



# 2008 ANNUAL REPORT





ESTABLISHED BY THE UNIVERSITY OF SYDNEY AND THE AMERICAN AUSTRALIAN ASSOCIATION WITH SUPPORT FROM THE COMMONWEALTH AND NEW SOUTH WALES GOVERNMENTS, THE UNITED STATES STUDIES CENTRE AIMS TO DEEPEN UNDERSTANDING OF AMERICAN POLITICAL, ECONOMIC, SOCIAL AND CULTURAL ISSUES AND TO FOSTER GREATER COLLABORATION ACROSS THE PACIFIC.

# CONTENTS

<b>From the Chairman and CEO</b>	<b>2</b>
<b>Mission and Vision</b>	<b>4</b>
<b>Board of Directors</b>	<b>5</b>
<b>International Academic Advisory Committee</b>	<b>6</b>
<b>Overview</b>	<b>7</b>
<b>Part I Academic</b>	<b>8</b>
• Appointments	8
• Visitors	11
• Teaching	13
• Research Grants	14
• Merck Innovation Program	15
<b>Part II Outreach</b>	<b>16</b>
• Events	16
• Business Leadership	18
• Election Watch	20
• Media	21
• Opinion Survey	22
• Sydney Film Festival	23
<b>Part III The Centre</b>	<b>24</b>
• Organisational Structure	24
• Academics, Experts and Staff	25
• Premises	26
<b>Part IV Summary Financial Report ABN: 85 122 586 341</b>	<b>27</b>

# FROM THE CHAIRMAN AND CEO

2008 was an excellent year for the US Studies Centre, laying the foundations for realising the Centre's ambition of becoming the leading academic institution outside America for the study of the United States. Among many accomplishments and activities, the following are particularly worthy of note.

## Appointments

- Founding CEO and Professor of Political Science Geoffrey Garrett, formerly President of the Pacific Council on International Policy in Los Angeles, Dean of the UCLA International Institute and Professor of Political Science at Stanford and Yale universities
- Chair in US Politics Margaret Levi, a former President of the American Political Science Association and currently Chair of the Board of Directors of the Center for Advanced Study in Behavioral Sciences at Stanford University
- Honorary Professor Robert O'Neill, former Director of the International Institute for Strategic Studies in London and Chichele Professor of War at Oxford University and Chair of the US Studies Centre's new International Academic Advisory Committee
- Visiting Professor Simon Jackman, Professor of Political Science at Stanford University, who is leading the Centre's ongoing opinion polling on Australian attitudes towards the United States
- Associate Professor Brendon O'Connor, leading Anti-Americanism expert and 2008 Australia Fellow at the Woodrow Wilson Center in Washington, DC and a 2006 Fulbright Scholar at Georgetown University

## Teaching

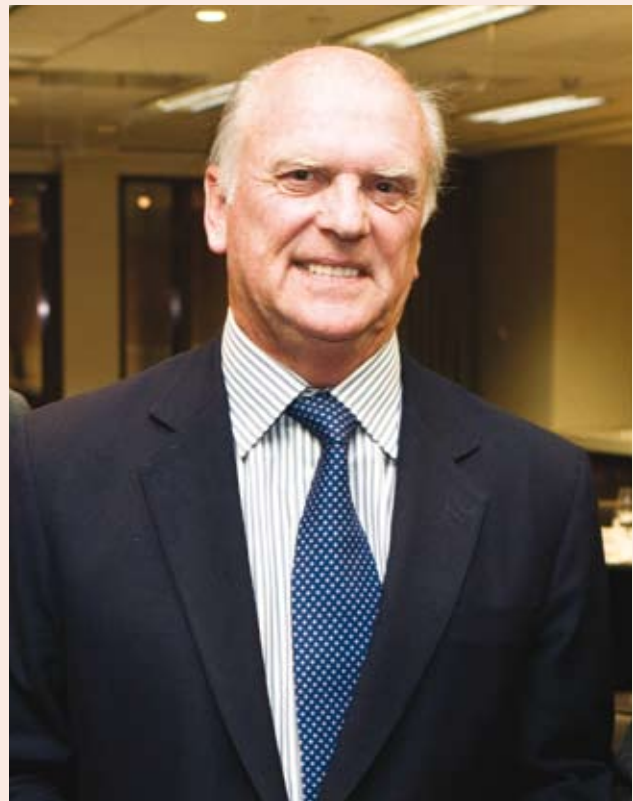
Twenty-four students enrolled in the Centre's Masters in US Studies degree and an additional seventy-seven students cross-listed into the twelve new units of study developed for the Masters program. These student numbers exceeded our expectations for the start up program and indicate the popularity of US studies among students. The Centre's first PhD student is working with the NSW Department of State and Regional Development on how best to position Sydney as a location for foreign investors, particularly those based in America.

## Presidential Election

The Centre took full advantage of the unprecedented Australian interest in the US presidential election. A conversation with Frances Fukuyama and roundtables with Kim Beazley and Paul Kelly as well as with former *Los Angeles Times* Editor Michael Parks and Deputy Director of the Hoover Institution David Brady attracted large public audiences. More than fifteen hundred people crammed into the University of Sydney's Manning Bar to watch the election returns, featuring a live cross to CNN headquarters in Atlanta.



Geoffrey Garrett, Chief Executive Officer



Malcolm Binks AO, Chairman

## Merck Innovation Program

Global pharmaceutical company Merck generously provided US \$500,000 over four years to support the Centre's analysis of the United States' rich and varied innovation experiences, assessment of their adaptability to the Australian context, and promotion of innovation linkages between the two countries. The program will pay special attention to best practices in government-industry-university innovation triangles in the two countries.

## Media

The Centre and its visitors provided extensive commentary on the US presidential election and the global financial crisis in virtually all of Australia's leading news media, including ABC News, The 7.30 Report, Lateline, the Australia Network's Newshour, Channel 10 News, SBS News, ABC radio's AM, PM and World Today, and in the pages of *The Age*, *Australian*, *Australian Financial Review* and *Sydney Morning Herald*. Experts from the Centre also briefed the Defence, Foreign Affairs and Trade and Treasury departments of the Australian government as well as the Reserve Bank of Australia.

## Harvard University Partnership

The Centre formed a partnership with Harvard University to jointly host a major public conference in June 2009 on

"sustainable globalisation", analysing political support, labour standards, energy security and climate change in the US, Australia and around the world. Harvard is providing US \$40,000 to bring several prominent American social scientists to Australia.

## Special Thanks

No report on 2008 would be complete without giving our heartfelt thanks to Professor Don Nutbeam, Provost of the University of Sydney and a member of the Board of Directors of the Centre. Don will leave us later this year to become Vice Chancellor of his alma mater, Southampton University in England. Don's tireless, creative and dedicated support of the Centre from its earliest days has been literally invaluable. Special thanks also to Professor Alan Dupont for his great service as Acting CEO of the US Studies Centre until early 2008. We wish Don and Alan all the best in their new challenges and we assure them they will always be welcome at the Centre.

Malcolm Binks AO  
Chairman

April 2009

Professor Geoffrey Garrett  
Chief Executive Officer

# MISSION

The mission of the United States Studies Centre at the University of Sydney is to increase understanding of the United States in Australia.

Spanning the study of politics and policy, economics and business, culture and society, the core activities of the Centre include:

- Postgraduate degrees and undergraduate teaching
- Academic research and research training
- Policy analysis and commentary
- Business leadership forums
- Public education and community outreach

# VISION

The ambition of the United States Studies Centre is to become the leading academic institution outside America for the study of the United States.

Our principal objectives are to:

- Undertake analysis, research and teaching of the highest quality
- Be the international hub for the study of the United States
- Build networks with preeminent American academic institutions and scholars

# BOARD OF DIRECTORS

**Mr Malcolm Binks, AO (Chair)**

Chairman of the American Australian Association

**Professor Geoffrey Garrett**

CEO of the United States Studies Centre

**Mr Michael Baume, AO**

Former member of the Australian House of Representatives and the Senate

**Professor Kim Beazley, AC**

Former Deputy Prime Minister of Australia

**Mr Loftus Harris, AM**

Former Director General of the NSW Department of State and Regional Development

**Mrs Linda Bardo Nicholls, AO**

Former Chairman of Australia Post

**Professor Don Nutbeam**

Provost of the University of Sydney

**Mr Joseph Skrzynski, AO**

Managing Director of Castle Harlan Australian Mezzanine Partners

**Mr Ezekiel Solomon**

Senior Partner of Allens Arthur Robinson

**Mr Michael Thawley, AO**

Former Australian Ambassador to the US

**Mrs Lucy Turnbull**

Former Lord Mayor of Sydney



# INTERNATIONAL ACADEMIC ADVISORY COMMITTEE

**Professor Robert O'Neill, AO (Chair)**

Former Director of the International Institute for Strategic Studies, London

**Professor Margaret Levi (Vice Chair)**

Former President of the American Political Science Association

**Professor Dennis Altman, AM**

Professor of Politics and International Relations, La Trobe University

**Dr Nigel Bowles**

Director of the Rothermere American Institute, University of Oxford

**Professor Alex Frino**

CEO of the Capital Markets Cooperative Research Centre

**Professor Stephen Garton**

Dean of the Faculty of Arts, University of Sydney

**Professor Faye Ginsburg**

Director of the Center for Media, Culture & History, New York University

**Professor Adam Graycar**

Dean of the School of Criminal Justice, Rutgers University

**Professor John Higley**

Director of the Center for Australian and New Zealand Studies, University of Texas, Austin

**Professor Michael Hiscox**

Clarence Dillon Professor of International Affairs, Harvard University

**Professor Simon Jackman**

Professor of Political Science, Stanford University

**Professor Andrew MacIntyre**

Dean of the College of Asia and the Pacific, ANU

**Professor Don Markwell**

Deputy Vice Chancellor (Education), University of Western Australia

**Professor Toby Miller**

Professor of English, Sociology and Women's Studies, University of California, Riverside

**Professor Yuan Ming**

Director of the American Studies Centre, Peking University

**Professor David Partlett**

Dean of the Law School, Emory University

**Professor Claude Steele**

Director of the Center for Advanced Study in Behavioral Sciences, Stanford University

**Mr Andrew Stoler**

Executive Director of the Institute for International Trade, University of Adelaide

**Professor Gillian Triggs**

Dean of the Faculty of Law, University of Sydney

**Professor Bruce Western**

Director of the Program in Inequality and Social Policy, Harvard University

**Professor Simon Wilkie**

Chairman of the Department of Economics, University of Southern California

**Professor Geoffrey Wiseman**

Director of the Center for Public Diplomacy, University of Southern California

# OVERVIEW

In its second year of operations and the first year of its academic teaching program, the United States Studies Centre was presented with a clear opportunity to build its reputation.

The dominant international news stories of the year – the US presidential election and the onset of the global financial crisis that began in America – provided a unique platform to highlight US Studies Centre expertise and programs. The Centre used this opportunity to raise its national profile through a large number of high quality public events and business leadership outreach programs as well as an assertive media and marketing campaign, making full use of the Centre's growing roster of academics, visitors and experts.

2008 also saw the Centre move into its newly renovated headquarters in the historic John Woolley Building on the main University of Sydney campus, helping establish the US Studies Centre as a growing part of the Australian academic landscape.

## The Centre concentrated on the following strategic priorities during 2008:

- Building a strong foundation of key academics and visitors for teaching, research and research training, media engagements, editorial writing, and public forums
- Commencement of academic teaching programs including research and scholarship grants
- Providing analysis and expertise for business and government leaders in Australia
- Public events and programs targeting each point in the US election cycle
- A proactive media strategy showcasing Centre experts and events
- Initiation of a unique Australian-American binational attitudinal survey tracking public opinion during and after the election
- Launch of an Election Watch website, on which a subsequent redesign of the Centre's primary website was based



# PART I: ACADEMIC

## APPOINTMENTS



**Professor  
Geoffrey Garrett**

Professor Geoffrey Garrett took up his appointment as CEO of the US Studies Centre and Professor of Political Science at the University of Sydney on 1 April 2008. One of the world's most productive and influential scholars in the fields of International Relations and Comparative Politics, Garrett was previously President of the Pacific Council on International Policy in Los Angeles and before that Dean of the UCLA International Institute.

Professor Garrett is author of *Partisan Politics in the Global Economy*, editor of *The Global Diffusion of Markets and Democracy*, both published by Cambridge University Press, over fifty articles in the world's leading social science journals, and more than fifty essays and opinion pieces in newspapers and magazines around the world.

Professor Garrett has held professorial appointments at Stanford, UCLA, USC and Yale and academic appointments at Oxford University and the Wharton School of the University of Pennsylvania. He is a member of the New York-based Council on Foreign Relations.

A dual citizen of Australia and the US, Professor Garrett was born and raised in Canberra and holds a BA (Hons) from the Australian National University. He earned his MA and PhD at Duke University in North Carolina, where he was a Fulbright Scholar.



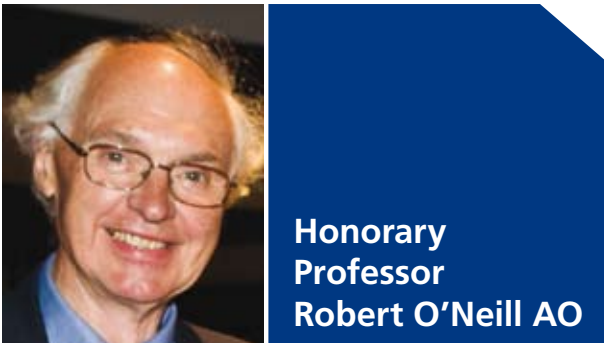
**Professor  
Margaret Levi**

Professor Margaret Levi joined the Centre in 2008 as the inaugural Chair in US Politics. A world renowned social scientist with expertise in economics, history, public policy and sociology as well as political science, Professor Levi is the Jere L. Bacharach Professor of International Studies in the Department of Political Science at the University of Washington, Seattle in addition to her appointment at the US Studies Centre.

Levi is past President of the American Political Science Association and currently Chair of the Board of Directors of the Center for Advanced Study in the Behavioral Sciences at Stanford University, General Editor of the *Annual Review of Political Science*, and General Editor of the Cambridge University Press book series *Studies in Comparative Politics*.

Levi is author and editor of a dozen books including *Analytic Narratives*, *Consent, Dissent, and Patriotism*, and *Of Rule and Revenue*.

A Fellow of the American Academy of Arts and Sciences, Levi holds a PhD from Harvard University and a BA from Bryn Mawr College.



**Honorary  
Professor  
Robert O'Neill AO**

Honorary Professor Robert O'Neill AO is Chair of the International Academic Advisory Committee of the US Studies Centre, having previously served as the Centre's Planning Director before its CEO was appointed.

One of the world's foremost experts on strategic and security studies, O'Neill previously served as Director of the International Institute for Strategic Studies in London and as Chichele Professor of the History of War and Fellow of All Souls College at Oxford University. Earlier in his career, O'Neill was Head of the Strategic and Defence Studies Centre at the ANU.

Professor O'Neill's extensive record of public service includes appointments as Chairman of Trustees of the Imperial War Museum, Chairman of the Council of the Centre for Defence Studies, King's College, Chairman of the Sir Robert Menzies Centre for Australian Studies in the University of London, and Chairman of the Council of the Australian Strategic Policy Institute. He is a member of the Board of Directors of the Lowy Institute for International Policy.

A prodigious author and editor, O'Neill wrote the official history of Australia's role in the Korean War, influential reports for the Ford Foundation on reducing levels of conflict in the Asia-Pacific region, as well as dozens of academic books and innumerable articles and essays.

A Fellow of the Academy of Social Sciences in Australia and a Fellow of the Royal Historical Society in Britain, O'Neill is a graduate of the University of Melbourne and the Royal Military College of Australia. A Rhodes Scholar, he received his doctorate in Modern History from Oxford University.



**Professor  
Simon Jackman**

Visiting Professor Simon Jackman, Professor of Political Science and, by courtesy, of Statistics at Stanford University, joined the US Studies Centre in 2008 to oversee its opinion polling on Australian attitudes to the US during the US Presidential Election campaign. An expert on Australian and American politics with special emphasis on the quantitative analysis of political phenomena, Jackman's research has appeared in the leading peer-reviewed journals of political science in the United States, Britain and Australia. His textbook *Bayesian Analysis for the Social Sciences* will be published later this year by John Wiley and Co.

Jackman was born and raised in Brisbane, graduating with first class Honours in Government from the University of Queensland before going to the US for postgraduate study at the University of Rochester and Princeton University. Before moving to Stanford, Jackman served on the political science faculty at the University of Chicago. He has held visiting appointments at ANU and the University of Sydney, where he provided analysis and commentary on recent Australian elections.

Jackman is past President of the Society for Political Methodology and is currently Co-Editor of the *Annual Review of Political Science*. Jackman has also served on the Board of Overseers of the American National Election Study and will be a Co-Principal Investigator of the 2012 American National Election Study.

# ACADEMIC



**Professor  
Brendon O'Connor**

Associate Professor Brendon O'Connor joined the US Studies Centre in 2008 as Associate Professor in American Politics. He was previously Associate Professor in the Department of Politics and Public Policy at Griffith University.

O'Connor was the 2008 Australia Scholar at the Woodrow Wilson Center and a 2006 Fulbright Fellow at Georgetown University, both in Washington, DC. He is the editor of seven books on anti-Americanism and has also published articles and books on American welfare policy, presidential politics, US foreign policy, and Australian-American relations. His teaching focuses on American domestic politics and foreign affairs and he has supervised postgraduate theses on a variety of topics such as anti-Americanism, neoconservatism, the Iraq War and presidential politics.

O'Connor is a graduate of Monash University in Arts and Victoria University of Wellington, New Zealand in Commerce. His PhD in Politics is from La Trobe University.



# VISITORS

Visitors to the Centre gave public addresses, participated in CEO forums, briefed the Australian government, gave media interviews and met with students.



Matt Bai

**Matt Bai**, national political writer for *The New York Times* (June)

**David Brady**, McCoy Professor of Political Science and Leadership Values and Deputy Director of the Hoover Institution at Stanford University (November)



Mike Chinoy

**Mike Chinoy**, Senior Fellow at the Pacific Council on International Policy and former CNN Senior Asia Correspondent (October)

**John Coffee**, Berle Professor of Law at Columbia University (August)

**Eric Foner**, Dewitt Clinton Professor of History at Columbia University (June)

**Francis Fukuyama**, Schwartz Professor of International Political Economy and Director of the International Development Program at the Nitze School of Advanced International Studies, Johns Hopkins University (May)

**James Gibbons**, former Dean of the Stanford University School of Engineering and Vice Chairman of Xerox PARC (October)

**Marvin Goodfriend**, Professor of Economics and Chairman of the Gaillot Center for Public Policy at Carnegie Mellon University (June)

**Harry Harding**, University Professor of International Affairs at George Washington University (November)

**The Honourable Bob Hawke AC**, former Prime Minister of Australia (August)



The Honourable John Howard AC

**The Honourable John Howard AC**, former Prime Minister of Australia (September)

# VISITORS



Richard McCormack

**Richard McCormack**, Vice-Chairman of Merrill Lynch and former US Under Secretary of State (August)

**Michael Parks**, Pulitzer Prize winning former Editor of *The Los Angeles Times* and former Director of the USC Annenberg School of Journalism (November)

**Robert Pisano**, President of the Motion Picture Association of America (June)



Jonathan Pollack

**Jonathan Pollack**, Professor of Asian and Pacific Studies and Chairman of the Asia-Pacific Studies Group at the US Naval War College (August)



Jeffrey Sachs

**Jeffrey Sachs**, Quetelet Professor of Sustainable Development and Director of the Earth Institute at Columbia University and Special Adviser to the UN Secretary General (July)

**Ambassador Peter Scher**, former United States Special Trade Ambassador (June)

**Peter Schuck**, Baldwin Professor of Law at Yale University (January)

**Ambassador Derek Shearer**, Professor of Diplomacy and Director of Global Affairs, Occidental College (September)

# TEACHING

The Master of US Studies and its subordinate programs (Graduate Certificate and Graduate Diploma) commenced in 2008. In the March semester 19 students enrolled and five enrolled in the July semester. This total of 24 full time students exceeded expectations for the first year of this new Masters program.

Students from other degree programs within the University of Sydney (e.g. Master of International Studies) chose to enrol by "cross listing" into US Studies Centre units as electives in their substantive program. In 2008, there were seventy-seven such students.

Twelve new units of study were offered to Masters students, covering a wide range of disciplines, including politics and foreign policy, media, economics, law, cultural studies and architecture:

- Fundamentals of US Studies
- US Politics: Competing Centres of Power
- US Foreign and National Security Policy
- US Financial Institutions and Culture
- US Economic Policy and Regulation
- Contemporary American Media
- Key Issues in American Culture
- US Constitution
- American Exceptionalism
- American Film and Hollywood
- The American City
- Research Project in US Studies



Ambassador Derek Shearer with students



US Studies students in conversation with Francis Fukuyama

Student feedback was extremely pleasing with all units rating highly: 100% satisfaction rates for three units of study, other units had 86%-95% satisfaction rates.

In 2008 an advanced program, Master of Letters (US Studies) was approved by the Academic Board of the University of Sydney. This gives students the option to complete a further four credit points to undertake study whilst in the US, an internship or to complete a treatise.

Fiona Quinn became the Centre's first Doctoral Candidate in 2008. Her study "Location Decisions for Foreign Direct Investment: A Holistic and Interdisciplinary Framework of Analysis", looks at building a framework of Foreign Direct Investment location decision-making in Sydney, and subsequently developing an index of city attraction from the framework.

The Centre awarded nine scholarships totalling \$24,000 to students enrolling in the Masters of US Studies in 2008. One scholarship winner, Laura Crommelin was Dux in five of the six units of study she completed during the year.

# RESEARCH GRANTS

In 2008 the US Studies Centre launched its inaugural Research Grants competition and awarded \$100,000 to support ten Australian projects from over 90 applications received, many including American collaborators.

The successful projects cover a wide range of topics in the humanities and social sciences and related professional disciplines by academics from nine Australian universities across most states. Winners will be Research Associates of the Centre for the duration of their grants.

## Research Grants were awarded to:

### Care, Employment and Social Policy in Australia and the USA

**Megan Blaxland**, Research Associate in Social Policy, UNSW with **Professor Deborah Brennan**, UNSW, **Professor Bettina Cass**, UNSW, and **Dr Ann Orloff**, Northwestern University

### Dear Father Abraham: Defining the Rights and Obligations of Citizenship in Civil War America

**Dr Frances Clarke**, Lecturer in History, University of Sydney

### The US Heartland States - Economy, Demography, Culture, Governance

**Dr Paul Collits**, Research Fellow in Global Studies, Social Science & Planning, RMIT

### The Political Worlds of Nineteenth Century Virginia

**Professor Don DeBats**, Professor of American Studies and Politics, Flinders University

### Demand Response in the Electricity Markets of the US

**Dr Shu Fan**, Research Fellow in Econometrics & Business Statistics, Monash University with **Dr Wei-jen Lee** University of Texas Arlington

### American English and Australian English

**Professor Cliff Goddard**, Professor of Linguistics, School of Behavioural, Cognitive and Social Sciences, University of New England

### Global Public Opinion and US Foreign Policy: Trends Over Time and Soft-Power Consequences

**Dr Ben Goldsmith**, Senior Lecturer in Government and International Relations, University of Sydney with **Dr Yusaku Horiuchi**, Senior Lecturer, Crawford School of Economics and Government ANU

### The Human Rights Revolution in the US: Forging a New Foreign Policy in the 1970s

**Dr Barbara Keys**, Lecturer in Historical Studies, University of Melbourne

### Californian Climate Change Law - Lessons for Australia

**Associate Professor Jacqueline Peel**, Associate Professor of Law, University of Melbourne

### Federal-State Relations in US Education Policy

**Dr Louise Watson**, Associate Professor of Education, University of Canberra with **Assistant Professor Patricia Burch**, University of Wisconsin, Madison



# MERCK INNOVATION PROGRAM

Global pharmaceutical company Merck & Co., Inc. (known as Merck Sharp & Dohme in Australia) has provided the US Studies Centre with funding worth US \$500,000 over four years for a program on innovation. The program will analyse the United States' rich and varied innovation experiences, assess their adaptability to the Australian context, and promote innovation linkages between the two countries.

Leveraging the University of Sydney's considerable expertise in both the science and business of innovation, the Centre will bring together leading Australian and American experts to examine the key factors and ingredients leading to commercial success through innovation.

**Potential areas of focus include:**

- Innovation transformations, such as Silicon Valley's shift in focus from information and communication technologies to clean and renewable energy

- Business-government-university triangles, such as San Diego's biotech cluster
- Impact of regulatory regimes on intellectual property creation, protection and commercialisation
- Innovation in American universities in the 21<sup>st</sup> century, examining how universities regenerate themselves through innovation of their businesses

The Merck Program is directed by Professor Bruce McKern. Dr Thomas Barlow, former innovation advisor to the Australian government, is the Program's Research Associate. Dr Barlow's first report compares the innovation ecologies in Australia and the US and identifies areas that merit further analysis.



# PART II: OUTREACH

## EVENTS

The United States Studies Centre highlighted each electoral point on the long campaign to the Oval Office with events and programs providing forums for discussion and debate. The Centre's outreach program extended from student events in the Manning Bar, to addresses by former Prime Ministers, and public lectures by distinguished visiting scholars. Smaller seminars were held nationally to reach out to business leaders. The national scope of these events served to greatly increase recognition of the Centre.

In all, fifty-four events were organised by the Centre in 2008 including public forums, executive seminars, an Election Watch series, research seminars, short courses, a photography exhibit, and support of the Sydney Film Festival. Highlights of the events calendar included:

### Politics & Foreign Policy



Francis Fukuyama

#### **American Foreign Policy After Bush**

Francis Fukuyama, in conversation with Geoffrey Garrett (28 May)



The Honourable Bob Hawke AC

#### **Remembering Hedley Bull**

Bob Hawke (25 August)



Geoffrey Garrett, Paul Kelly, Mike Chinoy and Kim Beazley AC

#### **The Foreign Policy of Obama & McCain: Which is Australia's Gain?**

Kim Beazley, Paul Kelly and Mike Chinoy, moderated by Geoffrey Garrett (16 October)

#### **The US in the World: Lecture to Sydney high school students**

Geoffrey Garrett (17 October)



David Brady in conversation with Leigh Sales

### **The President-Elect: What Can We Expect?**

David Brady, Michael Parks, and Geoffrey Garrett, moderated by the ABC's Leigh Sales (11 November)

## **Economics and Business**

### **Is the US Headed for a Financial Meltdown?**

Marvin Goodfriend (9 June)



Ambassador Peter Scher

### **Will US Trade Policy Change After the 2008 Elections?**

Peter Scher (24 June)

## **Media, Society & Culture**

### **The Idea of Freedom in the US, 1776 – 2008**

Eric Foner (3 June)



Robert Pisano

### **Positioning Australian Screen Content in the US Marketplace**

Robert Pisano (20 June)

### **Chromatic Visions**

A photographic exhibit of indigenous North American and Australian art (10 September – 2 October)



Bruce McKern, Marvin Goodfriend and Joe Skrzynski

# BUSINESS LEADERSHIP

The Business Leadership program convened a diverse range of forums in which senior executives from Australian business, government and the non-profit sector met with experts visiting the US Studies Centre.

The Centre was fortunate in attracting sponsorship from businesses including AMP, Allens Arthur Robinson, Citigroup, Qantas and Telstra that generously hosted many of these events in their corporate offices. The University of Melbourne, Monash University and the University of Queensland also partnered with the Centre in Business Leadership events.

Several visitors to the Centre also spoke with government officials from the Defence, Foreign Affairs and Trade and Treasury departments of the Australian government as well as the Reserve Bank of Australia.



David Brady

**David Brady** spoke after the presidential election to executives in Sydney and Melbourne about congressional decision-making and the limits to presidential power.



Mike Chinoy

**Mike Chinoy** discussed Asian security issues, with an emphasis on North Korea, in Brisbane, Melbourne and Sydney.

**John Coffee** provided in Sydney an authoritative overview of current developments in the regulation of US financial institutions, including pending litigation and comparisons between US and Australian regulation.

**Francis Fukuyama** discussed in Sydney the future role of the US in an increasingly multipolar world. He also visited Canberra for consultations with government ministers and officials.



James Gibbons

**James Gibbons** spoke to a group of executives in Sydney about current trends in the field of entrepreneurship and innovation in Silicon Valley.

**Marvin Goodfriend** discussed in Sydney and Melbourne the challenge the world's central banks faced in early 2008 in managing the inflationary pressures on fuel, food and other commodities. He also met with senior executives of the Treasury and the Reserve Bank.

**Harry Harding** offered insights regarding the US's and Australia's relations with Asia, particularly with China, in Canberra, Hobart, Melbourne and Sydney.

**Richard McCormack** shared his views with executives in Sydney on economic and political issues in China, Japan and India, US foreign policy in the region and the US liquidity crisis.

**Michael Parks** spoke on the policies of the presidential candidates and the future of the media in Sydney, Brisbane and Melbourne.

**Jonathan Pollack** discussed US engagement in Asia and possible policy shifts following the Presidential election with executives in Sydney and Defence Department officials in Canberra.



At dinner with Jeffrey Sachs

**Jeffrey Sachs** spoke to executives in Sydney from the private and NGO sectors on issues of sustainability, climate change and poverty alleviation.

The Business Leadership program also conducted a new one-day New Horizons executive program for small to medium-sized companies on entering and operating in the US market. The program was jointly sponsored by Austrade and the NSW Department of State and Regional Development and included presentations by executives with substantial practical experience of the US market.

# ELECTION WATCH

To respond to the very high level of Australian interest in the US elections, the US Studies Centre created a dedicated Election Watch 08 program, providing information, analysis and commentary on all facets of the election.

The program's website [www.uselectionwatch.org.au](http://www.uselectionwatch.org.au) was launched two months before the election and was live until the end of November. The site offered a wide range of features, from Elections 101 resources to learn about the electoral process to cutting edge USSC expert commentary. Popular features included build-your-own Electoral College maps, straw polls, election trivia, the Face Off blog, Ask Uncle Sam, sample ballots, and Saturday Night Live video clips.



The success of the website led to a thorough rebuilding of the Centre's main website in February 2009 based on the Election Watch template:

- 33,000 unique visitors in six weeks before the election
- Five times the number of visitors to the Centre's main website than in the previous nine months combined

The Centre screened live all major events on the 2008 election calendar from the Super Tuesday primaries in February until the inauguration of Barack Obama as the 44th President of the United States in January 2009. Highlights of Election Watch events included:

- Average attendances of several hundred people
- Election Day Spectacular drew 1500 people, making it

- one of the largest election gatherings outside the US
- Coverage of the Centre's Election Day Spectacular appeared live on CNN moments before the election result was called for Barack Obama; images of the event were seen on the Daily Show with Jon Stewart
- Election watch events received extensive media coverage locally, nationally and internationally
- The Centre also ran two competitions during the US Election – to “pick the President” and to provide Australian perspectives of the campaign via a video “mash up”. The competitions generated more than 4200 entries nationally and online advertising about the competitions was seen 2 million times.
- The Centre's mailing list database more than doubled from 2,000 to 5,000 people in six weeks.

Maria Ftanou of Melbourne won “pick the President” by predicting perfectly the 365 Electoral College votes Barack Obama won. Her prediction of 66,250,000 total votes for Obama was within 650,000 of the actual result.

Entries for the “mash up” included references to Bob the Builder, a call for an Australian republic, catchy songs, Aussie battlers and punters. The winner was Chris Ryan's “Political Junkie”, using a clever rhyme and images to relate his obsession with the election campaign. Mash up entries can be viewed at: [www.youtube.com/user/usstudiescentre](http://www.youtube.com/user/usstudiescentre).

The winners of the two competitions were taken to Washington, DC to view the inauguration first hand.



Election Watch 08

# MEDIA

The Centre became a trusted source of analysis and commentary on all aspects of US affairs, led by the presidential election, during 2008.

Geoffrey Garrett, Brendon O'Connor and Centre Lecturer Harry Melkonian all appeared live as commentators for the ABC and SBS television coverage of the presidential debates and election day. The Centre contributed actively not only to television but also ABC, SBS and commercial radio and to the opinion pages of Australia's leading newspapers.

In the 12 months to the end of January 2009, there were some 750 media references to the Centre, with the vast majority in the last four months. This number is conservative due to the difficulty of accurately tracking internet based references. The stand out months for media coverage were October/November (440) covering the presidential debates and election day as well as the release of the Centre's opinion survey and January 2009 (170) with the inauguration of President Obama.

Internationally, the Centre's media profile grew through frequent interviews of Centre staff and visitors on Australia Network Television and/or Radio Australia. Geoffrey Garrett was also interviewed by BBC World Service Radio, while an extensive interview with Agence France Presse (AFP) translated into several hundred media references in publications and news websites around the world.



Helen Dalley interviews Geoffrey Garrett



Newspaper opinion articles by Centre staff in 2008 included:

- "Real world unites presidential three", *The Sydney Morning Herald*, Geoffrey Garrett, 11 March
- "Less Iraq, more Afghanistan takes Obama down a safer path", *The Age*, Geoffrey Garrett, 23 July
- "McCain Obama debates crucial", *The Canberra Times*, Lesley Russell, 26 September
- "US Financial Crisis: Tough Decisions Needed to Rescue the Global Financial System", *The Adelaide Advertiser*, Bruce McKern, 1 October
- "America's new social democracy", *The Weekend Australian*, Geoffrey Garrett, 18 October
- "Don't expect humbler US to take orders", *The Australian Financial Review*, Geoffrey Garrett, 29 October
- "Obama will need his ruthless streak", *The Australian*, Brendon O'Connor, 11 November

# OPINION SURVEY

As the US presidential election campaign moved into its final phase in late September last year, "Australians, Americans and the 2008 Presidential Election", assessed public opinion in the two countries based on 800 phone interviewees and a further 3,000 respondents on-line. Directed by Centre Visiting Professor Simon Jackman from Stanford University, the survey will be followed by another opinion poll in early 2009 of Australian attitudes to the US after President Obama's first one hundred days in office.

The Australian survey was administered contemporaneously with and with almost identically worded questions to a similar survey in the United States, providing a unique opportunity to generate valid, side-by-side comparisons of American and Australian public opinion at a critical moment in American politics.

## Some of the key findings include:

### Support for Obama

If Australians could have voted in the US presidential election, they would have voted for Obama over his opponent John McCain by more than four-to-one. This margin was far bigger than Obama's victory tally a month later, demonstrating the unprecedented global goodwill behind the new President on entering the White House.

### "Right track", "wrong track"

Australians were much more optimistic about their country than Americans were about the US. 64% of Australian respondents said Australia was on the "right track"; almost 80% of Americans said their country was on the wrong track, and Australian respondents largely agreed with them. These results – generated in the opening weeks of what has now come to be known as the global financial crisis – show that Australians were much more bullish about Australia's chances of weathering the GFC than was the case for the US.

### Obama better for Australia

49% of Australians reported that Obama would make a better president "in terms of America's effect on things here in Australia". Only 15% said McCain would be better for Australia.

### Shame and anger

69% of Australian respondents reported feeling anger or shame towards the United States because of "things America has done". Interestingly, 60% of Americans also reported feeling ashamed or angry about things that America has done.

### China: ally or adversary?

Australians were more than twice as likely to think of China as an "adversary" of the United States (33%) than as an adversary of Australia (15%). Fifty-five percent said that China is "an ally" of Australia, almost double the proportion (29%) that thought that China is "an ally" of the United States. Australians have far more sanguine views about China's relationship with the United States than do Americans: only 5% of American respondents describe China unambiguously as an "an ally".



Simon Jackman

# SYDNEY FILM FESTIVAL

The US Studies Centre was a major sponsor of the 2008 Sydney Film Festival.

The Centre's partnership with the Sydney Film Festival extended beyond the festival program to include an industry workshop featuring Robert Pisano, President of the Motion Picture Association of America, that explored attitudes towards the US and built linkages between the Australian and American film industries.

Ben Goldsmith, Senior Researcher and Lecturer at AFTRS discussed the history and positioning of Australian content. Courtney Gibson, Executive Head of Content Creation, ABC Television, provided a case study on Summer Heights High and the sale to HBO. Rosemary

Blight, a producer, provided a case study on the sale of Clubland to Warner Independent.

Ruth Neave from the Arts Liaison Office of the Honourable Frank Sartor, MP, NSW Minister for the Arts facilitated a workshop on new strategies and tactics.

Cinema, the largest and defining US cultural export, provides a rich opportunity for examining emerging issues in American society and to promote mutually beneficial collaboration between Australia and the United States.



Sydney Film Festival

# PART III:

# THE CENTRE

## ORGANISATIONAL STRUCTURE (APRIL 2009)



# ACADEMICS, EXPERTS AND STAFF

(APRIL 2009)

## CEO

**Professor Geoffrey Garrett**, Chief Executive Officer & Professor of Political Science

## Professors

**Colin Campbell**, Visiting Professor & Professor of Political Science at the University of British Columbia

**James Fallows**, Chair in US Media & National Correspondent for *The Atlantic*

**Murray Goot**, Visiting Professor & Professor of Politics and International Relations at Macquarie University

**Simon Jackman**, Visiting Professor & Professor of Political Science at Stanford University

**Margaret Levi**, Chair in US Politics & Bacharach Professor of International Studies at the University of Washington

**Bruce McKern**, Director of the Business Leadership & Merck Innovation programs

**Robert O'Neill, AO**, Chair of the International Academic Advisory Committee

## Associate Professors

**Lyn Carson**, Academic Program Director

**Brendon O'Connor**, Associate Professor in American Politics

## Research Associates

**Thomas Barlow**, research strategist specialising in science and technological innovation

**Nina Blackwell**, former press secretary for Hillary Clinton

**James Curran**, senior lecturer in History & former Analyst for the Office of National Assessments

**James Morrow**, journalist, commentator and former speechwriter for Malcolm Turnbull

**Lesley Russell**, Menzies Fellow in public health & former advisor to Julia Gillard

**Tom Switzer**, columnist for *The Spectator* & former Opinion Editor of *The Australian*

## Lecturers

**Rowena Braddock**, *The American City*

**Harry Melkonian**, *US Constitution*

**Jane Park**, *Contemporary American Media*

**Dennis Phillips**, *Issues in Power & Democracy & US Foreign and National Security Policy*

**Stephen Robertson**, *Key Issues in American Culture & Centre Research Associate*

**Richard Smith**, *American Film & Hollywood*

## Staff

**Clark Bailey**, Operations Manager

**Susan Beale**, Web & Communications Officer

**Kim Darby**, Events Coordinator

**Nina Fudala**, Media Manager

**Dr Sean Gallagher**, Director of Programs & Operations

**Janet Gibson**, Media Projects Officer

**Nick Goodwin**, Program Manager, National Summit

**Jacquie Kufner**, Executive Assistant to the CEO

**Todd St Vrain**, Marketing Manager

**Andrés Viganó**, Finance Manager

**Melanie Young**, Academic Support Officer

# PREMISES

The John Woolley Building has been the permanent home of the Centre since early 2008.

Designed by award-winning architects Francis-Jones Morehen Thorp (FJMT), the Centre's space reflects many of the design features of its original use, being the University's first engineering workshop.

Stage 1 (administration and academic space) was completed and handed over on the 31 January 2008. Stage 1A (outdoor landscaping, entrance, reception and board and seminar room) was completed and handed over on 30 September 2008.

The completion of Stage 1A has improved the services of the Centre dramatically with the space well utilized by staff, students and visitors. The Centre now has the space to greet guests as well as meeting and collaboration space for students, teaching space for academics, a formal and informal meeting area for staff, events and workshops.

With the continued growth of the Centre and possible delay until end 2010 for the completion of the Stage 2 project in the John Woolley building, more intensive use of space within the Centre's current footprint will be necessary in 2009.



# PART IV: FINANCIAL REPORT

UNITED STATES STUDIES CENTRE

ACN: 122 586 341

ABN: 85 122 586 341

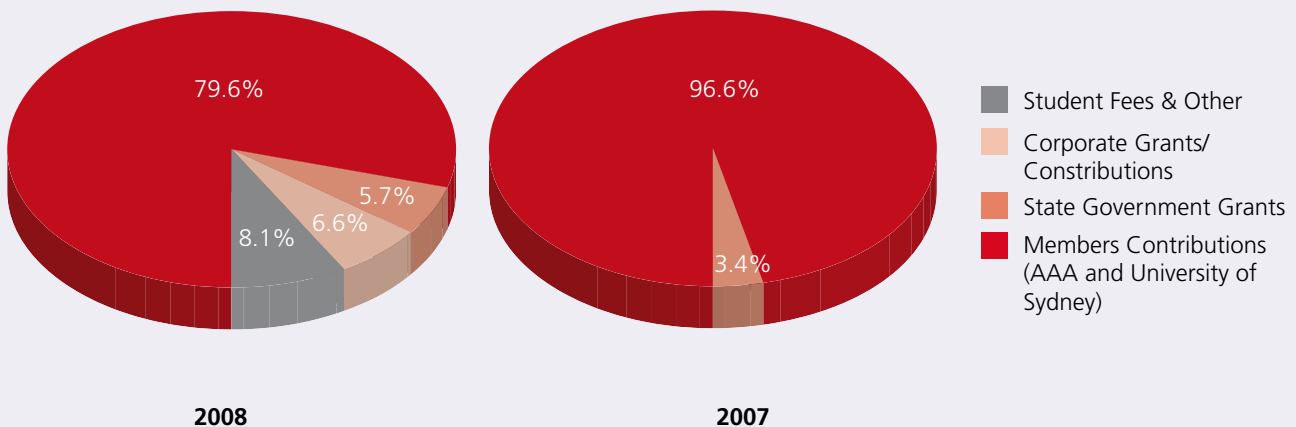
## Summary Financial Report for the year ended 31 December 2008

The following information has been extracted from the United States Studies Centre's Audited Financial Statements for the year ended 31 December 2008.

### REVENUE

Contribution from members was received as per Host Agreement; this year the Centre also received revenue from Student Fees and contributions from Merck Co. for the Merck Program on Innovation. Sources of Revenue other than Members Contributions have increased to over 20%.

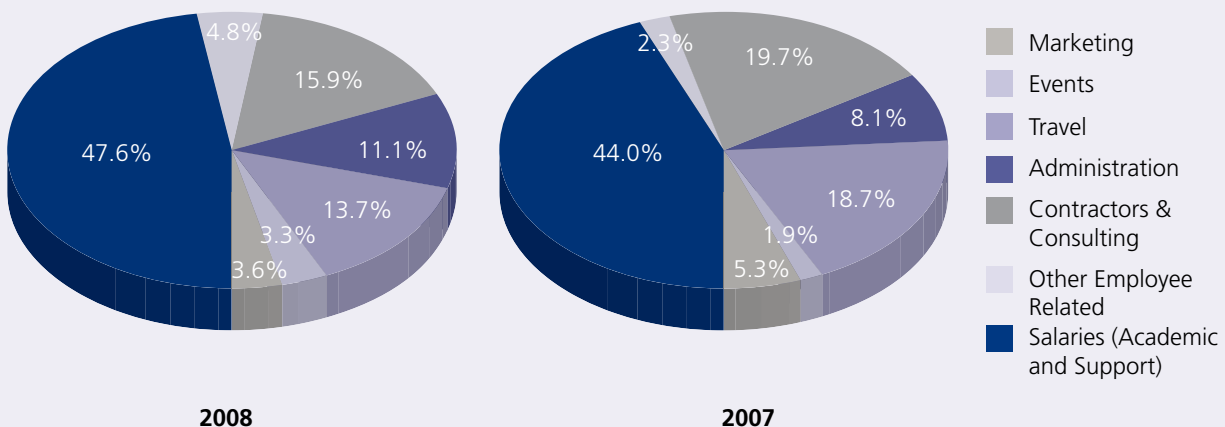
Sources of Revenue



### EXPENSES

Expenses were higher than 2007 due to the expansion of the Centre. New academic and support staff was recruited during 2008 and the increased activity meant higher expenditure in all major areas.

Expenditure Details



## Income Statement for the year ended 31 December 2008

	2008 \$	2007 \$
<b>Revenue from continuing operations</b>	4,450,200	3,675,249
<b>Expenses from continuing operations</b>	3,122,874	1,674,105
<b>Operating result for the period</b>	<b>1,327,326</b>	<b>2,001,144</b>

## Balance Sheet as at 31 December 2008

	2008 \$	2007 \$
<b>ASSETS</b>		
Current Assets	3,672,529	2,435,845
Non-Current Assets	18,000	35,298
<b>TOTAL ASSETS</b>	<b>3,690,529</b>	<b>2,471,143</b>
<b>LIABILITIES</b>		
Current Liabilities	362,059	469,999
<b>TOTAL LIABILITIES</b>	<b>362,059</b>	<b>469,999</b>
<b>NET ASSETS</b>	<b>3,328,470</b>	<b>2,001,144</b>
<b>EQUITY</b>		
Retained earnings	3,328,470	2,001,144
<b>TOTAL EQUITY</b>	<b>3,328,470</b>	<b>2,001,144</b>

### RETAINED EARNINGS

The surplus achieved by the Centre during 2007 and 2008 will allow for growth and capital expenditure in following years.

### UNUSUAL ACTIVITY

During the period covered by this report, there was no unusual activity evident in either Income or Expenditure.

NOTE: Full copies of the Audited Financial Statements are available on request; please contact the Company Secretary.



THE UNITED STATES  
STUDIES CENTRE



THE UNITED STATES  
STUDIES CENTRE



THROUGH SENIOR EXECUTIVE FORUMS AND  
PUBLIC POLICY DEBATES, THE CENTRE SEEKS  
TO INFORM DECISIONS MADE BY BUSINESS  
AND GOVERNMENT LEADERS

## CONTACT DETAILS

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Photography by: Murray Harris

The United States Studies Centre reserves the right to make alterations to any information contained within this publication without notice.  
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