



The science of having fun!



National Science Week

Helen Parker embodies the essence of National Science Week this year.

The theme is Science in Sport, which is what UWA's Department of Human Movement and Exercise Science is all about.

But Dr Parker is especially on the ball when it comes to science in sport, using her professional skills to the advantage of the Western Australian Football League. She is the first woman to be a commissioner for the WAFL.

Her background is pure football, with a father who was a Sandover Medallist (Clive Lewington) and four brothers with whom she constantly played footy in the backyard.

She and her husband and children are members of both the Eagles and the Dockers as well as avid Westar Rules followers.

"I just love the game," Dr Parker said. But it was not only her passion and past connections that secured her the post on the WA Football Commission.

"My scientific background and my broad knowledge of sport science is an asset for them. There are no other scientists on the board," she said.

One of the Commission's roles is the promotion of football in WA and Dr Parker's specialist research area of motor development in early childhood fits in perfectly.

She and colleagues Dr Dawne Larkin and Honorary Research Fellow Dr Beth Hands are in the process of setting up a category A research centre (a small one that will be wholly department-based) for lifespan development.

The centre (which has still to be rubber-stamped) will provide consultancies for schools and in-service training for schoolteachers.

"Our aim is to teach kids the basic skills of throwing and catching while they're very young, so they can participate in and enjoy sport. If they love their sport, they'll continue to play it as they grow up, and they'll be healthier, fitter, happier adults."



Dr Helen Parker combines the two aspects of her work and teaches Erin Lloyd to kick a footy.



Achieving a Sense of Place

A sense of place, a sense of community, a sense of belonging . . . all these aspects of our lives and our identities continue despite our increasingly globalised world.

Indeed, some people would argue that they have become even more important, precious, endangered, because international change is transforming our society, challenging our cultures, propelling us towards futures over which we appear to have overall control. The nation-state itself — so much the creation of the last few centuries — may yet, in some scenarios, join the discards of history, along with old kingdoms and empires. The financial markets of the world operate as if a new world is already here.

These elemental issues are in part being addressed as one of the working themes of our new Institute of Advanced Studies, in a bold and challenging set of lectures, seminars and conferences for 2000 under the banner of "Land, Place, Culture and Identity", organised by Professor Gareth Griffiths (English) and Associate Professor David Trigger (Anthropology).

We have also recently bestowed an Honorary Doctorate of Letters on our Emeritus Professor George Seddon, scholar extraordinaire, and who for the last 30 years or more, has been provoking us to think about our environments — whether as natural order, or as social community. It is indeed he who has put "A Sense of Place", as a concept and a general phrase of usage, into our public language.

These matters belong on our campus. UWA was founded by community action and community will. The mission of the University was to be a powerhouse for the state — in knowledge, skills and cultural values. The first history of UWA, by the redoubtable Professor Fred Alexander, was aptly called *Campus at Crawley* (1963). The more modern era was described by Brian de Garis in a volume entitled appropriately *Campus in the Community* (1988).

In aspiring to be an internationally recognised research-intensive university, with a clear nexus between that scholarship of discovery and student learning, UWA remains deeply aware of its immediate community responsibilities. For community means not only service but also strength in

support for the University, in its resourcing, positioning and capacity. See our current operational plan, *Achieving International Excellence* (1999)!

How do we institutionally carry out these community responsibilities? Part of it is informal (the campus is open to all who wish to enjoy its ambience and facilities), and part of it is personal — many of us are involved in a myriad of community activities and organisations. (My own special community work is with schools, unemployment and certain charities).

But there are also formal and funded functions. I think of our sports clubs and Guild societies, our public lectures, musical and dramatic productions.

And then, beyond that, there are the major outreach agencies of UWA: the UWA Press (with an annual subsidy of \$283,000), the Lawrence Wilson Art Gallery (\$336,000), the Berndt Museum of Anthropology (\$178,000) and the Perth International Arts Festival (\$500,000).

I regard these community activities as part of the core of the UWA mission in our state and immediate environment, and the division of Community Relations (headed by Associate Professor Margaret Seares as Pro Vice-Chancellor) as a vital part of UWA in the twenty-first century.

The recent Perth International Arts Festival drew more than a million people to its events off and on the campus. It also achieved remarkable artistic reviews in the state and national press — good for WA and excellent for UWA. The financial results were however disappointing, with a shortfall of \$2.6 million. Fortunately, and critically, our own subsidy to PIAF, as a division or department of UWA, is a small proportion of its operating income. The Festival has always commendably and essentially raised its own budget. Currently it has attracted a \$12 million subsidy from the Lotteries Commission (for 2000 to 2003), together with annual ticket sales and corporate sponsorships of over \$2 million per annum. So the current deficit will be managed within that overall budget. UWA will be providing no more than the annual subsidy but will continue to receive the marketing benefits for the University which the Festival is required to provide as part of its performance agreement.

I focus on the Festival because its budget has been in the news, but lets also celebrate the wonderful recent benefaction of Dr Harold Schenberg, of some \$3 million, given towards the creation of an arts complex that will, at last, provide an appropriate museum for the unique and precious Berndt Collection. No longer will the University have to suffer the criticism from Federal authorities, or from state auditors, as to the state in which the collection is currently housed!

UWA is supported in these ways by its community because it is so strongly identified with our society, its values, aspirations and future.

That is at the heart of our Sense of Place.

Professor Deryck M. Schreuder
Vice-Chancellor and President
vc@acs.uwa.edu.au

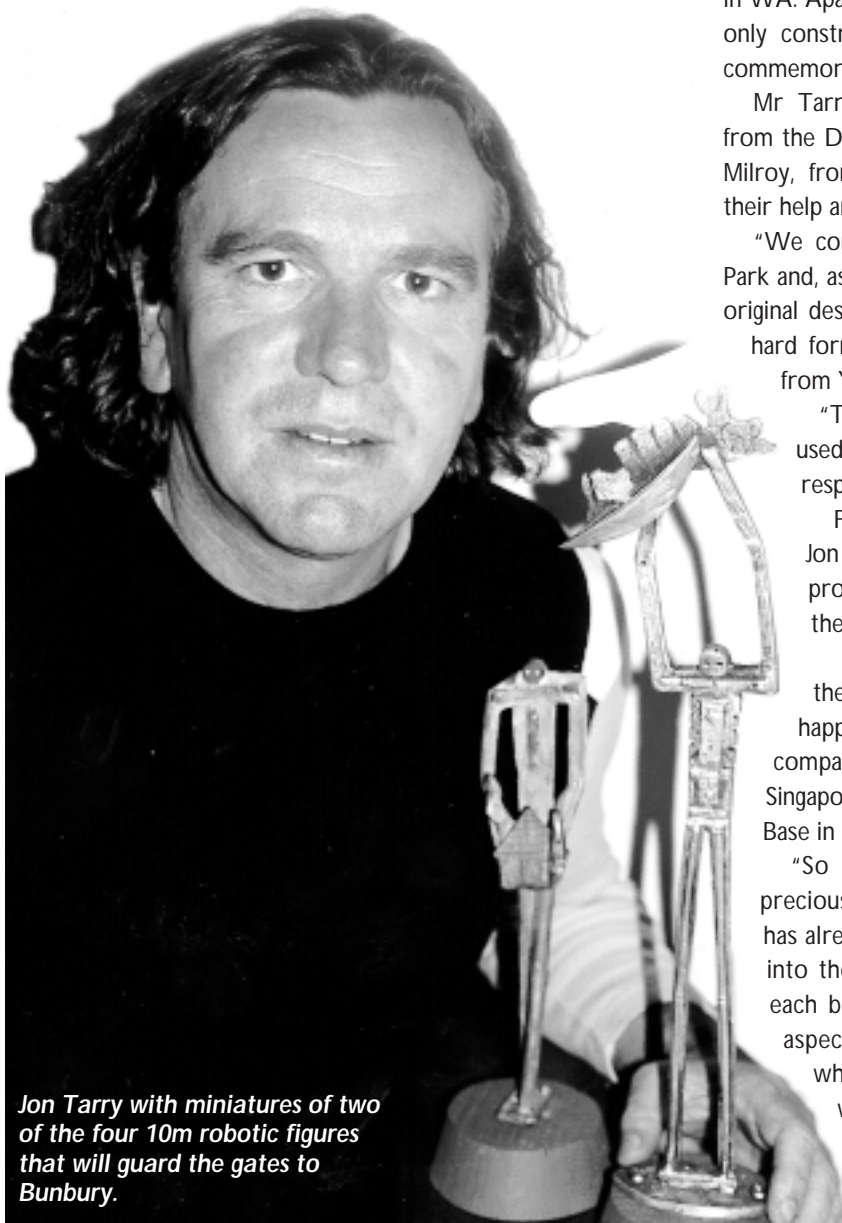


Successfully extreme

Jon Tarry's life just now is full of extremes — but they have one element in common: success.

The Architecture and Fine Arts lecturer has recently been awarded three major public art commissions, has been invited to take part in an international art event and has had three pieces bought by a famous designer for installation in one of the world's best known buildings.

In June, Mr Tarry will go to Lodz, Poland, to take part in a 20-year-old art project, "Construction in Process". It is a continuing event that started with the Solidarity movement in Poland and gathers artists from all over the world every three years.



Jon Tarry with miniatures of two of the four 10m robotic figures that will guard the gates to Bunbury.

The artists celebrate both the essence of their work and the links between East and West, working together for two weeks before their work is open to the public.

A different 150 artists are invited each time.

When he leaves Poland and the Solidarity theme, Mr Tarry heads for New York, to the famous art deco Chrysler building, which houses the offices of French designer Ralph Lauren — from one extreme to another.

Lauren has recently purchased a series of three wall constructions by Mr Tarry, representations of the Western Australian landscape. He will supervise their installation in the Chrysler building.

Back home, the extremes continue: from a memorial to firefighters in Kings Park, which Mr Tarry describes as a horizontal design, to a new entry statement for the City of Bunbury: four ten-metre high stainless steel robotic figures — definitely a vertical statement.

Both of these and his third civic design, a sculpture for the new town square in Wanneroo, which won him the \$10,000 Joondalup Art Award, will have been built by the time he leaves for Poland in June.

The memorial to firefighters, both volunteer and career and the SES, celebrates 100 years of fire and rescue services in WA. Apart from the Pioneer Women's Memorial, it is the only construction of its kind in Kings Park that doesn't commemorate war.

Mr Tarry thanked his UWA colleagues, Grant Revell, from the Department of Architecture and Fine Arts, and Jill Milroy, from the Centre for Aboriginal Programmes, for their help and advice on the memorial.

"We consulted the Aboriginal representatives of Kings Park and, as a result of that consultation, I changed from the original design using red granite to using Beelurup stone, a hard form of Donnybrook sandstone, and Avon granite from York.

"The Aboriginal representatives didn't want stone used that came from outside Nyoongah country and I respect that," Mr Tarry said.

From a low profile natural stone meeting place, Jon Tarry turned his design skills to a huge gateway project that will dominate a big traffic roundabout at the entrance to Bunbury.

"The theme is 'Bunbury — Port City'. Each of the four roads leading in and out of the roundabout happened to line up with the four points of the compass. I extended those lines and they came to Singapore, Capetown, Wellington and Davis Research Base in the Antarctic," said Mr Tarry.

"So I've asked those places to give me a non-precious item to build into the sculpture. Davis Base has already sent an ice pick. These items will be welded into the hands of the giant robotic figures, which will each be holding something to symbolise the different aspects of Bunbury: the ocean, the harbour, the wheat silos, the suburban homes, the surf, the woodchip heaps ..."

The second half of the year will be devoted to another of Mr Tarry's passions: teaching his students.

New gallery, collection and awards from art gift

Flamboyant Perth dermatologist, art collector and patron, Harold Schenberg, has made an enormously generous bequest to the University.

Suffering from terminal cancer, the colourful yet distinguished character who has found such joy in being an art donor, entertained guests at the launch of his gift to UWA by playing his beloved jazz piano.

His bequest will see the building of the Dr Harold Schenberg Art Centre, as an extension to the Lawrence Wilson Art Gallery, providing a new home for the Berndt Museum of Anthropology and its invaluable indigenous collection.

The new centre will also house UWA Press, the Perth International



Arts Festival, more gallery space for LWAG and a UWA Press bookshop.

Dr Schenberg's gift of \$2 million will be put into the planning and construction of the new gallery.

It will also house his extensive Pavilion Collection: paintings, drawings and other works of art, furniture, musical instruments, silver and porcelain, collected over his lifetime.

As well as the bequest of \$2 million and his fantastically eclectic personal collection, Dr Schenberg has also instituted two annual prizes, one in visual arts, the other in music.

The Dr Harold Schenberg Prize for Genre Painting will be a \$35,000 prize for travel outside Western Australia for a local artist. Not only has Dr Schenberg hugely enjoyed acquiring his own works of art over his lifetime, but he has also been extremely generous

The patron plays . . . Dr Harold Schenberg at the piano.

with his donations to galleries and his patronage of emerging artists.

The Dr Harold Schenberg Jazz Prize will immortalise his other love, jazz music, in a \$15,000 annual prize, once again for travel outside WA for a local jazz musician.

His bequests have delighted the University community but none more so than Dr John Stanton, the Curator of the Berndt Museum.

"I'm so thrilled that now we will be able to exhibit so much of the collection that has been kept packed away because of lack of space, and, even more importantly, that at last we will be able to look after the collection the way it should be looked after," Dr Stanton said.

Scientific fellows

A mathematician and a civil engineer from UWA are the latest Fellows to be elected to the Australian Academy of Science.

Professor Adrian Baddeley's specific area of interest in mathematics is probability and statistics and his work in image analysis, spatial statistics, stochastic geometry and stereology have earned him his place in the Academy.

Professor Mark Randolph is Director of the Centre for Offshore Foundation Systems and is head of the Geomechanics group at UWA. The Academy recognises his work in the areas of offshore structures, piles and pile groups.



Human Movement and Exercise Science

Big reunion a huge success

There was plenty of human movement from the 632 jaws of the guests, not to mention their legs and hips on the dance floor.

Noise levels and excitement remained high for the entire evening of the Department of Human Movement and Exercise Science's Grand Reunion 1965 to 1999.

The class of 1970 wore specially printed T-shirts while the class of 1986 all came dressed in safari suits. But the fashion stakes were won by a bride and groom, who spent 40 minutes at the reunion in between their wedding

Jemma Morris (Kingswood campus) and Wendy Stuart (St Columba campus) light one candle from two tapers, symbolising the new entity.



Old colleges join forces for new community

The commissioning of the University's new residential college, St Columba—Kingswood, celebrated its future by bringing together the past and the present.

The past, in the forms of the Rev. David Robinson, the inaugural principal of St Columba College, and Emeritus Professor Roy Lourens, who was involved in setting up Kingswood College, each spoke to the guests about the spirit in which the two colleges were established.

The new head of the combined college, Alec O'Connell, repre-

senting the present, said the college community was "only able to continue because we have grown out of two very strong and unique heritages".

The new combined college was officially commissioned by the Moderator of the Uniting Church in WA, the Rev. Elizabeth Burns.

Although a decision was made last year to combine the colleges, for reasons of efficiency, the combined college still bears both names.

Alec O'Connell said it could be more than a year before a name change was considered.

The college's big challenge now is to provide the "family" experience for its vastly diverse residents.

"In our community we have residents from 23 countries spanning the globe," Mr O'Connell said. "It is this diversity that provides our community with the opportunity to learn new ways, cultures and hopefully make life-long friends.

"The potential for interaction and long-term benefits does not come from simply pursuing an academic outcome. It comes from the humanness that one encounters in a residential community," he said.

ceremony and their reception. Nothing was going to keep Ted Polglaze from this long-awaited reunion!

The organisers were thrilled with the number of graduates who turned up, including teachers, sports scientists, health promoters, recreation administrators, exercise physiologists, gymnasium owners, occupational therapists, medical technicians, lawyers, firemen and police officers.

Emeritus Professor John Bloomfield spoke to the gathering about the efforts of staff and students to make the department a success, and

proposed a toast to the past.

Professor Bruce Elliott talked about the present and future role of the department and proposed a toast to the future.

Positive outcomes from the reunion — apart from a damn good party — include placements for undergraduate and postgraduate practicum programs, feedback on quality of current graduates, and access to possible business alliances.

The organisers thanked UWA Alumni Office, Rod Robinson, David Oldland, Colin Phillips, Pat Stevenson and Coca-Cola for their assistance.

The newlyweds join the party.





Cool changes make radical savings

Radical changes to the mechanical services at UWA have saved more than a million dollars and the production of more than 13,000 tonnes of CO₂.

The vast majority of these power savings are directly attributable to the conversion from pneumatic control to Direct Digital Control (DDC) of air-conditioning.

The operation of other mechanical equipment has also been converted to the DDC.

Central plant technicians under John King, Senior Technical Officer (Mechanical) can now fine-tune the air-conditioning and other mechanical equipment throughout the University from their computer terminals, getting the optimum running conditions that were not possible with pneumatic controls.

The changes and savings have been an ongoing project and challenge for Mr King, since his arrival at the University in January 1991.

'My initial inspection showed that the mechanical services were in a far worse state than I had ever imagined,' he said.

'Most air-conditioners were not performing efficiently, some were running wild, economy cycles were not working, and sometimes heating and cooling valves were open at the same time!

'There were other problems with mechanical services generally. In a lot of cases, air-conditioning units had been located in ceiling spaces and seemed to have been forgotten.

'Preventative maintenance was non-existent!'

Systematic conversion to DDC for most of the University's major buildings took the next nine years. At the end of 1999, only the Chemistry building and Animal House 3 (which are due to be refurbished and demolished respectively) had not been converted.

Mr King explained that, under the old system, some air-conditioners were left running all day and all night, even when buildings were empty. Now air-conditioning units can be shut down and restarted as needed.

The savings, in spending on power, have now reached \$1,445,030 and emissions of carbon dioxide have been reduced by 13,136 tonnes.

'We are very proud of our achievements,' said John King, but insisted that it was not his effort alone.

'It's been very much a team project and the guys in the central plant room are as much a part of the team as I am,' he said.

Mr King has put together a report on the retrofitting of the University buildings and the energy savings, for a WA Energy Efficiency Award. He has entered the project in two categories of the Government award: the Energy Achievers' Award and the Commercial Buildings Award.

Winners will be announced in June. Meanwhile, the University continues to be a winner with increased efficiency and reduced power costs.

John King (centre back) with the senior central plant technicians, Wolf Flendt (back left), Tony Humphries (back right), Geoffrey Ireland (front left) and Angus Cameron (front right). The team has a combined service of 35 years at UWA.





The face that launched a thousand copies

Glossy magazines are the portrait galleries of our day.

Given the rate at which stars are born and fade, who has time to sit for a painter these days?

But to have one's face grace the cover of *Rolling Stone* or *Vogue* is akin to having your portrait hung in an international portrait gallery.

The latest exhibition at the Lawrence Wilson Art Gallery, *Glossy: Faces-Magazines-Now*, actually comes to the University from the National Portrait Gallery in Canberra and is a parade of "celebrity" photographs from leading Australian photographers living in Sydney, London and New York and working for high profile glossy magazines.

It's an opportunity for a little enjoyable voyeurism in more stylish surroundings than the supermarket checkout or at the hairdresser's.

You probably wouldn't find Cate Blanchett, Monica Lewinsky, Nick Cave, Geoffrey Rush and Spike Milligan all together in one magazine, let alone in one room.

The photographers who have captured the famous faces include Polly Borland, Andrew Southam, Sage, and Andy Foster.

Glossy is in the gallery until May 21 and there are two related discussion sessions as part of the gallery's *tuesdays live* program.

On May 9, writer Terri-ann White responds to the exhibition with a performance of readings around the idea of celebrity in *Celebrity sucks!* On May 16, journalist Stephen Scourfield talks about his experience of public personalities, while working in the media.

Tuesdays live start at 1pm and are free. Tea and coffee are available.

Photographs courtesy of Glossy: A National Portrait Gallery Travelling Exhibition



CATE BLANCHETT - PHOTOGRAPHER: SAGE 1998

BLEDDYN BUTCHER - PHOTOGRAPHER: DAVE GRANNEY 1997

DESREE - PHOTOGRAPHER: SAGE 1998

Macro funding for nano technology

A \$A6 million investment by a Korean-based supplier of electronic materials will assist the development of a patented mechanochemical processing technology at UWA.

SSC, a joint venture between Samsung Electronics and Corning, a US glass manufacturer, have joined with Advanced Powder Technologies, a UWA spin-off company, to develop nano powder technology and to focus on the applications for the technology and foster international markets for both nano powders and nano powder derived products.

There is enormous worldwide interest in nanotechnology, which Professor Paul McCormick and staff at the Research Centre for Advanced Mineral and Materials Processing have been developing over the past ten years.

This injection of funds from SSC will enable further development which will enhance both the University's and Western Australia's reputation for world-class innovation.

The applications for nano powders range from sunscreens to computer chips. Professor McCormick's mechanochemical processing (MCP) technology will revolutionise the way nano powders are currently produced.

The new methods will be cheaper and produce powders of a higher quality.

The SSC investment will initially provide for the design, construction and testing of a pilot facility in WA and a two-year plan that will demonstrate the feasibility of MCP technology.

The Chairman of APT, Harold Clough, said it was exciting to be involved in the WA-developed technology, especially as it meant that it was being retained in Australia.

Monday 1 May

HISTORY SEMINAR

"Beaches of the mind: writing rather than 'doing' history", Professor Greg Dening, ANU. 4.30pm, Sue Boyd Room.

Tuesday 2 May

HISTORY SEMINAR

"Writing for readers: the historian and the creative imagination", Donna Merwick, ANU. 12.30pm, Jackson Room, University House.

LAWRENCE WILSON ART GALLERY FLOORTALK

"Howard Taylor and The Australian Paper Art Awards." Doug Shearer, Manager of Galerie Düsseldorf, will respond to works by Howard Taylor that are currently on show at the gallery as part of the Australian Paper Art Awards exhibition. He will also talk from a gallery manager's point of view about the practicalities of working with Taylor and more generally with contemporary artists and exhibitions. 1pm, Lawrence Wilson Art Gallery.

GUILD FILM FESTIVAL

The Usual Suspects (1995), 102 mins. Directed by Bryan Singer. Starring: Kevin Spacey, Gabriel Byrne. Five criminals are put in a police line up for a crime they didn't commit. Soom they find that fate and more earthly forces brought them together. Related to English 213/313. 2pm, Guild Cinema, Cameron Hall (above Tavern).

Wednesday 3 May

PHYSIOLOGY SEMINAR

"The therapeutic potential of Fe chelators in the treatment of Neoplasia", Anthony Kicic, Physiology. 1pm, Physiology Seminar Room.

INSTITUTE OF ADVANCED STUDIES: LAND PLACE CULTURE IDENTITY PROGRAM

"Endeavour and Hokule'a: The theatre of re-enactment and cultural identity", Professor Greg Dening, Centre for Cross-Cultural Research, ANU and Emeritus Professor, University of Melbourne. Greg Dening's research in cross-cultural matters have focused regionally on the Central Pacific and chronologically on the early encounters between island peoples and Euro-American intruders. Instead of "doing" the anthropology of the one and the history of the other, he has proposed "doing" the anthropological history of them both. Reflectively over the years he has written on crossing disciplinary boundaries, the nature of everyday history-making, the theatre of encounters and the nature of cross-cultural performances. 4pm, Lawrence Wilson Art Gallery. All are welcome. For further information, call Terri-ann White on ext. 2114 or email: tawhite@cyllene.uwa.edu.au

Thursday 4 May

FREE LUNCHTIME CONCERT

"Pianist Robert Curry and Mezzo Soprano Jolanta Nagajek present a recital of works for voice and piano including *Cinco Cianciones Negras* by Xavier Montsalvatge. 1.10pm, Octagon Theatre.

ZOOLOGY SEMINAR

"Estimating spawning biomass of snapper stocks in Shark Bay, WA", Gary Jackson, WA Fisheries. 4pm, Jennifer Arnold Lecture Theatre.

Friday 5 May

MICROBIOLOGY SEMINAR

"Protease activated receptors and epithelial functions", Dr N. Asokanathan, Department of Microbiology. 9am, Seminar Room 1.1, First Floor, L Block, QEIIIMC.

INFORMATION MANAGEMENT AND MARKETING SEMINAR

"Relationship marketing: who benefits? An exploratory study of buyer/seller dyads", Dr Dave Webb. 11.30am, Social Sciences South Resource Room 2233, Level 2.

ANTHROPOLOGY SEMINAR

"Fairy tales for sale: negotiating intimacy and commerce in the suburban wedding", Raelene Wilding. 12 noon, Anthropology Conference Room, Social Sciences Building.

BIOCHEMISTRY SEMINAR

"Radical formation and anti-oxident defense during legume nodule senescence", Dr Christel Mathieu, Biochemistry. 1pm, Simmonds Lecture Theatre.

ZOOLOGY SEMINAR

"Molecular evolution and adaptation in Pacific land snails", Professor Bryan Clarke, University of Nottingham. 1pm, Jennifer Arnold Lecture Theatre.

ASIAN STUDIES SEMINAR

"The religious and supernatural pre-Hispanic Philippines: an example from the Bikol Region", Malcolm Mintz. 1 to 2pm, Ground Floor, Social Sciences Building.

MUSIC MASTERCLASS

Visiting Artist Margaret Hair presents a masterclass exploring advanced repertoire for the piano. Public admission is \$10 and \$15 available at the door. WAIM students free. 2pm, Eileen Joyce Studio.

CIVIL AND RESOURCE ENGINEERING

"Understanding hydrocarbon fluid phase behaviour: a vital part of reservoir management", Associate Professor Terry Edwards, Centre for Oil and Gas Engineering. 3.45pm, Room E151, Civil Engineering Building.

PHILOSOPHY SEMINAR

"Political anthropology/anthropological politics: a philosophy of nationalism and ethnicity in east-central Europe", Robert Imre, ECU. 4.15pm, Arts Seminar Room 1.33

AFRICAN STUDIES SEMINAR

"The Atlantic slave trade and the development of slavery within Africa", Professor Martin Klein, University of Toronto. 5pm, Jackson Room, University House.

CULLITY GALLERY EXHIBITION OPENING

"Cliff Jones: surveys of prints and drawings 1968 to 1998." Join the artist for the opening of this extensive exhibition highlighting the printmaking and drawing talents of this well-known Western Australian. Curated by Phillip McNamara. 6 to 8pm, Cullity Gallery (ground floor of Architecture and Fine Arts).

Monday 8 May

SCIENCE FILM SHOW

"Memory—the past imperfect." Presented by David Suzuki, this fascinating program studies the characteristics of human memory and the role of memory in our lives. 1.05pm, Geography Lecture Theatre 1.

BOTANY SEMINAR

"Influence of nutrient pollution on benthic algal assemblages: what is known, and future directions" Dr Gary Kendrick, Botany. 4pm, Room 2.14, Department of Botany.

HISTORY SEMINAR

"History, memory and the twentieth century", Ben Mercer. 4.30pm, Postgraduate Lounge, Hackett Hall.

Tuesday 9 May

LAWRENCE WILSON ART GALLERY FLOORTALK

"Celebrity sucks! Terri-ann White on *Glossy*." In response to the exhibition *Glossy*, writer Terri-ann White will compile a pastiche performance of readings around the idea of celebrity that will challenge the usual proforma shape of 'them' and 'us'—celebrity and ordinary folk. 1pm, Lawrence Wilson Art Gallery.

GUILD FILM FESTIVAL

The Fly (1986), 100 mins. Directed by David Cronenberg. Starring: Jeff Goldblum, Geena Davis. A scientist with a real cappuccino machine invents a way to travel from one point to another, but gets mutated into a fly man in the process. Related to English 217/317: Reading Film. 2pm, Guild Cinema, Cameron Hall (above Tavern).

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Joanna Thompson, Public
email: uwanews

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ZOOLOGY SEMINAR

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ENGLISH WORK-IN-PR

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John Bodkin Adams", Dr
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MUSIC MASTERCLASS

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Friday 12 May

MICROBIOLOGY SEMINAR

"Oral IFN update and unrelated Neisseria meningitidis work", Dr Manfred Beilharz, Department of Microbiology. 9am, Seminar Room 1.1, First Floor, L Block, QEIIIMC.

ACCOUNTING AND FINANCE WORKSHOP

"Determining offer prices of Australian IPO's", Michelle Goyen, University of Southern Queensland. 2pm, Room 1.93, Research Centre, Department of Accounting and Finance.

UWA DISTINGUISHED VISITOR PROGRAM

"Protein-nucleic acid interactions", Professor Helen Berman, Director of the Protein Data Bank and the Nucleic Acid Database, Rutgers University. This talk will describe the details of the interactions of a substantial number of structures of a particular set of complexes. The topic will be directed specifically at the interests of biochemists and molecular biologists. 1pm, Simmonds Lecture Theatre, General Purpose Building 3.

CIVIL AND RESOURCE ENGINEERING

"Pore pressure build up in seabed due to waves", Dr Liang Cheng. 3.45pm, Room E151, Civil Engineering Building.

ZOOLOGY SEMINAR

"How to correct inherited blindness in animal models of human disease using cell transplants", Professor Ray Lund, University College, London. 1pm, Jennifer Arnold Lecture Theatre.

Saturday 13 May

UNIVERSITY MUSIC SOCIETY

"Song: the mystical union". Helen Noonan and Stephen McIntyre perform two song cycles, *Copland: 12 Songs of Emily Dickinson* and *Argento: The Diary of Virginia Woolf*. 8pm, Octagon Theatre.

ADVANCE NOTICE

Monday 15 May

SCIENCE FILM SHOW

"Electric skies". This program incorporates stunning images to illustrate the mystery and physical properties of lightning. 1.05pm, Geography Lecture Theatre 1.

Tuesday 16 May

GUILD FILM FESTIVAL

Pulp Fiction (1994), 154 mins. Directed by Quentin Tarantino. Starring: John Travolta, Samuel L. Jackson and Uma Thurman. The stories of two mob hit men, a boxer and a pair of diner bandits intertwine in four tales of violence and redemption. Related to English 213/313. 2pm, Guild Cinema, Cameron Hall (above Tavern).

SOIL SCIENCE AND PLANT NUTRITION

"Importance of micronutrients for plantation eucalypts", Associate Professor Bernie Dell, Murdoch University. 4pm, Agriculture Lecture Theatre.

Wednesday 17 May

PATHOLOGY SEMINAR

"Mind the gap: how to bridge major tissue defects in the adult CNS", Associate Professor Alan Harvey, Anatomy and Human Biology. 1pm, Pathology Conference Room, G14, Ground Floor, M Block, QEIIIMC.

PHYSIOLOGY SEMINAR

"Nitric oxide signalling and CREB phosphorylation in synaptic plasticity in the hippocampus", Dr Lu Yun-Fei, Physiology. 1pm, Physiology Seminar Room.

FRIENDS OF UWA LIBRARY SEMINAR

"William Dampier in New Holland", Alex George. 8pm, Library Training Room, Reid Library.

**NATIONAL SCIENCE WEEK EVENTS
3 to 10 May**

For more information or details about these or other National Science Week events, please contact: marketing@science.uwa.edu.au or call ext: 3263.

Monday 1 May – SCIENCE FILM

"Science on the big screen: can the Olympics be drug free?" One thing is certain, in the lead up to the Sydney Olympics, drugs will be a major issue. Almost certainly the Olympics will not be drug free. In fact, unless the leading bodies associated with drug detection move quickly and decisively, it could be the Olympics that ushers in a new era of open slather on drugs. In this timely program, we look at the drugs themselves, both new and old; masking drugs and 'sampling' tricks; the relationship between drugs and food supplements; the testing procedures; the limits to testing; the likelihood of stemming the drug tide; and the views of athletes, coaches and the Australian Sports Drug Agency. 1pm, Geography Lecture Theatre 1.

3 to 5, 8 to 10 May – MINUTES OF SCIENCE

UWA scientists speak about their work on Radio 720 6WF's Breakfast Program. 5 to 7.45am.

Friday 5 May

SCIENCE POSTGRADUATES CONFERENCE

Science postgraduate students showcase their work. 9am to 5pm, St Catherine's College.

Tuesday 9 May

HOW SCIENCE ENHANCES SPORTING CHANCES

An expert panel will discuss the science involved in enhancing sports performance; sports medicine, biomechanics, physiology, psychology, nutrition. Come along and have all your sports questions answered. 7pm, Social Sciences Lecture Theatre.

**SYMBIOTICA—ARTS AND
SCIENCE COLLABORATION
3 to 9 May**

Department of Anatomy and Human Biology, Second Floor. For more information, phone extension 1526.

Wednesday 3 May

Live cell imaging and tissue culture

Dr Stuart Bunt. 12 to 4pm Lecture and workshop.

Thursday 4 May – Artist Talk

"An exploration of art/science through installation, kinetic sculptures and a laser demonstration." Philip Gamblen will discuss his work over the past few years, his artistic responses to 3D and 4D structures with reference to art and physics. 12 to 4pm.

Friday 5 May

Digital imaging and the microscope interface

Guy Ben-Ary. Lecture and workshop, 12 to 2pm.

Visualising a thought (imaging in the brain)

Dr Stuart Bunt. 2 to 4pm Lecture.

Monday 8 May – Artist Talk

"Linking architectural structures to natural structures." Mark Grey Smith will use extensive visual aids such as sculptures, digital imagery, slides and computers to explore the diversity of structures. 12 to 4pm.

**Tuesday 9 May – Anatomy
Drawing Workshop**

Joanna Robertson is the Principal of Kidogo Arthouse and Director of Creative Courses in Fremantle. See www.creativecourses.com. 12 to 4pm





Tour of icons for engineers

Peter Munro outside the Massachusetts Institute of Technology, Boston.



Faculty of Engineering and Mathematical Sciences

The hallowed halls of NASA, the Smithsonian Institute and Cambridge University were the highlights of the 1999 Gledden study tour for engineering students.

The 20 students were from all streams of engineering and included two biomedical, eight electrical and electronic, two environmental, two information technology and six mechanical engineers. They were led by Dr Kamy Cheng from the Department of Mechanical and Materials Engineering.

Peter Munro, now in his final year of a BSc/BE in the Department of Electrical and Electronic Engineering, gives a student's perspective of what may well be the last Gledden tour for engineering students:

"Los Angeles was the first city visited by the group. Here the Northrop Grumman F/A 18 production facility was toured. This provided an insight into modern design and fabrication techniques in the aviation industry.

"The group then crossed to the east coast of the USA and visited Orlando. The Kennedy Space Centre is a one

and a half hour drive from Orlando. The group received an exclusive tour of NASA, including the launch pad and shuttle maintenance facilities — a once in a lifetime opportunity. This was made possible only through the connection of Professor Michael Norton (of Mechanical and Materials Engineering at UWA) with NASA engineers and astronauts.

A valuable insight into what is required to be a leader in a high-tech industry

"The next stop was Washington where the main attractions were museums and memorials and in particular the Smithsonian Institute.

"The final city in the USA was Boston, where some of the top American colleges are located and we ate donuts for breakfast. The group visited Harvard University and Massachusetts Institute of Technology. These provided insight into the education system in the USA. The group also observed aspects of student

life which differ greatly from that in Australia. We observed squirrel hunting and student protests about the use of MSG in food (these were not serious) at Harvard.

"London was the final city to be visited. The group visited Westland Helicopters, who gave a very interesting tour of their training and production facilities. This provided an insight into what is required to be a leader in a high-tech industry. The group also visited Cambridge University where tradition impressed students.

"The Gledden tour was a fantastic experience for the students. Many of the organisations visited are responsible for icons of technology in the 1990s. Most of them would only allow us entry because we were travelling under the banner of UWA."

Tour leader Kamy Cheng said the Faculty of Engineering and Mathematical Sciences had proposed that, in future, the Gledden Trust Funds be divided between individual undergraduate travel scholarships, postgraduate studentships, visiting senior fellowships and a small amount to travel awards, in place of the traditional undergraduate group tour.

This proposal has not yet been ratified.



Hackett and Gledden winners ready to go

Science and engineering students have dominated the Gledden and Hackett studentships awarded this year.

Apart from one political science graduate, **Wykham Schokman**, who has chosen to do his master's degree at the University of Michigan, the other four are all pursuing doctorates in oil and gas engineering, physics, chemistry and electrical and electronic engineering.

Eric May won the Maude Gledden Postgraduate studentship for study at UWA. His undergraduate studies have been varied, starting off in mechanical engineering, doing some applied mathematics, and ending up majoring in physics, withdrawing from mechanical engineering and doing honours in physics.



Eric May

His honours project, to develop a prototype system that used micro-waves to detect phase transitions in fluids, with the ultimate aim of detecting phase boundaries in natural gas mixtures, was completed through the Centre for Oil and Gas Engineering.

The Department of Physics and the Centre for Oil and Gas Engineering arranged an ad hoc scholarship for Eric to begin his PhD project, which is a continuation of his honours work. He will now complete his doctorate with the support of the Gledden studentship.

"This project will provide a good basis for taking up either an academic career or going into the oil and gas industry," he said.

Hackett studentship winner **Jonathan FitzGerald's** academic career is somewhat similar to Eric May's. He completed his science degree (majoring in physical science and neuroscience) with honours in Bio-medical Engineering, which he was able to do through the Department of Electrical and Electronic Engineering.

His honours project, with the Optical and Bio-medical Engineering Laboratory, involved research into the signal



Jonathan FitzGerald

processing methods used in optical coherence tomography.

He plans to do his PhD at the University of California, San Diego and says that the university's head of the Quantitative Microscopy Research Group agrees that his honours project makes him ideally suited for working with the group.

After a year of coursework, Jonathan will concentrate on developing a 3D scanning cytology system.

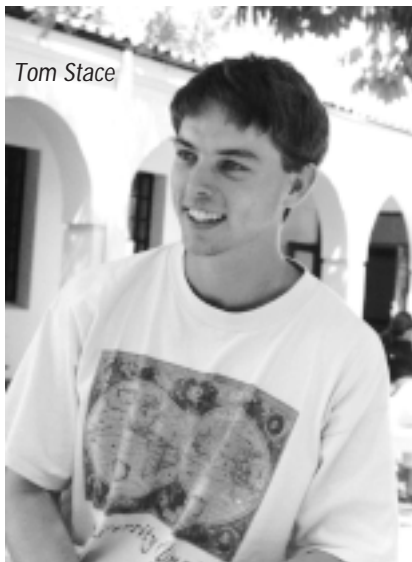
"The purpose of such a system is to allow automated, accurate analysis of between 100,000 and 10,000,000 cells on a microscope slide, at high optical resolution," he said. "Research applications for the 3D scanning cytology system include cervical cancer screening, rare event detection and cell cycle kinetics."

Christopher Taylor, a Chemistry graduate who has also been awarded a Hackett studentship, said it had always been his passion to explore the different levels at which we see order and form in the natural world.

"This has led to sojourns in fields ranging from physics to poetry. It is in chemistry, however, that I have found

Continued on page 12

the means to understanding the workings of nature. Through my undergraduate studies . . . I have been further convinced of the increased understanding chemistry can bring to both the biological and physical phenomena in the world about us," Christopher said.



Following a double major in organic and inorganic chemistry, and an honours research project in theoretical and computational chemistry, Christopher is off to the University of Memphis to do his PhD.

He aims to develop methods for predicting accurate chemical properties from quantum theory in a computationally practical and efficient manner using cognitive computing techniques.

Another scientist/engineer, **Tom Stace**, with a Bachelor of Science and Engineering, majoring in physics, pure mathematics and mechanical engineering, will use his Hackett studentship to do his PhD at either the University of Munich or Cambridge, in the field of quantum optics.

As well as a full study load, Tom plays hockey and basketball, runs a local youth group, has learnt Spanish at TAFE, been to Mexico (twice) and the University of Illinois on exchange, and



Christopher Taylor

worked for the Anglican Mission in Nepal for a couple of months.

He has completed two honours projects: one in Mechanical and Materials Engineering and another in Physics.

The winner of the Robert Gladden Postgraduate Studentship for study overseas, engineering graduate **Braden Beng**, eventually decided not to take it up and to defer any further study.



Publications Unit

SPE update launched online



Scholarships, Prizes,
Endowments

The 2000 update of the *Scholarships, Prizes and Endowments (SPE)* volume has been launched online and can be accessed at the following web site:

<http://www.publishing.uwa.edu.au/spe/>

The online copy, in PDF, allows hard copies to be easily printed out if required. An alphabetical index at the back of the book provides direct 'clickable' links to individual scholarships, prizes and endowments.

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Demystifying the campus

The second annual Parents Welcome was a huge success with about 700 parents of new students turning up on April 1 for a tour of the campus. After short addresses from the Vice-Chancellor, Professor Deryck Schreuder and Guild President Tim Huggins, the parents divided into small groups (shown here, about to set off on their guided tours).

Zen and the art of archery



The Kyudo master Seiji Akamatsu.

UWA stepped back in time during March when a troupe of Japanese high school students in traditional costume demonstrated the Japanese art of archery in the Great Court.

Kyudo (The Way of the Bow) is the most ancient Japanese martial art. In modern Japan, Kyudo has become a method of spiritual development steeped in the Zen tradition of meditation — where the state of mind of the archer is as important as the position of the arrow on the target.

A Japanese commissioner of Kyudo, Yoji Yamamoto, addressed the audience of 500 staff, students and local archers before the ceremony, expressing his hope for continued goodwill between the people of Japan and Australia. To commemorate the occasion, Mr Yamamoto presented the Vice-Chancellor, Professor Deryck Schreuder, with a replica of a throwing arrow used 500 years ago by Japanese soldiers.

To the accompaniment of haunting Japanese melodies, the archers then moved through their ritual gestures, placing the arrows across the two-metre bows, raising the bows high above their heads and bringing them into position before letting the arrows fly across the Great Court to their target.

The event was co-ordinated by Chitose Takeshima, the Office of Facilities Management and Public Affairs.

UWA leading the way

Present and future leaders are ensuring that UWA is on the right track, with the new Leading Futures program.

Leading Futures is a framework within which The University of Western Australia aims to address the leadership development needs of a higher education institution seeking to advance, transmit and sustain knowledge and understanding through the conduct of teaching, research and scholarship at the highest international standards.

The project comprises a set of common activities supporting three integrated programs:

- Academic Leadership Development (ALD);
- Leadership Development for Women (LDW); and
- Leading UWA — a program for Senior General Staff (LUWA).

It was launched at Tawarri Reception Centre this month with 50 participants from all of the programs.

The Director of the Centre for Staff Development, Professor Owen Hicks, said: "We have aimed to create the most comprehensive programme of leadership development for University staff in Australia. It is a unique

combination of leadership development initiatives integrating programmes previously focusing separately on women, senior general staff, and academic leaders."

After the launch, at which Professor Alan Robson spoke on the national and local context of leadership in higher education, the participants celebrated with a dinner, where UWA Senator Erica Smyth, Manager for External Affairs, Woodside Energy, was the guest speaker.

Some of the 50 staff members — from all three leadership groups — enjoy networking at Tawarri.



Wheeling out a donation

To be able to jump on a bike to get from one place to another is something many of us take for granted.

But a group of Mandurah friends, members of the Peel Region's service group Zonta, realised that this ability was a privilege not to be taken for granted. So they jumped on their bikes and raised \$6600 for people unable to do so.

Zonta's bikeathon raised funds specifically for the new Spinal Cord Research Laboratory, soon to open in the new ctec, the Centre for Medical and Surgical Skills, at UWA.

They presented the cheque to the driving forces behind the research, Dr Giles Plant, the co-ordinator of the new



laboratory, his colleague from the Department of Anatomy and Human Biology, Associate Professor Alan Harvey, and their major supporter, David Prast, who is confined to a wheelchair.

The group has already raised money for medical research in other UWA departments and plans to carry on its activities, hoping to double its donation next year.

David Prast (centre) accepts the cheque for the new lab from Zonta members Kathy McLeod (far left) Lorraine Webb, Pamela Baker and Doug Tuffin (to the right of Mr Prast), with research assistant Christin Christensen and laboratory director Dr Giles Plant (back left) and Symon Still (front right).

CLASSIFIEDS

WANTED TO RENT

SABBATICAL VISITOR plus wife and daughter are seeking a house or apartment to rent from 15 May to 15 June. Needs to be walking distance to Nedlands Primary School, or near a bus stop. Call Doug Armstrong on 9386 3594 or email bra_hund@hotmail.com.

ACCOMMODATION EXCHANGE

VISITING ACADEMIC seeks house or flat exchange in Perth metro area in return for attractive apartment in central London during August 2000. Close to British Library, other library and university locations and tourist attractions, including the British Museum. Contact Mel Davies, at Economics, for details on ext. 2939.

FOR SALE

TOYOTA CELICA 1994, manual, 81,000 kms, dark blue. Full service record, excellent condition. Power steering, electric windows, driver's air bag. \$21,500 ono. Call Sue on ext. 3477.

CAMRY (1998) white, 37,000Km, Auto, PS, CL, Under new car warranty till mid 2001. Excellent Condition. \$19,900 ono. Call Sharon on ext. 2562 or 9305 3736.



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Redundant Equipment for Sale

ITEM	PRICE	AGE	COND.	CONTACT	EXT	DEPARTMENT
Macintosh LC 575	Offers	6-7	—	Felicia	1336	UWAGA
2 x Macintosh LCII and 1 x LCIII	Offers	—	2	Sue	2116	English
Computer, Comdek 200/32/1.7/Rom	\$600	2.5	2	Glenys	2920	Economics

Bids should be accepted by Monday 15 May with departments to have first option

Departments are reminded that all University equipment available for sale must be advertised in the UWA News. Receipts should be PeopleSoft account coded 490 (computing with barcode), 491 (non-computing with barcode) or 493 (items with no barcode). If equipment has an existing barcode please contact extension 3618/2547 for details.

CONDITION refers to the general condition of item (1 = as new; 2 = good; 3 = serviceable; 4 = unserviceable). AGE refers to the nearest year.

AUSTRALIAN RESEARCH COUNCIL — SMALL GRANTS

Prof. Paul William Miller, Economics: "Language skills and labour market outcomes in Australia" — \$8872 (2000).

Dr Mark Emmerson Barley, Geology and Geophysics: "Late Archaean flood basalt volcanism in the Pilbara Craton, Western Australia" — \$16,023 (2000).

Dr Li Ju, Physics: "Low loss suspension systems for laser interferometer gravitational wave detector" — \$8850 (2000).

Dr Karol Stanislaw Miller, Mechanical and Materials Engineering: "Modelling of dynamics and model-based control of parallel robots" — \$8451 (2000).

Dr X. Lou, Ophthalmology and Visual Science and **Dr Murray Vincent Baker**, Chemistry: "Modification and characterisation of poly (2-hydroxyethyl methacrylate) hydrogels as biomaterials" — \$16,000 (2000).

Dr Leigh William Simmons, Zoology: "Molecular markers for evolutionary studies of parentage" — \$19,200 (2000).

Dr George Anthony Koutsantonis, Chemistry: "New catalysts for α -Olefin polymerisation" — \$14,027 (2000).

Dr Victor Anatolevich Streltsov, Crystallography: "Nonlinear optical properties from X-ray diffraction" — \$4380 (2000).

A/Prof. John Richard Melville-Jones, Classics and Ancient History: "Publication of Volume 2 of the *Mosorini Codex*" — \$5700 (2000).

Dr Dehong Yu, Physics: "Spin phenomena in inner-shell excitation of zinc atoms by polarized electrons" — \$14,771 (2000).

Dr Peter Alaric Hayes, Physics: "Spin polarised (e,2e) measurement of thin magnetic surfaces" — \$8800 (2000).

Dr Suzanne Irene Wijsman, School of Music and R. M. Curry (external): "The development and early history of the violin family in Poland" — \$8816 (2000).

Dr Myra Keep, Geology and Geophysics: "The effects of neogene collisional tectonics on petroleum accumulations on the North West Shelf of Australia" — \$9650 (2000).

Dr Terence John Edwards, Oil and Gas Engineering: "The formation and composition of structure H hydrates in natural gas/condensate liquids: implications for hydrocarbon processing on the North West Shelf" — \$10,770 (2000).

A/Prof. Emilio Luciano Ghisalberti, Chemistry: "The nature and role of bioactive metabolites from nematocidal fungi" — \$18,500 (2000).

Dr Jean-Marie Volet, European Languages and Studies: "The overt and covert influence of book-covers on literary reception" — \$6491 (2000).

Dr Clive D. Wynne and **Dr Mathew Thomas Martin-Iverson**, Psychology: "The psychopharmacological implications of a novel theory of interval timing" — \$8500 (2000).

Research Grants & Contracts

Dr Peter Neumayr and **Dr Steffen Gerd Hagemann**, Geology and Geophysics: "The tectonic setting and hydrothermal fluid content of the Ida fault, Yilgarn Craton, Western Australia: a major plate boundary connected to the giant Kalgoorlie gold system?" — \$14,226 (2000).

Dr Laura Mary Mccann, Agricultural and Resource Economics: "Transaction costs of alternative policies for nonpoint source pollution in Vietnam" — \$6871 (2000).

AUSTRALIAN RESEARCH COUNCIL — SUNDRY GRANT

Prof. Gillian Isobel Rhodes, Psychology, **A/Prof. Patricia T. Michie**, Psychiatry and Behavioural Science, and **A/Prof. A. Puce** (external): "Parallel pathways for face processing in the human brain" — \$48,343 (2000); \$24,239 (2001); \$25,780 (2002).

CANCER FOUNDATION OF WA

Dr R. A. Lake, Medicine: "Serological diagnosis of mesothelioma" — \$50,000 (2000).

EXPORT GRAINS CENTRE

Prof. Robert Ken Lindner, Plant Sciences: "Breeding canola for the western region: early generation breeding and selection" — \$56,034 (1999); \$306,860 (2000); \$201,876 (2001).

GRDC (GRAINS RESEARCH AND DEVELOPMENT CORPORATION)

Dr D. C. Hardie and **Oonagh Marie Byrne**, Legumes in Mediterranean Agriculture: "Incorporation of pea weevil resistance into a cultivar field pea" — \$39,620 (1999); \$80,764 (2000); \$83,892 (2001); \$42,748 (2002).

Dr Michael Anthony Ewing and **Christopher Mark Poole**, Legumes in Mediterranean Agriculture, and **Dr J. K. Foster**, Psychology: "Perennial pastures for cropping systems" — \$140,151 (1999); \$185,783 (2000); \$175,220 (2001).

IAN POTTER FOUNDATION

A/Prof. Lynette Kay Abbott, Soil Science and Plant Nutrition: "Enhancing information-flow within rural communities to investigate ecologically sound alternatives for sustainable land management" — \$15,000 (2000).

Dr Livia Charlotte Hool, Physiology: "Travel: to attend 44th annual meeting of the Biophysical Society, New Orleans" — 2000 (2000).

NHMRC

Prof. Lawrence Joseph Beilin, **Dr Valerie Burke** and **Dr Trevor Anthony Mori**, Medicine: "A health promotion program incorporating fish for withdrawal of antihypertensive drugs in overweight, hypertensives" — \$119,218 (2000); \$150,000 (2001/2/3).

Dr M. F. Stevens, Public Health: Fellowship: "Preventable hospital admissions: contributing factors and potential solutions".

PARK DAVIS/PFIZER

Dr G. K. Dogra and **A/Prof. Gerald Francis Watts**, Medicine and **Dr K. G. Stanton** (external): "Effect on statin and fish oil on blood vessel function in patients with type 1 diabetes mellitus and kidney disease" — \$42,823 (2000).

Dr R. Singh and **Dr Anne Eileen Barden**, Medicine: "Lipid abnormalities in the pathogenesis of pre-eclampsia: a study in gestational diabetics" — \$50,000 (2000).

SIR EDWARD DUNLOP MEDICAL RESEARCH FOUNDATION

Dr Geoffrey Alexander Stewart, Microbiology and **Dr Andrew Stewart McWilliam**, Medicine: "Protease activated receptors in prostate cancer: an immunohistochemical analysis" — \$20,000 (2000).

UNIVERSITY POSTDOCTORAL RESEARCH FELLOWSHIPS

Dr Yun-Fei Lu, Physiology: "Fellowship: trafficking of vesicles in nerve terminals" — \$48,432 (2000/1/2).

More Research Grants
in the next issue.

Enquiries through
RESEARCH SERVICES
on 9380 1776.



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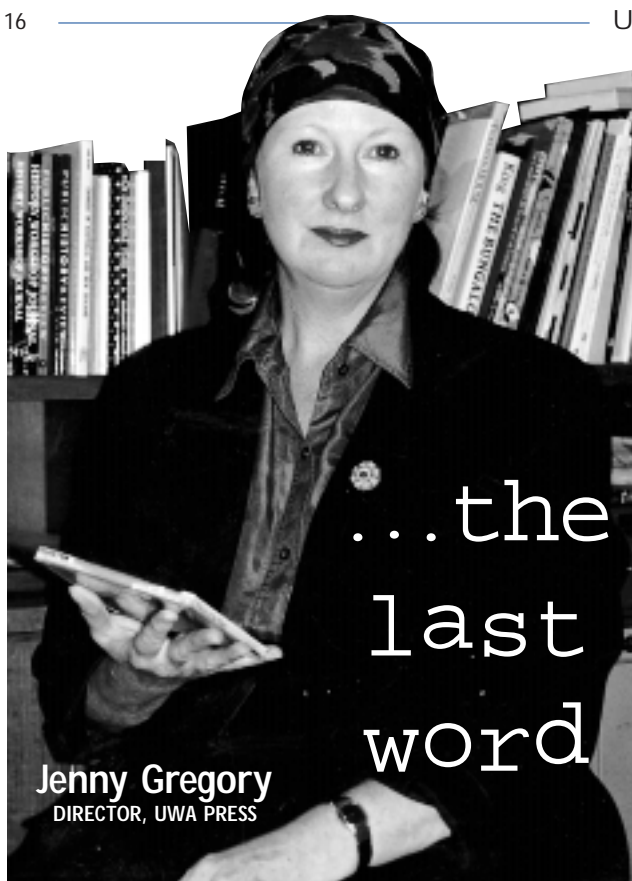
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Jenny Gregory
DIRECTOR, UWA PRESS



Making impressions

Little did I realise four years ago, when I put together an edition of the bulletin of the Australian Historical Association focusing on the crisis in academic publishing, that I would soon be immersed in the world of publishing. But here I am — now publisher as well as historian — in a world that both fascinates and challenges.

Fortunately today we have gone past talk of crises in academic publishing. Even the most hard-nosed among us understands the importance of university presses. How else is scholarly knowledge to reach beyond the academy but by publication? Who else is going to publish academic works but university presses? Popular presses specialising in airport books and romantic novels are hardly going to see the dollar signs flashing, when approached by a hopeful scholar with a thick manuscript entitled 'A History of the Migratory Habits of the Lesser Known Spotted Kalathumpian'. Yet the spotted kalathumpian may show remarkable adaptation to its environment, may thrive in algae-infested waters, and may provide solutions to some of our most pressing environmental problems etc etc. But it may only be of interest to 500 scholars. The economies of scale make it clear that it is not

possible to produce a commercially viable product for such a small market.

This is not just the case in Australia. When I attended the annual conference of the Association of American Academic Presses a few years ago, I was astonished to hear its eminent president announce, in a keynote address, 'scholarly publishing is deficit publishing', and to realise that almost all American academic presses are heavily subsidised by their home institution. Even with a market as huge as the North American market, print runs of most academic books are in the order of 500 to 1500. Commercial viability is a real concern for all but the very largest university presses, which have been living off funds generated by the publication of bibles, dictionaries and encyclopedias for centuries.

In such a climate, small to medium-sized university presses have been amongst the most inventive in devising strategies to publish as economically as possible. Web sales and direct mail strategies are becoming more and more important. Academics need to think about their audience and the different communities to which they speak — fellow researchers, students and the educated general public. Who are they writing for? Can they broaden their audience? If not they are increasingly recognising that their book will require a subvention to make it commercially viable.

These general comments are all applicable to UWA Press. But the number of people on this campus who don't know what UWA Press is has surprised me. They call it Uni Press and frequently confuse it with Uniprint, which has quite a different function. UWA Press, is one of only four Australian-owned university presses in the nation. It was founded in 1954 and has now published more than 800 books; titles which have defined the natural history, history and culture of this region. Today it publishes 20 titles per year, including award-winning children's picture books under the Cygnet imprint. Increasingly, it produces books of national as well as regional appeal.

One of the hallmarks of UWA Press is the quality of its production. During a recent Radio National program a British editor bemoaned the fact that today editing is often superficial and typos are no longer a rarity. Authors frequently complain that they are rarely given the opportunity to work closely with an editor to raise their work to a higher level of excellence, and they are not consulted over design issues. I recently saw a book of conference proceedings in which half the papers were printed upside down and back to front. UWA Press has been unwilling to let its production standards slip and indeed prides itself over its ability to work closely with its authors. At the same time we are continually reviewing production methods to reduce costs.

UWA Press is a serious publishing house and the number of major national awards won by UWA Press and its authors attest to the quality of its titles. For the past two consecutive years, for example, we have won The Australian Award for the Best Scholarly Reference Book published across the nation. UWA Press is justifiably proud of its achievements and the national recognition it has received.

To learn more about UWA Press see our web site at: <http://www.uwa.edu.au/uwapress>

