

# Summary of Linkage Projects Proposals for Funding to Commence in 2009

## Western Australia

### Edith Cowan University

**LP0991173** Prof K Alameh; Prof Y Lee; Mr SJ Pyo

**Approved Project Title** **High-speed bidirectional optical interconnects for board-to-board communications**

**2009 :** \$ 50,000

**2010 :** \$ 105,000

**2011 :** \$ 95,000

**2012 :** \$ 40,000

**Primary RFCD** 2917 COMMUNICATIONS TECHNOLOGIES

APA(I) Award(s): 1

#### **Collaborating/Partner Organisation(s)**

Korea Optron Corp.

**Administering Organisation** Edith Cowan University

#### **Project Summary**

The project will contribute directly to Australia's participation in various ICT industries through the development of innovative solutions and will increase the knowledge and skills base in silicon-photonics. The development of the proposed board-to-board high-speed optical interconnect prototypes will result in R&D outcomes well-matched to the needs and interests of Australian companies; this project will assist Australia to capitalise on new technology and to become a significant player in the next ICT boom. This project will put Australia at the cutting edge of high-speed interconnect technology and will generate income through licensing the technology and the establishment of spin-off opportunities in both Australia and off-shore.

**LP0991752** A/Prof MC Clark-Murphy; Dr PA Gerrans; A/Prof CP Speelman

**Approved Project Title** **Building Financial Literacy and Retirement Savings Engagement by Developing a Financial Education Programme for the Workplace**

**2009 :** \$ 25,000

**2010 :** \$ 45,000

**2011 :** \$ 30,000

**2012 :** \$ 10,000

**Primary RFCD** 3503 BANKING, FINANCE AND INVESTMENT

#### **Collaborating/Partner Organisation(s)**

Western Australia Police

GESB

**Administering Organisation** Edith Cowan University

#### **Project Summary**

To limit the drain on the federal budget as the population ages government have introduced compulsory superannuation; making individuals responsible for a significant proportion of their own retirement income. Employees are able to choose both their superannuation fund and investment mix. These are complex decisions which require a significant level of financial literacy. Failure to make appropriate decisions can significantly reduce wealth at retirement leading to a greater reliance on the age pension. Results from this project will inform government, employers and superannuation funds about the role of financial education in improving financial literacy and hence retirement savings decision making.

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**LP0990807** Prof LR Green; Ms L Bonniface; Mrs VK Bradshaw

**Approved Project Title** **Developing guidelines for integrating social networking technologies and professional advice-giving in constructing an online community for supporting breast cancer survivors**

**2009 :** \$ 35,000

**2010 :** \$ 74,500

**2011 :** \$ 75,500

**2012 :** \$ 36,000

**Primary RFCD** 4001 JOURNALISM, COMMUNICATION AND MEDIA

APA(I) Award(s): 1

**Collaborating/Partner Organisation(s)**

Breast Cancer Foundation of Western Australia

**Administering Organisation** Edith Cowan University

**Project Summary**

National benefits include new knowledge about online communities that deliver specialist health advice. Specific research benefits comprise improved education and support for earlier detection of, and enhanced recovery rates for, breast cancer. The project investigates whether we can harness the cluster-power of social networks to build integrated and supportive online communities. Relevant to Australian organisations using digital communications for education and support, the study seeks to reduce disadvantage due to distance. Organisations concerned about minimising risk arising from uninformed opinion and discussion will learn whether they can integrate specialist expertise and comment without destroying online dynamics.