

## Message from the Pro Vice Chancellor - Community Engagement



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This is the close of the first year of the Office of Community Engagement. It has been an interesting year with a number of opportunities emerging.

We are currently participating in a range of projects which promise to significantly enhance Swinburne's capacity to respond to communities.

It has also been exciting to identify the numbers of projects which already exist between Swinburne and community partners.

Swinburne has been a significant contributor to national development of University community engagement through AUCEA. 2007 promises to be a year of achievement in Community Engagement for Swinburne. I would like to welcome Professor Peter Newton, Dr Sue Lewis, Dr Elfreide Ihsen and Cait Ryan to the team. Brief profiles of Cait and Peter follow. Sue and Elfreide will feature in the next newsletter.

I received a card from the Queensland Department of Education with the message 'Love all living things this Christmas!' – a great message for the festive season.  
Barbara.

### Welcome to new staff:



#### Cait Ryan

We are pleased to welcome Cait Ryan to the community engagement team. Cait joins us on Level 5 in the old

Chancellery Building and will have a major role in the Learning and Teaching Performance Fund Project, "Engaging Students to Improve Participation and Outcomes". Cait has been seconded from Careers and Employment and will retain her responsibility for the Students in Free Enterprise (SIFE) program which she has been managing since the program was first offered at Swinburne in 2003. SIFE is an international program for university students who compete for awards based on their entrepreneurial outreach project outcomes – Swinburne students have been very successful - the seven trophies will be prominently displayed in the library in 2007.

Cait already has a number of project ideas from local government and from university departments and is keen to work with Swinburne staff and students. Cait can be contacted on x5090 or email [cryan@swin.edu.au](mailto:cryan@swin.edu.au).

#### Professor Peter Newton

Dr Peter W Newton holds the position of Professor in the Centre for Regional Development at Swinburne University of Technology.



Previously he was Chief Research Scientist in the Commonwealth Scientific and Industrial Research Organisation (CSIRO) where he has held several key leadership roles since 1994 including: Chief Scientist in Manufacturing and Infrastructure Technology, Deputy Chief in Building, Construction and Engineering and Science Director (Sustainable Built Environment Technologies).

External to CSIRO, Dr Newton has held positions as: Co-Director of the Telstra Centre of Expertise in Geographic Information Systems and Analysis (1990-94); Associate Director in the Australian Housing and Urban Research Institute (1993-99) and Director of the CRC for Construction Innovation Program on Sustainable Built Assets (2001-2007). He has also held

faculty positions in the Universities of Newcastle, QUT, Canterbury and Waterloo.

Dr Newton sits on several advisory boards: CIB – the International Council for Research and Innovation in Building and Construction (2001-2007), ASBEC (Australian Sustainable Built Environment Council), Standards Australia (Sustainable Buildings Co-ordination Group).

His research interests relate primarily to understanding city function and performance from demographic, socio-technical and environmental sustainability perspectives. He has been principal author of the national State of Environment reports on Human Settlements in Australia in 2001 and 2006. He is also co-editor/author of more than 20 books, including such titles as: East-West Perspectives on 21<sup>st</sup> Century Urban Development; Re-Shaping Cities for a More Sustainable Future; Population Shift: Mobility and Change in Australia; Networking Spatial Information Systems; Cities in Competition; Cities of the 21<sup>st</sup> Century: New Technologies and Spatial Systems; Desktop Planning; Resource Communities – Settlement and Workforce Issues; The Spatial Impact of Technological Change.

His research focus at Swinburne will centre on the challenges identified in the Human Settlements SoE Theme Report released last week by the Federal government ([www.deh.gov.au/soe](http://www.deh.gov.au/soe)) which depicts an unsustainable growth in urban consumption of key material resources, energy and water as well as motor vehicle use and waste generation. How to transition to more sustainable patterns of urban living and urban development – ie addressing both demand and supply sides – is the topic for a new book Professor Newton is writing. Engaging with communities, industry and government in relation to change processes is also a significant element in Professor Newton's strategy for more sustainable cities and regions and is reflected in his current role as an auditor of Melbourne's 2030 Strategy and frequent role as a conference speaker

A warm welcome to both Cait and Peter.

## Around the University

### National Centre for Sustainability

Not surprisingly, the National Centre for Sustainability (NCS) at Swinburne is achieving some great outcomes through their engagement with community partners. As just one example,

NCS was involved in a sustainable behaviour change project with City of Boroondara called 'Living for our Future'. This project for which funding has been provided to extend the program in 2007 was a finalist in both the 2006 Banksia Environmental Awards and 2006 UNAA World Environment Day Awards. Congratulations to the team.

NCS has recently signed an MOU with the Port Phillip EcoCentre, a not-for-profit community environmental organisation based in St. Kilda. (See [www.ecocentre.com](http://www.ecocentre.com)) There are opportunities for NCS and Swinburne to use the EcoCentre as a tangible sustainability education tool and venue. NCS is looking to use the EcoCentre to engage Swinburne students in community environmental activities e.g. running/managing a 'green event', which in turn will support community volunteer activities through student involvement. The EcoCentre also has a regional schools program supporting physical environmental infrastructure in schools (e.g. rainwater tanks and veggie gardens) and is developing Sustainability Professional Development for teachers to manage these projects. Julian Donlen for NCS is on the EcoCentre Management Committee and Reference Group the City of Port Phillip's 'Sustainable Community Progress Indicators' (SCPI) project: <http://www.portphilip.vic.gov.au/scpi.html> linked to our Statewide Victorian Indicators Project.

Look for more news from NCS and the progress of Swinburne's Sustainability Covenant in the next newsletter.

### Students in Free Enterprise (SIFE) – rhymes with Life!

#### Q. What is SIFE?

A. Students in Free Enterprise (SIFE) is the largest university based extra curricular activity for students in the world. Currently over 2000 universities across 48 countries are involved.



#### Q. What do SIFE students do?

A. Students who enter into SIFE devise and deliver outreach projects which teach others in our communities about enterprise or provide education on financial literacy. In effect students take the theory of what they've learnt in lectures

and apply it in a practical way so that others may benefit.

**Q. How do SIFE students know what they are doing is beneficial?**

**A.** Once a year each team report on their activities, similar to how a corporation would hold an AGM. Students present an annual report and an oral presentation to judges who are CEOs or senior executives from major corporations. Judges provide extensive feedback to teams and ultimately select a national winner. The champion team from each country will go forward to compete in the SIFE World competition.

**Q. What do students gain from SIFE?**

**A.** Exposure to worldly realities, skills and experience which make them “workplace ready” – eg communication skills, team work, leadership, project management, operating ethically, insight into corporations and community awareness.

**Q. Does Swinburne enter the SIFE Competition?**

**A.** Yes. Swinburne has been involved in SIFE since 2003. In this time we have worked with a number of organisations to create both social and financial entrepreneurial projects. As a result of student efforts SwinSIFE has won 7 trophies and over \$3000 in prize-money.

**Q. I want students from my HEd Faculty / TAFE School to participate. How can they enter?**

**A.** Firstly just about any university / TAFE based project which involves one or more students working with a 3<sup>rd</sup> party can be fitted to the SIFE judging criteria. Secondly new projects can be advertised within department(s) for student involvement. Contact Cait Ryan, ext 5090 or [cryan@swin.edu.au](mailto:cryan@swin.edu.au) to determine if existing projects are suitable or to find a new project.

SIFE at Swinburne is for all students, studying all disciplines. From a Business student who develops a marketing plan to an IT student who creates a website or NICA students teaching circus skills, all these activities can provide an opportunity for others to develop their enterprise skills.

## ART SUCCESS



In term 4, Students in Free Enterprise (SIFE) at Swinburne conducted a project to produce sets of

greeting cards featuring artwork created by the Supported Learning Network (SLN) classes at the Hawthorn campus. Through the Visual Arts and Retail classes, Sarah, Felix, Lorin and Anne met the SLN students to discuss how the cards were produced and how they could be marketed. Felix did a fabulous job creating a website about the project where people could place on-line orders and he and Sarah conducted a campus wide survey to find out which cards would be the most popular.

The cards were ready for sale in November at the SLN annual art show in the foyer of building TD and were immediately a big hit, these and the on-line orders selling out within a few days. A second print run was required.

The whole project was a great success not only from a sales point of view but particularly for the effect it had on the SLN students and their families who gained tremendous pride and satisfaction seeing their work in print. Unexpected bonuses were having one of the designs selected by Swinburne Marketing for the Corporate season’s greeting card and sales generating over a \$1000 in profit. However the real reward was the warm relationship that was forged between the SIFE students and ours at the SLN.

Next year we hope to see SIFE run another similar project with more designs and products from the Supported Learning Network. In the meantime cards can still be purchased from [www.swin.edu.au/careers/sife.html](http://www.swin.edu.au/careers/sife.html)  
Ann Hurley, Supported Learning Network  
Hawthorn Campus

**Congratulations** to Associate Professor Stephen Huxley and the Students of Swinburne School of Film and Television. As reported in the last edition of *Engaging Swinburne, Engaging Communities*, a number of community service advertisements (CSAs) have been produced.

The latest is for the Metropolitan Ambulance Service (MAS) and was launched at the George Cinema in St Kilda by the Minister for Human Services Bronwyn Pike and the CEO of MAS Greg Sassell. The one minute advertisement will run in commercial cinemas and 15 and 30 second versions will be screened on free to air television in the coming months.

The CSA targets the problem of illicit drug taking in night clubs, the MAS wanted young people to understand that the police are not called if they phone 000 for an ambulance emergency. The work is quite graphic and confrontational. The students completed all aspects of the production from writing, directing, cinematography, producing and post production.

The work is a credit to staff and students in the School of Film and Television. Please look at The Age website to see the CSA and report: <http://www.theage.com.au/news/national/live-or-die-its-your-call/2006/12/12/1165685657635.html>

## **Centre for Regional Development**

### **International Masters students and the Outer Eastern Learning Communities Partnership**

The Learning Communities Partnership, which includes representation from schools (Eastern Metropolitan Region), Libraries, Swinburne (TAFE and Higher Education), OELLEN, Local Government and ACE has been convened by the PVC Community Engagement to address the issue of regional education levels and student aspiration. Over the year the Partnership has considered the issue of communicating with young people, especially those disaffected with school.

How could we communicate educational pathways? What was the best method of reaching young people in general?

As a starting point it was decided to investigate the preferred communication modes of young people in order to convey the value of continued and lifelong learning and their options for access.

Six Masters students (eBusiness and Communication), all international students, undertook a short project on the subject as part of their studies. The multidisciplinary team, under the supervision of their lecturer Leslie Wood, developed the project as a model consultancy.

The Masters students worked with a group of young people who are no longer at school, or who are at risk of dropping out of education altogether and currently studying the Certificate of General Education for Adults (CGEA) at Morrison House Community Learning Centre. The project was part of the CGEA and the Master students were invited to join the class in order to undertake the project.

The class facilitator administered a questionnaire designed by students who analysed the results and then joined a class discussion of the results. The Masters students sat with the CGEA students whilst they tested the three websites from Eastern Regional Libraries, Swinburne and Yarra Ranges Lifelong Learning. The young people also shared their impressions of the Shire of Yarra Ranges Lifelong Learning Poster and the Swinburne First Stop brochure.

There was significant mutual benefit from the project in that the Morrison House group were undertaking a unit on racial intolerance. Their class task was to interview someone from another country and so they were able to interview the Masters students in return.

The findings were presented by the Masters students to a meeting of the Partnership, which the Morrison House group attended. Although the sample was relatively small, it was clear that the majority of young people routinely use technology as the primary source of information and their preferred mode of communication. They navigated websites with ease and they preferred personalised SMS for communication. We had made some assumptions about lack of access which were not confirmed by the project. It is interesting to note that most of the young people in the sample wanted to continue with education, particularly as a pathway to employment. Although this group could be classified as high risk, they are however in a highly supported environment and it could be that we need to seek out those who are not engaged in any formal programs or education at all.

Regionally, the EMR with the OELLEN is leading a "Youth Commitment" to try to ensure that no student will lose the means of staying engaged with future educational opportunities whether in traditional schooling or not.

For further information contact Leslie Wood on 0411 570 751.

*We hope you have enjoyed the newsletter this year. We have had an offer to make it more interactive using student projects. We hope to do this early in 2007.*  
Editor.

## Conferences

### FEBRUARY 2007

12 - 14 February 2007

1st Global Conference: The Value of Knowledge  
Sydney, Australia

<http://www.inter-disciplinary.net/ati/education/tvk/tvk1/cfp.htm>

15 - 16 February 2007

6th International Conference on Educational  
Leadership

University of Wollongong Campus

[http://www.austcolled.com.au/index.php?option=com\\_content&task=view&id=3076](http://www.austcolled.com.au/index.php?option=com_content&task=view&id=3076)

### MARCH 2007

7 - 9 March 2007

INTED2007 International Technology, Education and  
Development Conference

HERON CITY CONGRESS CENTER

Carretera de Ademuz Salidas 6 y 7

46980 Paterna Valencia

<http://www.iated.org>

### APRIL 2007

20 - 22 April 2007

Campus-Community Partnerships for Sustainability  
Second Annual Conference

Eastern Kentucky University, Perkins Conference  
Center, Richmond KY

[http://www.ulsf.org/resources\\_events.html#dec06](http://www.ulsf.org/resources_events.html#dec06)

### MAY 2007

28 - 29 May 2007

9th International Conference on EDUCATION  
Athens Greece

<http://www.atiner.gr/docs/Education.htm>

30 May - 2 June 2007

"The Portraits of Tomorrow" - Landscapes, Learners,  
Leaders

The Canadian Association for University Continuing  
Education (CAUCE)

[The Westin Edmonton](http://www.cauce2007.ca/)

<http://www.cauce2007.ca/>

### JUNE 2007

13 - 14 June 2007

Focus Conference  
Canberra

<http://www.aare.edu.au/conf2007f/nutshell.htm>

### JULY 2007

2 - 4 July 2007

4th Annual AUCEA Conference

"The scholarship of community engagement:

Australia's way forward

Alice Springs Northern Territory

<http://www.apapdc.edu.au/aucea/>

11 - 13 July 2007

National VET Research Conferences ('No Frills')

Charles Darwin University, Alice Springs campus,  
Northern Territory

[http://www.ncver.edu.au/newsevents/events.html#NCVER\\_Research\\_Forum](http://www.ncver.edu.au/newsevents/events.html#NCVER_Research_Forum)