I’m very pleased to have the opportunity to introduce you to Victoria University (VU). We’re proud of our reputation for being a distinctive university where students thrive and creativity and innovation flourish. We work hard to ensure each student has the opportunities and support they need to reach their potential and achieve their goals.

Victoria University is one of only five Australian universities offering both Technical and Further Education (TAFE) and higher education courses. This gives us advantages in course and pathway design and delivery, as well as providing our students with greater flexibility.

We have invested much effort in recent times to the balance of our work within the western region of Melbourne; our presence in the central business district of Melbourne and longstanding international relationships, notably in Asia, the USA and Europe. The University uses its commitment to industry, professional and regional engagement and community capacity building as its framework for establishing international relationships and building research strength.

Internationalisation is integral to Victoria University’s teaching and learning, research and engagement activities and the commitment by the University is documented in the Victoria University 2008/2009 International Plan. The University recognises the complexity of internationalising a large organisation such as ourselves and identifies five key components, which are introduced in this document.

The Victoria University International Profile reflects the commitment and success of the University in pursuing the goals of intellectual excellence, enriching the student learning experience and engagement with local and international communities. Victoria University has built a professional capability in international relations; international strategy, marketing and student recruitment; workforce development and consultancy services; student mobility and international support services. These underpin the University’s missions, values and statement of purpose which seek to transform Victoria University by 2016.

This document also provides an overview of recent and current achievements and activities of the University, staff and students; introduces international honorary graduates; and highlights the University’s research activities and industry engagement.

By 2016, our centenary year, Victoria University will be a leading university among those known for its knowledge of the changing nature of work and the workplace, and will continue to be applauded for its strong community values. Among the measures of our success will be strong growth in the proportion of students who make VU their first choice and the number of enterprises that come back year after year to offer VU work placements for students, commercial contacts and research assignments. We will be a distinctive international university that blends vocational and professional, conceptual and creative pursuits.

Victoria University will also continue to advance a number of ambitious projects that will raise the University’s profile locally, nationally and internationally.
### VU INTERNATIONAL PROFILE

#### STUDENT POPULATION

- Total number of enrolled students: 47,151
- Technical and Further Education (TAFE): 26,190
- Higher Education (HE): 20,561
- Onshore international students: 3,845
- Offshore international students: 8,044

#### COURSE ENROLMENTS BY FACULTY

<table>
<thead>
<tr>
<th>SECTOR</th>
<th>FACULTY/SCHOOL</th>
<th>No. REPORTABLE COURSE ENROLMENTS</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGHER EDUCATION</td>
<td>ARTS, EDUCATION AND HUMAN DEVELOPMENT</td>
<td>5,656</td>
<td>26.2%</td>
</tr>
<tr>
<td></td>
<td>BUSINESS AND LAW</td>
<td>10,881</td>
<td>50.5%</td>
</tr>
<tr>
<td></td>
<td>HEALTH, ENGINEERING AND SCIENCE</td>
<td>4,758</td>
<td>22.1%</td>
</tr>
<tr>
<td></td>
<td>UNIVERSITY*</td>
<td>267</td>
<td>1.2%</td>
</tr>
<tr>
<td>HIGHER EDUCATION</td>
<td>TEACHING AND LEARNING SUPPORT VU College</td>
<td>6,510</td>
<td>20.2%</td>
</tr>
<tr>
<td></td>
<td>TEACHING AND LEARNING SUPPORT</td>
<td>1,186</td>
<td>3.7%</td>
</tr>
<tr>
<td></td>
<td>TECHNICAL AND TRADES INNOVATION</td>
<td>8,296</td>
<td>25.8%</td>
</tr>
<tr>
<td></td>
<td>WORKFORCE DEVELOPMENT</td>
<td>16,155</td>
<td>50.3%</td>
</tr>
<tr>
<td>TAFE</td>
<td>TEACHING AND LEARNING SUPPORT</td>
<td>32,142</td>
<td>59.9%</td>
</tr>
<tr>
<td></td>
<td>WORKFORCE DEVELOPMENT</td>
<td>16,155</td>
<td>50.3%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>53,704</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

#### COURSE ENROLMENTS BY GENDER

<table>
<thead>
<tr>
<th></th>
<th>No. REPORTABLE COURSE ENROLMENTS</th>
<th>%</th>
<th>TAFE</th>
<th>HE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>24,079</td>
<td>51.1%</td>
<td>12,889</td>
<td>11,190</td>
</tr>
<tr>
<td>Male</td>
<td>23,072</td>
<td>48.9%</td>
<td>13,301</td>
<td>9,771</td>
</tr>
<tr>
<td>TOTAL</td>
<td>47,151</td>
<td>100%</td>
<td>26,190</td>
<td>20,961</td>
</tr>
</tbody>
</table>

#### VICTORIA UNIVERSITY COURSES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TAFE</td>
<td>317</td>
</tr>
<tr>
<td>Higher Education</td>
<td>389</td>
</tr>
<tr>
<td>TOTAL</td>
<td>706</td>
</tr>
</tbody>
</table>

**Note:**
* University refers to courses that are not assigned to specific schools or fall under one of the faculties. Courses that may fall under this category include students undertaking exchange or study abroad as part of their course, single units and extension studies.
### Onshore Course Enrolment by Industry and Community Cluster (ICC)

<table>
<thead>
<tr>
<th>Student Cluster</th>
<th>No. Local Students HE</th>
<th>No. Local Students TAFE</th>
<th>No. International Students HE</th>
<th>No. International Students TAFE</th>
<th>No. Reportable Course Enrolments</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural and Creative Industries</td>
<td>1,366</td>
<td>1,186</td>
<td>59</td>
<td>18</td>
<td>2,629</td>
<td>5.8%</td>
</tr>
<tr>
<td>Education and Transition</td>
<td>1,834</td>
<td>5,222</td>
<td>18</td>
<td>597</td>
<td>7,671</td>
<td>16.8%</td>
</tr>
<tr>
<td>Engineering and Infrastructure</td>
<td>935</td>
<td>5,481</td>
<td>178</td>
<td>45</td>
<td>6,639</td>
<td>14.6%</td>
</tr>
<tr>
<td>Financial and Economic Services</td>
<td>2,501</td>
<td>2,572</td>
<td>1,077</td>
<td>166</td>
<td>6,316</td>
<td>13.8%</td>
</tr>
<tr>
<td>Health</td>
<td>2,429</td>
<td>1,563</td>
<td>190</td>
<td>14</td>
<td>4,196</td>
<td>9.2%</td>
</tr>
<tr>
<td>Human Services</td>
<td>1,013</td>
<td>3,840</td>
<td>31</td>
<td>41</td>
<td>4,925</td>
<td>10.8%</td>
</tr>
<tr>
<td>Information and Communication Technology</td>
<td>525</td>
<td>1,353</td>
<td>140</td>
<td>16</td>
<td>2,034</td>
<td>4.5%</td>
</tr>
<tr>
<td>Law and Legal Services</td>
<td>1,391</td>
<td>556</td>
<td>24</td>
<td>4</td>
<td>1,975</td>
<td>4.3%</td>
</tr>
<tr>
<td>Marketing Services</td>
<td>706</td>
<td>1,094</td>
<td>106</td>
<td>11</td>
<td>1,917</td>
<td>4.2%</td>
</tr>
<tr>
<td>Sports and Recreation</td>
<td>1,133</td>
<td>939</td>
<td>49</td>
<td>19</td>
<td>2,140</td>
<td>4.7%</td>
</tr>
<tr>
<td>Tourism and Hospitality</td>
<td>592</td>
<td>850</td>
<td>309</td>
<td>68</td>
<td>1,819</td>
<td>4.0%</td>
</tr>
<tr>
<td>Transport and Logistics</td>
<td>418</td>
<td>1,644</td>
<td>327</td>
<td>6</td>
<td>2,395</td>
<td>5.2%</td>
</tr>
<tr>
<td>No Cluster Assigned</td>
<td>654</td>
<td>—</td>
<td>310</td>
<td>—</td>
<td>964</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>15,496</td>
<td>26,300</td>
<td>2,818</td>
<td>1,005</td>
<td>45,620</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

### Key Source Countries for Onshore International Students

<table>
<thead>
<tr>
<th>Student’s Country of Birth</th>
<th>No. International Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>People’s Republic of China</td>
<td>1,234</td>
</tr>
<tr>
<td>India</td>
<td>714</td>
</tr>
<tr>
<td>Vietnam</td>
<td>170</td>
</tr>
<tr>
<td>Germany</td>
<td>136</td>
</tr>
<tr>
<td>Thailand</td>
<td>127</td>
</tr>
<tr>
<td>Pakistan</td>
<td>125</td>
</tr>
<tr>
<td>Malaysia</td>
<td>118</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>111</td>
</tr>
<tr>
<td>Indonesia</td>
<td>85</td>
</tr>
<tr>
<td>Mauritius</td>
<td>71</td>
</tr>
<tr>
<td>Japan</td>
<td>30</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2,947</td>
</tr>
</tbody>
</table>

### Sponsored Students

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>No. Reportable Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Government Scholarships **</td>
<td>123</td>
</tr>
<tr>
<td>Victoria University Scholarships</td>
<td>38</td>
</tr>
<tr>
<td>International Body Scholarships (home government and private organisation)*</td>
<td>114</td>
</tr>
</tbody>
</table>

### Note:

- **These are scholarships granted to international students by the Australian Government to study at VU. These include the Australian Development Scholarship (ADS) managed by Australian Agency for International Development (AusAID), Australian Partnership Scholarships (APS) Program (Indonesia only) and Endeavour Awards.
- † These are scholarships granted to international students by their home government to study at VU. These may include scholarships from the Thai Royal Embassy, Saudi Arabian Cultural Mission and Ministry of Higher Education. Private organisation scholarships include all other sponsor bodies outside Australia and home Government scholarships. These may include overseas institutions and private companies.
- # Local students refers to the total number of students studying at VU, excluding international students.
- 1 These are scholarships granted to international students by the University’s administrative systems and have been officially verified by the Department of Education, Employment and Workplace Relations (DEEWR) and Skills Victoria for the year ending 2007.
- 2 The above statistics are obtained from the University’s administrative systems and have been officially verified by the Department of Education, Employment and Workplace Relations (DEEWR) and Skills Victoria for the year ending 2007.
- 3 The above analysis measures the number of reportable course enrolments. This means that any student enrolled in two courses is counted twice, any student enrolled in three courses is counted three times and so on. Other double counting can occur if a student is enrolled at a different teaching location in different semesters or has a different fund source in different semesters.

### Onshore International Student Enrolments by Course Level

- Certificate II, III, IV: 58.2%
- Diploma: 40.1%
- Advanced Diploma: 1.7%

### Onshore International Student Enrolments by Higher Education

- Undergraduate: 64.5%
- Postgraduate: 35.5%
MISSION
To transform the lives of individuals and develop the capacities of industry and communities within the western Melbourne region and beyond, through the power of vocational and higher education.

VALUES
To underpin and guide its future development and the day-to-day teaching, learning, research and other activities, Victoria University (VU) embraces the following values:

- knowledge, skills, and critical and imaginative inquiry for the University’s capacity to transform individuals and the community
- equality of opportunity for students and staff
- diversity, for its contribution to creativity and the enrichment of our lives
- co-operation as the basis of engagement with local and international communities
- integrity, respect and transparency in personal and collaborative and institutional action
- sound environmental stewardship for future generations
- the pursuit of excellence

VU is committed to making these values real for the institution, its staff, students and stakeholders.

HISTORY
Victoria University was established to serve the community, equipping its industrial workforce with practical, job-focused skills and knowledge. Victoria University, and its predecessor institutions, has been providing education, research and training for over 90 years.

Some of the University’s key historical dates include:

- 1916 - founded as Footscray Technical School
- 1968 – became Footscray Institute of Technology
- 1990 – established as Victoria University of Technology
- 2005 – renamed Victoria University

In 1990, there were 16,000 students enrolled at Victoria University (VU). Today, more than 47,000 enrolled students and 3000 staff across local campuses and international sites make up one of Australia’s most diverse universities.

CAMPUSES AND SITES
Victoria University has 11 campuses and sites across Melbourne’s western region and central business district — three in the heart of Melbourne’s Central Business District (CBD) and another four within 10 km of the CBD.

VU also conducts offshore programs in Technical and Further Education (TAFE) and higher education with institutional partners in countries including Malaysia, the People’s Republic of China, Hong Kong, Singapore, Vietnam and Germany.

FACULTIES
Victoria University offers 706 TAFE and higher education courses through five faculties and the VU College, of which over 330 are offered to international students.

The five faculties are:

- Arts, Education and Human Development (higher education)
- Business and Law (higher education)
- Health, Engineering and Science (higher education)
- Technical and Trades Innovation (TAFE)
- Workforce Development (TAFE)

VU College offers a range of courses and services, including English language training through the English Language Institute.

VU HIGHLIGHTS
- More than half a million graduates over the past 90 years.
- One of only five universities in Australia offering both TAFE and higher education courses.
- Strong partnerships with key industry organisations including:
  - SAP
  - British Telecom
  - Ericsson
  - BHP Steel
  - Sofitel Melbourne
  - BP Australia
  - Ford Motor Company
  - Solisma
  - CISCO
  - Microsoft
  - Galileo
- Extensive international links, with more than 70 exchange partners.
- Award winning courses in hospitality and tourism, and a leading education provider in the field of sports science and exercise rehabilitation, enterprise resource planning (SAP) and global logistics and transport.
- The only university in Australia to offer a Problem/Project/Practice Based Learning (P³BL™) pedagogical model at an institutional level in the area of engineering.
- Australia’s only three-star awarded program in hairdressing.
MAKING VU 2016

In 2006, Victoria University (VU) announced five major commitments. The driving force for future teaching, learning, research and engagement activities at VU, these commitments will make the University distinct from any other university, firmly establishing VU as A New School of Thought by its centenary in 2016.

COMMITMENT 1: COLLABORATION
To focus on 12 industry and community clusters in which VU has strong education and research capabilities and align them more effectively with future needs, with input from roundtables chaired by prominent industry and community leaders.
- Cultural and Creative Industries
- Education and Transition
- Engineering and Infrastructure
- Financial and Economic Services
- Health
- Human Services
- Information and Communication Technology
- Law and Legal Services
- Marketing Services
- Sports and Recreation
- Tourism and Hospitality
- Transport and Logistics

COMMITMENT 4: CONNECTED
To reshape VU’s vocational and workplace education for the greater benefit of students and for connecting enterprises with the workforce development services they require to upskill and reskill their existing workers.

COMMITMENT 5: COMMUNITY
To resource initiatives for a better life in Melbourne’s western suburbs and to share this knowledge with other communities in Australia or overseas that may face similar challenges. For example, in April 2008 VU launched an initiative in conjunction with Diabetes Australia (Victoria) to encourage diabetes prevention among VU staff and the employers and communities of Melbourne’s western suburbs.

COMMITMENT 2: CAREER
To make at least 25 per cent learning in the workplace and community a universal feature of VU courses, to ensure students leave the University ready to work in a global economy.

COMMITMENT 3: CHOICES
To provide students with the ability to customise their learning experience around course choice and learning support to best meet their current needs and future demands.
In support of the ‘Third Wave of internationalisation’, VU has developed its 2008-2009 international strategy which was endorsed by University Council in August 2008. The University will focus on the following five dimensions of internationalisation to move towards the global movement of students, staff and ideas.

The ‘Third Wave of internationalisation’ is a new approach that the international education industry refers to as a sustainable model. It involves diversifying the international student population, focusing on qualifications recognition, encouraging diversity in courses and enriching the links between Australian and overseas institutions.

**DIMENSION 1: BUSINESS**
- Achieve long-term sustainable growth of international revenue from international business activities
- Promote VU’s strengths and expertise as a niche education provider
- Increase and strengthen transnational education programs
- Focus on VU’s ‘customer’ segmentation for individual student recruitment
- Increase international adaptation of VU’s ‘brand’ messaging

**DIMENSION 2: STUDENTS**
- Further diversify VU’s student population
- Focus on an internationalised curriculum
- Introduce international content and internationalisation process for VU courses. For example, the Faculty of Arts, Education and Human Development has introduced a four-year Bachelor of Arts (International Studies) which can be combined with a wide range of discipline majors and includes one semester of overseas study as a core requirement

**DIMENSION 3: STAFF**
- Further diversifying VU’s academic staff. Twenty-eight per cent of VU’s academic staff are of international origin and over seventeen percent of staff have international tertiary education qualifications
- Investing support for faculty work in internationalisation
- Strengthening international teaching and learning skills
- Establishing international relationships and building research strength

**DIMENSION 4: RESEARCH**
- Continue to strengthen the University’s international research linkages
- Increase international research activities to generate a return through delivering student cohorts, research grants or funded projects

**DIMENSION 5: INTER-CULTURAL EXCHANGE**
- Strengthen student mobility and exchange programs
- Pursue international placements for VU students on short term internships or for-credit cooperative learning
- Engage VU students and staff in intercultural learning
- Provide a facility for international cultural festivals
- Promote interaction between local and international students on campus
INTERNATIONAL VISITS
Victoria University regularly welcomes international delegations to the University.
These have included representatives from the office of the Higher Education Commission, Ministry of Education, Thailand; Ministry of Higher Education, Malaysia; and the Sri Lankan Minister of Vocational and Technical Training. In 2007, the University also welcomed the Prime Minister of Malta, Dr Lawrence Gonzi, who praised the University’s ongoing cultural and intellectual contributions to the Maltese community both locally and abroad.

There were also visits from a number of partner and exchange institutions from countries including Germany (German Sports University), Sweden (Lunds Tekniska Hogskola and Jönköping University School of Engineering), Netherlands (Arnhem Business School), United Kingdom (University Westminster) and P. R. China (Liaoning University, Henan University, Shandong Jianzhu University and newly established partner Chongqing Jiaotong University).

VU DELEGATION TO P. R. CHINA AND EUROPE
Victoria University’s Vice-Chancellor and President, Professor Elizabeth Harman led a senior level university mission to P. R. China in June 2008.

Amongst the delegates was the Hon. Justice Frank Vincent AO QC, Chancellor of Victoria University and Andrew Holloway, Vice-President (International). The mission renewed links with key partners and coincided with VU’s first graduation ceremony in Beijing, as well as the annual Teaching and Learning Conference for VU’s offshore partners in P. R. China.

The graduation ceremony was as much about the achievements of offshore students as it was about the achievements the University has made in building strong relationships in P. R. China. Marked as the first of its kind from a Melbourne-based institution, the event was a significant step towards recognising the partnership and student achievements between Australia and P. R. China.

The conference focused on teaching and learning issues, and research opportunities. A Teaching and Learning Support Grant will be made available for funding up to six joint VU and Chinese partner institution research projects up to A$10,000 each.

The Vice-Chancellor then travelled on to Europe with a different delegation that included Deputy Chancellor, Di Foggia; Senior Deputy Vice-Chancellor (Education Services) and Director TAFE, Professor Richard Carter; and Head of the School of Human Movement, Recreation and Performance, Professor Terry Roberts.

OUTCOMES OF THE EUROPEAN MISSION INCLUDED:
Angell Business School, Freiberg and German Sports University, Cologne

Productive discussions in Freiberg and Cologne have laid the ground work for taking VU’s international achievements to a new level in tourism and hospitality and in sports in education and research. The University’s partners are well advanced in responding to the massive education changes in both higher education and technical and further education that are now underway across Europe.

Leeds Metropolitan University

Following discussions with Leeds Metropolitan in the United Kingdom, over 2008-2009 VU will:
• improve student exchange activities
• give priority to sports related areas
• adapt the Leeds graduate trainee-program for some of VU’s students
• implement a western region childrens’ weight management program as part of the community health work under Commitment 5 of the Making VU Program
• implement a VU-Western Bulldogs alliance with the Leeds Met-Headingly partnership

Malta

The University’s alliances have been re-energised both with the University of Malta and the new soon-to-be dual sector Maltese vocational college, Malta College of Arts, Science and Technology. The Maltese Prime Minister, Dr Lawrence Gonzi showed great support for the University’s work in tourism and hospitality, water, diabetes, financial services and migrant studies.
VU’S CHANCELLOR GUEST LECTURE IN MALAYSIA

In July 2008, Victoria University’s Chancellor, the Hon. Justice Frank Vincent AO QC, was a guest lecturer at Sunway University College as part of the Tan Sri Jeffrey Cheah Distinguished Speakers Series. He shared his views on the thought provoking subject of ‘The Globalisation of Education from a Judicial Perspective’. Victoria University (VU) also hosted a two day ‘Celebrate VU’ event to coincide with this speech, which was attended by VU alumni and members of Sunway University College’s student body.

MISSION TO SAUDI ARABIA

Professor Richard Carter, Senior Deputy Vice-Chancellor (Education Services) and Director TAFE, participated in a Department of Education, Employment and Workplace Relations (DEEWR) led mission to Saudi Arabia. The mission showcased Australia’s capacity and identified opportunities for Australia to undertake commercial activity in the development of Vocational Education and Training (VET) in Saudi Arabia.

WORLD ASSOCIATION OF COOPERATIVE EDUCATION (WACE)

Victoria University is one of only five Australian institutions to be a member of the World Association of Cooperative Education (WACE). Through this international network, opportunities are being pursued for the international placement of VU students on short term internships and other opportunities for credit transfer cooperative learning activities. The introduction of workplace learning units at international partner campuses in PR. China and Malaysia provide an opportunity for local VU students to acquire both work and cultural experiences in a variety of linguistic and cultural settings.

Victoria University is working with the University of Victoria, Canada as part of Commitment 2 of the Making VU Program to enhance the University’s mobility of students in a global economy. In 2008, VU signed an attachment to the Memorandum of Understanding (MOU) between Victoria University and University of Victoria to offer student exchange opportunities in Learning in the Workplace and Community (LIWC) programs for 2009 in the disciplines of marketing and finance.

UNIVERSITY OF TEXAS EL PASO (UTEP)

The partnership that is developing between Victoria University and the University of Texas at El Paso (UTEP) is testament to Victoria University’s desire to learn from other distinctive universities that have earned a reputation for education and research in very different contexts to more traditional institutions. The visit by senior UTEP staff in April 2008 provided Victoria University staff the opportunity to engage with the delegation with the view to develop joint programs, organise student and staff exchanges and work placements. The April visit builds on an existing relationship between VU and UTEP formalised in September 2007 with the signing of the Memorandum of Understanding.

VU WORKING IN SAMOA

Together with David Kay Training and Development and local Samoan partner NUS Oleamanu Centre for Professional Development, the School of Enterprise has won a tender to deliver the Certificate IV in Training and Assessment and the Diploma in Government – Project Management to high-level staff in the Samoan public service. It is a three year program worth approximately A$250,000.

SKILLS RECOGNITION INTERNATIONAL ASSESSMENTS

Victoria University is one of only seven Australian institutions to be successful in winning a three year (2007-2009) project for the provision of offshore skills assessment. The consortium, led by VETASSESS provides the specific industry expertise required to support offshore assessment for selected countries and trade occupations. This is the only skills recognition pathway available to potential migrants from the five countries nominated in the specified occupations. Successful applicants receive an assessment outcome that can be used for migration to Australia.

ICEPA RESEARCHERS FUNDING SUCCESSES

VU’s Institute for Community, Ethnicity and Policy Alternatives (ICEPA) is an interdisciplinary institute at Victoria University dedicated to researching training and engagement within culturally diverse communities. ICEPA’s international and development work is focused on Timor-Leste (formerly East Timor) and the Pacific Islands. Following are two ICEPA research projects for the University:

Victoria University offers support to capacity building in Fiji

VU’s ICEPA has won AusAid funding to start a capacity building project for JTA International and the Fiji Ministry of Health. This project aims to assist managers in the Ministry of Health to improve their management and team work performance, and will comprise up to thirty Ministry managers from middle to senior ranks in both clinical and non-clinical portfolios.

A range of research, training and development activities will be delivered using in-country and in-Australia activities.

Democratic Republic of Timor-Leste

The University is involved in an AusAid Public Sector Linkage Project which looks at strengthening educational management systems in Timor-Leste. ICEPA will work closely with the Ministry of Education and Culture in Timor-Leste.
Victoria University offers programs offshore through transnational education projects in Germany, the People’s Republic of China, Hong Kong, Malaysia, Indonesia, Singapore and Vietnam. Students are able to study in one of our offshore programs and then have the option of transferring to VU in Melbourne as an international student. Courses range from English language (English for Further Study), certificates, bachelors to masters.

VU accounts for one-sixth of Australia’s offshore enrolments in PR. China (5,000 out of 30,000), making it a significant market leader for volume and quality operations. VU’s transnational education programs received a commendation from the AUQA audit report in 2007, which audited VU’s major sites in P.R. China, Malaysia, and Singapore.

VU will seek to grow offshore operations, focusing on a smaller number of high-volume, quality sites with established educational providers.

**Note:**
- Not all partner institutions are represented in the map.
- The above statistics are obtained from the Victoria University’s administrative systems and have been officially verified by the Department of Education, Employment and Workplace Relations (DEEWR) and Skills Victoria for the year ending 2007.
- The above analysis measures the number of reportable course enrolments. This means that any student enrolled in two courses is counted twice, any student enrolled in three courses is counted three times and so on. Other double counting can occur if a student is enrolled at a different teaching location in different semesters or has a different fund source in different semesters.
<table>
<thead>
<tr>
<th>COUNTRY, CITY, INSTITUTION</th>
<th>COURSE</th>
<th>PARTNERS / WEBSITE</th>
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<tr>
<td>AUSTRALIA</td>
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<tr>
<td>Sydney — Education Centre of Australia</td>
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<td><a href="http://www.eca.edu.au/vusuzydney">www.eca.edu.au/vusuzydney</a></td>
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<tr>
<td></td>
<td>• Master of Science in Computer Science</td>
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<td>CHINA (People’s Republic of China)</td>
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<tr>
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<td>• Master of Business Administration</td>
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<tr>
<td></td>
<td>• Master of Business in Resource Planning Systems (MERP)</td>
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<tr>
<td>Beijing — Central University of Finance and Economics (CUFE)</td>
<td>• Bachelor of Business (Financial Risk Management/International Trade)</td>
<td><a href="http://en.cumfe.edu.cn">http://en.cumfe.edu.cn</a></td>
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<td>Chengdu — Sichuan University (and the Intensive Language Training Centre (ILTC) branch)</td>
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<td>Zhengzhou Henan — Henan College of Finance and Taxation</td>
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<td>• Diploma of Information Technology [including English for Further Study]</td>
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<td>• Bachelor of Business (Banking and Finance)</td>
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<tr>
<td>GERMANY</td>
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<tr>
<td>Chinese University of Hong Kong (CUHK) (School of Continuing and Professional Studies)</td>
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<tr>
<td>MALAYSIA</td>
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<td></td>
</tr>
<tr>
<td>Kuala Lumpur — Sunway University College</td>
<td>• Bachelor of Business (7 different streams — accounting, banking and finance, accounting/banking and finance, marketing/international tourism, marketing/international trade, international trade and marketing)</td>
<td><a href="http://www.sunway.edu.my">www.sunway.edu.my</a></td>
</tr>
<tr>
<td>Johor Bahru — Sunway University College</td>
<td>• Master of Business Administration (MBA)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Bachelor of Business (Accounting and Marketing)</td>
<td></td>
</tr>
<tr>
<td>SINGAPORE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Genovate Solutions Pte Ltd (Knowledge Window AsiaPacific-KWAP)</td>
<td>• Master of Business in Resource Planning Systems (MERP)</td>
<td><a href="http://www.kwap.edu.sg/about_victoria_university.htm">http://www.kwap.edu.sg/about_victoria_university.htm</a></td>
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<tr>
<td></td>
<td>• Bachelor of Business (Information Systems)</td>
<td><a href="http://www.sic.edu.sg/site">www.sic.edu.sg/site</a></td>
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<tr>
<td>Singapore Institute of Commerce (SIC)</td>
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<td></td>
<td>• Master of Business in Professional Accounting</td>
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<td>VIETNAM</td>
<td></td>
<td></td>
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<tr>
<td>Hanoi — Hanoi University</td>
<td>• Master of TESOL</td>
<td><a href="http://www.hanu.edu.vn">www.hanu.edu.vn</a></td>
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</tbody>
</table>
Victoria University has recently strengthened its Study Abroad and exchange programs through the introduction in 2006 of a new travel grant scheme with an annual allocation of A$500,000. Under this scheme students can apply for a grant of up to A$4000, with the amount of the award determined by the student’s destination and the academic credit to be received. Victoria University has had continued growth in the number of students participating in international experiences (including semester exchange and study tours) with more than 170 Victoria University students involved in the last year. This placed the University in the top one-third of Australian universities for outbound exchange students. The University welcomed over 145 exchange students and more than 85 Study Abroad students who undertook semester programs at Victoria University in 2007.

### VICTORIA UNIVERSITY’S EXCHANGE AGREEMENTS

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>INSTITUTE NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUSTRIA</td>
<td>• FH Joanneum</td>
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<tr>
<td></td>
<td>• University of Salzburg</td>
</tr>
<tr>
<td></td>
<td>• FHS Kufstein Tirol</td>
</tr>
<tr>
<td>BOSNIA AND HERZEGOVINA</td>
<td>• University of Sarajevo</td>
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<tr>
<td>CANADA</td>
<td>• Concordia University</td>
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<tr>
<td></td>
<td>• University of Ottawa</td>
</tr>
<tr>
<td></td>
<td>• University of Victoria</td>
</tr>
<tr>
<td>CHILE</td>
<td>• Universidad Finis Terrae</td>
</tr>
<tr>
<td>CHINA (People’s Republic of China)</td>
<td>• Shanghai Shuguang Hospital</td>
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<tr>
<td></td>
<td>• University of International Business and Economics</td>
</tr>
<tr>
<td>DENMARK</td>
<td>• Aalborg University</td>
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<tr>
<td>FIJI</td>
<td>• University of the South Pacific</td>
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<tr>
<td>FINLAND</td>
<td>• University of Jyvaskyla</td>
</tr>
<tr>
<td>FRANCE</td>
<td>• Catholic University of Lille IESSEG</td>
</tr>
<tr>
<td></td>
<td>• Ecole Superieure de Commerce De Saint-Etienne</td>
</tr>
<tr>
<td></td>
<td>• INSEEC Business and Communication Schools</td>
</tr>
<tr>
<td>GERMANY</td>
<td>• Bonn-Rhein-Sieg University of Applied Sciences</td>
</tr>
<tr>
<td></td>
<td>• Bremen University of Applied Sciences</td>
</tr>
<tr>
<td></td>
<td>• Georg-Simon-Ohm University of Applied Sciences Nuernberg</td>
</tr>
<tr>
<td></td>
<td>• German Sport University Köln</td>
</tr>
<tr>
<td></td>
<td>• Giessen Friedberg University of Applied Sciences</td>
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<tr>
<td>HONG KONG</td>
<td>• Hong Kong Polytechnic University</td>
</tr>
<tr>
<td>ITALY</td>
<td>• University of Florence</td>
</tr>
<tr>
<td></td>
<td>• University of Udine</td>
</tr>
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<td></td>
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</tbody>
</table>

1 Olsen, A. International Higher Education Data, paper presented to the Australian Universities International Directors Forum, July 2008
## Victoria University's Exchange Agreements

<table>
<thead>
<tr>
<th>Country</th>
<th>Institute Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Japan</strong></td>
<td>• Utsunomiya University</td>
</tr>
<tr>
<td><strong>Malaysia</strong></td>
<td>• Sunway University College</td>
</tr>
<tr>
<td><strong>Malta</strong></td>
<td>• University of Malta</td>
</tr>
<tr>
<td><strong>Mexico</strong></td>
<td>• Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM) Queretaro</td>
</tr>
<tr>
<td></td>
<td>• Universidad de las Americas — Puebla (UDLA)</td>
</tr>
<tr>
<td></td>
<td>• Universidad de Monterrey (UDEM)</td>
</tr>
<tr>
<td></td>
<td>• Universidad Iberoamericana Leon</td>
</tr>
<tr>
<td><strong>Netherlands</strong></td>
<td>• Arnhem Business School</td>
</tr>
<tr>
<td></td>
<td>• Hogeschool van Arnhem en Nijmegan</td>
</tr>
<tr>
<td><strong>South Korea</strong></td>
<td>• Kyung Hee University</td>
</tr>
<tr>
<td></td>
<td>• Soochunhyang University</td>
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<tr>
<td><strong>Spain</strong></td>
<td>• Universidad de Leon</td>
</tr>
<tr>
<td></td>
<td>• Universidad de Deusto (San Sebastian Campus)</td>
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<tr>
<td><strong>Sweden</strong></td>
<td>• Gothenburg University</td>
</tr>
<tr>
<td></td>
<td>• Jönköping International Business School</td>
</tr>
<tr>
<td></td>
<td>• Jönköping School of Education and Communication</td>
</tr>
<tr>
<td></td>
<td>• Jönköping School of Engineering</td>
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<tr>
<td><strong>Taiwan</strong></td>
<td>• Providence University</td>
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<td><strong>Turkey</strong></td>
<td>• Bogazici University</td>
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<td></td>
<td>• Fatih University</td>
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<td><strong>United Kingdom</strong></td>
<td>• Leeds Metropolitan University</td>
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<td></td>
<td>• New College Nottingham</td>
</tr>
<tr>
<td></td>
<td>• Thames Valley University</td>
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<td>• University of Glamorgan</td>
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<td><strong>United States</strong></td>
<td>• Belmont University</td>
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<td>• California State University System</td>
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<td>• Clemson University</td>
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<td>• East Carolina University</td>
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<td>• Florida International University</td>
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<td>• Indiana University</td>
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<td></td>
<td>• Lake Erie College of Osteopathic Medicine (LECOM)</td>
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<td>• Lock Haven University of Pennsylvania</td>
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<td>• New Jersey State Consortium for International Studies (NJSCIS)</td>
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<td>• Rensselaer Polytechnic Institute (RPI)</td>
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<td>• Slippery Rock University</td>
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<td>• State University of New York - Cortland</td>
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<td>• State University of New York - New Paltz (SUNY)</td>
</tr>
<tr>
<td></td>
<td>• University of Nebraska</td>
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<tr>
<td></td>
<td>• University of North Dakota</td>
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<tr>
<td></td>
<td>• University of Southern California</td>
</tr>
<tr>
<td></td>
<td>• Virginia Tech</td>
</tr>
</tbody>
</table>
HONORARY GRADUATES (INTERNATIONAL)

TAN SRI DATO’ SERI JEFFREY CHEAH, AO
Chancellor of Sunway University College, Malaysia

Victoria University alumnus Tan Sri Dato’ Seri Dr Jeffrey Cheah, received Victoria University’s first honorary degree, Doctor of the University in 1993 for his achievements and contribution to education. In July 2008, Tan Sri Dato’ Seri Dr Jeffrey Cheah was honoured with an Honorary Officer of the Order of Australia (AO) by the Prime Minister of Australia, the Hon. Kevin Rudd MP in Malaysia. He was bestowed with this prestigious award for his extraordinary and meritorious contribution to the advancement of education in Malaysia and business links in Australia. The strong educational partnership between Victoria University and Sunway University College has been long-standing through the offshore degree programs Victoria University offers through Sunway University College campuses in Kuala Lumpur and Johar Bahru.

HIS EXCELLENCY KAY RALA XANANA GUSMÃO
Prime Minister of the Democratic Republic of Timor-Leste

His Excellency Kay Rala Xanana Gusmão was the first President of the Democratic Republic of Timor-Leste (formerly East Timor), serving from May 2002 to May 2007. He later became the fourth and current Prime Minister of the Democratic Republic of Timor-Leste on August 8, 2007. He is recognised as having made an exceptional contribution to the advancement of his people and has become an inspirational leader in helping to stabilise the new nation. In 2003, His Excellency Kay Rala Xanana Gusmão was presented with an honorary Doctor of Laws by Victoria University in recognition of his exceptional and distinguished services to the people of Timor-Leste. Victoria University continues its commitment to the rebuilding of Timor-Leste and strengthening the existing relationship with Government, primarily through Victoria University’s Institute for Community, Ethnicity and Policy Alternatives (ICEPA).

KE LI
Recipient of Footscray Institute of Technology’s First Honorary Doctorate, 1986

In 1993, Ke Li was a major force in establishing links between Footscray Institute of Technology (FIT) and the Beijing Institute of Physical Education, considered P.R. China’s premier sports institute. This strong link has subsequently enhanced the international reputation of Victoria University and been instrumental in the promotion of physical education at the University. Mr Li was awarded Footscray Institute of Technology’s first honorary Doctor of Applied Science in 1986. The doctorate citation referred to Ke Li’s outstanding service to social services and the fitness and physical education of the Chinese people.

OTHER HONORARY GRADUATES OF THE UNIVERSITY INCLUDE:

Puan Sri Datin Seri Dr Susan Cheah, Doctor of the University, Executive Director, Sunway Group, Malaysia (since 1992)
Professor Fabio Roversi-Monaco, Doctor of Laws – Rettore Magnifico, University of Bologna, Italy (since 1998)
Mary McAleese, Doctor of Laws – President of Ireland (since 1997)
The Hon. Bob Halverson, OBE, Doctor of the University – Ambassador of Australia to Ireland (1999-2002)
Clemente Zammit, MQR, Doctor of the University – Consulate-General of Malta in Victoria (1984-2006)
Victoria University’s alumni network crosses every industry sector. In 2008, our Hong Kong and Malaysian alumni chapters celebrated their 10th anniversary with a celebratory dinner. Celebration dinners were also held in Singapore and Beijing. The Beijing dinner had a record attendance of 240 alumni and friends, making it the largest VU alumni event held outside Australia.

VU’s alumni community is an international community with chapters supporting alumni in many countries throughout the world. To facilitate stronger links between alumni, several chapters and networks were created.

### INTERNATIONAL CHAPTERS AND NETWORKS
- P.R. China
- Hong Kong
- Malaysia
- Singapore
- Vietnam
- Bangladesh
- Thailand

Graduates are part of an international network of alumni across all industry sectors. Members have the opportunity to develop and upgrade skills through workshops, classes, seminars, webcasts. They can further enhance their career opportunities by attending various social and networking events.

### SUCCESSFUL ALUMNI AND GRADUATES

**CHE YUMEI, P.R. CHINA**
**Master of Business Administration (2006)**
Manager of procurement for Shenhua Energy Company Limited (CSEC) in Beijing, the second-largest publicly-listed coal company in the world. Che completed her VU MBA at Beijing Jiaotong University, one of VU’s partnership institutions in P.R. China.

**TECK BOON CHUA, MALAYSIA**
**Bachelor of Business (catering and hotel management) (1999)**
While studying at VU Teck Boon Chua became the first overseas student to serve on the Victoria University Student Union (VUSU). While in Melbourne, Chua became fascinated with Melbourne’s coffee culture. He is now Marketing Manager at Sai Kee Coffee and has recently embarked on a new coffee tourism project to have a coffee plantation next to the company’s roasting plant in Muar. Chua has been president of VU’s Malaysian Alumni Chapter since 2004, and works closely with VU and Sunway College to promote the University in Malaysia.

**ALBERT LIM, MALAYSIA**
**Bachelor of Business (Marketing/Music Industry) (2005)**
**Masters of Business (Events Management) (2007)**
Albert commenced his Victoria University Bachelor of Business (Marketing/Music Industry) at Sunway University College and completed the award at Victoria University, Melbourne. He then went on to complete his Masters of Business (Events Management) and is now the Chief Executive Officer of a successful entertainment management business specialising in the music industry called Alive Global Entertainment.

**JULIA SHMAYENIK, RUSSIAN FEDERATION**
**Bachelor of Business (Hospitality Management) (2006)**
After completing her studies and graduating, Julia worked in St Petersburg in Russia for five months with an American-owned travel agency. Today she lives and works in Moscow as Group Sales Executive at the local Holiday Inn.

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Victoria University’s Chancellor, The Hon. Justice Frank Vincent AO QC at the Hong Kong celebratory dinner
Victoria University has more than 3000 staff at 11 campuses and sites across the city of Melbourne, making VU one of the largest employers in the state of Victoria. The success of the University is directly linked to the success of its staff. The University works to ensure staff are supported and engaged as the University continues to develop its teaching and learning activities.

**STAFF ACHIEVEMENTS**

- Victoria University was represented at the Australia 2020 Summit by the Vice-Chancellor Professor Elizabeth Harman; Associate Dean (Research and Research Training) Associate Professor Santina Bertone; VU Community Partnerships Officer Elleni Bereded; and University Council member Ken Loughnan, AO.

  Participation was limited to 1000 invitees. The Summit was co-chaired by the Prime Minister of Australia, the Hon. Kevin Rudd MP. Amongst the Federal Government Ministers was the Hon. Julia Gillard MP, Deputy Prime Minister, Minister for Education, Minister for Employment and Workplace Relations.

- Five academic staff celebrated citation success in the prestigious 2008 Carrick Institute Citations for Outstanding Contributions to Student Learning. The Citations are granted to people who have made a significant contribution to the quality of student learning in a specific area of responsibility over a sustained period.

- Department of Visual Art, Design and Multimedia program manager Mark O’Rourke was awarded a 2007 Fulbright Professional Scholarship in Vocational and Technical Education to undertake research at the Institute of Creative Technologies at the University of Southern California.

- Professor Anona Armstrong was made a Member of the Order of Australia in the 2008 Queen’s Birthday honours list. Her award was made for service to education through research and teaching roles in the fields of management, corporate governance, and evaluation, to professional organisations, and to the community.

**STAFFING STATISTICS – ONGOING AND FIXED TERM**

*(does not include sessional and casual staff)*

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<thead>
<tr>
<th>STAFF CATEGORY</th>
<th>MALE</th>
<th>FEMALE</th>
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<td>243</td>
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<tr>
<td>GENERAL</td>
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<tr>
<td>TAFE</td>
<td>266</td>
<td>250</td>
<td>516</td>
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<tr>
<td>TOTAL</td>
<td>1,021</td>
<td>1,351</td>
<td>2,372</td>
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</tbody>
</table>

*These statistics are obtained from the University’s administrative systems and have been officially verified by the Department of Education, Employment and Workplace Relations (DEEWR) and Skills Victoria for the year ending 2007.
Victoria University has six designated research centres and three research institutes which form the core of the University’s research effort.

**RESEARCH CENTRES:**
- Centre for Strategic Economic Studies (CSES)
- Centre for Ageing, Rehabilitation, Exercise and Sport Science (CARES)
- Centre for Environmental Safety and Risk Engineering (CESARE)
- Centre for Telecommunications and Microelectronics (CTME)
- Centre for Tourism and Services Research (CTSR)
- Work-Based Education Research Centre (WERC)

**INSTITUTES:**
- Institute for Community Ethnicity and Policy Alternatives (ICEPA)
- Institute of Sustainability and Innovation (ISI)
- Institute for Logistics and Supply Chain Management (ILSCM)

**AREAS OF RESEARCH STRENGTH**

Primary and emerging areas of research strength include:
- Active Living and Elite Performance: research in exercise and sports science, biomedical science and nutrition and the related health and wellness outcomes.
- Education and Pedagogy: research into teaching in diverse communities, university/industry/school partnerships engagement with educationally and socially disadvantaged youth, facilitating educational access for non traditional students.
- Environmental Sustainability: research in water treatment; green and safe construction including fire prevention; and economic, social and policy research on water use and environmental sustainability.
- Logistics, Supply Chain Management and Transportation: research in information technology and information systems, mathematical modelling, distribution systems, international trade, economics of transport and distribution.
- Social Inclusion, Cultural Diversity and Wellbeing in the Community and Workplace: research in community diversity, refugee resettlement, racial and gender discrimination and socially inclusive policies.
- Sustainable Tourism: research in environmentally and culturally appropriate and economically sustainable tourism, regional issues.
- Telecommunications, Microelectronics and Sensor Technologies: wireless technologies, microelectronics in health and power applications, and optical sensors and amplifiers.

There are a number of areas of significant research strength which underpin all of the above areas. These include:
- Applied Economics
- Applied Informatics and Data Mining

Through our Priority Research and Innovation Projects fund, VU is investing over A$15 million into flagship research projects within the areas of research strength.

**ACADEMIC EXCELLENCE**

VU is fortunate to have world-leading academics who are leading the research community and supervising our research students. Staff with international recognition include:

- Computer Science Professor Yanchun Zhang, who is a member of the highly prestigious Australian Research Council (ARC) College of Experts for 2008-2010
- Professor Dorothy Bruck, a world leader in sleep research and fire safety
- Professor Peter Sheehan, who was commissioned to provide economic advice to the Australian Government’s Garnaut Climate Change Review
- Dr Michael Mathai, a senior lecturer in nutrition who in collaboration with the Florey Research Institute discovered a new drug therapy to reduce weight loss
- Professor John Zeleznikow, whose computerised negotiation support systems, based on ‘game theory’, have been reported in just about every major world publication from *The Economist* to the *Harvard Negotiation Law Review*

**RESEARCH HIGHLIGHTS**

VU’s Institute for Innovation and Sustainability continues to be involved with a number of projects focusing on innovative research programs and demonstration sites for water conservation, including collaborations with City West Water and the Department of Sustainability and Environment.
Victoria University is committed to recognising and enhancing the capabilities of the western metropolitan region of Melbourne – Victoria’s major growth corridor. It is also a region with more than 40,000 businesses across a range of industries, many of which are focused on growth, innovation and investment into infrastructure and the community. The University is well placed to partner these businesses into the future.

**LOGISTICS CITY IN MELBOURNE’S WEST**

In June 2008, Victoria University’s Acting Vice-Chancellor, Professor Richard Carter welcomed the announcement by the Premier of Victoria, John Brumby, that the University will receive a A$150,000 study grant to develop a plan for a logistics city in Melbourne’s west. The innovative feasibility study will be led by Dr Pieter Nagel, the Director of VU’s Institute for Logistics and Supply Chain Management (ILSCM). It will help the Victorian Government plan future industrial zones and manufacturing hubs.

**SPORTS TRIANGLE**

The University is working with powerful partners in the western region as part of commitment 5 of Making VU Program to improve life in the western area of Melbourne. The Australian Football League (AFL) Western Bulldogs club, the Victorian Government and VU are combining resources to develop a sports precinct linking VU’s Footscray Park Campus, the Whitten Oval and Maribyrnong Secondary Sports School. Together they will form three points of a “Sports Triangle” in the West, representing A$100 million of investment in sport and recreation facilities and education. This will result in a sports education, research and performance precinct that is unique within Australia.

**VU AND THE UNIVERSITY OF MELBOURNE TO SUPPORT WESTERN REGION**

Victoria University and The University of Melbourne signed a groundbreaking agreement in May 2008 to jointly deliver new benefits to Melbourne’s rapidly growing west. This agreement is about drawing on the complementary strengths of both institutions to offer new pathways to education and the creation of new knowledge working especially with local schools and health providers. It will offer new pathways for students into postgraduate education at both universities and will be supported by new scholarships. Over three years each university will provide scholarships worth A$100,000. The agreement gathered momentum with the joint project to develop the Teaching, Training and Research Facility for the Sunshine Hospital to which both universities are committed.
WORKFORCE DEVELOPMENT AND CONSULTANCY SERVICES

Victoria University is one of Australia’s largest vocational training and education providers. The University leads the way in providing innovative training packages, coupled with consultancy and support services responsive to the needs of enterprises and the changing needs of the workforce.

LEARNING AND TRAINING OPPORTUNITIES

The University supports capability development through work-based learning and training programs. These programs help enterprises to upskill and reskill their employees to meet the demands of today’s changing business culture. Victoria University also has a great track record with its national and international clients across a diverse range of sectors and industries in these specialty areas:

- industry skills and technical upgrading
- recognised national awards for trades, para-professionals and apprentices
- language and communications support
- workplace readiness, culture and citizenship support (for migrant employees)

As well as offering a wide range of accredited programs in the trades, para-professional and professional arenas, the University offers:

- design and development of training programs, materials and assessment
- customised training packages and in-service training
- accelerated learning programs
- skills recognition services and ‘qualifying up’ programs

WORKFORCE DEVELOPMENT CONSULTANCY SERVICES

Victoria University promotes capability development across organisations through its Workforce Development Consultancy Services which can help to:

- respond to the implications of demographic change, skills shortages and ageing in the workplace
- draw on a range of strategies and planning tools that can create and sustain your workforce
- balance the acquisition, use and renewal of skilled people in your workplace

The Workforce Development expertise and teams of consultants will help successfully meet the new workforce challenges facing enterprises and companies through:

- people and talent management
- needs analysis and skills audit
- leadership and management coaching
- individual and team development
- workforce development effectiveness – benchmarking and evaluation
- systems management
- project management support
- improvement, innovation and change management
- applied research and analysis

Above image: Carpentry assessment in the United Kingdom

Top image: Carpentry and joinery assessment in India

These offshore skill assessments are part of a VETASSESS project. For more information about the project see page 9.
To develop a more comprehensive understanding of the decision making factors for international students when selecting an international education destination and institution, Victoria University engaged an external organisation to conduct market research.

The University believes that with this knowledge, it could continue to improve the Victoria University experience for prospective and current international students. As a result of research involving more than 350 international students, VU is better placed to meet students’ expectations.

The research reports have influenced a number of areas across the University, including future allocation of facilities to assist in servicing international students (for example the proposed International/Corporate Precinct at the City Flinders Campus), enhancing communication materials for students and focusing the University’s attention on introducing some new courses. It is expected that the knowledge acquired from these research activities will continue to influence the University’s directions in the coming years.

VUI HOSTS INAUGURAL ‘EXPLORE VU WEEK 2008’

During May 2008, Victoria University International (VUI) hosted its inaugural ‘Explore VU Week’.

Victoria University agents from countries including India, P.R. China, Hong Kong and Malaysia spent a week in Melbourne with VUI staff touring campuses and facilities, and listening to presentations from key staff across the University. Aimed at giving VU agents a deeper and richer understanding of what VU has to offer. It also presented a great opportunity for discussions, with the aim of increasing international student numbers at VU.

IMPROVEMENTS AND UPGRADES

Victoria University International (VUI) is currently in the process of improving its:

- website – making it more user-friendly, informative and interactive for all our students including international students
- admissions and enrolments systems – to be upgraded through a specially-funded project called the Enquiry, Application and Agent Management System (EAAMS), which will include Customer Relationship Management (CRM) functionality
- staffing resources – to achieve a quicker turnaround of the processing of international applications, VUI recently began to assign staff into five regional teams

PUBLICATIONS

Victoria University International has produced the following suite of International Course Guides for 2009-2010.

International Student Support (ISS) has produced the following booklets, available to international students, that align with the various stages of the student experience.

Victoria University International also produces a bi-monthly international newsletter called International Explorer for VU staff.
Victoria University has a local and international student body that is culturally and linguistically diverse providing a strong foundation for internationalisation and an intercultural educational experience for all VU students:

- forty per cent of local Australian students (16,181 out of 39,814) reported use of a language other than English at home, with striking growth in Asian and African languages
- an increasing number of local students reported Arabic and Turkish (1,463 and 740 respectively), and African languages (1,390) as a non-English language spoken at home
- fifteen per cent of local students (5,808) reported a European language spoken at home (e.g. Greek, Spanish, Italian), while 17 per cent (6,742) reported an Asian language – primarily Vietnamese and Chinese²

REWARDING STUDENT EXPERIENCE

Student Paddy Macrae’s short film on driver safety, The Price of Friendship, has been running in cinemas across Victoria during 2008. Macrae directed the film after winning A$20,000 in a Transport Accident Commission (TAC) film script competition.

Final-year students in the Bachelor of Arts (Professional Writing) program made significant contributions to the cultural life of Melbourne’s west through their involvement in the 2007 Williamstown Literary Festival, the Footscray Community Arts Centre and the Brimbank Festival.

During the 2008 Beijing Olympic Games VU was represented by six current students and several illustrious alumni.

Victoria University was delighted to be a partner University for Australia’s largest annual multi-sport event, the 2008 Australian University Games (AUG). VU, with 270 competitors, had its largest team since the AUG began. VU finished with some fantastic individual and team results and recorded their best overall result, placing seventh from 42 competing universities.

REMARKABLE STUDENTS

VU is proud to provide a learning environment in which its students thrive.

COMPUTER SCIENCE PHD SCHOLAR HONOURED

Guandong Xu has been honoured with a prestigious award presented to outstanding self-financed students studying abroad. Xu received the award from the Chinese Consulate-General, Mr Liang Shugen, at a ceremony at the Chinese Consulate in Melbourne. The award is sponsored by the China Scholarship Council and recognises the top Chinese students undertaking full-time research at a university outside P.R. China. Xu’s research focuses on improving web content searching.

2008 RESEARCH FELLOWSHIP SUCCESS FOR INDIAN STUDENT

Bhojarju Gunjai was awarded a 2008 Endeavour Research Fellowship from Department of Industry, Innovation, Science and Research (DIISR). He commenced his fellowship in March 2008 under the supervision of associate Professor Hao Shi, with Internet Technologies and Research Lab (ITARL) at the School of Computer Science and Mathematics for six months until August 2008.

Upon completion of his PhD, Gunjai aims to build a closer relationship between VU and the University of Mysore, India.

SCHOLARSHIP WIN FOR INDIAN DOCTORAL STUDENT

Anni Aryani, a PhD candidate in the Faculty of Business and Law has won the Australian Federation of University Women International Scholarship (AFUW). Aryani’s research focuses on the effect of fairness perception of performance measurement in the balanced scorecard environment.

GRADUATIONS

In 2007, VU presented 11,793 graduates with awards (5363 higher education and 6,430 technical and further education). A total of 66 students received doctorates, 53 at PhD level. At ceremonies in Hong Kong, Malaysia and P.R. China 650 awards were presented to graduating offshore students.

Demonstrating its strong links with P.R. China, Victoria University held its first graduation ceremony in P.R. China at the Peninsula Hotel Beijing during June 2008. This was the first graduation ceremony held in P.R. China for a Melbourne-based university. Seventy of the 165 students graduating attended the ceremony graduating from three higher education faculties and one technical and further education faculty with most from VU’s Faculty of Business and Law. Many now hold senior positions in government and commerce sectors. With seven university partners and more than 5,000 students in P.R. China-based programs, Victoria University is among the most engaged Australian universities in P.R. China.

VU SUCCESSES AND ACHIEVEMENTS

Victoria University continues to advance a number of ambitious projects to raise the University’s profile locally, nationally and internationally.

We made significant progress in teaching and learning, research and engagement activities at Victoria University. In particular, University staff and students, as well as members of industry and the community, were consulted on how best to ensure VU graduates continue to be prepared for contemporary global work places.

TEACHING

FIVE STAR RATING FOR ITS STAFF TO STUDENT RATIO
In 2008, the Good Universities Guide awarded VU a five star rating for its staff to student ratio.

VU LIBRARY ACHIEVES AN OVERALL SCORE WITHIN THE TOP 25 PER CENT
For the third consecutive year, the VU library maintained its position within the top 25 per cent of university libraries in Australia and New Zealand, by achieving a record overall score of 80 per cent in an externally managed client satisfaction survey.

RESEARCH

RESEARCH LEADERSHIP
Victoria University continued its A$15 million investment in Priority Research and Innovation Projects (PRIP) with a key focus on sustainable water use, transport and logistics and the global knowledge economy in the 21st Century.

ACADEMIC

APPROVED PATHWAYS
Enhancing the student learning experience by providing course articulation pathways has been identified as a key element of Commitment 3 of the Making VU Program. As of July 2008, VU has 293 formally approved pathways, of which 140 involve Australian institutions and the remaining 153 are with offshore institutions.

INTERNATIONAL ARBITRATION MOOT IN VIENNA
The School of Law continues to build on its international reputation. In the 2008 annual Willem C Vis International Commercial Arbitration Moot competition, VU was ranked top Australian University and equal fourth place overall out of 205 universities, level with Harvard Law School.

INDUSTRY PARTNERS

VU ENTERS AGREEMENT WITH SOFITEL
The School of Business and Hospitality has formalised its ties with the hotel Sofitel Melbourne On Collins, now part of the world’s largest hotel group, Accor. From 2009, the University will oversee the running of the hotel’s prestigious Academy Sofitel, Victoria’s only hospitality training academy within a five-star hotel. The strategic relationship means VU’s advanced diploma of hospitality students will gain workplace experience in all facets of the hotel business – with as much as 40 per cent of their training done in the workplace, all within 12 months – and are able to articulate directly into degree programs.

Victoria University is Australia’s longest established provider of tourism and hospitality degrees and programs. VU has won many state and national awards for tourism education and industry training, and has been inducted into the industry’s National Hall of Fame.

VU STUDENTS

AWARD WINNING MULTIMEDIA STUDENTS
Victoria University students have been recognised in the prestigious Australian Teachers of Media (ATOM) and Australian Interactive Media Industry Association (AIMIA) awards every year since 1999. Each year, the ATOM Awards recognise excellence in over thirty categories of Film, Television, Animation and Multimedia and celebrate the very best of Australian and New Zealand production.

In the 2007 AIMIA awards, two of only four national finalists in the Best Student-Developed Content section were VU TAFE graduates, one of multimedia students have once again ATOM Awards.

BEST TRADE TALENT

Victoria University students proved they possess some of the best trade talent in Australia during the WorldSkills Australia competition held in Sydney during July 2008. The biennial contest tested the skills of more than 500 young apprentices from across Australia in 50 trade and skill categories, ranging from floristry to floor-tiling. Three of the apprentices sponsored by VU achieved medal success, while five others made it from the Victorian regional heats to the three-day national finals.

HAIRDRESSING

VU is an industry leader and the largest provider of hairdressing and beauty therapy training courses in Australia, with students consistently winning industry awards. In October 2007, the Institute for Trade Skills Excellence gave VU’s hairdressing program three gold stars – its highest award. In May 2008, five VU students received top honours at the annual Hairdressing and Beauty Industry Association (HBIA) awards.
MODERN FACILITIES
ENHANCED INFRASTRUCTURE

Victoria University continues making significant contributions to the infrastructure of the western region of Melbourne and approximately A$80 million in projects approved by VU’s Council are currently in design or construction.

LEARNING COMMONS FACILITY AND EXERCISE SCIENCE AND SPORTS SCIENCE LABORATORY PRECINCT
Footscray Park Campus
The major project in the University’s capital plan is a A$60 million plus investment. It comprises a Learning Commons facility, providing enhanced access for students and the broader community to state-of-the-art learning facilities, and a world standard Exercise Science and Sports Science Laboratory Precinct.

ENGINEERING PROBLEM-BASED LEARNING (PBL) STUDIOS
Footscray Park Campus
This custom-designed multimillion dollar facility teaches teams of engineering students how to solve real-world problems.

FABRICATION WORKSHOP FOR ENGINEERING COURSES
Sunshine Campus
On June 12, 2008, the Acting Prime Minister, the Hon. Julia Gillard MP, launched the Faculty of Technical and Trades Innovation’s new Fabrication Workshop, the best equipped workshop in Australia. Students will learn the latest techniques in manufacturing using industry standard equipment which ensures they have the training outcomes expected by industry.

INTERNATIONAL/CORPORATE PRECINCT
City Flinders Campus
University Council has endorsed the development of the City Flinders Campus as an International/Corporate Precinct, promoting the English Language Institute, Victoria University International, international workplace learning and business education. Approval and funding has been granted for enhancements to the ground floor of the Faculty of Business and Law buildings in Flinders Street, and to aspects of Mill Place (a nearby laneway) and the entry floor to the Flinders Lane building.
Above image: North and south views of the planned new Learning Commons and Exercise Science and Sports Science facility at Footscray Park Campus

Right image: Proposed changes to the City Flinders Campus on signage wall opposite arcade entry

Far right image: Revised entrance to the City Flinders Campus Mill Place, viewed from Flinders lane

The Deputy Prime Minister of Australia, Minister of Education, Minister of Employment and Workplace Relations and Minister of Social Inclusion, the Hon. Julia Gillard MP at the opening of the Fabrication Workshop

Engineering student working in the Footscray Park Campus Problem-Based Learning Studio
UNIVERSITY SENIOR MANAGEMENT

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