



## The Health Week that grew

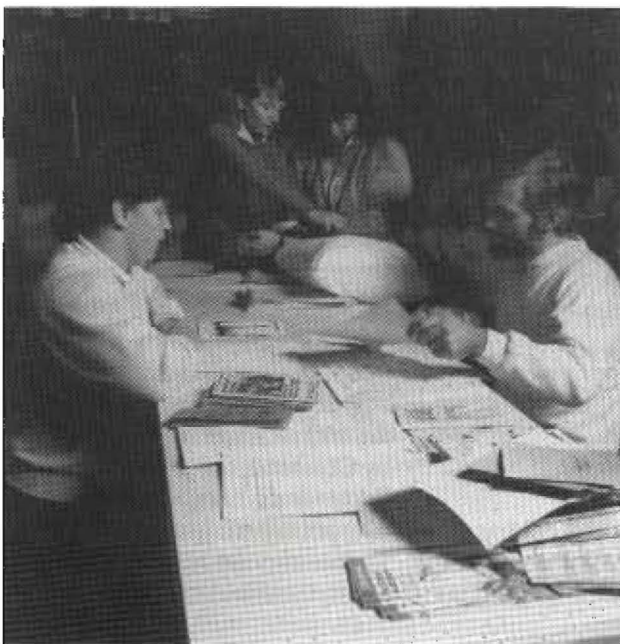
The clinical experience of the first year nursing students at Chisholm Institute grew from a small stand to a full-blown Health Week at Karingal Hub Shopping Centre on 22-27 June.

The students are the first intake of the new Diploma of Applied Science (Nursing) at the Frankston Campus of Chisholm, and as the course has a strong community health aspect, the School of Nursing arranged for the students to include in their clinical experience a three day session during which shoppers were invited to assist in the students' education by having their blood pressure taken and their pulse rate monitored.

The Karingal Shopping Centre Management were intrigued by the idea, and with the co-operation of other health bodies and the proprietors of the Centre, a complete Health Week at the Hub was born.

In addition to the Chisholm Nursing stand, the Week included sports medicine advice, community welfare information, and checks by an

*BELOW: As well as taking blood pressures, students asked a series of questions about lifestyle, to determine the health risks that people run.*



*Chisholm's first year nursing students check the health of Karingal shoppers and inform them how to live healthily.*

optician, a hearing service, a dentist, a dietician from Frankston Hospital, and athletics experts.

Dean of the School of Nursing, Ms Dot Angell, said she was pleased the idea of community health care had taken off so well, and that she hoped to see more interaction between the students of the School and the general community in the future.

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**DEADLINE FOR AUGUST  
EDITION—FRIDAY 17 JULY**  
Contributions to Public Relations,  
ext 2099.

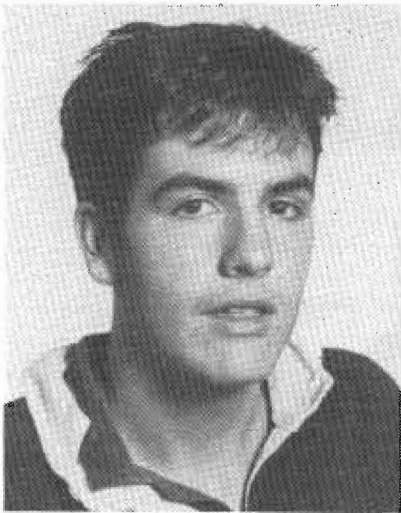
# NEWS

## Women in Banking and Finance Seminar

Mrs Sue Brooks, the First Assistant Secretary of the Office of the Status of Women, in the Department of the Prime Minister, was the speaker at the Seminar on Women in Banking and Finance on Friday 15 May. The Seminars are organised by Mrs Denise Wheller of the Department of Banking and Finance.

Mrs Brook's topic was the obstacles that face women in a

career in the finance industry, and the role of the Office of the Status of Women in addressing these problems. She has worked at the State Bank of Victoria, as the Money Market Manager and as Accounting Manager, and so has an intimate knowledge of the difficulties women face in the industry. She joined the Office of the Status of Women in April 1986 after being the Ministerial Adviser to the Victorian State Treasurer for three years.



Mark Forbes, Victorian U-19 Hockey Team member

## Hockey is no holiday for Mark

Supply Department staff member, Mark Forbes, will be forgetting about work for a while to concentrate on winning several hockey matches this month.

Mark, who has been playing hockey for eight years, was chosen for the Under 19 Victorian Touring Side to compete against NSW in championships during early

## Late Retirement!

A local newspaper recently included details of a Chisholm Staff Club Seminar on Retirement to be held on 7 July, with free lunch provided.

The only problem was that the date was for the year 1984! The extension number given belongs to the Finance Manager's Secretary, Anne Scott, who was more than a little confused by all the calls. It seems the paper, who promised to print a retraction next edition, somehow kept a copy of the original release, and a journalist compiling an investment column accidentally included it. Nice to know that Chisholm's words are so valuable.

July. The team will be based at Tamworth for the matches but will be visiting several other NSW towns to compete.

Mark plays for the Hawthorn/Scotch Club, and is looking forward to the two games a day, for five days, schedule. He is 'mildly excited' about the championships at this stage, but says he might need another week's leave to recover by the time he gets back to Victoria.

In the weeks leading up to the championships Mark's training has included two nights with his own club, two nights with the Victorian team and Saturday competition games, as well as general fitness training.

## News in Brief

**Staff Club AGM** The Chisholm Staff Club will hold their Annual General Meeting in the Staff Club at 12 noon on Friday 10 July. There will be light refreshments served to all members attending. Staff who have not joined, but would like to before the meeting, can contact Ross Parsons (Facility Manager) on ext. 2596 for the application forms.

**Equal Opportunity vacancy** The Equal Opportunity Committee is seeking a woman staff member to join the Affirmative Action Sub-Committee in order to represent the specific interests of women staff. Interested women can contact Anne Rennie on ext. 2088.

**Travel Day** As a service to staff and students, Student Travel Australia (STA) are having an information session at Chisholm in the main Cafeteria on Caulfield campus, on 29 July between 11am and 3pm.

**Phonebook Correction** Staff should correct the entry in their internal telephone directory for "Hospital, Frankston" to the number 784 7777. The entry on the Emergency Numbers page (i) is correct.

## Chisholm Gazette Volume 4 No. 6

*Chisholm Gazette* is edited and designed by the Public Relations Office, and printed by Chisholm Institute of Technology Printing Services, Chisholm Institute of Technology, 900 Dandenong Road, Caulfield East, Vic. 3145.

# NEWS

## Project Director appointed for Export Development Program

Mr Nigel Hamley is the Project Director of the innovative Victorian Government initiative, the Export Development Program, which is designed to train executives in developing and implementing export action plans.

Mr Hamley has been appointed Project Director of the Program at the International Business Centre of Chisholm. The Program, which was announced by the Deputy Premier, the Hon. Robert Fordham, in late 1986, is part of a package of government-funded initiatives aimed at boosting Victoria's export performance.

Mr Hamley has an MBA from Cranfield in Britain, and he brings to the Program an impressive background of experience in international marketing and general management, including senior positions with Unilever PLC in Australia, Britain and Japan, with British American Tobacco PLC, and with Smith and Nephew Ltd in New Zealand.

He returned to Australia in 1986 and took up a position as Senior Lecturer in Marketing at Swinburne Institute's Business School before this appointment.

The Export Development Program will be implemented in three phases: Phase 1 will involve formal seminars and lectures that will give participants the necessary skills to

develop a business plan that includes an international marketing component.

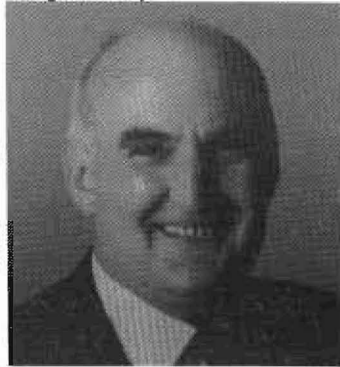
In Phase 2, the participants will visit their target markets overseas for four weeks, studying the opportunities for their particular products and researching competitors' products. Phase 3 sees their return to Australia and the completion of their business plan, based upon the findings of their visit and research.

Mr Hamley said, 'The Department of Industry, Technology and Resources, for whom we are managing this project, is providing the bulk of the funds for this innovative program. We expect to attract participants from companies that can show a readiness to commit themselves to export and to give real support to their executive nominated to the program, in order to reap the benefits of developing worthwhile exports.'

This program differs from most export training exercises in that two-thirds of it will be in an on-the-job "live" situation with real products in actual overseas markets. This will give participants the unique opportunity to thoroughly research their market without the pressure of having to bring back an order to justify the expense of the visit.

Naturally, if orders are obtained, well and good, but the success of the exercise will be measured in continuing exports in the future. This program aims to improve the effectiveness of Australian exporters by developing a professional approach to their markets which has been lacking in some export efforts in the past.

Nigel Hamley



## Digital Communications' fifth year

Australia's only specialist tertiary course in Computer Communications recently completed its fifth year of operation at Chisholm. The Graduate Diploma in Digital Communications course produced a record 22 graduates in 1986, and should better this in 1987, according to course leader, Senior Lecturer David Rowe.

The course has Level 1 accreditation with the Australian Computer Society, and it combines the technical aspects of communications with such practical applications as network design, procurement and implementation.

The demand for the course is great. Mr Rowe said, 'We now take in about 50 students each year, but there are many more that miss out.'

'Most of our students are graduates in

engineering, EDP or computing. However, we are able to admit a small number of non-graduates, provided they have extensive technical experience,' he said.

Being a major course in a fast-moving field, the Graduate Diploma is continually being updated.

'We have added a new practical subject this year, as well as a subject on SNA and other proprietary networks,' said Mr Rowe. 'The subjects that cover the OSI standard are also under continuous review.'

Chisholm has approval to accept another 25 students. Those interested should contact the Administrative Officer of the Division of Digital Technology on ext. 2250.

# PEOPLE

## The Australian Innovators Manual— How to convert ideas into successful new products

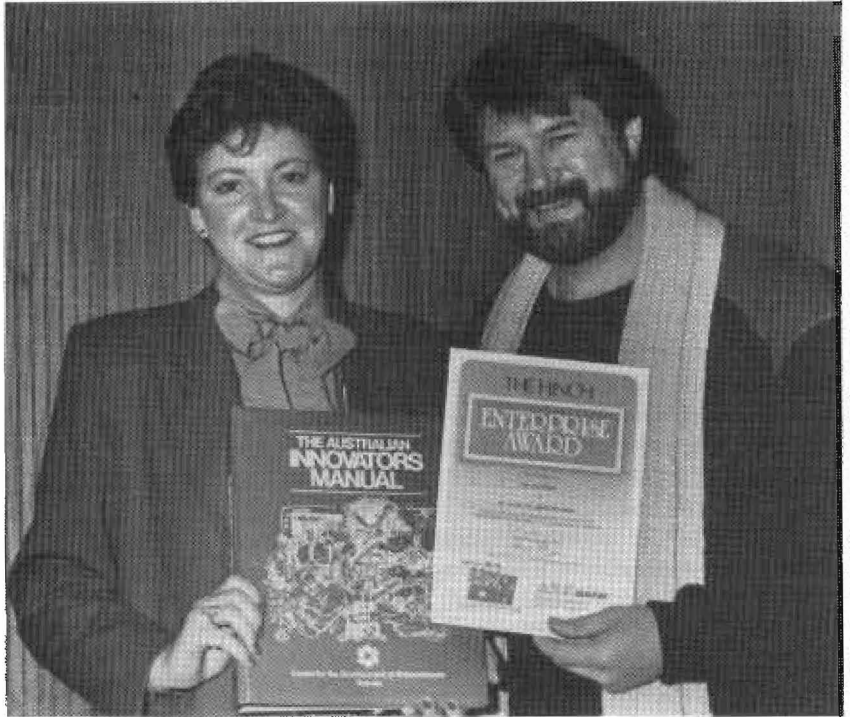
Until now, entrepreneurial Australians have had to stumble about in the dark trying to find the best way to convert their ideas into new products.

Now, the Centre for the Development of Entrepreneurs at Chisholm has just released *The Australian Innovators Manual* — a step-by-step self-administered guide to assessing the commercial potential of inventions.

*The Australian Innovators Manual* asks logical, yet penetrating questions, forcing users to record answers that will direct them to

- assess technical feasibility
- discover market potential
- aim for commercial viability
- find source information and assistance
- choose forms of protection.

*The Australian Innovators Manual* is the first of its kind in Australia, and is an essential tool for all innovators who are looking for ways to minimise the risks of working with new ideas. Those who use the *Manual* will find it easier to attract manufacturers, joint-venturers, and financiers interested in innovations and inven-



Joan Ciastkowski and Derryn Hinch with the Centre for the Development of Entrepreneur's Australian Innovators Manual, which won Hinch's Enterprise Award.

tions that are supported by convincing evidence of technical viability and market appeal.

Centre staff member Joan Ciastkowski launched the *Manual* with a media campaign that saw her discussing it in Derryn Hinch's 3AW studio.

*The Australian Innovators Manual* adds value to innova-

tions by setting those with the ideas along the path to commercial success, and more commercial successes are what Australia needs,' she said.

For more information concerning *The Australian Innovators Manual*, contact Joan Ciastkowski at the Centre for the Development of Entrepreneurs, telephone 211 2379

## Staff Changes

### Resignations

Mrs Lee Macciotta, Administrative Assistant in the Public Relations Office, resigned after seven years with Chisholm.

Dr John Onto, Acting Dean of David Syme Business School, has been appointed as Professor of International Finance at the George Washington

University, Washington D.C. Dr Ken Tucker has resumed as Dean.

### Staff offered Tenure

Ms Glenice Ives, Senior Lecturer in the School of Nursing, has been offered tenure.

### Acting Appointments

Following the retirement of Lindsay Anderson as Head of Department of Ceramic Design, Mr Stephen Fletcher has been

appointed to act in that position until a new appointment is made or until 31 December.

### Errata

The last issue of the *Gazette* reported that Ms R. Kindler and Mr J. Mackenzie had been appointed to EDU as Senior Tutors. It was not reported that these are 0.5 appointments until 18 November. The correct title is Dr Mackenzie, not Mr.

# PEOPLE

## Scottish Expert on Technology Education visits Chisholm

### Director's Column

*An occasional column which will keep staff up to date on matters passing through the Director's office.*

#### Research Grants

Chisholm has recently been informed of two major research grants awarded to staff members.

**Australian Water Research Advisory Council:** Senator Gareth Evans, on behalf of the AWRAC, announced that the Centre for Water Studies, under the direction of Dr Barry Hart, has been awarded a grant of \$150,000 per annum for each of three years to develop a program in Stream Ecosystem Research. Funding may be extended beyond the three years. The new Centre will be a component of the Centres of Concentration programs which are a co-operative venture with the water industry, universities, colleges and the CSIRO. The venture at Chisholm will increase understanding of the ecology of streams, as an important step in preserving natural aquatic environments.

**Tertiary Study Centre:** CTEC has awarded an evaluative studies grant of \$30,000 to the Division of Continuing Education in the School of Education to establish a Tertiary Study Centre. The project will be under the direction of Mr B. Murphy, Lecturer in Language in the School of Education, and will be supervised by a committee of management including Dr Ray Anderson, Mr Dale Ingamells, Ms Rosemary Clerchan, Mr Mark Spatz, and Mr Ian Walker.

Well-known Scottish educationist, Dr Henry Ellington, of Robert Gordon's Institute of Technology, Aberdeen, visited Chisholm on Tuesday 30 June to meet the science, engineering and technology staff and conduct a seminar in educational methods for these areas.

Dr Ellington ran a two hour seminar for Chisholm staff on

Games and Simulations in Science and Engineering Education. A scientist himself, he has worked in the field of applied physics, before moving into education. He has been the Senior Lecturer-In-Charge of the Robert Gordon's Educational Technology Unit since 1974.

He is the co-author of a handbook on Educational Technology, and has published over 80 papers on the topic of gaming and simulation exercises. His visit to Australia is jointly funded by the British Council, his own Institute, Bendigo CAE and Darwin Institute of Technology.



*LEFT: Dr Ellington at the Faculty of Technology seminar.*

Representatives of other Schools will be invited once the project is established.

It has been designed to identify those factors which impede the success of a tertiary student, and to orient those students to the requirements and characteristics of tertiary study. The current program will be initiated on Frankston campus, but if further funding becomes available, it will be offered on Caulfield campus as well.

#### Staffing Committee

The following matters are currently under consideration

by the Staffing Committee: Draft Guidelines for the Resolution of Conflict; Senior Academic Classifications; Annual Leave accrued during PEP; Long Service Leave; Policies Relating to Selection Committees; Ratios of Tenured to Untenured Academic Staff; Probation, Termination, and Non-Renewal of Contracts; RSI and Safety Issues; Reimbursement of Fees for Approved Courses; General Staff Award for Outstanding Personal Merit; Severance, Termination, Early Retirement; and Medical Requirements for SSAU.

**Dr G. N. Vaughan**

# PEOPLE

## Marketing Technology book by Chisholm Lecturer launched

At a seminar on Market Strategies for Research Products held by the Department of Industry, Technology and Resources in May, Chisholm Lecturer Peter Link launched a new product of his own—a book on the marketing of high technology and other industrial products.

He said, 'I wrote this book to fill a gap in management literature about Australian high-technology business perspectives.

'There seemed to be a need to address the practical, or "How To", marketing issues in developing high technology



Peter Link

products and services. Then there is the gap which often exists in culture between the R&D department and that of the marketplace and marketers.'

Peter found himself needing material suitable for students of marketing and of technology to use as part of their formal studies at tertiary and post-graduate level.

He said, 'I guess it is logical that an interdisciplinary work of this kind should come out of Chisholm, which is very strong in several branches of technology, and I am fortunate enough to be part of the largest marketing department

in the the country. It was a labour of love—a logical extension of my own work in marketing research and consulting to industry.'

'The book tries to give a balanced picture between research findings and practical application examples and issues,' he said at the launch.

'Notice I've avoided the word theory here. I thought some systematic data on successful marketing practices was important to include, rather than just giving opinion based on the experience and observations of one person. Hence the inclusion of research findings in this area, es-

pecially Australian research,' he said

However, there are also practical examples and hints throughout the text.

Ron Wheeldon and John Rees of BWD Industries, Eric Smith of Dunlop Batteries, Eric Neeson and Peter Roberts of Consolidated Electronics made the three major case study chapters possible at the end of the book by providing a great deal of information and insight into their respective operations.

Senator John Button, Federal Minister for Industry Technology and Commerce, wrote a Foreword to the book, in which he said that Peter Link's book made a valuable contribution to the marketing of entrepreneurship and high-technology industries.

## Awards and Scholarships

The Apex Foundation for Research into Mental Retardation Ltd is offering research grants in any discipline (medical, educational, epidemiological, psychological, sociological, etc.) which is concerned with the causes, diagnosis, prevention, or treatment of mental retardation or allied conditions. Applications close on 31 July, and application forms may be obtained from the Hon. Secretary, GPO Box 1695 P, Melbourne 3001. Studentships of \$400 are also open to undergraduate students doing theses related to mental retardation. Applications may be made in the form of a letter with a supporting letter from the Head of the relevant Department, to the above address. There is no fixed closing date, but applicants are advised to be early.

The Road Construction Authority is offering a \$2,000 Prize for a Technical Paper as part of its Bicentennial celebra-

tions. The paper has to deal with aspects of the planning, design, construction, maintenance, operation, administration or management of roads and bridges in Australia. Entries close 31 December, and entry forms are available from the RCA, 60 Denmark St, Kew 3101, or by telephoning 860 2758.

The World Bank has announced the sixth annual Robert S. McNamara Fellowships, which are for 12 months full-time work in the general area of economic development, especially technology transfer and real exchange rates. Candidates must hold at least a Masters degree or equivalent and the work must be carried out in another Bank-member country than Australia. Applications to the McNamara Fellowships Program, Economic Development Institute, The World Bank, 1818 H Street, NW, Washington, DC 20433, and close on 1 November.

# PEOPLE

## Chisholm mourns death of Dr Rao

The Chisholm community was saddened to learn of the passing of Dr S. Narahari Rao of the Division of Engineering and Industrial Technology on 20 June.

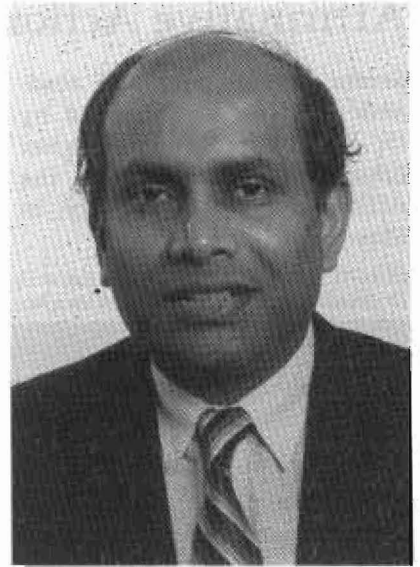
Dr Rao joined Chisholm Institute, or Caulfield Institute as it was then, in 1974, after varied experience as a Research Scientist in the CSIR, India, where he researched structural steel, and completing his PhD at Sydney University and held a position as Senior Post-Doctoral Research Fellow. In India, he was a member of a number of national and government committees associated with the use of structural steel, and he also undertook a number of important designs.

At Chisholm, he taught mainly in the area of structural mechanics and structural design, continuing his research into structural steelwork. He

played an important part in developing a unique method for the use of steel beams where it had previously been impossible. Only recently, VLine used his work to check Victoria's older rail bridges. His later work at Chisholm was on numerical analysis and timber structures, and he published and read widely in all these fields.

He was well liked by students and colleagues alike. He had a quiet disposition, but was known for stating his views unambiguously at departmental and Institute meetings, and during technical conferences.

Dr Rao leaves a wife and three children, two of whom are studying at Melbourne University, while the third is at high school. Chisholm staff feel deeply the loss of a colleague at so young an age.



*Dr Narahari Rao*

## Classifieds

For Sale—1978 Subaru Coupe, front wheel drive, yellow in colour, engine in excellent condition, full service done, new clutch, CV joints replaced. Stereo, 3 months Registration, \$2,500. Contact Sian Adnam, ext. 2278 or 509 1579 (AH).

For Sale—Sailboarding gear, one women's size 10, full-length wetsuit, \$60. One long-sleeved wetsuit jacket, size 12, \$50. One Marlin Safety Harness, excellent condition, \$70. Contact Sian Adnam, ext. 2278 or 509 1579 (AH).

For Sale—Victorian wardrobe 6'6" X 4'8", two doors with middle bevelled mirror. Excellent condition, \$360. Contact Joan on 211 2379 (BH).

For Sale—Moranti window 2.4m X 0.8m (height). Three glass panels with middle one opening. \$40. Contact Joan on 211 2379 (BH).

For Sale—Compact Roden gas oven, four burners and grill. Good condition. Ideal for unit/cavan. \$100. Contact Joan on 211 2379 (BH).

The Supply Department has the following items for disposal:

- 1 X exercise bike RD64801 9603 (Hills)
- 2 X Xerox 4000 photocopiers

For further information and offers in writing please contact Shirley Phillips, Supply Department, ext. 2096. Offers close 14 July 1987.

## Entrepreneurs under scrutiny

An airship, a hotel convention wilderness retreat, and a digital microwave test set, are just some of the ventures that came under scrutiny at Chisholm on Tuesday 16 June.

The scrutineers were a panel of financiers, and these "businesses" were created over the previous 14 weeks in a workshop run by the Centre for the Development of Entrepreneurs (CDE) at Chisholm. The Workshop in Entrepreneurship and New Venture Initiation took the entrepreneurs through a business planning process, step by step. In this process, they tested whether their ideas were valid, whether the market was suf-

ficient to justify breaking the new ground, and what sort of return they could expect.

Three potential investors were hypothetically given \$100,000 to invest and all chose one particular venture, for a digital microwave test set. In fact, one venture capitalist offered the entrepreneur \$600,000 in earnest, while another panelist, a bank manager, offered to help with listing of the company on the stock exchange within a month.

A total of 18 new ventures were presented. Past workshops have seen the beginnings of some very viable and entrepreneurial ventures for Australia.

# NEWS

## Affirmative Action Seminar

Senior management and academic staff were addressed by Dr Gretchen Poiner, Higher Education Consultant to the Affirmative Action Agency, in May.

The Director, Dr Vaughan introducing the seminar, stressed that the Affirmative Action Program at Chisholm required the active involvement of top level management.

BELOW: From left, Anne Rennie, Equal Opportunity Officer, Ms Helen Campbell, Dr Gretchen Poiner, and Dr Geoff Vaughan, Director of Chisholm.



## New photocopier equipment in Library uses "charge cards"

Starting with Second Semester, there will be new photocopier arrangements in the Library on Caulfield campus.

The Library is introducing Resource Card plastic "stored value" cards to replace the coin operation for the new model UBIX photocopiers.

The Australian-made reusable plastic cards will be dispensed and recharged from dispensers in the Libraries. Users will pay a \$2 charge for the card, and can then credit either \$2, \$5, or \$10 worth of stored value onto the card. The cards are inserted into a terminal on the top of the photocopiers, and as copies are made, the card is debited accordingly.

The new copiers offer a choice of A3 size paper at 16 cents a copy, or A4 at 10 cents a copy. Users can also enlarge or

reduce the material they wish to copy.

The Library hopes that the combination of coinless copying and the new machines will simplify and speed up the operation, reducing queues and frustration.

Staff teaching at the Caulfield campus will still have access to the key system used on the Library-owned staff photocopier, and the method of transferring costs to departments will remain the same for the present. It is planned to have a Resource Card terminal for this machine in 1988. For staff teaching at Frankston, suitable arrangements will be made with individual departments to continue using photocopying facilities in the Library. Enquiries to Mrs Jean Gourlay on ext. 2523.

Dr Poiner said that Affirmative Action was a means to an end, the goal being equality of employment opportunity.

'Affirmative Action legislation places the responsibility for removing and preventing discrimination with employer bodies, rather than with individuals,' she said.

Dr Poiner drew a distinction between direct discrimination and the less readily identifiable indirect discrimination. She noted that indirect discrimination was not usually deliberate, and could result from the operation of apparently neutral practices such as advancement by seniority or preference for overseas qualifications.

Emphasising that consultation with unions and employees, particularly women employees, was a key element in developing Affirmative Action programs, she pointed to the value of formally recognised women's groups in the consultation process. She stressed it was essential for such groups to represent all women on campus.

Dr Poiner was accompanied by Ms Helen Campbell, who has recently been appointed Higher Education Liaison Officer for the Agency.

## Forthcoming address for Women Staff

Ms Julie Roberts, President of the Association of Women on Campus at Melbourne University, will address women staff at Chisholm, on Friday 17 July, 1-2pm at the Caulfield campus Lecture Theatre B2.18. She will talk about the group's achievements and discuss how it evolved from an informal network to an identifiable constituency within the University. All women staff are invited to attend. A similar meeting is planned for the Frankston campus.