Global food king: Meet our Alumnus of the Year
Cover story
Meet our Alumnus of the Year
Greg Creed
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One of the food world’s most powerful men has won the QUT Alumnus of the Year crown.

By Rob Kidd

QUT Business School winner and 2014 Alumnus of the Year

He’s the bloke from Brisbane who became a fast food king.

Greg Creed is the next chief executive of restaurant giant Yum! Brands.

Currently chief executive of Mexican-inspired chain Taco Bell, which serves more than 36 million customers a week, Mr Creed will become chief executive of Yum on January 1, 2015.

The Kentucky-based business is one of the world’s largest restaurant companies with more than 40,000 Taco Bell, KFC and Pizza Hut restaurants in more than 125 countries and territories. Its 2013 revenue was more than A$13.8 billion.

Mr Creed completed a Bachelor of Business with a major in marketing from QIT (now QUT) in 1977.

‘I’m very humbled and honoured to be named the Alumnus of the Year,’ Mr Creed said.

‘I haven’t been back to QUT for 37 years but I still have really fond memories of being here.’

With more than 30 years’ experience in marketing and operations with leading packaged goods and restaurant brands, Mr Creed has forged a reputation as a marketing guru after masterminding a series of impressive campaigns.

But as a high school student at MacGregor State High School, in Brisbane’s south, he had no idea which career path he wanted to follow.

‘I remember being in Year 10 and not knowing what to do. I picked the science subjects which was the most stupid decision I’ve ever made because I’m not good at science,’ he said.

‘So when I first applied to QUT I didn’t get in the first round and was really glad I still got a place. Then all of a sudden I started doing (business) subjects that I really loved and it was the classic ‘aha’ where I realised if you love what you do, you tend to do really well at it.

‘People say university is a spring board, which it is, but this was where I found my life’s passion. It was where I finally worked out what I loved and what I wanted to do as a career.’

During 20 years in the restaurant business Mr Creed, who lives in California, has had spells working in London, New York and Sydney.

But the ‘Australian guy selling Mexican food to Americans’ has retained his Aussie accent and a strong affinity for the state he still calls home.

‘I’m a classic Brissie boy and a very proud Queenslander,’ he said.
It is when people are facing the hardest moments in their lives that Dr Raymond Chan’s work is most valuable. The 30-year-old researcher has dedicated his career to ensuring those living with cancer receive the best possible care, support and quality of life.

His leading contribution to supportive cancer care research saw Dr Chan appointed Deputy Director of Research for Cancer Care Services at the Royal Brisbane and Women’s Hospital (RBWH) earlier this year. He is also a National Health and Medical Research Council Health Professional Research Fellow at QUT.

It is the latest accolade in what has already been a remarkable career for Dr Chan, who joined QUT to study a Bachelor of Nursing as a 17-year-old international student from Hong Kong. Whilst working as a registered nurse in Brisbane hospitals, he went on to complete a Masters in Research and a PhD at QUT.

Since turning to research, Dr Chan has attracted nearly $3 million in research grant funding and published more than 30 articles in peer-reviewed journals.

‘I found caring for patients very rewarding but sometimes you would see cracks in knowledge, where we didn’t know how to tackle a particular problem, and I felt quite helpless because I could only influence things at one level,’ Dr Chan said.

‘In research, I can develop knowledge that can influence practice worldwide, and that is very rewarding.’

His current role includes facilitating evidence-based practice among 270 nurses in the Cancer Care Service, the largest cancer centre in Queensland, which is based at the RBWH.

Dr Chan’s research has investigated issues including how patients with advanced cancer manage their fatigue and the effectiveness of a cream designed to ease skin reactions to radiation treatment.

He said cancer-related research often focused on finding possible cures, but his work was concerned with ensuring patients had the best quality of life while living with the illness.

‘I don’t have as much face-to-face contact now but the compassion that comes with spending time with patients and wanting them to have the best results is something that always stays with you,’ he said.

‘It’s really about supporting them from diagnosis through the whole journey.’
Pharmacy pioneer

Faculty of Health winner and Special Excellence Award for Lifetime Achievement

Queensland’s best-known pharmacist, Terry White AO, has been awarded a double QUT alumni honour for his pioneering work in Australian retail pharmacy.

After graduating with a Diploma of Pharmacy from the Central Technical College (a QUT predecessor institution) in 1957, he purchased his first pharmacy at Woody Point, north of Brisbane, in 1958.

He pioneered the pharmacy franchise model and today the Terry White Chemists Group (which he still chairs) has 175 outlets across Australia, employing more than 4500 people.

Mr White has also been a leading figure in politics and public administration. He served in the Queensland Parliament as Member for Redcliffe (1979–89) and as Minister for Corrective Services, Family Services, Migrant and Ethnic Affairs (1980–83), and briefly as leader of the parliamentary Liberal Party.

He has been president of the Pharmacy Guild of Queensland, chairman of the Australian Institute of Pharmacy Management and held honorary leadership positions with charities including the Australian Liver Foundation and the Princess Alexandra Hospital Foundation. In 2012 he was appointed chair of the Metro South Hospital and Health Service Board.

Mr White was inducted into the Queensland Business Leaders Hall of Fame in 2011 and recognised as a Queensland Great in 2012.

Opening eyes

Special Excellence Award for Outstanding Leadership in Health

Young optometrist Anna Morse is working to improve the eye health of Aboriginal people in the Northern Territory.

Ms Morse graduated from QUT with a Bachelor of Applied Science (Optometry) with first-class honours and the University Medal in 2004, and has since developed a reputation as a dedicated clinician, researcher and educator focused on preventative eye care.

She began her career in optometry practice in Alice Springs, where she also worked with the outreach ophthalmology clinics in central Australia.

Since 2009, she has worked with the Aboriginal vision program at the Brien Holden Vision Institute, initially as project development officer and since 2010 as project manager.

Based in Darwin, Ms Morse coordinates delivery of optometry services to more than 75 community health centres and Aboriginal medical services across the Northern Territory, predominantly in very remote areas.

In this role, she has developed eye health education and training for healthcare staff, including culturally specific eye health education and awareness resources to promote preventative eye care in Indigenous communities.
Money man
Faculty of Law winner
Matt Baxby has established himself as a leader in financial circles, being handpicked by Richard Branson to establish Virgin Money and, more recently in 2012, headhunted to be part of the new executive team at the Bank of Queensland.
Mr Baxby graduated from QUT with a joint Bachelor of Laws/Bachelor of Business degree in 1998.
In his early career, Mr Baxby was a mergers and acquisitions lawyer with Mallesons Stephen Jacques in Brisbane, where he was part of the team that handled Patrick Corporation’s buy-out and the initial public offering for Virgin Blue.
In 2003 he left his legal career to work with the Virgin Group in London, where he quickly moved through the ranks to investment director, covering Virgin’s interests in sectors such as financial services, gyms, hotels and soft drinks.
Four years later he joined Virgin Money UK’s senior management team as commercial and strategy director, before being chosen to launch Virgin Money in Australia.
Mr Baxby is an enthusiastic supporter of a number of charitable causes and a mentor for young professionals in the finance industry. For the past four years he has participated in Tour de Kids, a cycling challenge in aid of the Starlight Children’s Foundation.

Improving infrastructure
Science and Engineering Faculty winner
Civil engineer Russell Board has been recognised for his pivotal work on national and international projects to improve water infrastructure and supply.
Mr Board is chairman of GHD—a staff-owned international network of engineers, architects and environmental scientists who have clients in the global markets of water, energy and resources, environment, property and transportation.
He joined GHD after graduating from QUT (now QUT) in 1977 with a Bachelor of Engineering (Civil) and rose through the ranks, becoming chairman in 2011.
The role has seen him lead an international merger set to make the company the world’s largest staff-owned engineering and environmental consultancy.
Mr Board’s skills have seen him travel the world with GHD and hold management positions in Australia, New Zealand, South-East Asia, and South America.
While with the company, he has also created the GHD Business School and an employment program for Indigenous cadets.
Mr Board is a member of the Rotary Club of Melbourne and the director of The Global Foundation think tank.

Winning role
Faculty of Education winner
Tracey Vieira has attracted more than $500 million in film and TV production to Australia during her career and has played a pivotal role in putting the country on the international stage.
She is currently the chief executive officer of Screen Queensland, where her recent achievements include enticing the cast and crew of hit TV show Modern Family to Queensland to film an episode seen by 100 million global viewers this year.
After graduating from QUT with a Bachelor of Education majoring in Film and Media in 1993, Ms Vieira worked in events management, including roles with the Queensland Events Corporation, and as an international locations and production manager with the Brisbane-based Pacific Film and Television Commission.
In 2004, she moved to Los Angeles where she spent the next decade in senior roles in Ausfilm, attracting big and small screen productions including Nim’s Island, The Wolverine, The Starter, and The Pacific.
Most recently, she helped secure Queensland as the location for Unbroken, a new film directed by Angelina Jolie.
Creative Industries Faculty winner and Special Excellence Award for Contributions to the Creative Arts

Actor, writer and director Wayne Blair—known internationally for directing the award-winning film *The Sapphires*—is a dual winner in this year’s QUT Outstanding Alumni Awards.

*The Sapphires*, which starred his QUT classmate Deborah Mailman, has played all over the world since its premiere at the Cannes Film Festival in 2012. It was the highest grossing Australian film of 2012 and won 11 awards from the Australian Academy of Cinema and Television Arts.

After graduating from QUT with a Bachelor of Arts (Acting), Mr Blair went on to act in popular television dramas such as *All Saints* and *Water Rats*, and to work as an actor and director with Australia’s leading theatre companies, including the Bell Shakespeare Company and Sydney Theatre Company.

A Batjala Mununjali Wakkawakka man and one of the country’s leading storytellers about Indigenous Australia, he won the Deadly Award for Outstanding Achievement in Film for *Djarn Djarns*, which he wrote and directed. He also wrote the innovative Indigenous production *Bloodland* (performed in Indigenous language), and recently acted and directed in the ABC drama series *Redfern Now*.

Mr Blair has received a number of prestigious industry fellowships, including the Richard Wherrett Fellowship (Sydney Theatre Company), the Andrew Myer Fellowship (Australian Film, Television and Radio School), and the Bob Maza Fellowship (Screen Australia).

Mr Blair has maintained his links with QUT and served as an artist-in-residence with the Creative Industries Faculty in 2012.
Top teacher

Associate Professor Abby Cathcart has been awarded QUT’s inaugural David Gardiner Teacher of the Year Award. The QUT Business School management lecturer has excelled in boosting student participation in large lectures by using technology and strategies that engage students and make them feel comfortable. The award also recognised her work developing programs to help early career academics and sessional tutors enhance student learning outcomes.

Master recognition

QUT’s Master of Business (Applied Finance) has retained its place as the only Australian university course to feature in the latest prestigious world ranking of finance masters courses from the UK Financial Times.

Moot Court upgrade

The QUT Law Moot Court at Gardens Point campus has undergone a $200,000 upgrade to boost its technology, AV equipment and fit-out. The court is used by students as well as external law firms for training purposes.

Emmy win

Film and TV graduate Patrick Clair has won the 2014 Creative Arts Emmy for Outstanding Main Title Design for creating the atmospheric opening title sequence for the American HBO series True Detective. Clair, who graduated from QUT in 2002, is the founder of Antibody, a Sydney studio that specialises in trailers, titles and storytelling for clients around the world.

G20 heats up

More than 100 teams from 65 leading universities and business schools have registered for the G20 Global Business Challenge co-organised by QUT. The competition challenges teams to develop innovative solutions to water scarcity and will be run at Gardens Point in conjunction with the G20 Leaders’ Summit in Brisbane in November. Co-hosted by UQ and Griffith University, the event is Australia’s first business case competition, and offers winning-team prize money of $US100,000.

Industry kudos

Associate Professor Phil Heywood has literally helped shape the cities and towns we live in by teaching three decades of urban planners. Now he’s been admitted to the Hall of Fame of the Planning Institute of Australia in recognition of his industry-altering career.

In the field of optometry, Professor Nathan Efron has received a Legend Award from the American Optometric Association.

Creative Fulbright

QUT’s Distinguished Professor Stuart Cunningham is heading to the world’s powerhouse of screen entertainment after receiving a prestigious Fulbright Senior Scholarship. The 2014–2015 study trip will take him to the University of California—Santa Barbara, where he will focus on emerging global online entertainment systems and opportunities for innovation in screen production and distribution.

Indian film fest

QUT hosted Australia’s first-ever independent, competitive Indian film festival in June-July. The Indian International Film Festival of Queensland focused on a new wave of independent Indian cinema, which has evolved beyond the Bollywood musical genre. It also attracted some big names of Australian cinema, including Moulin Rouge producer Martin Brown who chaired the judging panel.
Elephants are the surprise inspiration for new QUT research on retail tracking.

By Mechelle McMahon

A Sri Lankan elephant tracking model has inspired IT researchers at QUT to take a new approach to analysing the behaviour of ‘digitally connected’ Australian shoppers.

Associate Professor Darshana Sedera, pictured above, said companies had been able to track their customers through ‘digital footprints’ for some time, thanks to tracks left by shoppers as they used their retail mobile apps, store cards, GPS and EFTPOS.

His new research takes that tracking further by combining it with contextual factors—a technique used by a University of Sri Lanka study developing a path prediction model for elephants.

Professor Sedera, who served as an external adviser on the Sri Lankan project, said knowing elephant tracks and predicting their path had implications for other stakeholders such as farmers, and agricultural and advisers wildlife departments.

‘Our mobile phones and the use of mobile apps act like the electronic tags on the elephants, in that they have the potential to track our every move—and provide keys to our future paths,’ he said.

The three-year QUT study by Professor Sedera’s Enterprise Systems Research Group has surveyed 500 Australian supermarket shoppers and found most people assume supermarkets are tracking their shopping behaviour, creating a double-edged sword for retailers.

‘Customers know that retailers collect a lot of information about them so they are demanding more tailored marketing and more offers that are specific to their shopping behaviour. Things like: You can see I buy nappies, give me specials on nappies,’ Professor Sedera said.

‘Companies love their shopping apps because it’s a relatively cheaper way of obtaining a huge amount of data on our shopping habits and what we browse and buy.

‘The value of this data is huge. Last year Woolworths made a strategic acquisition by laying out at least $20 million for a 50 per cent, non-controlling stake in a data analytics company. This shows that retailers are quite serious about big data and business intelligence.’

Professor Sedera said being able to accurately predict even a small percentage of customer behaviour could add to big savings for retailers through more accurate stock purchasing and maintenance.

‘The most important thing is that the company must have the capability to deliver on increasing customer expectations,’ he said. ‘We found 70 per cent of our sample said they were not very satisfied with how companies recognised or responded to their unique needs. Our second phase of the study is on this inadequacy.’

The QUT research team, which includes PhD student Maura Atapattu, is also collaborating with Professor Ravichandran from New York’s Lally School of Management.
QUT is fast becoming a world leader in one of the most exciting frontiers in medicine and technology.
By Niki Widdowson

Biofabrication is a process by which scientists can regrow most types of human tissue using 3D printers. The technique involves printing scaffolds out of intricate layers of biomaterials containing growth enhancers and the patient’s own cells, which are implanted in the body then gradually dissolve as the new tissue grows.

QUT has already established a track record of research in this exciting new area, and is about to start training a new generation of biomedical engineers for an international career.

The new double masters degree in biofabrication will offer a unique biomedical engineering qualification for the 3D printing of replacement body parts. QUT and three other world-leading universities in this field have joined forces to offer the degree.

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QUT’s biofabrication research is well advanced in printing 3D custom-made scaffolds using bio-ink infused with the patient’s stem cells to enable the body to grow new breast tissue after a mastectomy.

Professor Dietmar W. Hutmacher, from QUT’s Institute of Health and Biomedical Innovation, leads QUT’s biofabrication research with associate professors Mia Woodruff and Travis Klein.

‘Biofabrication can be used to repair cartilage, bone, muscles, nerves and skin that have been damaged by trauma, disease or cancer,’ he said.

‘It is even predicted that entire organs will be biofabricated within a few decades.’

Professor Hutmacher said the technique was already being used to repair broken and missing bone.

‘For example, patients with a piece of skull missing have been successfully fitted with a 3D-printed scaffold custom-made to fit the hole,’ he said.

Professor Hutmacher said the new degree was a vital step to ensuring Australia’s future as a high-value, high-tech manufacturer.

‘Biofabrication masters graduates will have an international career at the forefront of this new industry which we know will always be in high demand given the ageing of populations around the world,’ he said.

Each of the four universities participating in the new masters degree has an established track record in key areas of biofabrication, including polymer chemistry, cell biology and clinical implants. Masters students can choose the area they will specialise in.

Australian students will spend up to 12 months studying at one of the European universities and the European students will also study at one of the Australian universities.

The masters in biofabrication is supported by the Australian Government and the European Union.
By Rose Trapnell

Large tracts of Australia, including more than 75 per cent of Queensland, are currently parched in one of the most widespread droughts on record.

However, QUT economist Dr Mark McGovern has found it’s not only the lack of rain that is forcing farmers off their land.

‘A money drought is heading our way at a time when we’re already experiencing a farm debt crisis,’ Dr McGovern said.

He said interest rates and lending policies were unrealistic and did not take into account the fluctuations in farm incomes which were tied to the weather.

Addressing rural crisis forums across Australia, Dr McGovern espouses the need for an Australian Reconstruction and Development Board (ARDB) along with major policy reforms.

‘An ARBD would ensure that finance was structured more realistically and appropriately,’ Dr McGovern said.

The Reserve Bank Amendment (Australian Reconstruction and Development Board) Bill 2013 is currently before the Senate Economics Committee. Adoption would be a real game changer.

‘Agriculture, associated industries and financiers would again be able to build lasting successes,’ Dr McGovern said.

He said Australian banks reported carrying $60 billion in farm loans in October 2012, $3 billion of which were classified as problem farm loans for a variety of reasons.

‘While a five per cent “problem loan” figure can be manageable, history shows that in conditions like today the financier’s usual response of distress selling is wrong and destructive,’ he said.

‘The US subprime crisis began with just five per cent problem loans.

‘Fire sales then drove property values down, generating even more “security” foreclosures.’

A comprehensive response to Australian farm debt is required, Dr McGovern said.

‘An ARDB could be used to stabilise, then sensibly sort out problem loans and broker reasonable finance conditions for new young farmers,’ he said.

‘Debts need to be sensibly resolved, not papered over by fire sales which lead to the widespread destruction of farm production capacity, wealth and lives.

‘Loans should not be unrepayable by design but allow for production and market realities.

‘It is in the national interest for Australia’s farm-based industries to be profitable and productive.’
Legal experts predict criminal gangs could be the winner if cigarette taxes increase.

By Rob Kidd

Cigarette tax rises could create a booming black market in illegal tobacco with increasing profit margins for organised criminal gangs who smuggle it into Australia, QUT researchers have found.

School of Justice researchers Dr Mark Lauchs, Dr Vy Le and Elizabeth Rowe examined the shape of the illicit tobacco market in Australia and the probable players who supply and sell it.

Tax increases mean that by 2016 the taxed retail price of cigarettes in Australia will be $25 per packet (or $1 per cigarette)—the highest in the world.

‘This tax is a worthwhile and effective public health policy, however price rises create an incentive for people to seek cheaper tobacco from an illegal marketplace—a marketplace with an increasing profit margin,’ Dr Lauchs said.

‘For example, Australia’s going to be $25 for a pack while the price in Vietnam is $1.08 a pack for a well-known brand.’

Different tobacco taxation rates in Europe and between US states had already created a flourishing illicit tobacco trade in those parts of the world, Dr Lauchs found.

‘A smoker in England can drive to Hungary and drive back with a car full of cigarettes and it’s unlikely anyone will check. In the US, tobacco trades between states, out of Canada, and out of Native American reservations,’ he said.

‘You can’t do any of that in Australia. So the participants have to be highly organised. And when we say organised crime it will be organisations of people doing ongoing trade.’

Dr Lauchs found someone legally purchasing tobacco at retail price in Vietnam could sell it in Australia for less than half the market price and still make a 1000 per cent profit.

‘And beyond cigarettes you’ve got chop chop (loose tobacco),’ Dr Lauchs said.

‘You can fill a shipping container in the Philippines with chop chop for $20000 which, before the last set of rises, you could sell in Australia for $1 million or $2 million.’

Dr Lauchs found overseas migrants who had settled in Australia from countries with large smoking populations would seek cheaper tobacco from within their community.

‘The number of Australian smokers is going down but we’re gaining migrant smokers,’ he said.

‘Only 22 per cent of Australian males smoke, but among the top 10 countries of birth for migrants are China (where 51 per cent of males smoke), Italy (33 per cent), Malaysia (50 per cent), the Philippines (47 per cent) and Vietnam (48 per cent), and there are also growing communities from the nations with the highest rates like Russia (71 per cent).’

Dr Lauchs said organised criminal groups saw tobacco smuggling as a ‘low-risk alternative to other criminal activity’ because there was less chance of being caught and smaller penalties for those who were.
QUT is helping online and phone support reach more people with depression.

By Sandra Hutchinson

QUT is taking a lead role in delivering a $6.5 million e-mental health initiative to train primary health practitioners in the use of e-mental health services.

Announced by the Federal Government, the e-Mental Health in Practice (eMHPrac) initiative promotes e-mental health to GPs, psychologists and allied health workers across Australia, and will train and support more than 15,000 practitioners in the use of e-mental health services.

Professor David Kavanagh, from QUT’s Institute of Health and Biomedical Innovation, said mental health-related conditions such as depression, anxiety or substance use disorder affected around 45 per cent of Australians aged 16 to 85.

‘E-health services are a proven way to treat and support people through telephone, mobile phone, computer and online applications,’ Professor Kavanagh said.

‘Through eMHPrac, our aim is to increase the number of users of e-mental health services by at least 20 per cent by the middle of 2016. Critical to this is practitioners promoting e-health services to the community.’

Professor Kavanagh said eMHPrac would expand access to mental health support through the use of web programs and phone apps that could tailor information and strategies to a person’s individual needs.

‘E-health provides treatment and support to people when face-to-face services are otherwise difficult or impossible,’ he said.

‘If we fully embrace e-health’s opportunities, we can offer the community a level of service and everyday support that has never before been possible.’

Professor Kavanagh said Australia had seen an explosion of e-health programs in the past decade, and QUT was a leader in the development and rollout of innovative e-health interventions.

Since its launch in 2009, QUT’s ontrack.org.au website has provided e-health programs targeting alcohol, depression, diabetes, supporting family and friends of people with a mental illness, and supporting those affected by weather disasters such as extreme flood and storms.

These programs use similar methods to those psychologists apply in face-to-face sessions. However, e-health can also be about new treatments.

‘An example of this is Functional Imagery Training (FIT) delivered over the phone to help people make lasting changes to their behaviour,’ Professor Kavanagh said.

‘FIT uses mobile phones to elicit photos to remind people to think of positive images when most needed.

‘FIT has been piloted in people with alcohol drinking problems, where it has had strong effects. Other research is testing whether it can help people quit smoking, stay on track to reach fitness goals and manage type 2 diabetes.’

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Women would benefit from being prescribed exercise as medicine, according to a QUT study that revealed moderate to high-intensity activity is essential to reducing the risk of death in older women.

Professor Debra Anderson, from QUT’s Institute of Health and Biomedical Innovation, said in addition to conventional treatments for physical and mental health, health professionals should be prescribing tailored exercise programs for older women.

Professor Anderson and QUT’s Dr Charlotte Seib co-authored a paper published in the international journal of midlife health and beyond, Maturitas, which pulls together five years of research looking into the impact of exercise on mental and physical health in women over the age of 50.

‘Studies clearly show moderate to vigorous-intensity activity can have mental and physical health benefits, particularly when part of broader positive health changes,’ Professor Anderson said.

‘When once we thought that 30 minutes of mild exercise a day was enough to improve health, research is now telling us that older women should be doing at least 30 to 45 minutes, five times a week, of moderate to high-intensity exercise—and by that we mean exercise that leaves you huffing and puffing.

‘It’s also important that the exercise be tailored to ensure that it is high intensity enough to obtain the positive sustained effects of exercise.’

Professor Anderson said studies had shown that high-intensity exercise over a sedentary lifestyle significantly reduced the risk of death.

‘Older adults who undertake regular physical activity also report significantly less disability and better physical function and that is regardless of their body mass,’ she said.

‘The most active women are more likely to survive than the least physically active women.

‘We have an ageing population and as a result promoting healthy ageing has become an important strategy for reducing morbidity and mortality.’

Professor Anderson said research also linked exercise to improvements in mental well-being.

‘What we are saying is that high-intensity exercise is not only good for your physical health but also your brain health,’ she said.

Professor Anderson, who works closely with older women through specialised women’s wellness programs, said older women were capable of undertaking a range of activities beyond simply walking.

‘Our studies show that mid-to later-in-life women are jogging, running, hiking, swimming and riding,’ she said.

‘Doctors should be developing exercise programs that are home based and easy to incorporate as part of everyday activities.’
The world’s largest digital interactive installation is equally at home helping school students or G20 visitors.

By Kate Haggman

The diverse capabilities of QUT’s spectacular digital display space, The Cube, will be on show in coming months as school children experience the world’s largest interactive chemistry book and G20 visitors explore trade and investment opportunities.

The first of these experiences is already underway, with Chem World attracting school students to the university’s Science and Engineering Centre at Gardens Point campus.

Developed at QUT in partnership with hundreds of school students, teachers, academics and scientists, Chem World links directly to the new Australian curriculum for chemistry.

It is the latest display open to the public at The Cube and allows students to conduct virtual chemistry experiments too dangerous or difficult to run in a classroom, including launching rockets into orbit and creating colourful fireworks.

‘Because Chem World is highly visual, it can explain abstract chemistry concepts more easily than your traditional textbook—it’s an intuitive, informative experience with a library of knowledge accessible at a finger’s touch,’ said QUT’s STEM teacher-in-residence Anne Brant, who co-conceived and championed the project.

The Cube’s studio team, led by manager Sean Druitt, spent 18 months engaging with the community and six months coding the software to bring Chem World to life across two storeys of Cube screens.

It includes an interactive periodic table with crowd-sourced content moderated by professional chemists, and artworks created by students.

Chem World is one of many projects that involve Cube staff collaborating closely with communities, government and business.

QUT’s Visualisation and eResearch team, based at the Institute for Future Environments, is partnering with the Queensland government to build The Cube Globe for the G20 Summit in November.

The Cube Globe is a world-first interactive platform that displays a vast amount of the government’s open data sets and satellite imagery so G20 visitors can easily explore trade and investment opportunities within Queensland.

It will be seen by G20 delegates, business leaders, expert groups, media, tourists, and residents of Brisbane from October.
We’ve designed The Cube Globe as a narrative that is underpinned by hard data—it tells stories about Queensland’s performance in key economic sectors using a combination of state-of-the-art immersive visualisation, interactive maps, animation and multi-media design,” Visualisation and eResearch manager Gavin Winter said.

Following the G20, Mr Winter’s team will adapt The Cube Globe for educational purposes, and for mobile devices and networked installations worldwide.

‘Our goal is to help communities realise their place in the world, understand what happens around us, and reach understandings of the challenges and opportunities the world faces now and into the future,’ he said.

QUT staff are also collaborating with Microsoft Research to adapt its WorldWide Telescope (WWT) for large-scale touch-screen environments. WWT is a web portal that brings together imagery from the world’s best telescopes, enabling people to explore the universe from their desktop.

They are also working with National ICT Australia, the nation’s largest organisation dedicated to ICT research, to enhance spatial information technologies internationally.
International award

QUT geneticist Dr Jyotsna Batra has won a top Indian award for her research into identifying men who are predisposed to developing prostate cancer by finding the genetic factors responsible for the cancer. Dr Batra, from QUT’s IHBI (Institute of Health and Biomedical Innovation), is one of only 30 recipients of the 2014 Mahatma Gandhi Pravasi Samman award, given to people of Indian origin living in other countries to help further their education or careers. Dr Batra moved to Brisbane to take up a postdoctoral fellowship at IHBI five years ago because of Brisbane’s strong medical research capacity and infrastructure and the institute’s collaborative approach.

Sunflower power

A young researcher who engineered sunflower seed proteins that can help sufferers of itchy skin conditions such as eczema, dermatitis and rosacea has been recognised by the Australian Society for Medical Research (ASMR). Simon de Veer, from QUT’s Institute of Health and Biomedical Innovation, received the prestigious ASMR Queensland Postgraduate Award for his research on engineering naturally occurring cyclic peptides found in sunflower seeds that inhibit the over-shedding of skin cells. It is hoped the award will help attract funding and industry partners to eventually enable clinical research.

End of life

QUT has hosted the first international meeting of world-leading experts from law and medicine, bioethicists and philosophers to explore confronting end-of-life issues. The 2014 International End of Life: Law, Ethics, Policy and Practice Conference attracted almost 350 delegates to Brisbane and featured a debate on euthanasia ethics between philosopher Professor Peter Singer and American theologian Associate Professor Charles Camosy. The conference was initiated by QUT’s Australian Centre for Health Law Research and co-hosted with the Dalhousie Health Law Institute of Canada and the Tsinghua Health Law Research Center of China. It tackled ethical and practical questions, including the ethics of terminal sedation and redefining death for the purpose of organ donation.

LNG workforce

Research released by QUT and the Air Energi Group has analysed the potential workforce-related risks for Australasia’s liquefied natural gas (LNG) sector. The study, conducted by QUT Business School’s Dr Karen Becker and Michelle Smitd, highlighted the attraction and retention of talent as one of the critical issues for the oil and gas industry at a time when the available pool is shrinking due to high demand and an ageing workforce. With an unprecedented level of LNG projects in the pipeline, workforce costs and continued personnel shortages could contribute to project delays or cancellations.
A school historian has made his own history by graduating from QUT at 87.

By Sandra Hutchinson

Dr Geoffrey Swan became QUT’s oldest person to graduate when the 87-year-old donned mortar board and robes to accept his Master of Arts (Research) degree at the mid-year graduation ceremonies in July.

The former teacher and school inspector now holds a PhD and three masters degrees.

His passion for education history led him to research his latest thesis. *The Rise and Demise of the Inspector of Schools in Queensland* takes a candid look at the influences that led to the removal of the school inspector role—a position Dr Swan held for 14 years with much devotion, after starting his teaching career in special education in 1953.

Love or loath them, he said school inspectors made a valuable contribution during their time (1863 to 1989), acting as the vital link between teachers and the Director-General, and the enforcer of guidelines and standards in schools.

‘School inspectors had a really difficult job,’ Dr Swan said.

‘In the very early days they had to travel between schools on horse or coach, and for longer journeys used the coastal shipping routes and railways, setting up camp when they arrived.

‘Teachers, many of whom were poorly trained and incompetent, were hostile towards inspectors whose role it was to correct any shortcoming.

‘But as time moved on and as teachers moved away from “on the job” training to departmental-controlled teachers’ colleges and eventually independent training in colleges and universities, they became more independent and confident in their task.’

Dr Swan said the ultimate downfall of the school inspector was the turbulent times between 1982 and 1989 when there was a change in the function and relationship between the Education Minister and the Director-General, and an increasing politicisation of education.

Dr Swan has already embarked on writing two more articles—one looking at his time at the Kelvin Grove Teachers College and another at how children in Queensland have learnt to read.
Australians have continued their love affair with Twitter and now have 2.8 million accounts.

By Kate Haggman

The world's first comprehensive survey of the global and Australian Twitterspheres has clocked Australian Twitter accounts at 2.8 million.

Researchers filtered 750 million global accounts to identify how many were Australian and map their location.

QUT Social Media Research Group (SMRG) leader Professor Axel Bruns, who is a researcher at QUT's Creative Industries Faculty, said the study provided the first detailed insight into how Australians use the online social networking service.

It showed that Twitter adoption in Australia grew slowly before peaking at more than 100,000 new registrations per month in early 2009.

The monthly growth rate since 2010 averaged some 45,000 accounts, trending upwards to reach 80,000 new accounts in the month of August 2013. Total Australian Twitter accounts hit 2.8 million in September 2013.

'The early hype that saw substantial numbers of early adopters flock to the service may be gone, but as an established social medium, Twitter now enjoys a relatively steady influx of new Australian accounts,' said Professor Bruns.

Queensland and the Northern Territory are among the leading adopters, while ACT residents appear to be especially enthusiastic Twitter adopters.

'If this Canberra concentration is confirmed by further analysis, it would point strongly to the growing importance of Twitter in the public debate of political and social matters,' said Professor Bruns.

The study gives SMRG researchers a benchmark for further analysis in their two-year project funded by a $710,000 Linkage, Infrastructure, Equipment and Facilities (LIEF) grant from the Australian Research Council.

QUT is collaborating with Deakin, Curtin and Swinburne universities and the National Library of Australia to develop tools for large-scale research into Australian uses of social media.

The full report is available on the SMRG website (http://socialmedia.qut.edu.au).

Mums’ e-tips

Facebook groups for mothers are overtaking the traditional mums-and-bubs playgroup environments as a trusted source of advice, an Australian study has found.

Dr Rebecca English, from QUT’s Faculty of Education, said word-of-mouth in online mothers’ groups had become a major influence in mothers’ buying habits.

‘The study found mothers trust mothers, and mothers tend to trust the opinions of other mothers when they recommend a product,’ she said.

‘It is not surprising that social media makes a contribution towards the buying behaviour of its users, but what is surprising is the strength of these non-face-to-face opinions in online mothers’ groups and communities.’

While this online presence represents a largely untapped marketing tool for businesses, Dr English warned bad reviews could hold as much weight as a positive review.
By Debra Nowland

Most toddlers are at risk of not getting enough iron in their diets, a QUT nutritionist has warned.

In a study led by QUT’s Institute of Health and Biomedical Innovation, researcher Rebecca Byrne found iron deficiency anaemia remained an issue for toddlers.

Mrs Byrne said the toddler age could be characterised by what parents perceived as fussy eating and a fear of trying unfamiliar food.

‘It’s sometimes a stressful time for parents but the key is to just relax,’ she said. ‘Food refusal is normal and a poker face is needed.’

The study investigated the diets of more than 550 children aged 12 to 16 months over a 24-hour period.

Mrs Byrne said it provided the first insight into the dietary habits of Australian toddlers.

‘Dairy and cereal were the most commonly consumed food groups and the highest contributor to a child’s daily energy intake,’ she said.

The results showed the quality of the children’s dietary intake was highly variable.

Mrs Byrne said 22 per cent of children consumed no meat and almost half of those who did ate less than 30 grams.

‘Only 56 per cent consumed enough fruit, vegetables, cereals, meat and dairy in a 24-hour period, while 13 per cent only ate foods from three or fewer core food groups,’ she said.

Mrs Byrne also warned too much reliance on formula and milk led to toddlers feeling full and unlikely to try new foods.

‘The results also showed a quarter of children were still breastfed beyond 12 months of age,’ she said.

The project was a part of QUT’s obesity prevention study, NOURISH, which monitored nearly 700 mothers and their children until age five.

24-hour toddler diet findings:

- 97% ate breakfast cereal, whole wheat biscuits, white and wholemeal bread
- 96% ate dairy, such as cow’s milk and cheddar cheese
- 91% ate discretionary items such as cakes, pastries, plain sweet biscuits, crisps and Vegemite
- 87% ate fruit such as bananas, dried sultanas, strawberries and seedless green grapes
- 78% ate meat and alternatives
- 77% ate vegetables such as carrots, potatoes and broccoli
- 32% drank formula—either infant, follow-on or toddler milk

An Australian-first study of toddlers’ diets has found almost one in four doesn’t eat meat.
**Medal haul**

By Kate Haggman

Australia’s swimming star sisters, QUT students Cate and Bronte Campbell, are looking forward to repeating their golden Commonwealth Games performance on the Gold Coast in 2018.

The Brisbane siblings are members of QUT’s Elite Athlete Program, with Cate studying media and communication at Kelvin Grove campus and Bronte doing a business degree at Gardens Point.

At the recent Glasgow Commonwealth Games, the Campbells amassed five gold, two silver and a bronze medal between them.

In fact, the 13 QUT students and alumni who competed as part of the 2014 Australian team clocked up a medal tally that would make three-quarters of participating countries envious—they claimed an amazing 17 medals.

Bronte Barratt (who is studying medical imaging science) collected one gold and two bronze, while Christian Sprenger (business) defied a shoulder injury to claim silver and bronze.

Our 2012 justice graduate Madonna Blyth captained her Hockeyroos team into first place, 2014 accountancy graduate Grant Irvine won silver in the pool and 2007 applied science graduate Damon Kelly claimed bronze in weightlifting. QUT’s most senior participant, 75-year-old architecture alumnus Bruce Jones, took bronze in the para-sport mixed pairs lawn bowls event.

**Broncos at uni**

QUT’S proven track record of helping athletes continue to excel at their sport while gaining a university qualification is now helping young Broncos players.

QUT Elite Athletes Program coordinator Alison Thomson said the university was working with the NRL and Broncos to support players in the ‘Graduates of League’ program.

‘The Broncos insist their young players either work or study in the time they are not training and we have six under-20 players who started study at QUT this year,’ Ms Thomson said.

They are provided with student tutors, flexible exam timetables, early class allocations to avoid training clashes, and social opportunities to meet other student athletes.

For Broncos under-20 Jack Tuttle, who is studying business at QUT, it is important to plan for life after sport.

‘Not many people make it and if you do make it things like injuries can cut your career short. This allows us to compete and have something after football,’ he said.

Ms Thomson said young athletes acquired many attributes employers looked for such as teamwork, communication skills and work ethics.

The Elite Athletes Program supports more than 300 athletes and has run for 10 years following an agreement between QUT and the Australian Sports Commission.
With Ken Gideon, Alumni Manager

Workplace giving makes staff happy

New research by the Australian Charities Fund and the Centre for Social Impact has found a correlation between workplace giving and being happy at work. More than 4000 people from 30 employers across Australia took part in the survey, with 95 per cent saying they were interested in giving to charity, but 27 per cent not being aware that their organisation had a workplace giving program. The study found workplace giving donors had significantly more positive perceptions and motivations than employees who did not give. QUT has one of the most successful staff giving programs among Australian universities. More than 500 staff make fortnightly payroll donations to a variety of areas including research and scholarships.

QUT staff happy

QUT’s latest Staff Opinion Survey has again found that people love working here, with 89 per cent of employees saying they were proud to work at QUT. The university also achieved an overall positive score of 81 percent for passion (engagement) and had above average results compared to other universities that run similar surveys.

Alumni Awards sponsor

A long-time sponsor of the QUT Outstanding Alumni Awards, Tynan Mackenzie financial planners, has been renamed ipac. The name change formalises the relationship between ipac and Tynan Mackenzie. The company has many clients who are QUT alumni and staff members, and each year offers seminars for QUT alumni, staff and friends. To register your interest in upcoming seminars at QUT, please contact the QUT Alumni team at alumni@qut.edu.au

Alumni website update

The QUT Alumni website has undergone a makeover. You can now easily update your details and change your communication preferences (including signing up for our enewsletter) online.

QUT staff donors pictured from left: Mrs Sheila Snape, Professor Paul Makeham, Professor Susan Scacce, Mr Alemania Ierome, Ms Julianne Paltridge and Ms Shannon Hore

Contribute to QUT Stories

QUT Library is developing a new digital collection, QUT Stories. The collection will highlight QUT and its predecessor institutions’ social and academic history from 1849 to the present. We invite you to donate your print or digital photos (resolution of at least 300dpi) relating to QUT—for example, images of campus life, distinguished alumni, and cultural and sporting events. Please contact digitalcollections@qut.edu.au

Interested in joining the Creative Industries Alumni Chapter?

The QUT Creative Industries Alumni Chapter is currently seeking new members. If you’re a creative industries alumnaus and are interested in joining an alumni chapter visit www.qut.edu.au/alumni or email alumni@qut.edu.au

Download the full issue FREE for your tablet

Delve further into stories, view short videos from experts and learn more about QUT research through the new tablet version. Search for QUT Links Alumni Magazine.
Justice student Jyi Lawton is QUT’s Student Leader of the Year

By Mechelle McMahon

Jyi Lawton’s outstanding leadership efforts as a justice student, youth worker, rugby league player/coach, student ambassador and Indigenous mentor have been recognised with QUT’s 2014 Student Leader of the Year award.

The multi-talented, 23-year-old Bidjara man from Mackay is the first Indigenous recipient of the title.

Jyi received his award at a mid-year presentation where he thanked guests including his partner, mum and brother, and members of QUT’s Oodgeroo Unit and Equity Services for their support.

‘It means everything to me; I probably wouldn’t be enrolled if it wasn’t for their support,’ he said.

Jyi is in his final year of a Bachelor of Justice degree with the Faculty of Law and has always had a passion for helping others.

He has been an active QUT Student Ambassador, Equity Ambassador and Oodgeroo Unit Ambassador since 2010 and has also mentored young school students as part of the Australian Indigenous Mentor Experience while at QUT.

A talented rugby league player, he coaches the Under 12s Kambu team, has played in the Jack Barba Memorial Team, and represented QUT in the National Indigenous Tertiary Education University Games.

In 2012 he was awarded an Indigenous Cadetship with the Law and Justice Research Department within Queensland’s Department of Premier and Cabinet.

In addition to his part-time justice studies, he is also currently a youth worker at the Brisbane Youth Detention Centre at Wacol—a role he hopes to continue after he graduates from university.

‘Next year I’d like to keep working in the detention centre and I’m hoping to move up to a role as a program coordinator there at some stage,’ he said.

I got into justice studies to be able to promote social justice for Aboriginal people and the community. It’s the rewarding nature of it, and having the opportunity to have an influence on other people’s lives.’

QUT’s annual Student Leadership Awards are an initiative of the QUT Alumni Board.

Young philanthropist

QUT business student Thomas Davies has been named Queensland’s 2014 Young Philanthropist of the Year by the Queensland Community Foundation.

QUT Alumni nominated Tom for the award in recognition of his fundraising work for The Black Dog Institute, which does research and education programs on mood disorders.

Tom’s support of Black Dog was motivated by the 2007 suicide of his brother Josh, who was also a QUT student.

Since then, Tom has been determined to educate others and raise awareness about mental health, bipolar disorder, and depression.

At the age of 19, he hosted the first Josh Davies Memorial Golf Day and raised $9700. In 2012, Tom and his team began the JED Project at QUT and have raised an additional $38,000 through golf days and auction events. All funds have been donated to The Black Dog Institute.
IT was a night of memories, emotions and forward thinking.

The QUT Gala 25th Anniversary Dinner was a sold-out success in September, attracting 800 guests to the Brisbane Convention and Exhibition Centre.

The event commemorated the 25th anniversary of QIT gaining university status and becoming QUT back in 1989.

University staff and alumni were joined by business and industry leaders, arts identities, philanthropists and other education supporters for the black tie affair.
It's incredible what QUT students can accomplish when determination meets inspiration.
QUT students are our future scientists, teachers, engineers, paramedics, entrepreneurs, legal professionals, and performers. These talented students might never reach their full potential without philanthropic support to pursue their studies. As a QUT alumnus or supporter, please make a donation to invest in their future.

The effects of your 25th Anniversary gift today will last a lifetime.

Yes! I would like to make a gift to celebrate QUT’s 25th Anniversary.

Your donation towards:
1. The QUT Learning Potential Fund provides scholarships for highly motivated but financially struggling students. Donations to the Learning Potential Fund are matched dollar-for-dollar by QUT.
2. The QUT Institute of Health and Biomedical Innovation (IHBI) will support scholarships for student researchers who will become our future scientific and health research leaders.
3. QUT Creative Industries Scholarships will support talented students of the creative arts, communication and design to aspire to world-class achievement.

How to donate

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Scan the QR code >

Phone +61 7 3138 5356, 9am-4.30pm AEST, Monday-Friday

Post
Reply paid mail to: [no stamp required] Queensland University of Technology
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I would like to direct my donation towards:

☐ QUT Learning Potential Fund scholarships
☐ QUT’s Institute of Health and Biomedical Innovation (IHBI) research scholarships
☐ QUT Creative Industries Scholarships
☐ Other ____________________________________________

$25 $50 $100
$500 $__________________________

I will make my gift by:

☐ Cheque/money order [made payable to QUT]
☐ Credit card

Name on card ____________________________

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Expiry ______/_____/_______

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Signature ____________________________

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Thank you! Your donation makes a real difference. A receipt will be sent to you shortly. All gifts of $2 and more are tax deductible in Australia.
Goal-driven scholar

By Mechelle McMahon

QUT nursing student and goal umpire Stephanie Moller is one of 24 inspiring young people to be awarded QUT’s inaugural Tim Fairfax AC Learning Potential Fund Scholarship for regional and rural students.

Stephanie, 17, from Childers, has almost finished the first year of her nursing degree at QUT and hopes to also study paramedic science.

She combines her studies with part-time work as an Australian Rules umpire in the NEAFL (North East Australian Football League) and the QAFL (Queensland Australian Football League).

Her ultimate sports dream is to be a national league umpire and to umpire an AFL grand final with her role model, QUT journalism graduate Chelsea Roffey. In 2012 Ms Roffey became the first woman to be an umpire at an AFL grand final.

Stephanie hopes her people skills and an ability to handle pressure will serve her well as she pursues dual careers in sport and health.

‘I’m very much into high-intensity, on-the-spot decision making,’ she said. ‘I think that’s why paramedic science and umpiring appeal so much.’

Stephanie said receiving the scholarship had made a big difference to her life.

‘It’s amazing—receiving the scholarship has been a blessing,’ she said.

The QUT Learning Potential Fund provides financial support to students experiencing hardship through equity scholarships and bursaries. Find out more: www.qut.edu.au/giving/learning-potential-fund

‘Moving from a quiet little bush town to the city is a big adjustment in itself. My family isn’t wealthy and getting the scholarship means I can breathe a bit easier. Going to university would be a lot harder and a lot more stressful without it.’

Stephanie’s proud parents, Sharon and Matthew Moller, pictured back cover, drove to Brisbane from Childers earlier this year to attend the scholarship presentation ceremony at Old Government House on the Gardens Point campus.

Applications are now open for the 2015 Tim Fairfax AC Learning Potential Fund Scholarships, worth $5000 each, through QUT’s Equity Scholarships Program (equityscholarships@qut.edu.au).

They will be awarded to 24 students annually, thanks to a very significant donation to the Learning Potential Fund by Mr Fairfax, who is a pastoralist, philanthropist, and the current QUT Chancellor (an honorary position as the formal head of the university).

The scholarships are open to people from regional and remote areas in Queensland or the Northern Territory who want to study at QUT.

Mentors help kick-start careers

QUT’s Career Mentor Scheme, the largest program of its kind in Australia, continues to go from strength to strength, matching 808 students with mentors in 2014. This number has doubled from 404 in 2011 and more than half of the 600 matched mentors are QUT Alumni. Industry professionals interested in being matched with a student for a year can email mentor@qut.edu.au
This year QUT is celebrating its 25th anniversary.

While we mark the striking development of this university from its beginnings in the sweeping ‘Dawkins reforms’ to higher education, this year also has seen the Australian government propose the most fundamental changes to higher education policy since that time.

The reforms ushered in by John Dawkins in the late 1980s saw a diverse, sprawling set of institutions drawn together into a simplified set of public universities, where domestic students began contributing to the cost of their education within parameters set by the government.

Over time this system has expanded and grown more complex.

Around one million Australian students now study together with more than 330,000 students from overseas.

The share of costs borne by Australian undergraduate students has also risen, to around 40 per cent on average and in some courses more than 80 per cent.

Alongside Australia’s 37 public universities we now have three private universities, two overseas universities and more than 130 other institutions providing higher education.

In this year’s federal budget the government has announced a complex set of reforms which combine deregulation of the sector with reduction of public subsidies for tuition.

Publicly subsidised places will continue to be uncapped, and extended to sub-degree level, and such places along with student loans will be made available to the private sector on the same basis as public institutions.

However QUT has serious reservations about the impact on students of rising debts, particularly if those debts are to accrue ‘bond level’ interest rates.

We have led the sector in providing support for disadvantaged students through QUT’s Learning Potential Fund, and the need for this support will by no means be displaced by the scholarships program the government is foreshadowing.

Our next 25 years of development will take place in very different circumstances to our first quarter of a century.

What is certain is that QUT will continue to put the interests of students at the forefront and to emphasise and deliver outstanding quality, relevance and accessibility for people from all walks of life.

But, unlike in England, it proposes to remove completely any cap on university fees, with the proviso that 20 per cent of any fee revenue gained after making up the government cuts is to be set aside for scholarships for disadvantaged students.

These reforms are currently before the Senate, and no doubt will be modified.

QUT acknowledges that there are some clear benefits in deregulation, and we welcome rather than fear competition.

For many years universities have struggled with government to secure adequate funding for higher education, and greater freedom to determine our own circumstances will be of benefit to universities and to students.

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With the Vice-Chancellor

Professor Peter Coaldrake AO
Vice-Chancellor