

# BEPP Newsletter

NOVEMBER 2011



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*Pictured above: Professor Alison Sheridan and Ms Valerie Dalton in front of Universitat Oberta de Catalunya.*

## Head of School Report

As I reported in this month's School meeting, Valerie Dalton's and my visit to the Universitat Oberta de Catalunya (UOC) from 14-18 November was very fruitful. Not only did we discuss opportunities for students from both institutions to enroll in each others' programs, and experience a truly international curricula, we also gained insights into UOC's learning model. UOC opened in 1995, specifically to serve the needs of distance students, and in recent years has become a completely on-line university. Learning about its experience in this space was most instructive and has prompted some ideas on how we could continue to enhance our own practices.

On a related note, Professor Josep Maria Duart from UOC is currently visiting UNE as a visiting scholar with the DE Hub. His seminar presentation, 'Using technology to deliver higher education to disadvantaged groups' will be held on 8 December and I strongly encourage you to attend to learn more about the UOC experience.

Our School Advisory Board meeting is coming up on Friday 2 December 2011. Attending will be members of the Advisory Board, Dr Geoff Fox (alumni and UNE Council), Lloyd Driscoll (IPA), Dr Deen Sanders (alumni and FPA), Ms Kerrie Field (St Vincents and Mater Health Services), Dr John Dixon (ACIAR), Ian O'Callaghan (NAB), Tim Cotter (AusIndustry), Maureen Chapman (NSW Department of Premier and Cabinet) and Arthur Kirk (Forsyths) and the BEPP course coordinators. The focus of this year's meeting will be to reflect on the changes we enacted in 2011 as a result of their feedback last year and to consider our courses in the current and future context. All members of the School are welcome to join us for lunch with the Advisory Board in the EBL Café.



**Alison Sheridan**  
Head of School

## Research Outcomes

### Book Chapters

Valenzuela, F. & Hall, A. (2011). The Australian dairy industry: Beyond the dairy farm gate. in Jain, S., Haley, G., Voola, R., and Wickham, M. (ed.), *Marketing Planning and Strategy*, Cengage Learning Australia, South Melbourne, Victoria, chapter 10.

### Journal Articles

Barnes, P., Wilson B., Trotter, M., Lamb, D., Reid, N., Koen, T. and Bayerlein, L. (2011) The patterns of grazed pasture associated with scattered trees across an Australian temperate landscape: an investigation of pasture quantity and quality, *The Rangeland Journal*, 33(2) pp. 121-130.

Dollery, B.E., Kortt, M. and Grant, B. (2011) Harnessing Private Funds to Alleviate the Australian Local Government Infrastructure Backlog, *Economics Papers*, (in print).

Fisher, J. and Grant, B. (2012) Strengthening Business Ethics Teaching: The Case for Moore's (1995) Theory of Public Value, *Australian Journal of Professional and Applied Ethics*, (in print).

Lan, S. and Rath, S. (2012) Pre Managed Earnings Benchmarks and Earnings Management of Australian Firms, *The Australian Accounting Business and Finance Journal*, 6(1) (in print).

Meng, X. and Siriwardana, M. (2011) Responses to Labour Constraint on the Singapore Economy, *International Journal of Environmental, Cultural, Economic and Social Sustainability*, vol.7, pp.7-22.

Mounter, S., Grant B., Fleming, E. and Griffith, G. (2011) Latecomers: Charting a Course for New England Australia Wine Region, *Australasian Journal of Regional Studies*, (in print).

Muchiri, M.K. and Cooksey, R. W. (2011) Examining the Effects of Substitutes for Leadership on Performance Outcomes, *Leadership and Organization Development Journal*, 32 (8), pp 817-836.

### Conference Papers

Fisher, J. and Grant, B. (2011) Strengthening business ethics pedagogy: The case for Moore's (1995) theory of Public Value, in Toiviainen, L. (ed.), *Australian Association for Professional and Applied Ethics 18<sup>th</sup> Annual Conference Proceedings*, School of Philosophy, University of Tasmania, 7-9 June 2011. ISBN: 978-1-86295-634-6.

## Renewed Honorary Appointments

### Dr Amin Amini

Adjunct Lecturer

14 October 2011 – 14 October 2012

## What we've been doing

- **Dr Omar Al Farooque** attended the Institute of Public Accountants (IPA) NSW State Congress and Business Expo 2011 from 17 to 18 November in Sydney.
- **Professor Brian Dollery** will be away from 19 November 2011 to 1 February 2012 at the University of Malaysia (Sabah) to 30 November and then Yokohama National University to 30 January.
- **Professor Alison Sheridan** was invited to be the guest speaker at Tamworth's Annual Zonta and the Community dinner on Friday 9<sup>th</sup> November 2011. Her presentation was on women, business and regional locations. The event attracted 100 local women, and generated interesting discussion around the roles of women in business in our region.

### December

- 2 School Advisory Board Meeting
- 5 Teaching & Learning Committee Meeting
- 12 School Meeting
- 13 R & R T Committee Meeting
- 13 BEPP Christmas Party
- 12 School Meeting

### January

- 9 Intensive schools start
- 23 Special/ 2011-2012 Summer examinations start
- 26 Australia Day

### February

- 3 Special/ 2011-2012 Summer examinations end
- 10 International students' orientations starts
- 13 New students' orientations starts
- 19 Intensive schools end
- 20 Lectures start for Trimester 1

## Final AARES seminar for 2011 presented by Oscar Cacho

The New England Branch of the Australian Agricultural and Resource Economics Society (AARES) hosted the final seminar in the 2011 series of joint AARES/Agricultural and Resource Economics UNE Seminars, on November 4th.

The seminar was presented by Professor Oscar Cacho of BEPP. Oscar started his professional life as a marine biologist and later became an economist. He came to UNE in 2004. Oscar's research interests centre on the application of economics and biology (bioeconomics) to tackle problems of sustainability in agriculture and natural resources. His recent work has been in two major areas: the role of carbon markets to deal with climate change and the economics of biosecurity.

Oscar's presentation was entitled "The value of community engagement in the management of invasive species". Oscar explained that invasive species are a significant threat affecting, biodiversity, health and commerce. Billions of dollars are spent in biosecurity measures throughout the world to manage existing invasive species and to prevent the entry of new ones. The surveillance required for these activities is expensive, very limited relative to the areas that need to be covered, and subject to uncertain results. To overcome these limitations, biosecurity programs normally include strategies to get the public involved in finding infested sites. Oscar explained that this form of "passive" surveillance by the public contributes to the effectiveness of structured (or active) surveillance by allowing better targeting of search efforts to manage invasive populations.

Passive surveillance is activated and maintained through public awareness campaigns and incentive schemes. Passive surveillance is one component in a portfolio of possible actions that occur in response to a pest or disease incursion. The purpose of Oscar's seminar was to explore the possibility of obtaining a quantitative relationship between public responsiveness to biosecurity campaigns and observable features of the public (such as income, education, age and occupation). The ultimate goals of Oscar's research are to understand the tradeoffs between active and passive surveillance and to contribute to more efficient allocation of biosecurity budgets. Oscar presented an overview of methodology and reported progress to date, using the fire ant eradication program in Brisbane as a case study, combined with demographic data obtained from the 2006 ABS Census.

## Marketing Report

- Marketing of the School's courses, as per the School Marketing Plan, is being coordinated by Anna Boston in MaPA and is in 'full swing' for Trimester One recruitment.
- The national FPA Conference was held in Brisbane from 16-18 November. Associate Professor Martin Hovey and Dr John Teale represented the School to promote our Financial Services courses.
- A brochure for our new Master of Economic and Regional Development is currently being printed and will be available shortly. Thank you to Associate Professor Rene Villano and his team for this addition to our suite of brochures.
- The last School Marketing Committee for the year was held on 15 November. Thank you to Course Coordinators and other key staff who were able to attend meetings throughout the year and provide valuable input. Thanks also to Anna Boston, our Faculty Marketing Officer, who provided excellent support for a broad range of activities involving a School presence.



Professor Oscar Cacho



Dr Peter Shanahan  
Academic Manager



## 2011 APEN National Forum

UNE Armidale NSW, 28 - 30 November 2011

Hitting a moving target - Sustaining landscapes, livelihoods and lifestyles in a changing world

<http://www.apen.org.au/default.asp?PageID=70>

On November 30th Ms Elizabeth Davies will be presenting at the 2011 APEN national forum in my stead (representing our investigation team) as I will be visiting PENN State to follow up on the reporting on the NSW Govt supported project "Regional Innovation; Strategic Development Community Based Innovation in the Northern Inland Region of NSW." My visit to PENN State, hosted by our project collaborators, Prof Ted Alter and Dr Michael Fortunato will also provide opportunity to further develop project proposals that were initiated during Ted and Michael's recent visit to UNE. As Prof Alter is also a Director of the recently launched i2A Centre it is anticipated that there will also be opportunity to work on the planing for the focus of this Centre and the ongoing collaboration opportunities that exist for UNE and PENN State in this area of study.

### Intentional Innovation Communities: Strengthening innovation performance in the Northern Inland Region of NSW

Philip Thomas<sup>1</sup>, Sujana Adapa<sup>1</sup>, Elizabeth Davies<sup>1</sup>, Michael Fortunato<sup>2</sup>, Theodore Alter<sup>2</sup>.

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<sup>2</sup>Center for Economic and Community Development (CECD)

204 Armsby Building

The Pennsylvania State University

University Park, PA 16802

Also presenting at the 2011 APEN National Forum (November 30th) is one of our international Higher Degree candiates Sheeraz Ahmad. Sheeraz has a supervision team that includes academics from Schools within both Faculties. This has provided him ongoing opportunities for networking that would not otherwise have been available. He has also been able to tap into the research expertise and industry experience of academics working within applied physical and social science disciplines.

### Investigation of the extension strategies within the dairy industry of NSW & Victoria.

Sheeraz Ahmad<sup>1</sup>, Philip Thomas<sup>2</sup>, Geoff Hinch<sup>1</sup> and Julian Prior<sup>1</sup>

<sup>1</sup>School of Environmental & Rural Science, University of New England, Armidale, NSW, 2351.

Email: sahmad4@une.edu.au

<sup>2</sup>School of Business Economics and Public Policy, Faculty of the Professions, University of New England, Armidale, NSW, 2351.



Dr Philip Thomas

Principal Research Fellow



Left: Prof Ted Alter speaking to Farmers at the i2A Centre launch (August 18th 2011) at AgQuip in Gunnedah.

Centre: Ms Elizabeth Davies Prof Ted Alter Dr Sujana Adapa and Dr Philip Thomas - working in the field on Community Innovation.

Right: Sheeraz Ahmad at the conference



## BEPP Conference Travel Grant Reports

*Successful conference travel grant recipients report on their recent conference attendances.*

### Associate Professor Martin Hovey

UNE was well represented at the Personal Finance Investment Conference mid November with three papers being accepted and five attendees. **Martin Hovey** and David Wysel, a recently retired Financial Planning practitioner from Armidale, presented a paper "Future of Financial Advice – Managing Investment Portfolios". **John Teale**, a UNE Financial Planning academic, also presented "Improving Financial Planning Graduate Employability Through Enterprise Education". In addition, **Sujatha Vidyadhar**, a PhD candidate, and **Martin Hovey** presented a paper "A Risk Governance Index". All papers were well received and engendered worthwhile discussion. In addition, both David Wysel and **Joel Ruig**, a Financial Planning practitioner from Armidale and UNE academic, attended at their own expense and made significant contributions to discussions, to say the least.

The conference was significant in itself as it was the first to be organised in association with the Financial Planning Academics Forum. The forum is the initiative of **Martin Hovey** who co-chairs it along with Mark Brimble from Griffith University. There are over 20 universities involved in the forum now. The forum has met three times during the year with over 25 in attendance in November. Its objective is to increase quality Financial Planning research, influence curriculum development, and have a voice in government and the community with regards Financial Planning academic matters.

This lead into the Financial Planning Association's National Conference where **Martin Hovey** was invited to present the paper written with David Wysel "Future of Financial Advice – Managing Investment Portfolios". As part of the FPA conference, Deen Sanders, a UNE alumni and member of our School Advisory Board, organised an Education Showcase. Two papers were presented, one being **Martin Hovey's**, to a large audience of FPA members.

### Ms Sumudu Perera

The PhD Conference in Economics and Business is a unique event held in Brisbane. This is because it provides an opportunity to obtain feedback from a group of academic discussants with expertise in the topics they are assigned. It is also a great occasion to get to know other PhD students from different universities in Australia and New Zealand and to meet up and share experiences in undertaking the PhD. The feedback I obtained will definitely help me to improve my work and also write research papers to submit to a good academic journal in the field of my research.

## HDR News

**Ms Kiran Mallapur** received the following feedback on her thesis:

The Higher Degree Research Committee has now considered the examiners' reports on your Master of Professional Studies with Honours thesis and has resolved that, subject to you making minor amendments to your thesis in the light of the reports and to the satisfaction of your supervisor(s) (Professor Amarjit Kaur and Dr Siri Gamage) and Head of School, it be recommended to the Academic Board and the Council that you be admitted to the degree of Master of Professional Studies with Honours with the result of Distinction.

Associate Professor  
Martin Hovey  
Deputy Head of School

Latest from the  
Educational  
Development team:

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[Trimester 1 2012 Development](#)

[Student Access in Moodle Sites](#)

[Adobe Connect, Camtasia -  
Equipment Available](#)





# BEPP Staff **Out & About**

Darwin



**Above:** Susie and Marilyn Monroe, who was part of the crowd looking at the planes (the girl was publicising her costume shop in Winelli).

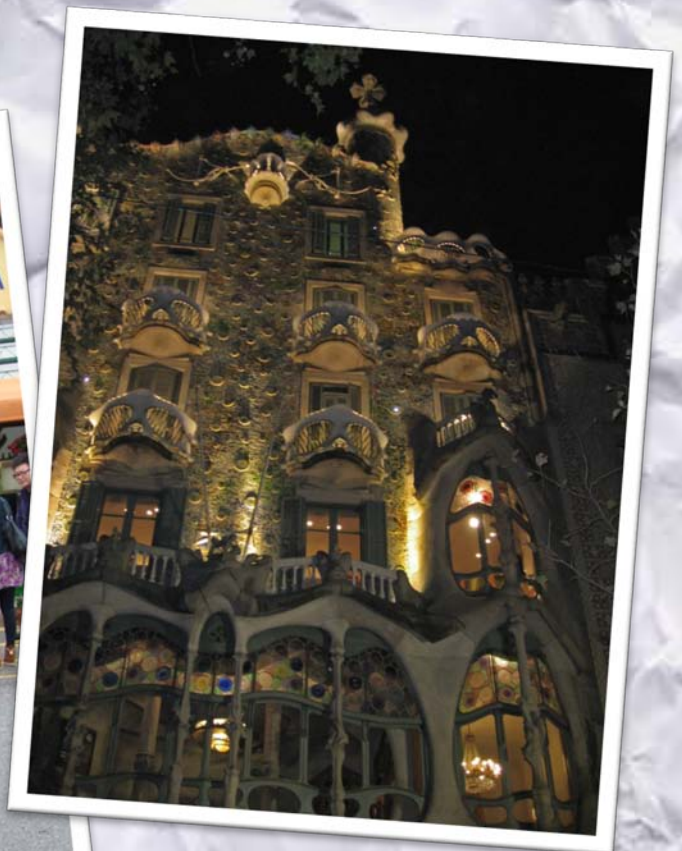
**Below:** Dr Susie Hester attended a meeting in Darwin and took a photo of Airforce 1.



Barcelona



**Above:** Professor Alison Sheridan and Ms Valerie Dalton with Soreya Reyes Gonzales, UOC in Barcelona.



**Above:** One of the sights of Barcelona