Professor John Dewar

**Vice-Chancellor and President, La Trobe University**

This is the third installment in the ‘Big FAT Ideas’ series, where staff here at La Trobe University are given the opportunity to present their Focused, Ambitious and Transformative ideas to a global audience.

Each Big FAT Idea will encourage the audience to think differently about a particular issue and to consider new approaches to solving problems.

We’ve recently undertaken some in-depth analysis of our positioning which has given us some very clear insights into our strengths and our competitive advantages.  This work has been very important in terms of giving us clarity about who we are and what we stand for - and our differentiated positioning.

Differentiating ourselves and being clear about who we are is crucial if we are to claim our rightful place in the top 3 universities in the Victorian market by 2017.

La Trobe’s our core identity has always been associated with socially responsible research and practice.

This has been encapsulated in the phrase ‘Bold thinking with a conscience’ and it with this concept in mind that we present the Big FAT ideas you’re about to see

The theme of each of today’s five presentations demonstrates that La Trobe really is a place of bold thinking with a conscience.

Today’s topics range from the West’s neglect of third world disease to the Media’s skewed reporting of climate change. You’ll hear ideas on how to give refugees a positive voice in the media and you can expect popularly accepted models on rearing children to be challenged.

Enjoy the presentations and let us know what you think via the comment facility on each Big FAT idea web page.