Bus. Tech appeal up and running

The Institute’s $800,000 Centre for Business Technology Appeal has begun and is doing well in its early stages.

Mr Paul Greenaway, Resident Counsellor for Appeal consultants, Downes, Venn & Associates, says early response to the appeal has been positive.

So far, the Victorian Department of Industry, Commerce and Technology has commited $60,000 to the Centre in the first year, and another $60,000 commitment was made by a large public corporation.

Negotiations are continuing with a number of companies, public bodies and government instrumentalities at both the Federal and State levels.

The Appeal Committees, comprising 16 members of Council and staff, and led by Mr Ken Green, foundation President of Council, is going to potential donors with endorsements from the Federal Minister for Industry, Technology and Commerce, Senator John Button, and his Victorian counterpart, Mr Ian Cathie.

Mr Greenaway appears in an appeal videotape and both he and Mr Cathie are featured in the appeal brochure. Senator Button tells about the world’s business, economic and political shape is undergoing rapid change because of the information revolution.

Mr Greenaway says Australia’s private and public enterprise “has a key role to play in the challenge of the new environment” and to support the technology approach to this challenge.

I commend Chisholm Institute of Technology’s venture in establishing the Centre for Business Technology,” Mr Greenaway says. “Such an initiative is needed by Australians now and, deserves your support.” Senator Button tells of potential donors.

“I am convinced the Centre will provide considerable encouragement to Victorian business and industry to exploit more fully the developing technology in this vital field,” he said.

In the exploratory stage of the appeal, which began last month, Appeal committee members, Mr Green, Development Director, Dr Bill Briggs, and others made approaches to 25 major companies and other organisations identified as potential major donors.

“We assessed these particular organisations as having an inherent interest in business technology, as being likely to support an educational institution as having the funds available to make major contributions to the appeal,” says Mr Greenaway.

“In addition, they have some connections with Chisholm, such as being major employers of Chisholm graduates, sponsors of prizes, or users of the Institute’s consultancy services and continuing education services,” Mr Greenaway says.

“We hope in a short time we can announce that some of these organisations have contributed generously.”

Funds committed in this first stage of the appeal will set the scene for the further stages, Mr Greenaway says.

A rough rule of thumb in capital appeals is that a third of the total amount will be given by the top 10 contributors, another third by about 100 donors, and the remainder by the rest.

“In the exploratory stage, we’re looking for as many of those top 10 donors as we can find.”

The intensive phase of the appeal begins on 20 March and will run for eight weeks.

During that period, the appeal committee, backed by other Council members, staff, and School advisory board members will invite senior people from 210 companies and other organisations to a series of functions in the City and at Chisholm.

Up to 20 corporate representatives will be wooed at the ‘two-hour’ fundraising functions.

“These will be followed up by individual approaches, when contributions are relative to a corporation’s interest in Monash University and the field and standing in the business community, will be targeted,” Mr Greenaway says.

After that, the appeal will continue in a lower level for the rest of the year.

Mr Greenaway says corporations, government and other philanthropists will be assessed as the primary targets for the appeal; ‘the very nature of business technology makes them that.”

He expects that at the end of the appeal, almost all the donors will be in support of the business and technology department or authority category, although some will fall in the bottom third of smaller donors.

Mr Greenaway is confident the $800,000 target will be achieved “despite the fact that money is tight in the corporate sector”.

He believes the bids will be forthcoming because of the important long-term benefits a strong Centre for Business Technology has to offer, corporate Australia.

“We are presenting this appeal to companies and others as an investment in their own future—if they want to prosper in competition with other companies and organisations in Australia and overseas, they will have to use business technology and they will need the expertise the Centre and the associated educational programmes offer.”

“I believe our potential donors will accept that approach when we present it to them. Some already have,” Mr Greenaway warned against expectations of early, dramatic success in the appeal.

“It will be a long, hard slog— but the results are there for all to see. Potential donors may wonder why others have stopped there— not only have to be convinced as individuals that what have to offer is good for them and their organisations, but that what we are offering is the best option for them.”

Frankston business boost

The David Syme Business School has appointed a Senior academic to Frankston campus to lead the development and extension of its courses there.

Mr Dennis Taylor, a Senior Lecturer in the Department of Accounting, has been appointed to Frankston with the title of Principal Lecturer in Academic Development.

Dr Tucker said Mr Taylor would have wide responsibilities for formulating new tertiary, professional and community courses to meet the needs of both students and employers in the Frankston, Peninsula and Westernport regions.

Demand had been good with nearly 400 students enrolled.

“The School now is ready to embark on the next phase developing courses to meet the needs of both students and employers in the Frankston, Peninsula and Westernport regions,” Dr Tucker said.

Mr Taylor would be talking to business, government, education and community leaders in the region to determine the needs.

In developing educational approaches to meet these needs, he would be able to call on the skills and knowledge of DSBS staff at both the Caulfield and Frankston campuses.

Mr Taylor is well qualified to lead the new development. A graduate of both Monash and Melbourne universities, and a Fellow of the Australian Institute of Chartered Accountants, Dr Tucker said Mr Taylor would have wide responsibilities for formulating new tertiary, professional and community courses to meet the needs of both students and employers in the Frankston, Peninsula and Westernport regions.

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When two of the overseas participants in the recent UNESCO Regional Workshop on Science Communication at Melbourne University expressed a desire to see more of communication and robotics education, they were directed to Chisholm.

Mr Kumio Mawakura (left), Editor of the Hokkaido Shumun Press, Japan, and Professor Yuen Yow Lam, Associate Chief Editor of 'Modernisation', a publication of the China Association for Science and Technology, are pictured with Dr Tony Kemelmann, Principal Lecturer in Communication Studies. The pair also visited Dr Yow Lam's Oh, Acting Chairman of the Division of Digital Technology.

### Kerr on tour

Chisholm author and poet, Mr David Kerr, will join a writers' tour to Gippsland this month as part of Victoria's 150th Anniversary Celebrations.

Organised by the National Book Council, the tour will include visits to primary and secondary schools, and workshops for adults and young writers in Yarram, Morwell, Traralgon and Mor. Mr Kerr will join prominent poet, Mr Bob Nichols, and poet and part-time editor of the literary magazine, Lunula, Ms Barbara Giles, on the tour from 19-24 March.

The invitation is further evidence of the growing recognition of Mr Kerr as a writer. Among his credits to date are several published short stories, including an award winning entry in the Air New Zealand competition in 1982, titled 'Gallery', and more recently, 'Price of Freedom' in the publication 'L'Arg'.

His poetry has been published by the 'Age' newspaper, with another recently accepted for 'Poetry Australia'. Mr Kerr has also been a judge in the Age Short Story Award. Last year he ran two series of writers' workshops at Chisholm Frankston with another planned for September this year following their success.

### Frankston space squeeze

The Institute's success in building up enrolments and the number of courses offered at Frankston is leading to a space squeeze. Two new relocatable buildings were moved on to the Frankston campus this month to provide four extra class rooms and two extra offices.

The Frankston Campus Manager, Mr Barry Blaha, says the new rooms, located on the north side of A building, will be centrally programmed space. He expects they will be used mainly by business and computing students.

The new relocatables will provide extra space until the new buildings planned for Frankston is completed. Mr Blaha says it is hoped to commence work on the new buildings next year, with occupancy scheduled for 1988.

### US expert to visit

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### Timmer research Centre wins industry support

Victoria's first industry sponsored Timber Engineering Technology Centre is to be established at Chisholm.

The Victorian Timber Promotion Council has pledged a minimum of $150,000 per year for the centre over a three year period, with upwards of $300,000 expected from the Radiata Pine Research Institute in support of the Centre.

Head of the TETC is Dr Bob Milner, who was recently appointed as the negotiator to form the centre.

Dr Milner is looking at the promotion of timber as a construction material in engineering. Chisholm, and the China Association for Science and Technology, are directed to Chisholm Studies. The tour will include visits to the various industries which are generally not built here.

He says the timber industries see this as an area of enormous potential, and are interested in timber structu res which are, generally not built here.

The TETC will provide research and development capability for the timber industry and run continuing education courses tailored to the needs of the industry.

### Asian focus for Business Centre

A major initiative aimed at helping Australian business and industry to penetrate the international market, especially Asia, has been launched by David Syme Business School.

The establishment of the International Business Centre will be announced recently by Dr Kent Tucker, DSBS Dean.

The Centre is headed by Dr John O'Nii, Head of the Division of International Business Management, DSBS, who originated and led the international studies courses into Asia.

Dr O'Nii will offer a range of consultancy, research, management development and information services aimed at increasing the competitiveness of Australian industries in the international environment - particularly Asia.

The establishment of the Centre is a development of DSBS's longstanding interest in the critical field exemplified by our international studies courses which have seen more than 70 students and staff visits and study tours in organisations in major business centres in Asia in the past two years.

The School has developed a pool of expertise and a network of contacts in the region which will be put to work for the benefit of Australian business.

Dr Tucker sees the Centre as a development and strengthening of Australia's business links with Asia and other regions.

"Our role will be to help Australian businesses, to work with the special knowledge, skills and contacts they need to penetrate the very competitive business environment in Asia and especially the ASEAN region, Dr O'Nii said.

At the same time, we will be working on improving our knowledge base and further developing our networks of contracts both in private enterprise and government to ensure we can offer our clients the best possible guidance.

Dr O'Nii believes the simple fact of the establishment of the Centre will benefit Australian business.

One of Australia's key problems in Asia is to be taken seriously as wanting to be a fully fledged commercial partner in the region.
Industrial companies are changing their corporate strategies to have more direct access to end-users and consumers—but many of them urgently need to step up and better coordinate their marketing approaches to match the new directions.

Mr Link, Associate Lecturer in Industrial Marketing at the David Syme Business School, says research he has just completed covering more than 200 corporations shows industrial companies need to:

- Be more sophisticated in their promotion and marketing decisions to better reflect shifts in overall corporate direction, he says.
- Devote greater resources to promotion and marketing manpower to avoid a situation where marketing resources are lower than forecast dollar sales figure.
- Better control their marketing promotion and advertising efforts to get the best value per dollar spent.
- Use a wider variety of proven promotion techniques to communicate with their target markets.

Chisholm's Computer Imaging Group is going from strength to strength.

In recent developments, the Group:

- Signed two contracts totaling in excess of $100,000 with private industry to perform imaging tasks with commercial application.
- Launched its first Master's degree program, financed by one of the contracts. The Group's Imaging Group, Dr Charles Osborne, is a co-author of a highly regarded text on computer imaging, Artificial Intelligence, CAD-CAM and Computer Imaging. Apart from presenting a number of courses on CAD-CAM and Computer Vision to American industry, he is a co-author of a highly regarded text on Computer Vision, along with many articles.
- Sponsored investigations on the desirability of participating in the SSAU scheme by Victorian Colleges.
- Has further put to the May meeting of the Chisholm Council. Mr Smith joined a recent delegation to meet with the Chairman of the Commonwealth "Tertiary Education Commission in Canberra, organized to press for an assurance by the Federal Government to meet all costs associated with CAE participation in SSAU schemes.

Mr Link, Chisholm's Computer Imaging Group has played a "leading role" throughout the Department of Education's extensive examinations on the desirability of participation in the SSAU scheme by Victorian Colleges.

Mr Link says Chisholm has played a "leading role" throughout the Department of Education's extensive examinations on the desirability of participation in the SSAU scheme by Victorian Colleges. Regular discussions and consultations had been held with staff associations at both local and State levels, he says.
STAFF CLUB LUNCH & DINNERS

Have a barbecue at lunchtime instead of your sandwiches. This is one of the options open to members of the Staff Club at the Caulfield campus.

If lunch outdoors is not your thing then you may try the Staff Club's dining room.

The Staff Club serves a variety of entrees, main courses and desserts. A snack menu has also been included.

MEMBERSHIP: New in 1985. Prospective members can contact Alison Hall at Caulfield, extension 2354, for application forms.

SAY IT WITH WORDS

Professional people often find they need to give talks, and explain their findings to others who range from colleagues to the public with very little understanding of a subject.

Not many people have the natural skill to become great speakers but anyone can be taught to do this with a bit of confidence and expressing their ideas clearly.

All that is needed is experience and guidance and this can be obtained through Chisholm's Rostrum club.

The club is part of the Rostrum Club of Victoria, an organisation which teaches effective speaking, as well as non-verbal communication, social and humanitarian services, and the control of formal and informal speeches of varying length and on a wide range of topics.

Meetings are held each Monday, 8.30-4.15, Caulfield campus.

Contact for information is Keith Harris, Caulfield extension 2488, or Michael, 17, St. Kilda Road, St. Kilda. The T-shirts are being produced by a group at Vasseray CIVS.

WOMEN ON RADIO

The Australian Federation of University Women-Victoria broadcasts a regular series of programmes on Radio 3CR each Sunday at 12.30pm.

The programmes are aimed at providing information on meetings, conferences, seminars and issues of special concern to women and the community as well as highlighting academic research or achievements of women graduates.

Radio 3CR can be found at 837 kHz on your dial.

Two staff members have been re-elected to Council and four others have gained places on Council committees.

The Assistant Academic Secretary, Ms Helen Crook, who conducted the elections, says the nominations closed on 20 February, only one form for one position was submitted for each post so the nominees were declared elected.

The two returned to Council are Mr Tim Haslett, Senior Lecturer in the Adult Education Centre, and Mr Paul Rodan, Academic Secretary, who is General Staff representative.

Academic promotion revamp

New academic staff promotion and classification procedures have been introduced for direct promotion with Schools.

The Staff Officer, Mr Tim Smith, says the new procedures will encourage Schools to recognise changes in staff capacities, qualifications and experience, as well as providing incentives for staff with unrealised potential.

The new procedures will enable staff to apply directly to their Schools for promotion and Schools with acceptable levels of staffing flexibility and the necessary budget will be able to appoint the new staff.

Mr Smith says Schools will be able to request a limited number of career promotions from tutor to lecturer, lecturer to senior lecturer, and senior lecturer to principal lecturer levels as personal re-classifications.

The re-classifications will be subject to the Schools' ability to fund the promotions from existing budgets and staff profile parameters approved by Council.

Each School will establish an Academic Promotions Committee, with a majority of staff representatives, to consider the re-classifications.

Mr Smith says details of the new procedures can be found in the Staffing Procedures Handbook.

LETTER

The installation of Frankston campus' new switchboard has been delayed due to problems with Telecom.

Frankston Campus Manager, Mr Barry Ibbott, said in his latest advice that the installation date now looks like being mid-April, instead of mid-March.

BARGAIN BOOKSHOP

The Frankston campus now has a new bookshop located in A Block, level 1.

Discounts offered at the Caulfield campus are now available at Frankston, including:

- Second hand books
- Calculators
- Special order services
- Stationery
- Art materials
-andy cards
- Hours: 10 am - 5 pm Monday – Thursday
- 10 am - 1 pm Friday

Manager: Jenny Patches, telephone ext 333 or 7836932.

STAFF CLUB DINING ROOM

The Staff Club dining room is open on the last Friday of every month for speakers. The Staff Club dining room is open from noon to 2 pm for lunch and from 6 to 8 pm for dinners.

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