

University of South Australia

Summer 2010

# magazine

## **Modern woman:**

*has Super Woman become super stuck?*

## **Responsible tourism:**

*the changing nature of holidays*

## **Drink driving:**

*it's just not worth the risk*

# Giving back Making it count



UniSA





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UniSA

UniSA Magazine

Showcasing how UniSA's research and teaching is making a difference in the world.

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**Prof Peter Høj**  
Vice Chancellor & President

## View Point

There is an old Chinese saying: If you are planning for a year, sow rice, if you are planning for a decade, plant trees, if you are planning for a lifetime, educate people. A modern equivalent would be: If you want to invest in the future, invest in universities.

I believe that what universities do has never been more important.

The benefits for individuals are obvious, and well supported by statistics. For both male and female graduates, participation rates in the labour force are roughly 10 per cent higher than for those with no post-school qualification, and earnings are 40 per cent higher. As the labour market expanded by 18 per cent from 1990 to 2003, seven out of ten new jobs went to university graduates.

More significant, however, are the benefits at the broader economic level. To quote the Organisation for Economic Cooperation and Development: 'On average across countries, the net public return to an investment in tertiary education is US\$86,000 for males when accounting for the main costs and benefits for this level of education. This is almost three times the amount of public investment in tertiary education, and as such, provides a strong incentive for governments to expand higher education'.

Research commissioned by Universities Australia shows that the \$5 billion expansion of public and private investment in Australia's universities needed to bring it to the benchmark 2 per cent of GDP, would increase national GDP by 6.4 per cent by 2040.

There are some who suggest there is a limit to how much education we should be offering; that we are in danger of doing too much by educating too many people. Their fear is

that the less qualified are crowded out of the labour market by better qualified, but the evidence tells us otherwise.

A better-educated workforce means a faster growing economy, which offers more opportunities for all. Beyond that are the social benefits. Australian data from National Health Surveys show, for example, that adults with a degree are less likely to be obese.

So universities are important and they are valued – but how can they do better?

They should be excellent at what they are set up to do. From my perspective educating top graduates is the number one output we must achieve.

For that to happen, we must ensure that our learning outcomes and teaching inputs are underpinned by a strong institutional research ethos, a goal that UniSA has moved decisively towards as it now ranks in the top quintile for PhD qualified academic staff in Australian universities. Of course, we do not undertake research for the sake of strengthening graduate outcomes alone. Our research must also secure societal benefits through the production and adoption of useful innovations. This requires connectivity with the real world. For example, we need more research degree graduates to be employed in organisations outside academia. Embedded in such organisations, they can spot the opportunities for knowledge transfer and co-development of solutions that make a difference. As a part of this, we also need a good proportion of our research degree students to be working in business, government and industry during their studies. This will help them to become more attuned to the connections between research and innovation outcomes. I call this moving from Excellence to Excellence<sup>plus</sup>.

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water health work community action  
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# UniSA's Samstag Museum pulls a rabbit (or six) out of the hat!

The Anne & Gordon Samstag Museum of Art is giving *UniSA Magazine* readers a sneak preview of its 2011 exhibitions. Museum Director Erica Green says "there will be many great Australian and international artists featured in the 2011 program."

The Samstag Museum's 2011 program will be launched in February with **Stop(the)Gap** – a major international Indigenous moving image exhibition, developed in partnership with the 2011 BigPond Adelaide Film Festival. Curator Brenda L Croft brings together recent works by renowned Indigenous artists from Australia, Aotearoa/New Zealand, Canada and the USA, who share colonial histories relating to dispossession, loss of identity, inequity and misrepresentation.

**Stop(the)Gap** also features an exciting world premiere of a new work by celebrated filmmaker Warwick Thornton.

In May, the Samstag Museum will present two very special exhibitions drawing on youth subcultures and fringe dwellers. The first of these – **The May Lane Street Art Project** – is an exhibition of large scale street art by legendary Australian and international artists. The second exhibition - **Hijacked 2** – showcases 30 diverse German and Australian photographers. The Samstag Museum will be hosting its first ever UniSA student party to launch these two exhibitions.

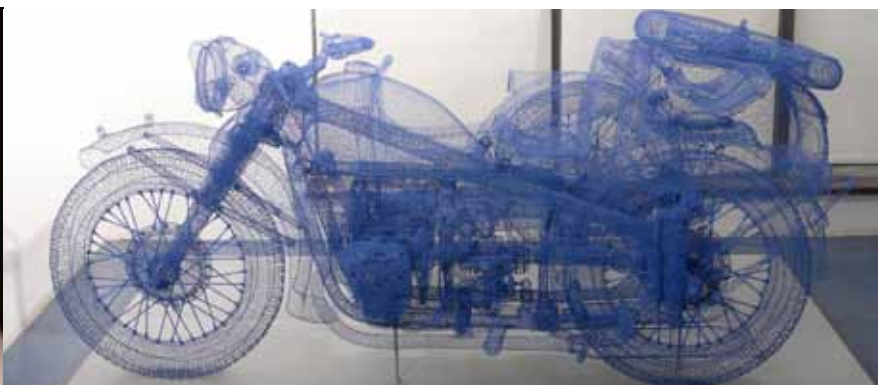
For the Adelaide Festival Centre's OzAsia Festival, the Samstag Museum celebrates the Year of the Rabbit with the **White Rabbit** exhibition. This exhibition provides an exciting window to the diversity and power of contemporary art in China, showcasing works in very different media – painting, sculpture, animation, new media and installation. Featured works explore China's rapidly changing

society, from Mao's oppressive Cultural Revolution to the excesses and exuberance of China's economic boom.

**Your Move:** Australian artists play chess and an exhibition of photographs by **Bill Henson** conclude the Samstag Museum's 2011 exhibitions program. **Your Move** is an intriguing exhibition which shows that in the 21st century, chess has lost none of its inspirational power. Thirteen of Australia's leading artists have responded to the notion of the game of chess in entirely different ways; and the ideas and issues adopted in their works relate to a diverse range of current social, political and environmental concerns. The **Bill Henson** exhibition with early work from the MGA collection, along with selected recent landscapes is a significant survey of photographs by this internationally renowned artist. This is the first time an exhibition dedicated to Henson's work will be presented in Adelaide, and is a rare opportunity for visitors to experience his work first hand.

Throughout the year the Samstag Museum will also present a lively program of talks by artists, curators and leading visual arts professionals.

Free guided tours of the Samstag Museum of Art are available for groups including UniSA staff and students. For program details and tour bookings, visit [unisa.edu.au/samstagmuseum](http://unisa.edu.au/samstagmuseum) or phone (08) 8302 0870.



(Top L-R) Nova Paul, *This is not Dying* (detail), 2010; Lisa Reihana, *Te Po O Matariki* (detail), 2010; B.U.G.U.A.P., *Write of Reply* (detail), 2007  
(Bottom L-R) Olivier Sieber, *Reita, Köln* (detail), 2007; Shi Jindian, *Blue CJ750*, 2008; Claire Healy & Sean Cordeiro, *The Great War* (detail), 2010



# Choosing to give

Recently sharing the top spot with New Zealand in a poll of charitable nations, Australia can hold its head high when it comes to good deeds. The World Giving Index, researched by the UK-based Charities Aid Foundation using a Gallup poll of charitable behaviour in 153 countries, found that Aussies scored top overall when measuring giving money, volunteering time and helping a stranger. But what transforms an occasional donor or volunteer into someone who is driven to work in the not-for-profit sector?

With charity positions traditionally offering lower financial returns for workers than their commercial counterparts, not-for-profit work doesn't appeal to everyone.

UniSA Bachelor of Management (Marketing) graduate Dan Ryan, 22 (pictured right), was offered a dream job marketing a luxury car brand on the same day as he was offered a marketing position at Austraining International, a specialist project management and international development organisation.

Discussing his options with friends that evening in the stifling humidity of Cambodia, where Ryan had spent the previous couple of months volunteering in impoverished communities, he found in the end that the decision was easy.

Ryan explains that after his experiences in Cambodia, he saw the role with the luxury brand as challenging who he wanted to be rather than confirming it, even though just three months earlier he had considered it to be his dream job.

"Had I not gone to Cambodia, I almost definitely would have chosen to work for the luxury brand," he says.

"I suppose it was a classic case of wanting to make a difference. It came down to whether I would earn the money and use the extra cash to make a difference through donations, or be a positive influence in an industry that perhaps didn't have that influence.

"Austraining International was so much more in line with what I wanted to be doing. This job allows me to be involved in programs and decisions that really affect people."

Ryan says his first volunteering trip to Cambodia and South Africa in late 2007 made him question what he wanted to do with his life.

"My first trip was more about exposure than experience," Ryan says. "I worked for a couple of days teaching at a school and a week building in a community, so I wasn't having a sustained impact.

"Reflecting back, it was probably enough exposure to make me feel uncomfortable with the rest of my life until I changed my career this year."

Now working in marketing and communications at Austraining International, Ryan also volunteers as Campaign Promotions Manager at The Oaktree

Foundation, an organisation run by young people that focuses on initiatives aimed at ending global poverty. At Oaktree he helped to raise \$470,000 in the *Live Below the Line* campaign in August 2010 which called for Australians to buy all their food

for less than \$2 a day for five days to raise awareness of extreme poverty.

"It's important that people are connected to the causes they support. Everyone has a particular skill set, and it's good if you can use whatever you're best at in your charity work. For example, my skills in communication and marketing are more valuable for making a difference to people in developing countries when I'm here than when I'm in Cambodia building or teaching, which I'm not trained for," says Ryan.

"I want to go back and I've maintained friendships, but in terms of effectiveness in running campaigns, there'll be a bigger return on investment for me to do that sort of work here."

Despite feeling he can make better use of his skills at home, Ryan says his time volunteering overseas continues to motivate him.

"I'm working with these stories and statistics all the time, but now there are names and personalities and faces and friends behind all of those statistics. For example, 2.6 billion people lack access to basic sanitation and I know 70 of them. That makes a difference when you're doing a campaign for water aid because you know 70 people who are affected directly by this lack of access," he says.

UniSA Social Work and International Studies student Tessa Henwood-Mitchell, 22 (pictured below), agrees that although visiting a developing country can be a great motivator, it's not always the best use of one's efforts.

In early 2009, Henwood-Mitchell set up a not-for-profit organisation after returning from a four-month trip to Bolivia as a UniSA Hawke Ambassador where she volunteered in an orphanage. Now with two years of her degree left, she is busy running TIA International Aid to improve the future of disadvantaged children through a variety of projects.



Tessa Henwood-Mitchell at the Bolivian orphanage.

“ 2.6 billion people lack access to basic sanitation and I know 70 of them. That makes a difference when you're doing a campaign for water aid ”

Dan Ryan

*Dan Ryan volunteered in Cambodia and then realised he could use his marketing skills in Australia to make a difference.*



TIA supports *Ciudadela SEDEGES*, a government-run and funded orphanage for around 80 children aged 16 and under, and *Manuela E. Gandarillas*, a rehabilitation centre for blind children and adolescents, both in Bolivia.

Henwood-Mitchell was recently named in Triple J's *25 Under 25 and Smashin'* list which nominates 25 extraordinary young people from around the nation. She says it's important to consider the impact of your work not only for yourself but also for those you are trying to help.

"I have mixed views on volunteering overseas. Obviously I've done it myself, but when people go on two-week volunteer expeditions with an organisation where they pay thousands of dollars and they are taken to an orphanage and they see the children, play with them, give them pencils and then leave, I don't see the benefit in that," she says.

"It might change the perspectives of the people who go there, but in terms of actually helping the communities or the children that they're visiting, it doesn't really do much in the long-term.

"People ask me if they can visit the orphanage and I struggle with that because I don't see much merit in sending them over there if the kids aren't going to get anything but another person to say goodbye to.

"They have such a lack of stability in their lives already, they don't need more foreigners coming in for a week or so, forming new friendships and then having to say goodbye. The kids are becoming so desensitised to it now," she adds.

While in Bolivia originally in 2008, Henwood-Mitchell started investigating how to set up a charity to help the orphanage. The catalyst was that the younger children she was working with

did not have any nappies. When she discovered that there simply weren't the funds to buy them, she decided to do something to help.

She says she also noticed that many of the children were not at the stage of development expected for their age, for example three-year-olds still could not talk and older children could not read or write.

"These children can't fulfill their potential because of such little things like basic hygiene. If they've got clean water, then they'll be healthier and be able to learn better and go to school more. All those little things add up," she says.

"Seeing extreme poverty is always going to change your perception of things from the minute you've seen it onwards. It changed the way I saw western culture, and made me find the materialistic side hard to stomach."

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A photo from Dan Ryan's volunteering experience in Cambodia

## Choosing to give continued from page 7

For executive Judy Curran (pictured right), the move into the not-for-profit sector was something she had never considered until a colleague asked if she'd be interested in a role with Australian Red Cross. Now she is the Chief Executive of the CanDo group which is made up of two charitable service providers, *CanDo4Kids*, *Townsend House* (providing services for deaf and blind children in South Australia), and *DeafCanDo*, *The Royal Deaf Society* (providing services to the South Australian deaf community).



Judy Curran

After selling the multi-million-dollar-a-year national surgical medical supply company she ran with her husband in the late 1990s, Curran was considering what to do next when she was approached by the Australian Red Cross.

"They needed someone who could manage their commercial businesses, with both a commercial head and compassion," says Curran. "I didn't seek out the Red Cross or the not-for-profit sector, but the more I thought about it, it was like that adage, 'it's nice to give something back.'"

"My father was a Kokoda Trail veteran, and he talked very fondly of the Red Cross and so it had that appeal to me. Before that, the not-for-profit sector wasn't even on my radar."

Now at the CanDo Group after leading scosa (Spastic Centres of South Australia) for seven years, Curran says it was initially challenging to adapt to the more conservative working culture of the sector after years of running her own business, where she could make decisions in the morning and implement them the same day. But she is now passionate about increasing levels of professionalism.

"Make no mistake, the not-for-profit sector is in business. It may not deliver cash dividends to shareholders, but it delivers social dividends to its stakeholders. Charitable organisations are often focused on the people they are there for, which is fabulous, but the reality of a business is that you have to develop your employees. Organisational development and learning are my huge passions," she says.

After completing a Master of Business Administration at UniSA in 2003, Curran has supported many members of staff in gaining tertiary qualifications and says such investment is key to attracting and retaining the best people to work in the sector.

"It's naive to think all these charities should be manned by volunteers," she says. "Volunteers' contributions are great, indeed essential, but their commitment may be short-term and their lifestyle means they may not always be available. People in the not-for-profit sector won't work for \$25,000 a year because they can't afford to. If you want the best people you have to pay as close to the equivalent market salary as possible, this is why we take advantage of fringe benefits tax exemption to add that non-cash value to salary packages to enable the non-government organisation and not-for-profit sector to attract good people they could otherwise not afford."

Curran also urges people thinking of working in the not-for-profit sector to be realistic about the role they will play.

"There are people who join because they want to change the world and are disappointed because their ability to make that level of difference isn't there. Of course their contribution will make a difference, but short of joining Médecins Sans Frontières, you're not actually going to change the world by joining the accounts department.

"Similarly, volunteering abroad is fun and makes people feel good, but you have to ask yourself if it's the best use of your time and skills," she adds.

Perhaps the truth about working in the not-for-profit sector is that it is actually the daily work at desks, in warehouses and in boardrooms out of the spotlight, that makes a difference when multiplied around the globe. These daily, incremental efforts pool together to make the world a slightly brighter, better place.

**By Rachel Broadley**



## The thinking behind volunteering

Volunteers play a fundamental role in the work of many organisations. Their work is worth billions of dollars to the Australian economy each year and big business has joined in, with companies such as the Commonwealth Bank donating employees' time to help community causes.

Associate Adjunct Professor at UniSA's School of Psychology, Social Work and Social Policy, Jacques Metzger, says that volunteering takes more than one form.

"There is formal volunteering, which is a regular and planned activity for an organisation, and informal activity, when you assist with something perhaps once or irregularly, such as giving someone a lift or doing a random good deed. There must be countless episodes of those opportunistic acts of informal volunteering, acts of kindness or pro-social behaviour, as it's called by psychologists," he says.

"People volunteer for a wide range of reasons, but around 50 per cent of those reasons are apparently intrinsic, including altruism, but also things like 'it's a worthy thing to do', while another 50 per cent of the reasons are external that are easy to pinpoint, such as 'I'm helping because all my friends are there', so obviously those volunteers are getting social rewards out of it. People also cite reasons such as learning new skills."

Prof Metzger says charitable behaviour can vary depending on life stage.

"Generation X, for example, is typically in the development stage of life right now so they are busy developing and maintaining a strong position in the workforce, starting families etcetera, so that makes them time-poor but they are starting to have more money to give. Younger people are generally time and money-poor as they're trying to keep up with work, such as university coursework, and don't have much income because they're studying or at the beginning of establishing a career," he says.

"Age does make a difference to volunteering and donating because it depends on the developmental features of the life span. Without doubt environment also influences the area one chooses to volunteer in, so for example people with children may volunteer time to sit on a school council."

As well as playing a vital role in the work of many charitable organisations, Prof Metzger says that research studies have shown that volunteering causes good health, and improves mental health.

"We're engaged in a 10 year study of school leavers to see if volunteering actually causes good mental health, as well as improving it. This is potentially important, especially in Australia where one in two adults will form clinical depression at some point in their lifetime," he says.

With volunteering positions available in areas ranging from sport to fire fighting to conservation and arts festivals, there are many ways to get involved. To find out more about volunteering opportunities in South Australia, visit the SA Government's Office for Volunteers website at [www.ofv.sa.gov.au](http://www.ofv.sa.gov.au) or visit Volunteering Australia at [www.volunteeringaustralia.org](http://www.volunteeringaustralia.org) for volunteer positions nationwide.

By Rachel Broadley

## LIVE WORK THINK GROW FILE MOVIE THINK GROW

### The games we will play

Electronic gaming has come a long way in the past 20 years. As Christmas approaches and children, teenagers and even adults look forward to unwrapping the latest gaming sensation, UniSA's team from the **Wearable Computing Laboratory** is working on the technology that we could be playing with in the future, and share their insights on what these may be.

Games that sense and use the player's heart rate, sense of smell and sense of taste are sure to be used in future gaming. Being able to change the outcome of a game based on the user's emotional state will be a very powerful tool. In the next 10 years we expect smell interfaces to become available. These devices will go well with taste interfaces that allow artificial flavours to be experienced – although we think these are 30 years away.

Haptic and robotic interfaces (devices which enable the user to feel and manipulate virtual or remote environments) will make a big appearance in the home over the next 10 years. For gaming, this might mean highly interactive board games where the characters have the ability to physically move around in the game.

In our research group, the biggest focus at the moment is on display technologies and presentation of information. Display technologies will mature significantly over the next 10 years. While 3D cinemas and televisions are starting to become common, it's not new technology. It is the same with motion-sensing being used in gaming. We have been using this technology for years in our research, so it is great to see its widespread acceptance.

In the future we believe that 3D technology will go even further so that displays are not restricted to a single surface, such as a TV, but rather displays will be able to cover all surfaces in a room - walls, ceilings, floors, tables, chairs. This will allow a far more interactive experience where people can actually be part of the virtual world and walk alongside their favourite game characters.

This new type of entertainment environment is called Spatial Augmented Reality, where projected light is used to change the appearance of any tangible item by using computer-generated graphics to alter its appearance. At the Wearable Computer Lab, we are exploring how this technology can be integrated into areas such as design, training, medical assistance and gaming – all of which have promising applications.

For us, the most significant impact will be the widespread adoption of large scale Spatial Augmented Reality projection systems. The widespread use of projectors is already rising – miniature projections are now being installed into mobile phones.

*“By 2014 it is estimated 39 million mobile phones will be fitted with a micro projector.”*

And we could see games leveraging projected environments within the next five years.

Projection could play a role in training in the future too. It could be used to guide a person through a number of set procedures to either service, replace or use a piece of equipment. Rather than reading text manuals, you could actually practise working on a piece of equipment by using a projection.

We've seen lots of changes in advanced computing and there is no doubt that it is going to keep changing as we, and our colleagues all around the world, continue to think of new ideas.

*This column was contributed to by Bruce Thomas, Ross Smith, Ben Close, Stewart Vonltzstein, Shane Porter and Wynand Marais.*



# The modern woman

**The modern woman has more choice and opportunity than ever before. But in juggling higher education, career, family and home life, she also faces incredible contradiction and conflict. Has Super Woman become super stuck?**

It's been 35 years since South Australia outlawed sex discrimination. It ended a time when women couldn't enter the front bar of a hotel and were often forced to resign from their job simply because they got married.

Of course women have come a long way since then. Australia has its first female Prime Minister, and our young women can dream big in terms of career, travel and life goals.

Girls today don't think twice about the fact they can aim to become medical specialists, partners in law firms and, as former Unley High student Julia Gillard has proven, even Prime Minister.

But there's one area in which women are still lagging, and that's the constant juggle to fit everything in once a family comes along. It seems women's lives have never been so ridiculously busy. As the saying goes,

can women really have it all, or are they just doing it all?

Professor Barbara Pocock, Director of UniSA's Centre for Work + Life, says today's women are "paddling really hard" in what she describes as a half-finished revolution.

"Women really did step up to their mother's expectations from the feminist revolution of



the 1970s in terms of qualifications and workforce participation, but society hasn't renovated the private sphere," she says.

"Women have adapted in the professional realm but they are holding it all together in the private realm too. They're doing the full-time or part-time work, they're doing the housework and looking after the kids and they're very often afflicted with guilt about not being the perfect woman, of being Super Woman almost, and it's a totally cracked image. It's crazy stuff."

Prof Pocock's idea of a half-finished revolution links to the Centre for Work + Life's Australian Work + Life Index (AWALI) research.

"I think we can pick up the price of this half-finished revolution in our AWALI findings, with 60 per cent of Australian women saying they often or almost always feel rushed or pressed for time," Prof Pocock says.

"Working part-time while raising a family is the way Australian women have tried to structure their working patterns around their care responsibilities. But AWALI has found that work pressures for part-time women are the same as full-time men – so they might step down in terms of their hours at work, but the people on the home front, the kids and partners and extended family, still expect them to pick up the domestic load at home."

So what needs to change? Well, the whole damn thing, according to Prof Pocock.

"We need bosses who say, 'Yes, you might be two years out of your career for a baby but I'll be waiting for you'. We need partners who say, 'I'm serious about caring for the kids too and I will take my turn'. And we need the unions and the governments," she says.

Prof Pocock refers to a quote from former ACTU President Jenny George, who once said: "Women can have it all, but they can't have it all at once".

"We also need women in all of this. Women might think if they step back from work when a child arrives, they might never step back up to where they left off," she says.

"There's no doubt that you will lose income when you step out, but I think people would be very wise to take more of a life-course

perspective. You never get your child's early years again, you never get the opportunity to care for a sick relative or friend again, and we often overestimate our significance in the workplace and underestimate how important it is to step out for other areas of our lives.

"We need workplaces that will facilitate this, but we also need people who say, 'you know I thought it would be a disaster when I took that time, but I got back on, and got back into work later'. You don't have to hold all the balls up in the air at the same time."

Pocock says the Super Woman image is just not the reality for most women.

"I think women need to be a bit real with each other on what it's really like. We don't need those images of Gail Kelly and the triplets and the most powerful woman in the world, I mean - save me!" she says.

The Federal Government will introduce its paid parental leave scheme of 18 weeks' pay at minimum wage for all Australians on January 1, 2011. Prof Pocock describes the scheme as "a really positive catch-up measure".

"It sends a very important signal to Australian women that we will walk the talk on time for them and their family," she says.

"I really hope that we build on it in two ways in the future. One is by extending maternity leave, the period in particular, as it's the time that really matters for babies and mothers. The other is by offering two weeks' paid paternity leave on a use it or lose it basis, that is men can't give it to their wives, they have to take it. Countries which have done this have found 80 per cent of men are using it and it's associated with much more active parenting by fathers; they get time with their family early on and I think we should be doing that for working dads as well."

Despite positive measures like paid parental leave, it seems the birth of a baby too often kills a parental career.

The Association of Professional Engineers, Scientists and Managers Australia recently released its Women's in Professions Report. The results were sobering.

**“ Women have adapted in the professional realm but they are holding it all together in the private realm too.”**

*Professor Barbara Pocock*



*Professor Barbara Pocock*

*continued page 12*

## The modern woman *continued from page 11*

While Australia's birth rate might be on the rise again, the women surveyed were acutely aware of the negative impact children were likely to have on their career prospects. In the report, one woman tells how a male colleague, upon discovering she was pregnant, sent her an email saying: "I am so sorry to hear of your pregnancy. You had so much potential, you would have been a great scientist".

"I took it as a personal affront when I received it," she says in the report. "Now, I believe he was commenting on the way he knew the academic science industry worked, and the effect it has on most mothers."

In fact, nearly 70 per cent of respondents said that taking parental leave was likely to be detrimental to their career, despite legally having access to that leave.

Disturbingly, nearly 40 per cent of respondents stated that they had been bullied and 38 per cent discriminated against in the course of their employment. Nearly 20 per cent reported that they had been sexually harassed, although only one fifth of those had reported the incident through official channels.

Prof Pocock says the report shows some repetitive issues like sexual harassment haven't gone away in 35 years.

"Some things, for all the talk, haven't changed much," she says.

She says it's important to have high profile cases which show that the big corporates will no longer tolerate a CEO or senior executive who is inappropriate.

And she believes the attitude of 'here comes the baby, there goes your career' is a much broader problem than in the science and engineering professions.

"A lot of women will step down in an occupational way, they want to work less when babies come along," she says.

"There's a consequence for wanting to work less when those kids are really little, and women pay a really long-term price in terms of career advancement and a big price in income. They occupationally downshift and there are all these other downshifts that consequentially flow on from that, in money, in career, in superannuation.

"I think the quote in the engineer's report from the woman who gets pregnant and the response from her male colleague, is very striking – here we are training these women, the women themselves are investing heavily, but they don't often recognise until the moment the baby comes along that they will pay a price. There is a way of dealing with it, which is to change the cultures and practices in our workplaces. We must recognise that men and women have a life cycle which is not just a career in the job sense, it's also a caring career, and we should be allowing for flexibility over the life course to allow people to be both carers and workers."

Women's studies expert, UniSA Emeritus Professor Alison Mackinnon (pictured right), has spent a lifetime researching women's issues, particularly education, careers and family life.

She has just launched a new book, *'Women, Love and Learning: The Double Bind'*, about women who graduated from universities in Australia and the US in the 1950s and early 1960s, before the big shake up of the women's movement.

Prof Mackinnon argues those university graduates were in a 'double bind', facing contradictions between the

expectations from their education and family patterns of the time, which included early marriage.

"They were going to university and being told they were an educated elite who were going to do great things for the nation, but on the other hand the ideal of the 1950s was to be



*Professor Alison Mackinnon at her book launch with Federal MP Kate Ellis.*

the perfect wife and mother, to marry early and support your husband and generally be like the women in (SBS TV show) *Mad Men*, which was pretty hard if you were a highly educated woman," she says.

Prof Mackinnon says the majority of those women did marry at a young age, had children early, and often wondered what their education had been for. Her book tells the stories of women such as one who said: "I had four children and a lovely husband and a beautiful house, and I found myself crying in the psychiatrist's office and asking is this all?"

"There's a contrast between 'is this all?' from many of that generation, to now 'oh my God, can we do it all?'," Prof Mackinnon says.

"I think the double bind is every bit as alive now as it was then. Women today emerge from their degrees or MBAs, thinking of all the wonderful things they're going to do. It might be easy when they're young and single, but come the children, whose arrival is pushed later and later, there's a sudden and incredible conflict, a reality check.

"We need radical solutions and I would like to see a moratorium of about 10 years in young people's lives, maybe the early 20s to early 30s, when they can travel, form partnerships, have babies, without it affecting their career lives. Young workers today probably aren't going to retire until they're at least 70, so why have

“Some things, for all the talk, haven't changed much.”

*Professor Barbara Pocock*



everybody coming out of university in their early 20s frantic to get up the corporate or professional ladder when they could be there for 50 years? We're also going to need people to continue to have children to keep up our productivity in future generations, so I really think the time has come to think outside the square.

"Bob Hawke in his Boyer Lectures (1979) talked about giving everyone a guaranteed minimum income for a period. Maybe we should look at this, it may seem a somewhat utopian notion and there are some problems with it, but without some radical solutions, what's going to change?"

Prof Mackinnon also reflects on Jenny George's quote that women can have it all; they just can't have it all at once.

"One of the lessons from my research from the 1950s and early 1960s was that there are 'seasons' in people's lives. We probably all know stories of women in law firms with young children who don't get home until late at night. But they could have a few years break and then return. It's not impossible; it's basically that society hasn't made the necessary adaptations.

"The double bind I refer to in my book is not just a historical story, it's the story we're still living. Some of the elements have changed, some haven't. Many have changed for the better, some have changed for the worse. I look at young women now and I don't think things have got any easier, although the choices are far wider."

Prof Mackinnon says feminism has been wrongly blamed for society's inability to keep up with social change.

She says feminism, particularly the feminism which emerged from the 1970s, was not about everybody having to live like a man. It was about choice, at a time when women envisaged that work would not be as all-consuming, that it would be more equally shared and that working hours would be shorter. It was also envisaged that men would play a greater part in the home.

Equal opportunity and feminism have given the modern woman choices. What women need now is a way to make peace with the choices they make. Or, try to change society and finish that unfinished revolution.

By Kelly Stone

## Making the most of sleep

It seems that our 24/7, modern age lifestyle is having an impact on the way we sleep. Associate Head of the School of Psychology, Social Work and Social Policy, and Psychologist, **Associate Professor Kurt Lushington**, examines sleep issues in the 21st century, why sleep is important for study and why you need holidays.

Why do most people need an alarm clock set to make sure they wake up when they need to? It's not because people are lazy, it's because we are tired and we need that sleep.

If we look at the history of sleep, in 2010 we sleep very differently to what we did in the past. In the past few decades we have moved into a 24/7 culture and it's impacting on how much we sleep. It was not so long ago that we couldn't do our banking on the weekend and the shops were hardly open on the weekend. As well, most people worked 9-5. Now we have access to so much more and at all hours, and more people work non-standard hours which impacts on our sleep.

But does it matter if you are tired? Restricting your sleep does actually put you at risk of getting sick. Biology requires us to do certain things, such as eat, sleep and rest, and if you play around with that, there are likely to be consequences. And what we are starting to appreciate is that some of these things may be subtle and some may inconsequential, but some may be more important than we first realised.

Some of the chronic illnesses of this century may be partly caused by sleep deprivation. There is good emerging evidence that if you restrict sleep, even for just three or four days, you change the balance of the hormones that regulate appetite and insulin production. Studies show that just having 25 per cent less sleep than your body needs - so two hours less a night if you need a good eight hours sleep - changes the balance of the metabolism. This can actually make people pre-diabetic.

During holidays and on weekends when you generally don't have to set your alarm, you get a chance to decrease your sleep debt. But you never really get it back. It is important to have a break from your normal routine

and give your body a chance to relax. We underestimate how much chronic stress we live under in modern culture.

Your body's way of managing stress is to release adrenalin, which is good because it helps you get through the day. But it's not healthy for your body to be on constant adrenalin, so people like shift workers who have shorter sleep, have a higher chance of cardiovascular disease, gastrointestinal disorders and immune function disorders.

During holidays, do give yourself a bit of extra time to sleep in, but don't overdo it, just add a couple of extra hours if you need it.

For anyone studying, it is particularly important to get a good night's sleep.

*"If you stay up all night studying, you might keep some of it in your head the next morning but by the next day you will have forgotten it all as you need sleep to put down memory traces."*

One of the roles of sleep is for memory. So if you don't sleep you won't remember anything. It won't go from your short-term to your long-term memory.

Also, if you are going to study at night, give yourself the time to wind down before you go to bed. You can't study until midnight, turn off the light and expect to go straight to sleep. You need a wind down period to disengage from that study. Plan to stop studying an hour before you want to go to sleep.

Watching television is actually a good sleeping pill as it's a very passive activity, unless you are watching something that is extremely exciting. However, playing a video game, doing your tax return, having a fight with your wife - these are the sorts of things you shouldn't do before you go to bed.

# Travelling light:

**As a kid, one of my strange little habits was to raid the brochure bins at travel agencies on my way home from school. I pored over them and they carried me away to tiny country lanes in Sussex, the baking sands of the Sahara, French villas, the rugged Irish coastline, wild plains where giraffes ran free, and the riotous ports of Asia. Somewhat greedily, I wanted to experience it all – the smells, the sounds, different languages and customs. Back then no-one had heard of global warming or carbon footprints.**

The allure of travel is undeniable and if history is anything to go by, tourism has been a human occupation for a very long time. The word tourism may only have been coined in the 19th century, but the wealthy folk of ancient Roma used to holiday by the sea while the Pharaohs went boating on the Nile for similar “leisure pleasure”.

As the industrial revolution and labour reforms shortened working hours, electricity and transport systems opened up our world, and the price of travel became increasingly affordable, tourism emerged as big global business in the 20th century.

Today it's estimated that tourism is worth almost 10 per cent of the global GDP. In 2009 more than 74 million tourists visited France, the hottest tourist destination in the world and home to the world's most visited individual city, Paris.

But as we come to terms with the drawn-out aftermath of the Global Financial Crisis and in an age fraught with concerns about carbon emissions, the face of tourism may be set to change forever.

Lecturer and researcher in globalisation and tourism at UniSA's School of Management, Dr Freya Higgins-Desbiolles, says the movement towards responsible tourism has

been gathering pace since it first emerged in the 1980s.

“People are still choosing a holiday to Fiji or Bali dependent upon which offers better value for money, it is not as though the basic fun has gone out of holidaying, but increasingly more people are thinking about tourism beyond its construction as a commodity,” she says.

“We have seen a real diversification in the market to cater for new sensibilities and new notions of why, when, where and how we travel.”

Dr Higgins-Desbiolles says as part of the whole notion of sustainable tourism, people

and the industry are for the first time considering what rights and responsibilities the destination hosts - the local people - have in the tourism transaction.

“While tourism is a great source of income for a community, it can change a place so much

that it becomes unrecognisable or simply unliveable,” she says.

She cites iconic destinations such as Venice as a great example of a city besieged by tourism.

With a local population of about 70,000, Venice is deluged annually by 12 million tourists.

The impacts on the city socially, economically and culturally are complex. And as more

and more Venetians find it unaffordable and unpalatable to live in Venice, there has been a strong backlash against the “turisti”. One blog website counts the food in Venice as the worst in Europe and surmises that the low standard is intentional – perhaps to discourage visitors.

But it is when we consider the impact on poorer countries where the host environment is home to some of the most marginalised people, that the issues become even more complex.

As people's appetite for new and more real tourism experiences grows, so the market reaches out into remote, untouched and often underprivileged environments.

For some of those countries, tourism is worth up to 70 per cent of national income.

“It becomes tricky when you consider the difficult questions – should we allow a tourism resort to be built on land that provides food for communities, even if it is going to generate income?” said Dr Higgins-Desbiolles.

“Sustainable tourism looks at ways to offer a travel experience with a minimal impact on the life and culture of the people.

“These issues are more significant today than ever. There is now a Tourism Global Code of Ethics endorsed by both the United Nations and the World Tourism Organization which sets out a range of rights and responsibilities for successful sustainable tourism.

“Essentially it underlines that all tourism is about human relationships and our relationship with the planet.”

Dr Higgins-Desbiolles says air travel is now the fastest growing contributor to global warming. She says the idea of rationing tourism has emerged and that many people are rethinking their holidays and looking to

**“While tourism is a great source of income for a community, it can change a place so much that it becomes unrecognisable or simply unliveable”**

*Dr Higgins-Desbiolles*



# responsible tourism



*One of the houses that Alan O'Connor helped to build under the Habitat for Humanity Global Village scheme.*



*Two holiday makers weave bamboo for a house*

savour the experience – taking local or slow tourism options - or indeed giving something back.

For UniSA School of Management PhD candidate, Alan O'Connor, the notion of giving back is nothing new.

He is a 10-year veteran of the highly successful Habitat for Humanity Global Village scheme that sends ordinary people to places locally and around the world to build homes with underprivileged communities.

"My first trip overseas was to build homes in Fiji in 2000," O'Connor says.

"It was an interesting one because we were there just as a military coup happened – some of the people we were liaising with over the build, such as the Minister for Housing, were arrested."

Since then O'Connor has built houses in Vanuatu, Cambodia, India, Sri Lanka and twice in Nepal. The builds are often just a few homes, but sometimes it is a bigger project, such as a recent trip to Nepal, where more than 460 volunteers from around the world completed 40 homes for a community.

"This is a completely different travel experience, because you are contributing something that makes a huge difference to people's lives and you are meeting local people and getting an understanding of their challenges, their culture, their relationship with the place.

"Sometimes we get reports back from the local project manager so we can see how the families who are now living in the homes we have made are doing.

"And you do get some time to sightsee and relax. You might work four days, have a weekend off and then finish up for two days. A lot of people stay on for a bit longer to see more."

People who take on the Habitat for Humanity experience have to raise about \$1000 to contribute to the build and pay for their trip and accommodation.

O'Connor says the scheme, which provides long-term benefits for communities, is becoming increasingly popular worldwide.

"In the US there are retirees who spend the year round working on projects," he says. "They take

the Winnebago and tour the country, helping to build houses and meeting local communities."

Dr Higgins-Desbiolles says the market for holidays of all varieties has never been more diverse.

"As people have become more educated and connected there is really no place on the planet that is off limits as far as tourism is concerned," she says. "And while many people are looking for more meaningful holidays there are others keen to find the local tourism spots, because of a desire to cut their contribution to carbon emissions.

"Paris and Venice may never be off the travel agenda, but I think the move is definitely on for holidays that are more about the experience, the culture and the place than ever before and many of those tourism experiences will be happening closer to home. It is something worth thinking about when you plan your next holiday."

*By Michèle Nardelli*



# Q&A

## Alex Grant

**Director of the Institute for Telecommunications Research**  
which celebrated its 25th birthday this year.



### Our People In Focus

#### What are you researching?

I work on the mathematical foundations of telecommunications, an area known as Information Theory. The aim of this work is to uncover the basic mathematical laws that govern transmission and processing of information in telecommunications networks. I am particularly interested in wireless communications networks. Just as the laws of physics determine fundamental limits on the motion of objects, the mathematical laws of information theory place basic limits on how fast we can reliably transmit information from one place to another. It is the goal of my work to find these "speed limits" and to design cost effective digital signal processing algorithms, which work as close as possible to these limits. This translates into faster, cheaper and more reliable communications.

#### What attracted you to this research field?

For me, the attraction is in seeing the rapid translation of mathematical breakthrough into commercial technology. This is a field of mathematics where the theorems have a huge and rapid impact. I have always had a fascination with computers and digital communications. This research area gave me the chance to work right in the midst of an incredibly exciting field at a singular moment in history. Since starting my PhD, the world

has moved from analog mobile phones which were the size (and weight) of bricks, to tiny devices that wirelessly transmit information at many millions of bits per second.

#### How do you hope to make a difference with this work?

Right now, communications networks like the Internet work by routing information in packets a little bit like the postal service, using ideas that have not changed much since the 70s. However, this ignores many ways that we now know how to process and encode information in order to improve performance. It is my hope that my current work will lead to faster and more robust wireless communications networks.

#### What is the most rewarding aspect of the work and the most frustrating?

The most rewarding moments are when the proof of a theorem clicks into place, and for a few minutes you realise that you are the only person in the world who knows the truth that has just been established (at least until you run down the corridor telling everyone else!). The most frustrating aspects can be when you are trying something that looks quite innocuous, but after a while you realise that the approach you have been taking is one of the known hard open problems of mathematics.

#### What has been a career highlight?

For me one of the highlights was being part of the team that started Cohda Wireless, a spin-off company that is now having tremendous success in commercialising wireless communications technology that allows cars to talk to each other in order to prevent crashes.

#### What are your goals for the next year or two?

For the next couple of years, I will be working hard on a new project funded by the Australian Space Research Program, which aims to establish a National Space-Based Wireless Sensor Network. The goal is to provide cost effective satellite communications coverage to collect data from remote sensors in support of environmental monitoring, quantifying climate change and water security.

#### What advice would you give to researchers who are new to the job?

Have an international perspective, and make sure that you collaborate with the leaders of your field, no matter where they are.

For more information about the National Space-Based Wireless Sensor Network see [www.unisa.edu.au/news](http://www.unisa.edu.au/news)

## ALUMNI ACHIEVEMENTS

### Psychology PhD award

UniSA graduate Dr Adam Gerace (pictured right), has received an award from the Australian Psychological Society (APS) for his thesis *'The influence of past experience on the process of perspective taking'*.

The APS Psychology of Relationships Interest Group Thesis Award was awarded to Dr Gerace for his "impressive and major contribution to the field" according to the judges.

The thesis examined how people take the psychological point of view of others and experience empathy.

Dr Gerace completed his PhD in UniSA's School of Psychology in 2009. He was the recipient of the 2010 Tony Winefield PhD Thesis Prize in Psychology for the best PhD thesis submitted in the School of Psychology, Social Work and Social Policy.



Adam Gerace receiving his award from Dr Ross Wilkinson.



## ALUMNI ACHIEVEMENTS

### Young Pharmacist of the Year

The Pharmaceutical Society of Australia's Young Pharmacist of the Year award has gone to UniSA graduate Vivienne Mak (pictured below).

In announcing the award, National President of the Pharmaceutical Society of Australia, Warwick Plunkett, said that Vivienne's dedication and commitment to her profession exemplified the best qualities that were the basis of the profession's future in Australia.

Mak graduated in 2006 and worked as a full-time community pharmacist. In 2009 she was awarded the Australian Postgraduate Award and Sansom Pharmacy Fund Research Scholarship to pursue a Doctor of Philosophy in Pharmacy at UniSA, focusing on pharmacy practice.

"I am passionate about the future of the pharmacy profession and have an immense interest in improving the direction of pharmacy and the way pharmacists practise," she said.

"With the current changes in the health system and within the pharmacy profession, it is an exciting time as a young pharmacist to be a part of this field."

Mak contributes to the pharmacy profession as a council member of PSA South Australia Branch and chair of PSA's SA Early Career Pharmacist Working Group.



### ICT award for Choo

UniSA graduate and 2009 Fulbright Scholar, Dr Raymond Choo, has capped off the year by receiving the 2010 ACT Pearcey Award.

The ICT-focused Pearcey Foundation announces six state/territory awards each year for individuals who have made a significant mid-career contribution to advancing ICT in Australia.

Dr Choo is a senior researcher with the Australian Institute of Criminology, and is one of the leading thinkers in cyber security. He graduated from UniSA in 2002 with a Bachelor of Applied Science (honours) Industrial and Applied Maths, and a Master of Information Technology.

# LIVE WORK THINK GROW

## The value of sport and event tourism

Tourism organisations and governments can spend considerable money on campaigns they believe will benefit their particular country, state or town. Tourism Australia is reportedly spending \$1.5 million on bringing the mega-successful Oprah Winfrey chat show to Australia from the United States this month (December); the investment in the Sydney Olympics was huge; and in South Australia, the success of the Santos Tour Down Under (STDU) skyrocketed when cycling legend Lance Armstrong was lured to participate in the annual race. Sport and events researcher **Anne Eastgate** from the School of Management explores why these investments are worthwhile.

During the 2009 STDU when Lance Armstrong made his comeback ride, crowd numbers increased to 760,500, compared to 548,000 in 2008; while visitors to South Australia for the event doubled to 42,500. The State Government said the economic impact of the STDU in 2009 was a positive \$39m for SA. Compare that with the reported \$3m that they paid for Lance Armstrong to attend the event, and it is an investment that has certainly paid off.

And in 2010 it was similarly successful with more modest increases for crowd numbers (770,500), visitors (43,700) and economic impact (\$41.5m).

In both years I surveyed visitors about what motivated them to attend the event. The "Lance Factor" certainly played a part, particularly for tourists who were not involved with cycling. In particular, 77.8 per cent of tourists agreed or strongly agreed that watching Lance Armstrong was one of their motives for attending the event.

For visitors who had a high level of involvement in cycling, the "Lance Factor" was a bonus for an event that they most likely would've attended anyway, but it may have been a deciding factor in their attendance.

It's hard to measure in dollar amounts if we get value for money for these kinds of investments. For example, if someone attends the event and then tells their friends and family about it back home, it might result in new attendees in the future, but we can't capture that data. Similarly, we don't know if images of the State's

vineyards and scenic seaside that are broadcast to cycling fans overseas, will plant a seed that leads them to include SA in a visit to Australia in the future.

The attitude that visitors take away from the experience of attending an event like the STDU is also an important factor. Many visitors will come back year after year, after a positive experience. Those surveyed at the event said they would certainly recommend the event to others (97 per cent) and 70 per cent stated they would return to Adelaide again.

The Global Financial Crisis had a significant impact on sport and sport sponsorship. It costs so much more to run sports these days and it's getting harder to find big sponsors. Paying for an international superstar to endorse the event through their participation is a proven way of increasing interest, attendance and therefore economic benefit.

Melbourne has been doing this well for years now with the annual Australian Tennis Open which draws international stars and tourists to the State. Tiger Woods' participation at the Australian Masters Golf Tournament last year and again this year has also been a success that reportedly took a \$3m investment.

Celebrity endorsement works but it needs to be tied to a widespread marketing campaign to maximise its effect. It can be hard to measure but it's a proven immediate drawcard and the lasting benefits are well beyond what we will ever truly be able to realise.



## Help us achieve success off the field

Since 2005, UniSA's Gavin Wanganeen Indigenous Scholarship has provided significant financial support to aspiring Indigenous Australians, enabling them to change their lives through higher education.

At UniSA we know that improving someone's educational outcomes is a fundamental stepping stone to improving their chances of rewarding and stable employment, of ensuring they have a good income, and of enjoying better health and a longer life.

*18% of non-Indigenous people will get a University degree while only 3% of Indigenous Australians will.*

Your support of the Gavin Wanganeen Indigenous Scholarship will provide significant financial support to an Indigenous Australian who is undertaking a university degree, benefiting themselves and their community.

For more information about the scholarship see the UniSA website: [www.unisa.edu.au/giving](http://www.unisa.edu.au/giving)

☐ **YES, I WANT TO HELP ACHIEVE SUCCESS OFF THE FIELD!**

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# Alcohol too

**As we enjoy the festive season, we'll hear the usual messages from Police and Government about taking care on the roads – reminders to wear our seatbelts and cautions that if you drink and drive "you're a bloody idiot".**

The road toll – deaths caused by car accidents – is closely monitored by the media during holiday periods. The Motor Accident Commission says that more than 20 per cent of drivers, riders and pedestrians killed have a blood alcohol concentration equal to or greater than 0.05 per cent.

Given that people tend to drink more at this time of year, or at least find more of a reason for indulging, the chances of more people drink driving can be higher. This is where random breath tests (RBTs) come into play. Police around Australia carry out these random roadside tests in a bid to catch those who shouldn't be driving. And while we all fear getting pulled over for one of these tests, there are some very real reasons for the RBT – alcohol makes you a bad driver.

UniSA Head of the School of Pharmacy and Medical Sciences, Professor Jason White, who previously worked with Drug and Alcohol Services and is often called upon as an expert

witness in drink driving court cases, says a significant portion of major motor vehicle accidents can be attributed to alcohol.

"Alcohol has two major and significant effects on people's driving," Prof White said.

"The first is that it impairs general functioning, so you've got slow reflexes, slow decision-making, you make more errors in operation of a motor vehicle and you miss more things such as signs.

"That means your overall functioning and coordination for operating a motor vehicle, functions that we take for granted but are quite complex, are diminished considerably.

"The second thing alcohol does, is it increases risk taking. People are more likely to engage in risky driving and the most obvious manifestation of that is speeding. Risky overtaking is also an example.

"So you have a combination of someone who tends to be a bit more impulsive and risk taking with their driving but at the same time is actually impaired in their ability to drive well. That combination makes alcohol a particularly bad drug to have when driving."

Figures from South Australian Police (SAPOL) show that in 2009, 36 per cent of people who died in a car accident in South Australia had a blood alcohol concentration of 0.05 per cent or higher; and most of these people were three times the legal limit. SAPOL also says that every

0.05 per cent increase of blood alcohol concentration above zero, doubles the risk of crashing when driving.

Prof White agrees, saying that research has shown there is more chance of having a car crash once you

get close to the 0.05 per cent limit. And obviously it gets worse as you drink more. He says people need to plan their transport options when they know they will be drinking.

"Once you get to quite a high blood alcohol concentration, particularly over 0.12 per cent, cognitive functioning is affected to the degree that people make very bad decisions - ones they wouldn't otherwise make," Prof White says.

"So if people are going to avoid risky driving, they need to have an idea of how many drinks they are going to have on an occasion before they start drinking,

**“Alcohol increases risk taking and impairs ability to drive well...that combination makes it a particularly bad drug”** *Professor Jason white*



# risky for drivers

and plan accordingly. Once you start getting intoxicated, your ability to control your drinking, like your driving, is diminished.

"At holiday times, a number of people fall into that trap. They get past the point of making good decisions based on their judgment and they do things that they wouldn't normally."

Another factor according to Prof White, is that people's self-confidence can be exaggerated with alcohol and their cognitive functioning isn't very good, so they will dismiss something that is a valid risk.

And for those people who don't normally drink much and see the festive season as their chance to let loose, be warned – it is people who don't usually drink who will be most likely to get drunk quickly and make bad decisions.

Prof White also warns that while alcohol affects different people in different ways, the way that alcohol affects someone can vary from day-to-day.

"One day you might drink and your body eliminates the alcohol quite quickly and another day it eliminates much slower," he says.

"And we don't really know what factors determine that. This means there is a high level of unpredictability about the blood alcohol concentration a person will reach at any one time."

Another trap, Prof White says, is relying on how drunk you feel. He says the general way we feel is not an accurate indicator of our blood alcohol concentration and that in general, people will tend to underestimate it.

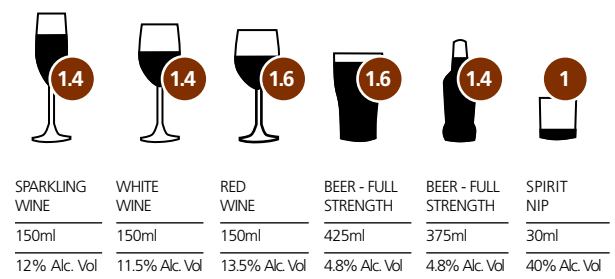
"When a person's blood alcohol concentration is falling, they often feel quite sober even though that concentration is still quite high," he said. "A classic example is a person getting up to drive the morning after drinking, and feeling very sober but still having a high blood alcohol concentration."

"So there is a danger in relying on how you feel and because the alcohol increases your confidence, you may feel as though you can handle it but it doesn't mean you can."

All in all, alcohol and driving are simply a bad combination with consequences that can be a lot more severe and personal than copping a fine or losing demerit points from your license.

By Katrina Phelps

**Blood alcohol concentration (BAC) will vary according to a number of factors including gender, weight, level of fitness and age. Generally, two standard drinks in one hour will raise your BAC to 0.05% and one standard drink per hour after that will maintain that level.**



No. standard drinks

**For healthy men and women, drinking no more than two standard drinks on any day reduces your risk of harm from alcohol-related disease or injury over a lifetime. Drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.**

Source: [www.alcohol.gov.au](http://www.alcohol.gov.au)

**Brian Phillips,  
Director of Facilities  
Management at UniSA**



## Our People In Focus:

### Brian Phillips

**As the Director of Facilities Management at UniSA, Brian Phillips oversees the buildings and facilities at the University's four metropolitan campuses and two regional centres.**

#### **What is your role at UniSA?**

As Director of Facilities Management, I plan and oversee the development and functioning of the physical building assets of the University and the related operational services including capital development, building maintenance, printing services, postage, cleaning, commercial services and fleet management.

#### **How long have you worked here and what keeps you in the job?**

I have worked at UniSA for 13 years. The excitement of working for a dynamic institution that plays a strong leadership role in the sector and our community keeps me interested in the job.

#### **What do you like most about your job?**

I enjoy leading teams of people who share the same ambitions I do to provide the best possible outcome in a tight fiscal environment. I also enjoy the strong organisational

relationships I've developed over the last decade that assist me in supporting the changing nature of our physical footprint and the services provided by the Facilities Management Unit.

#### **What or who inspires you?**

In answering this question I look back to a single reference point early in my management career where an exceptional manager inspired me and became my mentor in the development of my own contemporary management style. I admired his business ethics, leadership and management style, personal demeanor and most importantly his personal commitment to members of his team and his peer relationships. This has held me in good stead throughout my career.

#### **Beyond work, what are your interests?**

When my work demands allow, I enjoy the occasional game of golf, spending time with my wife, family and friends and soon to be completed house renovations.

#### **Where did you grow up?**

My early years were spent in country SA in Burra and later years in Elizabeth which was then a very multi-cultural community heavily influenced by post-war European immigrants.

#### **Favourite place that you have lived?**

I very much enjoy where I live now in Prospect. It's a short drive to the office, close to cafes, restaurants, theatres, etc and our particular street still has a friendly community feel.

#### **What are you looking forward to in the next year?**

The start of our next big capital project – the Learning Centre at the City West campus. This project provides a unique opportunity to position facilities, technologies and student services for the future.

#### **What are you reading right now?**

Industry magazines and University committee papers - night after night! There's not a lot of time left for recreational reading.

#### **What's the best piece of advice you've received?**

Build relationships that endure.

## New Leaf

### Clinical Decision Making in Complementary and Alternative Medicine

**Written by Matthew Leach**

Published by Churchill Livingstone Australia  
RRP \$65.00

This book aims to inform practitioners about pertinent professional practice issues in complementary and alternative medicine.

Book author, UniSA Research Fellow with the School of Nursing and Midwifery's Health Economics and Social Policy Group, Dr Matthew Leach, said there are few published texts that address these issues.



"There are no known works that describe a clinical framework for complementary and alternative medicine practice," Dr Leach said.

Dr Leach decided to write the book after he developed a course for UniSA's Bachelor of Health Science (Naturopathy).

"In developing the framework for the course, I realised that it presented an opportunity to improve practitioner understanding and uptake of evidence-based practice," Dr Leach said.

"In addition, it provided a transparent, systematic, critical, efficient and consistent approach to practice that could potentially improve cross-disciplinary communication, clinical outcomes and the quality of client care."

Dr Leach said while the book was written for complementary and alternative medicine practitioners, other health professionals could find it useful for teaching purposes, curriculum development, research or clinical practice.



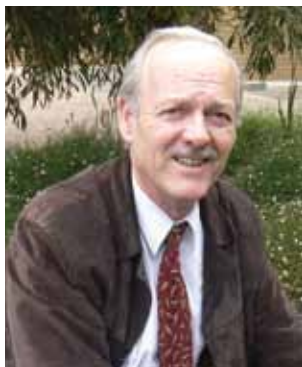
## ACHIEVEMENTS

### Senior South Australian of the Year

UniSA Adjunct Professor Don Bursill (pictured below), has been named South Australia's Senior Australian of the Year. Prof Bursill was honoured with the award for his water management and water quality work.

The award citation noted 'he has been at the forefront of the most important developments and decisions regarding potable water in Australia for the past 40 years'.

His support and generous advice to volunteer members of the Onkaparinga Estuary Water Quality Group was also acknowledged.



## APPOINTMENTS

### Hawke Research Institute Director

Professor Abebe Zegeye will join the Hawke Research Institute as Director in early 2011. Prof Zegeye joins UniSA from the University of Witwatersrand in Johannesburg where he is Director of the Institute for Social and Economic Research.

He previously held senior academic positions in the US at Yale University and the University of California, and in the UK at the University of Oxford's Centre for African Studies.

The Hawke Research Institute is committed to research programs that are dedicated to building a sustainable and vibrant regional Australia.

### Dean and Head of School: Education

Professor Geraldine Castleton will join UniSA in February 2011 as the new Dean and Head of School: Education. Prof Castleton is currently Head of the School of Education at the University of Tasmania.

Prof Castleton has 20 years' experience as a teacher and advisor in the primary education sector. She has contributed to more than 80 publications and is an active researcher.

Prof Castleton has extensive experience in the professional development of teachers and tutors working in schooling, workplace and community contexts in Australia, the UK and Ireland.

# LIVE WORK THINK GROW

## Food, glorious food

With 'Masterchef' watched by millions of television viewers all over the country, has food ever been so talked-about? UniSA Lecturer in Nutrition at the School of Pharmacy and Medical Sciences, **Dr Evangeline Mantzioris** says food TV shows could be changing our relationship with food.

*Jamie's Food Revolution*, *The F Word*, and, of course, *Masterchef*, aren't just recognisable TV shows, they've also been some of the hottest topics for water-cooler conversations at offices nationwide over the past few months.

Of course everybody eats, but food has become a real passion thanks in no small part to the success of shows like *Masterchef*. Suddenly, being a good cook is a desirable asset, even an area of competition among friends, family and kids. People's horizons have widened to include ingredients and cuisines they had never thought of trying before, and any show that can enthuse people about food and the wonderful ways it can be prepared is important.

Food TV shows seem to have sparked an interest in food preparation, flavour combinations, the science of food and how its properties change when cooked or combined with other ingredients. The marketing spin-offs alone speak volumes about how much interest has been generated.

The heavy use of butter in some recipes, particularly in *Masterchef*, has been criticised because of the high levels of saturated fat in butter, but it's important to remember that many of those recipes are not foods we would consume every day. It comes back to the adage of 'everything in moderation', but if people have pre-existing heart health problems they should always consult their doctor or dietitian. People can replace butter with margarine in many of these recipes without much impact on the integrity of the recipe.

Shows such as *Jamie's Food Revolution* with UK chef Jamie Oliver, raise awareness of the food processing industry and can help people become more aware of where our food comes from. Food writer Michael Pollan recommends that if you eat fast food you should prepare it yourself, so that you know exactly what you are

putting into it and can use high quality ingredients.

If we compare homemade pizza with its take-away counterpart, not only will it be much higher-quality, you can also make it healthier, cheaper and often in less time than it would take to get a take-away version or to thaw and cook a frozen pizza.

Comparing a *Masterchef* recipe for hot salami pizza with a fast food salami pizza, there is a difference in nutritional value. The *Masterchef* pizza comes in at around 4700 kilojoules and 48g of fat, and may feed two or three people, while the fast food pizza is around 6200 kilojoules and 54g fat to feed the same number of people.

In one of UniSA's subjects in the Nutrition and Food Sciences program, we ask students to make a pizza with less than 15g of fat. We provide them with the basic ingredients (pita bread, tomato paste and 40g cheese) and they choose the toppings (which are to be no more than 3g of fat), and they have come up with some fantastic ideas. We then run a *Masterchef* style cook-off and the students vote on which was the best pizza. Most of the students avoided using meat as a topping and instead experimented with char-grilled vegetables, olives and fetta. The students found that the addition of herbs and spices to the pizza toppings added flavour without requiring the use of fatty meats such as bacon.

The food presented on these shows isn't always nutritionally perfect. It would be great to see more recipes with less saturated fat and salt, and, while herbs and spices are used, we should try to learn to use them as flavour enhancers for recipes with the added nutritional value of all the nutrients they contain. Nonetheless, any show that presents the many wonderful tastes and flavours of different foods and encourages cooking in the home has to be beneficial.





## Connecting Lives and Learning: renewing pedagogy in the middle years

**Edited by Brenton Prosser, Bill Lucas and Alan Reid**

Published by Wakefield Press

RRP \$29.95

This book tells the stories of real teachers in real classrooms who are making real attempts for change, according to the three editors of the book – Brenton Prosser, Bill Lucas and Alan Reid – who are all from UniSA's School of Education.

*Connecting Lives and Learning* documents a series of case studies from an Australian Research Council industry linkage research project, Redesigning Pedagogies in the North, which ran between 2005 and 2007 in Adelaide's northern urban fringe.

The aim of the project was to develop a university-to-school professional learning community that built knowledge and practice around engaging students in the middle years of schooling.

"Educators face the persistent problem of engaging adolescent students," the three book editors said.

"The book documents the stories of just a few teachers who are attempting more sustainable and innovative pedagogical practices.

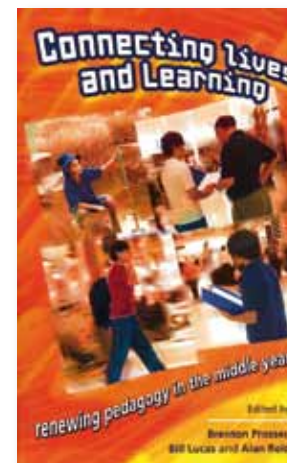
"It is a book about teachers trying to make a difference in difficult times and tough places.

"But most importantly it also reaffirms that being an educator is inherently about adopting socially-just practices, building community capacity and contributing to a more socially sustainable world."

In each of the book's chapters, a teacher from a different key learning area documents their pursuit of social sustainability within their school classrooms and communities. It is hoped that their accounts will encourage, invigorate and prompt others to also take up more innovative pedagogical practice.

"Ultimately we want to show that socially sustainable teaching is not always as impossible as it may seem at times," the editors said.

This book is part of a Hawke Intersections series that aims to foster the sustainability and social justice goals of UniSA's Hawke Research Institute.



## Hope - the everyday and imaginary life of young people on the margins

**Written by Simon Robb, Patrick O'Leary,  
Alison Mackinnon and Peter Bishop**

Published by Wakefield Press

RRP \$24.95

This book stems from an Australian Research Council project that was undertaken by UniSA in 2006-2008, *Doing Social Sustainability: the utopian imagination of youth on the margins*.

In this book, young people talk about their hopes and fears for the future, and the possibility of leading a full life. They also contributed images of places and people that gave them hope.

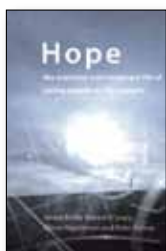
"Our goal was to ascertain what gave young people a sense of hope," said one of book authors, Emeritus Professor Alison Mackinnon from UniSA's Hawke Research Institute.

"Not surprisingly we found that most young people, even those who might be perceived as being on the margins, aspired to the same goals as the rest of us: a good job, a family, a house and a car – perhaps some of the luxuries of life."

Author and UniSA Associate Professor in Communication and Cultural Studies, Peter Bishop, said that these young people expressed hope as a breakthrough or at least going beyond mundane limits.

"These at-risk youths were collaborators in our attempts to gain another perspective on hope, one that is seldom seen," he said.

This book is part of a Hawke Intersections series.



## The Principles of Green Urbanism

**Written by Steffen Lehmann**

Published by Earthscan

RRP £49.99

UniSA's Professor of Sustainable Design, Steffen Lehmann, has recently launched a major reference and text book for teaching sustainable architecture and urban design.

"This book presents different models for sustainable urban growth, based on the principles of Green Urbanism," Prof Lehmann said.

"We can transform and future-proof the post-industrial city through strategies of architectural and urban design by using an energy-efficient, zero-carbon model based on renewable energy sources, resource and material recovery and renewable building typologies."

The book includes an in-depth case study of the post-industrial Australian city of Newcastle in New South Wales, which Prof Lehmann says is at an important juncture of its urban evolution. Newcastle is now being transformed from Australia's most industrialised city, to a city based on the knowledge and service sector.

The book also presents other case studies and the 15 principles for sustainable urban development, which are both local and global in scope and relevance.

Prof Lehmann says the book is essential reading for urban designers, architects, landscape architects and researchers and students in these disciplines around the world.







## Sustainability in Australian business: fundamental principles and practice

**Written by Geoff Wells**

Published by John Wiley & Sons Australia Ltd  
RRP \$31.95



As one of the first universities in the world to offer graduate programs in sustainable business, UniSA, through its Dean of External Engagement in the Division of Business Dr Geoff Wells, has presented the general principles of sustainability in business through this book.

These principles are then applied to the main business areas of accounting, finance, strategy, production, organisation and marketing, to provide a map of sustainable business for these professions.

"Sustainability isn't just business as usual plus a few add-ons - it's putting sustainable principles into the heart of the firm," Dr Wells said.

## Out of Africa: Post-Structuralism's Colonial Roots

**Written by Pal Ahluwalia**

Published by Routledge  
RRP \$47.95



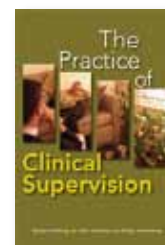
UniSA's Pro Vice Chancellor of the Division of Education, Arts and Social Sciences, Professor Pal Ahluwalia, makes a convincing case in this book that post-structuralism has colonial and postcolonial roots.

He argues that the fact that so many post-structuralist French intellectuals have a strong colonial connection, usually with Algeria, cannot be a coincidence.

## The Practice of Clinical Supervision

**Edited by Nadine Pelling, John Barletta and Philip Armstrong**

Published by Australian Academic Press  
RRP \$49.95



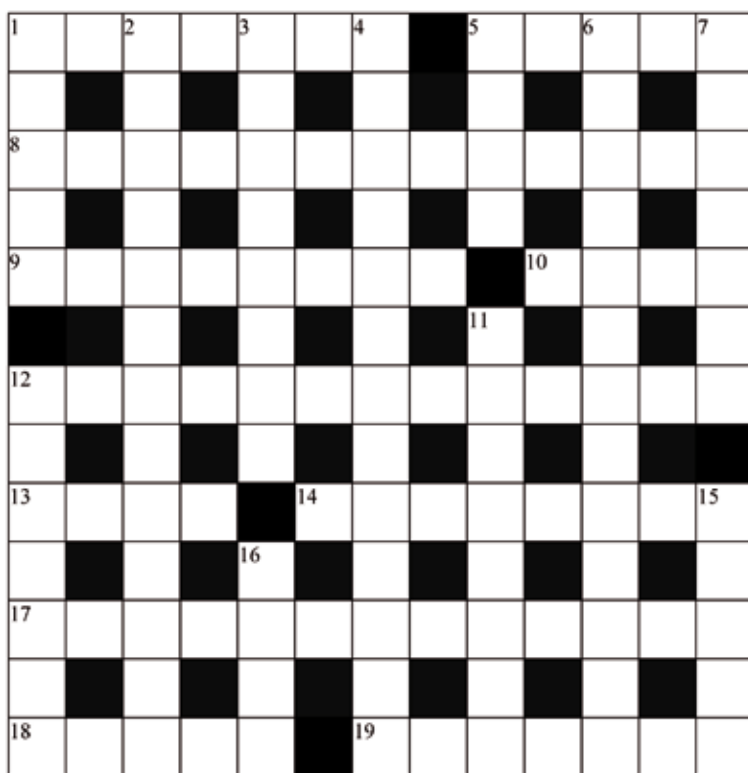
This book is a state-of-the-art summary of where clinical supervision is today and explores the crucial themes that supervisors need to consider.

UniSA Senior Lecturer in Clinical Psychology, Dr Nadine Pelling, says the book is an invaluable update for the experienced supervisor, as well as useful for trainee practitioners and supervisors.

Dr Pelling was recently acknowledged for her contribution to psychology and counselling over the past 10 years with an Alumni Award from her *alma mater*, Western Michigan University.

# COLGAN'S CRYPTIC

*Len Colgan was a Senior Lecturer of Mathematics, working at UniSA for 37 years. His love of solving problems continues with Colgan's Cryptic.*



### ACROSS

1. Feng Shui principle opposed to drink (7)
5. Removed and returned is one of Iranian descent (5)
8. Bird, dog and pony, perhaps, on Manhattan vessel (8,5)
9. Actions en arrière incorporated by Scandinavian ballerina (8)
10. Present – but short a buck! (4)
12. Making larger container holding round container back out (8,5)
13. Leader expels heroin druggie (4)
14. Gradual advancement for Indian servant (8)
17. English thought shower is "significant fall of water within short period of indulgence" (13)
18. Weak and high pitched male withdrew from treatment (5)
19. Crumpled when incarcerated by conviction (7)

### DOWN

1. Plant construction is held up by candidacy controversy (5)
2. Lacking thought, half the field breaks in pack before being sent off (13)
3. Weed bananas planted on border (8)
4. Peculiar accord having radium kept by lunatic (13)
5. Diagram presents small fruit (4)
6. Sign at end of response to those opposing liberalism (13)
7. Visible awareness of the situation (7)
11. Relaxed about coming before heartless judge (8)
12. Wail from a whale? (7)
15. Jammed in, missed start, moved slowly (5)
16. Begrudge representative who lacks nothing (4)

For your chance to **win a \$40 book voucher**, send your completed crossword to Len Colgan by January 7 to [len.colgan@unisa.edu.au](mailto:len.colgan@unisa.edu.au) or fax (08) 8302 5785.

Answers will be published online at [www.unisa.edu.au/news/unisamagazine/](http://www.unisa.edu.au/news/unisamagazine/) on Jan 14th 2011.



# Proudly associated with the Santos Tour Down Under. Go Team UniSA-Australia.

Get behind Team UniSA-Australia and register online to become an official supporter.

There is no better time to become a Team UniSA supporter. Show your true colours by supporting Australia's National Team, *Team UniSA-Australia*. Official supporters can enter competitions and win exclusive Team UniSA-Australia prizes.

As a member you will receive electronic updates regarding the race and our team as well as exclusive access to trackside video reports from our very own Patrick Jonker (Team UniSA Supporters' Club Captain and winner of the 2004 Tour Down Under). Members can also buy exclusive Supporters' Club jerseys and knicks.

Registration is free, visit [unisa.edu.au/tdu](http://unisa.edu.au/tdu) to join or find out more.

Then pick up Team UniSA merchandise trackside to cheer on the team. Go Team UniSA-Australia!

