



JAMES COOK UNIVERSITY
SINGAPORE

ANNUAL REPORT 2020

This report covers the activities of James Cook University Pte. Ltd. for the calendar year 1 January 2020 to 31 December 2020.

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Message from Deputy Vice Chancellor and Head of Campus, Singapore James Cook University

As we reflect on an extraordinary year for the Singapore campus of James Cook University, 2020 was certainly a time of significant challenges but also significant change.

Our unwavering commitment to excellence pushed us beyond our limits, to swiftly adapt to the turbulent climate and provide students with an engaging and accessible online and blended learning experience. Additionally, we managed to successfully shift our seminars, student activities and career fairs to a virtual format, while expanding the reach of some of these events to a more international audience.

The challenges of the pandemic also pushed us to provide even greater support to our students by offering online counselling sessions and mental wellness workshops, to enable them to better cope with the psychological impacts of this crisis.

In the same year, we were honoured with the SQC-STAR certification for the second time. The SQC-STAR recognises SQC organisations that have made further improvement in their Business Excellence journey. This notable achievement is an endorsement of JCU's excellence according to nationally-recognised standards. By obtaining this award for the second time, JCU has demonstrated its commitment to sustainable growth and continuous improvement.

Our successes are possible because of the hard work, dedication and innovation of our staff, as well as our ability to anticipate our community's needs and create a positive impact.

With a keen eye towards the future, we have pressed ahead with our plans to launch exciting new programs in the fields of Data Science, Cybersecurity, Economics, and more, to prepare





students for the challenges of tomorrow.

Simultaneously, we continue to expand and engage our industry partners through various MOUs, collaborations and more, in order to open up more opportunities for both students and staff. These efforts include our MOUs with various organisations to strengthen our education offerings in the field of digital solutions, and our MOU with Chulalongkorn University which aims to deepen our relationship with the Thai community and explore greater opportunities in the region.

In 2020, 1282 new students were recruited, meeting 77% of our pre-recruitment target. What's more, the Students' Satisfaction with Pre-enrolment Process in 2020 had a high response rate with no negative feedback about our recruitment partners, and a high satisfaction

with the admission process.

These strong results inspire us to stay resilient as we continue to work closely with our colleagues in Australia and around the world, and continue to invest in opportunities that push boundaries and propel us in new directions. By weathering challenges together, we have become more united than ever as a university. Through this experience, we have learnt to grow in support of our commitment to high-quality education and research, while striving to create a brighter future for life worldwide.

Professor Chris Rudd OBE

**Deputy Vice Chancellor and
Head of Campus, Singapore**

Board of Directors



Professor Sandra Harding AO

Vice-Chancellor and President of James Cook University

Professor Sandra Harding, Officer of the Order of Australia, took up her appointment as Vice Chancellor and President of James Cook University Australia in January 2007. In this role, she is responsible for ensuring clear and effective leadership and management of the University across all operating sites, including campuses in Cairns, Singapore and Townsville.



Professor Chris Rudd OBE

Deputy Vice Chancellor and Head of Campus, Singapore

Professor Chris Rudd OBE is the Deputy Vice Chancellor and Head of Campus, Singapore for James Cook University. He is responsible to the JCUS board for the strategic leadership of the Singapore campus of James Cook University and is a member of the JCU Executive Board.



Mr Cam Charlton

Independent Member

Mr Cam Charlton is Managing Director of Kleinhardt Pty Ltd, a corporate advisory firm, specialising in strategic and business planning for business and industry, and in regional economic development. His current JCU appointments include: Member of the Board of Directors of James Cook University Singapore Pte Ltd and Member of JCU Singapore Finance and Risk Management Committee.

Cam has extensive commercial experience throughout Australia, South East Asia, the United Kingdom, Papua New Guinea and Russia.



Professor Stephen Naylor

Chair of Academic Board of James Cook University

Professor Stephen Naylor has been an active participant in education, learning & teaching and the creative arts for 40 years. He has worked in high schools, TAFE and for the last 25 years worked in the University sector. He has assumed roles of leadership in each sector, driving curriculum, quality assurance, policy development, staff management, professional development, assessment strategies and research agendas. Currently he is Chair of the Academic Board of James Cook University (JCU) and serves on the Panel of Experts for TEQSA Australia.



Ms Patricia Brand

Deputy Vice Chancellor, Services and Resources

Ms Tricia Brand is the Deputy Vice Chancellor, Services and Resources Division at James Cook University, the University's Chief Financial Officer and a member of the University Executive and the Vice Chancellor's Advisory Committee. She is a champion of sustainability at JCU and is engaged in actively promoting environmental sustainability and involving staff and students in various programs and initiatives that support the University's tropical sustainability agenda.

A photograph of the James Cook University building, a large modern structure with a white facade and blue accents. The name 'JAMES COOK UNIVERSITY' is prominently displayed in blue capital letters across the top of the building. In front of the building, there are several flagpoles with flags, including the Australian flag and the University of the South Pacific flag. There are also some green plants and trees in the foreground.

Statement of Strategic Intent

Creating a brighter future for life in the tropics world-wide through graduates and discoveries that make a difference.

Values and Beliefs

Our character and actions are underpinned by our values and beliefs:

Values

Excellence
Authenticity
Integrity
Sustainability
Mutual respect
Discovery
Creativity and Innovation

Beliefs

We recognise that knowledge has the power to change lives
We ignite and support a passion for learning in our community
We are enriched by and celebrate our communities' diversity
We understand that a sustainable environment is central to our lives and our work
We strive to anticipate and respond to our community's needs delivering education and research in more flexible ways
We uphold our commitments

About JAMES COOK UNIVERSITY



Top 2%

Universities in the world

The 2020 Academic Ranking
of World Universities (ARWU)



5 Stars for

Undergraduate Job Success,
Learner Engagement,
Social Equity, Student Support,
Skills Development

The Good Universities Guide 2021



Innovative
Research
Universities

A member of Innovative
Research Universities
Australia (IRUA)



No.1 in the world for Marine and
Freshwater Biology and No. 2 for
Biodiversity Conservation

The Centre for World University Rankings 2017

Times Higher Education World University Rankings 2021

GLOBAL RANK

201 - 250

Top 250 Universities in the world

The Times Higher Education World
University Rankings 2021

Top 30

Top 30 of Modern Universities

Times Higher Education (THE)
Best young universities in the world 2020



James Cook University (JCU) is Australia's leading university for the Tropics. Offering excellence in teaching and research, JCU is a vibrant university that operates across two countries and three tropical campuses, with locations in the North Queensland cities of Cairns and Townsville and in the city-state of Singapore.



Awards



April 2020
Obtained SG Clean
certification



August 2020
Awarded the SQC-STAR
Certification for the
second time



27 November 2020
Obtained ISO 45001:
2018 certification
Occupational Health
and Safety
Management System



26 December 2020
Renewed bizSAFE Level
Star certification from
the Workplace Safety
and Health Council



Academy and Research

TEACHING
EXCELLENCE

RESEARCH

RESEARCH AND
ENTERPRISE

Teaching Excellence

Adapting and Innovation



Amid the COVID-19 pandemic, the Singapore campus of James Cook University adapted its teaching and learning to online delivery and e-learning. Capitalising on the successes of these efforts, we continue to embrace blended learning.

ONLINE MODALITY

In light of the COVID-19 outbreak, the Singapore campus of James Cook University made the decision to conduct the first two weeks of the trimester commencing on 16 March 2020 online. Following Singapore's decision to implement a circuit breaker measure, which saw a mandatory campus closure from 6 April 2020, all studies were carried out exclusively online using LearnJCU.

Initiatives were under way to adjust assessment design according to learning outcomes. We also re-examined options under the lens of stability and sustainability to ensure a smooth experience for students and staff.

Our staff contributed to working groups for online group work assessment, and provided support for special requirements in Accounting, Maths, and IT subjects. Reasonable adjustments were made to assessment and grading regimes.

Incremental improvement of services was delivered by content providers, users and IT support staff.

DIGILEARN PROGRAM TO IMPROVE DIGITAL LITERACY

To address students' digital literacy in the areas of *Technology, Online Safety and Integrity*, and *Communication and Problem Solving* when encountering issues on the digital platform, we launched the DigiLearn campaign during orientation week. The campaign comprised of a self-assessment online checklist and DigiLearn Day workshops on the following topics: LearnJCU and Information Management Skills.

All new students completed the self-assessment checklist for necessary digital skills and the importance of technology readiness for the blended learning environment. This provided us with information on the provision of resources for developing students' digital skills for learning purposes.



ENHANCED STUDENT EXPERIENCE

As we regularly review our processes, the following improvements were made:

- *You said it. We did it.* page on our website to reassure students that we take feedback seriously, and act on them to constantly improve and optimise the learning experience.
- *JCU Success Workshops* launched in August 2020, allowing students to adapt to the new normal in their learning journey. This virtual learning experience opens up opportunities for students to develop new knowledge and skills beyond their course of study. Workshops are delivered by academic and professional staff.
- Collaborating with Microsoft AZURE to incorporate cloud computing and digital technologies in Data Science and Cybersecurity courses to deliver exposure to technology trends and MS certification to students.



PROFESSIONALLY-DEVELOPED ONLINE CONTENT

As online and blended learning becomes more prevalent, the Singapore campus of James Cook University has been working with Pearson – the world's leading learning company – to deliver an advanced online learning experience for students.

In November 2020, nearly 600 learners across the JCU Singapore Business School and School of Health and Social Sciences engaged in this heightened approach to online delivery.

The key to learning in a virtual environment is interactivity. To integrate more interactivity into our virtual lessons, Pearson sought to add more engaging activities to our virtual lessons, such as videos with embedded quizzes, reflective journaling, discussion forums and drag-and-drop activities. In addition, students also receive automated feedback in activities, so that they can swiftly react and improve their work as well as have ownership over their own learning process.

Information is divided into smaller, digestible portions, and key themes throughout the subject connect with each other, allowing the content to be absorbed more effectively and then reinforced through the activities. This approach enables more frequent validation of the learning and can alert educators to step in where necessary.

COURSE PORTFOLIO

In 2020, James Cook University in Singapore launched the following new programs:

- Bachelor of Tourism, Hospitality and Events
- Bachelor of Commerce (Majoring in Accounting)
- Bachelor of Commerce (Majoring in Banking and Finance)
- Bachelor of Commerce (Majoring in Financial Management)
- Bachelor of Commerce (Majoring in International Trade)
- Bachelor of Commerce (Majoring in Economics)
- Bachelor of Business (Majoring in Human Resource Management)
- Graduate Certificate of Business Administration
- Bachelor of Science (Majoring in Data Science)
- Bachelor of Science (Majoring in Aquaculture Science and Technology)

We also refreshed our Master of Business Administration (MBA) programs with new majors in Analytics and Business Solutions, Creative Marketing, Entrepreneurship, Finance, Global Talent Management, and MICE, Tourism and Hospitality. These majors build upon James Cook University's existing strengths and allow students to tailor their learning and skills to fit their preferences. These specialisations also provide greater opportunities and support to students in pursuing their desired career paths.

Additionally, we started the development of a suite of Technology programmes which will form a third pillar alongside our Business and Psychology/Social Science offerings. These include programs in data science, cybersecurity, and Internet of Things to be launched in early 2021.



NEW PHYSICAL LEARNING CENTRE

Following rebranding of Learning Support as Learning Centre in September 2019, a physical Learning Centre – located on the ground floor of the library, in the Singapore campus of James Cook University – became functional in mid-January 2020. This shift is part of the University's efforts to improve teaching practices and encourage students to proactively seek guidance and support for enhancing their learning in their path to success and achievement.



Research

James Cook University in Singapore continues to strengthen its research culture by providing clear expectations around research performance, leverage research benefits from institutional partnerships and visiting scholars, as well as improving the volume and quality of research outputs. The University is also furthering the capacity to have impact in research through the growth of the Tropical Futures Institute.

In 2020, the University extended its Memoranda of Understanding (MOUs), or research collaborative agreements, with a number of key partners, including: National University of Singapore, University of Reading Malaysia, University of East Anglia, Aquaculture Innovation Centre (Singapore Food Agency), Adisseo, Hatch Accelerator Holding Ltd, Resorts World at Sentosa Pte Ltd, Center for Entrepreneurship Institute at Vrije Universiteit (Amsterdam) and Chulalongkorn University. In total, 32 research-related active MOUs are in place, fostering close working relationships to develop research opportunities in aquaculture, psychology, healthy ageing and business.

As part of efforts to improve the volume and quality of research outputs, \$420,794 from external grants was awarded to James Cook University in Singapore in 2020. In addition to funding, academics published 84 Scopus-recognised research articles.

The Higher Degrees by Research in Singapore continues to grow with 11 new candidates enrolled in the Doctor of Philosophy program in 2020.

Universities exist to pass on knowledge (to teach) and to generate new knowledge (to research).

RESEARCH



- ▲ James Cook University in Singapore's Aquaculture Research and Teaching Facility
- ◀ James Cook University (JCU) in Singapore, through its Tropical Futures Institute, signed a Research Collaborative Agreement with Adisseo in 2019.

TROPICAL FUTURES INSTITUTE

Established in 2018, the Tropical Futures Institute (TFI) is a dedicated research institute at James Cook University in Singapore, aimed at leveraging the University's world-renowned research capability and strengths. Drawing on in-house expertise, TFI creates substantive value-add to the research ecosystem of Singapore and the ASEAN region. In 2020, TFI continued its research work with Adisseo, a world leader in nutritional solutions and additives for animal feed, and established new collaborations which build on expertise and leadership capabilities in aquaculture.

AQUACULTURE RESEARCH AND TEACHING FACILITIES

James Cook University in Singapore's Aquaculture Research and Teaching Facility launched in 2019 and has continued to flourish. Used for both teaching and research purposes, the facility allows JCU to deliver world-class expertise in tropical aquaculture directly to Singapore and the immediate region. The facility includes a quarantine room where fish and crustaceans are housed to monitor their health status, before they are moved to the main Experimental System, where research and student training activities are conducted. Outside the facility, a state-of-the-art Life Support System helps to establish a comfortable environment for the aquatic life that are being kept, and to ensure that water quality is maintained at an optimum. This facility reinforces the Singapore campus of James Cooks University's status as a research-intensive university, and a critical part of the broader R&D ecosystem in Singapore.



- Professor Caryn West consulted on the COPE Disaster Series books for children that help to increase preparedness and disaster resilience.



- ▼ In 2019, the Centre of International Trade and Business in Asia (CITBA) at James Cook University (JCU) in Singapore and the Center for Entrepreneurship at Vrije Universiteit Amsterdam (CFE@VU) signed a Memorandum of Understanding (MOU).
- Healthy Aging as one of the pillars of TFI

HEALTHY AGEING

2020 saw the official launch of the Healthy Ageing pillar of TFI, which highlights the established excellence in public health, healthcare and support services within James Cook University in Singapore. Healthy ageing research provides a dedicated platform for aged care industry stakeholders and the health sector to contribute to the development of strategies, innovation and investment that benefit ageing populations in Singapore and the Tropics. With a rise in long-term care demands due to complex disabilities and associated chronic conditions, health experts from James Cook University in Singapore work together with local and international partners to grow innovative solutions that address these challenges.

CENTRE FOR INTERNATIONAL TRADE AND BUSINESS IN ASIA (CITBA)

The Centre for International Trade and Business in Asia (CITBA) at James Cook University in Singapore brings together expertise in international trade, business, economic development, banking and finance, and sustainable urban planning, to successfully carry out research and consultancy projects throughout Asia that help our stakeholders harness the opportunities that exist in the region. In 2020, CITBA at James Cook University in Singapore and the Center for Entrepreneurship at Vrije Universiteit Amsterdam (CFE@VU) signed an MOU to bolster collaboration efforts, shared interests and objectives between the two universities. This includes working together on teaching, research, and consultancy projects in the areas of entrepreneurship, management and international trade.

Research and Enterprise



As an established institution, James Cook University remains committed to research activities and upholding an entrepreneurial spirit. Holding true to the philosophy to Create Knowledge and Share Knowledge, the University is constantly seeking new research opportunities and enterprising initiatives to deploy knowledge.

The Research and Enterprise department was initiated in 2020 to facilitate and support the University in these two areas. As plans for postgraduate students increase, so does the need for external competitive grants. Since its establishment, we have been actively matching both national and

international external grant calls to various academicians and researchers of the University.

At the same time, we have reached out to relevant industries to uncover possibilities where we may further develop newly-generated knowledge outcomes from the University's research.

Currently, the emphasis is on the three pillars of our research centre, the Tropical Futures Institute, namely:

- Aquaculture: Genetics, Animal Health, Nutrition
- Healthy Ageing
- Tourism



Students, Alumni and Career

CAMPUS
LIFE

CONNECTING
WITH
STUDENTS,
PARENTS AND
PARTNERS

CAREERS

COMMUNICATION
MANAGEMENT

GRADUATION
AND ALUMNI

FACILITIES
MANAGEMENT

Campus Life

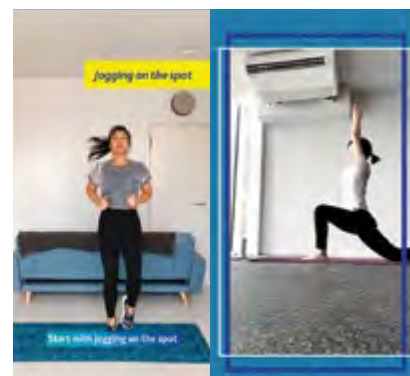
There were 24 active clubs and societies, with 56 activities organised in 2020.

PRE-ARRIVAL SERVICE

We welcomed new students who signed up for the Pre-Arrival Service to Singapore with our Meet-and-Greet Buddy, our friendly staff and our outsourced transport provider driver at the airport.

BEACH CLEAN-UP

The Beach Clean-Up was a fun-filled community service event that was organised in October 2020 for students and staff, together with their family and friends, at Changi Beach. All trash collected were weighed and sorted for recycling. Through this event, we spread the message of reducing, reusing and recycling trash, as well as to not litter.



ORIENTATION AND GAMES DAY

For our November intake, we saw the return of our physical Orientation and Games Day.

Due to the restrictions imposed by the local authorities, we were only able to accommodate a certain number of students. For students who could not attend, they attended the online session.

STUDENT LEADERSHIP WORKSHOP

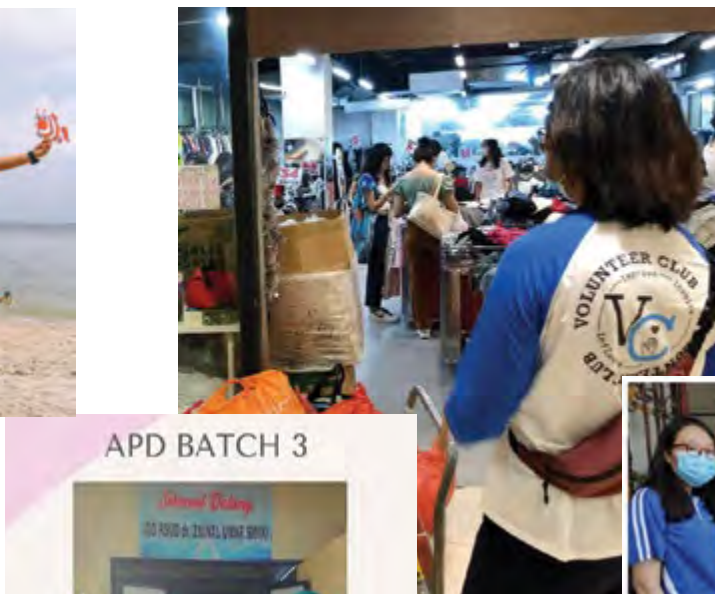
We organised a Student Leadership Workshop in November for the leaders of the clubs and societies and EMAS peer tutors. In the fun-filled workshop, our students were trained in leadership, team building and bonding skills through activities and games.

CLUBS AND SOCIETIES' EVENTS AND ACTIVITIES

Due to the restrictions imposed by the local authorities during the pandemic, many of the clubs and societies' events and activities were shifted online to Zoom. They had online exercise sessions like Cardio Workout and Yoga, as well as games and discussions.

CLOTHING DONATION DRIVE

When Philippines was badly hit by Typhoon Goni in Nov 2020, our student Volunteer Club organised a clothing donation drive for those in need in the Philippines. The response was overwhelming, with 500 kg of clothes donated from neighbouring HDB blocks. All the donated clothes were sent to a bazaar in Lucky Plaza (organised by the Singapore Red Cross). In a time of need, we were able to come together and do our part, helping each other make the world a better place to live in.



CLUB DRIVE

The Club Drive returned after the local authorities relaxed the safe management measures of Phase 2 in the Re-Opening of Singapore. The club and society members gathered to organise a successful Club Drive with games, food and music. It was a good turnout with many who stayed in Singapore making their way down to check out the various clubs and societies.



INDOJCU

IndoJCU contributed to the donation of food and medical equipment to help medical frontliners in Indonesia in the fight against COVID-19. They donated personal protective equipment like hand sanitisers and masks, and donated 50 boxes of groceries and 85 boxes of meals to the needy. In a time of need, a little help goes a long way.

JCU CHRISTMAS COMMUNITY PROJECT 2020

The JCU Christmas Community Project 2020 is an inaugural initiative organised by James Cook University in Singapore to spread the Christmas spirit of love and joy in December. By working closely with Kolam Ayer Community Centre, we got the residents in the community to write down their desired gifts for Christmas. Then, students and staff donated generously to fulfil their wishes. Together with the staff and grassroots leaders of Kolam Ayer Community Centre, our student volunteers and staff set off in the evening of 23 December 2020 to the homes of the residents to give out their Christmas presents.

Connecting with Students, Parents and Partners

While the world evolves to find a solution and vaccine for the COVID-19 pandemic, James Cook University in Singapore continue to focus on its mission to create a brighter future for people who live in the Tropics worldwide, through our graduates and discoveries that make a difference.



JAMES COOK UNIVERSITY
MERIT SCHOLARSHIPS*
 Course Commencement Date: 16 March 2020
 *Terms and conditions apply.

VIRTUAL ENGAGEMENT

By quickly pivoting into and leveraging the world of technology, we managed to remain connected with partners and students from around the world amid the pandemic. A series of successful virtual workshops were held with partners and students as we carried on with our engagement activities.

JAMES COOK UNIVERSITY MERIT SCHOLARSHIP

The James Cook University Merit Scholarship continues to reward high-calibre individuals with outstanding academic achievement and well-developed skills in critical thinking and creativity.

Pre-COVID-19, students were required to take a written test. Despite the travel restrictions, border closures and social distancing measures in place during the pandemic, we continued to reward well-deserving students.



HOSTING OF KAZAKHSTAN AMBASSADOR

A visit by the Ambassador of Kazakhstan to the Singapore campus of James Cook University strengthened our relationship with Kazakhstan through discussions on innovation and technological collaboration, and fostered cooperation with various Kazakhstan universities.



CAREER X

These career exploration talks invited industry practitioners from various backgrounds, including those from up-and-coming fields, to share about their jobs and industries to encourage career exploration among youths in junior colleges, polytechnics and other institutes of education. Speakers also offered advice to youth who aspired to join their industries.



COLLABORATION WITH CHULALONGKORN UNIVERSITY

A Memorandum of Understanding was signed between James Cook University in Singapore and Chulalongkorn University, Bangkok to expand research collaboration in the fields of aquaculture, health sciences (with a focus on an ageing society), business and information technology, which also extends to JCU's Study Abroad program.

MEMBER OF ASSOCIATION OF INDIAN UNIVERSITIES (AIU)

James Cook University is the first university in Singapore to be awarded membership to the Association of Indian Universities (AIU).

Since its inception, AIU is actively engaged in the growth and development of Higher Education.

AIU maintains a close relationship with international organisations in the field of higher education, including the Commonwealth of Learning, Association of Commonwealth Universities, and the Commonwealth Secretariat.

AIU facilitates student mobility, sharing of information, joint-research projects and joint publications between Indian Universities and Foreign Universities. This further enables collaborations between the member universities, allowing for cross-border mobility that meets the interests of the collaborative partners.



COOPERATION WITH CHINESE SERVICE CENTER FOR SCHOLARLY EXCHANGE (CSCSE)

The Singapore Campus of James Cook University maintained cooperation with the Chinese Service Center for Scholarly Exchange (CSCSE) in 2020, and partnership with the CSCSE-SQA Advanced Diploma Programme which combines high-quality foreign course systems with high-quality educational resources of Chinese universities, and highlights the people-oriented and student-centred school philosophy.

This created a new model of cross-border education. We have now partnered with 9 universities under this programme: Renmin University of China, Beihang University, Beijing Jiaotong University, Beijing Normal University, Wuhan University of Technology, Xiamen University, China University of Petroleum (Huadong), Shanghai International Studies University, Xi'an Kedagaoxin University.

MOUs (in China)

We have signed Memoranda of Understanding (MOUs) with 26 top universities in China: Beijing Jiaotong University, Central University of Finance and Economics, Capital University of Economics and Business, Shandong University of Technology, Shandong Normal University, Henan University, Shanghai Institute of Technology, Shanghai Lixin University of Accounting and Finance, Beijing Foreign Studies University (Hefei), Sichuan University, Soochow University, Nanjing University of Science and Technology, Xi'an Jiaotong

PARTNERSHIP WITH STUDY ABROAD TRAINING CENTER PROGRAM (SATC)

We are in partnership with the Study Abroad Training Center Program (SATC), which was jointly launched in 2007 by the Chinese Service Centre for Scholarly Exchange (CSCSE) and Chinese higher education institutions. Students in the programme will study in Chinese higher education institutions before going abroad.

ACCESSIBLE 24/7 OPEN HOUSE

Our 24/7 Open House provided future students and parents of James Cook University in Singapore the space to make decisions at their own time and pace, by allowing them to watch the on-demand webinars whenever and wherever they choose to, and for however long they please.

University Suzhou Academy, China University of Petroleum (East China), Liaoning University, Zhengzhou Sias University, Ningbo University of Finance and Economics, Xi'an Kedagaoxin University, Southwest University of Political Science & Law, Xin Hua College Of Sun Yat-Sen University, Shanghai Industry and Commerce Foreign Language College, Guangxi University, Southwest University of Political Science and Law, Guangdong University of Finance, Takming University of Science and Technology.



LIFE IN THE SKY

In June 2020, we had our first online livestream event "努力·厚积薄发，美好·如期而至 live in the sky". It was set up from our broadcasting room in Mandarin Oriental, Singapore. Over 50 partners from China participated in the event and we signed two Memorandums of Understanding (MOUs) with Chinese universities during the event.



BEIJING OFFICE

Our Beijing office officially opened in 2020 as the representative office for James Cook University in China.

Careers



In 2020, James Cook University in Singapore organised two e-career fairs which saw participation from 123 organisations (out of which, 15 organisations had positions available for international students). 300 students attended these career fairs. 5 students were hired under the #SGUnited Traineeship Programme. There was a total of 39 internship placements (with 4 overseas internship placements).

The University also continued to work on new initiatives with regards to internship opportunities for international students. To support students that were not back on campus, an online career workshop (21st century building blocks behind employability) was organised.

Comments from employers on student internships:

“They are well prepared, with good fundamentals, and are willing to learn on the go. The students were quite confident during their interviews, and were able to bring forth what they have learnt in school and how they can contribute to the company. Overall, they have been a great help in our company in various departments from web development to recruitment.”

Tomo Hiraga, Human Resource Specialist
at RPAT Pte Ltd.

"The student demonstrated a high level of commitment, even as an intern. She possesses the right working attitude and maturity in accomplishing tasks assigned to her. She demonstrates strong passion through the quality of her work."

Jonathan Poh, Founder & Managing Director
at Otolith Enrichment.

Communication Management

In light of the COVID-19 pandemic, we have taken a proactive approach to communication management. Apart from the formation of a COVID-19 page in the website, we have a weekly "DVC Broadcast" sent to staff and students to maintain a sense of connection and information.

We connect with our various stakeholders through videos, social media content, news articles, and webinars by academics. The purpose behind this regular communication across various platforms is to engage our students and staff, while providing them with support and assurance during the challenging times.



December 2019 | Vol 1, Issue No. 38
To: All Staff and Students
Date: 14 December 2020

Strengths in growth

Dear All,

Last week was rather eventful. Dr. Mohini Mukherjee's panel discussion on the future of education amidst such uncertainties is a topic that has attracted much attention and interest.



Graduation and Alumni

EVENTS

19 Dec 2020

Graduation Celebration

There were 299 awards conferred in March, and 373 awards conferred in August. In December, 416 total awards were conferred.

ONLINE GRADUATION CELEBRATION

In light of the COVID-19 pandemic, the University decided to postpone the graduation ceremony to a later date in 2021, when the situation allows us to have a large gathering.

Instead, we put together special virtual graduation celebrations that honour the dedication and hard-earned achievements of our recent graduates, from all corners of the globe.

There were 3 graduation celebration videos released in 2020 for our March, August and December graduates. Graduates provided their photo to be included in the video.

The videos include addresses from the Chancellor, College Deans as well Vice Chancellor.

Miss Yap Chai Yun, a Bachelor of Psychological Science graduate, provided the graduate address in the March celebration video. Miss Halitha Banu, a graduate of the Bachelor of Psychological Science (Honours) program, gave the graduate address in the August celebration video. Miss Celine Khel, a graduate of the Bachelor of Business with a double major in Business Intelligence and Information Systems and Financial Management, gave the graduate address in the December celebration video.

Graduate Address



Miss Yap Chai Yun
Bachelor of Psychological Science

Through our long and arduous journey in James Cook University, we have learned from our weaknesses, honed our strengths, and grown not only academically, but also as people. And our ability to embrace the challenges that we have faced throughout our university lives is a testament to this growth.

But of course, we could not have accomplished these without the dedication and support from our lecturers, tutors, and magnificent staff at James Cook University. We thank you for the invaluable knowledge that we have gained to prepare ourselves for the future.

SCAN HERE ►
to watch the March
2020 Graduation
Celebration video



Miss Halitha Banu
Bachelor of Psychological Science
(Honours)

As we close this chapter of our lives and progress in this beautiful journey of life, we still tread in uncharted waters. We risk making the wrong choices, we risk disappointing those we care about; but graduates, remember that, not trying is the biggest failure of all, keep working hard and success is bound to come to you. Despite our degree, let us remain open to learning. Every tribulation and trial of life has something to teach, and the truth is that just a degree does not mean that we are set for life.

SCAN HERE ►
to watch the August
2020 Graduation
Celebration video



Miss Celine Khel
Bachelor of Business (Majoring in
Business Intelligence and Information
Systems and Financial Management)

Today, with this ongoing pandemic, we might not have flowers nor graduation caps, but what we have is possibly the most unique graduation ceremony in history, at least in our lifetime. This might not be the grand finale we had all imagined ourselves to be three years back then, and a fresh start might seem far away. Nevertheless, we made it! Congratulations Class of 2020!

SCAN HERE ►
to watch the December
2020 Graduation
Celebration video



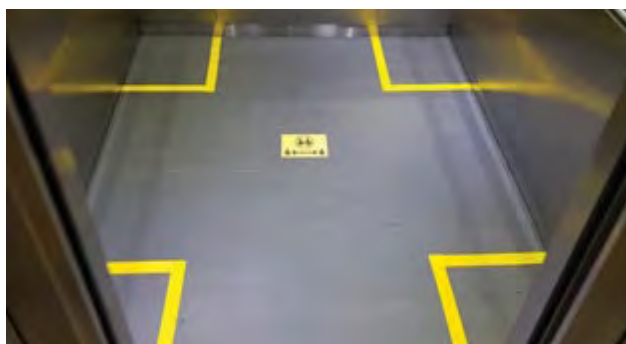
ALUMNI

Coffee meet-up sessions were organised in Hanoi and Ho Chi Minh on 20 December. There was also an online meet-up session for Myanmar alumni on 19 December.



Facilities Management

We had additional office space at SingPost Office in 2020 and renewed the land lease at Sims Drive with the Singapore Land Authority for the period from 29 Aug 2023 to 28 Aug 2032.



The prevention of COVID-19 in the workplace, along with containment strategies, was a core focus for the Singapore campus of James Cook University in 2020. A safe working environment is of the utmost importance, and facilities team ensured that the Singapore campus of James Cook University was ready for Safe Management Measures.

Works that have been done on campus include:

- Safe Distancing inside the lift/canteen/courtyard/ meeting rooms
- Installing hand sanitisers in all classrooms, the gym, and outside the lifts
- Installing a thermal scanner
- New touchless mobile sanitisers stand
- Purchasing of touchless thermometer for staff temperature taking – to replace the handheld thermometer.
- Anti-Bacterial air-con filter to all air-con units
- Purchasing of 2 PDAs for TraceTogether safe entry



Events and External Engagements

ADVISORY
BOARD

EXTERNAL
RELATIONS

EVENTS

WEBINAR,
PUBLIC LECTURES
AND PANEL
DISCUSSIONS

COMMUNITY
ENGAGEMENT
ACTIVITIES

Advisory Board



From left to right:
Dr Bill Foo, Professor Chris
Rudd OBE and Professor
Sandra Harding AO

Established in 2019, the Advisory Board of the Singapore campus of James Cook University continues to contribute in the following ways:

- a. Strengthen the relationship between the Singapore campus of James Cook University and other organisations,
- b. Facilitate the recruitment of varied talent,
- c. Continuously promote the quality of education,
- d. Improve the core competitiveness of the campus, and
- e. Provide support to students in need.

Members of the Advisory Board are industry leaders who support the cause of higher education and the development of the Singapore campus of James Cook University.

Professor Sandra Harding AO, Vice Chancellor and President of James Cook University is the Chair of the Advisory Board. The Co-Chair is Dr Bill Foo, Special Advisor to the Chancellor and a professional Director

and Advisor to various organisations. The Executive Chair of the Advisory Board is Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore.

The list of the Advisory Board members is listed on our website at <https://www.jcu.edu.sg/about-us/advisory-board-members>

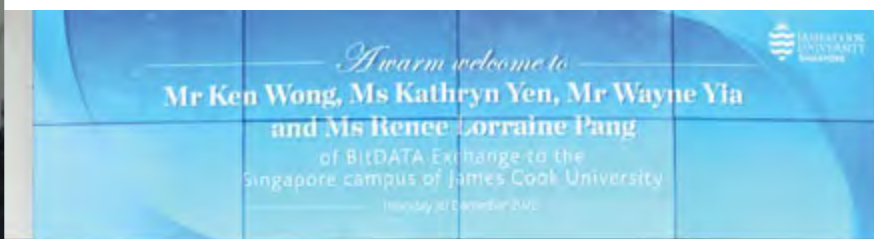
Our Advisory Board members also serve in sub-committees – one for the Business School and the other for the School of Science and Technology.

We register our appreciation to Mr Bruce Gosper, the former Australian High Commissioner who served as Distinguished Observer at the Advisory Board till January 2021. We are also honoured that the current Australian High Commissioner, Mr William Hodgman has accepted our invitation to serve as Distinguished Observer at the Advisory Board from April 2021.

External Relations



- ▲ Professor Chris Rudd OBE signed MoU with Chulalongkorn University in November 2020.
- ▶ Representatives from James Cook University in Singapore and BitDATA Exchange at the Singapore campus of James Cook University



An important focus for James Cook University in Singapore is to continue to build strategic and strong external relations that benefit our students, staff and the wider community. The depth and extent of our external relations can be seen in the spectrum of impactful activities with business, industry, and other institutions.

In 2020 alone, more than a dozen Memoranda of Understanding (MOUs) were signed with industry partners. These MOUs focused on internships, opportunities for graduate hire, guest speaking engagements, research projects and book prizes – all of which promote teaching and learning, benefitting both students and staff.

We also serve as a bridge between the University and key partners, including grant makers. Such efforts bring positive results in terms of securing grants, thereby facilitating research and discoveries, and benefitting students, staff and the community at large.

Additionally, we are involved in strategic relations and rapport building with Embassies that represent countries where our students come from. Such excellent relations can be seen in Ambassadors' visits to our campus and invitations to their special events.

Another strategic engagement is with the government agencies of Singapore. This has proven to be especially critical during this difficult year, when the country went through various measures and checks to ensure the safety of our students and the larger community. At the beginning of the year, when private education institutions were grappling with ways to deliver lessons online to students who were still stuck in their home countries, we offered – and the Singapore government agency warmly accepted – our proposal to share with other institutions our list of useful tips to smoothly deliver lessons across countries, and across firewalls without breaching each country's cybersecurity laws. This enabled hundreds of students in China to access lessons and learn remotely, without having to visit prohibited sites.

The External Relations Department had also initiated the Book Prize programme so that students would be recognised for excelling in their Year 1 subjects; these Book Prizes are sponsored by industry partners.

We continue to leverage the key strengths of our staff, students and research, so that together we can continue to make a difference through our graduates and discoveries – for a brighter future.

Events

We continue to engage with various stakeholders amid Covid-19.

We also continue to establish our connection with various organisation including Australian High Commission in Singapore, Australian Chamber of Commerce and the Singapore Business Circle to name a few.



11th ANNUAL PARTNERS CONFERENCE

JANUARY 2020

The Singapore campus of James Cook University held the 11th edition of its Annual Partners Conference on 10-12 January 2020, which brought together well over a hundred of its top partners from around the globe for updates on the University's progress, as well as to identify new opportunities for growth. The Gala Dinner was held at Jewel Changi Airport.

"It's an opportunity for us to communicate our ideas to you, and to share our development. But also, of course, it's an opportunity for you to experience our study environments, our student facilities, and to feedback to us about the market conditions you all are facing, or advice you've got for us about program development, or indeed the way we present ourselves."

Professor Chris Rudd OBE

Deputy Vice Chancellor and Head of Campus,
Singapore at James Cook University

2020 YEAR IN REVIEW WITH AUSTRALIAN CHAMBER OF COMMERCE

The Singapore campus of James Cook University supported Austcham Year in Review event, featuring a closed door dialogue with Minister Chan Chun Sing and Chamber Corporate Patrons and corporate members. The session was followed with a panel discussion.



AUSTRALIA DAY 2020

James Cook University supported the Australia Day event organised by the Australian High Commission in Singapore. The event was attended by Ms Grace Fu, Minister for Culture, Community and Youth. During the event, H.E. Mr Bruce Gosper recognised the SGD\$100,000 from JCU to the Australian bushfires relief effort in his speech.



In 2020 we supported the following events with Singapore Business Circle (SBC) including:

PRIVATE V-ROOM FEATURING MS ANDREA DELLA MATTEA, PRESIDENT ASIA PACIFIC, MICROSOFT

SBC hosted a private V-Room* featuring Ms Andrea Della Matta, President Asia Pacific at Microsoft, who is also a James Cook University Alumni. Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore gave speaker introduction.

**The Private V-Room is a virtual moderated conversation with guest speakers in an online meeting format.*

LEADERSHIP AND TECHNOLOGY IN THE POST-COVID NEW NORMAL

The Singapore campus supported this event with speaker Mr. Koh Boon Hwee who is the Chairman of Credence Partners Pte Ltd, a private firm providing early and growth stage capital and expertise to entrepreneur-led start-ups and SMEs, largely in South East Asia.



THE MANAGEMENT OF RISKS: TRADE OFFS, EFFICIENCIES AND STRATEGIC DECISION MAKING

Aligned with the plan of offering a new course on cybersecurity, we were part of this event. Industry speakers of the event include Steven Ng, Director of Cyber Security at the Ministry of Defence, and Jeanne Cheng, Chief Risk Officer at SingPower Group.

VIRTUAL BRIEFING

We were part of a virtual briefing featuring Mr David Koh, Commissioner of Cybersecurity & Chief Executive at the Cyber Security Agency, Prime Minister's Office. Commissioner, Mr Koh has the legal authority to investigate cyber threats and incidents to ensure that essential services are not disrupted in the event of a cyber-attack. Professor Abhishek Bhati, Campus Dean and Head of Learning, Teaching and Student Engagement at James Cook University in Singapore, introduced the speaker at this event.

We also supported the virtual briefing featuring Mr. Paul Cobban, Chief Data and Transformation Officer at DBS Bank. Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore at James Cook University gave speaker introduction.

GLOBAL LEADER SERIES

We supported this SBC event with the theme 'Resilient Leadership in Challenging Times'. The speaker was Mr Arthur Kiong, Chief Executive Officer, at Far East Hospitality, which is a part of Far East Organisation.

Webinar, Public Lectures and Panel Discussions

COVID-19 WEBINAR SESSION: STAYING SAFE AND SANE AT HOME – A SINGAPORE'S PERSPECTIVE



Clinical Psychologist, Ms Chua Kah Lin, shared tips and insights with students and staff on how to achieve mental wellness at home during the stay-home period.

THE FUTURE OF RETAILING: PANEL DISCUSSION



This panel discussion held in December focused on the future of the retail industry after it suffered the devastating effects of the pandemic. The panellists discussed lessons that retailers can learn from the pandemic, and how they may improve their risk assessment and resiliency in the future. The webinar also explored different perspectives on the future of retail supply chain, retail innovation and cybersecurity risks. The panel was moderated by Dr Malobi Mukherjee, Lecturer of Business at James Cook University in Singapore.

Speakers:

Mr Andal Alwan

Regional Head – APAC, Consumer Goods, Retail and Logistics at Infosys Limited

Mr Prashant Nayak, CFE, BCCS

Vice President Global Security, (APAC & Middle East) at The Walt Disney Company

Dr Richard Cuthbertson

Research Director, Oxford Institute of Retail Management, Saïd Business School, University of Oxford

INTERNATIONAL DAY OF THE TROPICS 2020 WEBINAR – ALLERGY IN THE TROPICS (29 JUNE 2020)



This webinar was held on International Day of the Tropics to celebrate the shared importance of the Tropics, and raise awareness of allergies and their importance in daily life. It introduced the problems that patients and clinicians in the Tropics face, focusing on broad types of allergies and the underlying immunological and molecular mechanisms. The webinar was hosted by the Dean of Research, Professor Caryn West. Dr Ben Smith, Director, Innovations in Food & Chemical Safety Programme, Singapore Agency for Science, Technology & Research (A*STAR), moderated the panel discussion. It ended with an interactive Q&A session.

Around 220 people attended this webinar, including staff, students and the public.

Speakers:

Professor Andreas Lopata

Professor in Molecular Allergy, College of Public Health, Medical & Veterinary Sciences and Australian Institute of Tropical Health and Medicine, James Cook University

Dr Anand Andiappan

SlgN Fellow and Senior Research Scientist
Biomedical Sciences Institute (BMSI), A*STAR

Dr Elizabeth Tham

Assistant Professor, Department of Paediatrics, Yong Loo Lin School of Medicine, National University of Singapore

Consultant and Head, Division of Allergy, Immunology & Rheumatology, Khoo Teck Puat-National University Children's Medical Institute, National University Health System

In 2020, the Singapore campus of James Cook University proudly presents a series of seven Professorial Lectures to help celebrate our University's 50th anniversary through a showcase of research expertise across several disciplines.



Professorial Lecture Webinar Series #1:

MANAGING ACROSS GENERATIONS: HOW MATURES, BOOMERS, GEN XERS AND MILLENNIALS VIEW WORK



Professor Eddy Ng, Visiting Professor of Organisational Behaviour at James Cook University, and the James and Elizabeth Freeman Professor at Bucknell University, examined three questions pertaining to Millennial workers: (1) How is the current generation of workers different from previous generations? (2) How have career expectations, attitudes, and work values changed from generation to generation? (3) What are the implications of these shifts for organisations and employers? The lecture was well attended and it ended with a book raffle and a Q&A session.

Professorial Lecture Webinar Series #2:

CORPORATE GOVERNANCE AND AFRICAPITALISM



Professor Emmanuel Adegbite, Visiting Professor in Governance and Management at James Cook University in Singapore, took a deep dive into the subject of corporate governance, and also shared about the economic philosophy of Africapitalism, which aims to support the businesses of Africa in a more sustainable manner. Professor Abhishek Bhati, Campus Dean and Head of Learning, Teaching and Student Engagement at James Cook University in Singapore, was the host and moderator of the webinar.

Professorial Lecture Webinar Series #3:

LIFE-CHANGING MATERIALS

Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore at James Cook University, shared his insights on different materials that improve our daily lives. He also looked back at the history of materials that created some of our favourite gadgets today. Professor Caryn West, Dean of Research at James Cook University in Singapore, hosted the webinar and moderated the Q&A session.



Professorial Lecture Webinar Series #4:

THE R&D PATHWAY TO GROWING AQUACULTURE IN THE TROPICS

Professor Dean Jerry, Director of the Tropical Futures Institute at James Cook University in Singapore, introduced the future of aquaculture, its beginnings and where its R&D focus is going forward, along with some of the interesting outcomes seen. Importantly, it advocates for a role where industry, government and researchers work together to further exploit the potential growth of aquaculture. The webinar ended with an engaging Q&A session, with around 30 questions asked.



Professorial Lecture Webinar Series #5:

TRAUMATIC BRAIN INJURY

Professor Nigel Marsh, Professor of Clinical Psychology and Director of Professional Programs at James Cook University in Singapore, shared insights on the prediction of survival and patterns of recovery following significant traumatic brain injury, and tips on how to care for those who are recovering from such an injury. Professor Caryn West, Dean of Research at James Cook University in Singapore, hosted the webinar and moderated the Q&A session.



Professorial Lecture Webinar Series #6:

CUTTING EDGE: NEW DIRECTIONS TO TOURISM RESEARCH WITH IMPACT

Professor Abhishek Bhati, Campus Dean and Head of Learning, Teaching and Student Engagement at James Cook University in Singapore, explored how different factors would influence travel post-COVID-19 in this webinar. He presented an approach to attract visitors during periods of heightened concern regarding health and hygiene. He also shared how researchers from James Cook University in Singapore are leading collaborative research projects that focus on these concerns. The webinar was hosted and moderated by Professor Nigel Marsh, Professor of Clinical Psychology and Director of Professional Programs at James Cook University in Singapore.



Professorial Lecture Webinar Series #7:

RESILIENCE IN THE FACE OF DISASTER

Professor Caryn West, Dean of Research at James Cook University in Singapore, shared her insights on disaster management and the importance of improving preparedness and building resilience. The webinar was hosted and moderated by Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore at James Cook University.



Community Engagement Activities

KIDSREAD PROGRAMME

KidsRead is a weekly programme where our student volunteers head down to Block 45 Sims Drive RC to read books to children aged 4-12 years old, to help them improve their English. 2 sessions were organised in January prior to the pandemic.



JCU VOLUNTEERS @ IMH

Student volunteers celebrated Deepavali online with the patients in the Institute of Mental Health (IMH). There were games and a musical performance conducted over Zoom, and the student volunteers arranged some catering for the patients during the celebration.

JCU VOLUNTEERS @ IMH

Student volunteers from the Singapore campus of James Cook University facilitated some recreational activities such as puzzles, colouring, games and making of loom bands with residents from the Institute of Mental Health (IMH). Due to the outbreak of the Coronavirus, all in person volunteer sessions were halted.



SEC – STARHUB E-WASTE CHALLENGE 2020

To contribute to a "Zero Waste" Singapore, we participated in this e-waste challenge which was created by StarHub - Singapore Environment Council. The challenge was aligned with the School Green Awards 2020 to focus on e-waste. However, due to the COVID-19 pandemic, the School Green Awards was postponed to 2021. All schools were notified that all the entries submitted would automatically be resubmitted for the awards in 2021.

TECK GHEE CHINESE NEW YEAR DINNER

James Cook University in Singapore supported this event with Guest-of-Honour Grassroots Adviser Mr Lee Hsien Loong, Prime Minister and MP for Ang Mo Kio GRC.

JCU VOLUNTEERS @ IMH

5 student volunteers joined other external groups of volunteers at the Institute of Mental Health (IMH) to throw a Christmas Celebration for the residents and staff from IMH and other beneficiaries. James Cook University in Singapore sponsored some festive snacks for the patients and staff in IMH.

WORLD DOWN SYNDROME DAY 2020 – ROCK YOUR SOCKS PHOTO CONTEST ON INSTAGRAM

World Down Syndrome Day took place on 21 March 2020. We were glad to have been able to support the social media contest with vouchers for the winners. The social media contest was run by the Down Syndrome Association (Singapore), to generate awareness amid the COVID-19 situation.



BIG DAY IN WITH MORAL WELFARE HOME

The annual “Big Day Out” community event saw a twist this year as it moved to a virtual format. 7 student volunteers from JCUS Volunteer Club managed to bring 150 residents and 55 staff from Moral Welfare Home on a virtual tour to Taiwan, China and Japan. As it was close to Christmas, 4 student performers from JCUS Music Club led the Sing-Along Christmas Carol session with the residents.



JCU CHRISTMAS COMMUNITY PROJECT

This is a new initiative that we established with the help of Kolam Ayer Sims Vista RC. We reached out to 80 lower-income families in the community surrounding our campus to get them to make a Christmas wish. The wishes were then listed on a James Cook University microsite for staff and students to sponsor the gifts.

JCU CHRISTMAS COMMUNITY PROJECT WITH KOLAM AYER SIMS VISTA RC - GIFT DISTRIBUTION DAY

On the evening of 23 December 2020, staff and student volunteers, as well as Dr Wan Rizal, Grassroots Adviser of Kolam Ayer, and Mr Chiang Heng Liang, Kolam Ayer's Consultative Committee Chairman, along with 8 Sims Vista RC Representatives covered a total of 9 HDB blocks to distribute 80 gifts courtesy of JCU students and staff through our Christmas Community Project.

www.jcu.edu.sg

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Validity : 10/04/2019 - 09/04/2023

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