

Summary of Linkage Projects Proposals for Funding to Commence in 2008

South Australia

University of South Australia

LP0882719 Prof NR Choudhury; A/Prof WM Skinner; Dr TB Issa; Mr BH Jonshagen

Approved Project Title **Novel Nanostructured Polymeric Membranes for Energy Storage Applications**

2008 : \$ 110,000

2009 : \$ 140,000

2010 : \$ 120,000

Primary RFCD 2599 OTHER CHEMICAL SCIENCES

Collaborating/Partner Organisation(s)

ZBB Technologies Ltd

Administering Organisation University of South Australia

Project Summary

The project will bring the following significant benefit to the Australian community and economy:1. Energy and Environmental benefit: will provide the nation with renewable energy storage solution, with zero emission and urban pollution2. Global Standing: will position Australia as global leader in sustainable energy storage technology through ZBB's novel battery system development.3. Intellectual property: will deliver the nation a strong intellectual property (IP) position in the frontier technology4. Training: will train junior researcher and a high quality graduate in an emerging and multidisciplinary area of research with commercial turnover of more than \$1000 million in Australia

LP0882548 Prof CA Prestidge; Prof HJ Griesser; Dr TC Vaithianathan; Mr C Nicholls

Approved Project Title **Novel biodiagnostic platforms for human metabolites.**

2008 : \$ 149,799

2009 : \$ 138,799

2010 : \$ 138,799

Primary RFCD 2999 OTHER ENGINEERING AND TECHNOLOGY

Collaborating/Partner Organisation(s)

Citech Research Pty Ltd

Administering Organisation University of South Australia

Project Summary

The innovative biosensor technologies developed in this project will be utilised at first by Australian athletes, enabling them to better monitor physiological conditions during training and thereby help maintain international competitiveness. Real-time sensing of lactate and other metabolites in athletes using advanced biomaterials coupled to frontier telemetry protocols for remote sensing will be extendable to bio-diagnostic needs in human health care and have significant social and economic benefits. Australia's international position in the application of interfacial science and nanomaterials for outcomes in biomedical engineering will be strengthened.

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LP0882784 Prof BM Sharp; Dr JT Romaniuk; Prof R East

Approved Project Title **How viewers learn about new TV programs: the influence of TV promotions and Word-of-mouth**

2008 : \$ 61,000

2009 : \$ 93,000

2010 : \$ 51,254

Primary RFCD 3502 BUSINESS AND MANAGEMENT

APA(I) Award(s): 2

Collaborating/Partner Organisation(s)

Network 10

Administering Organisation University of South Australia

Project Summary

Television viewing is one of the major pastimes of Australians. Improving the quality of programming and reducing ineffective promotional efforts will enhance the life of most of our population. Keeping and building audiences will improve the long-term viability of free-to-view television model, which allows quality television to be accessible to all. More efficiently marketing local programs improves return on investment and export potential, as Australian ratings signal to overseas buyers the likely success of the program in their markets. Finally, program promotions provide a valued social purpose as they are used by viewers to choose what to watch. This research seeks to improve the utility of this service.