

MONASH UNIVERSITY NEWS

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Artist Andrew Sibley is amused and embarrassed at the interest in his portrait of One Nation Party leader Pauline Hanson.

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Companies involved in guerilla marketing in the lead-up to the Sydney 2000 Olympic Games would be dealt with severely, the head of the Sydney Organising Committee for the Olympic Games, Mr John Moore, has warned.

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New cancer test shows promise

BY BRENDA HARKNESS

Monash University scientists have developed a new diagnostic test for cervical cancer which promises to be more reliable than the Pap Smear.

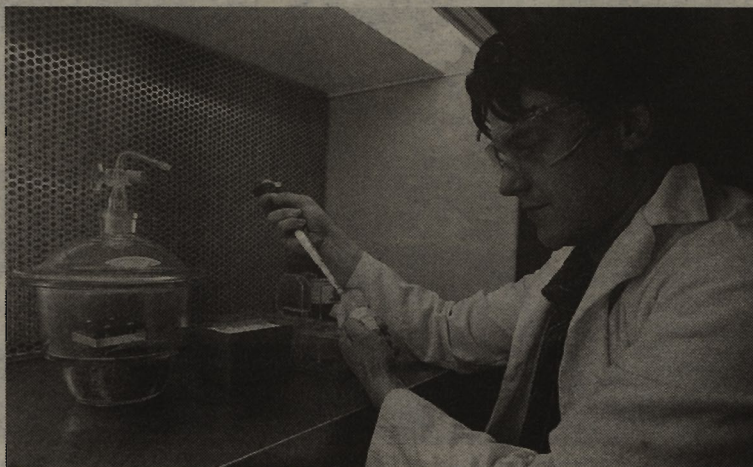
The technique, which uses infra-red spectroscopy, can detect chemical changes in the cells lining the cervix long before they develop into the visible abnormalities which are known to precede cancer.

"Using this method, we can identify changes in the cells much earlier than with current tests such as the Pap Smear," said co-researchers Dr Don McNaughton and Mr Bayden Wood of Monash's Chemistry department.

"While still a long way off from becoming a routine diagnostic test, this method can pick up signs of abnormalities or irregularities before they can be seen under the microscope."

According to the researchers, the technique can also potentially reduce the margin of error associated with the Pap Smear and more recent Pap Net routine screening tests.

Both tests largely rely on the ability of pathologists to detect signs of irregularities or abnormalities in cell samples. If there is an abnormality, a biopsy sample is then analysed to test whether the abnormality is cancerous or non-cancerous.



Testing times: Researcher Mr Bayden Wood at work.

The Pap Smear and the Pap Net screening tests have a 20 per cent false negative rate (where an abnormality goes undetected) and a false positive rate of up to 55 per cent (where an abnormality is indicated to the patient and later proves to be normal).

Using the new infra-red method, the Monash researchers examine the molecular structure of cells.

"When infra-red radiation is applied to the cell sample, its vibrating molecules absorb the infra-red radiation and produce a signal or spectra, commonly known as a fingerprint," Dr McNaughton said.

"It is this fingerprint which reveals the chemical bonds associated with the cells. Any change in this fingerprint can

be indicative of either cancerous or non-cancerous abnormalities."

Laboratory trials on cell samples provided by the Royal Women's Hospital's Dysplasia Clinic so far indicate that their method is as good as, if not better than, the Pap Smear.

In order to test the effectiveness of the method, the research team has extended the research in a collaborative project involving Associate Professor Michael Quinn of the Obstetrics and Gynaecology department at the University of Melbourne and several postgraduate researchers in Monash's Chemistry department.

The project team is currently comparing the results of the infra-red method with those of at least 3000

biopsies supplied by the Royal Women's Hospital's Dysplasia Clinic.

"We are currently two-thirds of the way through this study, which is enabling us to assess, on a much larger scale, the accuracy rate of our method in identifying cancerous and non-cancerous abnormalities against those identified in the Pap Smear," Dr McNaughton said.

In conjunction with the new diagnostic test, the researchers are developing a computer software system which recognises the difference between the results of the biopsy and the results using the spectra in order to provide the comparison data.

The next stage will be to develop a major long-term study in normal populations. Dr McNaughton said this would have to involve a major collaboration with medical practitioners and healthcare professionals to provide the necessary tracking and follow-up of patients who have undertaken a Pap Smear test.

While the new method is still in its early days of development, the researchers believe it also signals new possibilities for the application of infra-red spectroscopy in health and medicine.

For instance, they said, cervical smear tests could be developed using fibre optics, which would be less invasive than the medical instruments currently used for cervical smear tests.

Bike plan for cerebral palsy kids

BY JOSIE GIBSON

Monash University researchers are close to perfecting a bike for use by children with cerebral palsy.

The director of the Centre for Biomedical Engineering, Associate Professor Ian Brown, said the project had provoked great interest among families of cerebral palsy sufferers, as well as therapists and medical practitioners.

"What started out as a student's design project has proved so successful that we've decided to fully develop it," he said. "There are still some problems to solve, but the basic concept works very well."

As part of his studies, medical engineering masters student George Mitropoulos was given the task of coming up with a paper design for a bike.

He examined video footage of a young girl with cerebral palsy at the Royal Children's Hospital, then met with her physiotherapist to discuss the requirements for a suitable bicycle.

Enthusied by the project, Mr Mitropoulos built a prototype, trialling it with the young girl, who was unable to walk without the aid of crutches.

Dr Brown was at the Royal Children's Hospital for the maiden

run. "She really liked it – she just hopped on and took off along the hospital corridor," he recalled.

The original goal had been to develop a bike to give the children physical therapy.

Dr Brown said the prototype showed that mobility was also achievable. "The bike will allow young cerebral palsy sufferers to get out and do some of the things children that age do," he said.

When Mr Mitropoulos designed the bike, he had to take into account major differences between a bike that would be used by a healthy child and one that would suit a cerebral palsy sufferer. These included issues such as structural stability, relative leg strengths and ways of keeping feet on the pedals.

Dr Brown said the project's focus now was to fine-tune the design to make the three-wheeler, constructed from purpose-built and conventional bike parts, look better.

"One of the most exciting aspects to all this is that a student's project can result in something really useful for the community," he said.

The centre is now looking for sponsors to advance the project to the stage where instrumentation built into the bike can measure the physical benefits of therapy.



Associate Professor Ian Brown (left) and Mr George Mitropoulos display the prototype.

Hands-on tips at Monash Day

Solar cycles, performance robots, abseiling and lion dances all added to the festivity of Monash Day last month.

But it wasn't all fun and games. Thousands of visitors received important course and careers advice about courses offered at Monash's six Victorian campuses during the annual weekend.

Some of the activities were academically based, with secondary school students visiting the Caulfield campus getting hands-on bridge-building experience.

Civil Engineering's 'Bridge in the Box' competition tested students' understanding of structural mechanics and gave them the opportunity to demonstrate their ability to build a light but strong structure.

Some first-year university students even attended their usual week-day practical sessions on the weekend, giving visitors a real taste of university life.



Making their mark: Gippsland visual arts students Felicity Beasley, Shaun Gardner, Jess Hughes and Cherie Muller demonstrate the art of screen printing for visitors during Monash Day.

photo by Julie Ryan

— BRIEFS —

Alumni honoured

A lawyer, an actor and a political scientist have been chosen to receive Monash University's 1998 Distinguished Alumni Awards.

Aboriginal community leader and lawyer Mick Dodson, actor and satirist Max Gillies, and political scientist and vice-chancellor of Indonesia's Gadjah Mada University Professor Ichlasul Amal were recognised for their outstanding professional achievements, leadership and exceptional human qualities.

Centre to open

A new centre specialising in disability health will be officially opened by the State Health Minister, Mr Rob Knowles, on 18 September.

The Centre for Developmental Disability Health Victoria is a joint initiative of Monash University's Departments of Community Medicine and General Practice and Melbourne University's Department of General Practice and Public Health.

Based at Oakleigh, the centre provides clinical services and educational programs and is involved in research activities.

It was set up to improve the quality of health care for people with developmental disabilities and to promote health care issues among medical and health professionals and service providers.

Justice pilot a success

Academics from Monash University and the University of Melbourne plan to develop an Internet-assisted research methods program for justice studies after the success of an international pilot.

The director of Monash's Centre for Police and Justice Studies at Caulfield, Associate Professor Arthur Veno, and Dr David Tait, a criminology lecturer at the University of Melbourne, are seeking funding to jointly develop the project.

"The program has great potential to reach a wide range of people," said Dr Veno. "It trades on the relative strengths of our own programs, so that the students end up with the best courses and resource materials, made accessible by the latest technology."

Lane College, a community college in the American state of Oregon, is a third partner in the venture. Dr Veno and Dr Tait said institutions in Canada, South Africa and the UK were also interested in becoming involved.

For the pilot program, which started at Monash this semester, Monash, Melbourne University and Lane academics in the police, justice and

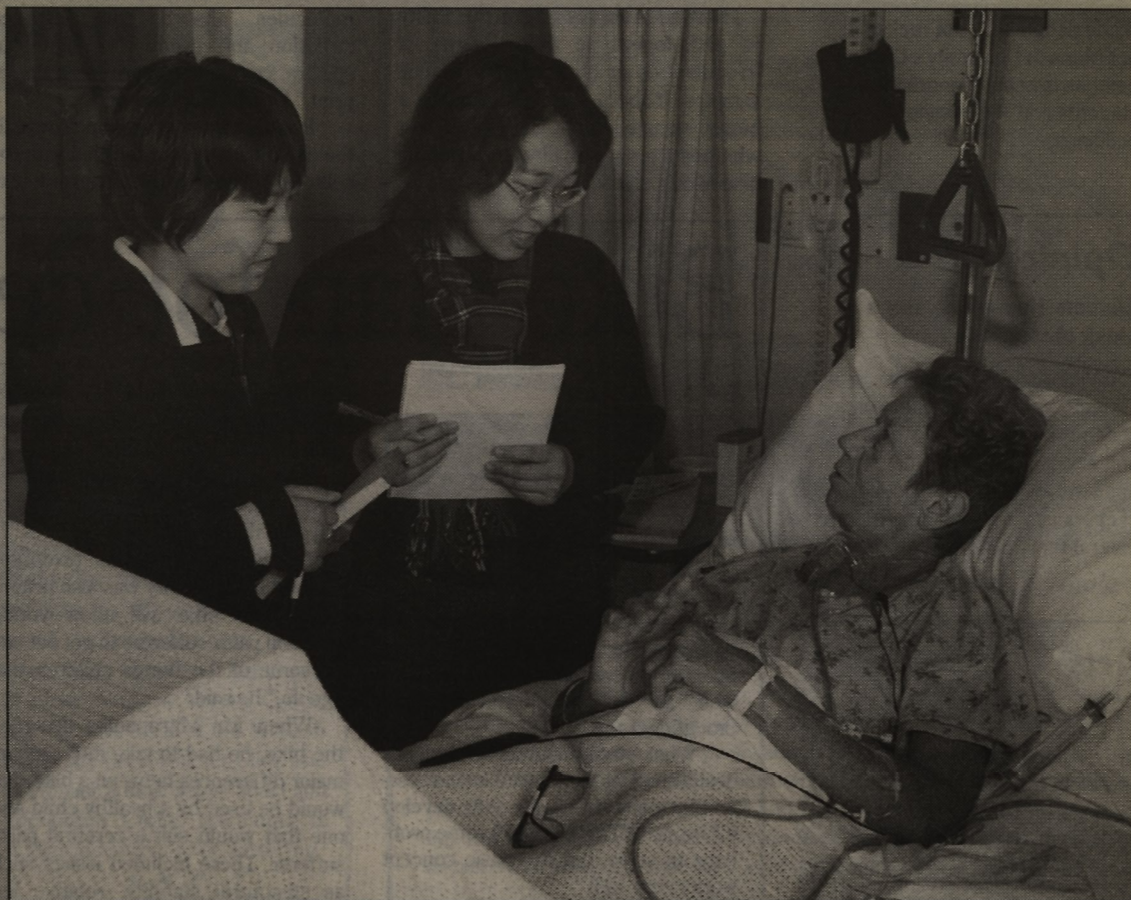
criminology fields pooled resources to develop a multi-campus site on the Net. Involved in the development were Dr Tait, Ms Clare Cahill from Monash's Centre for Police and Justice Studies, and Ms Fiona Bavinton from Melbourne.

Structured as a series of 'rooms', the site gives students access to on-line lectures, mentors, current and past undergraduate and postgraduate students and their work, and a range of specialist resources and related sites. Students can seek advice about writing or research issues and exchange views on particular topics, such as violence in sport and women who kill.

The program is aimed at teaching interviewing techniques (for oral histories), survey methods, and observational skills. For lecturers, the program offers flexibility and a wide selection of material.

Dr Tait said the technology offered an exciting opportunity for Monash and Melbourne University staff to coordinate their resources in an effective and creative way. "Everyone has access to this technology, unlike video and other resources," he said.

Students get taste of Aussie nursing



Japanese nursing students Ayana Shibano (left) and Rumiko Watanabe chat with Mrs Elsa Sneddon, of Dromana, during a recent visit to Mornington Peninsula Hospital in Frankston, part of their Monash University study program.

photo by Rhonda Joyce

Japanese nursing students have been honing both their English and nursing skills through a one-month program at Monash University.

The eight students have been studying at the Monash English Language Centre as well as participating in a range of Monash Peninsula School of Nursing activities.

The students are from the Japanese Red Cross Musashino Junior College of Nursing, one

of Japan's leading nurse education centres.

They were welcomed at the start of the program by the head of the School of Nursing, Associate Professor Tony Barnett, and Dr David Walton from the Monash English Language Centre. The director of the Musashino Red Cross Hospital, Dr Takahiro Sakai, also attended the welcoming ceremony.

Dr Walton said it was the first time the centre had developed such a program in conjunction with a Monash faculty.

"The potential for programs with other faculties is very exciting," Dr Walton said. "The Japanese students are very interested in how their Australian counterparts study and work, but this tour gives them added insights into a variety of aspects outside the classroom."

The program includes pairings with Monash nursing students to attend lectures, tutorials and practical sessions, and visits to Monash Medical Centre, the Monash Gippsland and Peninsula campuses, a country hospital, and community aged and child care facilities.

Childhood experts meet

Researchers from around Australia and overseas will head for Monash University's Caulfield campus in early October for a major conference on childhood studies.

Organised by students of the Monash Postgraduate Centre, 'Representing the Child' will draw together academics and researchers from a broad range of disciplines.

The conference, to be held on 2 and 3 October, will also be used to launch Monash's new masters program in childhood studies.

One of the conference convenors, Tetsuta Watanabe, a PhD student in Monash's Linguistics department, said more than 60 research papers would be presented during the conference.

"The event will provide a forum for academics and postgraduate students to present their research, to network, and to learn of new developments in the field," Mr Watanabe said.

"As well as the direct academic benefits, organising and administering a conference of this nature provides a valuable opportunity for Monash postgraduate students to enrich their PhD experience by honing their leadership skills."

Themes to be covered include childhood language and literacy, the family, mass media, sexuality and the millennial child.

For more information about the conference, contact Professor Terry Threadgold on terry.threadgold@arts.monash.edu.au

New hospital partnership sealed

By DAVID BRUCE

The education and training of doctors, nurses, pharmacists and other health professionals has received a boost under a new partnership between Monash University and Australian Hospital Care in the new Latrobe Regional Hospital.

Opened last month by the Victorian Premier, Mr Jeff Kennett, the new hospital has replaced several smaller and older hospitals in a number of Gippsland towns.

The 257-bed \$55.9 million Latrobe Regional Hospital near Traralgon is unique in that it is Victoria's first privately-owned, built and operated 'public' hospital. It is one of more than 60 hospitals across Victoria that provide clinical experience for Monash undergraduate medical and nursing students.

A major component of the Monash presence at the new hospital will be taken up by the Centre for Rural Health, which coordinates the placements for Monash students in medicine, nursing and pharmacy. At its new premises at the Latrobe Regional Hospital, the centre has access to a 100-seat lecture theatre and several clinical tutorial rooms.

According to the new Dean of Medicine at Monash, Professor Nick Saunders, the Latrobe Regional Hospital is the most important hospital in the Faculty of Medicine's

ongoing commitment to health care in rural Australia.

"Medical students at Monash rotate through several large and small, public and private clinical settings throughout their six-year course," Professor Saunders said. "Rural experience is provided for students in every year of their course, and all students spend some time in the Latrobe Valley."

The introduction of Monash academic activities at the Latrobe Regional Hospital follows another recent initiative between the Medicine faculty and the private health sector.

After many years of working closely with Monash medical students, Mr Adrian Polglase was recently appointed to a chair (professor of surgery) at Cabrini Hospital in Melbourne. It is the first time a professorial position has been created within Victoria's private medical sector.

"This appointment is the first of its type in a private hospital," Professor Saunders said. "The Cabrini now joins large public hospitals such as the Monash Medical Centre, the Alfred Hospital, Box Hill Hospital and the Latrobe Regional Hospital as a major teaching hospital of the university."

"Traditionally, most clinical placements have been in the public sector, but given that half our students will eventually work in the private sector, our courses must provide a total range of clinical experiences."

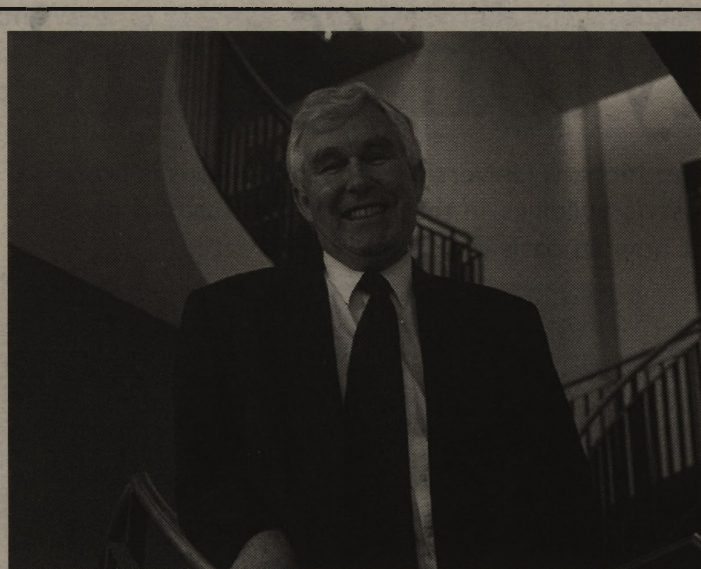


photo by Shannon Martinson

Professor Nick Saunders, the new Dean of the Faculty of Medicine, has come from Flinders University to take the helm of one of Australia's largest medical faculties.

Professor Saunders led the development and introduction of the first Australian graduate-entry medical program at Flinders, credited by the Australian Medical Council as a blueprint for the future delivery of medical education.

At Monash, he has replaced the long-serving Professor Robert Porter, who has taken up the position of planning dean (medicine) at James Cook University in Townsville.

Professor Saunders has had several overseas appointments which have included time at McMaster Medical Centre in Ontario and Harvard Medical School in Boston.

His research interests have included sleep, respiratory medicine and medical education.

Along with his leadership role at Flinders, Professor Saunders has held several key national appointments, including membership of the Higher Education Council, the National Health and Medical Research Council and the Council of the Royal Australasian College of Physicians.

New book on Kennett

A new book co-edited by two Monash University academics will provide an in-depth look at the impact of the Kennett years on Victoria.

Associate Professor Brian Costar, head of the School of Humanities and Public Policy at Caulfield, and Mr Nick Economou, a politics lecturer at Clayton, have overseen The Kennett "Revolution"? project, a detailed study of the Victorian Premier Jeff Kennett's influence on state politics and the public service.

The project brought together 20 academics from Melbourne, Monash, Swinburne and Latrobe universities and the Victorian Foundation.

Each has written a chapter about an aspect of Jeff Kennett's premiership, with topics ranging from industrial relations, law, justice and accountability to the Premier's use of the media, education, the environment and social policy.

Mr David Baker, a lecturer in Monash's School of Humanities and Public Policy, discussed whether or not police policy and practice had radically changed under the Kennett government.

Monash postgraduate politics students Alistair Harkness and James Rowe contributed chapters on the Victorian Parliament and drug reform.

The book will be published by the University of New South Wales Press early next year.

Mr Nick Economou looks at the Kennett factor on page 5.

Growth zones still in the suburbs: report

By DAVID BRUCE

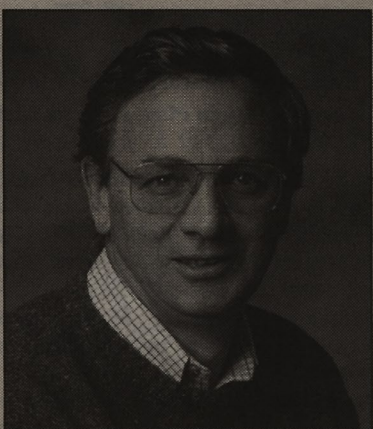
Despite the much-reported residential 'boom' in the inner suburbs, Melbourne's main social and economic activity zones are still to be found in its middle and outer suburbs, according to Monash University researchers.

They claim that the 'boom' has had little impact on the relative importance of the inner city, with the real growth occurring well beyond the CBD.

In studying Census journey-to-work information, the researchers have concluded that the bulk of employment growth has been in Melbourne's middle suburbs, with most workers also living in these suburbs. In contrast, jobs in the inner city have become less significant and many inner-city residents have had to commute to other areas for work.

Associate Professor Kevin O'Connor and Dr Bob Birrell, from the Centre for Population and Urban Research, have compiled the data as part of the first stage of a major research project funded by the Monash Research Fund.

They believe governments need to adopt a new strategic approach to cope successfully with major changes in suburban regions.



Dr Kevin O'Connor.

Their project is aimed at identifying not only the changing settlement patterns in the suburbs but also the planning issues arising from the changes.

"Most suburbs have experienced rapid growth in the past decade, and in many cases this has been associated with high job losses in some industries and gains in others. The social character of the suburbs is changing and links with surrounding regions are becoming more important," said Dr O'Connor.

In a recent meeting with five suburban councils and two government departments at Monash's Clayton campus, Dr O'Connor stressed that state and local governments needed to keep abreast of changing circumstances in these suburban growth

areas to plan more effectively and better target resources.

He said the global economy was having an impact on such sub-centres, influencing the creation of new jobs, unemployment levels, the type of work available and the type of retail and service facilities. A survey of major corporations had shown that many were located in Melbourne's suburbs.

Dr Birrell's work indicated that some of the outer suburbs accounted for larger-than-expected shares of social security recipients. The researchers said it was likely that efforts to overcome these problems might need to focus on job development in mid-suburban locations.

"It's apparent that today's middle suburbs call for new interpretations, as well as new policy and strategy," Dr O'Connor said.

"It's important to recognise that these locations account for large shares of Australia's population, as well as very substantial shares of the nation's businesses. They play a significant role in the vitality of the suburbs beyond them, which is where the majority of Australia's population growth has been experienced in recent years."

Dr Birrell and Dr O'Connor said they hoped to extend the work on the middle and outer suburbs in collaboration with staff of some selected councils.

Researchers to examine privatisation impact

By PETER GOLDIE

By the time public enterprises are privatised, most of the significant changes have already been made, Monash researchers say.

Almost all 'marketplace' efficiency reforms and restructuring have already been undertaken, with the process rapidly slowing or stalling after privatisation, according to the researchers. This could be one of the reasons why workers are not necessarily worse off under privatisation but may instead see comparative growth in employment levels and wages and improved conditions.

These emerging theories are the basis of a six-country research project aimed at filling the information vacuum surrounding the effects of privatisation on the relationship between labour and management post-privatisation.

Monash University's National Key Centre in Industrial Relations is undertaking the Australian research project 'Industrial Relations and Australian Privatisations: The State, Management and Labour Within the Context of Global Restructuring'.

The Australian work will complement similar studies in the UK, New Zealand, Denmark, Holland and Poland. The international effort is being coordinated by Dr Peter Fairbrother, director of the Centre for Comparative Labour Studies at the University of Warwick in the UK and an honorary research fellow at the National Key Centre in Industrial Relations.

According to the 'Australian' team leader, Associate Professor Julian

Teicher, research to date is throwing up interesting results.

"The main business of reform occurs in the process leading up to privatisation, during what we in Australia call the 'corporatisation phase'. We are told that this phase is not privatisation but part of privatisation, because you are introducing private sector disciplines," Dr Teicher says.

"What public sector managers have done is to have refuted those neo-liberal policies of property rights theorists and others by in fact doing what the private sector would do. Many of the 'nasties' feared of privatised enterprises - in terms of retrenchments, conditions and pay - have already taken place while the enterprise was in the public sector."

The project examines the effects of various forms of privatisation on employment and industrial relations in Australia, through eight comprehensive case studies of privatised organisations at the state and federal government levels.

Dr Teicher says workforce numbers are often reduced or downsized to a point where production and efficiency are ultimately compromised. New private utility owners and managers find they desperately need the existing workforce to perform efficiently.

"There are a number of cases where employers now feel the need to rebuild their workforce from impracticably low levels," he said. "Ironically, if it's job security you're after, you would be better off looking to the private sector than the public service these days."

Gardens transform the Clayton 'farm'

Many people may not realise it, but Monash University's Clayton campus is home to more than students and 1960s-style buildings. In the first of an occasional series, Josie Gibson looks at how an oasis in suburbia was created.

When Johan de Bree does his rounds, he could be gone for days.

Well, not quite. But the man responsible for overseeing the grounds of Monash University's 100-hectare Clayton campus does face a herculean task. In the 30-odd years since landscaping efforts began in earnest, the 'farm' at Clayton has been transformed into a world-class campus featuring lush plantings of Australian native flora.

With everything from feathery melaleuca and treeferns to towering gums and delicate hibiscus, the Monash gardens are also a magnet to scores of bird species and native fauna seeking a haven from encroaching development.

"There's something flowering every day of the year," Mr de Bree says. "And the gardens are highly attractive to native birds."

Monash's decision to 'go native' in the 1960s was largely due to the vision of Professor Jock Marshall, who convinced the then Professorial Board to support his proposal. There were, he argued, no universities in Australia where you could find a representative collection of native flora. As well, native trees would best encourage native birds.

Today, the university's Clayton campus is home to about 2000 species of native plants, with specialist plantings providing valuable teaching material as well as ornamental value around the campus.

The Monash System Garden, for example, is a living laboratory for students. Others, including the Western Australian wildflower garden and Victorian Koori plant and fern gardens, give very different views of the generic term 'Australian native'.

The System Garden, so-called because its plants are arranged by family, has links with universities and botanic gardens around the world, and local groups are also starting to tap into this important community resource for tours and lectures.

Johan de Bree says transforming what was essentially a green field site with a few windbreaks into luxuriant semi-parkland was no mean feat.



Enjoying the peace and solitude of the rainforest at the west end of the Union building, one of the many feature gardens at Monash's Clayton campus.

"It's a pretty tough site - fairly flat and exposed to prevailing westerly winds," he explains. "The original topsoil was pretty thin, with an underlying layer of almost impermeable clay. Planting has involved some trial and error over the years, but the flourishing vegetation is testimony to the fact that we're succeeding in our planting program."

Another aim of the landscaping is conservation, preserving some rare and endangered plant species seldom seen in Australian gardens as well as revegetating sites around the campus to improve local wildlife habitats.

From an environmental viewpoint, natives can adapt to lower watering

regimes than exotics and require minimal fertilisation and intervention with insecticides and fungicides.

Mr de Bree believes the native planting policy at Monash has created a unique asset that the university and local community can be proud of and showcase to international visitors.

"From my own perspective, Australians are still pretty shy about what they've got," he says. "It's an Australian university and it's important that we display our native plants. We should be proud of what we've got."

photo by Richard Crompton

Designing a future



Mark Pestkowski (centre) and Justin Thompson receive their awards from Mike Simcoe, executive in charge of design at GMH.

BY FIONA PERRY

Winning the national 1997 Holden Design Award would have been exciting enough for third-year Monash industrial design students Justin Thompson and Mark Pestkowski.

But when Justin and Mark were presented with their prize - three months' work experience over the summer with the company's design studios at Fishermens Bend - they realised they had been given the chance of a lifetime.

The car giant judged their transportation design portfolios to be the best submitted by university students in their penultimate year of study in Australia last year.

And the company's confidence in the students has been well founded. It has been so impressed with the students' work that it has extended their work experience for a further three months, with the students combining their part-time work at Holden with their final-year studies at Monash.

As part of his work experience, Justin spends three days a week in the

Holden Design studio, working on projects such as concept generation - developing illustrations of automotive designs from briefs - and 3D modelling using computer software.

"I'm really enjoying the work at Holden," he said. "I'm gaining a lot of practical experience, which is helping me with my studies."

"It has really opened my eyes to what industrial design is all about - being in the workplace has made me fully appreciate all the different processes that are involved in the manufacture of a product."

The work-study program is a unique arrangement that is giving the students the chance to apply the skills they learn in class, according to Monash product design lecturer Mark Wilken.

"Mark's and Justin's awards are an outstanding achievement. It's the first time the award has been presented to two winners, and both are Monash students," he said.

"At Holden, they're getting the kind of experience that money can't buy. It's the first time we've allowed students to combine employment with study in this way, but it has worked out well for everyone."

Turmoil recalled

BY JOSIE GIBSON

Professor Ichlasul Amal remembers the day in May when he had to choose.

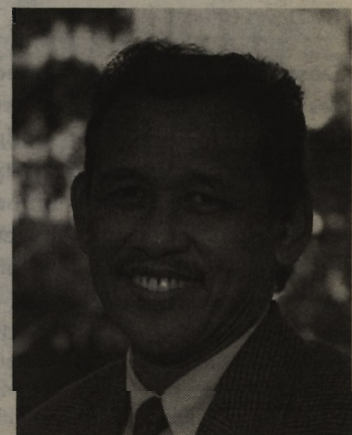
The rector of Indonesia's prestigious Universitas Gadjah Mada, and winner of a 1998 Monash University Distinguished Alumni Award, was met by students who had been demonstrating on the Gadjah Mada campus against a visit by a Soeharto Government minister.

"When the minister left, the students reminded me that I had been elected by the students, supported by the students. They wanted to know if my position was the same as it had been before," he recalled during a recent visit to Melbourne.

"I told them that as long as they demonstrated inside the campus, I was responsible for the demonstration. I guaranteed that they would be protected by the university."

Professor Amal said it was the first time a university rector had publicly taken such a stand in the turmoil leading up to the end of the Soeharto regime on 21 May.

"At first the authorities weren't happy about that, but as the number of students got bigger and bigger, the topic of the demonstration (corruption and cronyism) had become very relevant to the community, especially with the economic crisis."



Professor Ichlasul Amal.

photo by Rhonda Joyce

Professor Amal had taken up the post of rector in March, as protests were building up throughout Indonesia, fuelled by the country's economic woes.

During the months that followed, the rector provided leadership to his staff and students, intervening on their behalf with the authorities and playing a prominent role in the increasingly open debate about Indonesia's leadership.

Twice he was asked to join the Cabinet - once by the faltering President Soeharto, and then by Soeharto's replacement, Dr Jusuf Habibie. Twice Professor Amal declined. "I knew I'd lose the students' trust," he said.

Colt name hits the right note

The little chestnut colt that has changed the face of horse-breeding is nameless no more.

As reported in the June issue of *Monash News*, the newest edition to Goulburn Valley Equine Hospital at Shepparton was born through a breakthrough technique in artificial reproduction. A national competition has now found him a name - Music.

Music is only the second horse born in the world as a result of the IVF technique, which was developed by Monash University's Institute of Reproduction and Development and used by both Monash and the

Goulburn Valley Equine Hospital. The colt joins stablemate Art, born in March this year, in proving that human reproductive technologies can be successfully transferred to animals.

The birth of Music was all the more significant because it established that the first birth was not a fluke and that the technique was repeatable.

A panel of five judges chose the name Music from nearly 300 entries in the 'Name the IVF Foal' competition, run jointly by Monash University and Goulburn Valley Equine Hospital.

The competition attracted entries from as far away as New York, Arizona and New Jersey in the US, and from New Zealand as well as across Australia.

The name Music was chosen because of the relevance of its acronym, Method Using Sperm Injected Cell, to the IVF technique and because of its melodic sound when called across a paddock.

The top five entries were Music, Artifact, Kee-Wa (Aboriginal for Star), Encore and Re-iterate. The winning entry was the brainwave of Mrs Margaret Glendenning, from Everton Upper.

Facts belie the metro myths

The Australian Football League's decision to turn its back on Waverley in favour of the Docklands, and an apparent boom in inner-city residential real estate, might suggest a major change in the pattern of Melbourne's development. Not so, according to Dr Kevin O'Connor, who says the march to the outer suburbs is far from over.



Photo by Richard Crompton

For those who have lived and worked in Melbourne's inner-city in the past few years, the frenzied activity of builders, painters and real estate agents could lead them to think their world is changing.

The facts tell a different story. In population terms, the much-reported population and housing boom in the inner suburbs has had very little impact on the relative importance of the inner city within the metropolitan area. Despite the cafe society hype, Melbourne's main social and economic activity zones are still to be found in self-contained suburban areas.

Census data gives a clearer picture. The bulk of job growth has been in Melbourne's middle suburbs (Table 1), and over time, a higher share of workers living in that part of Melbourne have found jobs in the same zone (Table 2). In contrast, jobs in the inner city have become less significant in total (although the absolute decline shown in the table may reflect some of the problems in the data), and

residents of this region have had to look to other regions for work.

Over the same period, population-related services like retail, education, health and recreation facilities have been located in each major suburban region, reinforcing the self-containment that emerged in suburban labour markets in the 1980s.

Changes have certainly occurred in recent years, but they haven't been significant enough to predict the emergence of a 'new' and 'different' Melbourne. With the exception of specific age groups, migration still flows from the middle to the outer suburbs. And some changes don't conform to popularly-held beliefs. For example, the inner-southern region – middle suburbia – has seen significant increases in higher-density building, showing that it's not only inner-city residents who prefer this form of dwelling.

Perhaps we need to take a new approach to the inner-versus-outer argument. Maybe we should

differentiate, as some researchers have done, between city inhabitants, commuters and users. In some European cities, for example, the users – business people, workers, tourists and others – far outnumber the other groups in the inner city.

That approach suggests that the vitality of the inner city is not shaped by local population trends, but rather by the global and national role of the city, and the policies of governments to provide facilities, such as a casino or a convention centre, and encourage events designed to attract tourists.

Thus, the long-term character of inner Melbourne now depends not on its residential population, but on its success in attracting visitors and users. Such an outcome will be shaped by the decisions of major corporations, tourism operators, major event custodians and local capacity to provide the facilities needed to meet their demands.

Meanwhile, substantial proportions of the metropolitan population

can now view the inner city as a place to visit irregularly, rather than a place that is part of their own city or community. They too are 'visitors' attending for sporting, cultural events and entertainment, but relying on their

home region for retail, medical and education services.

Dr Kevin O'Connor is an associate professor in the Department of Geography and Environmental Science at Monash University.

Table 1. Number of jobs in zones of the metropolitan area. 1976 and 1996

Year	Inner	Middle	Outer	Total
1976	366,054	330,916	299,510	996,480
1996	356,199	524,156	416,656	1,297,011
Change in number of jobs				
	-9,855	193,240	117,146	300,531

Table 2. Share of workforce who live and work in each zone

Year	Inner	Middle	Outer
1976	79%	48%	50%
1996	69%	54%	54%

Source: Census journey to work information for municipalities allocated to zones as specified in Maher (1982). New municipalities assigned to zones as best fit. Results not directly comparable.

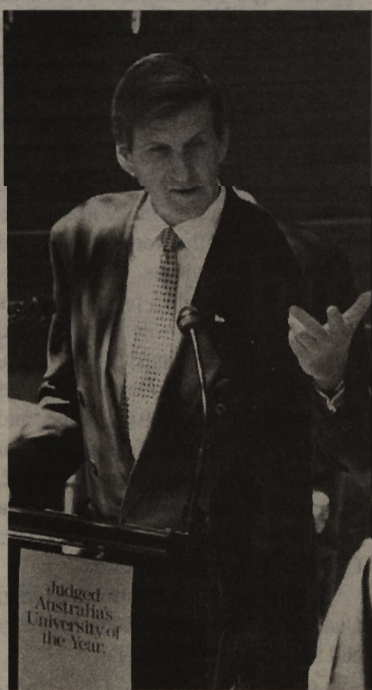
Kennett-Howard rivalry a clash of ideals

With a federal election now set for 3 October, Victoria's Premier, Jeff Kennett, is burying his differences with John Howard to campaign for the federal government. What a difference an election makes, writes political analyst Mr Nick Economou

Although it took several years to impact on Australian politics and economics, the 1987 stock market crash stands as a turning point that marked the beginning of the end of a political era dominated by the Australian Labor Party.

In 1990, interest rates ballooned, unemployment rose, and the then federal treasurer, Paul Keating, made his famous utterance about the recession that Australia had to have. Three years later, Liberal and Liberal-National governments had been elected in every state and territory, and the expectation was that a federal Coalition government, under the leadership of the economically dry Dr John Hewson, was only an election away.

It is now history that the Coalition lost the 'unlosable' federal election, thus denying Dr Hewson the opportunity to be the prominent dry, economic nationalist Liberal to lead the recasting of Australian politics and government in the 1990s. While the federal Liberals spent another three years blundering around the leadership matter, the accolade of being Australia's leading



dry Liberal was to pass to Jeff Kennett, the Premier of Victoria.

Elected to power in 1992 in a landslide that delivered majorities in both the upper and lower houses of the

Victorian Parliament, it was the Victorian Liberal and National Government that was to embrace economic rationalism and its attendant notion of minimalist government and apply these themes across public policy to the point where no area was spared. Notwithstanding the decision to increase the tax burden on Victorians (admittedly on individuals rather than on business), his government's tough stand against trade unions, its massive cutbacks to public expenditure, its privatisation of public infrastructure and its commitment to reducing the state's debt all made Jeff Kennett the darling of the Liberal Party's business constituency.

The Coalition's federal electoral success in 1996 did little to dent the notion of Kennett being a leader in the Liberal Party's re-invention in the economically rationalist 1990s. Indeed, the ascendancy of John Howard to the prime ministership exacerbated a very strong sense of rivalry between the two men. While both men are committed to economic rationalism, Kennett and Howard actually reflect the extremes between modernity

and romanticism (some might say reaction) in non-Labor politics made all the more obvious in the aftermath of the rise of Pauline Hanson and her One Nation movement.

While Howard's position on a range of non-economic matters (drug reform, globalisation, multiculturalism and immigration) reflected the outlooks of a man more comfortable with a 1950s-type of Australia, Jeff Kennett has grasped the idea of an Asian-integrated, multicultural Australia in which the individual should have much more latitude to make personal choices than a social conservative like Howard would allow.

The rivalry between Kennett and Howard has thus been about much more than simply whether the Victorian Premier will move into federal politics. In a sense, the Kennett-Howard rivalry has constituted a struggle for the leadership of the way the Liberal Party approaches politics into the next millennium. In this leadership battle, Howard represents a Liberal Party that tries to weld its traditional conservatism to dry economics. The

more libertarian Kennett, on the other hand, prefers to amalgamate neoliberal economics with a more modern commitment to a multicultural and globalised future for Australia (the very approach, it should be noted, that Howard and his colleagues criticised as 'political correctness' when associated with the outlook of the then Labor prime minister, Paul Keating).

As the national debate grapples with tax reform and the offerings of Pauline Hanson, Jeff Kennett has become a major player in national politics without having to take up a place in the Australian Parliament – an interesting point for those who think state politics is irrelevant. Kennett-watching has become an interesting and important pastime, not so much for the ebbs and flows that occur in Victorian politics, but rather for this titanic struggle between the old and the new that has been going on in the Liberal Party and the centre-right in Australian politics.

Mr Nick Economou is a lecturer in Politics at Monash University.

'Cat' work for show

BY BRENDA HARKNESS

Artist Andrew Sibley is both amused and embarrassed at the interest in his portrait of One Nation Party leader Pauline Hanson.

The striking image, entitled the 'The Feel Good Cat', depicts a cat-like Hanson devouring the wing of a kookaburra, a sacred bird in Aboriginal culture.

Sibley, the head of painting in Monash University's Art & Design faculty, painted it in 1996 as part of a series of works known as his 'feel good works'. Soon after, the painting was unveiled at an exhibition in Canberra coinciding with Hanson's appearance in Parliament and ended up on the front page of the *Canberra Times*.

With Hanson's growing notoriety, the work has attracted considerable interest and is a major talking point in Sibley's latest exhibition, *My Place*, now on show in Melbourne. The exhibition, at Gallery 101 in Collins Street, runs until 5 September before touring nationally.

Sibley says his paintings are not so much political as social, with the exception of 'The Feel Good Cat'.

"When I decided to show it in Canberra, it was a political gesture," Sibley says. He had privately hoped that Hanson might see it, but at that time, he says, he had no idea of the extent of her emerging political profile.

"When I painted 'The Feel Good Cat', I never imagined Pauline Hanson would become such a dominating media figure," Sibley told *Monash News*. "I decided to paint her after seeing her being interviewed early in her political career. She



Artist Andrew Sibley and his 'Feel Good Cat' (below).



comes from Ipswich, Queensland, which is not far from where I grew up ... I listened to her speaking in her uneducated and personally philosophical style and I thought she would be a strangely attractive creature to paint.

"The painting went into storage for a while, but the word seems to have gone around about it. I guess I am still surprised and amazed at the interest in it, and the way that *My Place* has generally been received."

In stark contrast, most of the other works in the exhibition are about people with no profile.

According to Sibley, the people represent those he sees around him, but no-one in particular. They are the people that a critic once called "the family who inhabit Sibley's paintings".

Sibley says his works have always "shown a concern for society" and the people he paints are anonymous - "the ones that never receive recognition".

The 'feel good works', according to Sibley, reveal the energy that is unleashed by political events, as opposed to the actual political messages themselves.

What: *My Place*, by artist Andrew Sibley
Where: Gallery 101, Collins Street, Melbourne
When: Until 5 September, then touring nationally

Tale uplifting



The Corrugation Road cast polish their routine for the Monash opening.

BY BRENDA HARKNESS

Lisa Maza, co-star of Jimmy Chi's latest flamboyant musical *Corrugation Road*, would love to take a night off from the show.

But it's not because the actress is tired of the current award-winning Black Swan Theatre production. Maza says she would like to be a part of the audience and experience the same energy charge that so many say *Corrugation Road* sends through them.

"It's such a great production - a full hour-and-a-half of drama, singing, dancing and laughs ... and it makes people come away feeling really good," Maza told *Monash News*. "Having heard so many good things about it, I'd really love to sit back and see it at least once."

Corrugation Road, which opens for its only Melbourne season at Monash University's Alexander Theatre on 15 September, tells an uplifting Australian tale about mental health.

The story line - told through music, song, dance and humour -

takes audiences on an extraordinary and often hilarious journey with Bob Two Bob, played by Stephen 'Baamba' Albert, as he deals with his schizophrenia.

According to Maza, who plays Bob's first sweetheart Fiona, the play carries many complex political messages about racism and discrimination, such as the treatment of and attitudes towards Aboriginals, gays and the mentally ill.

But essentially, Maza believes, it's a story about compassion and hope.

Jimmy Chi, musician, author and songwriter, first hit the arts spotlight with his critically acclaimed musical *Bran Nue Dae*. In *Corrugation Road*, he has collaborated with Knuckles and the Pigram Brothers to create a memorable score.

What: *Corrugation Road*
Where: Alexander Theatre, Monash University, Clayton campus
When: 15-26 September
Who: For tickets, contact the Monash Box Office on (03) 9905 1111

Student actors enhance performance

Since being appointed co-artistic directors of Monash Student Theatre this year, professional actors/directors John Britton and Hilary Elliot (pictured) have inspired a new physical, actor-based performance style.

And *Julius Caesar*, the theatre group's latest production, brings to life their vision for fresh and energetic theatre that "respects its audience" while encouraging performers to challenge themselves physically and creatively.

Directed by Britton, the production is a visual and high-energy variation on Shakespeare's classic story of power, politics and public image.

With a woman in the role of Caesar, and set against the backdrop of a live, jazz-based soundtrack, the play deals with the issues of human weakness, people's fears and insecurities, and their quest for power.

Britton and Elliot are professional directors, performers and actors. Britton is also a storyteller and playwright.

Julius Caesar runs from 9 to 12 September (8 pm) at the CUB Malthouse. Tickets cost \$15 (\$12 concession).

Other forthcoming Monash Student Theatre works include:

• *The Phantom Body*, by Ian Low and Company. 18, 19 and 23 to



26 September at 8 pm. Student Theatre Space, Union building, Monash University, Clayton.

• *Little Fish*, by Sally Faraday. 18, 19, 25 and 26 September at 6.30 pm, and 23 to 25 September at 1 pm. Student

Theatre Space, Union building, Monash University, Clayton.

For further information and bookings, contact Monash Student Theatre on (03) 9905 3108.

Sacred and profane

BY BRENDA HARKNESS

Monash University's Robert Blackwood Hall will next month resonate with the mystical sounds of Carl Orff's powerful choral force, *Carmina Burana*.

In what is billed as one of Melbourne's biggest concerts this year, more than 250 artists will take centre stage to perform the great operatic work, one of the world's most loved and most played pieces.

The large-scale production is conducted by Andre de Quadros and features Russian pianist Yuri Rozum, the New Monash Orchestra, a grand symphony of nearly 100 musicians, and a massed choir of more than 250 singers comprising VIVA VOCE, Monash Women's Choir, Victoria Chorale, Voice Box, the Victorian Boys Choir and Wesley Adult Choir.

Soloists include Melbourne's Merlyn Quaif (soprano), Gerald English (tenor) and Ian Cousins (baritone).

Concert manager Mr Larry Boyd said staging, costuming and lighting had been skillfully created to enhance the power of the work, which Orff composed from an original 13th-century manuscript of medieval poetry about love, simplicity, religion and mysticism.

"This new production of Carl Orff's masterpiece promises to be a spectacular musical experience," Mr Boyd said.

The event is a major interdisciplinary collaboration involving the combined artistic talents of academics and students from Monash's Music department, the Centre for Drama and Theatre Studies and Monash Student Association's theatre group, together with leading local and international artists.

Carmina Burana features as the second half of the spring concert, entitled 'The Sacred and the Profane', in Monash's acclaimed Making Music Series. In the first half of the concert, Yuri Rozum will perform Beethoven's Piano Concerto No. 3.

What: 'The Sacred and the Profane', featuring *Carmina Burana*, Beethoven's Piano Concerto No. 3 and Shostakovich's Festive Overture

Where: Robert Blackwood Hall, Clayton campus, Monash University

When: 8 pm, Saturday 17 October

Who: Contact the Monash University Box Office on (03) 9905 1111

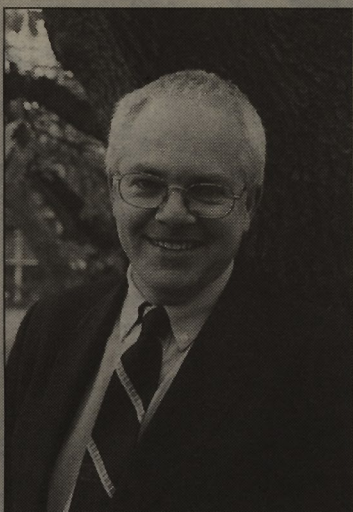
New Monash history charts big changes

A new history of Monash University charts the institution's transformation since the mid-1980s against a backdrop of significant national and international change, according to its author, Dr Simon Marginson.

Dr Marginson, a reader in Monash's Education faculty, said the principal theme of *Monash: The Making of a Modern University* was how the university had managed to totally refocus over the late 1980s and early 1990s.

"Monash went from being a middle-sized, good academic institution to one of a much different character – much larger, more varied portfolio of courses and more internationalised, with a distinctive identity of its own," he said. "It's that kind of cultural transformation which is the centrepiece of the history."

A respected commentator on education issues, Dr Marginson joined Monash's Centre for Research



Dr Simon Marginson.

in International Education in July after more than six years at the University of Melbourne's Centre for the Study of Higher Education, where he reached the position of reader/associate professor.

He embarked on the Monash project in November 1995. About 80 interviews and hours of archival

digging later, he has virtually completed the volume, due for publication in early 1999.

Dr Marginson said the history touched on the university's early years but focused mostly on contemporary developments, especially the mergers and Monash's development as a 'global' university.

"The Monash of today is a fundamentally different beast from the Monash of the mid-1980s," he said. "I've attempted to interpret events and developments in a fair way, and not shy away from contentious issues such as the mergers."

The Monash developments occurred during a period of radical social, political and economic change – including globalisation and economic rationalism – both within Australia and internationally.

"The whole story of Monash is how strategic leaders use external forces for change to transform the university's character," Dr Marginson said.

Photo by Richard Crompton

INPRINT

General Practice (2nd edition)

McGraw-Hill
(RRP \$129)

When it was published in 1994, this book was hailed as the first comprehensive textbook of general practice for Australia and was translated into several languages. Now its author, Professor of General Practice and head of Monash's Department of Community Medicine, John Murtagh, has updated his highly successful work.

Useful for practising family physicians, medical students and nurse practitioners, *General Practice* takes a diagnostic approach to the patient, addresses symptoms and presents a systematic review of the physical examination, probable causes and treatment strategies.

Retaining the successful format of the first edition, the book contains superb illustrations and an abundance of tables.

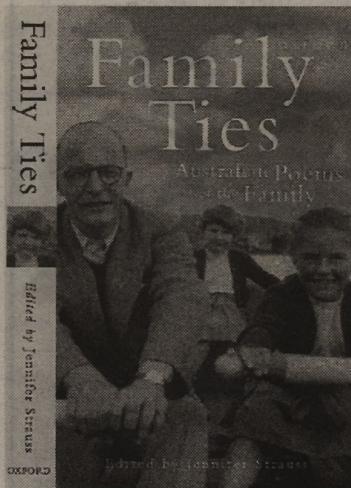
All chapters are completely revised and updated, with new sections on tropical medicine, consulting skills, specific problems in children, allergies and Aboriginal health.

Family Ties: Australian Poems of the Family

Oxford University Press
(RRP \$29.95)

Edited by Jennifer Strauss of Monash University's English department, *Family Ties: Australian Poems of the Family* brings together 250 poems in the first anthology of Australian family life.

Birth, separation, the richness and complexity of relationships between family members, the role of the family house in shaping individuals'



personalities and family breakdown are some of the themes addressed. Contributors include Gwen Harwood, A. D. Hope, David Campbell, Les Murray and James McAuley. Aboriginal poetry is well represented, with works by Oodgeroo, Jack Davis, Lionel Fogarty and Lisa Bellear.

Writers, students and critics of Australian poetry will enjoy this collection of works by 159 Australian poets.

The volume is Strauss's second anthology after *The Oxford Book of Australian Love Poems*.

- Clayton, telephone (03) 9905 3111 or email bookshop@bookshop.adm.monash.edu.au
- Gippsland, telephone (03) 5122 1771 or email ros@bookshop.adm.monash.edu.au
- Peninsula, telephone (03) 9783 6932 or email sales@citsu-bookshop.general.monash.edu.au

All books featured in 'Inprint' are available, or can be ordered, at one of Monash University's four on-campus bookshops. Some on-line ordering facilities are available. Check with your nearest bookshop.

- CITSU (Caulfield), telephone (03) 9571 3277 or email sales@citsu-bookshop.general.monash.edu.au

MONASH HIGHLIGHTS September '98

Theatre

1-5 September

'Closer' by Patrick Marber

Four people collide in a ritualistic dance of raw desire, guilt and revenge. A brilliant and shockingly funny dissection of a modern world where love is a four-letter word. A Melbourne Theatre Company production, directed by Bruce Myles. Alexander Theatre, Clayton campus. Bookings: 9905 1111.

15-26 September

'Corrugation Road' by Jimmy Chi

A journey to hell and back with the man who used to deliver the mail from Broome to Beagle Bay. What was Bob, the man from Sunday Island, doing climbing the Perth Town Hall clock on Christmas Eve? Is he really an ASIO agent? And why is he in the psych ward under doctors Fruitcake and Basketcase? So many questions and so few answers, but a whole lot of laughs. Directed by Andrew Ross in its only Melbourne season. Alexander Theatre, Clayton campus. Bookings: 9905 1111.

As part of the Women's Festival, Monash Student Theatre presents two productions:

18-26 September

'The Phantom Body' by Lian Low and company

Is there such a thing as the perfect body? Why and how are women affected by the ideal of a body beautiful in contemporary society? Through eating and food, habits and gestures, the traditional concepts of mind and body will be explored to question their true nature. Student Theatre Space, Clayton campus, 8.30 pm. All tickets \$10. Bookings: 9905 3108.

'Little Fish' by Sally Faraday

This one act-play follows the lives of two young actresses – Little Fish and Angela – as they try to make their name on the stage. Angela is obsessed with success, but her journey leads her to question the mechanics of the theatre and re-evaluate her life plan. Student Theatre Space, Clayton campus: 18, 19, 25 and 26 September, 6.30 pm; 23 to 25 September, 1 pm. Tickets: \$10. Bookings: 9905 3108.

For the children ... Saturday Club Series

'Magic Unlimited's Best Show Ever'

Tim Ellis and Sue-Anne Webster
Red Series (for ages 5 to 8) – Series A, 2 pm, Saturday 5 September; Series B, 11 am, Saturday 5 September. Blue Series (for ages 8 to 12) – Saturday 12 September, 2 pm. Alexander Theatre, Clayton campus. Bookings: 9905 1111.

Music

Free Lunchtime Concert Series

3 September (Clayton campus)

La Compania

La Compania, noted for its melodic improvisations and unusual instrumental timbres, performs works by Francisco Guerrero, Manuel Machado, Francisco De la Torre and Juan Del Enzina. Featuring the music of the Spanish Renaissance, with Mitchell Cross (shawm and tenor dulzian), Danny Lucian (cornetto), Glenn Bardwell (sackbut), and Christine Baker (percussion).

10 September (Clayton campus)

Harpsichord duo

Renowned Melbourne harpsichordists John O'Donnell and Jacqueline Ogell perform works by Bach, Couperin, Vivaldi, Bernardo Pasquini and Ludwig Krebs.

17 September (Clayton campus)

Thomas Heywood on organ

Melbourne organist Thomas Heywood performs concert organ masterpieces, including romantic organ works and virtuosic transcriptions of compositions written for other instruments. Includes the complete music for the Royal Fireworks Suite by Handel.

24 September (Clayton campus)

'Tre Fontane, Feast of Fools'

A celebration of popular medieval festivals performed by Helen Dell (voice/percussion),

Kate Burridge (hurdy gurdy/voice), Robert Ely (voice/recorder/percussion), Nicole Weatherill (voice/percussion), Geoffrey Hall (lute/voice), Carol Williams (harp/rebec). Includes excerpts from Feast of Fools, the liturgy of 'The Circumcision of Christ', a drinker's mass, 'Carmina Burana' and a 13th-century motet.

All concerts 1.10 pm to 2 pm, Religious Centre, Clayton campus. Inquiries: Joan Sayers, 9905 1675.

21-23 September (Gippsland, Peninsula and Caulfield campus)

Miki Katsumizu, koto

Miki Katsumizu performs traditional and modern koto music. 1.10 pm to 2 pm, Monday 21 September, Hexagon Theatre, Gippsland campus. Inquiries: Jenny Vandersteen, 9902 6237. 1.10 pm to 2 pm, Tuesday 22 September, George Jenkins Theatre, Peninsula campus. Inquiries: Bruce Morton, 9904 4214. 1.10 pm to 2 pm, Wednesday 23 September, Clayfield Room, Caulfield campus. Inquiries: Trish Grunberg, 9903 2071.

Asia seminars

Presented by the Centres of Monash Asia Institute

3 September: 'The Indonesian Crisis as Experienced in the Regions: Perspectives from a Provincial Town'. 10 September: 'Australian Aid for Cambodia: The Sacred Waters of Cambodia'. 17 September: 'The Cambodian Elections'. 24 September: 'Colonial and Post-Colonial Experiences in Cambodia'. All seminars held in room SG02, Menzies building, Clayton campus, 11.15 am.

21 September: 'An investigation into the Life and Music of the Kavitara Madhwa: Temple Singers of the Temple of the Tooth in Kandy'. Room SG05, Menzies building, Clayton campus, 4.15 pm to 6 pm.

24 September: 'Labour Market and Social Welfare Reforms in China'. Room S807, Menzies building, Clayton campus, 4 pm to 5.30 pm.

Inquiries: Anne Nichol, 9905 5280, email anne.nichol@arts.monash.edu.au

The federal election

14 September

'The Federal Election: The Politics of Division'

Monash Syme Business Associates

Program Breakfast Seminar

Guest speaker: Associate Professor Brian Costar, recognised authority on both state and federal politics and regular political commentator on 3LO. Student Union building, Peninsula campus. Registration from 7.15 am, breakfast from 7.30 am. Bookings: Elizabeth Jose, 9904 4175.

City and urban spaces

25-27 September

'Street Noises and Urban Spaces'

Presented by the Centre for European Studies, this conference explores themes including city spaces, gender and the city, urban planning, shopping and department stores, and European influences on Australian cities. Guest speaker: Robert Drewe. Inquiries: Lynette Francis, 9905 5411, email lynette.francis@arts.monash.edu.au

Postgraduate information

28 September

Monash Postgraduate and Professional Information Evening

Professionals with or without a degree and graduates are invited to come along and talk to Monash staff and current students about postgraduate courses in all areas of business, information technology and science. 5.30 pm to 7.30 pm, Monash Conference Centre, Level 7, 30 Collins Street, Melbourne. Inquiries and registrations: John Nairn, 9903 1434, email john.nairn@buseco.edu.au

Berwick campus: Clyde Road, Berwick.
Caulfield campus: 900 Dandenong Road, Caulfield East.
Clayton campus: Wellington Road, Clayton.
Gippsland campus: Switchback Road, Churchill.
Parkville campus: 381 Royal Parade, Parkville.
Peninsula campus: McMahon's Road, Frankston.



Monash gears up for 1998 Uni Games



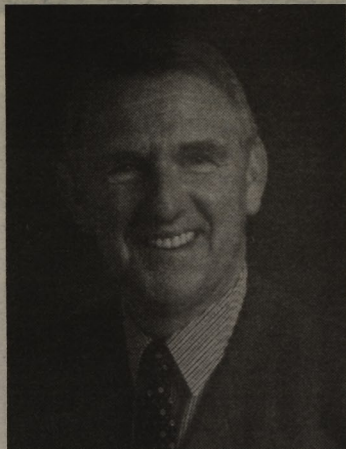
Top university athletes are in final training for one of the country's largest sporting events, the 1998 Australian University Games, now only a few weeks away.

Jointly hosted by Monash University and the University of Melbourne, the games will be held between 27 September and 2 October at many of Melbourne's top sporting venues.

The event will draw nearly 6000 elite student athletes from 53 campuses around the country, as well as four campuses from New Zealand.

Monash vice-chancellor Professor David Robinson said students valued sport and intervarsity competition as an important part of their university experience.

Many Australian athletes, such as Emma George, Kathy Watts and Monash alumnus Paul McNamee, have used university competition as a springboard to national and international competitions.



Professor David Robinson.

"Both institutions are committed to providing students with a university experience that is enriched by cultural and sporting opportunities, and we are confident that the games will be a success," Professor Robinson said.

As part of the new spirit of co-operation, the universities will jointly host a Sporting Legends Luncheon on Tuesday 29 September.

Guests will include many sporting greats, such as marathon runner Steve Moneghetti, AFL coach David Parkin and aerobics champion Sue Stanley, who have agreed to act as sports patrons for this year's games.

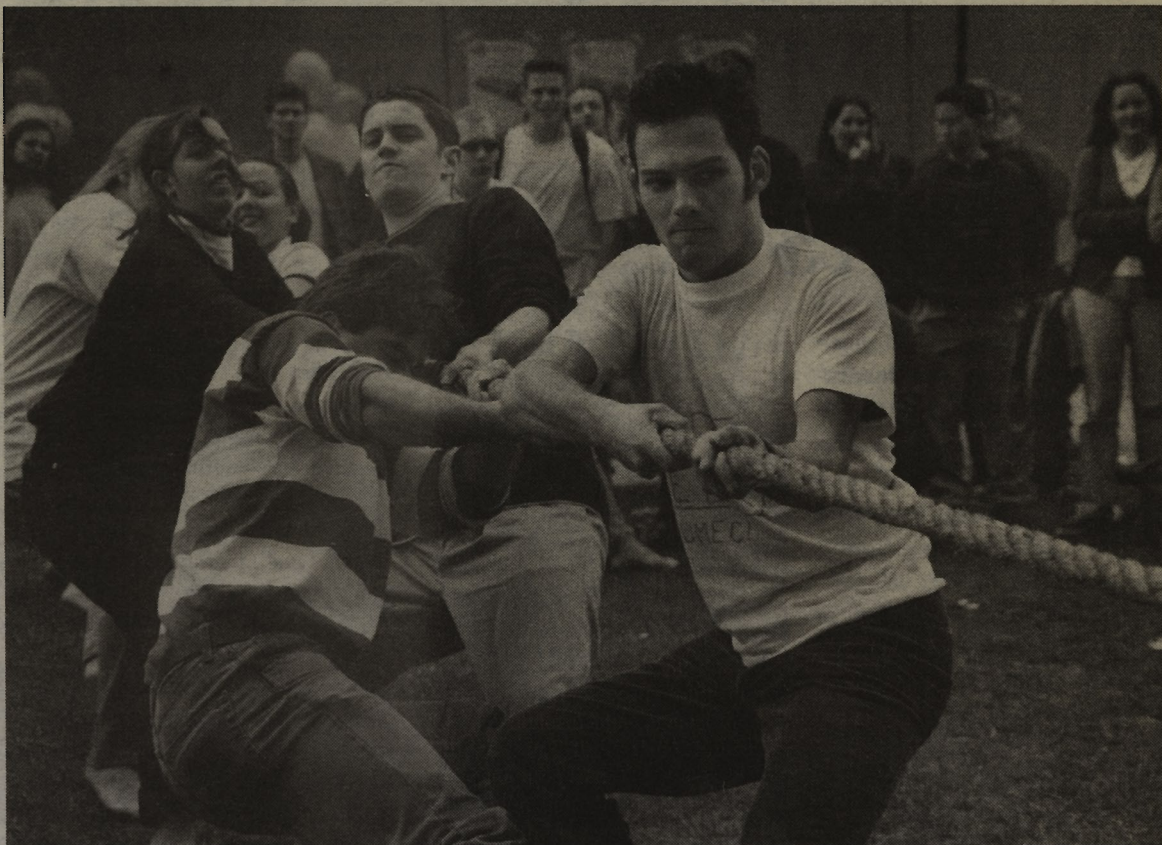


photo by Rhonda Joyce

Heave-ho: Monash University students got into the spirit of Green Week last month with activities ranging from tugs-of-war, three-legged races and scavenger hunts to a trivia night. An annual fixture on the university calendar, Green Week enables students to shake off those winter cobwebs before plunging into the last semester.

A downhill battle for Monash skiers

Monash University skiers headed for the slopes in late August to compete in the Australian Universities Alpine Championships at Falls Creek.

Hosted by the Monash University Student Union, the championships are traditionally the second-biggest annual

university sporting event in Australia after the Australian University Games.

This year's championships involved more than 500 competitors and officials from 20 universities in Victoria and interstate.

Monash fielded a team of about 45, including alpine and cross-country

skiers and snow-boarders. The team had participants in all events.

Team manager Ed Bobeff said the Monash team had performed well, notching up bronze medals in the women's cross-country individual and border cross, and a fifth in the women's slalom.

Olympic chief warns 'guerillas'

Companies involved in guerilla marketing in the lead-up to the Sydney 2000 Olympic Games would be dealt with severely, the head of the Sydney Organising Committee for the Olympic Games, Mr John Moore, has warned.

In an interview with Monash University sports marketing researcher Mr Francis Farrelly, the SOCOG chief said any company that tried to capitalise illegally on the games would be penalised.

"We will use the legislation, which is very powerful in this country, to stop that instantaneously if we can," Mr Moore said.

Mr Moore was referring to anti-Olympic ambush marketing by some sports brands during the Atlanta Olympic Games. Ambush marketing is where companies falsely represent themselves as sponsors at events.

"When you attract the world to a city, and you tell the world's media to come and watch us, it doesn't take too many brains to figure out that there's an opportunity for presence marketing, whether you're a sponsor or not," Mr Moore said.

"My view is that the internal guerilla marketing of some sports

brands that's happened within the Olympic movement will hopefully be quietened down by the code of conduct they've all signed."

The Sydney Olympic organisers have made major sponsorship deals with nearly 30 Australian and international companies.

Mr Moore said SOCOG had been careful to choose sponsors who would reflect "a higher concept of the importance of corporate commitment and involvement, beyond just filling up the bank".

"The perfect fit is the company that says 'I've got a good brand maturity but I'd like a way of aligning it to the values of the Olympic Games'," he said.

Mr Francis Farrelly interviewed the SOCOG chief as part of a joint research project on global sports marketing with Mr Rick Burton, from the University of Oregon.

Mr Farrelly presented findings from the interview and related research at The Sports Executive Retreat in the US last month. Attendees included senior directors of each of the four major US sporting leagues and the professor of communication at the Harvard Business School.

SpOrTs SpOt

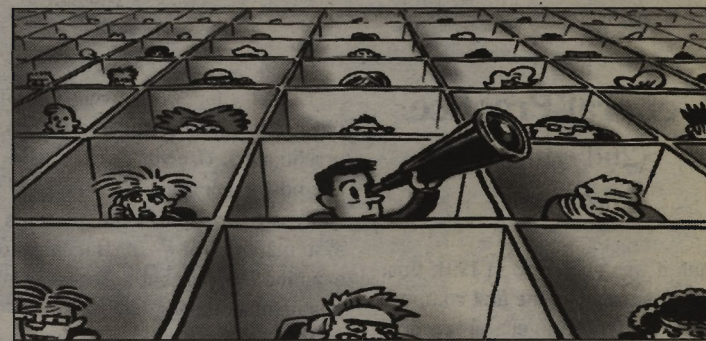


By JOELENE SCHEMBRI

Congratulations to Nigel Aylott for placing third at the Rogaining World Championships in Canada recently. In the lead-up to the world championships, Nigel won the Victorian Rogaining Championships at Misery Creek. Nigel is a member of the Monash University Bushwalking Club, one of Monash's most active Sport and Recreation Clubs. Rogaining is similar in concept to orienteering.

Terry Kerr, a student at Monash Clayton, and Troy McKinna, from Monash Caulfield, competed in the World University Triathlon Championships in Kiel, Germany, in mid-August. Terry finished only 45 seconds behind the winner to take fourth place, followed by Troy at seven seconds behind in fifth place.

Monash student Scott Henriksen competed in the World University Golf Championships held last month in San Lameer in South Africa. Despite the very wet course conditions, he was one of the best performing Australians.



ISN'T IT TIME TO EXPAND YOUR CAREER?

Monash Postgraduate and Professional Information Evening

Monash Conference Centre, Level 7, 30 Collins Street, Melbourne
Monday 28 September 1998, between 5.30 - 7.30 pm

Success is inevitable once you see your future. By attending this special Monash information evening, you could be taking the next major step in your career. Graduates, and professionals with or without a degree, are invited. Come along and talk to Monash staff and current students about postgraduate courses offered in all areas of business, information technology and science, at all Monash campuses, through on-campus study and distance education. Discover how at Monash, the world is your campus.

For further information or to register:

Call (03) 9903 1434 or email: john.nairn@buseco.monash.edu.au



MONASH UNIVERSITY NEWS

Published by University Marketing & Development, Monash University

Edited by Josie Gibson (03) 9905 2085, email: josie.gibson@adm.monash.edu.au

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Printed by Westgate Park Print Centre, Port Melbourne, Victoria.

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