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Picture: GREG HIGGS

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industry offers excellent career options for skilled workers in South Australia.

"This is a great job to have. It's really interesting work and I have a great team of people to work with at ASC."

ASC, which has a workforce of about 1300, plans to hire an additional 1500 in its shipbuilding and submarine programs.

big business

"I have been in the business for 25 years and this is the third time this has happened - every time there has been an economic downturn, we get busier," Ms Hill said.

"There are people who bury their heads in the sand and hope things go away, and what we have been telling our clients is let them bury their heads while you go out there and pinch their business."

Wharton link to unlock future of ads

VALERINA
CHANGARATHIL

THE University of South Australia has formed strong links with internationally renowned business school Wharton to explore the rapidly changing global advertising landscape.

The Ehrenberg-Bass Institute, at the University of South Australia, co-hosted a joint advertising conference with the Wharton School in the U.S. last month.

The conference explored the digital revolution within advertising and understanding how advertising may work in the future.

More than 100 senior advertising professionals, including representatives from Google, Turner Broadcasting, Estee Lauder

“ This is just part of a bigger project

and Mars, attended the event.

Other future projects together include building a wiki - a website in which the contents are contributed and edited by visitors to the site - based on information and discussions from the conference.

This year, Wharton School was ranked the best business school in the world by the *Financial Times*. It has been ranked the best every year since the ranking began (except once, when Harvard tied with Wharton).

The conference was the start on the long road to offering a definitive guide to the new landscape of advertising, Ehrenberg-Bass Institute director Byron Sharp said.

"The Wharton brand is special and this is just part of a bigger project," he said.

Mr Sharp and Professor Jerry Wind, of the Wharton School, were co-hosts at the event.