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Welcome from the Vice-Chancellor



I am pleased to welcome you to this latest issue of *UNSWorld*. This magazine aims to keep you in touch with what is happening at the University, and bring you news of some of the notable achievements of our alumni.

In 2007, UNSW has benefited enormously from recognition and support of its endeavours by the wider community. Most outstanding is the \$10 million gift from the Lowy family – the largest single philanthropic donation ever received by UNSW – which will help fund a \$100 million cancer research centre to be built on the Kensington campus. Housing researchers from our own medical faculty and the Children's Cancer Institute Australia (CCIA), it will be one of the largest dedicated cancer research centres in the southern hemisphere, and the first in Australia to bring together childhood and adult cancer research.

Nura Gili, the University's Indigenous Programs Centre, also benefited from philanthropic support for its valuable work, receiving its largest corporate donation ever through the generosity of global financial services firm, UBS.

The University's strength as an internationally recognised research institution was confirmed in the latest round of grants from the National Health and Medical Research Council. UNSW won a total of 50 grants, worth more than \$30 million. Not only is this the best ever result for the University, but we were awarded almost a quarter of the funding allocated to NSW universities.

Some individual alumni have received remarkable accolades. Just two are Saul Griffith, a graduate in Material Science and a widely celebrated inventor, who has taken out one of the coveted MacArthur Fellowships in the US, and Professor Matthew England, a co-director of UNSW's Climate Change Research Centre, who received The Royal Society of Victoria Research Medal.

Another cause for celebration on campus was the official launch in September of the Australian School of Business, which combines the strengths of the former Faculty of Commerce and Economics and the Australian Graduate School of Management. We highlight the role of its new Centre for Innovation and Entrepreneurship, which will not only combine excellence in research and teaching and provide opportunities for emerging entrepreneurs, but also promises to make a significant contribution to Australia's future entrepreneurial endeavours.

I hope you enjoy the magazine and take advantage of the many opportunities to stay involved with the University community.

Frederick G Hilmer AO
Vice-Chancellor

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INVENTING THE FUTURE



Saul Griffith, an inventor of engineering innovations spanning optics, high-performance textiles, and nanotechnology, has been awarded a coveted MacArthur Fellowship. UNSW alumnus Griffith who was awarded first-class honours in Material Science, before undertaking a Masters degree at the University of Sydney, and subsequently a Masters and his PhD at MIT in the US, is a pioneer who brings computer-driven intelligence into objects and materials, or as he has modestly described himself, "someone who keenly observes the world and then likes to tinker with it".

As an undergraduate at MIT, he created a unique membrane-based moulding system with the potential to change the economics of corrective lenses in rural and underserved communities. He also co-founded Thinkcycle.org, a web community that has produced socially conscious engineering solutions, such as novel household water-treatment systems. He went on to become one of the founders of Squid Labs, a trailblazing engineering design and technology innovation company based in Alameda, California. Griffith is the creative force behind HowToons, an animated educational resource designed to engage children in hands-on science and engineering projects. Through a spin-off company Potenco, he also initiated the project design for a hand-held human-powered generator, which has the potential to improve access to electronic devices such as laptops and water purifiers. "The MacArthur Foundation supports highly creative individuals and institutions with the ability and the promise to make a difference in shaping and improving our future," says MacArthur President Jonathan Fanton. The Fellowship provides recipients with US\$500,000 in "no strings attached" support over five years. Griffith's success is widely celebrated in the UNSW community: his father Emeritus Professor Ross Griffith is a UNSW alumnus who headed the School of Fibre Science and Technology; his mother, Pamela, is a COFA graduate and renowned artist, while his sister, Selena, also a UNSW alumnus, is now a lecturer in Design at COFA.

WHAT SHORTAGE OF SCIENTISTS?

Australia's well-documented shortage of scientists is being tackled head-on by UNSW research. Gifted children, around 12 years of age, from six Sydney schools have participated in a year-long study conducted by UNSW's Gifted Education Research Resource and Information Centre (GERRIC). The study involved a series of workshops where students met with people from different professions, who use science in their everyday lives. Topics ranged from environmental sustainability and bioluminescence. In the final session on electromagnetism – invisible and visible energy waves across the electromagnetic spectrum – students made antennae for television reception and recorded soundwaves through them. The program challenges perceptions of what science is, says Professor Karen Rogers, Director of Research at GERRIC. "Schools often teach from a text or a set of materials which are dry and often based on memory. The students don't see it as challenging." The aim is to change views about science at a crucial age, Professor Rogers says. "It is when they decide if they want to be achievers, or slide. It's also when girls in particular move away from science."

TAKING CARE OF BUSINESS



The Australian School of Business, which combines two of the country's most esteemed business education institutions – the Australian Graduate School of Management (AGSM) and the UNSW Faculty of Commerce and Economics – was officially launched in September. At the launch event attended by many of Australia's top business leaders, Dean Alec Cameron noted that many months of hard work had harnessed "the excellence of two of Australia's benchmark business education and research institutions". "The result is an entity that is far 'stronger than the sum of its parts,'" he said. The School is located in a new, environmentally sustainable state-of-the-art building on the site formerly occupied by the Heffron Building. "The building gives physical expression to our intention for the Australian School of Business to be a world-class centre of excellence for business education and research," Professor Cameron said. "The School offers business a greater depth and breadth of programs than any other business school in Australia. It has 10 research centres, nine disciplinary-based schools, and many internationally recognised business academics. Nine new professorial chairs have been created to attract more leading academics from around the world." Among the first initiatives is the creation of the School of Strategy and Entrepreneurship. For more on this, see page 10.

PUTTING PAKISTAN THROUGH ITS PACES



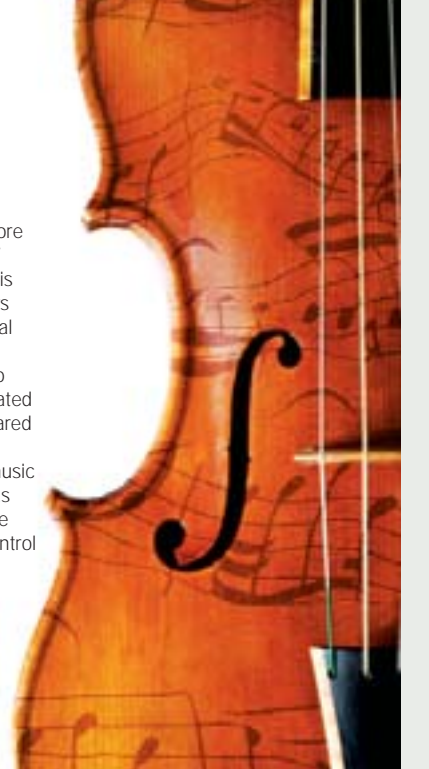
There were encouraging early signs for UNSW alumnus and University Council member Geoff Lawson, who was appointed the coach of the Pakistan cricket team in August. The former Australian paceman saluted his new side's spirit after they bounced back from a disappointing World Cup campaign to come close to winning the World Twenty20 final tournament in September. The team's improved performance was attributed to their new coach's arrival. "The players are very happy that Lawson has joined us," Captain Shoaib Malik says. "He is an Australian – born and bred in their cricket system and there is no doubt the Australian cricket system is the best in the world today." He could transfer some of the winning mentality of Australia's world champions to his new team, Malik suggests. Lawson replaced Bob Woolmer who died in March during the World Cup from natural causes. When he graduated with a degree in Optometry from UNSW in 1984, Lawson was rated the best fast bowler in the world after a successful series against England and the West Indies. He has been associated with the UNSW Cricket Club since 1976. In 1990 he was awarded an Order of Australia Medal for services to cricket and in 2001 the University of NSW Jubilee Medal. He became an inaugural member of the UNSW Sports Hall of Fame in 2003 and continues as a member of the Alumni Association Board of Governors.

REBIRTHING THE BOOK



Sometime in the late 20th century the book died, according to Dr Sherman Young. "As people turned their attentions towards other sources of information, knowledge and entertainment, the book became a commodity with a comparatively short shelf life," he observes. As a passionate book lover and a consumer and producer of digital technology, UNSW alumnus Young wrote the determinedly provocative, *The Book is Dead (Long Live the Book)*, published by UNSW Press. His mission is to make the book matter again. While investigating the economics and technological demands of publishing, Young, a UNSW Bachelor of Science (Design) graduate and former *Tharunka* editor, makes a case for the continuing existence of books and the more languorous reading experience they offer. They have a future, but perhaps not in their current form, he argues. So why was his book published in standard-bound hard copy form? The academic world – to which he still belongs as an expert in copyright cultures – continues to most value traditional published works on paper, Young points out.

BRINGING ON THE DAG FACTOR



Music that expresses more emotion than is felt by listeners is likely to be unpopular or "daggy", according to new empirical research. The research, published in *Psychology of Music*, reveals that music is considered more enjoyable when its emotionality closely matches listeners' emotional response. "The smaller the gap between people's 'felt' emotion and music's 'expressed' emotion, the more they enjoy it," explains the study's author, UNSW music psychologist Emery Schubert who says this Differential Affect Gap – or "DAG factor" – offers a new quantitative predictor of people's emotional liking for music. Dr Schubert's prior research showed people who expressed dislike for Barbra Streisand's music rated it as having a high degree of emotionality compared to their own emotional response. Until now, people's like or dislike for particular music has been viewed by some social psychologists as a proxy for belonging to a particular social or age demographic, and this idea has been used to control group behaviour. For example, young "hoons" were successfully discouraged from meeting in a Sydney suburban car park by playing Barry Manilow music through loudspeakers. However, this social psychological phenomenon is difficult to measure. By contrast, the DAG measure offers new understanding into how people relate to music.

Accolades all round



HIGH ENERGY EINSTEIN

UNSW scientist Professor Martin Green has won the 2007 SolarWorld Einstein Award for his work in photovoltaics, developing new solar power technologies. Professor Green, from the School of Photovoltaic and Renewable Energy Engineering, who has worked for decades with great success within the solar energy field received the award at the 22nd European Solar Energy Conference in Milan, Italy. As one of the directors of the ARC Photovoltaics Centre of Excellence, Professor Green has directed a team that holds the world record of 24.7 percent in the degree of efficiency of crystalline solar silicon cells. A much-published author in both books and technical journals, Professor Green is held in high esteem in the solar technology industry. In presenting the award, Head of Research of the SolarWorld subsidiary Deutsche Cell GmbH, Dr Holger Neuhaus, said: "Professor Green is an outstanding scientist who time and again shows us new horizons and who has fundamentally advanced the field of photovoltaic science."

EUREKA MOMENTS



UNSW researchers won two prestigious Eureka Prizes for their work in medical research in 2007. The Eureka Prizes are Australia's premier award scheme for outstanding science and are presented annually by the Australian Museum. Described as one of the most outstanding

researchers of his generation, Professor Levon Khachigian, Senior Principal Research Fellow at UNSW's Centre for Vascular Research, was awarded the NSW Office for Science and Medical Research Jamie Callachor Eureka Prize for Medical Research. Professor Khachigian was recognised for ground-breaking work revolutionising the understanding of transcriptional control in blood vessels using innovative small-molecule gene-targeting agents which may impact on the treatment of cardiovascular disease and other conditions involving inflammation. This is the second time Professor Khachigian has won a Eureka Prize. The Voiceless Eureka Prize for Research which Replaces the Use of Animals or Animal Product went to Children's Cancer Institute Australia/UNSW researchers, Associate Professor Maria Kavalariis, Dr Sela Pouha and Dr Nicole Verrills.

ENGINEERING CHANGE

UNSW's record-breaking solar car racers, Sunswift, and one of the University's most innovative graduates took out two of the state's most prestigious engineering prizes at the 2007 Engineers Australia Engineering Excellence Awards. The Sunswift project received the Excellence award in the Welfare, Health, Safety, Education and Training category of the Awards, delivering a massive boost to Sunswift's dedicated volunteers as they prepared for the World Solar Challenge, a 3000 km race from Darwin to Adelaide, in late October. Gary Zamel, a UNSW mining engineering graduate and advisory board member of UNSW's new Centre for Innovation and Entrepreneurship, was named Entrepreneur of the Year. Mr Zamel, who graduated from UNSW in 1975, operates a private equity investment company and has long had a focus on developing business models around smart technology and working with industry.



LEADERS OF THE PACK

UNSW alumni, benefactors and advisors dominated *The Bulletin* magazine's *50 Most Influential in Business* list this year. UNSW Chancellor and Foundation Chairman David Gonski was described as "one of the most well-connected company directors in the country". Mr Gonski who is also an alumnus completed a Bachelor of Commerce in 1976, and a Bachelor of Law in 1977. Westfield founding chairman and chairman of the Lowy Institute for International Policy, Mr Frank Lowy, was named as Australia's most influential businessman. Mr Lowy received an Honorary Doctorate from UNSW in 1999 and recently donated \$10 million to establish the Lowy Cancer Research Centre. For more on this, see page 12. Other prominent alumni to feature on the list included Leighton Holdings CEO Wal King, Macquarie Bank executive Nicholas Moore and Walmart board member and former Woolworths CEO Roger Corbett.

OUTSTANDING SCIENTIST

Professor Matthew England has received one of the most coveted Australian science awards – The Royal Society of Victoria Research Medal. The 2007 Medal was awarded for outstanding scientific research in Earth Sciences. One of few non-Victorians to receive this honour, Professor England, who is a Federation Fellow and Co-Director of UNSW's Climate Change Research Centre, has been endowed with this medal for research that advances our knowledge of the Southern and mid-latitude oceans and their role in both regional and global climates. Professor England is also Director of the Climate and Environmental Dynamics Laboratory (CEDL) in the Faculty of Science.



STAY IN TOUCH!

To continue receiving *UNSWorld* (wherever you may be on the globe) and to make sure you are invited to UNSW functions in Asia, Australia, Europe and the United States, please keep us up to date with any changes in your contact details. You can do this:

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