

ANNUAL REPORT 2021

JAMES COOK UNIVERSITY
SINGAPORE

This report covers the activities of James Cook University Pte. Ltd. For the calendar year 1 January 2021 to 31 December 2021

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ESTABLISHMENT OF
JAMES COOK
ACADEMY

MESSAGE FROM DEPUTY VICE CHANCELLOR AND HEAD OF CAMPUS, SINGAPORE JAMES COOK UNIVERSITY

As we continue to feel the impacts of the global pandemic, the unified contributions of all of our staff, students and partners have been extraordinary. I am very proud of the way colleagues have continued to deliver excellence in the midst of such challenge and change, so that we may maintain our success.

Indeed, we have managed to be flexible and swift in responding to the evolving needs of the world and pushed forward by innovating and improving upon our business offerings.

Notably, we have launched an array of cutting-edge courses in Digital Science, Data Analytics, and Digital Marketing to help job-ready graduates thrive in the digital economy. Rounding out this suite of STEM-focused courses, we have also launched courses in Internet of Things (IoT) and Cybersecurity, signalling our advance into education in the field of deep tech. These offerings reflect our diverse learning opportunities and ensure that graduates of James Cook University (JCU), Singapore will always be prepared for the challenges of tomorrow.

In 2021, 1795 new students were recruited, surpassing our targeted numbers by 5 per cent. This encouraging outcome is thanks to a remarkable team effort by everyone in JCU, no matter where in the world they work and in whatever department. Our efforts to remain connected and excel

amidst these trying times have shown results, and I am deeply grateful.

Our commitment to growth reveals itself in many other ways as well. Perhaps one of the landmark events of the past year was the establishment of James Cook Academy and its acquisition of training provider Eagle Infotech. This marks our entry into the Continuing Professional Development space — enabling us to help working professionals upgrade their skills and remain relevant and employable in today's ever-changing world.

The dedication and professionalism shown by the JCU team have also earned us a number of major achievements. They include the AustCham President's Medal 2021 and the prestigious AACSB business accreditation. We have also secured substantial funding from the Singapore government to work on important global issues, such as food security and climate change, and to contribute to the Sustainable Development Goals. These achievements reflect the diversity and quality of our various offerings, and are testament to our ability to drive positive social and economic impact.

Over the course of the past year, we have also forged new partnerships and maintained old ones. We aim to develop a more close-knit relationship with our Australian campuses, and continue to position ourselves as a global university.

Our ties to industry-leading enterprises and other universities and institutions across the world pave the way for broader learning experiences and greater opportunities to study at JCU in Singapore. Practical, real-world experience remains a cornerstone in the education that we impart, and our partnerships strengthen our ability to deliver on this promise while ensuring that we stay relevant.

The world is changing rapidly, but we remain steadfast in responding to those changing needs. While we harness all of our powerful resources to drive innovation and foster future leaders who will tackle global challenges, I am confident in the University's bright future as JCU in Singapore enters its next chapter.

Professor Chris Rudd OBE

Deputy Vice Chancellor and
Head of Campus, Singapore

BOARD OF DIRECTORS

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1. 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.

2. MR CAM CHARLTON
DEPUTY CHANCELLOR - JAMES COOK
UNIVERSITY

Mr. Cam Charlton current JCU appointments include: Deputy Chancellor; Chairman of Audit Risk and Compliance Committee; Chairman JCU Enterprises Pty Ltd; Member of Chancellors Committee; Member of the Board of Directors of James Cook University Singapore Pte Ltd and Member of JCU Singapore Finance and Risk Management Committee. He has extensive commercial experience throughout Australia, South East Asia, the United Kingdom, Papua New Guinea and Russia.

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3. 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.

4. 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.

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5. 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.

We thank Professor Sandra Harding who retired in February 2022 for her contributions. We welcome Professor Simon Biggs as Vice Chancellor and President of James Cook University.



STATEMENT OF STRATEGIC INTENT

Creating a brighter future for life in the tropics worldwide 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

— James Cook University (JCU) is —
AUSTRALIA'S LEADING
 university for the tropics



Top 300 universities in the world

2022 Times Higher Education (THE) World University Rankings
 2021 Academic Ranking of World Universities (ARWU)



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

The Centre for World University Rankings 2017



5 Stars for learner engagement, full time employment, graduate salary and social equity

2022 Good Universities Guide (GUG)



A member of
 Innovative Research
 Universities Australia
 (IRUA)

Top 100

Top 100 in the world for UN Sustainable Development Goals

2021 Times Higher Education (THE) Impact Rankings



5 Stars for teaching, employability, research and facilities

2021 QS Stars University Rankings

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

ACADEMY AND RESEARCH



ACADEMIC EXCELLENCE

AACSB ACCREDITATION FOR JCU SINGAPORE BUSINESS SCHOOL

James Cook University in Singapore's business accreditation by AACSB International is an honour that represents excellence in business education.

James Cook University (JCU), Singapore has earned the business accreditation from AACSB — a sign of excellence in business education. Achieving this accreditation involves a rigorous review process, and evaluation conducted by peers in the business education community.

Our AACSB accreditation journey began in 2015. The final stage of the Peer Review Team (PRT) visit was initially planned for July 2020, but was postponed several times due to COVID-19. Finally, a virtual PRT visit took place from 12–16 April 2021.

At the time of JCU, Singapore receiving the AACSB business accreditation, less than 6 per cent of the world's schools offering business degree programmes hold the same achievement; and a total of 910 institutions across 58 countries and territories have earned AACSB accreditation in business, while only a small handful of universities and business schools in Singapore have achieved this distinction.

Empowered by the accreditation, James Cook University in Singapore will be able to further innovate and improve upon its business offerings. At the same time, students at JCU in Singapore can feel confident that they are receiving business education held to the highest level of global business education standards,



**AACSB
ACCREDITED**

1. Business Accreditation from AACSB
2. Completed the launch courses focused on Science, Technology Engineering, and Mathematics (STEM) in 2021
3. MOU Signing with KPMG in February 2021

taught by highly-qualified academics. What's more, students who graduate from AACSB-accredited schools have a better opportunity to connect with sought-after employers, as well as some of the best minds in business, to solve the most pressing challenges facing businesses and society.

ACCREDITATION JOURNEY INTO 2022

Accreditation for several new programs is in progress. This includes courses with majors in Banking and Finance & Financial Management, as well as the Bachelor of Cybersecurity. We aspire to get Institute of Banking and Finance (IBF) and Australian Computer Society (ACS) accreditation respectively.

REFRESHED COURSE PORTFOLIO

The Singapore campus of James Cook University has completed the launch courses focused on Science, Technology

Engineering, and Mathematics (STEM) in 2021 to enable job-ready graduates to thrive in the digital economy through cutting-edge courses in Digital Science, Data Analytics and Digital Marketing. Deep-tech courses in the form of Internet of Things (IoT) and Cybersecurity round out this brand-new suite of courses.

The refreshed campus signature is complete with specialised courses in Economics, Aquaculture Science and Technology, and a Master in Psychological Science with specialisation in Business Psychology.

We have collaborated with industry-leading enterprises such as KPMG, Barramundi Asia, Accenture, ANZ Bank and Optus, just to name a few, to ensure the relevance and currency of the curriculum and student outcomes. Projects earmarked for 2022 include Digital Finance and the refresh of Bachelor of Early Childhood Education.



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4. Student accommodating to blended learning

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5 and 6. Psychology Clinic

ONEJCU INITIATIVE: JAMES COOK UNIVERSITY IN SINGAPORE PARTNERS WITH SLTC TO EXPAND STUDENT OPPORTUNITIES

James Cook University (JCU) in Singapore and Sri Lanka Technological Campus (SLTC) — Sri Lanka's leader in innovative, technology driven and research-based education — have signed an agreement to pave the way for students to join JCU's Pre-University Foundation Program in Sri Lanka before enrolling for the relevant Bachelor degree at JCU in Singapore.

The partnership will enhance the Pre-University Foundation Program and provide greater opportunities to further studies with JCU.

JCU's Pre-University Foundation Program provides an alternative pathway to tertiary education by equipping students with the skills and capabilities to enter tertiary study. A student progressing from the Pre-University Foundation Program will be able to study a minimum of 2 trimesters in Singapore and the remaining

subjects in Australia (Townsville, Cairns and/or Brisbane) if they meet the academic and student visa requirements.

COMMUNITY SERVICE THROUGH THE PSYCHOLOGY CLINIC

Our Psychology Clinic offers confidential clinical psychology services to JCU students, as well as the public. In addition to walk-in clients, the Clinic also receives referrals from government-restructured hospitals and specialists such as KK Women's and Children's Hospital (KKH) and the Institute of Mental Health (IMH), Family Service Centres (FSC) such as the Big Love Child Protection Specialist Centre, and schools. These diverse referral sources highlight the critical role that the Clinic plays in meeting community mental health needs in Singapore.

Tele-psychology was introduced as a new service at the Clinic in response to the COVID-19 pandemic. As a matter of safe professional practice, new clients are required to attend their first two

appointments in person at the Clinic. Following this they may be offered the opportunity to continue receiving services through tele-psychology methods.

TECHNOLOGY-MEDIATED LEARNING SOLUTIONS

Teaching pods have been launched at B2-08 for lecturers to conduct teaching and lecture recording.

In addition, progress on Blended Learning has been going smoothly for the Business School, and has been finalised for various subjects. The academic team makes use of a new tool dubbed "articulate storyline" to build content. This tool provides advantages in terms of built-in video, different types of quizzes, and interactive levels.

We are transitioning to blended learning in most schools. Foundation, ELPP, Business and Psychology are the four courses/ disciplines which are targeted for 2022 transformation.

RESEARCH

James Cook University in Singapore continues to strengthen its research culture by providing clear expectations around research performance, leveraging 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 2021, the University extended its Memoranda of Understanding (MOUs), or research collaborative agreements, with a number of key partners, including St Luke's Eldercare Ltd, Promises Healthcare Pte Ltd, Singapore General Hospital Pte Ltd, Aquapro Solutions Pte Ltd, and Global Himalayan Expedition. We continue to work closely with our existing partners: 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. A total of 34 research-related active MOUs are in place.

We continue to foster working relationships in aquaculture, psychology, healthy ageing, business and tourism. We initiated research opportunities in cybersecurity, Internet of Things (IoT), the circular economy, trade, economics and international relations.

As part of these initiatives, JCU, Singapore researchers attracted external grants valued at \$5,503,923 (GST Exc) in 2021. In addition to funding, academics published 127 ERA-recognised research articles.

Higher Degrees by Research in Singapore continues to grow with 11 new candidates enrolled in the Doctor of Philosophy program in 2021.



1. MOU Signing session with the Center for Entrepreneurship at Vrije Universiteit Amsterdam (CFE@VU) in 2019

2. SFA visited JCU campus in 2021

3 and 4. Students using the Aquaculture Research and Teaching Facility

'JCU is committed to conducting research of excellence and high impact, particularly on issues of critical importance.'

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 2021, aquaculture researchers continued their research work with several partners, and established new collaborations which build on expertise and leadership capabilities.

A highlight of the year was the awarding of SFA 'Sustainable Urban Food Production' grants. The Tropical Futures Institute (TFI) at James Cook University

(JCU) in Singapore is one of the various institutions and research teams receiving the grant from SFA, and will be the lead, or collaborative partner, in four funded research projects:

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. Optimizing Feeds for Singaporean Red Snapper Aquaculture
4. Combinatorial Supplementation of Fish Feeds through Encapsulation for Enhanced Growth Rates in Aquaculture

AQUACULTURE RESEARCH AND TEACHING FACILITY

James Cook University (JCU) 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

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5. Aquaculture Research and Teaching Facility

6. 2021 saw the launch of the Professorial and Global Leader Lectures on Healthy Ageing series

7. CITBA held an international conference "Business, Economics, Management, and Sustainability (BEMAS)" in Cairns, Australia on 2-3 July 2021

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 Cook University's status as a research-intensive university, and a critical part of the broader R&D ecosystem in Singapore.

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 (JCU) 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 benefits 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 JCU in Singapore work together with local and international partners to grow innovative solutions that address these challenges.

Aligned with the establishment of the Healthy Ageing pillar, 2021 saw the launch of the Professorial and Global Leader Lectures on Healthy Ageing series. With 2021-2030 declared the United Nations Decade of Healthy Ageing, JCU in Singapore took the opportunity to promote discussion and engagement with global leaders to help determine how we can contribute to improving life in the Tropics worldwide through discoveries that make a difference.

The series built on JCU's Healthy Ageing agenda, and lays the foundation for the development of the 2nd major pillar in the Tropical Futures Institute.

CENTRE FOR INTERNATIONAL TRADE AND BUSINESS IN ASIA (CITBA)

The Centre for International Trade and Business in Asia (CITBA) conducts research that is internationally recognised and provides meaningful advancements of knowledge. With expertise across business, tourism, trade and economics, our research projects have seen its researchers published in leading, high-impact scientific journals in 2021, including the World Economy, Journal of Business Ethics, Journal of Business Research, Journal of Cleaner Production, International Journal of Market Research, and Sustainability, amongst others. These research projects, mostly in Asia and in the Tropics, involve advanced data analysis skills and multi-methodological approaches, including big data analysis, advanced econometric techniques, quantitative surveys, in-depth interviews, focus groups, and qualitative content assessment; next to diverse and strong language, networking and management capabilities. CITBA also held an international conference "Business, Economics, Management, and Sustainability (BEMAS)" in Cairns, Australia on 2-3 July 2021. The highly-successful event saw over 100 academics participating across a range of academic discussions in business and economic development.



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 of “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 expand, so do the need for external competitive grants. 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.

STUDENTS, ALUMNI AND CAREER



CONNECTING WITH STUDENTS, PARENTS AND PARTNERS

The world continues to grapple with the effects of the COVID-19 pandemic. With countries slowly shifting into an endemic, the mission of the Singapore campus of James Cook University is to continue to create a brighter future for people who live in the Tropics worldwide through our graduates and discoveries that make a difference.

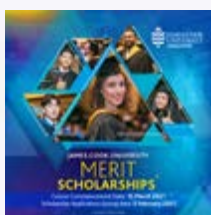
Our maiden series of Pop Science webinars by our academics were launched to showcase a series of new programs in the Science and Technology arena, which align with the industry 4.0 ambitions of the Singapore government.

POP SCIENCE SERIES



The Pop Science webinars provide answers to complex topics in interesting ways. The pilot phase consists of 6 webinars conducted by our academics.

JAMES COOK UNIVERSITY MERIT SCHOLARSHIP



The JCU Merit Scholarship continues its aim of rewarding high-calibre individuals with outstanding academic achievement and well-developed skills

in critical thinking and creativity. As the COVID-19 pandemic continues to disrupt the world, posing difficulties to travel, we were still able to reward well-deserving



1. JCU Merit Scholarship student

2. Career X

3. Cooperation with Chinese Service Center for Scholarly Exchange

students by shifting the written test required for the scholarship to a virtual platform.

CAREER X, SEASON II

Career X comprises of a series of career exploration talks where industry practitioners from various backgrounds were invited, including those from up-and-coming fields, to share more about their jobs and industries. They encouraged career exploration among youths in junior colleges, polytechnics and other institutes of higher learning. Speakers also offered advice to youths who aspired to join their industry.

ASSOCIATION OF INDIAN UNIVERSITIES (AIU)

Our graduates receive Equivalency Certificates from Association of Indian Universities (AIU) for their degrees obtained at James Cook University. AIU is the only body in India which

is recognised to grant Equivalence of Degrees awarded by foreign Universities. This certificate equates the qualification obtained with a degree in the corresponding field of an Indian University.

AIU facilitates Equivalence of Degrees awarded by Foreign Universities to help people with foreign degrees to pursue higher studies in Indian Universities. In addition, those foreign qualifications which are recognised/equated by the AIU are treated as recognised for the purpose of employment to post and services under the Central Government*.

*<https://evaluation.aiu.ac.in/Documents/PDF/AIU%20Equivalence%20Information%20Brochure.pdf>

MOUs (IN CHINA)

We signed 14 Memoranda of Understanding (MOUs) and 48 Letters of Intent (LOIs) with top universities in China in 2021. To date, we have a total of 47 MOUs and 69 LOIs, which demonstrate

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4. Chinese Student Alumni Association
5 and 6. Conference of SQA-AD Partnership Universities

our thriving development in university partnership in China.

COOPERATION WITH CHINESE SERVICE CENTER FOR SCHOLARLY EXCHANGE (CSCSE)

The Singapore campus of James Cook University (JCU) renewed the Memorandum of Understanding (MOU) with Chinese Service Center for Scholarly Exchange (CSCSE) for a period of 3 years in December 2021, which included the Partnership with Study Abroad Training Center Program (SATC) and SQA Advanced Diploma programme sub-contracts. This renewal of MOU signified the further cooperation with CSCSE, not only in student exchange but also in staff and academic communications.

In March 2021, the Beijing Representative Office participated in the China International Education Exhibition Tour (CIEET) which explored the topic "New Discussion on the Cooperation and development of Higher Education between China and Singapore". In addition, Beijing Representative Office was invited to CSCSE office to participate in SQA-AD live streaming session with the Head of the department.

In July 2021, the Singapore campus of JCU was invited by CSCSE to participate in the Signing of the Strategic Cooperation Agreement between CSCSE and the Department of Education of Qinghai Province. We had a one-on-one discussion with some universities in Qinghai, and exchanged views on the cooperation needs for future preliminary cooperation. We were the only university from Singapore invited to this event.

In November 2021, the Beijing Representative Office was invited to CSCSE for the Conference of SQA-AD Partnership Universities. With the theme of "New Dimension in a Changing Situation-New Ideas and Requirements for Study Abroad in Post -COVID Era", the Beijing Representative Office was the only one representing universities in Singapore and gave a speech in the conference.

We have established 20 Chinese Student Centres with partnering universities in China. We aim to rely on the Chinese Student Centres to meet on the students' needs for high-quality education in a new study abroad destination, with an immersive learning atmosphere to fully prepare them for study abroad.

BEIJING REPRESENTATIVE OFFICE

There were a number of other activities that the Beijing Representative Office conducted, including a webinar to the students in Capital University of Economics and Business in Beijing, China. This event saw interactions from both students in the lecture hall as well as the audience online on Weibo.

We also invited the Education Counsellors of the Chinese Embassy to our Pre-Departure live stream, with the Beijing Representation Office explaining the importance of study abroad safety.

CHINESE STUDENT ALUMNI ASSOCIATION

Chinese Student Alumni Association was founded in 2021 with alumni in charge of different areas in China to build strong connections between alumni and the University, and for alumni to share more job opportunities among our graduates. We also nominated our outstanding alumni Tang Wei to participate in the Australia China Alumni Award, and she was the Finalist of Women in Leadership by Australia China Alumni Association.

CAREERS

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Through career coaching, career fairs, careers talks and networking events, the University is constantly working on new initiatives to help students develop the necessary skillsets to improve their employability and increase their chances of landing a job. The Kinobi resume builder was embedded in the James Cook University Student Careers webpage to guide students through interactive forms and templates that focus on providing tips for each section of a resume.

The Student Career Guidebook for 2022 has officially launched on the Student Careers webpage. It serves as a guide for all JCU, Singapore students to monitor their career journey with us.

CAREER FAIR



The JCU e-Career Fair was held from 10 May to 4 June 2021. Through this virtual career fair, students and alumni had the opportunity to gain access to live career conversations conducted by industry professionals and panel discussions by JCU alumni. The fair was also open to the public from 1–4 June 2021. 65 companies participated with a total of 123 job opportunities, and 90 job seekers attended.



1 & 2. New initiatives-Resume builder, careers guidebook, internship testimonials
3. Career Workshops

CAREER WORKSHOPS



Students at the Singapore campus of James Cook University have the opportunity to develop further by attending career workshops that support interested participants in enhancing their knowledge and skills. These workshops span various topics such as personal branding, interview skills, resume writing, and more. These workshops were conducted online, allowing our students to adapt to the new normal in their learning journey while supporting students that were not able to be physically present on campus.

GRADUATE EMPLOYMENT SURVEY (PUBLISHED 2021)

87.7% of graduates secured jobs within 6 months of graduation, and 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:
<https://www.jcu.edu.sg/current-students/student-support-services/careers-services/graduate-employment-survey>

INTERNSHIP TESTIMONIALS

"When I was offered a position at GLOO PR, I was excited about it as the position allows me to be creative in my writing. As a PR Intern, I carry out research on the clients' new products and then write media invites, media pitch notes, and press releases. In addition, I go online to monitor the media and produce daily coverage reports for the clients I'm assigned to. When we have press conferences, I help in arranging the media attendance and also submit flash/round-up reports. We also constantly call and email the media, convincing them to come over for events, and then build relationships with them there (especially if you're new to the industry). I see this as an opportunity to work on my communication skills and find new ways to connect with people."

CLARISSA JUNIA RAMLI



"Through my internship at Emirates NBD, I gained a better understanding of the industry by learning financial analysis, market research, risk assessment, and more. As part of the Corporate & Institutional Banking division, my job scope includes conducting screenings on prospective and existing clients for adverse news relating to money laundering or terrorism financing, providing the basis for discounting false hits and addressing true hits. Screening is a key aspect of Client Due Diligence for a thorough understanding of clients, ensuring regulatory compliance and in line with internal procedures.

All in all, the most challenging yet fulfilling part of this role is its highly analytical nature. It mandates the use of research and intuition to provide the first step of risk-level and situation assessment for a business client, to come up with reliable and valid recommendations, and to be involved with decision-making and procedural improvements."

NICHOLAS TRAN

CAMPUS LIFE

There were 25 active student clubs, with 170 activities organised in 2021. 92.04% of participants were satisfied with the activities.

LANTERN FESTIVAL

Our students celebrated the Lantern Festival on campus with dumplings, rice balls, and traditional games such as lantern making using red packets. Special guests from the Chinese Embassy graced us with their presence on this festive day.

ELDERLY VACCINATIONS

JCU volunteers supported elderly residents around Kolam Ayer in receiving their COVID-19 vaccinations, encouraging everyone to play a part in staying safe and healthy together.

KAYAK 'N' KLEAN

Kayak 'N' Klean was an activity to support coastal clean-up. Our students and staff kayaked along the Marina Bay area to pick rubbish from the river. After all, caring about the environment starts small.

EAT. PLAY. RUN.

New students, particularly international students, explored Singapore — visiting places like the National Gallery and Haji Lane, eating local delicacies, and playing games.

ECOJAR WORKSHOP

The Aquaculture Club conducted an ecosphere course where they learned to create open-type aquaria for little fishes while promoting the fun of learning about aquaculture.

HOLI CELEBRATION

Holi — the Hindu festival of love, colours and spring — took place over 28–29 March in 2021. The occasion celebrates positivity in our lives. Our celebration on campus saw smiles from the JCU community as

1. Lantern Festival
2. EAT. PLAY. RUN
3. EcoJar Workshop

4. Songkran Festival
5. Rediscover Singapore

they danced, played traditional games, and painted t-shirts.

TOURISM INDUSTRY SEMINAR

Tourism, Hospitality and Events Club organised a seminar with speaker Ms Candace Lim, Assistant Director of Strategic Planning at Singapore Tourism Board. Ms Lim shared key insights such as how tourism companies adapted to the pandemic, and how Singapore's tourism landscape would change post-COVID-19.

SONGKRAN FESTIVAL

The Songkran Festival event was organised by the Thai 555 Club for all students to celebrate the well-loved Thai festival. There were games, food and water-splashing activities at the back carpark.

PRODUCT DEVELOPMENT WORKSHOP

The Wallstreet Club organised a Product Development Workshop, where students worked together to solve a common problem. This encouraged students to think creatively and learn to solve problems in real-world scenarios to prepare for their future careers.



REDISCOVER SINGAPORE

ActiveSG celebrated its 7th Anniversary with JCU, where staff and students participated in ActiveSG's GameOnNILA. The activity involved them exploring unique places and shops, and playing interactive games by scanning various QR codes.

FOOD RATIONING

Kolam Ayer CC organised two Kolam Ayer Care events, which served 100 needy residents each day with food rations. They reached out to request volunteers to help out in the event.

TIDAL WALK

Aquaculture Club members led participants to the tidal walk at Pasir Ris Park at 5am to gain wider exposure to the diversity of marine flora and fauna in Singapore.

KAZAKHSTAN CULTURE INTRODUCTION

This event served as a warm welcome to the new 007KZ Students Club. Striving



6. Indian Independence Day

7. Korean Teacher's Day

8. JCU Christmas Community Project 2021

9. Food Drive

10. Holi Celebration



FOOD DRIVE

Student Council members and the Environmental, Health & Safety (EHS) Committee hosted a Food Drive event for FoodBank Singapore. The Food Drive raised 97.6 kg of food, contributing to 325 meals for FoodBank beneficiaries.

BADMINTON FRIENDLY MATCH

The JCU Badminton Club squared off against a team from Curtin Singapore in the court, in a friendly match to build fitness and a competitive experience. This event marked a collaboration between the two Universities' badminton clubs.

TRAUMA-INFORMED CARE

Trauma-Informed Care was an online workshop held by Boys Town SG in collaboration with JCU Psychology Society. The workshop covered various aspects of trauma and trauma care, addressing issues such as its prevalence in Singapore and COVID-19's impact on trauma. They also discussed how one might recognise the many indicators of trauma and how to help someone who has experienced trauma.

JOEY PROGRAM

The Joey Program is a buddy program

that takes place in the first 5 weeks of the trimester. All the Joeys met with their JCU Orientation Wing mates from their courses.

HAPPY HEART PROJECT

The Psychology Society invited students to the 'Happy Heart Project' to engage in self-care activities each day. Participants received a self-care goodie bag at the end of the event with hand lotion, teabags, cake, and more.

WORKSHOPS BY AQUACULTURE CLUB

The Aquaculture Club organised three online workshops — Eco-Jar Workshop, Terrarium Ecojar Workshop and Terrestrial Isopod Workshop — allowing students to participate in hands-on activities as they learnt more about aquaculture.

JCU CHRISTMAS COMMUNITY PROJECT 2021

On the evening of 21 December 2021, JCU Singapore staff and student volunteers — as well as Dr Wan Rizal, Grassroots Advisor of Kolam Ayer, and Kolam Ayer Sims Vista Residents' Committee — helped distribute 148 gifts courtesy of JCU students and staff through our Christmas Community Project.

to foster Kazakhstan's history and culture, this was the club's first event, where they offered up interesting facts on the country and played traditional games like "kyz kuu" and "mafia".

KOREAN TEACHER'S DAY

To commemorate Korea's Teacher's Day on 15 May, the Korean Culture Club provided an opportunity for students to express their gratitude by handing out flowers and writing handwritten notes to lecturers and staff.

INDONESIA'S INDEPENDENCE DAY

The Indonesian Student Club celebrated the 76th Independence Day of Indonesia in style in an online event.

INDIAN INDEPENDENCE DAY

Indian Cultural Club held a carnival on 23 August 2021 commemorating India's Independence Day. There were booths hosting various activities like diya paintings, bracelet making, darts, and more. The event was also graced by special guest Dr Chandroo, Chairman, Singapore Indian Chamber of Commerce & Industry (SICCI) & CEO, Modern Montessori International Group.



COMMUNICATION MANAGEMENT

In light of the evolving COVID-19 situation, we continue to take a proactive approach towards communication management on the subject. On top of a weekly "DVC Broadcast" sent to staff and students, regular updates to the COVID-19 webpage are made, along with the creation of videos, social media content, news articles, and webinars by academics.

The goal of this regular communication across various platforms is to engage our staff and students whilst providing them with support and assurance during these challenging times.

GRADUATION AND ALUMNI



In light of the ongoing COVID-19 pandemic, the University had to postpone physical graduation ceremonies to a later date in 2022, when the situation would allow a safe large-gathering environment.

We continued the special virtual graduation celebrations to honour the dedication and hard-earned achievements of our recent graduates from all corners of the globe.

The first virtual celebration video was released on 10 April 2021, where 377 awards were conferred. The second virtual celebration video was released on 14 August 2021, with 388 awards conferred.

Mr Aditya Subash, a Master of Information Technology (Majoring in Computing and Networking) graduate, provided the graduate address in the March celebration video, and Miss Rachel Heng, a Bachelor of Psychological Science graduate, provided the graduate address in the August celebration video.

For our December ceremony, we used a different approach and utilised a new

platform that allowed closer engagement between graduates, staff and visitors. On 11 December 2021, 417 awards were conferred at the virtual ceremony, and Mr Muhammad Rizky Ramadhan, a graduate of the Master of International Tourism and Hospitality Management program, gave the graduate address in the celebration video.

Using the platform, graduates were able to listen to a live welcome message from Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, James Cook University in Singapore. Mr Raj Kurup, Digital Strategy Lead – Segments & GTM, Equinix Asia-Pacific and President of Australian Alumni Singapore, provided the occasional address.

Professor Abhishek Bhati, our Campus Dean, hosted the subsequent session addressing the different schools within JCU. The JCU Singapore Alumni Association (JCUSAA) committee also had an interesting sharing session with the graduates.

While graduates look forward to a physical ceremony, the use of this platform to allow greater engagement has garnered good feedback. Moving forward, we may look forward to a hybrid model in organising our graduation celebration events.

GRADUATE ADDRESS

ADITYA SUBASH

Master of Information Technology
(Majoring in Computing and Networking)

JCU's education has prepared me well to step into the next phase of my life with confidence.



SCAN HERE TO WATCH THE
APRIL 2021 GRADUATION
CELEBRATION VIDEO

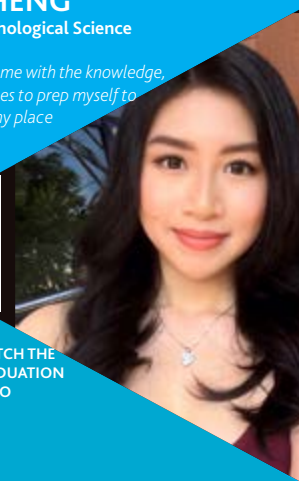
RACHEL HENG

Bachelor of Psychological Science

"JCU has equipped me with the knowledge, skills and experiences to prep myself to step out and take my place in the world."



SCAN HERE TO WATCH THE
AUGUST 2021 GRADUATION
CELEBRATION VIDEO



MUHAMMAD RIZKY RAMADHAN

Master of International Tourism and
Hospitality Management

After studying at JCU, I have gained a deeper understanding of values such as respect, dignity, integrity, honesty, trust, and loyalty.



SCAN HERE TO WATCH THE
DECEMBER 2021 GRADUATION
CELEBRATION VIDEO



ALUMNI

Despite the many challenges posed by the COVID-19 pandemic, we continued to engage with our alumni through virtual JCU Moments sessions, including JCU Moments @ Malaysia/Indonesia, JCU Moments @ Vietnam 2021, and JCU Moments @ Myanmar 2021.

In Singapore, the JCU Singapore Alumni Association (JCUSAA) organised a number of activities, including kayaking, a virtual career symposium, and a Cares volunteering event.

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 member and enjoy the membership benefits.

FACILITIES MANAGEMENT



WHAT CAN BE RECYCLED?

Group 1 E-Waste Only

DO RECYCLE THESE



E-WASTE

Collection drive 2021

COLLECTION DATE
14-23 APRIL 9 - 5 PM
SIMS DRIVE CAMPUS C1-02

In 2021, the following major works were completed with a focus on Environmental, Health and Safety (EHS) issues:

- Replacement of high-pressure sodium (HPS) light fittings for the lamppost with LED and infrared sensors. LED light fittings help to save 2–3 times energy compared to the HPS light fittings.
- Installation of photocell at block A, B, C and E. Photocells control the corridor and staircases lighting, and activate the lights to switch on when the sky is dark.
- Installation of Automatic Lightning Warning System (ALWS) link to NEA to alert potential lightning strikes at a specific location — such as the open field beside the University. This sophisticated system can detect the danger of lightning even when no strike has previously occurred. The ALWS was implemented to mitigate the risk towards our staff and students who have scheduled or ongoing outdoor activities.

There were also renovation and improvement works, including additional workstations in some of the offices, replacement of the conventional air cooler at the courtyard, repainting works of boundary fencing and gates, and new classroom tables.

EHS Committee continues to shape new Environmental, Health, Safety, and Security initiatives to make James Cook University in Singapore a safer and greener campus.

The Environmental, Health and Safety (EHS)

Committee at James Cook University in Singapore also came up with the following initiatives in 2021

- E-waste Recycling, in partnership with KGS Organisation



- E-waste Collection Drive
- Tree Branch Shredder Machine
- “Old Shoe New Future” recycling program organised by ActiveSG

EVENTS, EXTERNAL ENGAGEMENT TEACHING AND AWARDS



JAMES CO
UNIVERSITY



ADVISORY BOARD

Established in 2019, the Advisory Board of the Singapore campus of James Cook University (JCU) 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, was the Chair of the Advisory Board. Dr Bill Foo, Special Advisor to the Chancellor and a professional Director and Advisor to various organisations, serves as the Co-Chair.

Meanwhile, Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus, Singapore, serves as the Executive Chair of the Advisory Board.

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.

We are honoured to have Australia's High Commissioner to Singapore, His Excellency The Hon Mr Will Hodgman, serve as Distinguished Observer of the Advisory Board beginning April 2021.

We register our appreciation to Emeritus Professor Sandra Harding AO, who served as Chair of the Advisory Board since its inception, and look forward to the Advisory Board chairmanship of our new Vice Chancellor and President of James Cook University, Mr Simon Biggs, from 14 February 2022.

and Delegation
to the Singapore campus of James Cook University
Monday 6 September 2021



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 businesses, industry, and other institutions.

In 2021 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, articulation agreements, and book prizes — all of which promote teaching and learning, benefitting both students and staff.

Another strategic engagement is with the government agencies of Singapore, with whom we continue to enjoy a close and warm relationship. This helped us to sort out Student Pass and Training Work Permit matters expeditiously. As a contributing corporate citizen, we continue to

participate in community events and collaborative research critical to our host country of Singapore.

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

The External Relations Department continues to enthuse industry partners to participate in the academic success of our students via the Book Prize programme, which recognises students who aced their Year 1 subjects. In the past year, more than 60 Book Prizes (\$250 cash each) were sponsored by industry partners and well-wishers including Ang Chuan Hai Organisation (a Prudential agency unit), BitDATA Exchange, Converging Knowledge, Flywire, GLOO PR, Harvey Norman SINGAPORE, Mr and Mrs John and Aileen Chew, Manulife SINGAPORE, Mr Phil Forrest, Pixarf, and Professor Chris Rudd OBE.



EVENTS



We continue to engage with various stakeholders amidst the ongoing pandemic. We also continue to establish our connection with various organisations, including the Australian High Commission in Singapore, the Australian Chamber of Commerce, and the Singapore Business Circle, just to name a few.

VISIT BY THE AUSTRALIA HIGH COMMISSIONER HON MR WILLIAM HODGMAN

The Australia High Commissioner, His Excellency The Hon Mr Will Hodgman, visited the campus on 3 March 2021 together with Ms Rachel Dunstone and Ms Dharini Velumylum from the High Commission. The campus visit began with a meet-and-greet with our Deputy Vice Chancellor Professor Chris Rudd OBE and Dr Bill Foo, Co-Chair of the JCU, Singapore Advisory Board; and it ended with a campus tour and a group photo session.

DIALOGUE WITH HON DAN TEHAN MP, AUSTRALIAN MINISTER FOR TRADE, TOURISM AND INVESTMENT,



James Cook University in Singapore was proud to be the Supporting Sponsor for

1 & 2. Dialogue with Hon Dan Tehan MP, Australian Minister for Trade, Tourism and Investment, 3 & 4. Visit by the Australia High Commissioner Hon Mr William Hodgman

the Dialogue with Hon Dan Tehan MP, Australian Minister for Trade, Tourism, and Investment. In this key event organised by AustCham Singapore, we joined other members of the Australian business community to learn more about his vision of tourism for the future and economic opportunities in Southeast Asia.

In 2021, we supported the following events with the Singapore Business Circle (SBC) including:

ONLINE BRIEFING WITH JOHN MCGARVA, GLOBAL HEAD OF DESIGN ENGINEERING, HAIRCARE, DYSON & NEAL CROSS, CO-FOUNDER & CHAIRMAN, PICTURE WEALTH

We supported this event which focused on Innovation and Creativity. Professor Abhishek Bhati, Campus Dean and Head of Learning, Teaching and Student Engagement at James Cook University in Singapore, shared the speaker introduction during the session.

ONLINE BRIEFING WITH MS SOK HUI CHNG, CHIEF FINANCIAL OFFICER, DBS

We supported this SBC event in which Ms Sok Hui Chng shared about 'Transformation: The DBS approach'. Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus at James Cook University, Singapore, gave the closing remarks.

SBC LUNCHEON "WORKING IN A BETTER NORMAL" WITH MR WONG HEANG-FINE, CHIEF EXECUTIVE OFFICER, SURBANA JURONG

We supported this SBC corporate luncheon event where Mr Wong Heang Fine, Chief Executive Officer, Surbana Jurong, shared on 'Sustainable cities, work from office Post Pandemic'. Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus at James Cook University, Singapore, introduced the speaker.

PUBLIC LECTURES, WEBINARS AND PANEL DISCUSSIONS

HEALTHY AGEING LECTURE #1: LIFE EXPECTANCY & OTHER FACTORS IN THE WESTERN PACIFIC REGION



Professor Alex Molasiotis (Angel S.P. Chan Lau Professor in Health and Longevity, Chair Professor of Nursing and Head, School of Nursing, The Hong Kong Polytechnic University and Director of WHO Collaborating Centre for Community Health) explored health variables, epidemiological indicators, and other factors of those aged 70-94 in the Western Pacific Region, as well as how we can implement these insights locally. Professor Caryn West, Dean of Research at James Cook University in Singapore, hosted the session.

Read more: <https://www.jcu.edu.sg/news/releases/life-expectancy-and-other-factors-in-the-western-pacific-region>

HEALTHY AGEING LECTURE #2: ALLERGY AND AGING - AN EMERGING HEALTH ISSUE



This webinar by 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) introduced the problems faced by the aging population and clinicians in the Tropics. There was specific focus on broad types of allergies and the underlying immunological and molecular mechanisms, and how to diagnose allergies and possible management options. Professor Nigel Marsh, Professor of Clinical Psychology and Director of Professional Programs at James Cook University in Singapore, hosted this session.

Read more: <https://www.jcu.edu.sg/news/releases/allergy-and-aging-an-emerging-health-issue>

HEALTHY AGEING LECTURE #3: STRATEGIES TO EXTEND HEALTHY LONGEVITY



Dr Brian Kennedy (Director, Centre for Healthy Longevity, NUHS, Program Director, NUSMed Healthy Longevity Program and Distinguished Professor, Departments of Biochemistry and Physiology, Yong Loo Lin School of Medicine, National University Singapore) shared his insights on ways to slow ageing in humans, including those affecting amino acid metabolism, and discussed strategies for measuring and delaying ageing in humans. The session was hosted and moderated by Professor Chris Rudd OBE, Deputy Vice Chancellor and Head of Campus at James Cook University, Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/strategies-to-extend-healthy-longevity>

HEALTHY AGEING LECTURE #4: AGEING, OUR BEST OPPORTUNITY



This lecture by Professor Nicola Palmarini (Director, UK National innovation Centre for Ageing (NICA)) presented an overview of ageing and longevity — including the trends, the impact on people and society, and how innovations fuelled by research, business models and data can help us envision the opportunities of a longevity economy today and in the near future. The session was hosted by Professor Andreas Lopata, Professor in the College of Public Health, Medical & Vet Sciences and the Institute of Tropical Health and Medicine (AITHM) at James Cook University.

Read more: <https://www.jcu.edu.sg/news/releases/ageing-our-best-opportunity>

HEALTHY AGEING LECTURE #5 - AGEING INTELLIGENCE (TM) - VALUING CITIZEN AND CONSUMER VOICE



Professor Lynne Corner (COO, UK National Innovation Centre for Ageing and Director, VOICE) shared her insights on how the UK National Innovation

for Ageing and VOICE works with businesses to create products needed to support people around the globe to live better, healthier, longer lives.

The session was moderated by Professor Caryn West, Dean of Research at James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/ageing-intelligence>

HEALTHY AGEING LECTURE #6 - LONGITUDINAL PERSPECTIVES ON SUCCESSFUL AGEING



Professor Paulin Tay Straughan (Professor of Sociology (Practice) and Director of the Centre for Research on Successful Ageing, School of Social Sciences, Singapore Management University) and Mr Micah Tan (Research Associate, Centre for Research on Successful Ageing, School of Social Sciences, Singapore Management University) offered a research-driven look at the well-being of older adults and how COVID-19 affected them. Professor Nigel Marsh, Professor of Clinical Psychology and Director of Professional Programs at James Cook University in Singapore, moderated and hosted the session.

Read more: <https://www.jcu.edu.sg/news/releases/longitudinal-perspectives-on-successful-ageing>

HEALTHY AGEING LECTURE #7: LONGEVITY: THE ALTERNATIVE PERSPECTIVE AND IMPACT OF AGEING



Professor Laurie Buys (Director of Health Ageing Initiative, University of Queensland) discussed early ageing theories to new ageing frameworks. The lecture covered four new perspectives: successful ageing (health and medical focus), productive ageing (employment, activities and retirement), active ageing (health, participation and security) and health ageing (health and wellness focus). Professor Buys also explored how we can change the current mindset from ageing to longevity, viewed through the lens of physical, social, economic and cultural shifts. The session was moderated by Professor Caryn West, Dean of Research at James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/longevity-the-alternative-perspective-and-impact-of-ageing>

CITBA FORUM 1: THE NEW WWW://WORK, WORKPLACE, WORKFORCE



The first CITBA (Centre for International Trade and Business in Asia) webinar kicked off with one of the Advisory Board Members of James Cook University in Singapore as the speaker. Dr Sreeram Iyer, (Chief Operating Officer – Institutional, ANZ) shared his insights on the on the Future of Work, as well as its influence and impact on digital transformations from a banking perspective. The session was hosted by Associate Professor Jacob Wood, Associate Dean of Research (Business, IT and Science) / Associate Professor of Business at James Cook University.

Read more: <https://www.jcu.edu.sg/news/releases/the-new-www-work-workplace-workforce>

CITBA WEBINAR SERIES #2 - A SUSTAINABLE LIFESTYLE AND LUXURY TOURISM - THE PERFECT STRATEGY FOR FUTURE PANDEMICS



This webinar began with Dr Daniel Andre Langer presenting a survey of Luxury Travelers & COVID-19. The session was moderated by Ms. Frances Kiradjian, Founder & Chair of Boutique Lifestyle & Luxury Association.

Presenter

Dr Daniel Andre Langer
Principal, Equite

Panellists

Ms Lindsey Ueberroth
CEO, Preferred Hotels & Resorts

Ms. Karen Yue

Group Editor, TTG Asia Luxury

Mr Gabor L. Vida

Managing Director, Rosewood Washington, D.C.

Professor Kelly Bricker
Director of Parks, Recreation, and Tourism,
The University of Utah
Mr Randy Durband
CEO, Global Sustainable Tourism Council

CITBA WEBINAR SERIES #3 - TRACING THE EVOLUTION OF CHINA'S DIGITAL ECONOMY – PAST, PRESENT AND FUTURE



China has one of the fastest-growing and largest digital economies in the world. With nearly a billion Internet users, China's digital platforms engage with billions of users across a number of routine tasks from travelling, food ordering, banking, payment, retail shopping and many more. Professor Alain Chong shared keen insights into the unique ways Chinese tech firms and applications operate in today's competitive market. The session was hosted and moderated Mr Christopher Warren, Managing Director at Accenture and Advisory Board Member of James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/tracing-the-evolution-of-chinas-digital-economy-past-present-and-future>

CITBA WEBINAR SERIES: THE WORLD ECONOMY AFTER COVID



The COVID-19 pandemic has generated enormous uncertainty around the globe, and the world continues to wrestle with the economic risks and impact from the shocking pandemic. Professor Sir David Greenaway (Emeritus Professor of Economics at the University of Nottingham) reflected on aggregate short-term economic impact and speculated

on possible consequences for the world economy. The webinar was hosted and moderated by one of our Advisory Board Members, Mr Neil Parekh, Partner & Head of Asia, Australia and New Zealand, Tikehau Capital.

Read more: <https://www.jcu.edu.sg/news/releases/the-world-economy-after-covid>

CITBA WEBINAR SERIES: TECHNOLOGY, ETHICS, AND THE GREEN RECOVERY



Ms Anna Moore (Sustainability Consultant, Eco-Business) shared her insights on how the plans to cut emissions after COVID-19 need to transform into a green economy, and also shared about post-pandemic opportunities. The session was moderated by Dr Malobi Mukherjee, Lecturer in Business at James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/technology-ethics-and-the-green-recovery>

TECHNOLOGICAL INNOVATION IN ASIA AND INVESTMENT OPPORTUNITIES



FinTech (Financial Technology) is just getting started in Southeast Asia, with half a billion customers waiting for financial services. The sector's promise is underpinned by Southeast Asia's growth story of continued strong economic growth, a large and growing middle-class population and rapid tech adoption. In recent years, over 100 million citizens in the region, including Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam have come online. In this talk, Mr Herston Powers (Managing

Partner, 1982 Ventures) discussed these trends, recent investments and potential opportunities for 2021 and beyond. The session was hosted by Mr Isa Eamon Keaveny, Sessional Lecturer in Business at James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/technological-innovation-in-asia-and-investment-opportunities>

THE OUTLOOK FOR THE REAL ESTATE MARKET IN ASIA PACIFIC



The real estate market is a sector that is filled with a certain sense of unease and trepidation, as its foundations could easily shift and give way to noteworthy changes. The COVID-19 pandemic has, like with many other sectors, affected the real estate market in transformative ways — accelerating a number of trends and uncovering significant opportunities. Mr Niel Thassim (Managing Partner, Private Funds and CEO of Brookfield Singapore) discussed trends, recent investments, and potential opportunities in the real estate market in Asia-Pacific for 2021 and beyond. The session was hosted by Mr Isa Eamon Keaveny, Sessional Lecturer in Business at James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/the-outlook-for-the-real-estate-market-in-asia-pacific>

INTERNATIONAL DAY OF THE TROPICS 2021 WEBINAR – LIFE BELOW THE WATER: CHALLENGES IN SUSTAINABLE MANAGEMENT AND CONSERVATION OF TROPICAL MARINE ECOSYSTEM



Held in conjunction with the

International Day of the Tropics, this webinar highlighted areas of concern and the challenges for aquatic life in our region of the Tropics. Dr Neil Hutchinson, Senior Lecturer in Environmental Science at James Cook University in Singapore shared his insights on the subject as the speaker of the webinar. The session was hosted by Professor Abhishek Bhati, Campus Dean and Head of Learning, Teaching and Student Engagement at James Cook University in Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/challenges-in-sustainable-management-and-conservation-marine>

<PANEL DISCUSSION> FINDING OUR SENSE OF SELF IN A TIME OF CRISIS: IMPLICATIONS FOR EDUCATION



The COVID-19 pandemic has had a significant impact on our lives, raising questions across various areas of our lives, sometimes even concerning our core beliefs. In addition to online learning, many students also struggle with existential questions that have surfaced during this challenging time. Lecturers can help inspire students to reach their goals and find the answers to these questions. This panel discussion allowed students and lecturers to share their desire for meaning through a philosophical lens, while attempting to answer the question: What makes life meaningful for a learner and a lecturer in a time of crisis?

The session was hosted and moderated by Dr Nimrod L. Delante, Senior Learning Advisor, Degree Programs, James Cook University, Singapore.

Speaker:
Professor Stephen Naylor
Chair of Academic Board of James Cook University
Mr Ian Cameron
Head of Department English Language

Preparatory Program (ELPP), James Cook University, Singapore

Dr Paolo Di Leo

Senior Lecturer, Philosophy, Singapore University of Technology and Design

Mr Paxton Yeo

Current Student, Bachelor of Psychological Science, James Cook University, Singapore

Mr Michael Dare

Current Student, Bachelor of Secondary Education, James Cook University, Townsville

Read more: <https://www.jcu.edu.sg/news/releases/finding-our-sense-of-self-in-a-time-of-crisis-implications-for-education>

THEORISING COMMUNICATION FROM AN ASIA-CENTRIC PERSPECTIVE



The webinar explored approaches to communication in Japan and Professor Miyahara (Professor of Communication Studies, Faculty of Foreign Language Studies, Seinan Gakuin University)

explained how to make use of these communication methods effectively. The session was moderated by Dr Nimrod L. Delante, Senior Learning Advisor, Degree Programs, James Cook University, Singapore.

Read more: <https://www.jcu.edu.sg/news/releases/theorising-communication-from-an-asia-centric-perspective>

HUAWEI WORKSHOP: THE FUTURE OF MOBILE APP INDUSTRY

An internal workshop held by Huawei for our staff and students. Abhishek Parihar (System Architect at Huawei India) was the speaker of the session. The session was hosted by Mr Wang Yonggang, HMS Technical Engineer at Huawei Singapore.

COMMUNITY ENGAGEMENT

JCU VOLUNTEERS @ IMH

The monthly birthday celebrations continued online in 2021 for IMH (Institute of Mental Health) residents. JCU sponsored festive snacks for residents, and staff and student volunteers organised a virtual activity for the residents to enjoy.

This year, besides having monthly celebrations, the student volunteers also organised regular sessions comprised of virtual games, and a learning and informative session for the residents.

There was a total of 23 regular sessions of JCU Volunteers @ IMH in 2021.

WORLD DOWN SYNDROME DAY 2021

The event was held virtually and livestreamed on Facebook. It was graced by the Minister for Culture, Community and Youth and Second Minister for Law, Mr Edwin Tong. JCU's video was played while the Guest-of-Honour was partaking in a kite drawing activity with the beneficiaries of Down Syndrome Association (Singapore).

KIDSREAD

The first KidsREAD since January 2020 resumed online on 25 June 2021. 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 7 lower primary school kids joined the first session, while 4 student volunteers read them a story book and guided them through the activities. 5 lower primary school students attended the second session of KidsREAD, with 3 of our student volunteers reading them the storybook and guiding them along the story-related activities. This has been a regular activity for our student volunteers since June 2021.



1. Art Installation Painting with Sims Vista RC
2. Students volunteer conducting session for IMH
3. A KidsREAD session in September 2021
4. Distribution of ART self-test kits
5. Big Day In 2021
6. World Down Syndrome Day
7. JCU Christmas Community Project

There was a total of 19 regular sessions of KidsREAD in 2021.

ART INSTALLATION PAINTING WITH SIMS VISTA RC

The Sims Vista RC organised an art installation painting session for their residents. 11 Student volunteers from volunteer clubs assisted in the set-up of the session, and painted the art installations together with the residents. The art installation standees were placed around Sims Vista. The event was graced by Dr Wan Rizal, Member of Parliament for Jalan Besar GRC (Kolam Ayer) and Advisor to Kolam Ayer Grassroots Organisations.

VOLUNTEERS AT SIMS VISTA RC (DISTRIBUTION OF ART SELF-TEST KITS)

This was a quick request from Sims Vista RC as they required manpower to help in the distribution of Antigen Rapid Test (Self-Test Kits) to the residents living in the area.

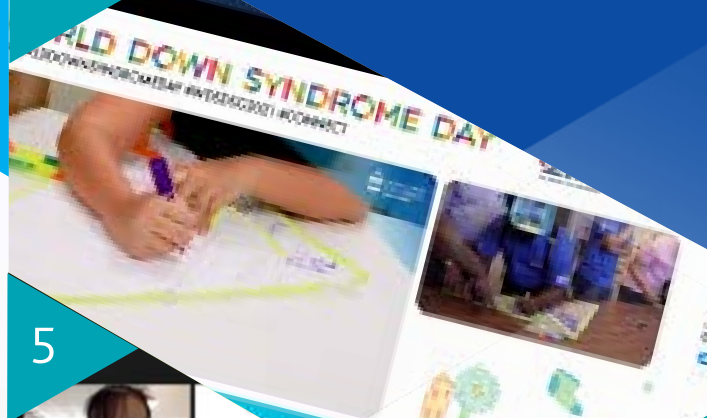
BIG DAY IN 2021

An annual community event where we get together with the residents of Moral Welfare Home to bring them joy and laughter. However, due to COVID-19 restrictions, the 2021 edition was held virtually, similar to the 2020 edition. Student volunteers from JCUS Volunteer Club, Dance Club and Music Club

4



6



5



7



performed a Christmas-themed skit, and song-and-dance routine for the residents. A care package was also given to all residents for the festive season.

JCU CHRISTMAS COMMUNITY PROJECT

Building on last year's initiative that we established with Kolam Ayer Sims Vista RC, this project aims to help lower income families that live in the community surrounding our 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 2021, we reached out to 148 families, a 68 increase from last year. We also

managed to expand our reach to 3 other RCs within the Kolam Ayer vicinity.

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, both the Deputy Vice Chancellor and the Campus Dean were present, along with Dr Wan Rizal, Grassroots Advisor of Kolam Ayer together with the Kolam Ayer Sims Vista Residents' Committee. They distributed the gifts to the residents while engaging with them to share the Christmas spirit.



AWARDS

AND CERTIFICATIONS

SCHOOL GREEN AWARDS 2021

The SEC-StarHub School Green Awards (SGA) is a voluntary environmental programme, which serves as a platform for students to develop and showcase their environmental efforts through customised activities that enable them to gain better understanding of the environment. Each year, submissions come from preschools, primary schools, secondary schools, junior colleges, international schools, and schools for students with special needs.

The awards ceremony took place on 20 September 2021 at 4:30pm in a hybrid-model-style event. The JCU team attended the session online via Zoom. We won the Yellow Flame Award; maintaining our success from 2019; there was no award session in 2020. The criteria of the award can be found here: <https://sec.org.sg/sga/awards-criteria/>

The complete e-book of the award winners is available here <https://sec.org.sg/sga/2021-sga-ebook/>

AUSTCHAM BUSINESS EXCELLENCE AWARDS

James Cook University in Singapore was awarded the AustCham President Medal 2021. This achievement recognises the significant contributions the University has made to the relationship between Australia and Singapore.

In 2021, the Singapore campus of James Cook University has also achieved the following:

- Retained ISO 45001: 2018 certification Occupational Health and Safety Management System
- Retained SG Clean Certifications
- Successfully renewed Eco-Office certificate and achieved the highest tier – Elite.
- Under the latest Fire Safety Act, obtained the Fire Certificate and formed a CERT (Company Emergency Response Team)



ESTABLISHMENT OF JAMES COOK ACADEMY

Established in 2021, James Cook Academy is a wholly-owned subsidiary of James Cook University in Singapore, and marks the University's entry into Continuing Professional Development (CPD).

This includes short courses and training programs in Industry 4.0 as well as areas that fit the needs of the Singapore workforce and community.

In support of this mission, James Cook Academy has acquired Eagle Infotech — which offers a wide range of short courses in information technology, digital marketing, communication, and more — to help

working adults upgrade their skills and remain relevant and employable in today's ever-changing world.

A signing session between JCU in Singapore and Eagle Infotech was held on 29 November 2021, with completion of the acquisition on 30 November 2021.

James Cook Academy will support Eagle Infotech to further diversify its course offerings and delivery modes, to deliver flexible and personalised programs, and will collaborate with industry partners and leverage EdTech to grow the CPD business in Singapore and the region.

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James Cook University

149 Sims Drive Singapore 387380

T +65 6709 3888 | F +65 6709 3889 | E admissions-singapore@jcu.edu.au | W www.jcu.edu.sg

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