

# Insight

THE MAGAZINE OF AUT UNIVERSITY

SPRING 2005



## INSIDE

Charlotte Glennie:  
TVNZ's eye on Asia

Runway Rookies

Are Kiwi kids  
fit for life?

Smart science

Alumni go global

# Creative edge

Fashion • Film • Design • Technology

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UNIVERSITY  
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# Insight Magazine

SPRING 2005

## INSIGHT

The magazine of AUT University

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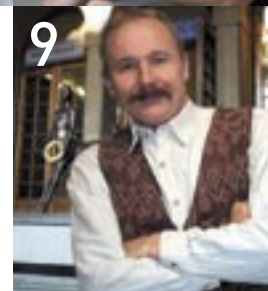
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TE WĀNANGA ARONUI O TAMAKI MAKAU RAU



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German precision meets Kiwi ingenuity in research being led by School of Engineering head Professor Thomas Neitzert and New Zealand's building industry stands to benefit.

COVER: AUT designs on the runway at NZ Fashion Week.  
Photographer: Juita Tambunan.

# Celebrating creativity



**W**ELCOME to the Spring 05 issue of *Insight*. As you will discover, this issue is a celebration of creativity.

AUT University is strong in the creative disciplines – art, design and communications – and has become the university of choice for contemporary careers in these fields. But the realm of creativity extends further. Our new Faculty of Design & Creative Technologies includes multimedia, information technology, software engineering, artificial intelligence, and mechanical, production, electrical and construction engineering.

The interplay between disciplines sparks new ideas and creates new frameworks of knowledge, through which to approach problems. Take, for example, Professor Thomas Neitzert's creative approach to developing smart building materials which suit New Zealand's unique needs.

Many of the stories we report are about the achievements of alumni. I'm pleased that our alumni network continues to grow. We've launched specific chapters for MBA and PR graduates and we've launched our first international chapter, in Fiji. More are planned in 2006, in the USA and Britain.

Alumni of this university can take pride in its development and achievements. Since January 2000, AUT has been the fastest growing university in the country and the employment rate of our graduates remains the envy of the other universities.

We have undertaken a huge programme of campus development to improve the quality of the educational

environment. Projects include: \$40 million on new library facilities, plus millions more on library collections and resources; \$10 million on new sports facilities; a new 500-bed student apartment building which exemplifies the best of student accommodation; and, recently opened, a \$22 million facility for Art & Design housing studios, workshops and galleries, and a \$38 million Business School building.

But staff are the core of a successful university and we have continued to expand the capability of our academic staff. AUT now has a professoriate approaching 100, most of whom bring international and industrial experience, and many of whom have served in professorial roles in other universities. Others have come through the ranks at AUT, having successfully taken up the recent opportunities to develop research interests and strengths.

Our rapid development is not without its challenges but it is crucial for this university to continue to make its unique contribution to the lives of its students and to the social economy of New Zealand.

Warm regards

A handwritten signature in black ink, appearing to read 'Derek McCormack'. The signature is fluid and cursive, written on a white background.

Derek McCormack  
Vice Chancellor  
AUT University



## Dance partnership world first

Britain's prestigious Royal Academy of Dance (RAD) and AUT University have formed a historic partnership, the first of its kind worldwide. It means AUT Bachelor of Dance students who pass RAD-specific papers can now graduate with the academy's Registered Teacher Status, which is recognised internationally.

## Voice for Pasifika

THE only Pasifika student majoring in radio at AUT University this year is planning to talk her way to the top.

Leilani Momoisea (right), who is just finishing her Bachelor of Communication Studies degree, knows where she wants to head – straight to talkback radio.

"There is a huge lack of Pacific Islanders in talkback, and that is the most important area where we need representation," she says.

She wants to help create an atmosphere where Pasifika is a part of mainstream radio.

"Although [Auckland stations] Mai FM and Flava FM are popular, there is very little Pacific Island music on other mainstream stations," she says. "Pasifika is a very niche market."

Leilani, 21, chose to major in radio because she is passionate about it.

As well as her academic commitments, she is a copywriter for AUT's student radio station Static. She was also nominated as a student representative for the Pacific Island Media Association at the recent annual conference.

Another highlight for Leilani was being asked to co-host bFM's True School hip



hop show. "I've been involved in the show since mid-July and have been loving every week of it."

But she is still committed to talkback because she says women and Pacific Islanders are under-represented and she can help fill the gap.

"People just aren't really hearing our opinions. There needs to be a Pacific Island voice in talkback."

## Energy drink linked to weight gain

AN AUT University-led groundbreaking study shows energy drinks containing high levels of sugar and caffeine may contribute to obesity.

Professor of Nutrition Elaine Rush's research found that an energy drink containing sugar, added caffeine and guarana (which also contains caffeine) causes the body to convert sugar into fat more rapidly than lemonade.

"These drinks are often marketed as energy-boosters and may be perceived as helpful for weight loss," she says. "This is misleading – they are a calorie-booster and may actually cause weight gain."

"These results could have huge implications when you think about how much sugar and caffeine people consume these days, and the high rates of inactivity."

In the study, a group of women aged 18 to 22 fasted overnight and were given either 250ml of an energy drink or lemonade on the first day and the alternative on the second day.

"When the women drank, the sugar was absorbed into their systems within a minute, giving them an immediate sugar rush," Professor Rush says. "Sugar is a simple carbohydrate and evidence from this study shows that, coupled with a large amount of caffeine, the body rapidly turns it into stored fat."

Professor Rush says she is worried about the health effects on people who consume too much of the high-sugar, highly caffeinated products.

"Simple carbohydrates and caffeine were not such a large part of our diet in the past. Inactive people have trouble burning off excess energy and this leads to weight gain."

"There has been a great deal of research about sugar and obesity, but not the synergy between drinks and fat stores. This study also raises questions about the effects of consuming high-sugar foods and highly caffeinated drinks together in a short period of time."

## New goals off-field

A GROUP of Auckland NPC and Blues players are preparing for life after pro rugby by studying business at AUT University.

Ben Atiga, Tasesa Lavea, David Gibson, John Afoa, Angus McDonald, Derren Whitcombe, Rudi Wulf, Jerome Kaino, Isa Nacewa, Jamie Helleur and Brad Mika are among those studying. They are planning for the future now, says the Business Faculty dean, Professor Des Graydon.

"These players have huge opportunities ahead of them. We are matching proven talent and leadership with business acumen."

AUT grants 15 scholarships a year to Auckland NPC and Blues players. The university has tailored the two-year course to suit the demands of a tight training schedule – including holding classes at the team's headquarters, Eden Park.

Isa Nacewa says studying for a diploma in business gives him the opportunity to gain a practical qualification while playing professional rugby.



Isa Nacewa and other Blues and Auckland NPC players swap Eden Park studies and training for a taste of campus life in AUT's new business building.

"It's great, too, because it gives us good life balance."

Professor Graydon says fitting the rigours of training around studying is ambitious but achievable. The Blues professional development manager Bryn Nyberg agrees. She is confident the course will equip the players for careers after rugby, particularly in business entrepreneurship.

"The players are very aware their rugby careers have a limited time span and of the importance of laying the groundwork for their future beyond rugby. Our unique

partnership with AUT has made it possible for the players to study fulltime during their professional rugby training."

Players use IBM-donated laptops and are allowed concessions like eating in class.

AUT senior lecturer Roy Smollan, who travels to Eden Park each week to give lectures, says it is about being flexible to fit in with the players' rugby routines.

"They are an exciting and unique group of students," he says, "and they have been a pleasure to work with."

## Open for business

AUT University's newest building is open for business – literally. The impressive 10-storey School of Business on Lorne St houses around 6000 students in 37 classrooms.

Each teaching floor has wireless online access and classrooms are equipped with data shows, document cameras, DVD and VCR players, surround sound, guest laptop capabilities and individual laptops for the students. The system is operated from a touch pad control panel fitted to the lecturer's desk.

AUT's use of advanced technology supports the university's commitment to innovative and dynamic learning, says Professor Des Graydon, Dean of the Business Faculty.

"We've sharpened up our act to meet the demand of today's students. We're providing to undergraduates what top

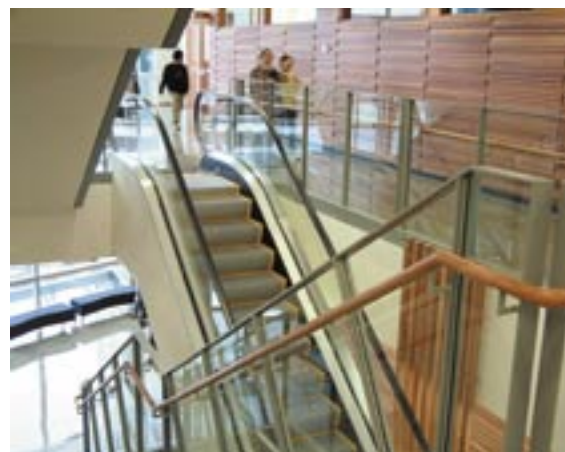
international schools provide for their postgraduates."

Meeting room-style round tables in every classroom shift focus away from the lecturer to other students, says Professor Graydon. "It all opens the gateway to debate and helps AUT to deliver on its commitment to student-centred learning.

"Students sit facing each other, not in lecture theatre rows with 400 other people. It mirrors the real world of business which is about integration and relationships."

New Zealand arts patron James Wallace has provided art from his private 4000-piece collection for use throughout the building.

The building was officially opened by the Prime Minister in November, but opened for students in July. Its completion marks the end of a \$220



million building works programme that AUT began 10 years ago.

This included development of the new School of Art and Design and a major redevelopment of the Akoranga Learning Centre. Other projects at the Akoranga Campus included a new dental clinic for the School of Oral Health.

## IN BRIEF

**Literacy teacher is ace**

AUT School of Education lecturer Sharon Alderson is ACE – just ask her students. The Manukau literacy expert won an ACE Exceptional Adult Educator award for her commitment, effort and interest in her students. Sharon's students are winners too. All those involved in the three Manukau Family Literacy Programme sites won Outstanding Learner awards.

**Local govt centre**

New Zealand's first Local Government Centre has been established at AUT University to advance the quality of local government and governance nationally and in the Asian and Pacific region. The centre, based at the university's Institute of Public Policy, involves private and public sectors and will provide education and training programmes, research and development, consultancy activities and advice.

**Summer School savvy**

AUT University students can get the jump on their peers this summer by going back to school. Summer School has more than 180 courses on offer for students to fast-track their studies, says director Ted Bryant. "It's smart thinking. Some students would rather get ahead in their studies and graduate early than while away their summer on the beach." Summer School runs from December to February. For details: [www.aut.ac.nz](http://www.aut.ac.nz)

**Video master**

AUT University Masters graduate Robin Charles has won the award for best student work (multimedia) in the 2005 NZ BeST Design Awards. As part of his Masters thesis *The Performerless Performance*, Robin created four music videos for Auckland-based electronic artist Phelps & Munro. "A lot of contemporary electronic-based music can't be performed live," says Robin, "so the video assumes the role of performance."

## Top of their game

**A**UT University's top athletes were recognised at the 2005 Blue Sports Awards in October, with Sportsman of the Year going to national men's hockey player Ben Collier and Sportswoman of the Year to Tall Ferns basketball player Lisa Wallbutton.

AUT's Sport and Recreation Co-ordinator Bruce Meyer says these two prestigious awards take into account academic performance, athletic performance and contribution to AUT sport and community.

"These two athletes represent New Zealand in their sports on top of achieving top grades and contributing to AUT – they are simply outstanding," says Bruce.

Lisa is studying for a Bachelor of Sport and Recreation, while Ben is studying conjoint degrees in Bachelor of Business and Applied Sciences.

Top New Zealand surf lifesaver Michael Buck was named Athlete of the Year for outstanding sporting achievement. He is studying physiotherapy.

The Blue Awards panel introduced a new award this year – Recognition for contribution to AUT sport. Joint winners were netballer Roxanne Hanvey and snowboarder Lee Rowland for their achievement and support of AUT's sport and recreation community.

In all, 43 athletes and three administration staff received awards.



**AUT's Athlete of the Year Michael Buck**

Winners included Silver Fern player Maria Tutaia, soccer's Rebecca Tegg (who won the Golden Boot Award at the World University Games), and rugby players Ben Atiga and Derren Witcombe who have both played for the All Blacks.

The large number of entries for the awards was in keeping with AUT's strong showing in sports events this year, says Bruce.

"This is no surprise, given 2005 has been AUT's most successful year to date for sporting achievements."

## Student help goes online

**A**UT University has launched New Zealand's first online counselling service for university students – and it can be accessed worldwide through the Internet.

Counselling sessions can take place by email, live chat or a combination of both. AUT's student services director John Carlson says the service is one of a number of initiatives aimed at the holistic support of students.

"Our strategies are about student retention and success and encouraging the best possible outcomes for the students," he says.

Counsellor Leon Tan, from AUT's Health, Counselling and Wellbeing team, developed the service after research done by fellow staff member Amanda Lees confirmed its feasibility.

Online counselling offers more privacy than face-to-face counselling, he says. Other benefits include overcoming disability and geographical barriers and providing flexible appointment times.

Next year AUT's Faculty of Health and Environmental Sciences will introduce two online counselling papers, the first university in Australasia to offer these via the Internet.

# Skills Exchange growing force

**M**ORE than 1500 volunteers have signed up to Skills Exchange since it was launched nationwide by AUT University and founding partner Vodafone in September.

The online tool which links volunteers with the not-for-profit sector has already facilitated several projects.

Skills Exchange is a unique employee volunteering facility where community organisations lodge projects – anything from needing a marketing plan written to having a fence painted – for subscribing businesses and their employees to take on.

The website provides a simple tool for employers to track their organisation's involvement with the community.

The partnership between AUT and Vodafone was brokered by the Robin Hood Foundation, which specialises in bringing together business and non-profit communities.

AUT's community relations manager Ian Leader says it is notably different to other volunteer recruitment services.

"Skills Exchange is a bridge between community groups and workplace-based volunteers for one-off projects. We're not about recruiting treasurers and long-term volunteers, we're about specific needs paired with the right skills from high-level technical capabilities to basic manual labour."

To kick the programme off, volunteers from AUT and Vodafone swapped computer screens for secateurs to revamp the NZ Royal Foundation of the Blind's Guide Dog Services Memorial Grove in Manurewa.

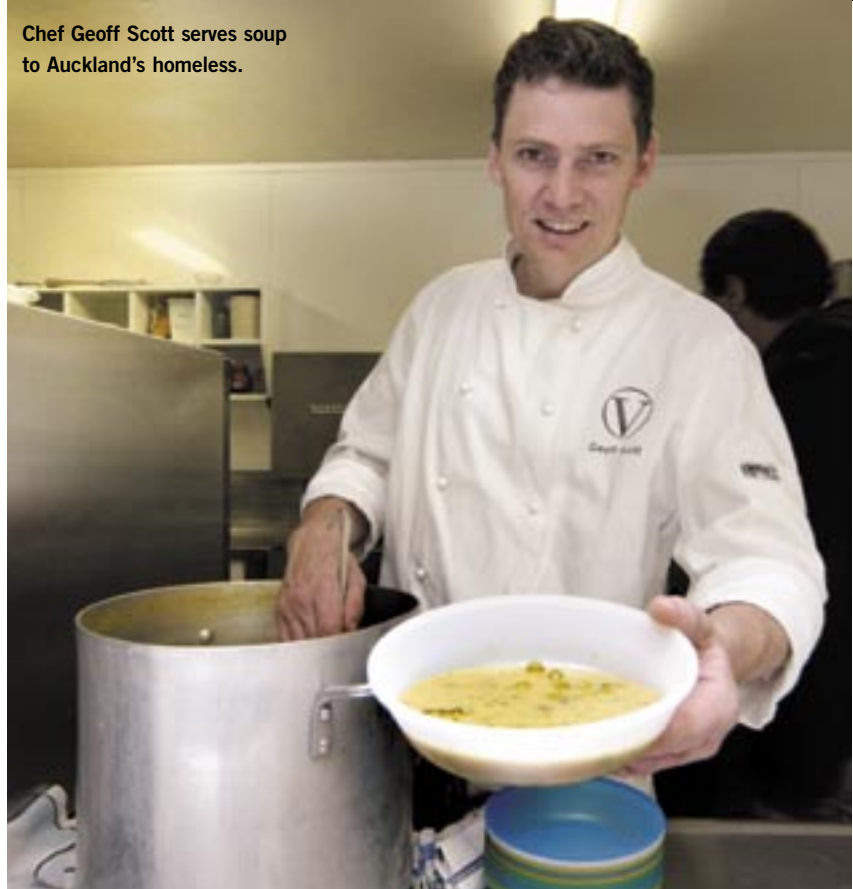
Ian Leader says the project gave him the chance to get to know his colleagues better, have some fun and make a meaningful contribution to a community group.

"But better than that is how the feeling of enthusiasm and goodwill lasts. Even though the day is long over,

Right: TV and radio host Dominic Bowden swaps skills with student DJs Sam Brown and Jade Farrar.



Chef Geoff Scott serves soup to Auckland's homeless.



everyone's still smiling."

In other projects, *NZ Idol* television host and More FM radio host Dominic Bowden shares his on-air skills with AUT University business students and Planet FM radio hosts Sam Brown and Jade Farrar.

Jade and Sam say they put Dominic's advice to good use and it helped boost ratings on their disabilities issues radio show. Dominic, an AUT communications graduate, also agreed to be a guest on their show.

Another AUT alumni, top chef Geoff Scott, volunteered his skills and helped

serve lunch for the homeless at the Methodist Mission Northern's centre in downtown Auckland.

The new owner of Vinnies, one of Auckland's most exclusive restaurants, Geoff says he and his staff will continue the volunteer work at the mission.

"Skills Exchange is a fantastic initiative," he says. "It's a very humbling experience helping at the mission – that grassroots connection with the community is very important."

For details about Skills Exchange go to [www.skills-exchange.org.nz](http://www.skills-exchange.org.nz) or email Ian Leader: [ian.leader@aut.ac.nz](mailto:ian.leader@aut.ac.nz)

# Student designers on show with elite

**Z**AMBESI, Karen Walker, Kate Sylvester, Nom\*D ... and AUT Rookie.

Thirty AUT students in their final year of the Bachelor of Design (Fashion) were up there with the big names showing collections on the runway at this year's New Zealand Fashion Week in October.

AUT student designers have been involved in New Zealand's premier fashion event for the past three years, but this is the first time the AUT Rookie show has been in the official schedule.

Fashion Week managing director Pieter Stewart says there is a real demand for fresh, untapped design talent from the fashion industry. "Uncovering the industry's latent design talent has become one of the most exciting spin-offs of Fashion Week."

The Rookie show attracted wide-spread media attention, spanning television, print and radio. TV3 news reporter Kate Rogers told the nation the "assured collections were a sign that New Zealand's fashion industry would be in good hands in years to come".

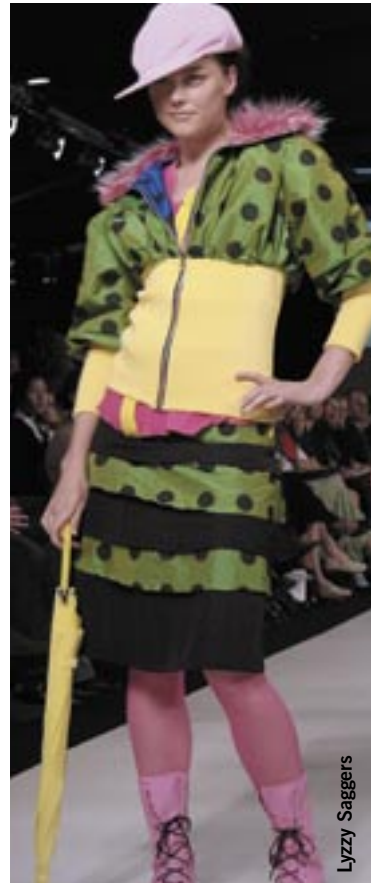
AUT student designer Nicola Eastlake says being part of Fashion Week was an amazing experience.

"Getting the chance to see our own



Bevan Avery dresses Mayor Dick Hubbard

PHOTO: NZ HERALD



Lyzy Sagers



Emma Waldron



Camilla Sassman



Jaimee Masters

designs and creations on the catwalk is a nice ending to our degree and a great start to our career."

The catwalk wasn't the only place the AUT students made their mark. Designer Bevan Avery made an original outfit for Auckland City Mayor Dick Hubbard to wear at the official launch of Fashion Week.

Auckland City Council is a major sponsor of Fashion Week and the Mayor said working with an AUT design student was also an opportunity to signal his personal commitment to the future of the industry.

For Bevan, dressing one of New Zealand's tallest celebrities came with its own challenges.

"Adapting my original patterns was hard work because I've never had to jump so many sizes when pattern-making

before," says Bevan. "Meeting the Mayor was great, though. He was really happy to be involved with the project and he was open to my designs, even though they're not the sort of clothes he wears every day."

Bevan's collection was inspired by the idea of the Edwardian working man, but incorporated dressier elements. Shape played a significant role in his designs.

"I wanted to get away from the idea that men's clothes were simply there to cover up the body and to introduce some shape to my designs."

AUT's is the only fashion school invited to have a show at Fashion Week. Behind the scenes more than 150 AUT students provided around \$500,000 worth of volunteer help as ushers, dressers and public relations assistants.

PHOTOS: JUITA TAMBUNAN



# Fashion Fix

**S**EXY and slick – that’s how New Zealand’s fashion set described the Insidious Fix runway show at this year’s Fashion Week. International fashion commentators said the knitwear label’s Autumn Winter 2006 collection would be right at home on Europe’s runways.

It’s selling in Britain, Australia and 60 retail outlets throughout the Pacific. All in all, it’s been a great year for Insidious Fix and its founders, AUT University alumni Kylee Davis and Jason Crawford.

In fact, it’s been a great decade for the label, which Kylee and Jason launched with funding from the 1995 Benson and Hedges Supreme Fashion Award. That was just three years after Kylee and Jason met studying for a two-year certificate in Apparel Technology and Administration at AIT (now AUT).

Kylee had finished that course and started a three-year course in fashion and design in Wellington when the pair won the supreme award. The study was cut short and a New Zealand knitwear label was born.

Although she loves her work now, coincidence rather than design led Kylee to a career in fashion.

“I applied for the apparel technology course because a friend was doing it, and it wasn’t until I got in that I realised how much I enjoyed the process of clothing design,” she says.

Kylee’s studies not only taught her how to set and achieve goals, they found her the ideal business partner.

“One of the very best things for me was meeting Jason. He was the most inspirational and motivated person I had ever been around and that’s what drove me into starting Insidious Fix with him.”

Ten years on, the company has grown to a team of 17 operating out of its own factory in Onehunga, Auckland. While the number of staff has changed, many things have stayed the same. Most notably, the design and manufacture of all Insidious Fix garments is done in New Zealand in their factory.

“It is quite a rare achievement to be 100% New Zealand-made, especially with



countries like China being used for mass manufacturing of most of the world’s knitwear,” says Kylee.

Also unchanged is Insidious Fix’s core business – its founders have chosen to stick to their knitting. An obvious upside to this is the company’s loyal followers who have been wearing their knitwear since 1995. For these customers, the label, which always appealed to varsity students and graduates, has launched a new line called Esoteric, aimed at the “30-something woman”.

These developments in the label’s designs have been matched by other signs the business is maturing. Last year Insidious Fix’s export potential boosted by a \$16,000 Fashion Week Export Growth Award, enabling a stronger presence in Australia, where the label has been selling for five years.

“We have a good following but it is a large country and there is still plenty of ground to cover,” says Kylee. “From last year’s show we were able to capture the attention of a UK distributor, and later in the year I’ll travel to London to promote the brand and meet buyers.”

Back home, Insidious Fix has joined



Kylee Davis... having fun with knitwear



the growing number of businesses looking to give something back to the communities they work in. At its 10th anniversary celebrations, Insidious Fix launched The Sweet Child of Mine Trust to facilitate internships in the creative and design industries for artistic at-risk youths.

With its growing success, Insidious Fix is a fitting role model for anyone entering the fashion industry.

Its runway show at Fashion Week 2005 – the company’s fourth showing at the premier fashion event

– was called Progressive Addiction.

“The show was based around transport, which was a metaphorical nod at the journey we have made and our future focus,” says Kylee.

The feedback on the company’s showmanship – which included a tour of One Tree Hill in 30 Mini Coopers and an airline-styled safety card with advice on how to deal with fashion emergencies – was as enthusiastic as the reaction to their collections.

“Fix has become renowned for its themed shows that reflect our sense of humour and our enjoyment of the industry,” says Kylee. “We don’t take fashion so seriously that we can’t have a bit of fun with the end result.”

Melanie Cooper



Adrian Hailwood and Danielle Rollo with models wearing her designs.

PHOTO: NZ HERALD

award will fast-track her plans to go overseas and to develop her label Love & Lewis. She is currently working as a workroom assistant for New Zealand designer and Karen Walker protégé Adrian Hailwood.

School of Art & Design lecturer Linda Jones was "absolutely delighted" when Danielle told her she had won the award.

"The opportunity to travel will give her breadth in her design and the whole award opens so many doors for her," says Linda. "Even as a third-year student it was apparent that Danielle was a very talented designer."

"The award also points to the calibre of the students coming out of AUT and their readiness to really contribute to the industry. AUT's design students are coming out of their degrees and their internships ready to work."

While Danielle was studying in 2003 her work was selected for AUT's first New Zealand Fashion Week show. This year she showed her capsule collection, *Diamond in the Rough*, at Fashion Week.

## Winner's ticket to London Fashion Week

**W**INNING the title of Deutz Fashion Design Ambassador 2005 means AUT University fashion design graduate Danielle Rollo is off to London Fashion Week next February.

She'll have the chance to meet key industry players and the prize is

sweetened with \$3000 in expenses.

The Design Ambassador award is judged on design talent and the designer's ability to market and cost garments commercially.

Danielle, who completed her BA in Fashion Technology in 2003, says the

## Student creatives impress designer

**J**UST one month into their Graduate Diploma in Advertising Creativity, Kate Rylatt and Jessica Neale sealed their first industry win – a full-page, full colour advertisement in *Urbis* for Adrian Hailwood's high-fashion clothing label.

As part of their university course work, the diploma students were given an advertising brief from the designer to create an ad for his 1950s-style super stovie jeans. The ad features artwork by graffiti art company Disruptiv.

"Adrian kept using the word 'unorthodox' and was talking about his move into international markets," says Kate. "He also emphasised the idea of getting younger people into designer gear.

"Our concept works because it has wide appeal and it draws together both ends of the market. The girl holds appeal for traditional designer label buyers and Disruptiv's graffiti art draws in the younger market.

"The whole thing is great exposure for us and it was a really good experience. We got to meet the *Urbis* production team and go to the photo shoot."

AUT's School of Communication Studies set up the *Urbis* Brainchild scheme in 2003 with AGM Publishing. An ad created by AUT students for *Urbis* clients appears in every issue of the magazine.

Advertising lecturer Paul White says

the magazine celebrates New Zealand creative talent, particularly in all fields of design, so the Brainchild scheme is a good fit.



# Success for *Boy* director

**W**ELBY Ings' short film *Boy* is going from strength to strength. The 15-minute film, the product of the AUT University associate professor's PhD research, has been shortlisted for the 2006 Academy Awards and has won several awards in the United States and Europe.

*Boy* cleaned up at the recent Drifting Clouds Film Festival in Wellington, which celebrates short films, winning the John O'Shea Best New Zealand Film Award, Best Art Direction and Best Director (Welby Ings) and Best Editing.

It has received many accolades and screened at more than 50 international film festivals including Montreal, New York, St Petersburg, Berlin and Clermont Ferrand.

Welby, an Associate Professor at AUT's School of Art and Design, says it's gratifying to receive these awards because the film pushed the borders about how we tell stories.

"It has taken a long time for the film to be recognised in New Zealand despite receiving a number of accolades at international festivals. It is gratifying to see that we are able to look at film as something coherent that rejects conventional formulae."

The average scene in *Boy* is only two seconds long and there is no spoken dialogue.

The film is a hard-hitting story of a young male prostitute in a small New Zealand town who discovers the truth behind a fatal hit and run accident. As news of the death spreads through the district, the family of the driver involved decides the boy must be kept quiet. Using gossip and brutality they set out to frighten him into submission.

The film came out of Welby's doctoral research into narrative structures and storytelling in music video and television commercials.

Welby graduated with his PhD in October from the School of Education,



A scene from Welby Ings' award-winning film *Boy*. Below: Welby at the St Petersburg international short film festival



One of the many doctorate sketches

AUT's first in creative practices. His doctorate also included a written exegesis, documentaries and an exhibition of the film's props, sets and publicity material.

Because of the unique nature of the PhD material, examiners were called in from Britain to assess the material, including Professor Stephen Scrivener from Coventry University's Design Institute.

As part of his doctorate, Welby did dozens of sketches before writing *Boy*'s script. "These sketches only take me

10 minutes to do, like a form of shorthand for thinking, but they help me hear the story more clearly," he says.

He is now working on a feature film about an unmarried mother in the 1960s who fights to keep custody of her baby.



# Focus on Kiwi creativity

Jason Smith is lifting the lid on New Zealand's creative industries

**A**UT University PhD researcher Jason Smith says the places really going forward are those with humming creative industries – London, Toronto, Paris, Milan, New York and now New Zealand. It's time, he says, to tell the Kiwi story.

"We have to think at the edge of our competence rather than at the centre of it. That's what this PhD is all about, putting New Zealand's creativity in a global context."

Jason has won the country's first major doctoral scholarship in economic development – worth \$75,000 – and will spend the next three years analysing New Zealand's creative industries and their impact on social and economic development.

He is based at AUT's Institute of Public Policy, where he will also be involved in international projects with major creative centres such as London and Toronto. Jason says New Zealand, since the late 90s, has gained a reputation globally as a place where innovation can flourish and creative talent is fresh and vibrant.

"We're unfettered by old world constraints. We can't afford to sit back and wait for things to happen."

He says everyone else in the world is documenting their creative essence.

"It's important to capture some of our New Zealand Inc-ness. Just look at the huge successes of *The Lord of the Rings*

trilogy, Weta Workshop, *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe*, Peter Jackson, Liz Mitchell, Karen Walker, America's Cup marine design and New Zealand Fashion Week.

"Their creativity is seen as major drivers for our economic and social development now and in the future."

Jason will look at how Māori and Pacific Island influences are creating unique New Zealand "imagination industries". He cites the Pasifika Festival in Auckland as an outstanding example.

The 33-year-old Northlander says he hopes a dedicated academic approach will raise exciting insights.

"I like ideas. I want to contextualise our creative space development. I want to find out how the overarching principles of creative places and spaces – tolerance, technology and talent – work within Kiwiana.

"In other words, how our diverse and unique society works together, how it keeps ahead in technology and how it upskills and values its human capital. By maximising these three ideas in one place, like New Zealand, the result is a society looking towards tomorrow from today."

The young entrepreneur says this creates stimulating jobs, increased revenue and foreign investment, better buildings and infrastructure, more appealing civic spaces and greater social inclusion.

And it's not just words. In 1997, Jason

turned theory to practice and founded Kauri Country Limited, an eco-tourism business in Northland.

He identified key strengths of the geographically confined Northland coastal area – 600-year-old kauri trees and people – and put the two together. The business thrived and was a finalist in the 2000 New Zealand Tourism Awards.

Then in 2002, as CEO of the Kaipara Development Agency, Jason applied similar principles to the Kaipara district. The agency's role was to increase jobs, wages and capital value in the area. This time the focus was New Zealand's most famous root vegetable – the kumara.

Although the Kaipara district produces 90% of the country's kumara, the industry was diverse and individually isolated, says Jason. "Industry leaders weren't pushing towards a shared goal."

They formed the Kumara Industry Network Cluster, resulting in the first sizeable export of kumara to Germany and Britain.

Jason completed the Graduate Diploma in Economic Development while heading the Kaipara agency. He recently left that post to start his PhD project in Auckland. He believes the ideas used in Northland can transform any community.

"For places to develop, it takes a combination of infrastructure, economic prosperity and communities celebrating their local culture." *Belinda Nash*

# The power to change

**T**RY telling Amokura Panoho that economic development sounds a bit boring, and she'll soon put you right.

The consultant, and veteran campaigner for Māori and community rights, is passionate about the subject. To her, it's the key to greater Māori progress in all areas – social, economic, cultural. And it's at the heart of building a better society for all New Zealanders.

The trouble is, she says, there are too few Māori with the right expertise. Plenty of entrepreneurs, lots of growth in Māori business, but not enough people who can play a key role in making sure there's a Māori perspective in strategic, long-term economic development.

"It's about empowering communities to improve themselves – in and out of the market. It's helping organisations create economic and development opportunities for themselves – and to succeed it takes more than just entrepreneurial skills."

In her previous role as northern regional manager for the Department of Labour's Community Employment Group, Amokura was responsible for schemes from Mercer to the Far North. She already had a wealth of experience in community development, but she wanted to develop that with a more specific academic focus.

She enrolled in the Graduate Diploma in Economic Development when it was launched in 2003.

After two years of combining part-time study with her management role, Amokura graduated last autumn, along



**Amokura Panoho: sees exciting potential in economic development.**

with fellow student Jason Smith (featured on p10) She has already put her qualification to good use, setting up her own consultancy, Kura Consulting, and is working with Waitakere City Council on a major economic strategy for Māori which will roll out next year.

"It's very exciting," she says. "We're working on initiatives to help people develop the skills and resources to build enterprising communities."

Amokura was attracted to AUT's graduate diploma course by the reputation of Professor Ian Shirley, the director of the Institute of Public Policy – "I was impressed by his work". But an added bonus was developing a network with fellow practitioners nationwide.

"It was awesome to build up that rapport, to see what people were doing in their fields and get a broader view."

Amokura made headlines earlier this year when she resigned from her senior government role over ructions about her involvement in the Māori Party.

Now she's using her 15 years' experience in the public service, and expertise in community and industrial relations, to encourage policymakers to recognise the importance of Māori in the "economic development loop".

But she would like some company in this specialised field – she'd like more Māori to discover that, far from being boring, there's a whole world of potential in economic development.

## Course one of a kind

The Graduate Diploma in Economic Development, offered by AUT's Institute of Public Policy, is the only tertiary qualification of its kind in New Zealand and is designed for people seeking professional accreditation from the Economic Development Association of New Zealand (EDANZ).

The two-year, part-time course

attracts students nationwide because it allows them to study while working. Graduates include specialists in local and regional government, and staff from economic development and private sector agencies, business centres, and Māori and Pacific trusts.

Programme leader David Wilson says AUT won the contract from five other universities and designed the programme

to suit the needs of the industry.

It is delivered off-campus through a series of residential sessions and workshops.

The institute also administers Masters and PhD programmes in Economic Development with candidates in these degrees linked to major research projects within New Zealand and internationally.



# Fit for life?

**Are our preschoolers active enough to develop good long-term lifestyle habits? PhD researcher Melody Oliver is determined to find out.**

**M**ELODY Oliver is embarking on a doctorate at AUT University that will look at preschoolers' level of physical activity – an area that has never been researched in depth.

"Almost all of the limited research done so far is from the United States and only looks at particular variables, such as child demographics and early childhood centres' physical activity policies," says Melody. "We need comprehensive information that is specific to our population.

"While the physical activity levels and patterns of New Zealand primary school-

aged children have been widely explored, we still know very little about physical activity in early childhood. I am excited about having my own niche to explore."

Melody will be able to work fulltime on her thesis, thanks to a Top Achiever Doctoral Scholarship she was awarded earlier this year. With this government scholarship – awarded for post-graduate excellence – she gets \$25,000 a year, plus \$3000 for conference-related expenses and tuition fee payment.

Early childhood and physical activity are not new areas of interest for the 29-year-

old. She was part of the research scoping team for government agency SPARC's Active Movement initiative released this year. It aims to help parents and educators incorporate quality physical activity into young children's lives.

"I have always been interested in the health benefits of physical activity, especially habits formed in childhood and how these can be influenced," says Melody.

In her doctorate study, Determinants of Physical Activity in New Zealand Preschoolers, she hopes to gain a better understanding of the social and environmental influences on physical activity participation in children.

Early childhood is a critical time to establish beneficial lifestyle behaviour, says Melody.

“Parents may be more amenable to changing their child’s routine when the children are younger. Plus early childhood centres are environments that can be regulated to be physical-activity friendly.

“An important question is, can healthy behaviour be learnt and become long term if it is not enforced at home?”

The study’s subjects will come from early childhood centres that have agreed to take part. These centres are yet to be confirmed but Melody plans to have eight, probably all Auckland-based. Data collection will begin early next year.

The children will wear accelerometers (similar to a pedometer) on elastic belts around their waists for seven days. In contrast to pedometers, accelerometers measure the amount and level of physical activity a person does in all possible planes of motion, rather than just counting steps.

“This is important because young children don’t often go for walks like adults,” says Melody. “Their activity is more varied and includes diverse movement such as rolling and climbing.”

The accelerometers will also monitor how much time the children spend being inactive, a crucial element of the research.

“This study is the first in New Zealand to measure not only how active the child is but also the intensity of their activity, including sedentary time such as watching TV or sleeping,” says Melody.

It will also look at a wide range of variables that could affect activity levels.

These include how much space centres provide for activity, the importance they place on physical activity and the children’s home environment.

“I hope to discover whether more space at a centre equals more activity,” she says. She will also look at how centre policies influence children’s activity and whether the number of TV sets at home influences activity levels.

Melody plans to apply interventions if the results start to show particular children are inactive.

“These could include recommending the parents reduce the amount of screen time allowed at home, such as watching TV, videos and computer games,”



Melody Oliver puts some preschoolers through their paces.

she says. “We would then monitor the subsequent physical activity levels to see if there is any improvement.”

This research could have important implications, as other studies have found worrying trends in older age groups. The Ministry of Health’s 2002 National Children Survey found more than a third of children between 5-14 years old were overweight or obese. The rate of inactivity among this age group increased with age, as did the time spent watching TV/videos.

SPARC estimates about 1.3 million adult New Zealanders are inactive, doing less than 2.5 hours of physical activity a week.

“The impression that you get of adult New Zealanders is they are highly active, but statistics show this is not the reality. This could be the same for our youngest population.”

That’s why Melody hopes to finish the

study within three years and release her findings as soon as possible.

“I would like to think that this study will provide important findings and recommendations to inform government policy and turn these statistics around.”

By the time Melody finishes her PhD, she will have spent close to 10 years at AUT University, which she says is a testament to the excellent academic environment it provides for students.

She started with a diploma of personal training in 1999 and went on to complete a Bachelor of Sport and Recreation and a post-graduate diploma in health science.

“AUT is a very supportive environment for research,” says Melody. “It is particularly stimulating doing physical activity research at AUT because it is a forerunner in this area in New Zealand.”

Gretchen Carroll

# Prime time

**As TVNZ's first Asia correspondent, Charlotte Glennie had to carve out the reporting role from scratch. The top Qantas media award is testament to how skilfully she has done it.**

**W**HEN Charlotte Glennie was offered the job as Television New Zealand's first Asia correspondent she was ecstatic. Nine years after graduating from AUT University with a graduate diploma in journalism she had her dream role. And she was just 32 years old.

"When TVNZ told me I had the role there was a huge smile on my face," she says. "Then it sunk in what an immense job it was. I spent the next six weeks calling people, setting up contacts and finding out things like which cameramen I should use and where I could edit my stories."

Even with intense planning, Charlotte says it was impossible to fully prepare for all the challenges of establishing a new role in a foreign country.

Now, nearly two years on, she's covered the lot from her Hong Kong base – tsunamis and earthquakes, elections

and bird flu outbreaks, stories of triumph and success, the curious and the quirky.

Charlotte's coverage of the aftermath of the Boxing Day tsunami – and her other news stories as Asian correspondent – won her the prestigious Supreme Television Journalist and the Senior Television Reporter awards at this year's Qantas Media Awards.

Charlotte had no idea she had won the top Qantas television award until it was announced. "I was overwhelmed and humbled – it was a highlight of my career."

Aside from travelling to places she otherwise might never have seen, Charlotte says learning about the human spirit has been one of the most rewarding aspects of the Asian posting.

When she first saw the tsunami-created wasteland that was the Indonesian city of Banda Aceh, Charlotte was appalled. But when she began

visiting the devastated communities, she was amazed at how the people were coping.

"A month after the tsunami most people we met were still in shock, as if it had happened the day before. But people had also begun to think 'OK, what next?'"

"I recently went to do some follow-up stories and while there is still a monumental amount to be done, it was incredible to see the resilience and the resourcefulness of the people."

Although she's settled into the job, there are always the daily challenges of being on the road and language barriers.

"In March I travelled to Nias Island off the west coast of Indonesia to cover an earthquake which had killed hundreds of people. I arrived at the airport and had to search around for someone who spoke English and could talk to me."

When she flew to Mongolia on the national airline to report from Kazakhstan's western border, the flight itself was an adventure.

"We made three stops for passengers and fuel, one of which, memorably, was at a place called Moron. At one stage we taxied along the runway for a very long time before, it seemed, just pulling up and managing the take-off at the last minute."

On another assignment, reporting for *Close Up*, Charlotte went with the Royal New Zealand Navy to the port of Vladivostok on Russia's eastern seabed. Closed to outsiders for three decades – as the base for Russia's Pacific Fleet – it has become a thriving gateway.

Her first glimpse of the hidden city is a lasting memory.

"There was a heavy fog, and as we arrived this city that had been closed to the outside world for decades slowly revealed itself."

Another memorable story was covering the commemorations of the anniversary of Hiroshima in Japan, perhaps the last big gathering for many of the remaining survivors.

"I realise what an enormous privilege it



Reporting from Pidie, in Indonesia's Aceh region. After 30 years of civil war, a peace accord has made the town safe to visit.







Charlotte Glennie meets the locals on assignment in flood-stricken Bangladesh.

is to be witnessing and helping to record these hugely significant historic events. It is also quite a responsibility – my job is to do justice to people and their stories and to capture why or how the events or moments are important to their lives and the lives of others.”

Wading through information and research may be the job’s less glamorous side, but Charlotte says it’s a process she enjoys. She had plenty of practice while studying for her Bachelor of Arts and law degree at Otago University.

She had her sights set on a career in journalism as a young teenager – and credits her AUT qualification with preparing her well for that.

“The basic journalism skills, like how to ask the right questions and what those

questions are, are skills that you don’t get from any other discipline. A lot of what you learn on that course you don’t encounter anywhere else and probably haven’t even thought of – like how to source stories and how to start looking for contacts.”

The graduate diploma also put Charlotte in touch with like-minded people who became friends and colleagues. Charlotte’s fellow graduates of 1995 include *Headliners* producer Graham Muir, newsreader Wendy Petrie and Phil O’Sullivan, now in a senior role at CNN’s Asia bureau.

Less than a decade into her journalism career Charlotte has already ticked off many of her professional aspirations. She’s worked as a radio newsreader, and

as a reporter in the parliamentary press gallery covering New Zealand’s first MMP election in 1996. For TVNZ she’s been a parliamentary and general news reporter.

Adjusting to life in Hong Kong has been easy.

“Before I got the correspondent role I had been looking at opportunities that would allow me to work and live in Asia. I had a group of good friends who were already living in Hong Kong.”

A ready group of friends wasn’t the only attraction. Charlotte says Hong Kong is a great blend of Western culture and the “chaos of Asia”.

So what are her plans for the future? Documentary filmmaking is a possibility, she says. But for now, Charlotte’s making the most of being TVNZ’s eye on Asia.

# Dirt-buster

**C**HEMICAL engineer Tristan Bellingham wants to put his expertise in cleaning up toxic pesticides to good use in Africa.

The 30-year-old is pursuing a job with the United Nations which involves removing obsolete pesticides from contaminated sites in Africa. Part of the job will be training locals so they can do the ongoing work.

In his recently completed PhD study at AUT University, Tristan focused on developing a new technique to destroy dangerous pesticides in contaminated soil.

He concentrated on the pesticides DDT, Aldrin, Lindane and Dieldrin, which were used extensively in the 1970s and now are banned or tightly restricted because of their lasting toxic effects on soil.

"The method I developed to break down these chemicals involves placing contaminated soil into a ball mill, a large steel container filled with ball bearings," he says. "The mill is then shaken vigorously, grinding the soil particles into a fine powder and destroying the pesticides."

This method, known as the Mechano-chemical Destruction (MCD) technology, has been used at an old Fruitgrowers Chemical Company site in Mapua, South

Island since 2004. This was the most contaminated pesticide site in New Zealand and a crucial part to his thesis.

Environmental engineering company Environmental Decontamination Ltd (EDL) funded the project and supplied the equipment to carry out Tristan's methods. He continues to work with EDL, helping them research other decontamination sites.

"While other universities and groups are doing similar research, this project was a first to use this method on a commercial scale," says Tristan.

The clean-up of the Mapua site continues today with the help of AUT University masters students.

"My plan from the start was to end up working on a project like this. For a long time I have wanted to become an expert in this area and then use my skills to help developing countries."

Tristan says he would relish the challenge of the UN position in Africa.

"Soil contamination is widespread throughout the continent, with over 50,000 tonnes of soil affected in thousands of locations. Many stockpiles have deteriorated and are polluting soil and groundwater, which means a serious threat



Tristan Bellingham

to environmental and human health."

Tristan came to AUT's Applied Science faculty after completing his undergraduate degree in chemical engineering at Auckland University.

"I looked at several universities and decided to come to AUT because it was the most enthusiastic about my ideas. My time here has been positive overall, although because we were heading into uncharted territory, both my supervisors and I were sometimes learning as we went!"

Tristan received a scholarship to complete his doctorate from TechNZ, a business unit of the Government's Foundation for Research Science and Technology, which entitled him to \$25,000 a year.

His supervisors, Paul Henriques and Dr John Robertson, believe Tristan is destined for big things. "Tristan is an excellent student who has the advantage of having a clear goal in life," says John.

## AUT delivers in space project

**A**UT's Centre for Radiophysics and Space Research has made a significant step in its bid to co-host the world's biggest radio astronomy project – the \$1.7 billion Square Kilometre Array (SKA).

Working with a team at Australia's Swinburne University of Technology, AUT's centre director Professor Sergei Gulyaev and School of Engineering senior lecturer Tim Natusch have been able to accurately probe radio emission from a black hole, 4.5 billion light years distant from Earth.

The breakthrough was achieved by successfully linking telescopes in

New Zealand and Australia – over 2500km apart.

"For the first time the direct distance between two locations in New Zealand and Australia was measured within centimetre accuracy," says Tim.

The applications for the data this generates include accurate monitoring of the movements of tectonic plates on Earth, which Tim says is of great interest for a geologically active country like New Zealand.

The observations took place at the Commonwealth Scientific and Industrial Research Organisation (CSIRO) near Narrabri in north-west New South Wales

and in Karaka, 30km south of Auckland, where the telescopes are located.

Professor Gulyaev says the project marks New Zealand's first big technical step into radio astronomy.

"It showcases New Zealand's ability in this field. We are now well-placed to become a significant contributor to the Southern Hemisphere radio astronomy array, adding to the six telescopes in Australia.

"New Zealand's geographic location complements Australia's. We can start to develop more powerful telescopes in New Zealand, to maximise this complementarity."

# Smart thinking

**G**ERMAN precision meets Kiwi ingenuity in research being done at AUT University's School of Engineering and New Zealand's building industry stands to benefit.

Professor Thomas Neizert – whose pedigree includes working for the exacting German automotive industry – is spearheading research to meet market demands from local and international construction sectors.

The School of Engineering head is leading a team intent on developing a “smart” building product which provides optimum insulation, strength, and fire and earthquake resistance. Such a product would give the New Zealand construction industry the edge over international competitors.

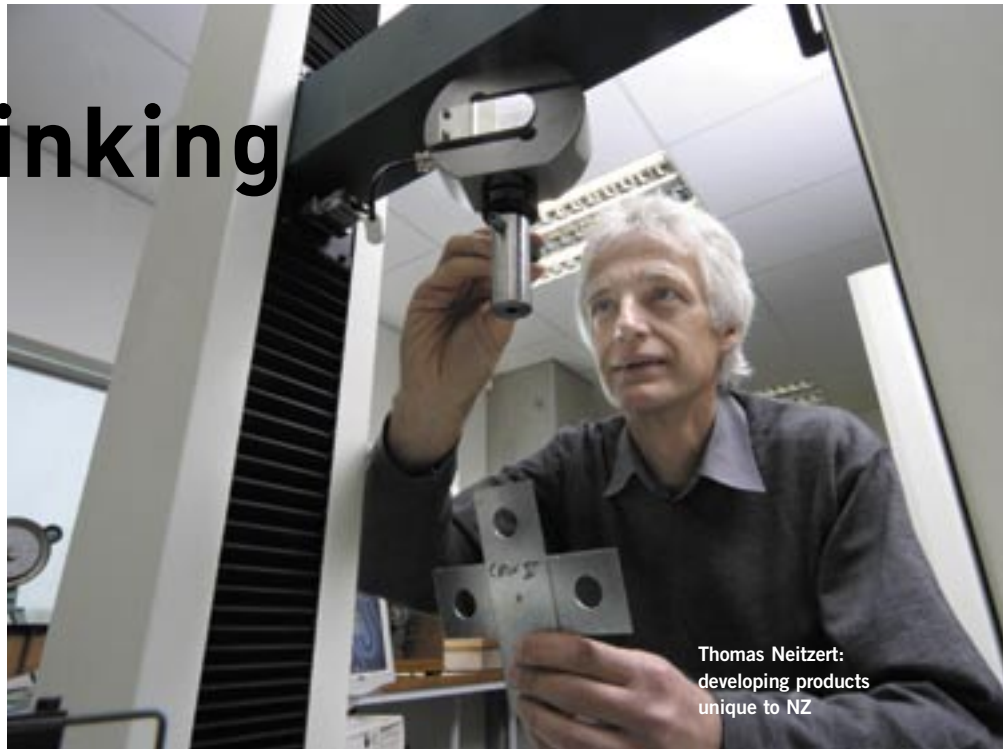
The six-year research project focuses on composite structural assemblies – put simply, a number of building components such as steel cladding, plasterboard and insulation, all rolled into one product.

Professor Neizert is using a \$7 million grant to explore assemblies, working with Auckland University's civil engineering department and the Heavy Engineering Research Association. The initiative is supported by BlueScope NZ Steel, Fletcher Building, Tandarra Engineering and Grayson Engineering.

He believes the research will culminate in wall and floor structures with not only better insulation and fire resistance, but improved acoustic dampening properties and aesthetic appeal. “The idea is that the sum of the whole will be greater than its individual parts.”

This partnership between private enterprise and educational institutions reflects Professor Neizert's belief in the academic and business sectors pulling together to develop products unique to New Zealand. This is particularly important, he says, as the country cannot compete with mass manufacturers.

German-born and educated, the professor came to New Zealand 15 years ago – for the “outdoor opportunities” – and spent 10 years as an engineering manager with leading whiteware manufacturer Fisher &



**Thomas Neizert:**  
developing products  
unique to NZ

Paykel. From this experience, he understands the prohibitive costs of developing and exporting low value products. Success, he says, comes down to “having the most advanced products, as a result of high quality research and development, which can be tailored to niche markets”.

Local firms recognise this and actively back up research. “The private sector will only endorse the research if they get tangible outcomes at the end of the research period,” he says. “To get the research dollar from government, you have to show end-user interest and participation.”

Without the engagement of outside partners, it would be impossible to drum up research funding.

Professor Neizert, who came from Waikato University to head the school in AUT's new Faculty of Design and Creative Technologies, works hard at promoting a collaborative approach to research and development. He says the faculty's location in central Auckland provides easy access to research partners and business contacts in the region.

His business approach to practical research extends to upskilling students with hands-on training so they are work-ready when they graduate.

“There is a skills shortage at all levels of engineering and a big demand across all disciplines,” he says.

In his role at Fisher & Paykel – and before that, in his eight years with Mercedes-Benz in Stuttgart – he hired many engineering graduates. “As an employer, you have an interest in graduates who can apply their knowledge to research and development within a company. University has to prepare them for that.”

Professor Neizert is working on another joint project - with Auckland University and Waikato University – to help the Light Alloys Manufacturers develop a more competitive industry sector.

“It is under the same funding scheme as my other research project and brings, for the first time, the New Zealand light alloys industry together. It is for companies producing or manufacturing light metals – predominantly aluminium, magnesium and titanium alloys.”

Working with AUT Associate Professor Zhan Chen, Professor Neizert is looking at improvements in the casting and extrusion of light metals to make the processes more cost-effective.

Both projects involve collaborating with private enterprise and Professor Neizert's experience in the business sector helps him deliver practical research.

He says his biggest challenge in engineering has been to convert the rapid progress in information technology into day-to-day engineering practice.

# SIFE team makes world top 20



The SIFE AUT team in action on the global stage.

The SIFE AUT team members were Kate Massey, Alex Patterson, Sarah Lau and Jack Phattraprayoon, with support from William Papesch and Rami El-Shareif.

AUT's membership hails from all academic disciplines, including business, health, communications and sport.

In the final, students showcased their community outreach projects in a 24-minute multimedia presentation. Projects were marked on set criteria, including free markets in a global economy, business ethics, sustainability, measuring results and use of mass media and the Internet.

Senior business lecturer Helene Capner, who travelled with the team to Toronto, said getting in the top 20 in the world was a significant endorsement of business teaching in New Zealand.

"Our team took up the global challenge with enthusiasm and vigour. This was their first time at the competition and they achieved first runner-up in their league. This is an enormous success for AUT."

**A**UT University students made the top 20 at this year's SIFE (Students in Free Enterprise) World Cup in Toronto. The two-day final saw teams from 44 countries represent 1800 tertiary institutions worldwide.

SIFE AUT won the chance to compete when they scooped the national 2005 SIFE title. Their eight projects, including

one enabling long-term unemployed to gain work, impressed a panel of global business leaders.

SIFE is a not-for-profit global community of tertiary students from 1800 institutions. Students apply free enterprise in the real world to create economic opportunity for others and improve their communities.

## Women the new face of problem gambling

Lonely 30-something single women addicted to pokie machines provide a new face to problem gambling.

AUT University Pro Vice-Chancellor and gambling researcher Max Abbott says women account for about half of New Zealand's problem gamblers, compared with about 20% a decade ago, and almost all are addicted to pokie machines.

National surveys conducted by Professor Abbott show those with the worst prevalence of pathological gambling are aged between 25 and 35, and increasingly women.

He says lower wage earners and beneficiaries once made up a large proportion of pathological gamblers but now people from all walks of life are afflicted.

"Between 2-3% of New Zealanders are problem gamblers. The great majority who gamble don't have problems, but about one in five people who play gaming machines weekly or more do. Frequent track bettors and casino gamblers are also at higher risk for problems.

"Single people are more likely to let their attraction to gambling run away with them without the presence of someone to curb their addiction."

Professor Abbott found about 90% of people who had problems with pokie machines conquered their problem within seven years, while less than half those addicted to racing gambling overcame their problem in the same period.

## FootyMax a winner

An online football game that allows real-time, multi-player matches accessed worldwide has won Online Strategic Games the Up-Start 2005 prize offered by business incubator AUT Technology Park.

The game, FootyMax, shows huge potential for growth, says Technology Park chief executive Jonathan Kirkpatrick.

The Up-Start prize provides start-up businesses with free residence at Technology Park for up to three years, business coaching and opportunities to connect with potential investors. It encourages entrepreneurs with high growth, technology-based ideas to contribute to New Zealand's knowledge economy.

# Māori Expo 2005 draws crowds



**K**IA Tū Kia Māia – seize the day – was the theme of this year's AUT Māori Expo, the biennial celebration of Māori success.

Thousands of people attended the event at Auckland's Aotea Centre in September, which featured kapa haka, music, fashion shows and a lively political debate. All the major universities and tertiary organisations were represented at the expo which was the biggest event in Tamaki Makaurau for 2005.

Māori Party co-leader Pita Sharples, Labour's John Tamihere, National MP Georgina te Heuheu, Green MP Metiria Turei and Destiny New Zealand's Richard Lewis all joined in the pre-election debate.

Actor Tamati Te Nohotu and film and media industry veterans Don Selwyn and Derek Fox took part in a panel discussion on the success of Māori artists and broadcasters.

Māori sporting success and the need for a dedicated Māori Sports Institute across sporting codes was debated by Tawera Nikau, Eric Rush, Temepara George and Dallas Seymour.

The entertainment line-up included Katchafire, Kora, Urban Beata and DJ Battles as well as kapa haka, hip hop and breaking performances. Art exhibitions from traditional and contemporary artists, and fashion from AUT's School of Art & Design were on display.



AUT Chancellor Sir Paul Reeves says staging the expo – which started 10 years ago – bears out the university's commitment to promoting and celebrating Māori achievement.

"AUT has a vital role to play to ensure our Māori communities maintain their successful advancement to the future, and to ensure the valuable contribution of Māori to the fabric of Auckland society and culture is recognised."

Event organiser Renata Blair says as well as presenting a chance to connect with

Māori culture for the community, the expo provides information on tertiary education and career options for young Māori.

"It is an opportunity for our young people and the wider community to hear about the great things being achieved by Māori.

"The achievements of Māori often get lost and we want to bring them back into focus. AUT has seen so many Māori graduate success stories and the expo is a chance to share those stories and to show that education is a great foundation for success."

## Jade on top of the world

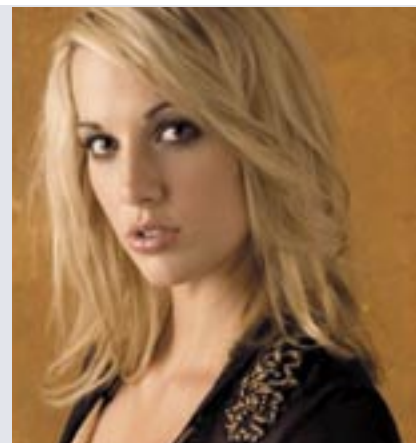
AUT University communications student Jade Collins has been crowned World Miss University 2005 at an international beauty pageant in Korea.

She won the title from a field of 43 contestants and in between studies will travel overseas for volunteer activities as part of the organising committee's peace mission.

Jade, 23, a part-time model and actor,

was a finalist in the TV reality show *Miss Popularity* which screened in New Zealand earlier this year. She also has a major role in a feature film – shot in Auckland under the working title of *The Magician* – due to be released soon.

Film producer Alex Lee says Jade will be a great ambassador for New Zealand and believes she is "destined for great things" in the film and television world.





# AUT

## FIRST STEPS PROGRAMME

**A bequest to AUT can honour the past while building the future for students, through the Seddon Memorial Fund.**

**A bequest to AUT's John Hinchcliff Fund can assist research and development at the University and improve vocational opportunities for AUT students.**

**A bequest to AUT can support an area of study that is special to you, or simply assist a student, through the AUT Foundation, who otherwise might not get the opportunity to study at AUT.**

### HAVE YOU CONSIDERED A BEQUEST TO SUPPORT AUT'S 'FIRST STEPS' PROGRAMME?

AUT is actively engaged in making a positive impact on the lives of both its students and staff, and also on the continued economic, social and business growth of Auckland.

The University benefits communities, fostering employment, improved health, social stability and cultural enrichment.

AUT changes people's lives, through education, research and community projects. AUT prepares skilled professionals for the workforce, continuing to put more graduates into full time employment than any other university in New Zealand. Ninety-two per cent of AUT students who left AUT in 2002, were employed within six months. Twenty-six per cent of the students currently sitting Degree courses at AUT, have 'stair-cased' first through Certificate and Diploma courses. With 40 per cent of the Auckland population in 2006 predicted to be from Māori or Pasifika backgrounds, AUT is continuing to provide the first steps for these students, giving them the opportunity to improve their future and welfare.

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### SO WHY SHOULD YOU GIVE TO AUT?

- **Because of the difference it makes to its students**
- **Fostering of education is important to our future**
- **Because our very best research will help improve our lives**
- **And because together we can create a better future.**

First Steps invites you to reflect on the many ways that AUT works as a learning community, committed to and connected with the real world of people, places, problems, challenges and interests. Making real contributions in a changing world through learning and understanding, is a dynamic quest.

We hope our quest engages and excites your imagination, and you take the opportunity to contribute to an aspect of the work at AUT which you value.

# Idealog targets creative class

**A**UT Media, the new publishing division of AUT University, is launching its first publishing venture in December – a business magazine with a big idea. The bi-monthly magazine *Idealog – the Voice of the Creative Economy* will be accompanied by a website and regular business networking events.

*Idealog* is the brain-child of journalist and AUT Media publisher Vincent Heeringa, fellow publisher Martin Bell and advertising creative and marketing consultant David MacGregor.

The editor is Matt Cooney, an AUT alumnus and former editor of *Computerworld*. Contributors include Rod Oram, Russell Brown and part-time AUT journalism lecturer Nikki Mandow.

*Idealog* is aimed at people in the ideas business: entrepreneurs, innovators, scientists, designers, marketers, technologists, engineers, artists, architects and communicators. US economist Richard Florida has identified this group as the “creative class” – about 30% of the working population.

Vincent Heeringa says the magazine will champion the “commercial creatives” – people who create for a

living. The aim is to inspire creative thinking and practice in all areas of business – and transform New Zealand as a result.

“New Zealand has historically been reliant on commodity products. This is changing fast and needs to change faster,” he says. “Brands like Zespri or films like *Lord of the Rings* show how ideas create wealth beyond the physical value of the products.”

*Idealog* is also unique for its cross-pollination of disciplines: a place where fashion meets science, advertising meets engineering, design meets entertainment, says creative director David MacGregor.

“We are creating a marketplace for creativity, connecting people together who wouldn’t normally cross paths.”

AUT Vice Chancellor Derek McCormack says the magazine fits well with the university’s role as a knowledge disseminator. “We’re thrilled that *Idealog* is the first product out of AUT Media. *Idealog* reflects the creation of the AUT Faculty of

Design and Creative Technologies, which combines schools of art and design, mathematics, computer and information science, engineering and communication.”

With 16,500 copies per issue in the first year, *Idealog* will have the biggest distribution of any New Zealand business magazine. The brand has

received strong endorsement from the business community and sponsors include Microsoft, Telecom, law firm Baldwins and design and printing company Image Centre.

“*Idealog* has ambitious plans,” says Matt Cooney. “We’re pitching

for the attention of New Zealand’s cleverest people. It’s an exciting and demanding project.

“We’re currently looking for great writers, designers, photographers and creative people. Please deluge us with your ideas and stories.”

To contact the team at *Idealog* or AUT Media, ph (09) 921 9444 or email [info@idealog.co.nz](mailto:info@idealog.co.nz)



## Special Offer to AUT Alumni

Subscribe to *Idealog* and save 25% off the usual newsstand price

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Two members of the Fiji Alumni Chapter's committee, brother and sister Peni and Mele Kunatuba.

# Fiji chapter off to great start

An enthusiastic group launched AUT University's Fiji Alumni chapter in Suva in August. AUT's Director of Advancement, Chris Klaassen, International Centre marketing manager, Pamela Miller and AuSM Pasifika representative, Jope Berwick went to Fiji for the event. An organising committee has been set up and alumni expressed their

excitement about the new network. "The new Fiji chapter provides an opportunity for greater networking between Fiji alumni, the alumni office and other chapters," said alumna Ateca Tora. "And of course we are the best advertisement for AUT when it comes to prospective students." Hundreds of students from Fiji have graduated from AUT or its predecessors over the years.

# Looking after AUT's alumni

Although AUT University is only in its fifth year as a university, it has alumni from more than 100 years as an educational institute. The Office of Alumni Relations ensures AUT communicates with its alumni. Alumni Relations is a small team using sophisticated information technology to make sure most of the 35,000 alumni worldwide can be contacted. This number grows by at least 2,500 a year. The office looks after the AUT Alumni Network, which has changed dramatically this year to better reflect the university's alumni. These changes create a more appropriate framework for recent graduates, while maintaining links with alumni from AUT's earlier history (Seddon Memorial Technical College, ATI and AIT). This includes forming chapters – alumni groupings – that reflect an area of interest or are location-based. Chapters are being set up in London, Hong Kong and Shanghai, and a Fiji chapter was recently established. Two interest-based chapters that have been formed are for Public Relations and MBA graduates. The Occupational Therapy and Malaysian chapters are also being revived. The Alumni Association, part of the network, is reviewing its constitution to create a stronger society. If you would like to help form a chapter, please contact the Office of Alumni Relations ph +64 9 921 9029 or email alumni@aut.ac.nz.



## Donate a book today: Knowledge for tomorrow

The AUT University Library is seeking sponsorship from alumni in the form of donations to be used directly for the purchase of books for the Library's collection in the Learning Centre.

Your donations will be acknowledged on the verso of the book purchased. The books you donate will contribute towards the building of a society for future generations.

**I WISH TO DONATE THE FOLLOWING AMOUNT TO THE AUT LIBRARY:**

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## Hong Kong connection

**M**BA graduate Melanie Chan may be returning to her home in Hong Kong, but she won't be cutting ties with AUT University. Not only is she a founding member of the MBA Alumni Chapter, she also plans to set up an alumni chapter in Hong Kong.

Melanie – pictured with her father at graduation – arranged the first independent event for the MBA Alumni Chapter to coincide with Spring graduation in October. The dinner, attended by about 80 people, was a sell-out.

"My enthusiasm for the MBA Chapter, comes from my enjoyment of the course, not only the content, but the range of options and the learning environment," she says.



AUT PR alumni enjoy getting together at the launch.

## Cocktails, chat and contacts

**P**ublic relations alumni and final year Communication Studies students gathered for a cocktail evening in September to kick-start the process of creating a PR Chapter.

About 60 people attended the event hosted by AUT University in the new Art and Design building and sponsored by PR agency Porter Novelli.

After an opening presentation by Porter Novelli managing director Jane Sweeney, Celebrity Speakers manager Debbie Tawse gave an insight into the

world of "Celebrities, Good and Bad". Alumni were pleased to have the chance to socialise with peers and catch up with AUT staff.

"Maintaining a relationship with AUT is as relevant now as when I was a student," says graduate of 2001, alumnus Piers Scott, now with Porter Novelli.

AUT's PR curriculum leader Joseph Peart, the driving force behind the event, says a highlight for him was Jane Sweeney's comment that "AUT is the first choice for PR employers".

## AUT Shop worth a stop

**T**he new AUT Shop range is proving popular with AUT students, family and alumni alike.

It includes umbrellas, beanies, visors, cups, business card holders, satchels and sports bags, plus an AUT-branded clothing, with modern styles and colours. Also coming soon to AUT Shop is an international student range, which will feature vibrant women's and men's T-shirts and sweat shirts.

"Both prospective and current

international students want AUT gear and in the past there hadn't been much to choose from," says AUT Shop project manager Garry Raine. "Many of our international students are proud to have been to AUT and want to buy branded clothing as souvenirs or gifts."

Keep an eye out for the new range on the website [www.autshop.co.nz](http://www.autshop.co.nz)

They're also available at Bennett's bookshops at the Wellesley and Akoranga Campus and Queen Street stores.



One of the new styles available at AUT Shop

# AUT UNIVERSITY ALUMNI NETWORK

## What is the AUT Alumni Network?

A social network is the manifestation of the communication between interconnected people. An alumni network has a common theme, the focus of interconnection being the University.

The strength of a network is dependant upon effective communication channels. The University, through the AUT Office of Alumni Relations, is working towards providing effective and efficient means of communication between all parts of the network.

Many interactions are not between all Alumni but specific groupings based on common experiences or geographical location. To reflect and strengthen these interactions the Alumni Network is disaggregated into Alumni Chapters.

## Alumni Chapters

The existing AUT Alumni Chapters can be found by visiting the website and include MBA Alumni, PR Alumni, Fiji Alumni and SMTC Alumni. If you would like to form a Chapter please contact the Office of Alumni Relations.

## Update your details

The network is only effective if communication can occur. Please update your details if you move or change email addresses. We also like to hear about your activities after AUT.

## Alumni Benefits

- Free subscription to *Insight* magazine.
- Invitations to Alumni events.
- Discount at the AUT Sport and Fitness Centre.
- Discounted rates for some AUT short courses.
- Use of the AuSM Ski Lodge.
- Reduced rates for The Breakfast Club.
- Use of the AUT restaurant and conference facilities.
- Discounted vacation accommodation at the AUT halls of residence at Mount Terrace or Akoranga.
- Discounted AUT library membership.
- Use of the on-site Video Conference Centre facilities.
- Discount at AUT Printsprint copy centres.
- Access to the services of the AUT Career Centre.
- Alumni can also apply for the AUT Westpac VISA card, which has an attractive hotspots scheme and raises funds for scholarships.

aut.alumni.ac.nz  
alumni@aut.ac.nz



## A day to celebrate

It may have been raining, but that didn't dampen the spirits of the hundreds of graduands at AUT University's Spring Graduation 2005 in Takapuna last month.

Among the 1400 graduands were four doctors of philosophy – among them AUT lecturers Welby Ings (featured on page 9), Hinematau McNeill and Ian Renshaw.

Hinematau McNeill, a principal lecturer at Te Ara Poutama, was the first Māori to receive a doctorate from AUT. Her study, titled *Te Hau Ora o Nga Kaumatua o Tuhoe – A Study of Tuhoe Kaumatua Mental Wellness*, found the group had no incidence of clinically-diagnosed mental illness and the Tuhoe language and culture were key factors.

Ian Renshaw from AUT's division of sport and recreation worked with three international sport scientists on his doctorate thesis, *Constraints on Interceptive Actions in Cricket*.

"We discovered that while cricket legend Sir Donald Bradman had poor eyesight and reaction times, plus an unorthodox batting grip, he developed a perfect rotary technique during countless hours of backyard practice," he says.

His study found cricket coaching, practice and hard work propelled players towards perfection and athletes had to be treated as individuals.

Carl Paton, of Waikato, received a PhD for his study on monitoring and enhancing the performance of the competitive cyclist.

It was also a special day for Sherryn Dunn, the first person from AUT's Pathways programme to graduate with a Bachelor degree.

Pathways, which has operated for three years, is a scholarship-style programme designed to help a targeted group of learners make the transition to university studies. It provides students with tuition and course fees for up to one year, pastoral care and administration support.

Sherryn graduated with a Bachelor of Education, specialising in Montessori, which she started in July 2002.

**Top left: Colours on parade.**  
**Top right: Nanisi Mabbs, Bachelor of Education (Early Childhood Teaching) graduate.**  
**Above right: Pathways' first degree graduate Sherryn Dunn and family.**  
**Right: Cloaked in tradition: One of the distinctive korowai at graduation.**

