Our communities
Swinburne increased its external impact throughout 2014 through a range of engagement initiatives with community, government and industry. Our Serve, Engage, Contribute Strategy and the 2020 Plan identify the five focus areas where we are committed to having a positive impact – partnerships, corporate citizenship, thought leadership, secondary schools and philanthropy.

**Swinburne – making a positive impact**

Swinburne seeks to find solutions to the key questions in the areas of economic, social and environmental sustainability in collaboration with our community, government and industry partners. We mobilise our people, infrastructure and resources to tackle key issues and provide bold ideas and leadership.

We understand that reaching out to the communities we serve is an important part of a university's role in society, so we aim to be an industry and community collaborator of choice and a positive citizen.

We provide leadership and expertise on trends in the industry areas which are core to our research strengths. As a locus of innovative research and technology, we collaborate with key government, industry and not-for-profit partners to undertake relevant, high quality research, developing new ideas and innovative approaches to emerging and existing issues which add value to our society.

We have a strong record of engagement with schools, particularly for student recruitment into our undergraduate, pathways and vocational education programs, however we seek to further expand our school engagement for greater social impact, including raising tertiary education aspirations, through our Swinburne Innovation School Network.

We recognise our social responsibility to create graduates who are forward thinkers, and able to adapt to global challenges and technological advances. They reflect Swinburne’s values: innovation, integrity, accountability, diversity, teamwork and sustainability.

Our engagement partnership model prioritises finding solutions to the issues facing our economy and society where they align with our values and capabilities.

**How we engage**

We seek to collaborate with partners that align with our:

- **values** (sustainability, innovation, integrity, accountability, diversity and teamwork)
- **location** (benefiting local communities)
- **research priorities** (future manufacturing, sustainable future, digital frontiers, personal and societal well-being and inspirational science and technology)
- **commitment to graduates** (positive citizenship)

As a positive citizen, Swinburne wants to be measured by who we include, not who we exclude.
Swinburne – a positive citizen

In 2014, Swinburne’s Engagement team worked with over 50 industry and community partners to support their collaboration with the university in areas such as research, thought leadership, social impact, student projects and student volunteering.

Industry Open Day

Swinburne held the inaugural Industry Open Day in Wantirna in July 2014, attracting more than 80 external guests from over 50 businesses to our Wantirna campus. This was followed by the Hawthorn event in December, which saw 150 guests participate. The events were designed to encourage collaboration between research and educational institutions and local businesses in Melbourne, most specifically the South East region.

Glenferrie Festival of Ideas

Swinburne hosted the Festival of Ideas on campus and organised a range of community leaders and Swinburne leaders to give talks on topics relevant to the community. This concept was further developed into the delivery of the What If? lecture series where Swinburne academics deliver public talks on diverse topics at the Hawthorn library.

Environmental Health Lecture

Swinburne worked with Environmental Health Practitioners Australia (EHPA) and Will Carroll from City of Boroondara to host the ‘Getting your foot in the door’ lecture for current Environmental and Public Health students to educate them on how best to get into the workforce.

Youth Humanitarian Festival and Boroondara Youth Foundation

Swinburne supported a group of students to create the Youth Humanitarian Festival, and partnered with the Boroondara Youth Foundation to jointly sponsor this event. The event also brought together many local community groups, providing an opportunity to promote their activities and encouraging students to get involved. Additionally, the event raised over $1,800 for the Mayibuye charity and $300 for Friends of Same, a Boroondara group who support the people of Same in East Timor.

Community Volunteering

Over 2014 Swinburne students contributed in excess of 826 hours towards local community organisations such as: Camcare (Boroondara), Craig Family Centre, Diabetes Congress, Digital Learning and Teaching Victoria, Epilepsy Foundation, Friends of Same, Glenallen Volunteers, Glenferrie Festival, Reclink, Rotary, Second Bite, University of the 3rd Age, White Ribbon, YMCA, Youth Humanitarian Festival.

The following objectives and actions are drawn from the University’s 2013–2020 Industry and Community Engagement Strategy.

<table>
<thead>
<tr>
<th>Strategic Plan objectives</th>
<th>2014 Actions</th>
<th>Progress</th>
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<tbody>
<tr>
<td>Swinburne’s people, infrastructure and resources are shared with not-for-profit groups and selected communities to build their own capacity</td>
<td>Development of a new community hub at Swinburne’s campuses for sharing with community and not-for-profit organisations</td>
<td>In progress. On-campus and community locations are being used and planning is underway in relation to community use of new facilities, such as Factory of the Future</td>
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<td>Develop Swinburne’s alliance of community partners – an Action Plan for Melbourne’s East</td>
<td>Develop an economic development plan and a social action plan for improving health and well-being of our communities in Melbourne Contribute to the development of our Reconciliation Action Plan (RAP) and its implementation</td>
<td>In progress. Strong relationships have been built with the local council areas of the City of Boroondara and the City of Knox. Two Industry Open Days enabled Swinburne to showcase expertise to local businesses. The RAP was developed and launched in 2014.</td>
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<tr>
<td>Develop a network of Swinburne schools in the east of Melbourne that align with our values</td>
<td>Establish the Swinburne Innovation Schools Network</td>
<td>Commenced and ongoing. 14 schools identified to be part of the network. Swinburne hosted a number of teachers to participate in two teacher conferences throughout the year, providing speakers and presenters at the event to engage with the teacher community.</td>
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CASE STUDIES

Swinburne partners with Villa Maria to establish Wellbeing clinic for older adults

Villa Maria is a not-for-profit organisation providing residential and community services to older people, children and adults with disability, their families and carers. Opened late 2012, Villa Maria’s new Wantirna aged care residence admitted over 220 residents in a 12 month period. Feedback from staff was that they felt overwhelmed by the emotional needs of new residents and their families.

Villa Maria management approached Dr Sunil Bhar, from Swinburne’s Brain and Psychological Sciences Research Centre (BPsyC) seeking ideas on how to deal with these challenges. The Wellbeing Clinic for Older Adults project is the result of this industry-university collaboration.


Taking a stand against domestic violence

2014 saw Swinburne take a number of steps to raise awareness of domestic violence. Swinburne joined forces with Boroondara Council, to raise awareness of White Ribbon Day, an event designed to encourage people to speak out and stop violence against women.

Another of Swinburne’s recent initiatives, designed to open the conversation on this issue, was the staging of the play, ‘You The Man’, at the Hawthorn and Croydon campuses. The 35-minute play, created by Cathy Plourde from the University of New England, explores the lives of five male characters who are impacted by violence.

Swinburne sponsors environmentally friendly design

For the second year in a row, Swinburne sponsored the United Nations Associate of Australia (UNAA) World Environment Day awards.

The Swinburne Excellence in Sustainable Product Design Award was awarded to Seeley International’s Braemar “Super-Six” Ducted Gas Heaters, which is a heating system that dramatically cuts energy usage and environmental impact.

The award is given to a product design that acts as a catalyst for change, encouraging designs that minimise consumption, use renewable energy sources and eliminate the use of toxic substances.

What If? Lecture series at Hawthorn Library

In 2014, Swinburne academics delivered five What If? public lectures for the community on topics as diverse as humanoid robots, electric vehicles, astronomy, community leadership and forensic psychology. The enthusiastic public attendance has led to the series being expanded, with monthly sessions planned from March to November in 2015.