



# Where will \$5000 take you in your profession?

Submissions are now invited for the 2010 Edith Cowan University Professional Development Scholarships.



## What is a professional development scholarship?

The 2010 Professional Development Scholarships are two \$5000 grants that will be awarded to Edith Cowan University staff members to assist in their personal and professional development, either through attendance at a relevant international conference, or undertaking further study in their chosen field of endeavour.

## How do I win?

Simply research an international conference that has the potential to be staged in Western Australia and present a brief case as to why the conference should be held here.

## What is the \$5000 used for?

The scholarship covers air travel as well as accommodation and registration to a relevant conference or study support expenses to a maximum of \$5,000. In the event that the successful applicant's organisation is not currently a member of their international body, the \$5,000 scholarship can contribute to the cost of their joining fee.

## Who funds the scholarships?

The scholarships are proudly funded by the Perth Convention Bureau, which is responsible for marketing Western Australia as a business events destination. The scholarship program aims to raise the profile of individuals, showcase the expertise in our universities and provide an economic benefit to the state of Western Australia by ultimately attracting conferences here.

## Here's how to enter your submission

1. Tell us about yourself, your education, any research you are undertaking, your role within the university and associations you belong to. **(maximum 100 words) weighting: 10**
2. Tell us about your association, its aims and objectives, your current role and length of time within the association and any achievement highlights. **(maximum 250 words) weighting: 20**
3. Research an international affiliate organisation and its meeting history. Your response should include details of the international

association's headquarters, its meeting history, delegate numbers and bid criteria relating to how conference destinations are chosen. Using this information as a basis, develop a case for the meeting to be held in Western Australia. **(maximum two A4 Pages) weighting: 30**

4. Detail how you would use the \$5,000 funding if awarded the scholarship and highlight how you and the university would benefit. **(maximum 200 words) weighting: 10**

5. Interview. Short-listed applicants will be required to discuss their application with the judging panel in a 15 minute interview. **weighting: 30**

## How your application is assessed

Applicants will be assessed against the selection criteria.

A panel comprising a representative from Edith Cowan University and the Perth Convention Bureau will undertake judging. A shortlist of finalists will be required to attend a 15 minute interview. The successful applicant will be announced at a special function in May 2010.

### Eligibility

Entry is open to all Edith Cowan University staff.

### Conditions

The judging panel's decision is final. Applicants may request feedback on their performance after the winners have been announced. The winners will be required to produce receipts for expenditure incurred while attending their nominated course or conference.

### Application Deadline

Applications for entries close on  
31st March 2010



#### Scholarship Winner

##### Dr Trevor Cullen

Head of Journalism  
School of Communications  
and Arts  
Edith Cowan University

My main research work is focused on media coverage of HIV. As a result of winning a Perth Convention Bureau Scholarship in 2009, I was able to attend two international AIDS conferences in Indonesia and Berlin. Without

PCB's support, it would have been difficult (if not impossible) to attend, present papers and network with other social science researchers at these international conferences. Unlike other applications, the Scholarship process was relatively easy and the PCB team really offered constant assistance with my application.

Also, PCB had been extremely supportive in helping me to bring the 11th International Congress on AIDS in Asia and the Pacific to Perth in 2013.

The event could attract an estimated 3,500 delegates and inject more than \$9.38 million into the State's economy. Overall, the PCB Scholarship has really helped to sustain and extend my research output in the important field of AIDS research.



#### Scholarship Winner

##### A/Prof Adam Osseiran

Director  
Australian National  
Networked TeleTest Facility  
Edith Cowan University

I was very honoured to be a recipient of the 2009 ECU Professional Development Scholarship granted by the Perth Convention Bureau. The Scholarship will be used to fund my attendance at two International Conferences. These are the International Mixed-Signals, Sensors and Systems Test Workshop in Scottsdale, Arizona in June and the Asian Solid-State Circuits

Conference in Taipei in November 2009.

During my trips I will endeavour to bring these two conferences to Perth in 2011 and 2012 respectively. These conferences are under the aegis of the Institute of Electrical and Electronic Engineers which is the world's largest technical professional association with 382,400 members in more than 160 countries.

This award will have an important influence on the decisions to bring to Perth many key people in fields of important economical impact for Western Australia. Such technical conferences are excellent occasions for the WA research communities to strengthen their collaboration and generate constructive interaction within

their networks. Conferences are also an excellent environment for idea stimulation but also an occasion of showcasing the research undertaken in the host city.

During the scholarship application process I was overwhelmed by the quality of the support I received from the PCB staff and I would like to extend all my gratitude for their support and enthusiasm. While organising and hosting a conference is long and exhausting, knowing that support is at hand from the team at Perth Convention Bureau is stimulating and encouraging.

## Take the next step and apply – who knows where it could take you.

A wide range of assistance and advice is available to help you apply for this Scholarship. Contact Luana MacDermott at the Perth Convention Bureau, she's available to guide you through the application, answer any questions and explain the program further.

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