



JAMES COOK  
UNIVERSITY  
SINGAPORE

# ANNUAL REPORT 2022

JAMES COOK UNIVERSITY  
SINGAPORE

This report covers the activities of James Cook University Pte. Ltd. for the calendar year 1 January 2022 to 31 December 2022



Brisbane | Cairns | Singapore | Townsville

1 university • 2 countries • 4 distinct locations

Creating a brighter future for life in the Tropics and beyond, through education and research that makes a difference locally, and globally.



# MESSAGE FROM

## DEPUTY VICE CHANCELLOR AND HEAD OF CAMPUS, SINGAPORE

### JAMES COOK UNIVERSITY

By drawing upon the important lessons of the pandemic, we have also learnt to adapt these pursuits so that they become more accessible, while being mindful of the health and safety of everyone involved.

Guided by health and safety measures, we continue to navigate the challenges of the world as we care for our students, faculty, and staff — ensuring comfort and well-being, while offering an excellent environment to learn, work, and thrive. As we step into a post-pandemic age, the past year has been underpinned by themes of renewal and reconnection.

Amidst the challenges of the pandemic, we have managed to discover new opportunities. Chief among them is our commitment to maintaining and improving campus facilities and other high-value amenities. Taking advantage of the low traffic on campus during the pandemic meant that we were able to invest in new infrastructure — such as the new Student Hub and our expanded Block E space to accommodate our growing community.

Furthermore, we were able to return to more familiar ways of learning, teaching, and coming together as a community. This includes the long-awaited celebrations of our remarkable graduates in face-to-face graduation ceremonies, as well as an increase in on-campus activities and operations. By drawing upon the important lessons of the pandemic, we have also learnt to adapt these pursuits so that they become more accessible, while

being mindful of the health and safety of everyone involved.

Of course, we continue to strengthen our partnerships with industry-leading enterprises and other universities and institutions across the world. Fresh off the establishment of James Cook Academy in 2021, we were also able to further our efforts in the Continuing Professional Development space. These combined efforts reinforce our commitment to provide broader learning experiences and opportunities for our community, while bolstering our support for sustainability.

Our strive for excellence is driven by our mission to empower people towards creating and securing a brighter future, and to deliver education and research that makes a difference. Aligned with these goals, 1915 students were recruited in 2022. This strong performance surpasses our targeted numbers by 6% per cent. This reflects the exceptional work across the many departments at James Cook University (JCU) in Singapore. I am confident that these extraordinary efforts will pave the way for greater opportunities and successes moving forward.

One of the most important developments

for JCU in 2022 was the appointment of Professor Simon Biggs as the new Vice Chancellor and President of James Cook University, following the retirement of Professor Sandra Harding. Professor Biggs is an internationally-recognised researcher; his commitment to excellence along with his strong advocacy for diversity and innovation make him an ideal leader for JCU, as we press on and adapt to a rapidly-changing world.

In this Annual Report, you will learn how we embrace new challenges and realise new opportunities, in order to care for our community and the world around us. As we reflect on our progress and achievement, I know that James Cook University in Singapore has an even brighter future ahead.

#### Professor Chris Rudd OBE

Deputy Vice Chancellor and  
Head of Campus, Singapore



*In this Annual Report, you will learn how we embrace new challenges and realise new opportunities, in order to care for our community and the world around us. As we reflect on our progress and achievement, I know that James Cook University in Singapore has an even brighter future ahead.*



# BOARD OF DIRECTORS

In February 2022, we welcome Professor Simon Biggs as Vice Chancellor and President of James Cook University.



**PROFESSOR SIMON BIGGS**  
VICE CHANCELLOR AND  
PRESIDENT OF JAMES COOK UNIVERSITY

Professor Simon Biggs commenced his appointment as Vice Chancellor and President of James Cook University Australia in February 2022. He is responsible for ensuring clear and effective leadership and management of the University across all operating sites, including campuses in Cairns, Townsville and Singapore.



**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.



# BOARD OF DIRECTORS



**DR CAM CHARLTON**  
INDEPENDENT MEMBER

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.



**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 Patricia Brand is the Deputy Vice Chancellor, Services and Resources at James Cook University and a member of the University Executive. 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.

# STRATEGIC DIRECTION

## PURPOSE

*At the heart of our commitment is an unwavering focus on:*

Creating a brighter future for life in the Tropics and beyond, through education and research that makes a difference locally, and globally.

## VALUES

*Our values are the qualities that define what we stand for. They capture the standards that we live by and guide the way we behave and work together.*

- Authenticity
- Excellence
- Integrity
- Respect

## PRIORITIES

*These describe our key areas of strategic focus and the core capabilities we will harness to help deliver on the University's objectives.*

- Transformative Education
- Impactful Research
- Empowering Our People
- A Civic University
- Securing Our Future





# ABOUT JAMES COOK UNIVERSITY

James Cook University (JCU) is Australia's leading university for the Tropics.

Offering excellence in teaching and research, JCU is a vibrant university with campuses in Cairns, Townsville, Brisbane and Singapore.



**Top 2% university  
in the world**

2023 Times Higher Education (THE) World University Rankings and 2022 ShanghaiRanking Academic Ranking of World Universities (ARWU) as a percentage of higher education providers in the International Association of Universities (IAU) database



**#1 in Australia and  
#14 in the world for  
Sustainable Education**

2023 QS Sustainability Rankings



**5 Stars for full-time  
employment, graduate  
starting salary, student  
teacher ratio**

2023 Good Universities Guide

EXCELLENT



**5 stars for teaching,  
employability, research and  
facilities**

2021 QS Stars University Rankings



Innovative  
Research  
Universities

**A member of Innovative  
Research Universities  
Australia (IRUA)**



**#1 in the world for Marine  
and Freshwater Biology  
and #2 in the world for  
Biodiversity Conservation**

The Centre for World University Rankings 2017

**#5**

**in the world**

**#5 in the world for the UN  
Sustainable Development  
Goal of good health and  
wellbeing**

2022 Times Higher Education (THE) Impact Rankings



# ACADEMY AND RESEARCH



# ACADEMIC EXCELLENCE

As we transitioned back to campus operations, we learnt from interactions with students that they enjoyed learning online and would prefer to see the flexibility of time and space maintained in their learning journeys



*Students are back on campus in 2022*

## TRANSITION BACK TO CAMPUS

The first signs of recovery from the pandemic emerged in early 2022, and we responded by transitioning back to campus. Academic and professional staff shifted base back on campus, but maintained work from home arrangements where necessary. Students in Singapore were allowed back on campus and were offered much-needed in person support for mental well-being, learning support and academic advising. Towards the end of 2022, most courses are offered on campus, and the majority of student activities had resumed. Several student clubs and societies were active, and a wide range of learning opportunities, both in and outside the classroom, were reintroduced, while field trips and industry engagement activities resumed.

## CONTINUING TO SUPPORT STUDENTS IN DUAL MODALITY.

After conducting more than 60,000 online learning and teaching sessions, we resumed full campus operations in 2022. Being mindful of our students outside of Singapore, who were unable to travel and benefit from the immersive on-campus experience, we continued to offer all courses in both face-to-face and online modes. Assessments continued to be conducted online while steps were taken to ensure academic integrity in online assessments.

## THE AGE OF BLENDED LEARNING

As we transitioned back to campus operations, we learnt from interactions with students that they enjoyed learning online and would prefer to see the

flexibility of time and space maintained in their learning journeys. It prompted us to embark on an ambitious project to offer most courses in blended learning. By doing so, we aimed to retain flexible learning through carefully curated digital learning assets delivered via the learning management system (LMS). At the same time, face-to-face sessions could be scheduled to provide opportunities for students to collaborate, exchange ideas in person, and interact with fellow classmates and teachers. Encouraged by the positive student feedback received on this pilot project, we are now on a journey to make blended learning as the preferred mode of learning and teaching at James Cook University in Singapore.

# ACADEMIC EXCELLENCE



1&2. Psychological Science and Well-Being Conference 2022



## EMPHASIS ON ACADEMIC QUALITY AND RIGOUR

Several subjects and courses were refreshed, and new learning objects were introduced throughout the year to ensure currency and relevance in the subject content. Novel assessment items were introduced to ensure authentic assessment and assurance of learning. We continued on a journey to seek external recognition in the form of accreditations of our new courses, such as cybersecurity and banking & finance. Current accreditations were renewed to ensure continuity in professional recognition of student outcomes.

The JCU Language School renewed its educational assurance by NEAS (Australia) and obtained new certification in quality for its online delivery. The English Language Preparatory Program (ELPP) grew exponentially and welcomed many new students to the Singapore campus

of James Cook University. Our ELPP staff worked tirelessly to implement new digital learning objects, and to transform our course into an offering that fully embraces blended learning, using the latest educational technology tools.

## EXTERNAL REFERENCING OF STANDARDS (ELPP)

Bilateral benchmarking exercise of the ELPP course was carried out with the Department of English Language at British University Vietnam. The external referencing of standards involved a review of documents pertaining to curriculum, assessment, and student learning outcomes, and a two-day site visit by the peer reviewer.

## EDUCATION FOR A NEW ERA IN MENTAL HEALTHCARE: TRAINING IN PROCESS-BASED THERAPY

Clinical Psychology staff worked on process-based therapy, which provides an alternative model focused on treatment elements that target biopsychosocial processes of relevance to individual treatment goals. This illustrates the move of our clinical psychology training program to this latest development in evidence-based practice, and establishing our Clinical Psychology program in Singapore as being in the vanguard of this development.

## PSYCHOLOGY UNDERGRADUATE WORK ATTACHMENT SCHEME

In the student engagement space, we developed a part-time work attachment scheme to allow undergraduate psychology students to gain valuable work experience in external organisations prior to graduation. Our inaugural work attachment students were placed in KK Women and Children's Hospital and Promises Healthcare. Meanwhile, our



# ACADEMIC EXCELLENCE



3 & 5. Fireside Chats with the CEOs | CEO's Lounge 2022

4. The Elevator Pitch | CEO's Lounge 2022

Memorandum of Understanding with SHINE Children and Youth Services will provide a broader range of attachment options for subsequent work attachment students.

## PSYCHOLOGICAL SCIENCE AND WELL-BEING CONFERENCE 2022

The School of Social and Health Sciences hosted the Psychological Science and Well-Being Conference 2022. The conference was held in a hybrid format on 4–5 March 2022. About 70 participants attended, either in-person at the Singapore campus of James Cook University or online. The conference received 54 abstracts that covered a broad array of topics relevant to the associations between psychological science and well-being.

## EMPLOYER PERCEPTION OF JCU, SINGAPORE GRADUATES

A survey of employers conducted in the

first and second quarter of 2022 showed that JCU, Singapore graduates were comparable to their counterparts from local public universities (NUS, NTU, SMU and SUSS). JCU, Singapore graduates were marginally better in communication skills, confidence, on-the-job creative thinking, and adaptability. In terms of people skills, JCU, Singapore graduates were ranked as better team players, but slightly lower in leadership and negotiation. On the other hand, JCU, Singapore graduates performed better in most attributes when compared with foreign institutions operating in Singapore.

## EMPLOYEE COMPETITIVE GRADUATES

The JCU Singapore Business School achieved a milestone in 2022 with a series of educational events to ensure Employee Competitive Graduates. The CEOs' Series initiative embedded in the Master of Business Administration

incorporated high-profile business leaders to guest lecture. These were big hits with the students. The Elevator Pitch and Debate, along with Fireside Chats with the CEOs, were aimed at facilitating students to hone their communication skills and create opportunities to network with professionals. In addition, a number of business leaders were brought on each trimester to provide our students with leadership insights and networking opportunities. As part of our active participation in local and global competitions, four undergraduate students from the Banking and Finance major represented James Cook University, Singapore in the Annual CFA Research Challenge Contest and received special praise from the judging panel for the quality of work and participation.

# RESEARCH

In 2022 the University extended its Memoranda of Understanding (MOUs) and research collaborative agreements with a number of key partners

We continue to foster working relationships in the fields of aquaculture, psychology, healthy ageing, business, and tourism.

*1. James Cook University in Singapore and Umami Meats have agreed to explore research and development in cultivated fish safety and quality.*



1

James Cook University (JCU), Singapore has a rich research culture. In turn, this culture provides clear expectations on research performance, maximises research benefits from institutional partnerships and visiting scholars, and improves the volume and quality of research outputs. The University expands this capacity through research in the Tropical Futures Institute.

To showcase emerging expertise and industry connections amongst JCU, Singapore researchers we hosted a series of six Emerging Leaders webinar panels. These panels brought together emerging leaders from the Singapore campus of James Cook University with industry experts to discuss challenges and opportunities across various industries, and how best to address such challenges with innovative thinking and collaboration.

In 2022 the University extended its Memoranda of Understanding (MOUs) and research collaborative agreements with a number of key partners:

- Apex Harmony Lodge
- Tsao Foundation

- Biomar AS & Evonik
- Ericsson Telecommunications Pte Ltd
- Ocean Purpose Project Pte Ltd
- Kytos BV
- Singapore Institute of Technology
- Umami Meats Pte Ltd
- Apex Harmony Lodge
- National Healthcare Group Pte Ltd
- KK Women's and Children's Hospital
- B-Wisdom Technology (HK) Co Ltd
- Center for Aquaculture Technologies Inc / Neogen Corporation
- Institute of Mental Health
- Singapore Institute of Food and Biotechnology Innovation

We continue to work closely with our existing partners: University of Reading Malaysia, Aquaculture Innovation Centre, Marine Aquaculture Centre, Singapore Food Agency, Adisseo, Resorts World at Sentosa Pte Ltd, and Chulalongkorn University. A total of 33 research-related active MOUs are currently in place.

We continue to foster working relationships in the fields of aquaculture, psychology, healthy ageing, business, and tourism. In addition,

we have successfully initiated research opportunities in cybersecurity, Internet of Things (IoT), the circular economy, trade, economics, and international relations.

These initiatives have attracted external grants valued at \$297,901 (GST Exc) in 2022. In addition to funding, academics published 192 ERA- recognised research articles. Of the 192, 74 were classified as Q1 (Scimago) and A (Australian Business Deans Council) indexes, which is a testimony to the hard work and skills of the research team across all academic areas at JCU in Singapore.

Higher Degrees by Research in Singapore continues to grow with 46 candidates enrolled in the Doctor of Philosophy program as of Q1 2023.



# RESEARCH



## 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 upon in-house expertise, TFI creates substantive value-add to the research ecosystem of Singapore and the ASEAN region.

## AQUACULTURE RESEARCH

In 2022, aquaculture researchers maintained their research and training activities with partners in industry, government, and Institutes of Higher Learning (IHLs), and continued to establish new collaborations which build expertise and leadership capabilities.

Collaborative work continues on the four funded Singapore Food Story grants, in collaboration with local partners, listed as follows:

1. Developing Genetic Resources for Red Snapper, an important Marine Food Fish for Singapore
2. Supercharging barramundi production through advanced selective breeding for improved disease resistance, growth and fillet traits
3. Optimising Feeds for Singaporean Red Snapper Aquaculture
4. Combinatorial Supplementation of Fish Feeds through Encapsulation for Enhanced Growth Rates in Aquaculture

Researchers have also continued to work with the Singaporean aquaculture industry, government agencies and IHLs on the development of new projects around fish health, diagnostics, and training needs.

## AQUACULTURE RESEARCH AND TEACHING FACILITY

James Cook University, Singapore's Aquaculture Research and Teaching Facility was built in 2019. Ever since, it has been a critical infrastructure in the training of aquaculture students and in the generation of high-quality research outcomes. 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. Flexibility in the system allows us to rear aquaculture species in either marine or freshwater environments.

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 optimum levels. This facility reinforces the Singapore campus of James Cook University's status as a research-intensive university, and a critical part of the broader R&D ecosystem in Singapore.



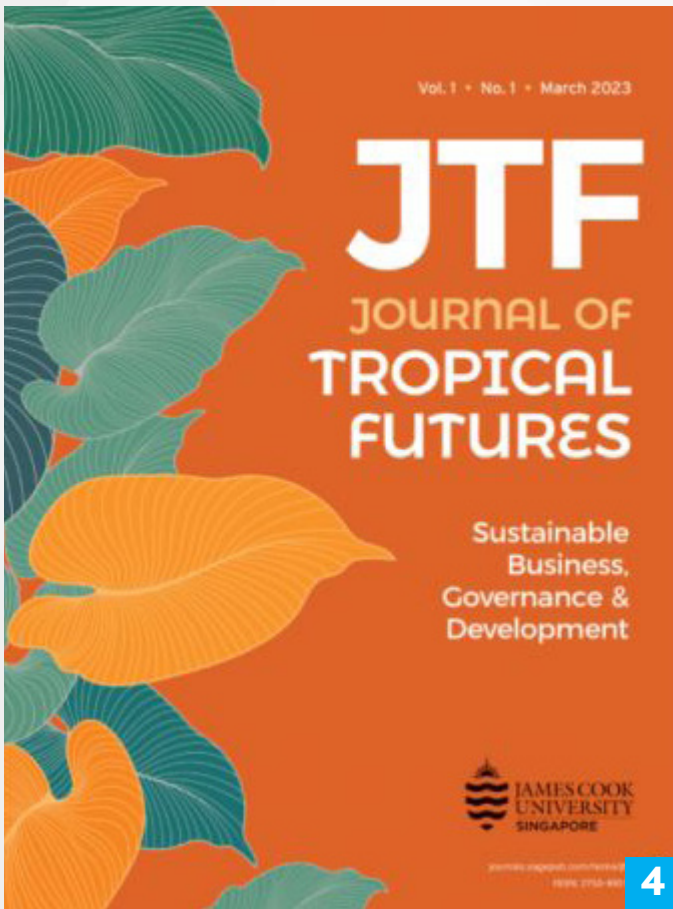
## HEALTHY AGEING

2022 saw growth in the Healthy Ageing pillar of Tropical Futures Institute (TFI), which highlights the established excellence in public health, healthcare and support services within James Cook University (JCU) in Singapore. Health experts from JCU in Singapore work together with local and international partners to grow innovative solutions that address the challenges posed by ageing.

The Healthy Ageing pillar is further strengthened by the recruitment of Professor Andreas Lopata to the Tropical Futures Institute in 2021. Professor Lopata is a world leader on adverse reactions to food, and leads the Molecular Allergy Research Laboratory at JCU, where his research is centred around the molecular immunological analysis of food allergens for better diagnostics and development of therapeutics, specific to the Asian-Australian region. Professor Lopata's research team uses cutting-edge approaches in characterising the interactions of immunogenic proteins from different food sources with our human immune system, leading to allergic and inflammatory reactions. His discoveries are now translated to mainstream diagnostics and therapeutics for seafood allergy with leading international industry partners.

The aim of this new research direction at TFI is to establish JCU's Tropical Futures Institute as the first point of contact for

# RESEARCH



2. Students training activities are conducted in Aquaculture Research and Teaching Facility

3. Professor Lopata is a world leader on adverse reactions to food

4. The Journal of Tropical Futures: Sustainable Business, Governance & Development (JTF)

5, 6 & 7. Professor Peter Case (Editor-in-Chief), Associate Professor Jacob Wood (Managing Editor), and Professor Eddy Ng

Food Allergy Research in Singapore, and to become a leading research entity in areas of food safety research — including diagnostics for food safety, allergenicity, and quality.

In 2021, a successful grant with the Singapore Food Agency — in relation to food safety on urban-produced seafood — established TFI in the food safety sector in Singapore. This funding success was followed by a research grant, through the Good Food Institute, to establish the different allergen sources in fish species used to generate cell-based seafood.

These activities on the production of healthy and safe food are supported through newly-established close collaborations with the Future Ready Food Safety Hub (FRESH), a national research & support platform under the Singapore Food Story R&D Programme, which was jointly established by Singapore's Agency for Science Technology & Research (A\*STAR), SFA and Nanyang Technological University (NTU). In addition, several MOUs have been established with world leading companies in the growing field of alternative protein production in Singapore.

## JOURNAL OF TROPICAL FUTURES

2022 saw the finalising and contract signing of the SAGE-published Journal of Tropical Futures. The Editorial leadership team is comprised of Professor Peter Case (Editor-in-Chief), Associate Professor Jacob Wood (Managing Editor), and Professor Eddy Ng (Chair of the Editorial Board).

The Journal of Tropical Futures: Sustainable Business, Governance & Development (JTF) is a peer-reviewed journal from SAGE Publications administered by James Cook University, Singapore. The mission of the journal is to help address challenges relevant to sustainable business and management, economic development, governance, and international trade in the Tropics, including the complex challenges faced. Contributions to the journal are welcome from scholars working in the fields of business, management, economics, trade, employment studies, tourism studies, political science, development studies, gender studies, sociology, social policy, anthropology and geography.

## CENTRE FOR INTERNATIONAL TRADE AND BUSINESS IN ASIA (CITBA)

The Centre for International Trade and Business in Asia (CITBA) offers expertise across sustainable business, economic development, tourism, and logistics and trade. A key project for CITBA in 2022 was the "Seafood Consumption and Production Trends — Singapore Market Study". Contracted by the World Wide Fund for Nature Singapore (WWF-Singapore), CITBA was tasked with conducting a Singapore market study on seafood consumption and production trends. This project sought to provide WWF-Singapore with detailed information on trends in seafood supply and apparent consumption in Singapore. The results will be used to inform WWF-Singapore's seafood strategy moving aquaculture production and farming within Singapore.



# RESEARCH AND ENTERPRISE

JCU in Singapore is constantly seeking new research opportunities and enterprising initiatives.

## PUBLIC LECTURES AND WEBINARS

### EMERGING LEADERS WEBINAR SERIES



In our Choosing to Challenge panel discussion, James Cook University, Singapore academics Associate Professor Pengji Wang and Dr Sherry Aw joined forces with Dr Polly Ng from GLOBAL WOMEN CONNECT to discuss how women are challenging industry-led and economy-led changes, and how women can take the lead in challenging workplace practices that compromise sustainability of careers and well-being. Professor May Tan-Mullins was the session moderator.

[Watch the recording here](#)



Dr Steve Kerrison showcased some of his research ideas that emphasise why he's an Emerging Leader in cybersecurity research. In the informative webinar, Dr Kerrison and Ms Shazina Zaini from MicroSec explored various cybersecurity risks that are developing in parallel with smart technologies.

[Watch the recording here](#)



James Cook University, Singapore Emerging Leader Dr Zohre Mohammadi (Senior Research Fellow — Tourism) brought in two industry experts to explore the role of media during a pandemic, in relation to both the supply and demand sides of tourism, from the perspectives



Winners from the 3MT 2022

As an established institution, James Cook University remains committed to the philosophy of "Creating Knowledge and Sharing Knowledge." As such, JCU in Singapore is constantly seeking new research opportunities and enterprising initiatives.

The Research and Enterprise department aims to facilitate and support the University in these two areas. As plans for postgraduate students expand, so does the need to successfully attract external competitive funding. Since the establishment of the department, we have been actively matching both national and international external grant calls to various academics and researchers in 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.

### THREE-MINUTE THESIS COMPETITION | 3MT 2022

At JCU, we think it is really important to encourage and showcase the research efforts of our Higher Degrees by Research (HDR) candidates. The Three-Minute Thesis Competition (3MT) develops academic, presentation and research communication skills, while developing research students' (and academic researchers) ability to explain their research effectively in language appropriate for a non-specialist audience. Visualisations of research open a myriad of ways to capture and convey key messages and findings, and substantially increase the reach and potential impact of the research through social and mainstream media, YouTube, and other platforms.

# PUBLIC LECTURES AND WEBINARS

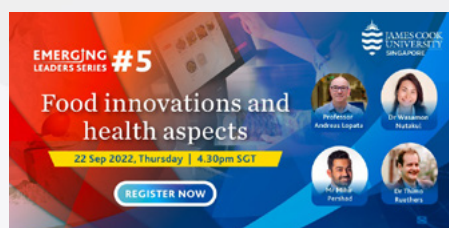
of academic and industry experts. The session served as a forum for discussing research opportunities and resolving topical issues. Industry experts comprised of Ms Rachel Kelly (Management Committee Member and Head of Student Chapter, Singapore Press Club) and Ms Gerardine Donough-Tan (Freelance Writer and Editor; Sessional Lecturer, James Cook University, Singapore).

[Watch the recording here](#)



Our James Cook University, Singapore Emerging Leader Dr Chris Lo (Associate Professor of Psychology) offered an academic perspective in contrast to the very grounded experience of his guest, Ms Geraldine Tan-Ho (Research Fellow and Senior Counsellor, Nanyang Technological University), as they discussed end-of-life care outreach efforts in Singapore. In this talk, our experts considered the psychosocial issues that can arise when patients in their last year of life and their loved ones must face the dual concerns of preparing for mortality and maintaining the will to live.

[Watch the recording here](#)



Food innovations are urgently needed to foster healthy diets for the growing and ageing world population. In Singapore, urban aquaculture seafood, plant-based and cultivated meats (e.g., cell-based fish) will play a critical role in sustainably tripling domestic food production by 2030, as highlighted in the Singapore Food Story. Health benefits include reduced risk of foodborne illness and possibly food allergies, which are under investigation as part of food safety assessments. Academics at JCU's Tropical Futures Institute are pioneers in this field. Contributors to the session were Dr Wasamon Nutakul (SciTech Specialist, The Good Food Institute Asia Pacific, Singapore); Mr Mihir Pershad (Founder, CEO, Umami Meats, Singapore); and James Cook University, Singapore Emerging Leader Dr Thimo Ruethers (Research Fellow — Human Health & Ageing, TFI). The session was moderated by Professor Andreas Lopata (Personal Chair in Biochemistry, James Cook University, Australia, Professorial Research Fellow —

Human Health & Ageing, Tropical Futures Institute, James Cook University, Singapore).

[Watch the recording here](#)



A circular economy is an economic system that uses a systemic approach to maintain a circular flow of resources, by recovering, retaining or adding to their value, while contributing to sustainable development. The 2022 ISO/TC 323 Circular Economy Meeting paved the way for experts across 65 countries to reach a consensus on a set of three core standards (ISO 59004, 59010 and 59020). This webinar draws discussion from the meeting held at Rwanda, where experts came together to discuss requirements, frameworks, guidance, and support tools on the circular economy. The panel believes that societies, businesses and individuals can all play a role in realising our transition to the circular economy.

[Watch the recording here](#)

## CITBA WEBINAR SERIES



CITBA Webinar Series #1 – Belt and Road Initiative in the post Covid19 era: an outlook for the Indo Pacific

The first CITBA webinar of the year was presented by Dr Gong Xue from Rajaratnam School of International Studies at Nanyang Technological University. During the webinar, she provided an overview of the progress made on the Belt and Road initiative, which has been a flagship economic foreign policy of the Chinese government since 2013. Dr Gong Xue also discussed updates to the initiative since the COVID-19 pandemic began. The event was moderated by Dr Tan Sook Rei, (Lecturer of Economics at James Cook University in Singapore).

[Watch the recording here](#)



CITBA Webinar Series #2 – Investments: What is happening now and how can it play out over the long term?

The year 2022 has been challenging for investors, as all asset classes except commodities have delivered negative returns. In this webinar, Mr Hareesh Raju, a Global Investment Specialist at J.P. Morgan Private Bank, discussed the implications of inflation, yield curve inversion, and recession for investors. This session was hosted by Associate Professor Jacob Wood, Associate Dean of Research (Business, IT and Science) and Associate Professor of Business at James Cook University in Singapore.

[Watch the recording here](#)



CITBA Webinar Series #3 – Big Data and Machine Learning for Business Analytics

The tsunami of data has led to trending discussions in the media, at universities and in companies. Many discussions address the analytical tools and methods that can unravel meaningful patterns from unorganised lakes of data. In this webinar, Professor Leo Pass from the University of Auckland Business School shared his insights on the role of big data and machine learning for business analytics. This webinar was hosted by Dr Emiel Eidenberg (Senior Lecturer in Business at James Cook University in Singapore).

[Watch the recording here](#)



CITBA Webinar Series #4 – The Effects of Xenophilia on Tourism

The final CITBA webinar of the year was presented by Ms Astrid Nørfelt, a final-year PhD candidate at RMIT University in Melbourne. During the presentation, Astrid discussed recent research on the phenomenon of tourism xenophilia, which refers to individuals' attraction to the perceived foreignness of destinations. She covered topics such as how to conceptualise and operationalise tourism xenophilia, the antecedents and outcomes associated with the construct, and the theoretical and practical implications of accounting for



# PUBLIC LECTURES AND WEBINARS

this positive bias. The webinar was hosted and moderated by Professor Alexander Josiassen (Professor of Marketing at James Cook University, and Director of the Centre for Tourism and Culture Management, Copenhagen Business School, Denmark).

[Watch the recording here](#)

## ETHICS, ORGANISATION AND SOCIETY (EOS) RESEARCH CLUSTER WEBINAR SERIES



Ethics, Organisation and Society (EOS) Research Cluster Webinar series #1 - How do Socially Responsible Firms Respond to Financial Shocks?

Despite mounting pressure for more stakeholder orientation, firms are still believed to prioritise their shareholders' interests. Taking the position that such prioritisation is a normal consequence of the fiduciary duty to shareholders, we test whether non-shareholder constituency statutes can moderate such shareholder focus. The statutes allow firms to consider other stakeholders' interests when making corporate decisions. Using a sample of US firms facing impending liquidity risk from the onset of COVID-19, we document a significant increase in credit lines usage. Yet, this dash for cash is moderated by non-shareholder constituency statutes. Given that credit lines usage may have contributed to a banking panic that threw economies into severe recession in 2008, our findings suggest that statutory intervention can encourage desirable corporate actions.

[Watch the recording here](#)



Ethics, Organisations and Society (EOS) Research Cluster Webinar Series #2 – Africapitalism

This webinar was led by Professor Kenneth Amaeshi, a leading expert on sustainable finance and Africapitalism. Africapitalism is an emerging economic and management philosophy for sustainable development,

underpinned by four key areas: a sense of Progress and Prosperity where financial profitability and social wealth are combined to create the absence of poverty and presence of conditions that make life more fulfilling; Parity and Inclusion whereby the benefits of progress and prosperity are shared equitably and growth is inclusive; Peace and Harmony where the simultaneous pursuit of profit and social wealth is primarily a quest for harmony, and peace; Place and Belonging where places (not necessarily markets) hold value for people's identities.

[Watch the recording here](#)



Ethics, Organisations and Society (EOS) Research Cluster Webinar Series #3 - A new model for corporate governance in developing countries

In this webinar, we problematised, conceptualised and theorised a new and appropriate model for corporate governance in Sub Saharan Africa (SSA) countries, reflecting key contextual factors such as ethnicity and the informal nature of SSA economies. The model was articulated through a multi-theory approach to develop an idiosyncratic understanding of the interplay between the SSA institutional domains and stakeholders. In particular, we accommodated relevant country-level and firm-level governance interplays, helping policy makers, at local and international levels, in co-integrating good corporate governance with SSA's development within its political economy.

[Watch the recording here](#)



Ethics, Organisations and Society (EOS) Research Cluster webinar series #4:

Non-financial reporting in non-profit organisations: The case of risk management regulations and disclosures in UK higher education institutions

This webinar investigated non-financial reporting regulations in non-profit organisations. Specifically, it examined the extent to which UK higher education institutions (HEIs) complied with and made

disclosures relating to risk management regulations, and investigated whether internal governance quality and senior management team characteristics influenced such risk disclosures. Using a sample of UK HEIs over a number of years, our baseline findings suggested that the level of risk disclosure among HEIs in the UK is relatively low, especially when compared to both the existing risk management regulations and findings of prior studies that have been conducted for similar-sized publicly-traded corporations. Second, we found that better-governed HEIs tended to engage in higher risk disclosures than their poorly-governed counterparts. Finally, the findings showed that the positive governance quality-risk disclosures relationship is moderated largely by the characteristics of the senior management team.

[Watch the recording here](#)



Ethics, Organisations and Society (EOS) Research Cluster Webinar Series #5 - The forensics of Mobsters' Business Practices

All types of organisations — for profit, not-for-profit, lawful, and unlawful — must be relentless in highly-competitive, and constantly-evolving environments. Every day, iconic brands like Sears and Kodak vanish. Managers in lawful companies face disruptive technologies, ground-breaking new products, and competition from new entrants. Every organisation must manage its way through a rapidly-shifting world, or else fail. Yet some organised crime syndicates last decades despite massive law enforcement efforts and rival gangs directed at their daily demise.

This webinar described how the American Mafia applies fundamental economic principles to devise management practices that channel their heinous members' self-interest to achieve the syndicates' objectives. These practices align the organisation's business strategy and employee empowerment, incentives, and corporate culture. These principles attract the right people to create resourceful, market-obsessed, and relentless high-performance teams. While lawful managers cannot simply follow the business practices of mobsters, they must apply the same fundamental principles described in the webinar.

[Watch the recording here](#)

A young woman with long dark hair, wearing a red short-sleeved top and a necklace, is sitting at a desk in an office. She is smiling and looking towards the camera. Her hands are on a laptop keyboard. In the background, there are orange and blue storage bins and a white wall.

# CONNECTING WITH STUDENTS, PARENTS AND PARTNERS



The COVID-19 pandemic has had a significant impact on higher education marketing, with many universities and colleges shifting their strategies to focus on digital advertising and online outreach. In 2022, we continually implemented new initiatives to connect with prospective students in the virtual space.



1 & 2. Virtual Open House  
3, 4, 5, 6 & 7. The Next Big Job Branding campaign

### DIGITAL ADVERTISING — CNA "THE NEXT BIG JOB" PRODUCT BRANDING CAMPAIGN

The Singapore campus of James Cook University has launched science and technology programs aligned with Singapore's goal to become a Smart Nation. These include Bachelor of Science programs in Data Science, Internet of Things, and Cybersecurity. To promote these programs, the Local Business team partnered with CNA to create a campaign featuring four articles and a video. The campaign includes insights from Professor May Tan-Mullins, Associate Professor Roberto Dillon, Dr Randy Zhu, and Dr Steve Kerrison on the aforementioned industries and potential job prospects.

For more information, visit <https://www.channelnewsasia.com/brandstudio/thenextbigjob>

### ONLINE OUTREACH — VIRTUAL OPEN HOUSE (2022)

The JCU Virtual Open House (2022) is our first university-wide online outreach event that is customised to meet the needs of both local and international markets. It offered a supportive platform where prospective students could ask questions and gain valuable insights into what studying at the Singapore campus of James Cook University is like. During this online outreach event, prospective students were able to learn more about JCU by attending on-demand webinars where our academics, admissions staff, students, and alumni answered all their questions about JCU programs and student life.

### WEBINAR SERIES — JCU CAREER X SERIES (2022) AND JCU POP SCIENCE SERIES (2022)

The JCU Career X Series is a series of career exploration webinars where industry practitioners give an honest review of what it's like to work in their industry. We invited six JCU alumni to share about their jobs in the industries of Accounting, FinTech, Marketing, Business, Psychology, and Information Technology. Meanwhile, we also launched the JCU Pop Science series which consisted of five webinars conducted by Dr Sook Rei Tan, Dr Steve Kerrison, Dr K. Thirumaran, Dr Jusak Jusak, and Associate Professor Jose Domingos.



1, 2 & 3. JCU Pop Science Series (2022)  
4 & 5. JCU Career X Series (2022)  
6. JCU Moments @Vietnam

## RECRUITMENT AND PARTNERSHIPS — ENGAGEMENT ACTIVITIES

The Recruitment and Partnerships team believes that community, school and alumni engagement are essential for building a strong JCU brand. In 2022, the Recruitment and Partnerships team delivered a series of engagement activities for promoting JCU awareness and student recruitment.

### COMMUNITY ENGAGEMENT – HEADHUNT MASTER'S EXPERIENCE WEBINAR AND BROWN BAG

The Master's Experience is a 14-part series organised by HeadHunt in collaboration with different universities to allow professionals, managers, executives, and technicians (PMETs) to experience sample classes and explore different MBA, Master's, and Continuing

Education programs to level up their careers. Professor Abhishek Bhati was invited to speak on the topic of Managing Post-Pandemic Tourist Behaviour on 28 February. The Brown Bag Series aims to equip working professionals with skills and knowledge that will empower them towards better careers. In April, Professor May Tan-Mullins and Professor Nigel Marsh were invited to speak on the topics of "Sustainable Eating for Future Singapore" and "Applying Clinical Psychology in Uncertain Times" respectively.

### SCHOOL ENGAGEMENT — CAMPUS VISIT AND SCHOOL COUNSELLOR NETWORKING EVENT

With the easing of COVID-19 travel restrictions, the prospect of resuming in-person visits was becoming more promising. A

number of campus visits were arranged by the international business team, and we welcomed many international students from various schools located in south-eastern countries to visit the Singapore campus of James Cook University. Meanwhile, the local business team also organised a physical networking event with school counsellors and educators.

### ALUMNI ENGAGEMENT — JCU MOMENTS

In 2022, a number of "JCU Moments" events were held in various countries including Indonesia, Vietnam, Malaysia, and Singapore to strengthen relationship with our alumni.. These events provided opportunities for networking, mentoring, and sharing experiences.



As COVID-19 restrictions began to lift, the return to in-person gatherings offered a sense of excitement and connection.

The Recruitment and Partnerships team quickly adapted to these changes and resumed conducting more physical recruitment activities both locally and internationally.



14th Annual JCU Partners Conference

#### AGENT VISITS



The international team started travelling and making frequent visits to our recruitment partners.

#### RECRUITMENT EVENTS



The local business team also conducted larger physical recruitment events on campus. In November 2022, we successfully organised the 14th Annual JCU Partners Conference in Singapore after a two-year hiatus.



In 2022, the team established the International Partnership Management Framework (IPMF) and an International Management unit for the Singapore campus of James Cook University. Six new MOUs with BELTEI International University, NEOMA Business School, TBS Education, Mahidol Wittayanusorn School, The Arctic University of Norway, and the University of New Brunswick were signed. Additionally, the team developed a positive relationship with the Indonesian government and created a MOA with SAPA Foundation Indonesia to assist Papua students in continuing their studies at James Cook University in Singapore.

Student exchange is now administered via the International Management (IM) office in Singapore. Following updates on the structure, process, and procedure set by the IM team, three new student exchange partners were identified and signed for students from the Singapore campus of James Cook University. Two of the student exchange partners are business schools with triple-crown accreditations. The third student exchange partner is the University of Central Florida.





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1 &amp; 2. Hybrid alumni event "Endless Summer in Singapore"

3. Koalion

4. Cooperation with Chinese Service Center for Scholarly Exchange (CSCSE)

## PARTNERSHIP UNIVERSITY MANAGEMENT (IN CHINA)

We had over 80 partnership agreements and programs in collaboration with top universities in China, which brought in more than 60% of the new student population in 2022.



We focused on study abroad experiences for students from partnership universities in 2022, and produced some student experience videos for the pool of partnership university students to demonstrate that James Cook University is their best choice of study abroad university in Singapore.

## COOPERATION WITH CHINESE SERVICE CENTER FOR SCHOLARLY EXCHANGE (CSCSE)



We were invited to be featured in an article by Chinese Service Center for Scholarly Exchange (CSCSE) regarding social media operations for live streaming in order to increase the traffic of the China International Education Exhibition Tour (CIEET) 2022. We participated in CIEET 2022 for the pre-live streaming introduction session and received traffic of 55k people on the Weibo Platform. The main live streaming session of CIEET, "Growth and Opportunities", was conducted by Kelvin Liu, Summer Jiao, Yang Hailing, Elena Liang, Hedy Tao and Han Rujing, attracting an audience of 104k people.

## ALUMNI ENGAGEMENT

We held a hybrid alumni event "Endless Summer in Singapore" both on campus and online, after a 3-year break. 65 alumni attended the event online, while 36 alumni were present on campus for the event.

We nominated our outstanding alumni Vivi Chan to participate in the Australia China Alumni Award, and she won the Judges' Commendation for Study Queensland Alumni Award, and was a finalist in the category of the Arts and Creative Industries by the Australian China Alumni Association.

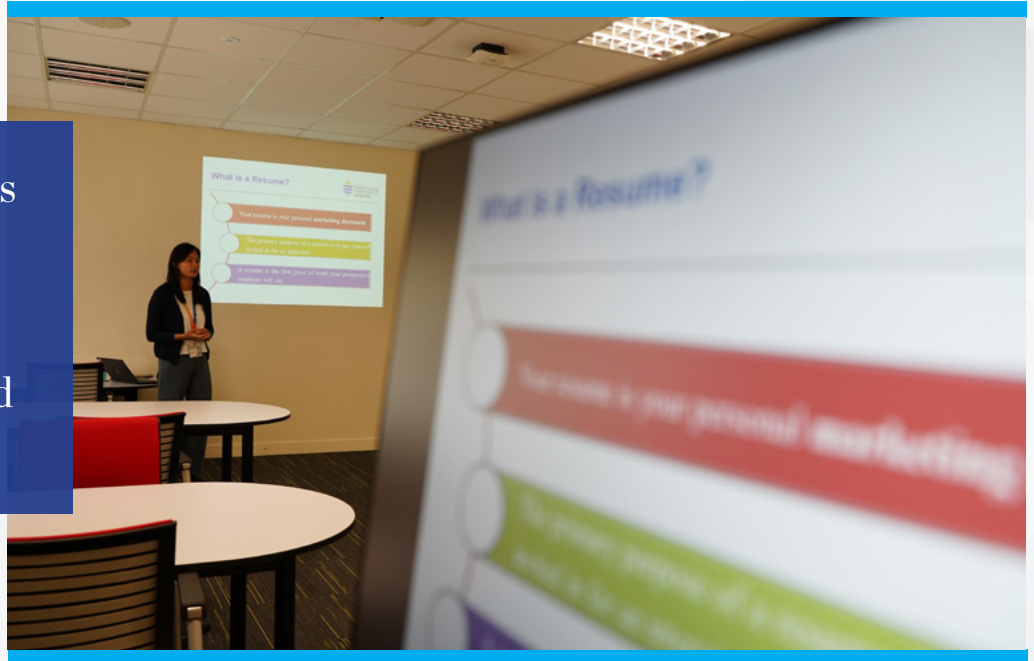
## KOALION

We designed our very first soft toy representative of Australia and Singapore — the Koalion, which is a combination of a Koala and the Merlion. The koala is an iconic Australian animal, and the Merlion is the official mascot of Singapore. After getting the approval of using imagery of the Merlion from the Singapore Tourism Board, our adorable Koalion was born in 2022, and became a unique icon of James Cook University, Singapore.



# CAREERS

Our dedicated careers team is committed to supporting students throughout their academic journey and beyond.



In our journey towards excellence, we pride ourselves on our commitment to providing students with a world-class education and empowering them with the skills and knowledge needed to succeed in their chosen careers. Our dedicated careers team is committed to supporting students throughout their academic journey and beyond, providing guidance and assistance in areas such as resume building, job searching, and interview preparation.

## CAREER FAIRS

James Cook University, Singapore x Singapore Association for Private Education (SAPE) Virtual Career Fair

14–18 February 2022



James Cook University, Singapore contributed to the planning of the SAPE inaugural career fair event, which took place on 14–18 February 2022, providing a platform for private education institutions (PEIs) to collectively collaborate and organise a career fair so that the pool of students, graduates, alumni, and employers were able to benefit. It aimed to help boost the current employment market and connect PEI students and graduates with the wider pool of employers within the PEI network.

## JCUS VIRTUAL CAREER FAIR

29 August - 2 September 2022



A virtual career fair was organised to support our soon-to-be graduates and alumni with their career exploration and employment search. The event engaged 38 companies and 198 soon-to-be graduates and alumni.

## MENTORSHIP PROGRAM

In efforts to minimise the gap between academic life and real-world working environments, a mentorship program was introduced at the start of 2022. The program runs every study period, providing a platform for students to receive close guidance from industry professionals about their areas of interest and discover career preferences, personality profiles, and goals.

## GRADUATE EMPLOYMENT SURVEY (PUBLISHED 2022)

Rates around the number of graduates who secured jobs within 6 months of graduation are up from 87.7% in 2020 to 90.6% in 2021. The employer survey result indicated that our graduates are comparable to autonomous universities across many attributes.

The survey results were published on the student careers webpage.

[More information on the GES here](#)

# INTERNSHIP TESTIMONIALS



Aze Zar Zar Myo (Eliza), a Master of Business Administration (Majoring in Creative Marketing) student at James Cook University in Singapore, found happiness interning at JoyfulPerson, a tech company that provides e-learning solutions for businesses. She shares how her JCU experience has shaped her sales role, and more!:

*"Pursuing an internship in human resources has provided me with the opportunity to be exposed to a new environment and learn more about other industries! My responsibilities include creating training curriculum materials, event planning, report writing, and data extraction. Because of the variety of tasks, no two days in this internship are alike, which is my favourite aspect of the job. I am proud to say that during my time at the university, my ability to multitask in a fast-changing environment was honed. Juggling three reports, on top of several practicals and tutorials, was stressful and mentally taxing, but I believe it has prepared me to apply what I learnt to real-life situations and make meaningful contributions to the team! As an intern, I would always be lacking in many areas. However, this internship should not only be about demonstrating what I can contribute, but also about gaining as much knowledge on the job as I can."*

Rodriguez Eryll Jake Maata, a Bachelor of Business (Majoring in Business Intelligence and Information Systems) student at James Cook University in Singapore, had a fruitful time interning at CET Global, a HR consultancy company that provides insights, advisory and actions to create value and success in transformation across "People, Process and Performance" for enterprises.

*"Pursuing an internship in human resources has provided me with the opportunity to be exposed to a new environment and learn more about other industries! My responsibilities include creating training curriculum materials, event planning, report writing, and data extraction. Because of the variety of tasks, no two days in this internship are alike, which is my favourite aspect of the job. I am proud to say that during my time at the university, my ability to multitask in a fast-changing environment was honed. Juggling three reports, on top of several practicals and tutorials, was stressful and mentally taxing, but I believe it has prepared me to apply what I learnt to real-life situations and make meaningful contributions to the team! As an intern, I would always be lacking in many areas. However, this internship should not only be about demonstrating what I can contribute, but also about gaining as much knowledge on the job as I can."*





# CAMPUS LIFE



## BEACH CLEAN-UP WITH OCEAN PURPOSE PROJECT (OPP)

Participants gathered at Ocean Purpose Project (OPP)'s beach hub at Pasir Ris Park where they helped set up equipment, and facilitated teams in collecting litter before sorting & cleaning recyclable plastics.

## PROJECT HOMEWORKS

The Volunteer Club participated in the Project Homeworks program under Habitat for Humanity, serving three households and improving their living conditions.

## ART & CRAFT WITH NTUC HEALTH SENIOR ACTIVITY CENTRE

Members of the Art Club and Volunteer Club had a fun-filled, meaningful drawing activity with the seniors at NTUC Health Senior Activity Centre at Whampoa.

## VAMPIRE CRAB TERRARIUM WORKSHOP

The Aquaculture Club conducted a Vampire Crab Terrarium workshop, where participants were taught how to build a terrarium for vampire crabs.

## BLOOMBERG OFFICE VISIT

Some lucky members from the Banking and Finance Club were invited to the Bloomberg Singapore office for The Bloomberg ESG (Environmental, Social and Governance) seminar and HR talk. It was definitely an eye-opener for our students!

## JOEY PROGRAM

As part of Orientation's Joey Program, new Joeys have joined us! They paired with their Mates for a week to gain social support, general academic assistance, and 'survival tips' as they partook in social activities.

## EASTER EGG PAINTING AND EXHIBITION

Members of Christian Fellowship and Art Club hosted a joint event to celebrate Easter. They displayed paintings relating to the history of Easter and painted Easter eggs.

## ACTIVITY FACILITATION WORKSHOP

The Activity Facilitation Workshop is organised by Campus Activities every trimester to train student leaders on how to host and lead activities.

## FIRST AID TRAINING

Campus Activities organised First Aid training for our student leaders on campus, where they got to learn many crucial life skills.

There were 25 active student clubs in 2022. 95% of participants were satisfied with the activities organised by Campus Activities and the clubs.

## CULTURAL CARNIVAL

The diversity of JCU, Singapore was on full display. Check out the various cultural clubs in their traditional costumes as they showcase the different cultures of their countries.



## EXAM BLESSING

The Christian Fellowship shared some love by handing out handmade Exam Blessing goodie bags to students preparing for their exams on campus.



## CHRISTMAS CARNIVAL

Campus Activities organised the Christmas Carnival for students and staff to enjoy themselves during the festive season. There were stalls selling churros and hotdogs, along with claw machines and a photo booth.

## 15TH WORLD TAEKWONDO CULTURE EXPO

Taekwondo Club participated in the 15th World Taekwondo Culture Expo in South Korea. There, they were exposed to 3 different Taekwondo seminars — Poomsae, Self-defence, and Taekwondo Gymnastic.

## SINGAPORE SPIKEOFF TOURNAMENT 2022

Spikeball enthusiasts across universities (i.e., NTU and NUS) and institutes held this event at the open field behind the Singapore campus of James Cook University.

## BASKETBALL MATCH WITH GREATNESS BASKETBALL ACADEMY

Basketball Club hosted a friendly match with Greatness Basketball Academy on home ground.

# COMMUNICATION MANAGEMENT

In the face of the evolving COVID-19 landscape, communication management remains crucial in our efforts to connect with the James Cook University, Singapore community. This includes a weekly email bulletin — dubbed the DVC Broadcast — attributed to the Head of Campus, along with regular updates to the COVID-19 webpage to keep the community informed of any changes to COVID-19 measures on campus. We committed to engaging our students and staff, while providing support and instilling them with confidence in the University.





# GRADUATION AND ALUMNI

Due to the COVID-19 pandemic, the University had to continue with a virtual graduation ceremony for April 2022, and only resumed in-person graduation ceremonies for August and November when it was deemed safe for large gatherings to take place.



The April virtual celebration video was released on 09 April 2022, where 383 awards were conferred. 181 graduates attended the virtual graduation celebration, and Mr Nicolas Hepp, a Master of Business Administration graduate, provided the graduate address in the April celebration video. Mr Phillip Forrest AM, Independent Company Director and also our Advisory Board member, gave the Occasional Address during the morning session and Ms Amelia Walsh, Trade and Investment Commissioner, Singapore gave the Occasional Address during the afternoon session.

We were then able to resume in-person graduation ceremonies for both August and November. In order to accommodate more graduates who had missed out on attending their graduation ceremonies due to the pandemic, we held 2 graduation ceremony sessions in a single day each for August and November. On 13 August 2022, 196 graduates attended the AM session, and 396 graduates attended the PM session. Mr Xuyang Wang, a graduate of the Master of Information Technology (Majoring in Business Informatics) program, gave the graduate address during the AM session ceremony. On 26 November 2022, 183 graduates attended the AM session, and 277 graduates attended the PM session. Ms Wu Chuqiao, a graduate of the Bachelor of Science (Majoring in Data Science) program, gave the graduate address during the AM session ceremony. His Excellency Mr William Hodgman, Australian High Commissioner to Singapore, gave the Occasional Address for the morning session. While Mr Neil Parekh, Partner & Head of Asia, Australia, and New Zealand at Tikehau Capital, provided the Occasional Address for the afternoon session.

In 2022, a total of 1237 awards were conferred.

## GRADUATE ADDRESS



[Watch the April 2022 Graduation Celebration Video here](#)



[Watch the August 2022 Graduation Celebration Video here](#)



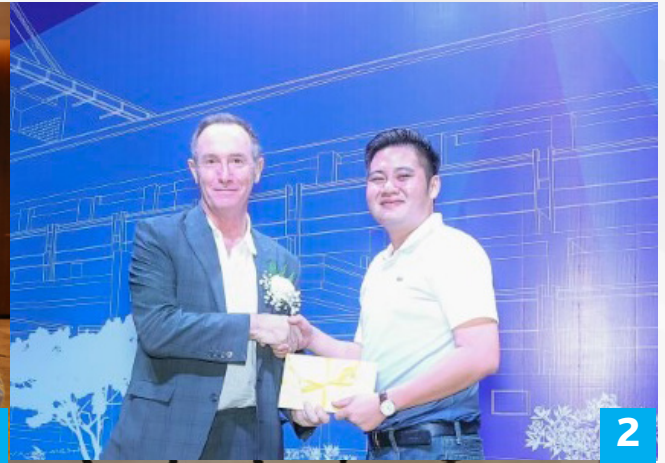
[Watch the November 2022 Graduation Celebration Video here](#)



# ALUMNI



1



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In 2022, we began bringing back a number of face-to-face events to maintain engagement with our alumni through JCU Moments and JCU Meet Up sessions.



3



4



5

1. JCU Moments @ Myanmar 2022  
2. JCU Moments @ Vietnam 2022

3. JCU Moments @ Indonesia 2022  
4 & 5. JCUSAA Alumni Night 2022

These events include JCU Meet Up @ Thailand 2022, JCU Meet Up @ Kazakhstan 2022 (in both Nur-Sultan and Almaty), JCU Moments @ Indonesia 2022, JCU Moments @ Vietnam 2022 and JCU Moments @ Myanmar 2022.

In Singapore, the JCU Singapore Alumni Association (JCUSAA) organised a number of activities, including sports interest group,

board games interest group, meditation and yoga interest group and Alumni Night 2022.

The university continues to support the association. The Chancellor, Vice Chancellor and board members attended the networking session and had the opportunity to connect with the alumni at the Alumni Annual Dinner 2022 in Singapore.

## PARTNER UNIVERSITY PROGRAM

As a Platinum Partner University with Australian Alumni Singapore (AAS), James Cook University graduates and students are eligible to be AAS Ordinary and Associate members, and enjoy the benefits of the membership.



# FACILITIES MANAGEMENT



1



2

1. The new Lecture Hall at Block E

2. Launch of the new Student Hub at Block C in November 2022

## 2022 was an exciting and fulfilling year for the Administration and Facilities Department.

By facing challenges head on, the department managed to achieve strong performances in the following areas:

- Upgrading of campus facilities
- Certifications in various standards
- Environmental, Health and Safety (EHS) initiatives

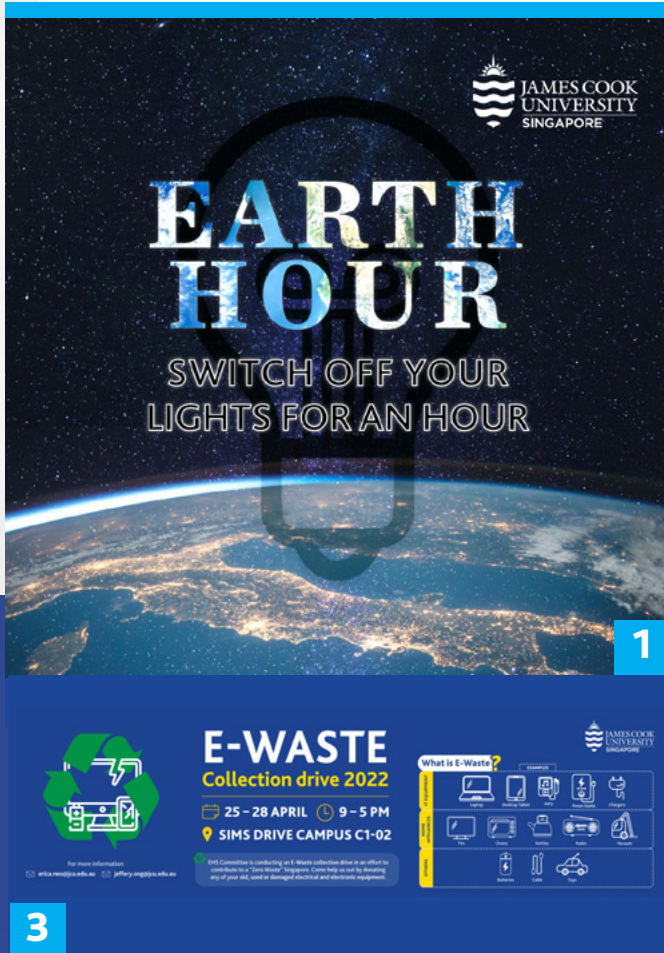
### UPGRADING OF CAMPUS FACILITIES

- Renovation works were completed at Block E Level 2, which consisted of the lecture theatre, laboratories, and two classrooms. Existing rooms were converted into a lecture hall (with 66 loose tables and chairs), two 36-seater classrooms (6 tables in groups of 6), one large 60-seater room with loose table and chairs and a room divider that could sub-divide into two rooms with 30 seats in each room. These works include façade and railing

treatments at corridors, new floor, wall and ceiling finishes, new partition wall, joinery works, system furniture, etc.

- Renovation works were completed at Block E Level 3, which converted and extended the existing rooms to offices for Academic Staff. These works include façade treatments, new floor, wall and ceiling finishes, new partition wall, joinery works, system furniture, etc.
- Renovation works were completed at Block C Level 1, which converted the existing space into Student Hub and Student Affairs Office. These works include new floor, wall and ceiling finishes, new partition walls, joinery works, system furniture, etc.
- Renovation works were completed at Block C Level 2, which converted the existing space into a Higher Degrees by Research (HDR) Hub that will be able to cater to more HDR candidates. These works include new floor, new partition walls, joinery works, systems furniture, etc.
- Construction of a new walkway linking Block E to Block A was completed.
- Construction was completed on a new retractable awning at Block A to become covered walkway during rainy days.

# ENVIRONMENTAL, HEALTH AND SAFETY (EHS) INITIATIVES



1. Earth Hour 2022
2. Bring your own cup 2022
3. E-Waste Collection Drive 2022

The Environmental, Health and Safety (EHS) Committee at James Cook University in Singapore came up with the following initiatives in 2022:

- World Water Day (awareness)
- Participation in Earth Hour
- Environmental & Safety talks
- Participation in "Old Shoe New Future" programme organised by ActiveSG
- Recycling Efforts as shown in the table below:

S/N	Description	Total Recycled (Kg) in 2022
1	Carton boxes	1,447
2	Newspaper	1,630
3	Electronic waste	136
4	Shoe waste	37
5	Light bulbs	173
6	Plastic bottles	109
7	Ferrous Metal cans (Coke cans)	86
8	Garden waste (Dry leaves)	700
9	Total Recycling collected	4,318



# CERTIFICATIONS



1. Eco Office Elite — certification issued by Singapore Environment Council (validity period: 5 October 2021 – 4 October 2023)
2. Eco F&B Professional — certification issued by Singapore Environment Council (validity period: 9 June 2022 – 8 June 2024)
3. Green DNA — Certification issued by Singapore Environment Council
4. bizSAFE Star certification issued by Workplace Safety and Health Council (validity till 26 December 2023)

## CERTIFICATIONS IN VARIOUS STANDARDS

- Green DNA — Certification issued by Singapore Environment Council
- Eco F&B Professional — certification issued by Singapore Environment Council (validity period: 9 June 2022 – 8 June 2024)
- Retained ISO 14001:2015 certification Environmental Management System
- Retained ISO 45001:2018 certification Occupational Health and Safety Management System
- Retained Eco Office Elite — certification issued by Singapore Environment Council (validity period: 5 October 2021 – 4 October 2023)
- Retained bizSAFE Star certification issued by Workplace Safety and Health Council (validity till 26 December 2023)
- Retained Fire Certificate from SCDF (validity period: 24 October 2022 – 23 October 2023)







# EVENTS AND EXTERNAL ENGAGEMENTS



# ADVISORY BOARD

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.



1. Advisory Board Sub-Committee for the School of Social and Health Sciences.  
2. Advisory Board Sub-Committee for the Business School

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

- Strengthen the relationship between the Singapore campus of James Cook University and other organisations
- Facilitate the recruitment of varied talent
- Continuously promote the quality of education
- Improve the core competitiveness of the campus
- 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 Simon Biggs, Vice Chancellor and President of James Cook University, is the Chair of the Advisory Board. The Co-Chair is Dr Bill Foo, 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 of the Singapore campus of James Cook University.

The list of the Advisory Board members can be found 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. A third sub-committee was formed this year for the School of Social and Health Sciences.

We are honoured that Australia's High Commissioner to Singapore, Mr William Hodgman, served as Patron of our Advisory Board from April 2021 to February 2023. We registered our appreciation to past and present Members for adding value to our community.



# EXTERNAL RELATIONS

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, often starting with strategic Memoranda of Understanding (MOUs).



We are involved in strategic relations and rapport building with Embassies that represent countries where our (present and future) students come from.



Additionally, we continued to sign on and cooperate with MOU partners who are well-known in their respective fields or industry. One example is the MOU signed with NurtureStars, a preschool chain founded by SAFRA and Kinderland.

The number of strategic MOUs grew from 10 in 2021, to 21 in 2022.

These MOUs focus on internships, opportunities for graduate hire, guest speaking engagements, research projects, articulation agreements and book prizes — all of which

promote teaching and learning, benefitting both students and staff. One such MOU with Orchard Hotel opened up opportunities for our Tourism and Hospitality students to serve with Orchard Hotel at the F1 event in Singapore, the first country to hold the F1 Night Race, globally.



In 2022, we secured Book Prize sponsorships for our Year 1 students (please see <https://www.jcu.edu.sg/current-students/book-prizes-for-the-year-2022>) and expanded the Book Prize initiative to the English Language Preparatory Program or ELPP (please see <https://www.jcu.edu.sg/current-students/book-prizes-for-the-english-language-preparatory-program-elpp>).

In the past year, more than 60 Book Prizes (worth S\$250 cash each) were sponsored by industry partners and well-wishers including Charis Manor Nursing Home, Mr John Chew and Mrs Aileen Chew, Ms Lynn Chow, CSM Academy International Group, Flywire, Mr Phil Forrest AM, GLOO PR, The Hon Mr William Hodgman formerly Australia's High Commissioner to Singapore, NurtureStars, Pixierf, Professor Chris Rudd OBE, SiliconPlus Communications Pte Ltd, and the Singapore Indian Chamber of Commerce and Industry.

# EVENTS

We continued to engage with various stakeholders throughout the pandemic and beyond.

## BOOK PRIZE AWARD CEREMONY

The Book Prize Award Ceremony for SP 53 2021 November Intake was held in-person on campus. This was an opportunity for Book Prize Sponsors to meet the Prize Winners.



## AGRI-FOOD TECH EXPO ASIA (AFTEA)

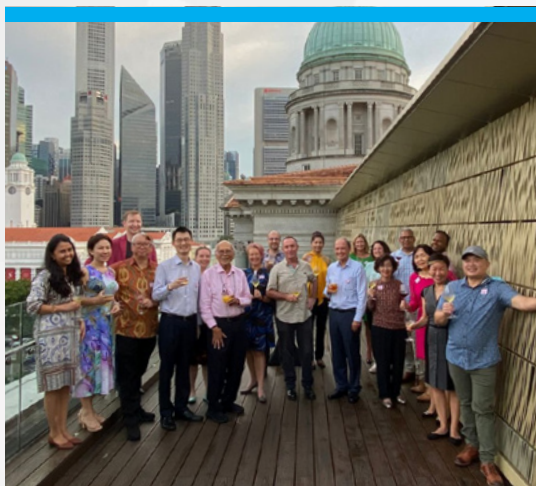
Held at Marina Bay Sands Convention Centre, the Agri-Food Tech Expo Asia is a strategic platform that evolves with the industry and is shaped by leaders and experts to explore strategies and solutions for sustainable systems and production to build a vibrant Agri-Food hub in Asia.

In addition to hosting a booth at the expo, Professors Andreas Lopata and Dean Jerry were also the Sandbox speakers for the event.

## SICC MARKETING INTEREST GROUP MEETING

We extended a warm welcome to Mr Victor Mills, Chief Executive of Singapore International Chamber of Commerce (SICC), and delegates of Marketing Interest Group and members SICC, to the Singapore campus of James Cook University on 24 August. Ms Pinky Sibal shared on Brand Journey of an Educational Institution at the meeting. The session concluded with a tour around campus.





### CURATED GUIDED TOUR OF THE "EVER PRESENT: FIRST PEOPLES ART OF AUSTRALIA"

The Singapore campus of James Cook University hosted some members of the Advisory Board and guests of the University at this event. It began with a 90-minute guided tour of the exhibition — Ever Present: First Peoples Art of Australia — which surveys historical and contemporary works from over 150 Aboriginal and Torres Strait Islander artists across Australia. This was the largest exhibition of its kind to travel to Asia. At JCU, the indigenous curriculum in Australia focuses on three areas:

1. People of place
2. People of knowledge
3. People of science

This highlights the importance of indigenous studies, and that it is not simply focussed on the past.

We are proud of the contributions we make for the first peoples of Australia, and we will continue to do our part to develop and strengthen the indigenous community.

### ART DONATION EVENT

A significant work of art is being donated to the Singapore campus of James Cook University to raise awareness on migration, identity and mental health. The Singapore campus of James Cook University (JCU) has received the donation of an artwork — titled Rose Garden — created by Australia-based interdisciplinary artist Hiromi Tango. An event unveiling the donation took place on 31 August 2022 at the Singapore campus. The donation of artwork comes from Guy and Henny Scott, the parents of JCU, Singapore Psychology alumnus Maddy Scott who is now practicing in Melbourne. Guy Scott is also former President of AustCham.



### VISIT BY THE MAYOR OF TOWNSVILLE

We hosted The Mayor of Townsville, Cr Jenny Hill, on campus on 4 August. Some of the EMG members and one of our Advisory Board members were in attendance.

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



1 & 2. AustCham Year in Review – Dialogue with Minister Desmond Lee  
3 & 4. AustCham Business Award

### AUSTCHAM YEAR IN REVIEW – DIALOGUE WITH MINISTER DESMOND LEE

The Singapore campus of James Cook University supported the AustCham (Australian Chamber of Commerce) dialogue with special guest Minister for National Development Mr Desmond Lee on 10 February 2022.

Professor Chris Rudd OBE moderated the discussion with the minister. Professor Abhishek Bhati participated in the panel discussion during the event.

As a corporate patron with AustCham, we attended and networked with the industry and business through the following events:

- Ministerial Dialogue series with Minister S Iswaran (Singapore Minister for Transport and Minister-in-charge of Trade Relations) on 20 April
- Panel discussion: Entrepreneurship on 21 April
- Excellence in Leaders with Michelle Lee Guthrie – Independent Director, Chairman of Executive Resource and Compensation Committee on 28 April 2022

### AUSTCHAM BUSINESS AWARD

After a two-year hiatus from celebrating in person, we supported this AustCham flagship event on the 8 December. The annual award recognises both businesses and individuals who have made significant contributions to Australia-Singapore business relations. JCU presented the Business Excellence Award category to TOLL group.



In 2022, we supported the following events with Singapore Business Circle (SBC) including:

### A JOURNEY INTO HEALTHCARE TRANSFORMATION

Professor Robert Morris, Chief Technology Strategist, Ministry of Health Office for Healthcare Transformation (MOHT), shared what it would take to transform healthcare into a more sustainable and effective system. Professor Abhishek Bhati provided the 'vote of thanks' at the event.

Professor Robert Morris is also featured on our podcast channel, JCU Conversations.



### 'BANKING IN THE NEW WORLD'

On 26 October, JCU supported this SBC event featuring Han Kwee Juan, Group Head Strategy & Planning, DBS Bank. Professor Chris Rudd OBE introduced the speaker at this event. Held at the Deloitte office, it provided an opportunity for us to network with the industry.

### SINGAPORE ESG (E-ENVIRONMENT, S-SOCIAL, G- GOVERNANCE) SERIES LAUNCH

In November, with SBC we launched 'ESG Positive Impact Series – Empowering today, Building Tomorrow, with Professor May Tan-Mullins, being the moderator. The event featured the following speakers: Lynette Leong (Chief Executive Officer, Environmental, Social and Governance Funds & Stewardship, CapitalLand Investment), Dr Darian McBain (Advisor, Monetary Authority of Singapore), Mel Gollan (Founder & Owner of RIPA Global), and Andrew Gazal (Founder & CEO, ESGTech).

This event is the first part of the series of ESG events to discuss how we could empower the present for the future.







1. Talk by Dr Jackie Huggins AM FAMA  
 2. 2022 SICCC Awards Ceremony  
 3 & 4. Introduction of New AAS Patron  
 5. Australian Alumni Singapore, 67th Anniversary Gala Dinner

### TALK BY DR JACKIE HUGGINS AM FAMA

Dr Jackie Huggins, AM FAHA, a highly respected historian and author, ran a session on campus on 12 July where she shared an introduction to the oldest living culture on the planet – Australian Aboriginal and Torres Strait Islanders peoples. Thank you to Australian High Commission in Singapore for the opportunity to JCU to host Dr Huggins.

### INTRODUCTION OF NEW AAS PATRON

At this event organized by Australian Alumni Singapore in 25 February, Professor Chris Rudd OBE provided a special address and highlighted some of the focus areas of the university and the importance of engaging with the alumni. Other speakers include: His Excellency the Hon Will Hodgman (Australian High Commissioner to Singapore), Raj Kurup (President at Australian Alumni Singapore), Chris Cheah (Founder and Joint CEO of Trust Capital Advisors Investment Management),

and Wee Ping Goh (CEO of Wee Hur Holdings). James Cook University, Singapore was also presented with a Certificate of Appreciation as Sponsor during the event.

### AUSTRALIAN ALUMNI SINGAPORE, 67TH ANNIVERSARY GALA DINNER

JCU supported the 67th Australian Alumni Singapore (AAS) Gala Dinner held at Fairmont Hotel on 12 November. We had alumni and staff representation at the event. There are 3 JCU alumni on the existing AAS committee including President Rajaneesh Kurup, Secretary Nurhidayah Ekbal and Chair of Membership Dipanti Das. We also invited our JCU Singapore Alumni Association committee members to the event.

GOH of the event was Minister for Transport & Minister-in-charge of Trade Relations, Minister S. Iswaran, and His Excellency The Hon Will Hodgman Australian High Commissioner to Singapore.

### 2022 SICCC AWARDS CEREMONY

After two years of virtual and hybrid award ceremonies, the James Cook University Singapore team and advisory board members attended the 2022 Singapore International Chamber of Commerce (SICC) Awards Ceremony on the 6 October. We celebrated champions of collaborative innovation, who shared key lessons from their collaborative journey in the presence of Guest-of-Honor Minister S Iswaran, Minister for Transport and Minister-in-charge of Trade Relations.



# PODCAST JCU CONVERSATIONS

In 2022 we launched JCU Conversations.

JCU Conversations is James Cook University, Singapore's premier podcast series — bringing listeners discussions with successful leaders in the industry (across fields such as business, education, urban design, and more) while offering a deeper understanding of their personal lives, careers, inspirations, and approaches to success.

JCU Conversations is available at the following podcast app

- Spotify - [jcu.sg/spotify](https://jcu.sg/spotify)
- Apple Podcasts - [jcu.sg/apple](https://jcu.sg/apple)
- Google Podcasts - [jcu.sg/google](https://jcu.sg/google)



**JCU CONVERSATIONS 01: CHNG SOK HUI**



**JCU CONVERSATIONS 02: ANDREAS VON SCHOLTEN**



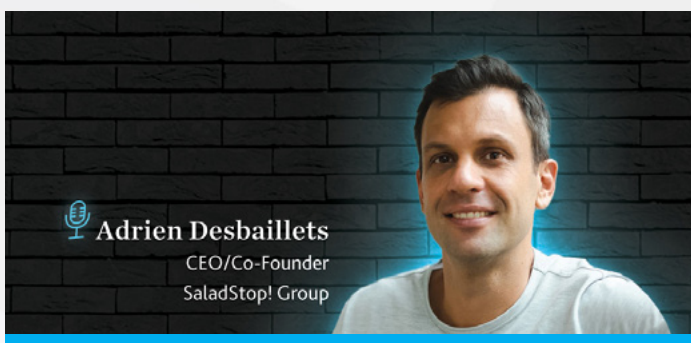
**JCU CONVERSATIONS 03: WONG HEANG FINE**



**JCU CONVERSATIONS 04: CHANCELLOR BILL TWEDDELL**



**JCU CONVERSATIONS 05: PROFESSOR SANDRA HARDING**



**JCU CONVERSATIONS 06: ADRIEN DESBAILLETS**



**JCU CONVERSATIONS 07: JAELE ANG**



**JCU CONVERSATIONS 08: MARK WEE**

# COMMUNITY

## ENGAGEMENT ACTIVITIES



1. IMH - Christmas Celebration  
2. Purple Parade



### JCU VOLUNTEERS @ IMH

This series of activities continued online throughout 2022 in the form of 13 sessions for IMH (Institute of Mental Health) residents. James Cook University in Singapore sponsored festive snacks for residents, and staff and student volunteers organised a virtual info session with singing for the residents of the ward to enjoy.

There were 14 online sessions and 1 regular session of JCU Volunteers with IMH in 2022.

### JCU VOLUNTEERS IN IMH - CHRISTMAS CELEBRATION

To celebrate the holidays, our volunteers prepared a special session with 70 residents and staff of Ward 66B of IMH, where cakes were ordered for a simple Christmas Eve celebration.

### KIDSREAD

The first KidsREAD resumed online on February for 9 sessions up till April 2022. KidsREAD is a nationwide reading programme aimed at cultivating a love of reading among children, aged 4–8, from less privileged families. A total of 6 lower

primary school kids joined the first session, while 4 student volunteers read them a story book and guided them through the activities. 6 lower primary school students attended the second session of KidsREAD, with 4 of our student volunteers reading them the storybook and guiding them along the story-related activities.

On 20th May, KidsREAD sessions resumed physically at Sims Vista RC where a total of 21 children joined, with 7 of our student volunteers reading them the storybook and guiding them along the story-related activities.

There was a total of 9 virtual sessions and 20 regular sessions of KidsREAD in 2022.

### KIDSREAD — MID AUTUMN FESTIVAL CELEBRATION

Children who participated in the KidsRead programme, along with their parents, were invited to a Mid-Autumn-themed session on Campus. During this session, they learnt origins behind the Mid-Autumn Festival, and made lanterns from recycled materials.

We reached 20 students, 19 parents, and 10 Sims Vista Residents' Committee members during this event.

### RACIAL HARMONY DAY AT KOLAM AYER CC

Students from our Music Club had a 20-minute performance on stage at the Racial Harmony Day event at Kolam Ayer Community Centre. 3 Music Club members participated in this event.

### KIDSREAD — CHRISTMAS CARNIVAL

Children who participated in the KidsRead programme were invited to the Christmas Carnival held on our Campus.

### KIDSREAD — CHRISTMAS ICE SKATING

In line with the Christmas festivities, the student volunteers organised an ice-skating outing at Kallang Leisure Park after reading a specially-chosen book titled 'Christmas in New York City' to the children who participated in the KidsRead programme. This event reached 20 children, 20 parents, and 6 members from National Library and Kolam Ayer.



# COMMUNITY

## ENGAGEMENT ACTIVITIES



3. JCU Christmas Community Project with Kolam Ayer Sims Vista RC

4. Big Day Out 2022

5. Anzac Day Dawn Memorial Service



### ANZAC DAY DAWN MEMORIAL SERVICE

Student volunteers from the Volunteer Club, staffs and Professor Chris Rudd OBE attended the annual early-morning Anzac Day Dawn Memorial Service. This was the first service in two years due to the pandemic. The student Volunteer Club president and Professor Rudd had the chance to lay a bouquet to pay their respects.

### PURPLE PARADE

The Purple Parade is Singapore's largest movement to support inclusion and celebrate abilities of Persons with Disabilities. 29 students from the Volunteer Club and 5 staff members participated in the Contingent march, and our Music Club performed at the event. Professor Chris Rudd OBE was also present at the event.

### BIG DAY OUT 2022

This is an annual community event where we get together with the residents of Moral Welfare Home to bring them joy

and laughter.

After a long hiatus, Big Day Out resumed for the first time after the pandemic restrictions. 104 residents and 40 staff from Thye Hua Kwan Moral Welfare Home were brought to the Science Centre for a fun-filled day that consisted of the Omni-theatre and Butterfly up-close. 20 student volunteers and 3 staff members assisted the residents around the Science Centre.

### JCU CHRISTMAS COMMUNITY PROJECT

Building on the initiative that we established with Kolam Ayer Sims Vista RC in 2020, this project aims to help lower income families that live in the community surrounding Campus. The families start by making a Christmas wish for an item they would like to receive, and the wishes were then listed on a JCU microsite for staff and students to choose and sponsor.

In 2022, we reached out to all 89 households; all the wishes listed on the JCU microsite were fulfilled.

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

On the day to distribute the gifts collected during the JCU Christmas Community Project, Professor Chris Rudd OBE — Deputy Vice Chancellor and Head of Campus, Singapore at James Cook University — was present, along with Mr Chiang Heng Liang, Citizens Consultative Committee Chairman of Kolam Ayer, together with the Kolam Ayer Sims Vista Residents' Committee. They distributed the donated gifts to the residents while engaging with them to share the Christmas spirit.

For some of the residents who are unable to collect their gifts due to movement restrictions, Professor Rudd and Mr Chiang headed down to their homes to personally deliver their gifts to them.



# SUSTAINABILITY

James Cook University in Singapore is committed to sustainability and has implemented several initiatives to reduce its environmental footprint.

On top of consecutive Yellow Flame Awards from the SGA, the University has also attained the GreenDNA Certification, awarded by the Singapore Environment Council, which recognises the University's enduring sustainability journey. In addition, the University has also received the Eco Office certification and the Eco-F&B certification, which recognise the sustainability efforts and eco-consciousness among staff and the Campus's F&B operators respectively.

The University's corporate vision is to create a sustainable future through education and research, and the University's sustainability strategy focuses on energy and water conservation, waste reduction, and more. Some of the initiatives implemented include the use of photocell-controlled light installations that turn off when extra light is unnecessary, rainwater harvesting, and composting. By promoting sustainability, James Cook University in Singapore aims to inspire its community to become responsible citizens who can contribute to a brighter, more sustainable future.





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