

MONASH NEWS

NEWS FROM THE CAMPUSES OF MONASH UNIVERSITY
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MONASH
UNIVERSITY

Research reveals the failures of management

PSYCHOLOGY

Monash University researchers have uncovered hundreds of examples of incorrect assumptions made by managers and supervisors that are seriously impairing management and supervision in workplaces.

Dr Simon Moss, a lecturer in Monash's Psychology department, has found that many of the basic assumptions and beliefs that managers use to guide their decisions and behaviours are erroneous.

"So many of our decisions and behaviours are based on false assumptions and are therefore impairing managers' outcomes," Dr Moss said.

"These assumptions make managers less able to motivate, persuade, enhance, train, coordinate and support their employees."

Since 1996, Dr Moss has been reviewing research findings in the fields of social psychology, management and marketing and has found more than 350 "counterintuitive findings" that contradict the prevailing practices, beliefs and assumptions of individuals in the workplace.

"For example, it is apparent that praising employees can, in certain circumstances, actually reduce the likelihood they will work cooperatively with their peers," Dr Moss said.

"This is because individuals often doubt their contribution to the workplace and engage in cooperation and other beneficial behaviors to compensate for this uncertainty. When they receive praise, however, these doubts vanish and their urge to cooperate dissipates."

Dr Moss said the incorrect assumptions and beliefs made by managers could often be overcome

by retraining. "Working with management training company Zenith, we retrained about 100 people. We taught them skills and practices based on correct assumptions and intuitions, and this will hopefully make them aware of their misconceptions and improve their performance as managers," he said.

Through his research review, Dr Moss also found, contrary to popular belief, that:

- employees are less likely to follow safety regulations if many hazards pervade their workplace;

- middle managers are most likely to assume their CEO is effective and competent if he/she does NOT earn an exorbitant salary;

- employees who receive awards for following regulations on discrimination and harassment are more likely to express prejudiced views in the future.

As well, Dr Moss found that when individuals felt compelled to condemn some activity, such as a risky act, they themselves were more likely to undertake that activity in the future.

"For example, driving instructors in Victoria must encourage their students to drive at 50 km/h, even if they believe this limit is unwarranted," he said.

"I found that when people are forced to offer advice that contradicts their personal views, their original opinions and assumptions will intensify rather than abate.

"The driving instructor, for instance, will become more convinced that 50 km/h speed limits are futile."

— Penny Fan, PhD

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Rain gauge: Dr Jason Beringer checks water vapour levels in the atmosphere from the GPS base station at the top of the Menzies Building.
Photo: Peter Anikijenko

Monitoring the weather with satellites

CLIMATE RESEARCH

A Monash University researcher is helping improve forecasting and our understanding of weather patterns by using global positioning system (GPS) satellites to measure water vapour in the atmosphere.

Dr Jason Beringer, from the School of Geography and Environmental Science in the Faculty of Arts, is collaborating with 150 universities around the world as part of the SuomiNet project.

The project aims to measure atmospheric water vapour in real time and will provide data for use in research, education and commercial applications.

Dr Beringer is measuring water vapour through a GPS base station positioned on top of the Menzies building at Monash's Clayton campus.

He said the approach provided data in real time and in all weather

conditions, providing more accurate forecasting and understanding of weather phenomena.

"This is important for input to climate models that can then better predict precipitation, severe storms and regional climates," Dr Beringer said.

"Water vapour is a natural greenhouse gas, so changes to it have implications for enhanced warming."

The base station, the only one of its type in Australia, consists of a dual frequency GPS receiver and an array of meteorological instruments mounted together with a traditional 'trig' beacon used for surveying.

The satellite uses radio signals to locate the position of the base station. Water vapour disrupts the signal, creating errors in the time it takes for the station to receive this signal. This error in timing is used to determine water vapour content. The GPS signals are analysed together with meteorological

data to determine the amount of water contained in a 'vertical column' in the atmosphere.

Together with the Land Information Group of the Department of Natural Resources and Environment, the School of Geography and Environmental Science is making the information available to the public through GPSNet at www.land.vic.gov.au.

The GPS station at Monash also includes a weathercam, which allows Monash staff and students and members of the public to check the weather online. The site is updated every five minutes and can be viewed at www.arts.monash.edu.au/ges/research/climate/weather/.

— Diane Squires

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NEWS

Shining light on cells

A powerful new technique that revolutionises the way algal cells are analysed chemically can help to discover cancerous tissue and identify micro-organisms.

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EVENT

Showstopping art

An exhibition at Monash's Caulfield campus is showcasing the award-winning talents of the university's Art and Design students.

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MONASH REMEMBERS



2000 at ceremony

Monash University has paid tribute to two students killed during an horrific shooting incident at the Clayton campus last month.

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IN BRIEF

US rewards Monash kidney research

Monash University scientists have won a multimillion-dollar US grant for research into kidney disease. The \$A4.2 million grant, which will be used to develop new therapies and treatments for kidney failure, was awarded by the National Institutes of Health (NIH) in the US.

The grant recognises the significance of research conducted by the Renal Regeneration Consortium (RRC), a group of researchers from Monash and the University of Queensland. The RRC was the only all-Australian group successful in the NIH request for application.

The group proposed a project that included expression profiling and characterisation of renal cells, with the aim of better understanding how to treat the disease and, in the long-term, developing new therapies.

Professor John Bertram, head of Monash's Department of Anatomy and Cell Biology, will co-lead the group of Australian researchers in stem cells and renal development with Associate Professor Melissa Little from the University of Queensland.

Vale Professor Richard Snape

Emeritus Professor Richard Snape, well known at Monash University throughout an academic career that spanned three decades, passed away last month after a long illness.

Professor Snape was recognised as a leading expert on international economics and for his role in building the Economics department at Monash. He joined the university in 1962 and was appointed professor of economics in 1971, a position he held until December 1999.

Vale**Dr Henry Krongold**

Monash University has paid tribute to its benefactor, Dr Henry Krongold CBE AM, who passed away on 14 October.

Dr Krongold's involvement with Monash began in 1971, when he and his wife Dinah donated \$100,000 to establish the Dinah and Henry

Krongold Centre for Exceptional Children. The Krongold Centre celebrated its 25th anniversary in September.

Vice-chancellor Professor Peter Darvall expressed condolences to the family of Dr Krongold, whose idealism, vision and generosity over three decades has enabled the university to initiate and sustain many significant programs.

Cluster to boost biomedicine

A research cluster has been formed at Monash University to accommodate the growth in biomedical research and development in Australia.

The Monash Research Cluster for Biomedicine (MRCB), based at the Clayton campus, includes facilities and researchers from Monash's School of Biomedical Sciences.

It has Victoria's only widely accessible fluorescence lifetime imaging microscope (FILM), as well as a range of research and medical imaging facilities, a structural biology facility, advanced DNA-sequencing capabilities and a transgenic and knockout mouse facility.

The cluster's formation was assisted by a \$2 million Science, Technology and Innovation Infrastructure grant from the Victorian Government.

\$2 million centre for drug evaluation

A centre that will assess the safety, efficacy and economic viability of new and existing drugs will be established at Monash University.

The Alfred/Monash Centre for Therapeutics and Clinical Research was announced last month as one of nine national Centres of Clinical Research Excellence and awarded \$2 million by the Federal Government.

Funding for the centre, to be based at the Alfred Hospital, will extend over five years.

Associate Professor Henry Krum from Monash's Department of Epidemiology and Preventive Medicine will direct the centre.

Dr Krum said the centre would assess new and existing drugs and focus particularly, but not exclusively, on drugs for cardiovascular disease.

Top economist honoured

AWARD

A life's work in economics was honoured last month when Monash University awarded eminent Australian economist Alan Powell an honorary doctorate in economics.

Emeritus Professor Powell was awarded the honour at a graduation ceremony held at the Clayton campus. It is only the fifth time the university has conferred the prestigious award.

Professor Powell has had a long and distinguished career and was instrumental in establishing the world-renowned Econometrics department at Monash.

He was director of the joint Monash/Federal Government economic research project, IMPACT, from its inception in 1975 until the end of 1992.

Over the past 25 years, IMPACT economic models have played a prominent role in national debates on trade liberalisation, micro-economic reform, the GST and greenhouse gas reduction.

IMPACT ideas and techniques have been adopted around the world by organisations including the World Bank and the OECD.

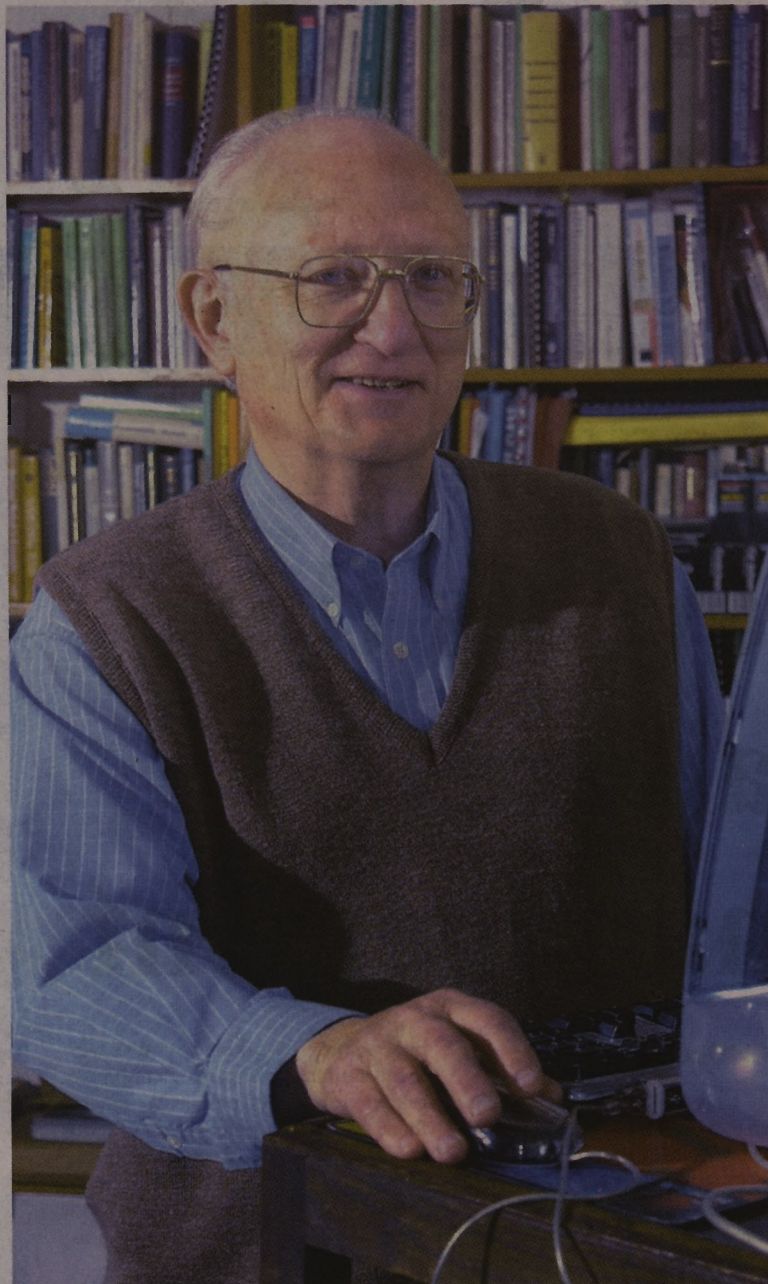
Professor Powell is a Member of the Order of Australia, a Fellow of the Academy of Social Sciences in Australia and a Fellow of the (international) Econometric Society.

In 1998, he received the Distinguished Fellowship Award of the Economic Society of Australia. In 1995, the Center for Global Trade Analysis at the Purdue University, in the US, established the Alan A. Powell Award, which is presented each year in recognition of outstanding service to the GTAP Advisory Board.

Professor Powell officially retired in 2000 but continues to research and teach in the Department of Econometrics and Business Statistics in the Centre of Policy Studies at Monash.

Dean of the Faculty of Business and Economics Professor Gill Palmer said that under Professor Powell's leadership, Monash's Department of Econometrics quickly became Australia's top econometrics research and teaching facility.

"Professor Powell established a tradition of excellence that continues to the present day, with the



Life's work rewarded: Emeritus Professor Alan Powell has been awarded an honorary doctorate in economics after a long and distinguished career at Monash.

Photo: Peter Anikijenko

appointment of a series of brilliant econometricians, all of whom contribute to the faculty's continued success in this field," she said.

Professor Palmer said the faculty was committed to fostering excellence in research, which had been given a significant boost with 13 of the faculty's staff having been awarded their doctorate degrees at the same

graduation ceremony. "I congratulate them on their achievement and look forward to their continued contribution to the faculty's research agenda."

— Fiona Perry

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Retailers' confidence bounces back: survey

RETAIL

Australian retailers are considerably more confident about the retail environment and their own trading performances than they were a year ago, according to survey results released by Pricewaterhouse Coopers and Monash University's Australian Centre for Retail Studies.

The *Retail Meter 2002* found that 46 per cent of retailers rated the retail environment for the year to March 2002 as either 'good' or 'very good'. This was in stark contrast to last year's findings where only 12 per cent of retailers responded as positively.

As well, only 23 per cent of retailers expected the retail environment over the next year to be 'difficult' or 'very difficult', compared to 68 per cent of retailers in 2001.

Professor Steve Worthington of the Australian Centre for Retail Studies said a stronger economy due to low interest rates, good economic

growth, a booming housing sector and strong levels of consumer confidence were fuelling retailers' confidence.

"Retailers were now also less concerned about the impact of the GST on consumer confidence," he said.

The survey results also showed a quick turnaround in the trading performance of retail businesses in 2002 compared to last year. Almost half the retailers surveyed indicated they experienced 'good' or 'very good' trading performances, more than double the number of retailers who responded similarly last year.

Eighty-one senior retail executives, including chief executive officers, managing directors and other directors, took part in the study.

The *Retail Meter 2002*, now in its sixth year, is the most comprehensive annual survey of the retail industry in Australia.

— Fiona Perry

Conference on Whitlam election

Monash University's National Key Centre for Australian Studies and the Parliamentary Studies Unit will host a two-day conference in December to mark the 30th anniversary of the election of the Whitlam government.

The conference, *Thirty Years Later: The Whitlam Government as Modernist Politics*, will feature The Hon. Gough Whitlam AC QC as the keynote speaker and is being held at Old Parliament House, Canberra, on 2 and 3 December.

Speakers will include The Hon. Dr Carmen Lawrence MP, The Hon. Elizabeth Evatt AC and Professor George Williams. Conference convenors Dr Colleen Lewis and Dr Jenny Hocking said the program would not focus on the Whitlam government's dismissal, but take as its starting point how the Whitlam era modernised the ALP and Australian society.

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Shining light on cells

MEDICAL RESEARCH

Monash University researchers have described a powerful new technique that revolutionises the way algal cells are analysed chemically and are using the technique to discover cancerous tissue and identify micro-organisms.

The spectroscopic method, which has been published in the *Journal of Phycology*, uses infra-red light to measure levels of proteins, nucleic acids, carbohydrates and fats in single cells by analysing the vibrations of these molecules under infra-red wavelengths.

The research on algae has been done at the university's Centre for Biospectroscopy and involves Dr Don McNaughton, Dr Bayden Wood and Mr Mustafa Kansiz from the School of Chemistry, Dr John Beardall and Dr Philip Heraud from the School of Biological Sciences, and Dr Mario Giordano, now at the University of Ancona.

The centre was also at the forefront of research showing that infra-red spectroscopy can diagnose



Revolutionary: Researchers (from left) Dr Phil Heraud, Dr John Beardall, Dr Don McNaughton, Mr Mustafa Kansiz and Dr Bayden Wood have identified a new technique to discover cancerous cells.

Photo: Greg Ford

diseases such as cancer at an early stage, before microscopic changes were visible, Dr Heraud said.

In experiments conducted at the City University of New York, Dr Wood has used the technique to reveal cervical tumours and to identify tissue that will become malignant.

"Dr Wood has used spectral data to identify cervical cells that are classified as CIN (Cervical Intraepithelial Neoplasia) level 1 – these are cells that could become

malignant," Dr Heraud said. "We imagine that some day diseased tissue could be detected in a non-invasive manner using an infra-red probe. The spectroscopic method is superior to conventional methods because it is rapid, inexpensive, non-destructive and can be achieved even on single cells."

Apart from infra-red spectroscopy being a powerful method for analysing human cells, it has applications in a range of areas, from medicine to marine biology, and has been used to

identify micro-organisms. Different species vary in the chemical composition of their cells, and because the technique allows scientists to determine the levels of proteins, fats and other macromolecules within cells, they can use the information for species identification.

Rapid species identification is an important facet of environmental monitoring. "For example, if there is a blue-green algae outbreak, scientists can quickly identify which species is causing the outbreak and issue warnings to nearby farmers and residents regarding the toxicity of the algae," Dr Heraud said.

"The spectroscopic technique could also be useful in finding micro-organisms that are an important source of dietary supplements. For example, it could be used to identify organisms that produce high levels of omega-3 fatty acids, which have important health benefits."

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Researchers explore banking options

ONLINE BANKING

Monash University research into people's online banking habits has found that issues of security, privacy and trust are secondary when consumers consider using online banking.

Preliminary findings of the research, led by Dr Kirsty Williamson, director of Information and Telecom Needs Research (ITNR) in the School of Information Management and Systems, reveal that people are more concerned that bank industry encouragement of the online practice could lead to branch closures.

Dr Williamson said the research aimed to reveal the reasons behind customers' banking choices and identify the benefits and disadvantages of online banking.

"We wanted to look at online banking from the consumers' perspective, rather than the banks' perspective," Dr Williamson said.

Online banking allows customers to access their accounts and perform transactions 24 hours a day.

Preliminary analysis of the data has shown that those respondents who chose not to use online banking valued the personal contact provided by branches and felt their needs were already met by traditional banking methods.

Project research fellow Dr Steve Wright of ITNR said one of the reasons online banking was attractive was its greater accessibility for those who didn't have time to queue in a bank.

"Those using the online service suggested they would perform all transactions via the internet if possible, indicating the service saved time compared with using bank branches," he said.

But according to Dr Williamson, many were concerned about the long-term implications of relying solely on online banking.

"Rightly or wrongly, many respondents made a connection between the banks' encouragement of online banking and branch closures," she said.

The project, which is expected to be completed by the end of the year, is being funded by a Monash University Small Grant.

Other researchers involved in the project are Associate Professor Elizabeth Lanyon from Monash's Faculty of Law and Deakin University's Associate Professor Sharman Lichtenstein (formerly of Monash's School of Information Management and Systems).

— Ruth Ward

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Winning spirit: The outstanding efforts of Monash students across a range of sports has seen the university finish third out of almost 50 teams that participated in the recent Australian University Games in Adelaide. Monash competitors won gold in badminton, judo, kendo and taekwondo.

Photos: Konrad Marshall

Monash awarded \$11.5m by NHMRC

GRANTS

Monash University researchers have been awarded \$11.5 million by the National Health and Medical Research Council (NHMRC) for projects that will investigate subjects as diverse as the role of proteins in transplant rejection, how certain types of bacteria cause gas gangrene and how to identify children with autism as early as possible.

The grants, announced late last month, will fund 34 Monash projects. Researchers from the faculties of Science, Arts and Medicine, Nursing and Health Sciences are represented and will receive \$11,507,460 of the \$150 million the NHMRC has made available for this year's project grants.

Monash vice-chancellor Professor Peter Darvall said the university's grant success demonstrated the strength of the university across many research areas.

"Our researchers are investigating areas of science and medicine that will prove vital to human health in the years to come," Professor Darvall

said. "They are to be congratulated on their commitment to improving the lives of others."

The largest single grant, of \$750,000, was awarded to Professor Roger Summers and Dr Bronwyn Evans from the Department of Pharmacology for research into G Protein Coupled Receptors (GPCRs).

GPCRs are an important group of drug targets in the body because two-thirds of the world's drugs are designed based on knowledge of these proteins.

"Our goal is to identify and validate novel drug targets based on knowledge of the structure, signalling properties and function of GPCRs," Professor Summers said.

The research could lead to new drugs for conditions including asthma, obesity, diabetes, cardiac failure and hypertension.

Professor Julian Rood, head of the Department of Microbiology, was awarded two grants totalling \$615,000 to study the role of bacterial toxins in gas gangrene and the genetics of toxin production.

Professor Rood's research will also look at how the body responds to the often-fatal disease of gas gangrene. This disease may occur in patients suffering from colon cancer, elderly patients suffering from diabetes or circulatory disorders, or as a consequence of contamination of traumatic wounds.

"I am delighted with the grants because they mean we can move forward with our research," Professor Rood said. "They also mean that our work is recognised as being of an international standard, and the money enables us to remain internationally competitive."

Dr Robert Medcalf of Monash's Department of Medicine at Box Hill Hospital will receive \$465,000 over three years to study a naturally occurring enzyme that plays a role in breaking up blood clots.

"Our research project will look at how the body's cells produce this enzyme," Dr Medcalf said. "That could lead to the discovery of ways to influence production of the enzyme in order to naturally dissolve blood

clots. The research may be of future benefit to stroke, heart attack and thrombosis sufferers."

Dr Jamie Rossjohn, a senior research fellow in the Department of Biochemistry and Molecular Biology, was awarded \$420,000 to gain a greater understanding of how the body's immune system functions.

"The grant will provide a solid research platform from which therapeutic transplant drugs may eventually be developed," Dr Rossjohn said.

Dr Justin Oakley, director of the Centre for Human Bioethics in the Arts faculty, and four colleagues received a grant of \$139,900 to examine the ethics of issuing prospective patients with report cards on the performance abilities of surgeons.

Dr Oakley said he wanted to test whether disclosing surgeons' performance data to patients was ethically justifiable.

— Penny Fannin

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Improving the flow of communication

INTERNET

Monash University researchers have written a program to implement a new internet protocol that will improve the performance of mobile internet communications.

The program, written by the Monash-based team of the Australian Telecommunications Cooperative Research Centre, implements the Hierarchical Mobile Internet Protocol version 6 (HMIPv6).

The HMIPv6 specification was written by researchers at Ericsson Australia as part of an international

effort to create standards upon which the next version of the internet is being built. Ericsson is one of the world's largest suppliers of broadband multi-service networks.

Currently, the internet uses the Internet Protocol version 4 (IPv4). However, this protocol is running out of IP addresses, which are needed by every device linked to the internet to send and receive information.

The IPv4 addresses are expected to be exhausted by 2005, and research and corporate groups around the world are designing IPv6 to replace IPv4. As well as providing

billions more addresses, the new protocol is designed to increase the efficiency, reliability and security of the internet. The improvements will become more important as the internet is used for a broader range of communications, including entertainment, telephone calls and corporate communication.

However, the software developed by the Monash-based project is designed specifically for mobile communications via devices such as mobile phones, pagers, palm pilots or laptop computers. Research fellow Mr Greg Daley said current

mobile internet protocols were quite slow when information moved from one access point, such as a radio tower, to another.

The Monash enhancements to the protocol reduce signal delay and the number of signalling messages required when moving from point to point.

Ms Sonja Ahrens, business manager for the Centre for Telecommunications and Information Engineering at Monash, said that while few devices were now using IPv6, the next generation of internet devices, such as mobile phones that also feature video links or interactive games, would

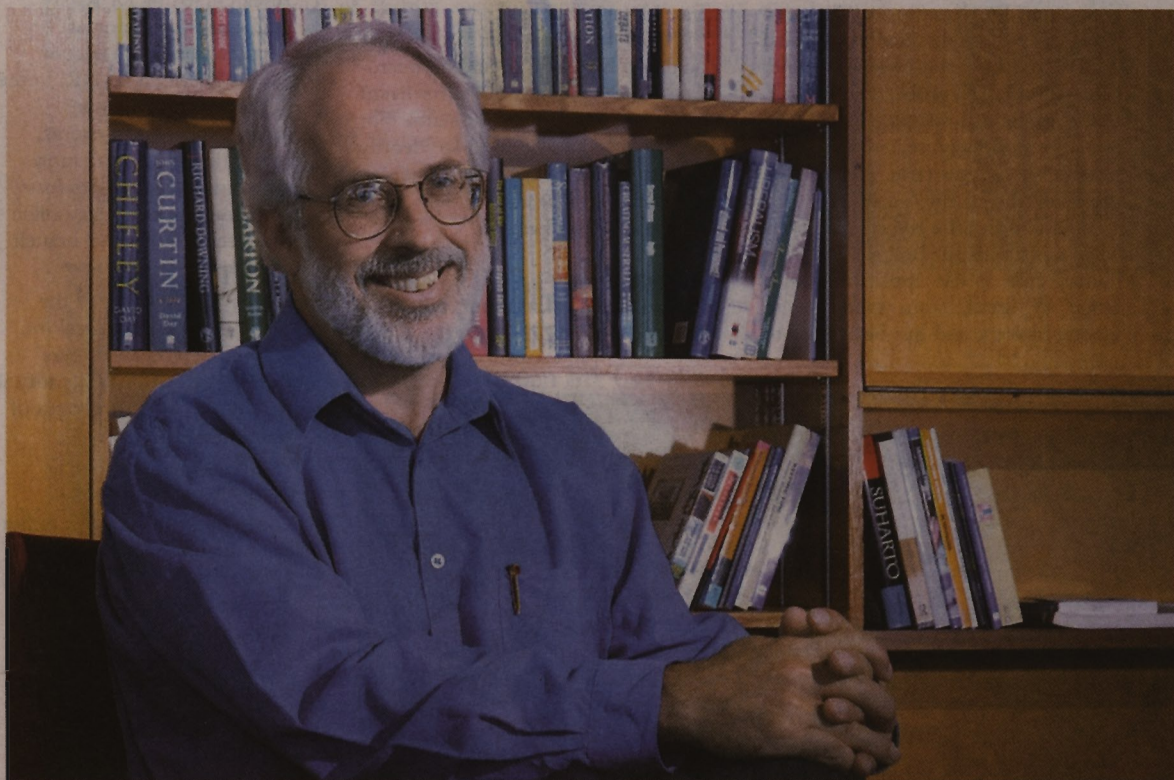
need the new protocol embedded within them.

Mr Daley hopes the Monash HMIPv6 code will be integrated into a Mobile IP system being developed at the Helsinki University of Technology. The Helsinki and Monash teams are releasing the code under an Open Source license, making it freely available to programmers around the world.

— Georgie Raik-Allen

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Politics boost: Professor Jim Walter has joined Monash's School of Political and Social Inquiry. Photo: Melissa Di Ciero

Political governance focus for new professor

POLITICS

A new professor at Monash University is planning to strengthen the political governance stream within the university's politics teaching.

Professor Jim Walter, newly appointed professor of political science in the School of Political and Social Inquiry, said he planned to focus on political leadership issues and on the development of practices that aim to improve governance in Australian politics.

"In much the same way as Monash's Governance Research Unit looks at how businesses operate and how they can improve in terms of ethics and corporate behaviour, I am interested in these issues as they relate to governance in the political sphere," he said.

"At the moment, there is considerable disquiet about government

and distrust of politics in general in the electorate," he said. "We need transparent processes in Australian federal and state politics, and we need to look at how governance can be improved."

Before joining Monash, Professor Walter was pro vice-chancellor of arts at Griffith University.

He has published widely on Australian politics and political history, including an early biography of Gough Whitlam, the first study of ministerial minders and innovative work on intellectual history.

His latest book, published by the University of New South Wales Press, is titled *The Citizens' Bargain: A Documentary History of Australian Views Since 1890*.

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Re-creating the State in Indonesia

ASIAN STUDIES

Indonesia's political survival may depend on younger leaders reviving civic virtues from an earlier era, a visiting Indonesian academic told a Monash public lecture last week.

In his lecture, *Misunderstanding the Politics of Change in Indonesia*, Professor Daniel S. Lev from the University of Washington in Seattle called for renewed emphasis on "what it takes to make a reasonably healthy, responsible and accountable state".

Professor Lev was speaking at the inaugural Herb Feith lecture at the ABC Southbank Centre.

While Indonesia's parliamentary order of the 1950s had been largely erased from memory in Indonesia

and was barely known outside of the country, Professor Lev said it could hold the key to reform. "It is a period well worth a great deal more serious research, not least of all for the sake of examining a few virtues of a promising republic," he said. "Those virtues are lacking now in Indonesia."

According to Professor Lev, corruption existed in Indonesia in the 1950s but was "a mere murmur", and the corruptors were often arrested, tried and sentenced.

He said the political system was successful because it was conceived as a working republic, based on a progressive constitution that reflected the purposes of a political elite oriented as much to the interests of society as to their own interests.

Professor Lev is a specialist in the comparative politics, legal systems and human rights of Southeast Asia.

The lecture, presented by the Centre for Southeast Asian Studies and the Faculty of Arts at Monash University in association with the University of Melbourne and ABC Radio Australia, marked the anniversary of the death of Herb Feith, Australia's finest scholar of Indonesia. Dr Feith taught politics at Monash from 1962 to 1990, and the Centre of Southeast Asian Studies is in the process of establishing a foundation to commemorate his contribution.

— Diane Squires

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SCHOOLS

Enhancement Studies closing date

The Enhancement Studies Program gives high-achieving students the opportunity to study a first-year, university-level subject as part of their Year 12 program.

Applications for the 2003 Monash Enhancement Studies Program closed on Friday 1 November. Late applications will be accepted subject to availability of places. Subjects available include Accounting, Australian History/Politics, Business Systems, Chemistry, Chinese (Mandarin) - Second Language, Computer Technology/Programming, Economics, English Literature, Geography, History of WW2, Japanese - Second Language, Jewish Civilisation, Mathematics, Communications/Media Studies,

Music (Performance) and Philosophy.

For a handbook and application form, contact Ms Philippa Young in the Prospective Students Office on +61 3 9905 5859 or email philippa.young@adm.monash.edu.au.

Change of Preference

The *Monash Change of Preference Guide* has been sent to all Victorian secondary schools. Year 12 students who have *Voice* magazine mailed directly to their homes will also receive the guide after their examinations.

Year 12 students who wish to speak to faculty representatives once they have received their ENTER 2002 do so at Change of Preference Information Sessions, to be held as follows.

Gippsland region - Tuesday 17 December, 3 pm to 6 pm, Faculty

of Business and Economics Conference Room, building 5N, Monash University, Gippsland campus. **Metro region** - Wednesday 18 December, 10 am to 2 pm, South One Lecture Theatre, building 64, Monash University, Clayton campus.

Undergraduate scholarships

Students wishing to submit an application for an undergraduate scholarship over the internet have an extended closing date of Friday 29 November. The web address for these applications is www.adm.monash.edu.au/ssd/sab/schols/. Postal applications have closed.

For additional copies of the 2003 *Coursework Scholarships Guide*, contact Ms Donna Aitken on +61 3 9905 3013 or fax +61 3 9905 5004.

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'For less-successful regions, such as Gippsland, and for those in metropolitan Melbourne already excluded from the benefits of economic growth, the prospects are not wonderful.'

New Regionalism: old wine in new bottles?

Last month, the Organisation of Economic Cooperation and Development (OECD) held a major conference in Melbourne titled Learning Cities and Regions. The conference highlighted the theoretical foundations of the OECD's approach to policy and practice in Australia at the city and/or regional level.

State governments are investigating the potential use of the new model, now commonly described as 'new regionalism' (NR), and the Victorian Government has released a report titled 'Victoria as a learning region' – a relatively uncritical assessment of the central components of NR.

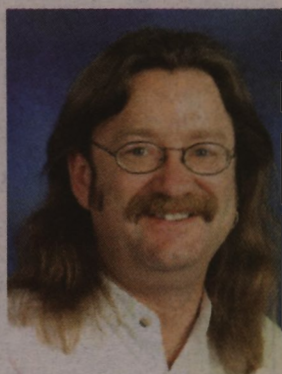
Proponents of NR argue that the approach represents an alternative to two failed models of regional development – the top-down, state-led and directed approach and the free market-dominated approach.

The NR model is allied to the new notion of the 'knowledge economy', in which it is argued that communities are witnessing a shift from the manufacturing and production of physical goods to information handling, knowledge accumulation and knowledge-based goods. Indeed, the OECD claims that unskilled work is declining and will be replaced by knowledge workers.

NR works on a theory of promoting learning organisations in creative regions, driven by the knowledge economy. And while 'old regionalism' was welfare driven, NR is about promoting innovation and collaboration to counteract social and economic inequities at the regional level. By establishing community organisations that bring together local institutions with this aim in mind, the focus shifts from developing individual firms to developing the wealth of regions as a whole.

The aim of NR is to develop dense, localised networks of firms, research institutions, educational institutions and regional development

This month the new Institute for Regional Studies, based at Monash University's Gippsland campus, will host a major conference to critically evaluate the concept of 'new regionalism'. Institute director Associate Professor Al Rainnie explains the concept and looks at the potential pitfalls of this new approach.



agencies – a partnership between government, the private sector and non-profit organisations. Universities are taken to lie at the heart of the new high-tech agglomerations – the Monash STRIP (Science Technology Research and Innovation Precinct) would be a case in point.

The new economy, therefore, is going to be driven by clusters of collaborating institutions rather than by traditional business competition, a model that lies at the heart of neo-classical economic theory.

NR is also driven by the distinction between tacit (unspoken) and codified (written) knowledge, as it is the former that is taken to lie at the heart of competitive success for firms and regions. Tacit knowledge is embedded in the attitudes, behaviours, cultures and norms of individuals, institutions and regions, and is accessible only through direct physical interaction. Therefore, proximity is important, particularly given that trust – which takes time to develop and relies on personal interaction – is the glue that holds the new collaborative organisations together.

This is all challenging and welcome, but there are problems.

First, although proponents of NR would protest, the theory of empowerment and self-activity can easily fit into a neo-liberal approach,

which allows governments to wash their hands of responsibility for less-successful regions, arguing that salvation now lies in their own hands.

Second, it is unclear exactly what knowledge or learning is of increasing importance in the new economy. People have always been knowledgeable about their work, beyond the contents of manuals or training regimes. Just what is 'new' remains ill-defined. For Gippsland, for instance, the nearest thing to a knowledge economy that has arrived recently

is a couple of call centres – very welcome but hardly revolutionary.

Third, it is simply incorrect to suggest that unskilled work is on the decline. Evidence suggests that we are working harder rather than smarter. Most new jobs are low-paid, unskilled and flexible in the service sector. Rather than requiring knowledge workers, these jobs represent the new service class – those looking after the needs of the relatively few well-paid people who are characterised as being money-rich but time-poor.

Fourth, regional clusters have moved from consisting of highly localised and specific forms of development to the new 'silver bullet' model of regional development. Applicable in all cities and all regions, this model is supposed to provide answers for everyone, however, problems of replicability suggest that many initiatives are doomed to disappointment.

Fifth, it is far from certain that community organisations established to further the interests of the community under NR can construct an image of the locality that everyone can sign up to. Business

associations and those representing the excluded and the dispossessed will have fundamental disagreements about priorities and strategy.

Finally, a reversion to a business-led and dominated 'innovation' strategy would favour those core elites, organisations and regions that are already doing relatively well. Far from challenging inequality or uneven development, NR may simply reinforce it. For less-successful regions, such as Gippsland, and for those in metropolitan Melbourne already excluded from the benefits of economic growth, the prospects are not wonderful.

The challenge to NR, then, is to make an inextricable link between policies designed to develop the economy of a region and those designed to challenge social exclusion. I would go further and argue that we have to move beyond the notion of the triple bottom line to a more democratic and inclusive notion of development based on concepts of sustainability. For that to happen, regions cannot be abandoned to their own devices. We need deeper involvement at the local level, but we also need long-term strategic coordination and resources from the state and federal levels – a distinctly new regionalism.

Associate Professor Al Rainnie will deliver his talk, 'New Regionalism in Australia: Limits and Possibilities' at a conference, 'The New Regionalism in Australia: A New Model of Work, Organisation and Regional Governance', to be held at Monash's Gippsland campus from 25 to 26 November.

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WEB LINK:

Visit the IRS website at www.gippsland.monash.edu.au/irs



The Knowledge Economy? Prime Minister John Howard visits a grade 10 information technology class at Q'bot Secondary College.

INPRINT

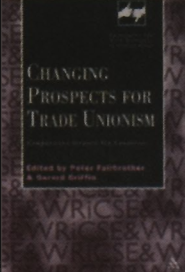


The Making of Revolutionary Paris

By David Garrioch
Published by University of California Press

The sights, sounds and smells of life in 18th-century Paris are evoked in this comprehensive chronicle of a perpetually alluring city during 100 years of sweeping social and cultural change. *The Making of Revolutionary Paris* explores the evolution of Parisian society during the 18th century and reveals the city's pivotal role in shaping the French Revolution. It also provides the reader with vivid portraits of individual lives, accounts of social trends and analyses of significant events. The author focuses his narrative on issues that stirred controversy in Paris at the time, such as traffic congestion, house numbering and the ever-present dilemma of where to bury the dead.

Associate Professor David Garrioch is the author of two other books covering periods in the history of Paris and is head of the School of Historical Studies in the Faculty of Arts at Monash University.




Changing Prospects for Trade Unionism: Comparisons Between Six Countries

Edited by Peter Fairbrother and Gerard Griffin
Published by Continuum
RRP: \$55 (paperback), \$160 (hardback)

In the last two decades of the 20th century, there was a massive decline in union membership throughout the world. At the same time, the political power, roles and influence of trade unions in most industrialised societies declined significantly. Nowhere was this decline more evident than in predominantly English-speaking countries. Against this background, the book examines the current roles and prospects of trade unions in six countries: Australia, Britain, Canada, Ireland, New Zealand and the US. In particular, it examines how unions have responded to the myriad problems confronting them and assesses how successful their responses have been. It describes trade unions' prospects for revival and presents opinions on whether they will re-establish their past prominence in political systems.

The book is edited by Professor Peter Fairbrother, an honorary research fellow in the National Key Centre in Industrial Relations at Monash University, and Professor Gerard Griffin, who is director of the centre. Both also made contributions to the text.



Supporting Student Teaching: Case Studies, Experience and Practice from Higher Education

Edited by Glenda Crosling and Graham Webb
Published by Kogan Page
RRP: \$64.95

As higher education strives to be more inclusive and to successfully retain students, the challenge facing those teaching and supporting students is becoming more acute. Issues such as relating to students, developing students' academic skills and working with staff and the institution are raised in this new book.

Supporting Student Teaching describes responses to the unprecedented range of contemporary students' needs. It will help readers develop a clear understanding of how the teaching and learning experience in higher education can be enhanced to effectively meet the needs of the student body as well as the institution's goals. The book is accessible to a broad range of readers, regardless of experience, and includes authoritative and stimulating case studies from the UK, US, Australia, New Zealand and South Africa.

Editor Ms Glenda Crosling is a senior lecturer in the Language and Learning Services program within the Faculty of Business and Economics at Monash University, while Professor Graham Webb is director of the Centre for Higher Education Quality, also at Monash University.

POSTSCRIPT

Whether Attention Deficit Hyperactivity Disorder (ADHD) is medical or psychological in its origin and whether it is best treated with psychological techniques or medication are questions that are being increasingly asked both within Australia's medical profession and throughout the community. In *Cries Unheard: A New Look at Attention Deficit Hyperactivity Disorder*, a collection of interested professionals present their views on the controversial subject. The book includes an introduction and chapter by Dr George Halasz, an honorary senior lecturer in Monash University's Department of Psychological Medicine, based at Monash Medical Centre.

If you are a member of the Monash community and have a forthcoming book, contact monashnews@adm.monash.edu.au

Books featured in 'Inprint' are available or can be ordered at Monash's four on-campus bookshops.

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A novel scientist



Blending art and science: Dr Margaret Bearman's first novel portrays the life of a psychologically and emotionally damaged young Melbourne woman.

Photo: Melissa Di Ciero

A breakdown and the subsequent road to recovery make up the powerful subject matter of a novel written by Monash academic Dr Margaret Bearman.

The novel, *Above the Water*, portrays the life of a psychologically and emotionally damaged young Melbourne woman, whose intermittent memories of her past form the basis for a journey from amnesia and delusions to self-knowledge and empowerment.

"It is about someone who has stepped over the edge – and how easy it is for a person to do that," Dr Bearman says.

"It could be you, it could be me. One day you've disappeared from the mainstream, and you have to work very hard to come back into the world."

While she draws on inspiration from her own life for her work, Dr Bearman is quick to point out that personal experience only provides the foundation for her fiction.

"I know what depression and anxiety feel like, but I used that as a basis for invention rather than draw the details from my own life."

Although Dr Bearman started writing the novel in 1994, ongoing studies for a PhD thesis in medical informatics, an academic career and the birth of her first child meant the book took her nearly eight years to complete.

But there were unexpected benefits to blending the worlds of academic science and creative art, according to Dr Bearman, who lectures in medical informatics at the Monash Institute of Health

Services Research. Being part of an academic faculty that has clinical contact, she says, gave her a window onto the 'real' world.

"I was able to talk to clinicians who encountered people with psychological and physical afflictions every day. As well, scientific academia is very grounding and makes you think with a degree of formality, which was useful to my writing."

"My commitment to storytelling, whether it be fiction, plays or screenplays, also laterally benefits my academic work, particularly as health care is full of stories and representations of stories."

"I have a kind of split in me that needs to be fulfilled by both activities. They're both necessary."

— Konrad Marshall

Showstopping student art and design

Show Notes

What: *Showstoppers*

When: To 12 January

Where: Faculty Gallery, Monash Art and Design, Caulfield campus

Who: For more information, contact the gallery on +61 3 9903 2707.

An exhibition at Monash's Caulfield campus is showcasing the award-winning talents of the university's Art and Design students.

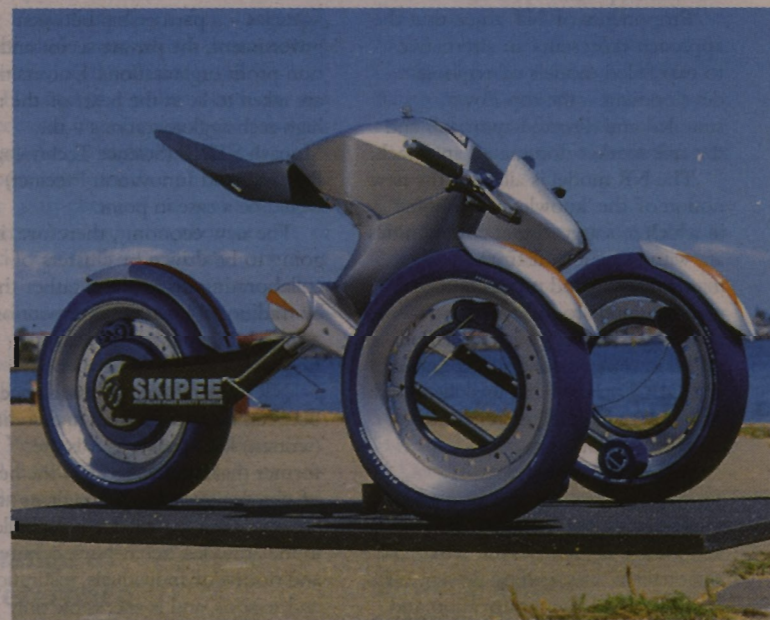
The exhibition, titled *Showstoppers*, features a cross-section of all art and design media including painting, sculpture, design, ceramics, glass, industrial design, metal and jewellery, and visual communications.

Dean of Art and Design Professor John Redmond said the exhibition displayed some of the best works to have emerged from the faculty's pool of talent in recent times.

"Visitors to the exhibition will see why Monash Art and Design graduates are at the forefront of emerging talent in both national and international arenas," he said.

"It was a challenge to select the items for display from among so many excellent works."

The displayed items were selected from Monash student work that has attracted awards over the past five years. Awards won by students include the Dobell Prize for Drawing,



Showstopping: 'Skippee', by Dimitrios Kontas, is on display at the Faculty Gallery, at the Caulfield campus until January 12. The work is part of an exhibition showcasing the talents of Monash's Art and Design students.

the Dyson Product Award, the Southern Cross Packaging Design Award and the Weslin Award for Workmanship.

According to Professor Redmond, the faculty is structured to actively promote the intersection between art and design. "Students studying industrial design can, for example, take

electives in painting, sculpture or graphics, and the works in the exhibition demonstrate the benefits of this cross-fertilisation."

Showstoppers was officially opened by Dr Robert Nelson, associate dean, Research and Graduate Studies, on Wednesday 6 November.

— Robyn Anns



Innovative: Ms Doris Aik Ping Khoo helped refurbish the East Malvern deli as part of an unusual art installation titled *Delicatessen*

Installation keeps art fresh

SHOW NOTES
What: *Delicatessen*
When: Until 15 November
Where: 129 Waverley Road, East Malvern
Who: For more information, contact Mr Tony Trembath on +61 3 9903 2279

A 1930s delicatessen has been brought back to life after more than 30 years of disuse, as part of an innovative art installation by second-year sculpture students from the

Fine Arts department at Monash University's Caulfield campus.

The students took four weeks to refurbish the East Malvern deli, which had not been touched since closing in 1971, by adding plaster and styrofoam sculptures that mimic meats and produce the store would have originally stocked.

The deli windows are now filled with sausages, bacon, cheeses and canned goods painted white with red polka dots, adding a touch of humour to the artwork.

Monash fine arts lecturer Mr Tony Trembath, who helped organise the students' collaborative project, said the installation, titled *Delicatessen*, made the most of its unusual setting.

"The deli is like a time capsule, not just of the 70s but of the whole period from 1933 onward. It is so heavily charged with history that it is not surprising the students' work has such a powerful impact," he said.

Ms Doris Aik Ping Khoo, an international student from Singapore and a contributing artist, said the

project gave her an insight into a part of Australian life she would not normally have experienced. "It was intriguing to find out how integral delicatessens have been to Australian life over the past 70 years," she said.

The students received assistance for the installation from Don Small Goods and Visypak, who created cans for display in the deli windows.

Delicatessen, on show at 129 Waverley Road in East Malvern, has extended its run until 15 November.

— Derek Brown

Classic jazz age musical makes its mark

A fast-paced musical set in America's jazz era delighted audiences at the Alexander Theatre at Monash University's Clayton campus last month.

My One and Only, a Gershwin classic brought to Monash by the CLOC musical theatre company, follows the antics of aviator Captain Bill 'Buck' Chandler as he attempts to fly from New York to Paris in 1927 while wooing champion swimmer Edythe Herbert.

According to CLOC president Mr Grant Alley, the Monash production, which was accompanied by a full orchestra and two grand pianos, involved more than 200 volunteers including the cast and crew.

"The Monash run of *My One and Only* was larger than life and included tap dancing routines involving more than 30 dancers on stage at the one time, exotic sets that were constantly changing throughout the performance and familiar show tunes from beginning to end," he said. Well-known songs included in the musical were 'Strike Up the Band', 'Funny Face' and 'Kicking the Clouds Away'.

The performance was the second show produced by the CLOC musical theatre company this year, following a three-week run of *Hot Mikado* in March.

In 2003, the company plans to produce two musicals at Monash — *Gigi* and *Pippin*. For more information, contact CLOC musical theatre on +61 3 9592 2897 or visit www.cloc.org.au.

— Derek Brown



Tourists: Musicians from Monash's School of Music – Conservatorium will be performing at various venues in Asia.

Photo: Greg Ford

Asian tour for Monash musicians

Top student musicians from Monash's School of Music – Conservatorium will showcase their talents to audiences in Hong Kong, South Korea, Taiwan and Malaysia when they tour Asia this month.

Head of the School of Music – Conservatorium Mr Peter Handsworth said past tours to Asia by student

musicians had been met with enthusiasm and delight, and the students were looking forward to the tour.

Seven instrumentalists were scheduled to perform a selection of pieces from their wide repertoire at a Monash graduation ceremony in Hong Kong, the Melbourne Cup Ball Concert in Korea and a concert for the Australian

Consulate General in Hong Kong. Mr Handsworth said the group would also perform at universities, alumni group events and musical associations.

— Ruth Ward

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ARTS BRIEFS

Melbourne Symphony returns to Monash

The Melbourne Symphony returns to Monash University's Clayton campus this month for the fourth and final performance of its 2002 Monash Series.

Led by conductor Mr Mark Wigglesworth, the symphony will present a violin concerto by Beethoven and Brahms' Symphony No. 2.

The concert will be held at the Robert Blackwood Concert Hall on 29 November at 8 pm. For prices and bookings, contact Ticketmaster7 on 1300 136 166.

Final-year students go out on their own

Honours students from Monash University's Department of Fine Arts have come together in a new exhibition highlighting the diversity of work from their final year.

Titled *Dining Alone*, the exhibition showcases up to 20 works and includes paintings, sculptures, performance pieces and multimedia installations.

Dining Alone is on show at gallery fortyfive-downstairs on Melbourne's Flinders Lane until 23 November.

For more information and exhibition times, contact the gallery on +61 3 9662 9966 or visit www.fortyfivedownstairs.com.

Exhibition provides cultural perspective

An exhibition of work by visual arts students from the Gippsland campus, on show recently at the Counihan Gallery in Brunswick, presented a unique look at modern culture.

The exhibition, titled *Yoghurt*, included both individual and collaborative artworks by five final-year students that explored both the serious and irreverent aspects of everyday life.

According to exhibition curator Mr Dan Jackson, whose work also appeared in the show, *Yoghurt* was designed as a forum for artists to express their thoughts on Australia's dominant culture and subcultures.

Jewellers on show in Europe

Artwork by two staff from Monash University's Caulfield campus featured in an exhibition at one of Europe's leading galleries of contemporary jewellery art last month.

Visitors to the Galerie Slavik in Austria saw more than 40 pieces of work created by Ms Mascha Moje, a sessional lecturer, and Ms Marian Hosking, coordinator of the metals and jewellery studio in the Faculty of Art and Design.

Works on show included necklaces incorporating pieces of bark from an Australian native tree that were then cast in silver and steel pendants.

Korean ceramics find inspiration in nature

An exhibition of woodfired ceramics created by a Korean artist studying at Monash was displayed at the university's Gippsland campus last week.

The exhibition displayed 25 ceramic works including vases, bowls, plates and other vessels by Mr Kwi-Rak Choung, who is currently undertaking a Master of Arts (Visual Arts).



Shining light: Hundreds of candles were lit in memory of the tragic event at Monash.

Monash remembers

Monash University has paid tribute to two students killed during an horrific shooting incident at the Clayton campus last month.

Mr William Wu and Mr Steven Chan, both aged 26, were remembered at a Ceremony of Reflection and Respect in the Robert Blackwood Concert Hall at Clayton campus.

More than 2000 staff and students attended the ecumenical ceremony, in memory of the two students and to offer support and comfort to one another.

Mr Wu and Mr Chan were awarded honours degrees posthumously for their studies in the Department of Econometrics and Business Statistics.

Head of department Professor Keith McLaren said Mr Wu and Mr Chan were bright and conscientious students whose talents had been acknowledged by their admission to the department's honours program.

"William and Steven were enthusiastic students who made a fantastic contribution to this department," he said.

"The deaths of these students have left us shocked and saddened, and they will be greatly missed. Our deepest sympathies go out to their families and friends."

Four students and lecturer Lee Gordon-Brown were also injured during the incident and were taken to hospitals immediately afterwards. All are recovering well.

PHOTOS

Peter Anikijenko, Greg Ford and Melissa Di Ciero



In memory: Staff and students left flowers, cards and candles in the Menzies building in memory of the tragedy.



Tribute: Professor Keith McLaren pays tribute to Steven Chan and William Wu, who lost their lives in the tragic incident.



Commemoration: Students stop to light a candle in memory of Steven and William.



Monash University vice-chancellor Professor Peter Darvall (above) –

"From adversity comes strength and inspiration. We all walk a little taller because of the great presence of mind, even heroism, of some of our colleagues. The events have touched us all. We will use those tragic events to bring us closer together, to value each other and care for each other."

Monash Student Association president Ms Rebecca Tomilson –

"I have always felt that the campus community was strong. But the support everyone has shown for each other has tripled that strength."

Head of the Department of Econometrics and Business Statistics, Professor Keith McLaren –

"William (Wu) came into my office – tall, quiet, courteous. He was a real gentleman. Steven (Chan) has been in Australia since age 10. He was really an Aussie – an extrovert, even irreverent. How can I sum up Steven? He was a great bloke."

Deputy head of the Department of Econometrics and Business Statistics, Professor Brett Inder –

"William (Wu) and Steven (Chan) were both bright young men who had so much potential and so much to offer those close to them and the wider community. How tragic that this has been cut so short."



Paying respect: More than 2000 people attended the ecumenical service in the Robert Blackwood Hall.

MONASH NEWS

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