will call the emergency services, direct them to you and come to help you while waiting for their arrival.

**CLASSIFIEDS**

**TO LET**

**QUINDALUP**: A charming, recently renovated, fully self-contained redbrick cottage only 400m from beautiful Geographe Bay and 2km from Dunsborough township. Located at the end of a private road, this cottage offers privacy and security, a lovely natural vista out over Toby Inlet Reserve, and is a great cottage for all seasons. Please go to www.quindalup.net.au for further information.

**HOLIDAY HOUSE INJIDUP BEACH**: Zanita House is an elevated, north facing contemporary home with 180 degree views across Wyadup valley and an ocean view towards Canal Rocks. Injidup Beach is 2km away. The house, set on five acres of bush, is central to Margaret River wineries, restaurants and attractions. The home has 3 bedrooms and 2 bathrooms (one an ensuite), a large covered deck and open plan living. The house sleeps 8. Discount prices for inquiries through UWA News, starting from $200 per night. Contact Jani on 0418 949 318 or zamiahouse@gmail.com

Classified advertisements are FREE for all UWA staff.

Send your ad to: staffads@admin.uwa.edu.au before each monthly deadline.

**ITEM** | **PRICE** | **AGE** | **COND.** | **SECTION** | **CONTACT**
--- | --- | --- | --- | --- | ---
Nikon F50 SLR film camera 35–80mm zoom lens | offers | 20 years | Not sure | Marketing and Communications | Lindy 6488 2436
Canon EOS SLR film camera 35–80mm zoom lens | offers | 15 years | OK | Marketing and Communications | Lindy 6488 2436
Pentax digital SLR istDL camera with 62mm Sigma 18–125mm zoom lens | offers | 10 years | Not sure | Marketing and Communications | Lindy 6488 2436
Canon Colour Image Scanner CanoScan N670U (desktop) | offers | 10 years | OK | Marketing and Communications | Lindy 6488 2436

Need a photographer?

Prize nights, book launches, significant visitors and events. The University does not have an official photographer, but Marketing and Communications can provide advice and recommend a range of professional photographers.

Contact UWA Marketing and Communications for more information: Lindy on 6488 2436.

Altitude childcare and kindergarten

The childcare facilities at SCGH have vacancies, which is great news for UWA staff, as both day-care and early learning centres on campus are full, with waiting lists.

Altitude is located on top of the multi-storey car park with beautiful outdoor play areas. It includes a kindy program for four-year-olds.

For more information please call Nicole Walker on 9346 3812 or at altitudechildcare@health.wa.gov.au
Specialist financial advice for university employees

Did you know that you can access financial advice that specifically takes into account UniSuper and the issues facing university staff today?

For over 15 years williamgrant Financial Consultants has been helping university clients to safeguard their financial futures. We can help you to make decisions with confidence too.

- Retirement planning
- Superannuation & Self-managed Superannuation funds
- Investment advice
- Tax planning
- Personal insurances
- Estate planning
- Financial coaching

Secure your financial future
Call 08 6282 0170 or visit www.williamgrant.com.au NOW
Building your peace of mind today and prosperity for tomorrow

Refinance your Home Loan to Unicredit and SAVE!

What rate are you paying on your home loan? Could you be paying less?

UniStaff Home Loan

4.85% p.a.*
Variable & Comparison Rate

Applicable on new loans only
Excludes refinance of existing Unicredit loans
✓ Special offer for University staff.
✓ Apply before 31/7/14 and pay No Establishment Fee (Save $650).
✓ Your family members are eligible for the same great rate too - ask us for details.
✓ Call Unicredit today on 9389 1011.
✓ Email loans@unicredit.com.au

Save time, order online

A few simple clicks of your mouse and your print job is ordered. Go online to order a range of products including stationery, handbooks, folders, unit material covers and much more.

If you do not have an online ordering account contact us on 6488 7790 or visit our web site.
See UniPrint for all your printing needs.

UniPrint: Print, Copy and Design Services

UniStaff Home Loan

4.85% p.a.*
Variable & Comparison Rate

Applicable on new loans only
Excludes refinance of existing Unicredit loans
✓ Special offer for University staff.
✓ Apply before 31/7/14 and pay No Establishment Fee (Save $650).
✓ Your family members are eligible for the same great rate too - ask us for details.
✓ Call Unicredit today on 9389 1011.
✓ Email loans@unicredit.com.au

Universittee Credit Society Ltd. ABN 90 087 651 901 AFSL/ Australian Credit Licence No. 244168. www.unicredit.com.au

UniPrint: Print, Copy and Design Services

A few simple clicks of your mouse and your print job is ordered. Go online to order a range of products including stationery, handbooks, folders, unit material covers and much more.

If you do not have an online ordering account contact us on 6488 7790 or visit our web site.
See UniPrint for all your printing needs.

UniPrint: Print, Copy and Design Services

A few simple clicks of your mouse and your print job is ordered. Go online to order a range of products including stationery, handbooks, folders, unit material covers and much more.

If you do not have an online ordering account contact us on 6488 7790 or visit our web site.
See UniPrint for all your printing needs.

Did you know that you can access financial advice that specifically takes into account UniSuper and the issues facing university staff today?

For over 15 years williamgrant Financial Consultants has been helping university clients to safeguard their financial futures. We can help you to make decisions with confidence too.

- Retirement planning
- Superannuation & Self-managed Superannuation funds
- Investment advice
- Tax planning
- Personal insurances
- Estate planning
- Financial coaching

Secure your financial future
Call 08 6282 0170 or visit www.williamgrant.com.au NOW
Building your peace of mind today and prosperity for tomorrow

UniStaff Home Loan

4.85% p.a.*
Variable & Comparison Rate

Applicable on new loans only
Excludes refinance of existing Unicredit loans
✓ Special offer for University staff.
✓ Apply before 31/7/14 and pay No Establishment Fee (Save $650).
✓ Your family members are eligible for the same great rate too - ask us for details.
✓ Call Unicredit today on 9389 1011.
✓ Email loans@unicredit.com.au

Did you know that you can access financial advice that specifically takes into account UniSuper and the issues facing university staff today?

For over 15 years williamgrant Financial Consultants has been helping university clients to safeguard their financial futures. We can help you to make decisions with confidence too.

- Retirement planning
- Superannuation & Self-managed Superannuation funds
- Investment advice
- Tax planning
- Personal insurances
- Estate planning
- Financial coaching

Secure your financial future
Call 08 6282 0170 or visit www.williamgrant.com.au NOW
Building your peace of mind today and prosperity for tomorrow

UniStaff Home Loan

4.85% p.a.*
Variable & Comparison Rate

Applicable on new loans only
Excludes refinance of existing Unicredit loans
✓ Special offer for University staff.
✓ Apply before 31/7/14 and pay No Establishment Fee (Save $650).
✓ Your family members are eligible for the same great rate too - ask us for details.
✓ Call Unicredit today on 9389 1011.
✓ Email loans@unicredit.com.au

Save time, order online

A few simple clicks of your mouse and your print job is ordered. Go online to order a range of products including stationery, handbooks, folders, unit material covers and much more.

If you do not have an online ordering account contact us on 6488 7790 or visit our web site.
See UniPrint for all your printing needs.

UniPrint: Print, Copy and Design Services

A few simple clicks of your mouse and your print job is ordered. Go online to order a range of products including stationery, handbooks, folders, unit material covers and much more.

If you do not have an online ordering account contact us on 6488 7790 or visit our web site.
See UniPrint for all your printing needs.

UniPrint: Print, Copy and Design Services

A few simple clicks of your mouse and your print job is ordered. Go online to order a range of products including stationery, handbooks, folders, unit material covers and much more.

If you do not have an online ordering account contact us on 6488 7790 or visit our web site.
See UniPrint for all your printing needs.
First you inoculate yourself with patience

Professor Michael Wise
Schools of Computer Science and Software Engineering, and Chemistry and Biochemistry

At some point in my education I was told that certain subjects were to be avoided because they were too controversial: religion, sex and politics (and, presumably, combinations thereof).

To this candidate list I would now add: vaccination.

An early memory I have is of being taken to the Woollahra council chamber annexe in Sydney for my vaccinations, probably diphtheria. A later memory, from my high school years, is of lining up to receive the then new Sabin oral polio vaccine. With memories of the 1953 polio outbreak still fresh in people’s minds, and with images of lung machines and kids in leg-braces as stark reminders of the possible consequences of infection, there was never any doubt of the benefit that vaccinations could bring.

Older people still remembered outbreaks of diphtheria during the 1920s and 1930s, and the Spanish flu pandemic of 1918, which reached Australia in 1919, killing 10,000 people from a population then of five million.

Clearly, things have changed. Vaccination and the availability of antibiotics have made the fear of epidemic disease seemingly a thing of the past. We now question things, as never before, and there are now many, many voices, of differing quality.

Fast forward to five years ago. I responded to an all-staff email soliciting expressions of interest to join a new pro-vaccination organisation, a consumer committee run by Communicable Diseases Control Directorate (part of the WA Health Department).

A couple of years later, the group struck out on its own as a freestanding, community-based, health promotion charity, now known as the Immunisation Alliance of Western Australia. We see immunisation as an important public good and our aim is to work toward a state where everyone who can be immunised is immunised. I am now the Chair.

Earlier this year we ran a very successful campaign in Fremantle, using role models from the alternative community to persuade members of that community that immunisation is a genuine, and indeed vital, part of an ethical, alternative lifestyle.

Around the same time, the Perth International Arts Festival was on, and my wife and I attended the wonderful performance Not by Bread Alone, by deaf and blind actors from the Israeli company Nalaga’at. We also managed to get tickets to the Blackout Theatre, where blind, or near-blind waiters serve meals in total darkness.

I sat with my wife, in the darkness, chatting with a couple opposite. After talking a little about my research at UWA, talk came around to what I do outside of work. I know I should have mentioned the choir I sing with (PUCS), but as it was fresh in my mind, I mentioned the Alliance and the current campaign.

Awkward silence. Then …“Homeopathy is a kind of vaccination.” “Actually, not really…”, and there then followed a spirited, but respectful defence of evidence-based science to the disembodied voices opposite.

Of course, that was not the only conversation about vaccination the campaign occasioned; an article in The Conversation by Colleen Fisher, Katie Attwell and me about the campaign set a record for the number of comments, and strength of feeling, it elicited.

So, if you want an argument, start talking about vaccination – but inoculate yourself with patience first.