

A nose for crime



CSI and City Homicide make dashing between crime scenes look good in a business suit, but it's the real cutting-edge forensic science conducted in a white one-piece jumpsuit that achieves international excellence.

For PhD student Lee Hubble (pictured) at The University of Western Australia, a university scholarship has given him the opportunity to follow his forensics passion and, also unlike television, his research isn't grisly.

Lee, who is completing his Forensic Science/Chemistry

PhD at UWA's Centre for Forensic Science, is interested in the detection of chemicals of national security interest – a topic on every country's agenda in their battles to keep terrorism at bay.

His research is focused on designing an 'electronic nose' – a device able to 'sniff' and detect the presence of dangerous chemicals through gas and vapour sensors. When successfully completed, Lee's 'nose' is a technology that, amongst many other uses, could be incorporated into airport security procedures worldwide.

World market



Having recently completed honours in marketing, Kate Newstead from UniSA's Ehrenberg-Bass Institute is already presenting her findings to senior marketers all over the world. Having presented in NZ and the UK, this year Kate is off to the US to report on her findings at the Wharton Business School. Her findings will also be disseminated to the institute's corporate sponsors including Coca-Cola, Colgate-Palmolive and

Unilever.

Kate is learning skills and gaining experience that will prepare her for a career in marketing that could take her anywhere in the world, and she is meeting the contacts that will help get her there.

"An Honours degree really gives your CV an edge," she says, "and working at the Ehrenberg-Bass Institute has given me extensive industry experience and outstanding opportunities to work with top-level marketers".

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