

Message from the Pro Vice Chancellor (Community Engagement)

It is with pleasure that I announce that Professor Steve Garlick has been appointed as Professor of Regional Development, a part time position that will focus the University's research efforts and assist in institution wide strategic planning. (See Centre for Regional Development section for more information about Steve)

Swinburne has identified Community Engagement as one of its strategic directions. This is not only important to Swinburne but Government also sees a crucial role for Universities in responding to knowledge and skill demands and also because "the hopes and aspirations of young people depend on opportunities to improve their education" (Kosky 2005, Nelson 2002, Nelson 2003)

Over the past few months I have been meeting with senior staff from each of the five Local Government Authorities (LGAs) in which we have a campus – Shire of Yarra Ranges, Cities of Maroondah, Knox, Stonnington and Boroondara. I am aware that many staff of the University are already working with people in local government and I am keen to know about these projects. Each LGA is interested in establishing even stronger links and enhancing our partnerships.

There are obvious opportunities such as IBL and workplace training, but we are looking at some new and exciting opportunities for student project work where student learning is embedded in communities and the outcomes are of mutual benefit.

One of the tasks we are planning is an audit of the community engagement activities which are already happening within Swinburne. Anne Langworthy will be working on this during semester 2.

Through AUCEA (Australian Universities Engaged Alliance) we have developed a model for university community engagement and benchmarking. Swinburne is hosting a workshop later this year to explore a range of processes to define and evaluate community engagement and to develop some benchmarking protocols.

Vale Beryl Phillips

It is with sadness we note the passing of Beryl Phillips. Beryl was a strong supporter of Swinburne and an activist all her life. She donated her significant collection of papers relating to indigenous issues to Swinburne. The collection can be accessed at the Lilydale Campus Library.



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Around the University

There are many exciting activities around the University which make us part of our communities:

Electronic Kits for VCE Physics

In 2004, Swinburne staff in conjunction with Methodist Ladies' College Physics teachers, developed a kit for use in Unit 3 VCE Physics Detailed Study: Further Electronics. The kit contains all the components and a circuit board specifically designed so that students can assemble and test a power supply, a requirement for their Physics studies. Written support material devised by Electronics and Computer Systems staff at Swinburne, is available online at www.swin.edu.au/electronics (follow the links to VCE support material) to support the practical activity. Teacher Professional Development is offered each year to support teachers in their use and implementation of the kits.

For further information, please contact Beth Crowley, Education Programs Manager on 9214 8047 or bcrowley@swin.edu.au

The June Shenfield Poetry Award

Swinburne recently hosted the inaugural June Shenfield Poetry Award which celebrates the life and work of June Shenfield, who graduated from Swinburne in 1980 with a BA specialising in Literature. June was a poet, playwright and performance artist who lived and worked in Paris. In 1985, with her husband Ken Shepherd, she opened Cannibal Pierce, the first art gallery and bookshop in France devoted exclusively to Australian art, writing and culture.

Established at the bequest of Mrs Maria Shenfield, the Award will be held annually for the best poetry, as judged by a panel of professional writers and editors.

This year's Winner was Anna Viola for her poem "Moot Tute". A Certificate of Commendation was awarded to Rebecca Carmichael for her poem "IV". The award was adjudicated by Associate Professor Darren Tofts (Faculty of Life & Social Sciences), Professor Josie Arnold (Swinburne Lilydale) and Dr Dominique Hecq (author). The ceremony was attended by members of June Shenfield's family, including her mother Mrs Maria Shenfield. All who attended the event felt it was a moving celebration of June's life and work. All submitted poems will be archived in the June Shenfield Collection, which is held in the Bernard Hames Library, Swinburne University (Hawthorn Campus), which houses June's collected works and papers.

Jackie Berry and Darren Tofts, who moderate the Award, acknowledge the generosity of Mrs Maria Shenfield in honouring Swinburne University of Technology with this bequest. They also acknowledge the contribution of Ms Trudy Wyse from the Melbourne Community Foundation.

Community Engagement in a Multicultural Society: Smokescreens and Mirrors?

Simone Battiston and Josara de Lange have recently co-edited a report *Community Engagement in a Multicultural Society: Smokescreens and Mirrors?* for the City of Darebin.

It reports on a seminar which examined the relationship between multiculturalism and community engagement with the following objectives:

- To critically discuss and analyse the policies of building community engagement and community development in relation to culturally and linguistically diverse communities
- To ascertain the performance of these policies in relation to a multicultural society
- To examine the extent to which the policies of community building, community development and community engagement intersect with the policies of multiculturalism and productive society
- To discuss examples and strategies for effective practice in engaging culturally diverse communities.

A copy of the report is at www.decc.org.au

Next time look for:

Engagement work being done by other staff members:

- Railton Hill is involved in a joint research project with a not for profit community organisation evaluating a major new community based peer led parenting program - a really interesting model. He is researching both educational outcomes and social marketing processes.
- Darren Tofts and Lisa Gye are working with students on a large project "Sports without Borders".
- Jill Holt and students have developed footage for Crime Stoppers.
- Staff at the Centre for Sustainability are engaged in some interesting community projects
- We will also report on some significant community contributions individuals at Swinburne are making to organisations outside the University.
- The university hosts a number of community groups and there are emerging opportunities for student and staff engagement with the activities of these groups. Some examples are U3A and Australian Retired Persons Association (ARPA)

Indigenous News

Swinburne University is committed to increasing participation, support and retention of Indigenous students who are studying or wish to study in higher education or TAFE.

One of the means by which Swinburne creates a culturally appropriate learning environment is through involvement with the Indigenous community in events and activities as well as representation through the AICA/SICA Committee. These activities and events are designed to raise the profile of Indigenous people in the wider community.

Swinburne is working to ensure that the Indigenous community in the eastern and outer eastern regions is acknowledged and represented through events like the William Barak Lecture, Day of Healing and Reconciliation Week and NAIDOC Week.

Swinburne has also developed specific learning streams that have been designed to cater to community needs and cultural issues. These programs including the Certificate IV in Governance, Certificate I to III in Learning Pathways and the Indigenous Australian Degree level subject.

Information on programs, events and activities can be obtained via the Indigenous Programs Unit on 9215 7208 or email to afrogley@groupwise.swin.edu.au

Centre for Regional Development

New Appointment



Prof Steve Garlick

Professor Steve Garlick has been appointed as Professor of Regional Development, a part time position that will focus the University's research efforts and assist in institution wide strategic planning.

Steve has more than twenty years experience in regional development in various roles, including with government as a departmental secretary at Federal level, private industry, and academia. Steve is considered one of Australia's foremost experts in the area of regional university community engagement.

His interest is in the fields of regional development, higher education, and institutional

performance assessment. For the last eight years he has researched and published widely, particularly in the area of universities and regions. He has worked for the European Commission and is currently an adviser to the OECD (IMHE) in the area of higher education and regional development. He has led and been involved in international higher education evaluations in the Oresund Science Region (Denmark/ Sweden), Twente Region (Netherlands), Varmland region (Sweden) and, shortly, the Atlantic Coast Canada region. He is on the IMHE/ OECD Working Group for its program on higher education and regional development

Steve also has a keen interest in animal ethics and native animal welfare. In his spare time he is the president of a large Australian native animal caring organization and on his property cares for orphaned wombats and macropods.

Other Engagement Projects

Cardinia Compass Sustainability Indicators

The municipality of Cardinia is at the forefront of the south-east growth corridor and has experienced rapid population growth over the past decade. This is expected to continue in the growth area around Pakenham with the influx of predominantly young families. Cardinia combines a unique mix of residential and rural land and areas of special environmental significance. With the encroaching urban expansion and community concern over the retention of natural and rural features of the landscape, development of a suite of indicators to track sustainability in the region is timely.

In collaboration with a group of interested community members under the name of the Cardinia Compass group, the Shire has made significant progress in the development of such an indicator suite. To populate and review their suite, they have engaged Swinburne's Centre for Regional Development. The project will culminate in an initial report outlining the state of Cardinia in social, environmental and economic domains. This process is an opportunity to inform both Council and the community about the state of their community and to link this work to the state wide Victorian Community Indicators project. It is also an opportunity to connect community members with their role in achieving sustainability, since these indicators are not performance measures for council, but rather broad trends in community outcomes.

The Cardinia Compass Indicators provide an opportunity for the Shire of Cardinia in partnership with the community to engage in informed discussion about shared goals and priorities, provide the data for evidenced based planning to address issues of importance and to track and communicate progress towards agreed goals and outcomes

Skilling Up the Yarra Valley

This project has been developed collaboratively between the TAFE School of Arts, Hospitality and Sciences and the Centre for Regional Development at Swinburne to address the issue of tourism, hospitality and viticultural training in the Yarra Valley, given the significance of the wine and tourism industries, current low levels of engagement with training and education and the lack of connection with the resources and capacity of the regional university.

The project aims to develop a strong relationship with the tourism and wine industry in the region in order to:

- Gain “Preferred Provider” status in the region in the areas of hospitality, tourism, viticulture, cookery and natural resource management for Swinburne
- Increase levels of accredited training in hospitality, tourism, viticulture and cookery;
- Develop most appropriate models of delivery for industry;
- Increase opportunities for students to engage with industry through industry experience, industry placement and ultimately job outcomes;
- Provide smooth pathways for industry into the university.
- Develop a strong profile and marketing presence of the university in the region.
- Develop a strategic plan for offering hospitality, tourism, viticulture and cookery training in the region.
- Develop a marketing package for use in the region.

The project is also connected to the *Models for a future skilled workforce, fruit production in the Yarra Valley* being undertaken for the Centre for Agriculture and Business Yarra Valley by Fred Hellriegel and his team at the Department of Horticulture & Environmental Sciences.

Student projects

Small Wineries Tourism project

Two projects for second year Tourism students are being undertaken in 2006 with the Yarra Valley Small Wineries group and invited larger

wineries. Small Wineries Yarra Valley is a loose coalition of some 15 small wineries, that, since 2003 have combined their efforts in an attempt to attract tourists. Despite early successes in collective marketing the effectiveness of various advertising or promotional mediums remains unclear.

Project One first semester, involves a small team of students examining the attributes of each winery, its location, levels of visitation and the extent to which it makes provision for visitors and canvassing and collating the views of key individual winery decision makers in a number of areas including:

- The scope, scale, and type of individual marketing activity
- The most effective way of promoting the small wineries to the potential tourist
- The benefits and/or disadvantages of a collective approach
- Barriers to the successful implementation of a cohesive marketing plan

This will involve one semi structured interview with winery owners/managers.

Student reports handed in for assessment will also be made available to the individual winery.

Project Two will take place in second semester. Students will build on the work of the first semester and with expert advice regarding the development of a survey tool, undertake cellar door customer surveying. Results will be collated and students will be required to present a report for assessment. As with Project One, Tourism academics and Centre for Regional Development staff will compile the data into a combined report for participating wineries. The projects have ethics clearance.

Shared Kitchen Project

This is a collaboration between Swinburne, the Centre for Agriculture and Business, Yarra Valley and the Shire of Yarra Ranges which has conducted a feasibility study for a Yarra Valley Shared Kitchen/Warehouse style incubator/facility to allow micro and small food producers to develop to a new level in a professional and collaborative business environment. Twelve businesses are committed and government support is being investigated. The preferred option for establishing the facility, which has the support of the Vice Chancellor, is an alliance with Swinburne University involving building a facility on the Lilydale campus grounds.

Special recognition must go to the contribution of Carol Dibley, Higher Education, Lilydale and her Masters students who contributed significantly to the feasibility study. We note the letter sent to Carol from the Chair of the Centre for Agriculture and Business Yarra Valley thanking her for her contribution to the Steering Committee:

“Your wise counsel has helped ensure that a realistic business plan has been developed backed by good quantitative data about potential users. I hope that you have a sense of satisfaction also from participating in the project to date. Thank you again for your support of the continued development of the food industry in the Yarra Valley and Dandenongs”

Learning Communities Group

This group has been established to address the regional priority of lifelong learning identified as a red flag issue because of the poor regional education performance revealed by the Outer Eastern Community Sustainability Indicators. Key educational stakeholders including Adult Community & Further Education, Eastern Regional Libraries, Department of Education, Secondary Schools, the OELLEN and the three Local Government Areas (Cities of Knox and Maroondah and Shire of Yarra Ranges), Swinburne University of Technology TAFE and Higher Education representatives have been meeting at the Lilydale campus. The group is chaired by Barb van Ernst

In addition to valuable information sharing, the group has identified two projects related to student pathways, retention of young people in education and lifelong learning. These projects include development of a web portal that will add value to the existing LLEN, Eastern Regional Library, local government, Adult and Community Education and Department of Education sites.

The second project will involve the design and administration of a Work Integrated Learning (WIL) student project that will determine:

- young people’s preferred mode of communication
- how best the message of lifelong learning and pathways can be communicated to this demographic

This project is a precursor to the development of a concerted regional marketing campaign.

For further information contact Fiona Mawson research officer at the Centre on x7235.



Prof Ian Young & Prof Barbara van Ernst with local government CEO’s and Mayors at the Media Launch of the Community Sustainability Indicators earlier this year

Swinburne University and schools: pathways and partnerships

Engaging with community means engaging with students and thus we have placed a priority on our relationship with regional schools. We do this not only to enrich current student experience but to raise the aspirations of school students to attend university and continue their studies. Ideally we would also be engaging with schools as part of an important role in producing democratic progress but more on this topic next newsletter. Much has been done in the Outer East to develop our relationship with schools including Arda Cunningham’s significant work on learning difficulties. The Centre for Regional and the Lilydale faculty are working with regional school principals and the Eastern Metropolitan Regional office of the Department of Education to identify collaborative strategies to raise regional student aspirations and recently, Anne Langworthy and Sharon Rice addressed regional school representatives at a partnership breakfast held at Mitchell’s View Restaurant.

Next issue

- What is the value of universities to community.
- News from ISR

Events Calendar

- **National Day of Healing** – Friday May 26 at Lilydale campus
- **Reconciliation Week** – Saturday May 27 to Saturday June 3
- **NAIDOC Week** – Sunday July 2 to Sunday July 9
- **William Barak Lecture** – Thursday August 17 at 7.30pm. Lecture theatre LC226, Lilydale.

Information on indigenous events and activities can be obtained via the Indigenous Programs Unit on 9215 7208 or email to afrogley@groupwise.swin.edu.au

Sir Edward "Weary" Dunlop Scholarship Award

Wednesday July 12 at 10am
Kings Domain Melbourne

Conferences

JUNE

Communities in Control - The Community Summit – Challenging the Power of One

Date: 19 - 20 June 2006

Venue: Moonee Valley Racecourse

Convenor: Our Community Centacare Family Services

Theme: Annual conference on community strengthening

www.ourcommunity.com.au

WACE

Date: 26-28 June

Co-hosted by Swinburne and Shanghai and Hong Kong Polytechnic Universities

Venue: Shanghai

Contact: Judie Kay x8108

<http://www.swin.edu.au/wace2006/>

JULY

3rd Annual AUCEA National Conference 2006 - "Embedding University Community Engagement: The good, the bad and the ugly"

Date: 12 - 14 July 2006

Venue: Curtin University of Technology, Perth Western Australia

Convenor: Curtin University of Technology,

Objectives: Showcase research, theoretical aspects and best practices of embedding

university community engagement into a changing academic culture; Strengthen the support network between universities for maintaining partnerships by learning and engaging within communities; Deepen the understanding of the concept of scholarship of engagement; Communicate to decision makers and the public the value of embedding university community engagement; Offer provocative, interactive conferencing to enable the further development of engaged learning opportunities nationally.

http://www.aucea.net.au/cgi-bin/articles/display.pl/a:286/National_Conference_2006_.html

The PASCAL conference (RMIT and DVC) will be held on July 13th/14th.

<http://www.obs-pascal.com/docs.php?doc=154>

Practitioner Day

Date: July 21

Venue: Witchmont Winery

Convenor: Victorian Learning Community Network (in conjunction with Melton Brimbank LLEN, The Shire of Yarra Ranges and Hume City Council).

Regional Development – Growing Regions Conference

Date: 25 - 27 July 2006

Venue: Brisbane

Convenor: Department of Transport and Regional Development

Themes: Regional and national development best practice; Maximising economic and socio-cultural opportunities in rural and remote regions; Improving opportunities and outcomes for indigenous communities; Regional governance; Regional youth leadership; New trends and approaches in regional development.

<http://www.dotars.gov.au/regional/growingregions/index.aspx>

AUGUST

'Positive Futures' – Achieving wellbeing for children and families

Date: 14 - 16 August 2006

Venue: Sydney Convention and Exhibition Centre

Convenor: 2006 ACWA Conference
incorporating the 7th International Looking After
Children Conference

Theme: Well-being for vulnerable children and
families.

<http://www.acwa06.com/Default.htm>

SEPTEMBER

The Australian Collaborative Education Network (ACEN) Forum

Date: 14-15 September

Venue: Griffith University

Contact Judie Kay x8108

<http://www.swinburne.edu.au/hosting/acen/>

EIANZ Conference 2006

Date: 17-20 September, 2006

Venue: Hilton, Adelaide.

Convenor: Environment Institute of Australia and
New Zealand – Environmental Practice

Theme: Environmental education; Environmental
planning; Environmental assessment;
Environmental approvals; Environmental
auditing; Environmental research; Environmental
reporting.

<http://www.plevin.com.au/eianz2006/>

Governments and Communities in Partnership – From Theory to Practice

Date: 25 - 27 September 2006

Venue: Melbourne Park

Convenor: The Centre for Public Policy –
Melbourne University

Theme: The aim of the program is to deepen the
academic and policy debate about the impact
and value of efforts to 'join-up' different public
services and related initiatives to strengthen
communities.

[http://www.public-
policy.unimelb.edu.au/conference06/](http://www.public-policy.unimelb.edu.au/conference06/)

OCTOBER

International Service Learning Research
Conference

Date: 14-16 October

Contact: Professor Rob Wallis

pvcrr@deakin.edu.au