

# SWIN BUR \* NE \*

SWINBURNE UNIVERSITY  
OF TECHNOLOGY

## Swinburne University of Technology **Corporate Profile**



*Good for you*



## Ready for the future: now

This new century will belong to those who can innovate, adapt, predict change and identify opportunities.

Swinburne, as an institution that focuses its efforts in niche and emerging areas with a continued drive towards innovation, is well prepared for this future.

The University achieves this readiness for the next challenge by monitoring the business and education environment nationally and internationally, through listening to the needs of industry and preparing its graduates to be at the forefront of their industry.

### **A fertile place for fresh ideas**

Swinburne's cornerstone philosophy is its commitment to creating an inspiring culture of creativity and innovation throughout the University.

The University has created an environment that fosters the development of intellectual property and provides appropriate infrastructure support for its commercialisation, including sourcing seed and venture capital and providing incentives to staff and students for commercialising intellectual property.

For staff this means freedom to initiate and create innovation through new technologies, products, processes, educational approaches and course materials.

Students are encouraged to embrace and apply this entrepreneurial spirit through exposure to a learning environment that weaves innovation and entrepreneurship

into core teaching. Activities such as the Swinburne Venture Cup that foster innovation and the creation of new businesses further heighten students' awareness of, and capacity to make the choice between, employment and self-employment.

The University's Australian Graduate School of Entrepreneurship is the only postgraduate school in Australia specialising in this area.

Developing entrepreneurship is the key to wealth creation for Australia, through the development of new businesses, intellectual property and opportunities. But it also has a role to play in developing better communities, through social entrepreneurship.

As Swinburne graduates enter the workplace and apply this entrepreneurial spirit to their work and community activities, they are able to make a significant contribution.



**Entrepreneurship has been a hallmark of Swinburne since its beginnings. Its founder, George Swinburne, had a dream of establishing an institute of learning in 1908, and today Swinburne continues to advance new frontiers of learning and innovation. Over 40,000 students now undertake Swinburne courses.**

Front cover artwork *To us knowledge is beautiful* by Dr Cameron Jones, Chancellery Research Fellow at Swinburne. This image of the 3D Sierpinski triangles conveys a sense of knowledge acquisition, integration and obvious utility in the world, while the sky represents the backdrop to our hopes and dreams, and sets the stage for how education and research can contribute to a better future.

## Lifelong learning opportunities

Swinburne understands that learning is a lifelong process, and with its intersectoral University and TAFE structure, it is able to offer a complete spectrum of learning options. Whether it is short courses, apprenticeships and diplomas or degrees, postgraduate and research programs, students will find a course to suit their particular needs at any stage of life and career.

This intersectoral environment allows Swinburne to provide its students with greater choice in terms of pathways and articulation across its structure. The University has capitalised on its integrated nature through initiatives including dual award TAFE/University programs; seamlessly integrated degree programs offering the best of TAFE and Higher Education with multiple entry and exit points; and consulting and project opportunities.

### **Undergraduate degree courses**

Swinburne offers a number of degrees at three of its Australian campuses. At Hawthorn and Prahran students can choose from a range of specialist and general undergraduate degrees that are distinguished from other universities through the range of features or options they provide that enrich the students' experience. These features include paid work placement, options of single and double-degree study, study for up to one year in one or more of our seventy partner universities overseas, extensive team projects that can expose students to a start-up entrepreneurial environment or fast-track them into PhD research.

Swinburne also hosts the National Institute of Circus Arts (NICA), the only institute of its type in Australia offering degree programs in this field.



The Lilydale campus has become important in servicing the needs of outer-eastern tertiary students since being launched in 1996, and has grown to around 2,000 higher education students. University offerings at Lilydale include undergraduate degrees and postgraduate programs, with a particular focus on tourism, hospitality and e-business. The campus is committed to flexible course delivery, providing students with greater choice in terms of where, when and how they learn.

### **Vocational courses**

Swinburne's TAFE (Technical and Further Education) component, located across all six Australian campuses, offers vocationally oriented courses including graduate certificates, advanced diplomas, diplomas, certificates, traineeships, apprenticeships and pre-apprenticeships, VCE and access programs and customised programs. With its nationally recognised and industry endorsed curriculum, TAFE courses prepare graduates for specific employment outcomes.

### **Postgraduate courses**

Postgraduate courses are offered across the range of Swinburne programs, from Graduate Certificate, Masters, PhD and research courses to industry specific training. All postgraduate courses have a strong practical component, where learnings can be applied immediately in the workplace. A feature of all programs is also their entrepreneurial flavour, encouraging innovation and development of new businesses.

### **Short courses and industry consulting**

As well as accredited courses, Swinburne offers a number of short courses and industry consulting focusing on particular areas. These range from hobby courses to executive development and delivery of large scale training projects for government and industry.

## New frontiers

Swinburne considers research a critical component of its development, through developing a culture of enquiry and exploration. The University also sees research as important in informing its undergraduate programs and ensuring that students are exposed to the latest developments in their fields of study.

Swinburne's research profile is concentrated in emerging and niche areas and a number of current research developments are at the forefront of the world's most exciting and relevant areas of technological advancement.



Research efforts are centred on nine distinct areas:

- Advanced Computing and Modelling
- Advanced Industrial Technologies
- Astrophysics
- Biotechnology and Bioengineering
- Brain Function and Cognition
- Entrepreneurship
- New Communication Technologies
- Optics and Applied Laser Technology
- Social Sustainability and Wellbeing.

Some recent research highlights include:

- millisecond pulsar astronomy utilising one of the largest supercomputers in Australia
- probing the course of a chemical reaction in real-time with the femtosecond laser spectrometer
- understanding the dynamics of the human brain
- creating machines so small they would fit on a pinhead
- understanding complex social issues such as Housing, Asian Politics and the meaning of Citizenship
- understanding the way large businesses organise themselves
- developing the science behind natural therapies.

Swinburne has three stand-alone research institutes working in close partnership with industry and government on scientific and social advances. These are:

- Brain Sciences Institute
- Industrial Research Institute Swinburne
- Institute for Social Research.

In addition to these institutes, the University has over twenty research centres within its schools, staffed by academics of national and international repute and a growing cohort of PhD researchers. The University has also invested significantly in state-of-the-art equipment for its research facilities, such as a \$10m laser laboratory.

## Swinburne local and global



### **Swinburne in Australia**

From its original base in Hawthorn, Swinburne has expanded in Australia to encompass six campuses throughout the inner and eastern Melbourne suburbs of Croydon, Hawthorn, Healesville, Lilydale, Prahran and Wantirna.

These campuses, each with its own unique character, have met a growing demand for education and training in this expanding region.



### **Swinburne's global learning network**

Over the past five years, Swinburne has established campuses in Thailand and Malaysia and is delivering a number of programs in Vietnam. These campuses have been designed to deliver courses in line with each country's educational priorities and developmental future.



Within Australia, Swinburne has been a leader in the internationalisation of the tertiary education system. In an increasingly globalised world, the University believes that it is important to offer every student the opportunity to build their knowledge and skills internationally. This applies to all students, whether they come to study at the Australian campuses or travel overseas to take up study opportunities at partner institutions in Europe, North America and Asia.

For Swinburne in Australia, internationalisation is the extent to which the Australian learning experience is opened up to other cultures. This goes beyond multiculturalism in seeking to globalise the learning experience through subject content, study abroad, visiting international faculty, international students on campus, international collaborative research, international work placements, scholarships and course development.



The University's philosophy is that in the future Swinburne students, no matter where they are enrolled, will be able to move between the Australian and overseas campuses to gain a truly global focus in their studies.

## Working in partnership



### Community participation

Swinburne views itself as a part of the community in its various locations, and reflects this by being an active participant and corporate citizen. Activities range from cooperative events targeted at youth with local councils and government, to work with charitable and community organisations and sponsorship.



### Meeting the needs of industry

The University seeks to produce graduates who are 'job ready', ensuring they are sought after by employers worldwide. Swinburne courses have developed a reputation for their applied nature and industry relevance, achieved through consultation with industry and also through programs such as Industry-Based Learning (IBL) and Work Integrated Learning (WIL).

The University was a pioneer of IBL, which places students directly in industry for vocational paid employment as an integral part of the course structure. In 2002, Swinburne had approximately 530 students on IBL placements in some 328 companies.

'It's not too often that you can build up as strong a partnership with an outside organisation as the one Visy has with Swinburne. Over the past six years they have been by our side as an integral part of the business, whether it's providing training for our staff or collaborating on research and development programs. Our research with Swinburne has reaped real commercial outcomes and contributed to Visy's continued success.'

*Richard Pratt AC  
Chairman, Visy Industries*

'Through Swinburne's Industry-Based Learning program, Bosch has been able to identify future graduates early and build up a relationship with them. Last year we had ten IBL students and we are really impressed with the attitude, skills and work readiness of Swinburne students. We hope to strengthen our relationship with the University in the future through other activities such as research partnerships.'

*Pat Tucker  
General Manager – Human Resources  
Robert Bosch (Australia)*

## The way forward



Renowned for its practical focus and industry relevance, Swinburne is now well poised to continue working towards achieving a strong and sustainable future. The University's pathway is defined by its vision for 2010, which maps out a clear direction under five broad strategic themes:

- The Entrepreneurial University
- The Research Intensive University
- Internationalisation
- Flexible Learning and Teaching
- The Intersectoral Advantage.

### Our future

To be a pre-eminent entrepreneurial university from the Asia-Pacific, thriving on new ideas and knowledge and exploiting our intersectoral heritage to create value for our stakeholders.



### Our business

To pursue the generation, transfer and creative application of knowledge and skills, using our intersectoral operations and programs.

To provide innovative education, research and training for the benefit of:

- students
- strategic partners
- industry and business generally
- staff
- the diverse communities and societies in which we operate.



### Our values

- Creativity
- Innovation
- Entrepreneurship
- Focus
- Customer service
- Continuous improvement
- Co-operation and teamwork
- Transparency and openness
- Enjoyment.





**Melbourne Australia**

**Croydon campus**  
Norton Road  
Croydon Vic 3136

**Hawthorn campus**  
John Street  
Hawthorn Vic 3122

**Healesville campus**  
Maroondah Highway  
Healesville Vic 3777

**Lilydale campus**  
Melba Avenue  
Lilydale Vic 3140

**Prahran campus**  
High Street  
Prahran Vic 3181

**Wantirna campus**  
Stud Road  
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