Massey

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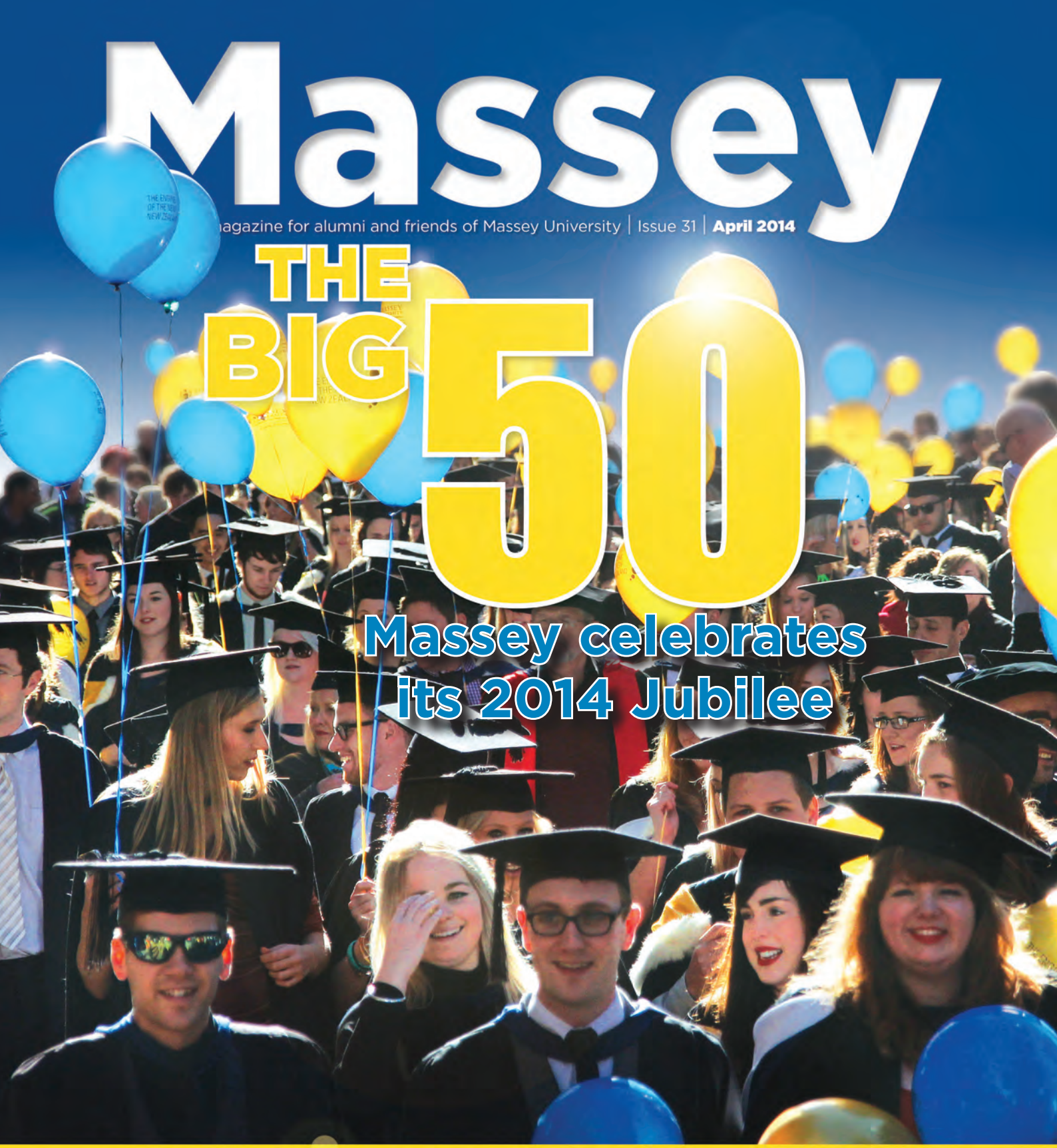

THE BIG 50

Massey celebrates its 2014 Jubilee

+ *CHAFF* remembered
+ Precision agriculture
+ Inside Oracle Team USA

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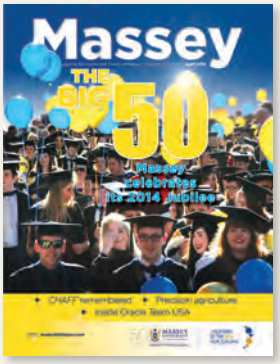

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MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

BRIEF HISTORIES

DEPARTMENTS

definingnz.com

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Many of us were the first in our families to attend university; we knew we were lucky. Education let the sons and daughters of labourers and factory workers become engineers, veterinarians, accountants and, as it turned out, politicians.

It is 1964. The Catholic Church condemns the oral contraceptive pill; *Goldfinger* debuts in cinemas; Bob Dylan releases his perfectly timed album, *The Times They Are a-Changin'*; the first of the baby boomers hit university age; and, not uncoincidentally, out in provincial New Zealand Massey University comes into being. This makes 2014 the university's 50th Jubilee and its second foundation – the first foundation being the establishment of Massey Agricultural College in 1927 as a degree-granting institution within the University of New Zealand.

The 1960s was a good decade for universities. In Britain the number doubled, with new arrivals picking up the nickname 'plate glass universities' after their architecture. In New Zealand we went from four to six.

These were universities imbued with the spirit of the age: young, ambitious and charged with a belief in the transformational value of what they were doing.

And what they were doing was transformational. The baby boomers were the first generation to think of access to tertiary education as a right. When, as a leading-edge baby boomer, I came to Massey in the 1970s, I remember the absolute passion for learning among my classmates and teachers. Many of us were the first in our families to attend university; we knew we were lucky. Education let the sons and daughters of labourers and factory workers become engineers, veterinarians, accountants and, as it turned out, politicians. My time at Massey as student and later lecturer was formative. It gave me my passport to the world.

That is why, in the end, I chose to come back to Massey as its Vice-Chancellor: because I believe in the power of universities to be change-makers, and because I believe that Massey, as the most engaged, energetic and outward-looking of New Zealand's universities, is uniquely well qualified to make a difference.

Its history attests to its qualities. When the baby boom came to an end in the 1980s, it would have been easy for the university to settle for diminished expectations. It didn't. Instead, in 1993 Massey opened a new campus amidst the paddocks and market gardens of Albany. And when, in the late 1990s, the opportunity arose to merge with Wellington Polytechnic, Massey responded with alacrity and energy, establishing a Wellington campus in 1999.

These three physical campuses combined with the fourth 'virtual' campus of 15,000-strong extramural students, gave Massey the greatest national geographical reach of any New Zealand university – and it has become increasingly multinational as well. In 2008 it began offering its Bachelor in Food Technology (Hons) programme through Singapore Polytechnic; and in 2010 it was engaged to deliver a Postgraduate Diploma in Arts (Defence and Strategic Studies) at the Royal Brunei Armed Forces Defence Academy, and by the World Bank to deliver two public health-related Master degrees, one for medical doctors, the other for veterinarians, to students throughout much of Asia.

This is the recipe for staying young: never stand still. Massey may be turning 50 this year, but it is a very sprightly 50.

Massey has developed into an extraordinary national asset. The question now is, how do we use it to New Zealand's best advantage?

The idea of setting national goals and then harnessing the educational and research skills harboured by universities to achieve them is not new. In the United States, such drives led to the atom bomb and the Apollo moon landing.

In South Korea, a commitment to export-led manufacturing took the per capita annual income from around US$80 in the early 1960s to nearly that of New Zealand today. Will South Korea – the land of Hyundai, Samsung and LG – overtake us? If the growth rate it has managed in the past decade is maintained, it certainly will. And here is a statistic that tells you the secret of its success: at

53 percent, South Korea has the highest proportion of graduates among 25- to 34-year-olds of any nation in the Organisation for Economic Co-operation and Development.

Here in New Zealand, in May of 2013 the Government set 10 national science challenges, among them:

- ageing well – harnessing science to sustain health and wellbeing into the later years of life
- a better start – improving the potential of young New Zealanders to have a healthy and successful life
- healthier lives – research to reduce the burden of major New Zealand health problems
- high-value nutrition – developing high-value foods with validated health benefits
- New Zealand's biological heritage – protecting and managing our biodiversity, improving our biosecurity, and enhancing our resilience to harmful organisms
- our land and water – research to enhance primary sector production and productivity while maintaining and improving our land and water quality for future generations
- resilience to nature's challenges – research into enhancing our resilience to natural disasters.

Massey is deeply engaged in each of these challenges and in many others. I think, for example, of creating citizens who will thrive in the 21st century, of turning scientific innovation into commercial technology, and of – in the age of the user experience – realising the value embedded in good design.

And New Zealand's moonshot? As it happens, I do have a candidate in mind. Food. Or, more specifically, agrifood – the paddock-to-plate integrated production and marketing of sophisticated, high-added-value food products. In good times and in bad, everyone has to eat. There is money to be made. In 2010, Nestlé, the world's largest food company, earned US$105 billion – a 6.2 percent increase on 2009 – of which US$32 billion was profit. More than likely you contributed. Maybe it was the chocolate bar you bought when paying for petrol, the instant noodles you had for lunch, or the icecream you had for dessert. Nestlé's brands – think Maggi, Nescafé, Milo, Nestea, Mövenpick and Minties, to name a few – are deeply embedded in people's daily lives and they are enduringly profitable. Nestlé meets the Warren Buffett rule of investing: a stock you can reliably hold on to forever.

New Zealand is a major food exporting nation. Blessed with fertile soils, a temperate climate and a community of forward-thinking, well educated farmers and horticulturists, we have established a name for ourselves for such things as green-lipped mussels, cervena, kiwifruit, sauvignon blanc and, more lately (not withstanding recent events), baby milk formula. We are the eighth largest producer of milk in the world, with the capacity to provide dairy products for 165 million people according to the International Dairy Federation.

Served at the opening of FoodHQ was Scoop, a non-fat 'icecream' with the velvety, rich mouthfeel of the real thing. The secret: a foaming technique discovered by a fourth-year student in 2012.

Yet in total, New Zealand's annual agrifood exports, at around NZ$20 billion, and the compounded annual growth rate of our agrifood industry, at around 4 percent, are a fraction of Nestlé's. We need to do better. A lot better.

We just might. The Government's Business Growth Agenda calls for a trebling in the real value of food exports in the next 12 years. In July, Science and Innovation Minister Steven Joyce launched the second stage of an enterprise called FoodHQ, Food Innovation New Zealand. As part of the enterprise, six partners – AgResearch, Fonterra, Massey University, Plant & Food Research, the Riddet Institute and the Bio Commerce Centre – are to work together to create New Zealand's first food super-campus, eventually bringing together more than 4000 researchers and educators.

As Winston Churchill once said, "Give us the tools and we will finish the job."

But in this enterprise and the many others in which Massey has a hand we rely on the goodwill of New Zealand's wider community.

So if you are a member of the Massey family – a staff member, student or alumnus – join us in celebrating Massey's 50th Jubilee by giving us your support.

Help us to build a better, more prosperous new New Zealand.

Origins

Although Massey is celebrating its 50th Jubilee, it has been a degree-granting institution since the founding of Massey Agricultural College in 1927. During the 1977 jubilee celebrations, Vice-Chancellor Alan Stewart noted:

> *In thirty-eight years' time – in 2014 – there will probably be a hard working committee planning a programme appropriate for celebrating Massey's first fifty years as an autonomous University. It may be called a Jubilee but important though it will be it can only mark Massey's Second Foundation.*

Massey's College of Creative Arts is older still, its origins stretching back to the founding of the Wellington School of Design in 1886 by 25-year-old Arthur Dewhurst Riley.

Professors Geoffrey Peren and William Riddet inspecting potential sites in 1926.

MASSEY UNIVERSITY

1

Massey University's ranking in agriculture among New Zealand universities

(second in the Southern Hemisphere and 19th worldwide)

2014 Quacquarelli Symonds' world university subject rankings

400

PhD students working on agrifood-related topics

400

agrifood and related papers

2000

hectares of farmland

NZ AGRIFOOD BY THE NUMBERS

6.6 million
dairy cattle

34,020 hectares
planted in wine grapes

31.2 million
sheep

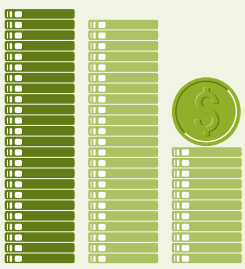
12,820 hectares
kiwifruit canopy area

Agricultural Production Statistics: June 2012 (provisional), Statistics New Zealand

NZ$10.4 billion
New Zealand milk product exports

(New Zealand is the world's largest dairy exporter)

Dairy's Role in Sustaining New Zealand – the Sector's Contribution to the Economy. Report to Fonterra and DairyNZ, NZIER, December 2010



NZ$24 billion
New Zealand agrifood exports in 2011

NZ$62 billion
the goal for 2025

National Economic Growth Agenda

More than academic

A month-long trip to Australia brought home the challenges faced by indigenous people. Health science and psychology student **Sarah Henderson** talks to **Sarah Wilcox**.

Sarah Henderson didn't climb Uluru. After a month travelling to Alice Springs via Sydney, Queensland and the Northern Territory, she had learned enough about Aboriginal culture to not even want to.

"Uluru (Ayers Rock) is sacred to Aboriginals, so even though I could have climbed it, I didn't. I walked around it with the guides and learned its stories, then I just lay down and looked up at the concave shapes of the rock and the shadows they cast. To me, that was way better than climbing it."

Henderson made the trip to Australia with 17 other students (from Massey and the University of Georgia in the United States) for the 200-level Global Health paper. Led by Lee Stoner and Dan Wadsworth from the College of Health, the group studied urbanisation, public health, natural resources, climate change, biodiversity and health, in different parts of the country.

The trip was much more than Sarah thought it would be. "We had lectures from local people, but also went out and experienced things instead of just reading about them. It helped me to understand the social interactions of culture, environment, people and health, and how hard things can be for indigenous people."

The short course is designed to foster global citizenship – an awareness of your responsibilities beyond your immediate community. Stoner led his first course during his PhD studies at the University of Georgia in 2006.

"To change someone's view of the world, it's not enough simply to put them in a different place for a while," he says. "What's necessary is to take them outside their comfort zone, but then crucially, get them to reflect on what they have experienced."

That reflection comes through various assessments completed while the students are travelling. "We try to include everyone and challenge them in different ways. To see the growth that these students have in a month – and not just in what we are teaching them, but in key life skills – it's fantastic."

Henderson has returned with renewed passion for her study. "It's really cemented my understanding of global inequality and how that affects people in all sorts of ways. I have new inspiration to use my skills and knowledge to benefit people."

For more information see **masseyonthemove.org**.

Because some things can't be put to paper...

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Available on the App Store

And don't forget to rate us!

CELEBRATING 21 YEARS OF MASSEY ALBANY
21
1993 - 2014

50 YEARS
MASSEY UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

2014 marks 50 years since Massey became a university, 21 years since our Albany campus was established and 50 years since we offered the world's first degree in food technology.

These milestones speak volumes about our rich and inclusive history and the innovative, creative and forward-facing culture that makes us the engine of the new New Zealand.

Today, Massey staff, students and thousands of alumni are transforming ideas into reality by making discoveries that ultimately shape New Zealand and the world.

Visit the heritage website and join us in celebrating Massey University's proud history.

www.massey.ac.nz/2014

THE ENGINE
OF THE NEW
NEW ZEALAND

2014 Marsden Medal winner

Professor Barry Scott was walking the Milford Track when he learned that in recognition of his lifetime of outstanding service to science he had been awarded the Marsden Medal by the New Zealand Association of Scientists. "I was pretty thrilled because it recognises both the research and the science service that have been important parts of my career."

Scott, who is Professor of Molecular Genetics and a former leader of the Institute of Molecular Biosciences, is known for his research into the mutually beneficial interactions of agricultural plants and microbes. A paper he published in *Nature* in 1979, reporting a previously unknown biochemical pathway in the nitrogen-fixing bacteria (or rhizobia) associated with legumes, is regarded as seminal.

In 1980 Scott was appointed to the Applied Biochemistry Division of DSIR, where he initiated one of its first research programmes in molecular genetics. After moving to Massey in 1985, he worked to isolate and characterise the genes in the rhizobia of white clover, an important source of nitrogen in New Zealand pastures.

His research group has elucidated the relationship between ryegrass plants and fungal endophytes – fungi that live inside plant cells and protect them from browsing animals, insects and, surprisingly, drought. "We found there was a very fine balance between the fungi being beneficial and harmful to the plant, and that both organisms have sophisticated signalling mechanisms in order to make the relationship work."

Over time, Scott and his students have stayed at the forefront of genetic research, employing mutation, cloning and sequencing methodologies. "It's very satisfying to see all the excellent work that's been done in my lab over the years, particularly by my 20 PhD students. Those graduates are now scattered all around the world and are doing great things."

Scott was a founding board member of ERMA (the Environmental Risk Management Authority), helping to set up the agency and create the policies, regulations and protocols around bringing new substances and organisms into the country. He also set out to make sure that the frequent debates about genetic engineering in the 1990s proceeded on the basis of accurate information. "From my experience at ERMA, I was already aware of the issues around the genetic modification of plants, animals and microbes, so I was relatively well prepared."

Scott served on a science expert panel for six years to look into the consequences of the BSE (bovine spongiform encephalopathy) outbreak in the United Kingdom in 1996 for New Zealand and New Zealanders. "We worked with the Minsitry of Agriculture and Fisheries and made recommendations on practices in agriculture as well as blood donations for people who had lived in the UK at that time."

Scott is the Associate Editor of *Molecular Microbiology* and *Molecular Plant Pathology* and the chair of the policy committee that oversees the biennial Fungal Genetics Conference, which attracts around 900 researchers.

Other Massey Marsden Medal awardees have included structural chemist Professor Geoffrey Jameson in 2011 and theoretical biologist Professor David Penny in 2000.

"We tend to think of chronic diseases as medical problems with social consequences... the time has come to think of chronic diseases as a social problem with medical implications. Most diseases have an element of communicability, but instead of transmission by virus or bacteria, transmission comes through our exposures to various social, economic, physical, political and cultural environments."

Professor Paul McDonald, the inaugural Pro Vice-Chancellor of Massey's College of Health, which launched in February 2013, being interviewed for definingnz.

Inducted into the College of Creative Arts Hall of Fame in 2013 were designer **Mark Cleverley** (not shown), costume and set designer **Kate Hawley** and architect **Bill Toomath**. **Mark Cleverley**'s design career spanned architecture, graphic design, ceramics, packaging and postage stamps. The most iconic Crown Lynn ceramics of the 1960s, including the New Zealand parliamentary dining suite for Bellamy's restaurant, were Cleverley designs, as were some of the most distinctive postage stamps of the 1970s. He taught at the Wellington School of Design for more than a decade. Costume and set designer **Kate Hawley**'s work ranges internationally across film, television, theatre and opera. Her feature film credits include *Pacific Rim* and *The Hobbit* and films in Europe, the United States and Australasia. She is a School of Design alumna. **Bill Toomath** headed the Wellington Polytechnic School of Design from 1979 to 1989 and was a key player in the development of modernist architecture in New Zealand for over five decades.

Welcome to the family

New Zealand has a new endemic songbird family, the Mohouidae. Its members include the endangered yellowhead, the whitehead and the brown creeper. The new classification is the result of DNA testing initiated by Massey postdoctoral fellow Dr Michael Anderson, whose research interest is the ecology of the longtail cuckoo, which parasitises the three species.

Enter the NZ Food Awards 2014

The NZ Food Awards recognise the creativity and business acumen of the community that powers our largest export sector. To find out how to enter, check out the NZ Food Awards on Facebook or Twitter, or visit the website.

foodawards.co.nz

The founders of TOMeTTe celebrate winning the 2013 Supreme Award for their range of gourmet French ready-meals.

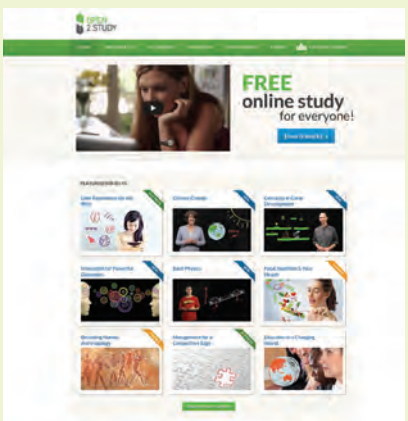
MASSEY UNIVERSITY TE KUNENGA KI PŪREHUROA WORLDWIDE

Taking on the world

In February 2014 the Massey University Worldwide brand was launched on the Wellington campus, bringing together the university's offshore education initiatives. Massey, one of the first universities in the world to launch distance and online learning, is now expanding its teaching and research activity internationally, particularly in key areas such as agriculture, business studies, emergency management and design. Tertiary Education Minister Steven Joyce, who attended the event, described the gathering of government and corporate representatives from Asia, South America and Europe as an "ambassadorial roll-call".

Massey and the MOOC

OPEN 2 STUDY



The arrival of the massive open online course – usually shortened to MOOC – is one of the most topical developments within tertiary education, with initiatives like Udacity, Coursera and edX capturing wide attention.

Massey has joined the MOOC movement, with Open2Study, developed by Open Universities Australia, being the MOOC of choice.

So far around 20 institutions have signed up with Open Universities Australia. They include the University of South Australia, the University of Western Australia, Curtin University, Monash University, La Trobe University and RMIT.

Completing an Open2Study subject takes about four weeks. The subjects are broken into modules and include short videos, multiple-choice tests, community fora and classroom discussion boards. Successfully completing a subject leads to a Certificate of Achievement. Enrolling takes less than a minute.

Around half of Massey's 34,000 students study by distance, making the university New Zealand's largest distance education provider by far, and online learning, delivered through Massey's online learning environment Stream, has also become a staple for on-campus students.

FoodHQ phase II

It will stretch over a kilometre, from the Fitzherbert Science Park on one side of the main road through to the distant outer edge of the Manawatū campus on the other. It will embrace AgResearch, Fonterra, Massey University, Plant & Food Research, the Riddet Institute and the Bio Commerce Centre, eventually incorporating 4000 researchers and educators involved in the agrifood value chain. The plans for New Zealand's first-ever food super-campus are nothing if not ambitious. They need to be: the Government's Business Growth Agenda calls for a trebling of the real value of food exports to $60 billion by 2025. In a 20-year period, $250 million will be invested in the super-campus, which has national counterparts in places like Denmark, the Netherlands and Singapore. The super-campus forms part of the FoodHQ initiative, which is now entering its second phase. An estimated $230 million in annual economic value will be added to the Manawatū region from the creation of new research and development jobs. Pictured are Vice-Chancellor Steve Maharey and Science and Innovation Minister Steven Joyce sampling Scoop icecream at the July 2013 launch of the second phase of FoodHQ. (Photo: Sciencelens)

THE MANAWATU JOURNAL OF HISTORY

MASSEY COMMEMORATIVE ISSUE 2014

BRING BACK MEMORIES OF MASSEY'S EARLY DAYS!

Since 2005 the *Journal* has published eight articles on the history of Massey by former Massey University Archivist Lucy Marsden. To commemorate Massey's 50th Jubilee these lively and readable articles are being reprinted as a special issue. Drawing on the resources of the University Archives, and illustrated with contemporary photographs, topics covered include

- Sir Alan Stewart's contribution to Massey's development
- Architect Roy Lippincott's Massey building designs
- Family connections of the Russell family of Wharerata
- Student capping revues
- Professor Keith Thomson
- Drama at Massey up to 2013

Copies will be available in early June 2014, at a cost of NZ$25. To order, and for details of payment methods, please email manawatu.history@gmail.com or write to The Treasurer, PO Box 1702, Palmerston North 4440, New Zealand.

As part of 2014's Orientation programme, students and staff successfully took on the world apple bobbing record of 597 people set in 2012 in the United States. The new world record is 628. Holding the event on a scorching summer day helped to encourage participation.

Sociologist **Paul Spoonley**, photographer **Anne Noble** and food scientist **Harjinder Singh** (left to right) have been recognised as **Massey University Distinguished Professors**.

Blessed are the cheesemakers

Michael Matsis, Massey food tech alumnus and creator of gourmet organic dairy food brand Zany Zeus, talks to **Sarah Wilcox**.

A small shop and café in a working-class suburb of Lower Hutt is an unlikely portal to a world of gastronomic delights – smoked yoghurt, zingy chilli feta, rosewater and coconut icecream, mascarpone and of course halloumi cheese.

That's halloumi with an inflexion on the 'h', which gives away Michael Matsis's Greek heritage. He looks like a cheesemaker should – clean, tidy and wet. A sheet of plastic underneath a polar fleece jersey keeps off the worst of the water, but his fingers look like they've spent too much time in the sink.

It's taken him 13 years to develop the Zany Zeus range of products, but Matsis has been in no hurry. "We've grown slowly and at a realistic pace. We started making halloumi, went out and educated people about it, then introduced more products. It's taken a while."

What's not to love about fried halloumi? Its golden caramelised outside and creamy inside are a perfect combo – and the Zany Zeus product retains a touch of the traditional mint. But it's a tricky cheese to make to a consistent quality and many would-be manufacturers have failed. Matsis is proud that the halloumi recipe is his mother's, although it has been modified over time.

"I fondly remember the beginning. Me and Mum were sitting on upturned plastic cubes watching the cookers warm milk, and I said, 'Well Mum, we're finally doing it, we're making cheese'. We made halloumi for about three weeks, five days a week, and then we realised we'd better start selling it because there was an awful lot in the fridge.

"It was my dream that people would embrace halloumi and it would become an everyday product – just like we've seen with feta and olives, which are ubiquitous now."

Matsis is a self-taught cheesemaker and researched and developed each of the products himself, drawing on his food technology degree from Massey. "We were taught to be problem-solvers and researchers. You can't just go online and grab a recipe – everything is about adapting and looking at the flavour profile, acidification rate, mouth feel, consistency and textural attributes. Those are the keys we learned that I apply every day in the business."

His newest venture is ice cream. The shop has become a popular family destination, with flavours like 'monkey poo' (real banana with hokey pokey chunks) and white chocolate and raspberry drawing crowds at the weekends. You can

Things go better with smoke

SW: What led you to smoking your products?

MM: I've always had a fascination with smokehouses. About eight years ago, I asked the butcher down the road if I could smoke a bit of cheese in his smokehouse. I tried some halloumi, a bit of ricotta and different grades of feta that I had around. It all started from there.

SW: Tell me about your smoked brinza – it has a really intense flavour.

MM: Yes, brinza is traditionally a sheep's milk cheese but we've done a cow's milk variant. It's quite a soft Eastern European cheese, so I thought we could firm up the exterior and get a nice smooth interior with the smoking. It's cut into squares and put on racks in a continuous smokehouse oven for about an hour and a half. You want to get a beautiful golden colour without the outside going so dark that it becomes bitter. It all comes back to the quality of the manuka shavings.

SW: What about smoked yoghurt?

MM: It was one of those 'out there' development things that we saw potential in – somewhere we can take the market a little bit. We make a strained yoghurt, put it in a jar, then smoke it. You can see the crust forming on the top as it cures. There's always a sweet side to yoghurt flavouring, but I wanted to put a savoury option beside that. To me it was an intriguing idea to get that smoky flavour through yoghurt.

Draining the curds for feta cheese. At centre are Michael Matsis and his mother Lefki Matsis.

see why. This rich, flavour-packed stuff lives up to your best childhood ice cream memory.

"Everything we put into a product is as natural and unprocessed as it can be. The vanilla we use is a natural, real vanilla flavouring. I could use a cheap, nasty vanilla and still get the flavour, but I don't want to do that – I want a point of difference. We're also trying to make it as natural as we can. Realistically I should be pricing it higher, but I don't want someone to come in and get a little scoop for $4. I want them to get a couple of generous scoops and enjoy a quality product."

And then there's soy. Matsis is developing a soy ice cream to be just as good as his dairy offerings. "I'm working on a beautiful soy ice cream that you can pick up and go; wow – soy, dairy, no difference."

Although Matsis has been approached to take ice cream into China, he's in no rush.

"There's potential, but you have to take your time and not just jump in. I want to grow the business at a manageable rate. Our strategy is to focus local, grow it as much as we can, then look to taking some of our specialty products abroad."

Matsis is also happy to fill a niche in the local dairy market. With a regular organic milk supply he has the freedom and the opportunity to be a trend leader.

"We want to be innovators with dairy – not more cheddar or Camembert. I feel I'd be doing a disservice to the industry if I wasn't trying to push the boundaries a little bit. We'd like the big guys to follow us and realise that we're a market trend.

"What they are beginning to realise is that organics will continue to grow. You can see it now, with free-range, dairy-free options, fair trade, gluten free and organics. We're trying to go into that market because I don't think others are doing it justice. I think we can make better products than what's out there now."

CELEBRATING 50 YEARS OF FOOD TECHNOLOGY

50

1964 - 2014

2014 marks the 50th anniversary of food technology at Massey and of the university's Bachelor of Food Technology, the first degree of its kind in the world.

To mark the occasion, a **Food Technology symposium and dinner** will be held in Palmerston North on 30 June, the **Manawatū** and **Albany graduation ceremonies** feature food technology guest speakers, and a number of food technology leaders will be recognised with honorary Doctorates.

A history of food technology at Massey, ***50 Years of Food Technology***, will be published later in the year.

For more information see **www.massey.ac.nz/2014**.

Among Massey's illustrious food technology alumni are Dick Hubbard, founder of socially responsible enterprise Hubbard Foods; Brett Hewlett, CEO of Comvita, an award-winning natural products business; Phyllis Pattie, Marketing Director at Ata Rangi winery in Martinborough; Glenda Ryan, creator of the One Square Meal; and Rex Perreau, developer of Cadbury's current Crunchie bar.

To be a *pilgrim*

What draws travellers to Nepal and northern India? For his PhD thesis, social anthropologist **Chris Howard** investigated the enduring appeal of the Himalayas to successive generations of Westerners. **Bevan Rapson** writes.

Chris Howard, a social anthropologist and tutor at the Albany campus, knows the influence a teacher's words can have.

"When I was an undergraduate," the 31-year-old recalls, "I had a philosophy professor who said if you want to put yourself in the most different place in the world, you should put yourself in the heart of India. Somehow that really stuck with me. I thought, 'I want to do that, to put myself in the most different place imaginable', and I didn't know why."

That question lies at the heart of Howard's recently completed Doctoral thesis, which asks what attracts Westerners to travel in northern India and Nepal. In particular, he was interested in people from more secularised countries, travelling to look for meaning, spirituality and even religion. "That led me to be interested in pilgrimage."

Howard interviewed people in New Zealand who had been to the region, then spent three and a half months there himself in 2011 probing the motivations, experiences and meanings of his fellow Western travellers. On returning to New Zealand, he asked follow-up questions via email and via Skype.

India, he notes, has long been a place where disenchanted Westerners have gone looking for the exotic and spiritual "alternatives to a modern, dystopian West". That said, he wanted to look beyond the stereotypes of Western hippies going to "find themselves" in India. "It's deeper and more complex than that. Such journeys say something broader about the human condition," he says.

His was an authentic traveller's experience, right down to the illness that beset him for the first half of his trip. "That made it challenging," he admits.

He also rapidly discovered that travellers in that part of the world aren't necessarily keen on a formal interview with a social scientist; he changed his approach, relying on informal conversations and waiting until he was back in his room before taking notes. "A lot of the time I just talked to people and listened closely to what they said, and tried not to impose my own agenda too much."

His completed thesis, *Himalayan Journeys: A mobile ethnography and philosophical anthropology*, highlights the role of the imagination in motivating travellers – and determining what they find on their journeys.

"Sometimes they see what they have already experienced in their imaginations," he says. "People think India is going to be a very spiritual place and when they get there can read into everything the kind of spirituality they have imagined."

For some travellers, even the locals collecting buckets of water from a river – a simple practical task – somehow becomes imbued with spirituality. "I think that the imagination is really powerful in shaping our perceptions."

He also encountered Westerners who had their preconceptions dashed. "They were confronted with realities that were not always nice or pretty, such as extreme poverty, poor sanitation and lack of public infrastructure."

Howard identified three main themes that motivated Westerners to visit the region: travelling to a 'source' of spiritual tradition, having exotic cultural experiences and looking for physical challenges.

Often, these elements overlapped. He found it useful to widen his definition of 'pilgrimage' beyond a purely religious idea to that of a search for certain values and ideals and/or a place that embodies them. "For many people from more secular societies, it's a kind of do-it-yourself spirituality." ■

Himalayan Journeys: A mobile ethnography and philosophical anthropology is held by the Albany campus library.

Eruptions to order

They are one of the most frightening products of volcanic eruptions. Pyroclastic flows are lethally hot currents of mixed gas and rock that are capable of moving at up to 300 kilometres per hour and reaching temperatures of 800 degrees Celsius.

Pyroclastic flows engulfed the Roman cities of Pompeii and Herculaneum, overwhelmed the city of Saint-Pierre in Martinique in 1902, killing nearly 30,000 people, and can be seen in the thick layers of ignimbrite – the product of pyroclastic flows – lining the road cuttings within an 80-kilometre perimeter of Lake Taupo.

But the physics of the flows – which, given the right mix, can flow over ridges and across water – are not well understood, says Professor Shane Cronin. "Are the flows driven by grains colliding, air being heated, vegetation being burned? What are the interactions between particles, air, trapped gases and the ground? These are questions that await proper investigation."

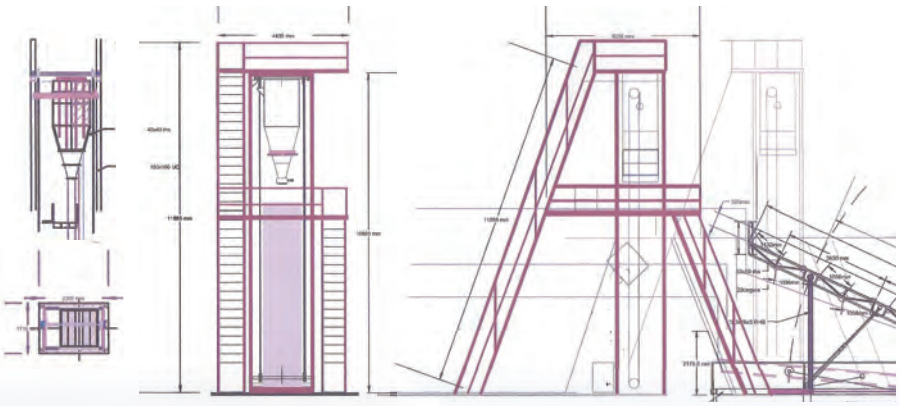
For good reason. In the field, volcanoes do not erupt to cue, and getting too close to an active pyroclastic flow is inadvisable. (Cronin has vivid memories of hearing a pyroclastic flow roar past him in heavy mist on the upper slopes of Indonesia's Mount Merapi.) However, there is now a less hazardous option.

In a decommissioned boiler house on the Manawatū campus, Cronin and Dr Gert Lube of Massey's Volcanic Risk Solutions have overseen the construction of a volcano substitute, a simulator that discharges a heated, air-injected mix of sand and pumice down an incline before a bank of cameras and sensors.

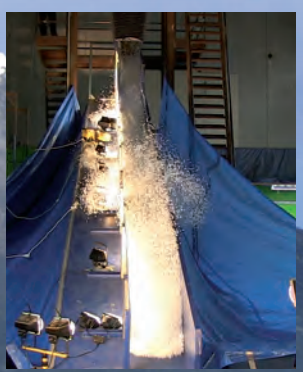
Standing 15 metres tall, the simulator is industrial scale. Explains Lube: "You need big volumes and big distances because you can't shrink the particle size."

The simulator is capable of discharging loads of sand and pumice weighing between two and five tonnes, each discharge modelling a different eruption scenario.

The 'Exploding the pyroclastic-flow enigma with life-scalable experiments' project is supported by the Marsden Fund. ■



Top: Professor Shane Cronin and Dr Gert Lube. Above: Design drawings of the pyroclastic flow simulator. Below: a hopper of polystyrene beads is discharged down the pyroclastic flow simulator. Bottom: A pyroclastic flow plunges down the slopes of Indonesia's Merapi volcano in 2006.



The question of Quicksilver

Why is mercury a liquid? This is not some sort of existential question, but a true puzzle. After all, cadmium and zinc, the metals above it in the same column of the periodic table, are solid at room temperature, as are those to either side, gold to the left and thallium to the right.

The answer, explains Professor Peter Schwerdtfeger, the Director of Massey's Centre for Theoretical Chemistry and Physics, lies in Einstein's theory of general relativity, which predicts that at speeds close to the speed of light objects gain mass. This hardly matters for the lighter elements, those that have smaller nuclei, but as the nuclei become larger and exert a greater electrostatic pull, the innermost electrons must move at enormous speeds to avoid plunging into the nucleus. Those speeds, according to Einstein's theory, create mass, and the mass shrinks the orbit, stabilising some electron orbitals and destabilising others.

In mercury's case, where the innermost electrons are moving at around 60 percent of the speed of light (around 180,000 kilometres per second), this stabilises not only the inner but also the outer electrons – the valence electrons – which associate with their own nuclei rather than neighbouring mercury atoms. Hence at room temperature mercury is a liquid, held together by weak interatomic forces.

So the theory goes. But until recently, no one has modelled exactly how this works. Now an international team led by Schwerdtfeger has done just that.

For a long time, says Schwerdtfeger, it was thought that relativity effects could essentially be disregarded when it came to chemistry. No less a figure than Paul Dirac, a pioneer of quantum mechanics and quantum electrodynamics, said so in 1929, and it was only in the 1970s that people began to realise that when it came to the heavier elements, relativity effects mattered. Element number 79, gold, was one. When researchers incorporated the effect of relativity, they were able to predict the creation of a number of new and novel gold compounds. Indeed, the fact that gold is 'gold' rather than 'silver' in colour is a relativistic effect.

Schwerdtfeger's interest in the effects of relativity at the quantum scale is longstanding – in 1982 he was able to explain in detail how the shrinking of the innermost electron orbital of gold affected the surrounding orbitals.

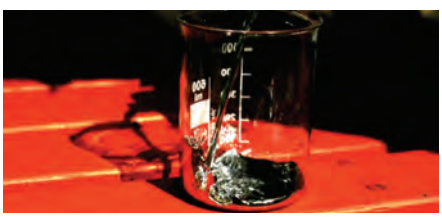
Hence his interest in computer modelling both relativistically and non-relativistically the solid-to-liquid transition of element number 80, mercury.

In 2001 he pointed a postgraduate student (Nicola Gaston, who now lectures at Victoria University of Wellington) at the problem. "But we were a little bit blue-eyed. We thought we could crack it in three years, the length of a PhD thesis. We didn't comprehend how difficult and complicated the modelling of a metallic system would be."

In 2006 Elke Pahl arrived from Germany to begin working at the Centre for Theoretical Chemistry and Physics. Pahl, whose PhD topic was quantum time-dependent simulations, was an ideal research match for Schwerdtfeger, and the two formed a research alliance with Florent Calvo of the University of Lyon and Michael Wormit of the University of Heidelberg. With the help of a Dumont D'Urville scholarship, Pahl spent time in France and Calvo spent time in New Zealand. On the Albany campus, Massey's constantly upgraded supercom-puter cluster, the Double Helix, was put to work solving the complicated differential equations entailed in conducting thousands of simulations. This time, as Pahl remembers it, Schwerdtfeger's estimate for solving the problem was a more realistic 10 years. "So we did it a bit faster."

The results? If relativity did not apply, mercury would be solid at room temperature, melting at 82°C – the temperature of scaldingly hot but not boiling water.

The work has made them unexpectedly famous, with Einstein-lookalike Professor Martyn Poliakoff of the University of Nottingham featuring their work in his *Periodic Table of Videos* on YouTube, a clip that has so far pulled in 74,000-plus views.



At top from left: Professor Peter Schwerdtfeger and Elke Pahl alongside a poster of the publication in which their work was the cover feature. Above: screen grabs from the YouTube video that made their work famous.

To view the YouTube video, go to **youtu.be/NtnsHtYYKf0**.

The way we were

Massey's student newspaper *CHAFF* is gone but far from forgotten. **Bonnie Etherington** talks to **William Muirhead**, the editor of ***The Wheat from the CHAFF: Almost 80 years as seen through the pages of Massey's student newspaper***.

Humour, "unfiltered content", political engagement and immediacy: these were the essential qualities of *CHAFF*, Massey's student newspaper, says William Muirhead.

He should know. During his research for *The Wheat from the CHAFF: Almost 80 years as seen through the pages of Massey's student newspaper*, Muirhead, assisted by university archivist Louis Changuion, combed through about 1200 issues of *CHAFF*; his father, John Muirhead, was a co-editor of *CHAFF* in 1970; and Muirhead himself was the last of his line: the editor of *CHAFF* from 2007 until its demise in 2011.

It all began in 1934, when Massey Agricultural College had 285 students. The first issue of the yet-to-be-named publication appeared on 16 March and the second issue, with the *CHAFF* masthead, a couple of weeks later. The culprits were of a group of students who styled themselves Turitea Newspapers Ltd, their

corporate mission statement: "to do just what we darn well please". It carried the subtitle "The Official Organ of the Mosquito Hitters".

"*CHAFF* was about different voices being heard, and students having a sense of ownership in something that was, sure, sometimes disposable, but theirs," says Muirhead.

It would also, as it turns out, create an extraordinary record of the times, "a prism through which one can see New Zealand becoming what it is now", as Muirhead puts it.

All of the issues that have roiled New Zealand society are there in the pages of *CHAFF*, presented in competing voices and perspectives. "When there's a particular issue where there are several voices," Muirhead says, "such as with the Springboks' tour or homosexuality, I've tried to include both sides of the debate. In the '70s and '80s sometimes you got seven or eight pages of letters per issue, with everything discussed from Timor through to great swathes of academic debate about Milton. So it's very much a melting-pot of student opinion. I've tried to be as representative as it is possible to be, and to be fair to the culture of the times."

He has also gone to some lengths to gather first-hand accounts. A trip to Christchurch to speak to one of the paper's earliest surviving editors, Professor Kevin O'Connor, who in 1949 brought the paper back from post-war oblivion, was one.

To track down other *CHAFF* editors and writers to interview, Muirhead had to become, as he puts it, a "master Google detective".

Rosita McKay, the editor in 1978 – the second woman to hold the position, and the first since 1951 – was a particularly elusive quarry.

"That year they had an editorial collective where all of the articles were credited just with the first names of the authors. That's all very nice and I like it as an approach, but it makes it very hard to locate a particular individual. Try googling 'Ben, Massey University' and see what you get!"

The only full name Muirhead was able to find for that year was a 'Nigel Erricker', whom he eventually tracked down in the United Kingdom. In his email, Muirhead asked if Erricker would be happy to answer some questions and if he had any idea of the whereabouts of Rosita McKay.

"You have in a sense got two for the price of one," Erricker replied. "Rosita McKay is my wife."

More recent contributors, many of whom Muirhead knows from his student days, were easier. "One of the lovely things," says Muirhead, "was getting in touch with people to whom I haven't spoken in years. There was Huia Welton, who was President of the Massey University Students' Association for two years and who staged a very famous protest wedding on the concourse with Simon Clark in 2000. The then-editor Shane Hyde, who got me

involved with *CHAFF*, was the celebrant for that. [The wedding] was to protest the fact that a male and female student could get married just for the extra student allowance, but a gay couple who loved each other was unable to marry at all. I got Huia's and Simon's contributions for the book on the same day that gay marriage was legalised. So there was a beautiful synchronicity to that."

One chapter, 'The People vs. Lockwood Smith', is in part devoted to the then-Minister of Education, 'user pays' loans and the wholesale changes to tertiary funding that took place in the early '90s. "Almost every issue of *CHAFF* for a six-year period had at least one article or bordering-on-defamatory cartoon about the Right Honourable Lockwood Smith," says Muirhead. "So when I was putting that chapter together it would have been dishonest to not have included some of that criticism. But I thought it was really important to speak to Lockwood Smith, who is a Massey alumnus himself. What I got from Lockwood was his angle on what happened, which I thought, again, was about balance, and was important to include."

Hunting down former contributors wasn't Muirhead's only challenge. "We couldn't find any issues from 1937 to 1946, at first. I assumed this was because of World War II. But eventually we found that there were probably a dozen issues from the late '30s and '40s that had just not been stored with everything else. Our library staff found them, and they turned out to be fascinating – cartoons inked by hand, things like that. The very first issues during the war were called *The Horse's Neck*, or *CHAFF – War Edition*, and the editorial in the first of these, 'Concerning Walls', talks about how in Soviet countries under the thumb of the fascists, there were village walls where dissidents would scrawl news and information. No free press, of course. So I wonder if *CHAFF* was like that back then: just one or two copies of each issue left on a table that everyone took turns reading, perhaps making their own additions. Which means that the fact that we have any now is remarkable. So if anyone happens to have a box of dad's or grandfather's old copies of *CHAFF* from that vintage, we may not have them at all and the university archivist would love to see them."

While many things changed for Massey and New Zealand with the years, some of *CHAFF*'s staples did not. Common fodder included irreverent poetry, commentary on town-gown relations and passionate rants about significant and not-so-significant issues (such as the three-week crusade of 'Cyclin' Dave' and several hundred fellow students against Vice-Chancellor Alan Stewart's threatened elimination of the library bicycle racks).

Professor Peren takes a learned interest in the wisdom of spokesman Willie Burns at the Student Reception at Palmerston North Railway Station. ["Chaff" does some reporting at close quarters—for a change!]

From top: in 1950 Professor Peren is officially welcomed back from sabbatical by a deputation of students (at centre is *CHAFF* editor Kevin O'Connor); Rod Stewart, accosted by mid-'70s campus celebrity George Georgiou; the infamous Runny Babbit. Next page: from '77 cycle rack protests.

Dining hall moaning may have been the newspaper's longest-running tradition of all. "You'll find letters from 1934 about the dining hall food," says Muirhead. "But the most famous case is the saga of 'Runny Babbit' in 1979. Runny Babbit was a cartoon rabbit hero who was prone to spontaneous evacuation of its bowels. One of the panels has students eating at the dining hall then ejecting it from the other end. The dining hall

staff, understandably, were not thrilled by this, and went on strike, and the entire editorial team got canned. That was probably the height of dining hall complaints.

"Very rarely, though, was *CHAFF* going out to hugely offend. When *CHAFF* went out to get you, it went out very seriously. I think you can always tell when *CHAFF* is serious about something, because there aren't lots of swear words or jokes; that's when we actually became real journalists for a few hundred words... and then it's back to the dick jokes."

Muirhead's ambition in *The Wheat from the CHAFF* has been "to see *CHAFF* right".

"All those issues at archives, they just felt so alive. I wanted the book to feel as much as possible like those issues."

So to get what he wanted, Muirhead brought together some of his old editorial teammates "for one last caper".

"The final book is very much a collaboration between me and 'Lucky*', the typesetter, who did exceptional, professional and creative work under a very difficult brief. The foreword was written by Jeremy Bryson, who was our last news editor, and it was just like old times when he sent me his work and I sent it back to him, rewritten, then he sent it back to me, and I sat on it for a while and put 90 percent of his stuff back in because I realised I'd rewritten it too much. And Seth Winn, who was our last design editor, has done a beautiful cover for the book."

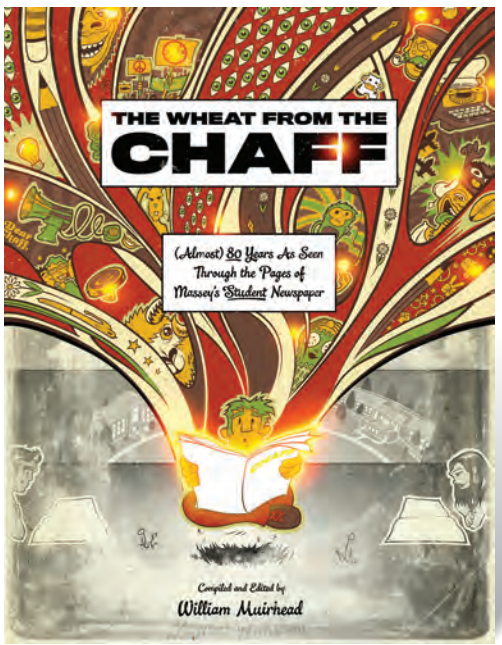
The all-hands-to-the-deck effort recalls the *CHAFF* workflow.

"Most of the time," says Muirhead, "you had five days to do what was the equivalent of 64 A4 pages with volunteers who had assignments, other lives, and exams coming up. You had to get something out that, ideally, offended 5 percent of people, made 35 percent of them chuckle, and interested 30 percent. The other 30 percent you just hoped found a page or two to engage them somewhere.

"We all worked incredibly hard on it, but you could take liberties. you knew it was going to be on the stands for a week and then it would be in the skip."

Or – as it turns out – in a compilation. And here is the real surprise, says Muirhead: how durable so much of the content is, and how much interest it still holds.

"There was a lot of stuff in *CHAFF* – cartoons, feature journalism, letters, poetry – that was never meant to last, but somehow it does."



The Wheat from the CHAFF: Almost 80 years as seen through the pages of Massey's student newspaper is available from alumnishop.massey.ac.nz, with proceeds to the Massey University Foundation.

50 YEARS | Origins 1913 to 1927

The idea of a North Island-based agricultural college

It may now be a multidisciplinary university, but Massey's origins are unabashedly agricultural. The New Zealand Agricultural College Act was passed in 1926 and the name Massey (honouring farmer-statesman Prime Minister William Massey) was conferred by the Massey Agricultural College Act a year later. It almost didn't happen. During the passing of the 1926 bill there was fierce debate about whether an academic education had much to offer farmers, and the tug of regional loyalties was strong. George Forbes, leader of the National Party and a farmer himself, railed against this "scholastic institution". Thorough methods, he said, not agricultural education, were called for. Some MPs sprang to what they saw as the defence of Lincoln College (now University); others proposed different structures and locations. But the day belonged to Prime Minister Gordon Coates. The day of the slasher and the rule of thumb was at an end, he told the House. The new college would work to restore soil fertility, increase the efficiency of agricultural production and help New Zealand to compete in overseas markets. The establishment of the college was a matter on which "our very life's existence depends". It opened with a roll call of 84, including "9 degree men", in March 1928. Its first Principal was Professor Geoffrey Peren, who would preside over the college until his retirement in 1958.

1913
William Massey sets up the Board of Agriculture, under its own enabling legislation, to investigate establishing a North Island agricultural college.

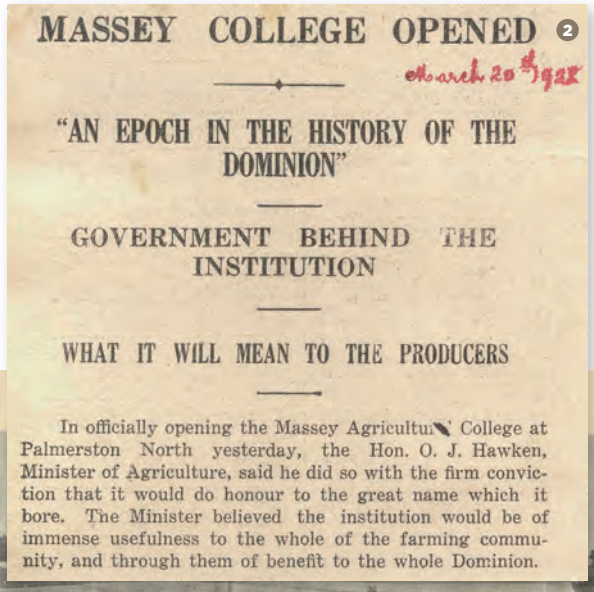
1923
£10,000 is donated by Sir Walter Buchanan to Victoria University College to found a Chair of Agriculture. Professor Geoffrey Peren is appointed to the Chair.

1924
The School of Agriculture is recognised by the University of New Zealand.

1925
Professor William Riddet is appointed to the Logan Campbell Chair in Agriculture at Auckland University College.

1926
The amalgamation of the two schools is recommended by committees appointed by Victoria and Auckland University Colleges. The Palmerston North-Marton area is recommended.

1926
With the passing of the New Zealand Agricultural College Act the two schools are combined and the New Zealand Agricultural College is created. • The Batchelar Estate at Fitzherbert is purchased by the Government.



MASSEY COLLEGE OPENED

March 20th 1928

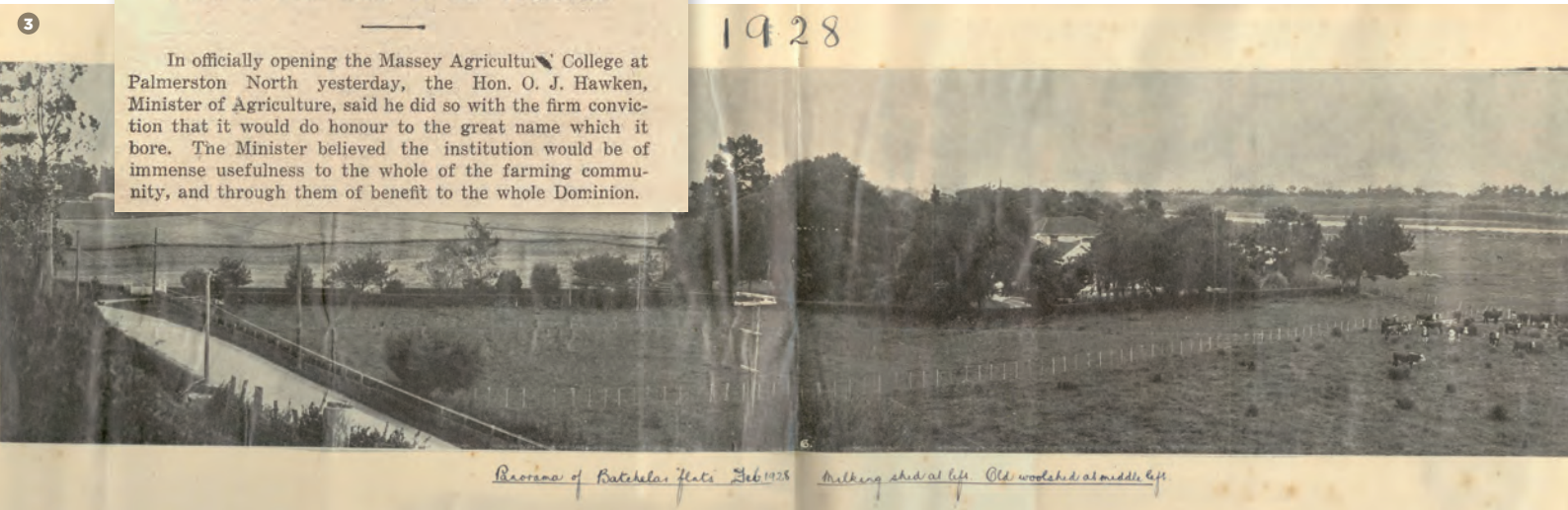
"AN EPOCH IN THE HISTORY OF THE DOMINION"

GOVERNMENT BEHIND THE INSTITUTION

WHAT IT WILL MEAN TO THE PRODUCERS

In officially opening the Massey Agricultural College at Palmerston North yesterday, the Hon. O. J. Hawken, Minister of Agriculture, said he did so with the firm conviction that it would do honour to the great name which it bore. The Minister believed the institution would be of immense usefulness to the whole of the farming community, and through them of benefit to the whole Dominion.

1. Professors Geoffrey Peren and William Riddet inspecting potential sites in 1926. **2.** A newspaper record of the opening. **3**. The site chosen: the Batchelar farm, just outside Palmerston North. **4**. 'Farmer Bill', Prime Minister William Ferguson Massey, after whom Massey was named.



50 YEARS Laying the foundations 1927 to 1964

Foundation, depression, war and rejuvenation

Massey Agricultural College was off to a racing start. Land was purchased and the distinctive American prairie-style refectory and main science building were completed by 1931. But by then the Great Depression had arrived in full force. The college's maintenance grant was cut and two successive 10 percent cuts in salaries were imposed. It survived using a mix of measures – the sale of stock, eggs, milk, cream and wool and foregoing fire insurance – and through philanthropic generosity.

A brief interlude of dawning recovery was followed by the outbreak of World War II in 1939. During the war years a staff college was established on the grounds, Principal Professor Peren formed a troop of the Manawatū Mounted Rifles from staff and students, an armoury was set up in the basement of the main building, and enrolments plunged.

The end of the war brought renewal. Three more farms were purchased, bringing the college's land holdings to 1607 hectares by the end of 1951. More buildings were purchased, such as Wharerata in 1951, or erected, such as the Bernard Chambers Veterinary Clinic, which opened in 1955. More courses were created. Notably, in 1958 Massey introduced first-year science teaching in chemistry, botany, zoology and physics; the agricultural degree students, who had previously had to undertake the first year of their courses elsewhere, could now complete their degrees entirely on campus.

Numbers of international students began arriving at Massey, many through the Colombo Plan, and Massey's staff began doing work in Asia.

When, following Peren's retirement, Dr Alan Stewart became Principal in January 1959, Massey consisted of 63 academic staff in a single faculty teaching some 500 students enrolled in 15 degrees, diplomas and certificates.

Again, the pace picked up. A Bachelor of Food Technology degree, the first of its kind in the world, was introduced in 1961 and in the same year the first appointments were made to New Zealand's new veterinary school – Massey having won out over the Universities of Auckland and Otago as the proposed site.

A foundation had been established for the extraordinary decades of growth that lay ahead.


1


2


6


7


10


11

1927

The first meeting of the Agricultural College Council is held. • It is agreed that the Dairy Research Institute of New Zealand should be associated with the college. • The Batchelar property is taken over by the college. • The college is renamed Massey Agricultural College by an amending Act.

1928

The PA McHardy property (Tiritea) is purchased by the Palmerston North Borough Council. • The Massey Agricultural College is formally opened by OJ Hawken, Minister of Agriculture. There are 85 enrolled students. • The Palmerston North City Council transfers ownership of 8.5 hectares of the Tiritea property, with building and improvements, to the Crown for college purposes. • The dairy factory is built.

1929

The tender for the construction of the main science building and refectory is let. • The foundation stone of the main building is laid by Governor-General Sir Charles Fergusson. • The water tower is built and the refectory is begun.

1930

208 students enrol. The refectory is completed.

1931

The main building is opened by Governor-General Lord Bledisloe.

1935

The swimming baths – built by students as part of their practical work for the Farm Practical Course – are opened. • The first Procesh is held.

1938

Tuapaka Farm near Aokautere is leased.

1941

The Staff Hostel (later to be a college hostel known as the Pink Hostel) is built by the Army Staff College to serve as officers' quarters.

1944

The C J Monro homestead, Craiglockhart, is purchased with money from the Moginie bequest. It is set up as a hostel for women students. The hostel is called Moginie House, but eventually the name reverts to Craiglockhart.

1946

The 89-hectare Bourke property is acquired under the Public Works Act for Massey Agricultural College.


16

1948
Degree courses in horticulture are introduced.

1950
Tuapaka Farm, which has been leased by the college, is purchased.

1951
'Rata', a 770-hectare farm in southern Hawke's Bay, is purchased. (It is later sold.) • A Chair in Sheep Husbandry is established. • Wharerata, the 6.5-hectare property of the late Mrs AE Russell, is purchased.

1953
The Young Farmers' Club Memorial Dormitory is erected, funded by the Federation of Young Farmers' Clubs.

1954
The Bernard Chambers Veterinary Clinic is built, opening in early 1955.

1958
First-year science courses are introduced. • Professor Peren retires as Principal and Dr Alan Stewart is appointed. Professor Peren is awarded the KBE.

1960
The Palmerston North University College, a branch of Victoria University of Wellington, is founded in Palmerston North on a 12-hectare site at Hokowhitu and Caccia Birch House. It caters mainly for extramural students and provides tuition for Arts students in Manawatū.

1961
The University of New Zealand is dissolved and Massey is associated with Victoria University of Wellington for the conferral of degrees.

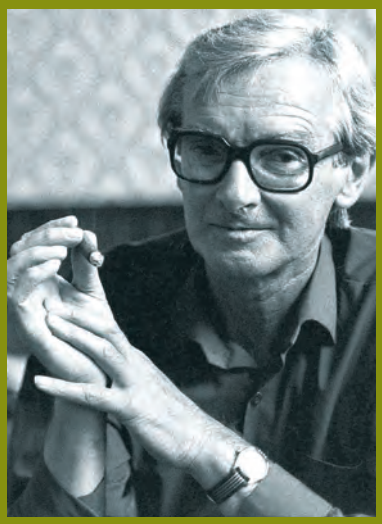
1962
Massey Agricultural College is renamed Massey College. • The first meeting of the Faculty of Veterinary Science is held. • The first meeting of the Faculty of Technology is held.

1963
Massey College and the Palmerston North University Branch of Victoria University are amalgamated to form the Massey University College of Manawatū. • The first meeting is held of the Science Faculty (called for a time the Faculty of Biological Sciences).

1. Farm manager WG McCulloch and students, 1927. **2**. At the official opening of Massey Agricultural College in 1928. **3**. The Students' Association Executive, 1928. **4**. The first rugby match, 1929. **5**. The opening of the main building in 1930. **6**. Sir George Fowlds is awarded the Champion Boar ribbon at the opening of the main building. **7**. The main building, 1935. **8**. The swimming baths are opened in 1935. **9**. Lab work in the 1930s. **10**. The first Procesh is mounted in 1935. **11**. Premier Michael Joseph Savage is accorded state visit honours in 1937. **12**. The library in the 1940s. **13**. Home makers' course in Domestic Science, 1939–41. **14** The Tramping Club in the 1930s. **15**. The Massey Band, Procesh, 1955. **16**. Staff and students, 1934.

Beyond the walls

Massey pioneers distance learning



I finished one long weekend packed with lectures and tutorials, sitting exhausted on a high stool after the closing session, shaking hands with the departing students; they thanked me and I felt I should be thanking them. One elderly woman enrolled to support her daughter who was seriously lacking in self-confidence. The daughter managed a pass, but her mother turned out to be a straight A student. When she finished her BA, I urged her to enrol in the honours course. No, she said, she would not do that; she wanted to catch up on the many books in her undergraduate courses that she had not had time to read. Not at all second-best and very far from second-rate.

Professor Bill Oliver on teaching extramural courses at Massey in the 1960s.
Looking for the Phoenix: A memoir

In 1962 the Massey University College of Manawatū Act united Massey Agricultural College (MAC) and Palmerston North University College (PNUC), a locally sited branch of Victoria University catering for teachers-in-training.

It was a good match. MAC was strong in the sciences; PNUC, which taught humanities and social sciences, would round the university college's offerings and become the core of its general studies faculty. And PNUC brought something else: an extramural teaching programme that had begun taking students in March 1960.

How did the new university view its extramural programme? Equivocally. Peter Freyberg, the first Director of Extramural Studies, later said that it was as though Dr Stewart (the first Vice-Chancellor) had "accepted the cuckoo in the nest and made the best of it".

The academic community was split between those who saw extramural education as a corrosive second-class substitute for full-time study at a university centre and those who saw it as a liberating way of expanding access to university education to those otherwise denied it by occupational, geographical or personal circumstances.

Massey's first Chair of History, Professor Bill Oliver, was a sceptic. The right of individuals "is to real, not imitation higher learning; the need of the country is for graduates who had been to university, not merely passed exams", he told a gathering in 1964.

But, tellingly, after teaching extramural courses himself, Oliver gracefully recanted.

The first courses – including English, history, French and mathematics – were those inherited from PNUC.

Gradually more courses were offered extramurally and enrolments climbed. The first 300-level courses were offered in 1979 and by 1984 more than 10,000 students were taking their pick of 350 papers, eight degrees, 18 diplomas and three certificates.

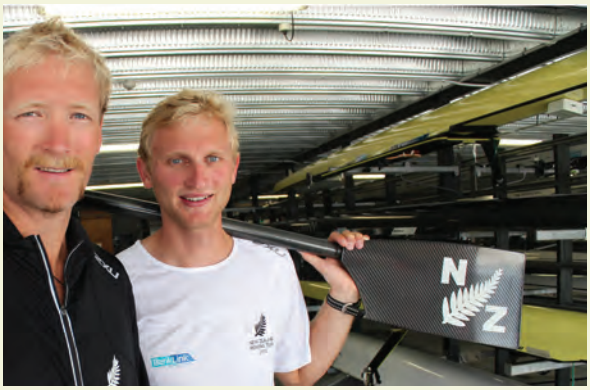
Catering to their needs was in physical terms a massive logistical exercise, transacted by post, fax and phone. During the course of 1986 alone, the distance library service sent out 31,772 books. Former librarian Lucy Marsden remembers the day in the early 1990s when the library first received more than 1000 requests, and in 2009 the library issued nearly 90,000 books to extramurals.

This physical traffic now has its counterpart in bits and bytes. In the late 1980s a small number of academics began pioneering the use of IT in their teaching programmes; email began to supplant the stamped variety in the mid-1990s; in 1997 the university bought into the learning management platform WebCT (since replaced by the university's own platform Stream) to help deliver its extramural programme; and of late the university has joined Open2Study, a multi-university massive open online course (MOOC) platform.

Massey's extramural programme is outstandingly successful – it now reaches 33,500 students from more than 100 countries. Because of its study-anywhere nature, it is favoured by international aid workers and elite sportspeople. Massey University student-athletes won three gold and three bronze medals at the London Olympics, a medal tally eclipsing that of Canada.

Another advance came with the decision of the World Bank to fund the Massey-run One Health programme. Traditionally, Massey's extramural programme was restricted to New Zealanders. As part of the One Health programme, veterinary science and public health specialists are using a mix of distance education and face-to-face teaching to deliver specialised postgraduate Masterate degrees to students in India, Pakistan, Sri Lanka, Bangladesh, Afghanistan and Nepal.

Above, clockwise from left: Extramural students arriving for a contact course in the early 1960s; extramural study material being despatched in 1970; an extramural studies group seminar, also from 1970.



The pursuit of international sporting success has not prevented Olympic gold medal-winning rowers Eric Murray and Hamish Bond from pursuing university study extramurally. Hamish Bond, at right, graduated with a Bachelor of Business Studies in 2012. Murray is a current student.

The youngest person to enrol extramurally was Chris Butcher at age nine. Butcher went on to graduate with a BSc at 15 and is now a highly regarded United States-based lead engineer in game development. At the other end of the scale, a number of his counterparts have graduated when well into their 70s.

"Then there was the woman at the EXMSS [Extramural Students' Society] After-Grad Dinner who said she was of rich cocky heritage, whose father thought education was only to equip a woman for marriage. She married and later took up extramural study to the chagrin of her husband, who said: 'It's either your study or me!'. And you will notice who's not here tonight."

"I got home at 2am, cold as charity and saw the light was on in the wash house. I found my wife, Claire, standing by the freezer, books open, studying. 'What the hell are you doing?' 'If I went back inside,' she said, 'I'd get warm and go to sleep'."

"Sorry my assignment is late, we were attacked by pirates in the South China Sea."

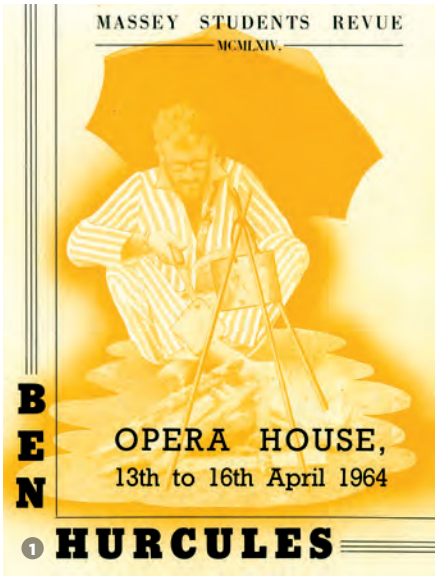
"Perhaps because I was a bomb-armourer in Iraq they were thinking of my safety when they blew up the..."

"I'm terribly sorry to ask for an extension for my essay next week but my husband has burnt all my books."

Excerpts from speeches delivered at EXMSS After-Grad Dinners as quoted in *The EXMSS Files* by Peter Hawes.

The rise of the multidisciplinary university 1964 to 1990

Growth, social turbulence and consolidation



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What a difference a decade makes. Massey in 1964 and Massey in 1974 were very different places. A conservative agricultural college, almost a village with the Vice-Chancellor standing in for squire, transformed itself into a well rounded university with plural constituencies.

Speaking to *MASSEY* magazine in 2002, employment relations consultant and historian Alan Millar remembered the arrival of the humanities at the Turitea site. "When I enrolled in 1967 the humanities were across [at Hokowhitu] where the College of Education is now. They arrived here in 1968, and suddenly coming into the traditional university there was another group of people who were not of the same stream. It also increased the number of women. The mix had richened up."

Enrolments soared as the baby boom engulfed the universities, and to teach them came a crop of lecturers often little older than their students.

The main Turitea site, a small archipelago of buildings in the early 1960s, became a construction site from 1964 on. The hostel Walter Dyer Hall opened in 1967 and the library and the Veterinary Building in 1968. People took to wearing gumboots around the perpetually muddy campus until pavement was laid in preparation for the Queen's visit in 1970.

This was a time of causes: of the Vietnam War, of issues of race and of gender, and of abortion rights. For a while Massey became a hotbed of political engagement. During these early decades the university's offerings expanded dramatically. There were more departments and more subjects. To name a few: Japanese arrived in 1965, philosophy in 1967, social policy, social work, nursing studies and social anthropology in 1974, business studies in 1978 and the Faculty of Education in the same year.

Massey, known for – and stereotyped by – its expertise in agriculture and science, was now proving itself in other realms.

In his memoir *Looking for the Phoenix*, Professor Bill Oliver, who was appointed Massey's founding Chair of History in 1964, leaving in 1984 to become the General Editor of *The Dictionary of New Zealand Biography*, remembered the luminaries of his time: "Alison Hanham in medieval history, Barrie Macdonald and Kerry Howe in Pacific history, Basil Poff in Indian history, Robin Gwynn in early modern history, Peter Lineham in modern English history, Margaret Tennant in New Zealand history.

"I looked up and down the country and knew that as long as I was in a New Zealand university there was nowhere I would sooner be."

Similarly, Steve Maharey, Massey's current Vice-Chancellor, remembers being a lecturer in

1964

Reborn as a university, Massey is granted autonomy as Massey University of Manawatū. A total of 1877 students are enrolled during this year. The new university consists of five faculties. • Dr Alan Stewart is appointed as the first Vice-Chancellor. • Colombo Hall opens.

1965

The Faculty of General Studies is reorganised into the Humanities and Social Sciences Faculties. • Food Technology gets a permanent home when the Riddet Building is completed.

1966

Massey University College of Manawatū is renamed Massey University.

1967

The Department of Economics is developed.

1968

The Humanities and Social Sciences Faculties are consolidated on the main site. The Hokowhitu property is made available for the development of the Palmerston North Teachers' College. • The Veterinary Building opens. • The Library/Arts Building opens. • Walter Dyer Hall is opened. • The long-awaited Student Centre is completed.

1969

The School of Graduate Studies is established. • Science Towers A, B and C are completed.

1970

City Court, the first of the Court hostels, is completed.

1971

Courses in business studies are offered.

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1. The first official Massey University student revue, 1964's *Ben Hurcules*. **2**. The computer room in 1966. **3**. The campus in 1964. **4**. A food processing class in the Riddet Building, 1970. **5**. The Science Towers, 1970. **6**. The royal visit of 1970. To the left of Queen Elizabeth is Student President Robert Anderson, Massey's current Deputy Vice-Chancellor. **7**. Students protest the Vietnam War, 1971. **8**. Capping parade, 1971.

the sociology department in the 1980s as "an incredibly stimulating time, being part of what I considered to be the best sociology department in Australasia. We had some of the very best graduates, people who went on to do very exciting things."

1972
The creation of the School of Education formalises the co-operation between Massey and the teachers' college. • The AgHort Complex starts taking shape. The Agricultural Engineering block is completed. The remaining AgHort buildings are completed between 1974 and 1977.

1974
A Department of Social Anthropology and Māori Studies is established.

1977
The Faculty of Business Studies is instituted. • The Faculty of Education is instituted. The university now has eight faculties. • The Seed Technology Centre opens. • 50th Jubilee. • The Registry Building is completed. • Extramural enrolments overtake internal enrolments in the late 1970s.

1980
Te Kupenga o Te Mātauranga, the first meeting house on a tertiary campus, is opened on the teachers' college campus. • Masskeradio operates for the first time during Orientation, Capping and Arts Weeks.

1984
Dr Neil Waters is appointed Vice-Chancellor.

1985
Massey wins the shield at the New Zealand University Games for the first time.

1988
A stand-alone Department of Māori Studies is established, headed by Professor Mason Durie.

1990
The School of Aviation is established. • The student roll stands at 21,274.

In the view of the Tribunal the dominant impression conveyed by *MASSKERADE* 69 is one of barely relieved vulgarity. In word and picture its content is coarse in conception and crude in expression. Its frequent resort to the subject of sex as a prop for its humour, the tasteless attacks on religious forms and attitudes, and a series of jokes involving disease, bestiality, and racial prejudice undoubtedly offends against normal standards of propriety and good taste.

The Indecent Publications Tribunal's damning review of the 1969 capping magazine *MASSKERADE*.


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9. Massey vets attend to a tiger, 1960s. **10**. The Student Centre, 1972. **11**. The AgHort Complex and AgEngineering, 1974. **12**. The concourse in 1976. **13**. A student tug-of-war, 1977. **14**. Hokowhitu Marae, 1980. **15**. Computex Education Department. **16**. Bicycle parking problems, 1980. **17**. Librarian Lucy Marsden introduces students to the card catalogue, 1972. **18**. *Love for Love*: Valentine (Stephen Saville), producer John Ross, and Angelica (Jacqueline Rowarth), 1979.

Stunts and pranks

In 1930 the Kareti Club was formed at Massey, its formal object being to "investigate the speed at which beer can flow over mucous membranes" – and to make sure that life wasn't taken too seriously.

The Kareti Club helped initiate the first 'Procesh' in 1935, with floats parodying political figures, local and international, and on occasion it added a touch of anarchic colour to graduation. One ceremony was disrupted by alarm clocks hidden under chairs and timed to go off at three-minute intervals, coupled with the release of blinkered hens from the gallery; on another occasion the principal's dog mysteriously appeared on the stage.

When Michael Joseph Savage visited the college in 1937, the highly tolerant Prime Minister was transported by wheelbarrow and dray and presented with a pig.

These were innocent stunts for innocent times; in the 1960s, the Kareti Club now ancient history, the stunts gained an edge.

In 1965's Operation Lurgi, three students strolled into nearby Linton Army Base and drove off with a large army truck (pictured). Painted with protest slogans, it was parked outside the Regent Theatre that evening, just as the crowd began to pour out.

The perpetrators were unrepentant. "[There was speculation] as to how the security of Linton Camp was penetrated. It wasn't. We found no security to penetrate."

Tom Scott tells of the world's longest distance swim, a promotion for *MASSKERADE*: "Never been done before. We put a big tank of water on the back of a truck and a man called Jim Vernon put on togs and got in the tank and he endeavoured to swim in the tank while we were driving him to Wanganui. He froze his ass off."

1988's capping stunts included a Loch Ness Monster in the duck pond, a prank letter to Palmerston North residents notifying them of an outbreak of 'Hepatitis E' , and a car parked midway up a staircase.

[The departing DJ] said "just choose what you like", I thought "I have no idea, there is nothing here I know." I figured that generally most artists put their best songs pretty early on in the albums so I thought side one track one and thought I'd work my way front and back, side one track one, and that worked pretty well for a while, 'til someone helpfully rang up and said that the song I was playing probably sounded better on 45 [rpm] given it was an EP not an album.

Stephen Joyce on being a first-time radio DJ on Masskeradio in the 1980s.

50 YEARS

Green fields

A new kind of campus appears on Auckland's North Shore

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In the early 1980s, around 20 percent of Massey's Manawatū students hailed from Auckland. But in 1984, the 'user pays' economic model arrived with the new Government, and by 1986 it was apparent to Vice-Chancellor Sir Neil Waters that this would be an inducement for students to study nearer to home. Foreseeing a drop-off in enrolments, Waters enlisted the support of the Chancellor for a second campus in Auckland.

The North Shore seemed ideal, combining the socio-economic profile, environs and lifestyle to attract domestic and international students.

A 56-hectare site to be known as the East Precinct was chosen. Like the Manawatū campus, the Albany campus would be a parkscape of trees, lawns and plantings. Waters wanted environmentally friendly buildings with a relaxed ambience that would offer a cool haven in the subtropical climate of the North Shore. An Italian hill-town-inspired layout and architectural style were chosen, the latter also drawing on references to the Lippincott-designed Main (now Peren) Building on the Manawatū campus.

The campus was scheduled to open in 1994, but in early 1992, for various reasons, Sir Neil Waters decided to open it a year early. Alongside the East Precinct, a 17-hectare area of bare paddocks named Oteha Rohe was purchased and 31 prefabricated buildings were swiftly erected to serve as interim classrooms. Classes began in March 1993, starting with undergraduate courses in business, and, at the Government's request, both undergraduate and postgraduate social work. A year later, undergraduate and postgraduate courses were being offered in arts and information sciences. Majors in nutrition and mechatronics, and postgraduate courses in education, and (after a formal agreement with the Waitemata Health Board) nursing and psychology followed. Following the merger of the Palmerston North College of Education with Massey in 1996, primary and secondary teacher training was introduced. By the end of 2000, more than 20 degrees were on offer.

In 2001 Massey – now with a third campus established in Wellington – moved to a five-college structure: Business; Education; Humanities and Social Sciences; Science; and Design, Fine Arts and Music.

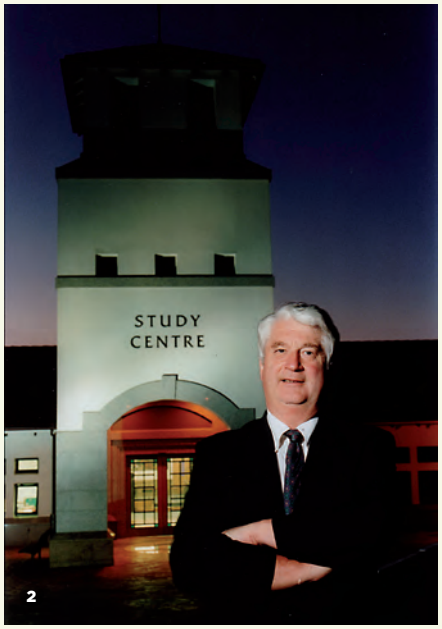
This allowed the university to play to the strengths of each campus. Albany became the mothership for the College of Business, the only campus to offer the College of Education's degree in speech therapy, and the campus chosen for the College of Sciences' Institute of Advanced Studies.

More students meant more buildings. The first three to be completed were the Study Centre in 1994, the Quadrangle Building in 1998, and the Atrium Building in 2001.

One by one, as space became available elsewhere, the low-rise, village-like Oteha Rohe buildings were converted into science laboratories, and on this site too new developments sprouted. One, opened in 2001, was the e-Centre business incubator unit, a joint venture between Massey University, the North Shore City Council and the Tindall Foundation. Another, opened in 2002, was a laboratory to house part of the Allan Wilson Centre for Molecular Ecology and Evolution.

Even then, more space was needed: in 2002 the university hired space in the Albany village for design courses and in downtown Auckland for the Centre for Social Health and Outcomes Research and Evaluation.

Since then, all building has taken



place on the East Precinct. A recreation centre, a joint venture with the Albany Students' Association, was built in 2005, the Sir Neil Waters Lecture Theatres in 2006, the Ferguson Bar in 2009, a new library in 2010, a Student Services building in 2012 and a set of science laboratories in 2013. Student accommodation will be next.

While a part of the wider Massey community, the Albany campus has become very much part of the fabric of the North Shore. It has sponsored the North Shore business, sports and outstanding youth awards; collaborated with the Smales Farm Technology Office Park to launch a national and international robotics festival; and, in 2011, in collaboration with the Auckland City Council, created an Auckland Knowledge Hub.

A number of Albany alumni now hold positions of influence: one is a Cabinet minister; others are internationally known for their scholarship. Four of Massey's Albany-based staff have been appointed Distinguished Professors.

In 2014, as Massey marks its 50th year as a university, the Albany campus will mark its 21st birthday. It is a campus that has come of age.

1. The Albany campus in the early 2000s. **2**. Albany campus Principal Professor Ian Watson, who guided development until his retirement in 2004. **3**. A University Council visit to the Albany site in 1991. **4**. Construction underway on the Quadrangle Building, 1998. **5**. Graduation parade, 1997.

50 YEARS

Creating the creative campus

Wellington joins the Massey fold

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Fifty is a respectable enough age, but parts of Massey have more venerable pedigrees. The Wellington-based College of Creative Arts is one. Its origins stretch back to the creation of the Wellington School of Design in 1886 by 25-year-old Arthur Dewhurst Riley, a graduate of South Kensington Art School.

Arthur Dewhurst Riley at work.

The school, established initially in the top floor of an insurance building in central Wellington to train teachers of drawing, underwent a number of changes in location, name and function over the years. In 1891 it became Wellington Technical School, in 1905 Wellington Technical College, and in 1962 it was broken into two entities: Wellington High School, which took over an existing site atop Mt Cook, and Wellington Polytechnic, which shifted down the ridge line to new purpose-built premises on Massey's current Wellington campus.

So began three decades during which the polytechnic answered the need for job-related training. A one-year course in journalism began in 1966; basic nursing training was transferred from hospitals to the polytechnic in the 1970s; full-time studies in executant music also arrived in the 1970s. In 1987 and 1991 respectively, as state agencies divested themselves of educational agencies, the polytechnic even picked up responsibility for the Wellington Nautical School and the Dental Nurse School.

But further changes were afoot. State sector reform meant an end to the part-time training of government cadets and courses in such things as accounting and business management that catered largely to public servants. In 1990, a major review of off-job training was conducted, resulting in the creation of industry training organisations, which were free to purchase off-job training from a range of providers, be they schools, private training enterprises, wānanga or polytechnics.

The demand for the polytechnic's trade offerings fell and one by one courses were terminated. By the close of the 1990s, four trades remained: automotive engineering, electrical trades, carpentry and sign writing.

At the same time, the polytechnic had begun to grant degrees – a power it had gained in 1990. The first degree was a Bachelor of Health Sciences in nursing, which began taking enrolments in 1992; the second a Bachelor of Applied Science in environmental health, which began taking enrolments in 1995. More followed. By 1996, more than 40 percent of Wellington Polytechnic's equivalent full-time students were in degree programmes, but out in the marketplace they were often seen as second-best compared with their university counterparts.

The polytechnic was at a crossroads. Should it become a university in its own right? (Its small size and the time it would take to reach the necessary research and postgraduate enrolment criteria militated against this.) Merge with another polytechnic then break into university and non-university divisions? Join with Victoria University, with which it already had a working relationship? Or broker an arrangement with some other existing or soon-to-be university?

The Polytechnic Council began discussions with Massey, Victoria and Otago Universities and with AIT (now AUT) and Unitec. They soon winnowed down the suitors to two: Victoria and Massey.

Massey, which aspired to be the "pre-eminent provider of university education on a nationwide basis", presented its merger proposal in July 1997. Victoria, more tentatively, offered a "joint working party to discuss options". Following a special council meeting in August at which

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both universities pitched, the council voted (with one exemption) to go with Massey. The merger officially took place on 1 July 1999.

One consequent problem was where to house design. In 1992 the polytechnic and Victoria University had jointly purchased a building in Vivian Street to be shared by the polytechnic's 3D design studies department and Victoria's School of Architecture – and Victoria, the rebuffed suitor, intended to keep it.

The answer was found in the shape of the former Dominion Museum building, owned by the Wellington Tenths Trust. In 1998 Massey purchased a half share in the building and took out a lease on the other half, gaining a heritage-class 'front door' – even if the door would require extensive refurbishment and strengthening before being opened in 2001.

The new campus also became the nucleus for a cluster of public health expertise. A Massey University Centre for Public Health Research was established in October 2000. In 2003, the Sleep/Wake Research Centre, which has its origins at the University of Otago's Wellington School of Medicine and Health Sciences, became a core member of what was then the School of Public Health and, as of 2013, is now the fully fledged College of Health.

2006 was a year of notable joint ventures: the first being the New Zealand School of Music, launched with Victoria University of Wellington; the second being the Joint Centre for Disaster Research, which opened on the campus in December as a partnership between the School of Psychology and GNS Science.

What would Arthur Riley, founder of the Wellington School of Design, make of Massey today? He would surely be proud.

In 2013, the School of Nursing was the highest ranked school of its kind in the Performance-Based Research Funding round. The College of Creative Arts – the school's lineal descendant – has gone from strength to strength, and its staff, students and alumni consistently win national and international awards.

In 2012 the Wellington campus celebrated the opening of Te Ara Hihiko, an award-winning new building for the College of Creative Arts, with distinguished alumnus and Oscar winner Sir Richard Taylor cutting the ribbon. In 2013 came the news that the United States National Association of Schools of Art and Design had granted the College of Creative Arts "substantial equivalency", the first school outside North America to achieve such a distinction. ■

1. Students hard at work in a studio in the Wellington School of Design in the 1890s. **2**. The Wellington campus sits on the brow of Wellington's Mt Cook, with the Old Dominion Museum building at one end and the site of the former Wellington Polytechnic at the other, separated by Wellington High School (the prominent pink building at centre). **3**. At the 2012 opening of the new College of Creative Arts building Te Ara Hihiko, Sir Richard Taylor accepts a gift from Massey Wellington Students' Association President Ben Thorpe Taylor while College of Creative Arts Pro Vice-Chancellor Claire Robinson applauds. **4**. Although the Wellington campus is perhaps best known for its strengths in the creative arts, it is also home to a remarkable cluster of public health research institutions, one of them being the Sleep/Wake Research Centre.

4

Becoming multicampus 1990 to 1999

New Zealand's national university

During the 1990s Massey became a multicampus university. At one end of the decade, the first sod was turned on Massey's Albany campus in 1992; at the other, the merger with Wellington Polytechnic, creating Massey's Wellington campus, took place in 1999.

In between came the merger of the Palmerston North College of Education and Massey University's Faculty of Education, forming the nucleus of what would be the College of Education – one of five newly created colleges.


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1. The Albany campus's Quadrangle Building, 1990s. **2**. The Japan Lecture Theatre under construction on the Manawatū campus, 1995. **3**. Graduating Samoan extramural students, 1998. **4**. A mock student wedding is held between Massey and its new Wellington campus, 1999. **5**. The 1990s were also a time of political turmoil, as illustrated by a *CHAFF* cover from 1994. **6**. Albany campus graduation parade, 1988.


ISSUE 13 MONDAY 13 JUNE 1994

Chaff*

BOLGER & CO

"PROPOSED EXTENTIONS TO PARLIAMENT".

*NOTE: CHAFF DOES NOT ENDORSE THE USE OF TOILET HUMOUR.

5

1992
The first sod is turned for the Albany campus.

1993
The Albany campus is established on Auckland's North Shore.

1995
The Faculty of Information and Mathematical Sciences is established.

1996
James McWha takes up his position as Vice-Chancellor, having been appointed in 1995. • The College of Education is formed from a merger of the Palmerston North College of Education and the Massey University Faculty of Education.

1997
The formation of the Colleges of Humanities and Social Sciences, Science, and Business begins. (The process is completed in 1998.)

1999
Wellington Polytechnic merges with Massey to become the university's third campus. • The College of Design, Fine Arts and Music is created. • The adidas Institute of Rugby opens on the Manawatū campus.

6

Māori studies arrived at Massey in 1971 with the appointment of Hugh Kawharu to a personal Chair. The new programme, part of the Department of Anthropology and Māori Studies, emphasised te reo Māori and Māori culture and a suite of papers was made available to extramural students.

Ngatata Love's appointment as a senior lecturer in management in 1973 was another advance. Love's presence and the establishment of the Tu Tangata programme by Te Puni Kōkiri, the Ministry of Māori Development, in 1977 led to an influx of students into the Faculty of Business, many of whom would later establish themselves as business leaders.

In 1988 Mason Durie was appointed to a Chair in Māori Studies, now a discipline in its own right. Durie introduced Māori health and Māori development, strengthened te reo Māori and Māori visual arts and, in 1993, initiated Te Hoe Nuku Roa (a longitudinal study of Māori households) and Te Pūmanawa Hauora (the Māori Health Research Centre). Professor Durie, who retired from Massey as Deputy Vice-Chancellor in 2012, would profoundly influence Massey's policy and development.

Māori learning, teaching, scholarship and research have become a strong and integral part of Massey's identity and culture.

The Institute of Education hosts a Māori medium teacher education degree programme, Te Aho Tātairangi, and maintains a postgraduate focus on Māori experience in the education sector, education policy, and community participation in schools.

Two Māori health research centres, Te Pūmanawa Hauora (directed by Professor Chris Cunningham from 2002) and Whāriki (directed by Helen Moewaka-Barnes), were launched in 1993 and 2002 respectively and are now part the university's College of Public Health.

A Māori business research unit, Te Au Rangahau, established under Farah Palmer in 2003, is based in the College of Business, and in the College of Creative Arts, Ross Hemara (now Professor Hemara) has introduced teaching and research programmes that combine elements of both contemporary and traditional Māori art. In the College of Sciences, Nick Roskruge heads a small but influential Māori research unit with a particular focus on growing Māori foods, and the Department of Sport and Exercise includes a team of Māori academics.

Te Mata o Te Tau, the Academy for Māori Research and Scholarship, provides a platform for Māori scholars to participate in interdisciplinary research and to promote postgraduate study.

By 2000 more than 3000 Māori students were enrolled at Massey, about half studying in extramural (distance) programmes.

In 1988 the first Māori learning support position, Tama Piripiri, was established, and the service was progressively expanded, culminating in 2011 with Te Rau Whakaara, a dedicated team of Māori learning advisors.

Although the level of Māori participation at Massey has been fairly consistent at around 10 percent, there has been a shift from undergraduate to postgraduate study, particularly at Doctorate level.

The first Māori PhD student, William McMillan, graduated in agricultural science in 1982 and in the decade from 1990 there were a further five Doctorate graduates. But in the decade 2000 to 2010 the number of Doctorate graduates rose to more than 50, spanning business, education, health, psychology, nursing, agriculture, science and Māori studies, and eight Masterate and four Doctoral theses were written in te reo Māori. ■

Te Kunenga ki Pūrehuroa

Suggested by Kahu Stirling and adopted as part of Massey's identity in 1998, the phrase 'Te Kunenga ki Pūrehuroa' (now officially the university's Māori name) suggests a journey 'from inception to infinity' and expresses Massey's commitment to te reo Māori, to the micro and macro strands of research, and to the conviction that although learning might start from small beginnings, the acquisition of knowledge has no bounds.

Above: Te Pūtahi-a-Toi Māori Studies building, 1997.
Below: The blessing of the pou (ceremonial poles) on the Albany campus, 2012.

The good stewards

Principal of Massey Agricultural College Professor Geoffrey Peren.

First Vice-Chancellor Dr Alan Stewart.

Vice-Chancellor Dr Neil Waters.

Vice-Chancellor Dr James McWha.

Vice-Chancellor Professor Judith Kinnear.

Current Vice-Chancellor Steve Maharey.

The most extraordinary thing about Massey's vice-chancellors (or their equivalent) is how few there have been: six in 86 years. The two longest serving were the founding fathers Sir Geoffrey Peren, at 31 years, and Sir Alan Stewart, at 24.

Professor Geoffrey Peren (later Sir Geoffrey Peren), who gained his Bachelor of Agricultural Science at Canada's Ontario College, arrived in New Zealand from Britain in 1924 to take up the Chair of Agriculture at Victoria University College, which had been set up under a bequest of £10,000 from Sir Walter Buchanan. But other than his salary, Peren was unsupported – a department of one, housed in a room in the physics department. Meanwhile, Auckland University College harboured plans of its own. In 1925, also drawing on a bequest, it set up its own Chair of Agriculture, appointing Professor William Riddet.

Could New Zealand afford two properly equipped agricultural colleges? Peren thought not, and he campaigned up and down the country promulgating his views. In 1926 the report of a royal commission into the standard of university education agreed: the two schools must be amalgamated to "develop widely a taste for the country life" and end the "intellectual impoverishment of the countryside".

The report was a clincher. In 1926 agreement was reached between the two colleges. Matters then moved swiftly: Peren and Riddet chose the Batchelar property at Fitzherbert, close to Palmerston North, as their preferred site and it was purchased that same year; the New Zealand Agricultural College Council came into existence in January 1927; Peren and Riddet were released by their respective colleges; Peren was appointed acting Principal of what was, in July 1927, to be renamed Massey Agricultural College; 84 students were enrolled in 1928; the refectory was completed in 1930 and the main science building in early 1931.

But that was the end of the golden weather. By 1931, the Great Depression had arrived in earnest. The maintenance grant was slashed and twice salaries were cut by 10 percent. The college lived hand-to-mouth between 1931 and 1937, kept afloat by private philanthropy and a mix of measures: the sale of stock, eggs, milk, cream and wool and foregoing fire insurance.

The increase of the maintenance grant in 1938, returning to its previous level in 1939, must have been greeted with relief, only for war to be declared with Germany shortly afterwards.

A staff college was set up on the grounds and Peren (who had been demobilised at the end of World War I as a Staff Lieutenant, First Class) formed a troop of the Manawatū Mounted Rifles from staff and students. During the war years enrolments thinned, dropping to a low of 48 students in 1942, just 12 of them full time.

After the war the student roll lifted. Courses were designed for ex-servicemen; qualifications in horticultural and, later, veterinary science were introduced; and female students were encouraged to enrol.

Peren was a persuasive advocate for projects in which he believed, and when he retired in 1958 he left the college in good shape.

It now had 63 academic staff in 12 departments, teaching 500 students enrolled in 15 degrees, diplomas and certificates; it owned tracts of farmland; and its grounds were of exceptional beauty. (Peren had established an arboretum committee in the early 1940s and taken a personal interest in the gardens and landscaping. In one incident, his over-enthusiastic use of gelignite put a portion of a tree stump through the roof of the main science building.)

Dr Alan Stewart (later Sir Alan Stewart) took up the principalship of Massey Agricultural College in January 1959. At the time of his appointment he was a senior lecturer in dairy husbandry at Massey, but his Massey pedigree ran deeper: Stewart had studied at Massey during the late 1930s, graduating with a Master in Agricultural Science with first class honours in 1940 (and winning a Rhodes Scholarship that same year).

Stewart – known, away from his presence, as 'Stewie' to generations of students – was a good fit with the times. Perhaps owing to his time in the navy (during World War II he had commanded a minesweeper in the Bay of Bengal), he was a believer in command and control and he was good at finding and husbanding funding.

A micro manager, Stewart insisted that every works order, even for something as trivial as the shelving in an academic's office, receive his personal sign-off.

(Badgered for money for sports facilities, he would point out that his generation had built the playing fields the students now enjoyed.)

It was Stewart who presided over the expansion of the 1960s and 1970s that turned the campus into one vast building site. The buildings were products of their times, built in the brutalist concrete style then in vogue. However, Stewart, like Peren before him, took a personal interest in the care and upkeep of the campus grounds and found the funding for a co-ordinated landscaping plan, which softened the effect.

(Stewart also had stringlines placed around the pristine lawns, which led to one waggish lecturer conducting string-cutting ceremonies around the campus.)

In 1979 Stewart signalled his intention to retire, and the council turned its thoughts to the qualities it wanted in the next vice-chancellor. Stewart favoured the idea of someone like himself with a background in applied agricultural science. Others, including influential members of the University Grants Committee, wanted the emphasis to be academic; this was, after all, now a full university with eight faculties, more than 500 academic staff and 15,000 students, over half of whom were studying extramurally.

The committee's view prevailed, and in 1982 **Dr Neil Waters** (later Sir Neil Waters), an internationally respected X-ray crystallographer and Assistant Vice-Chancellor (Research) at the University of Auckland, was appointed the university's second Vice-Chancellor. Waters created two assistant vice-chancellors, one for teaching, the other for research, and created a contestable funding system for research equipment and postdoctoral students.

He was also politically astute. In 1984 the fourth Labour Government was elected to office, bringing with it Minister of Finance Roger Douglas and the free market economic philosophy named after him, Rogernomics.

Waters understood the exigencies of the times, that costs were now more likely to be passed on to students – indeed, later as a member of the Todd Task Force he would recommend increasing the contribution students made towards their education – and he worried about how this and New Zealand's changing demography would affect Massey. When fees began to rise, would students choose to decamp to Manawatū for their studies or attend universities nearer to home? Auckland was clearly where the growth in university-age student numbers was going to happen.

Waters launched the push to establish the Albany campus, choosing a green-fields site among the market gardens on the outskirts of the North Shore, where, in 1993, he would take part in a tree planting ceremony to mark the campus's inauguration.

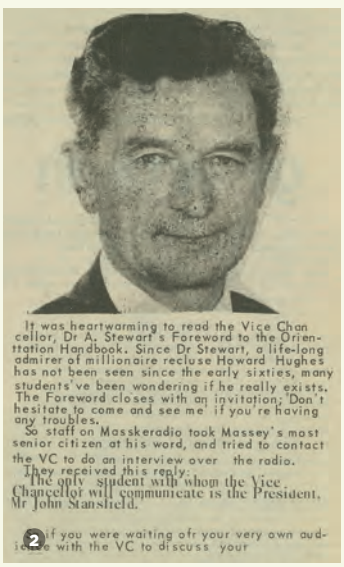
Waters signalled his intention to retire in 1994. This time there was little debate about what was wanted: the new vice-chancellor would need to grapple with the management complexities of what was now a two-campus entity.

In 1995 48-year-old **Professor James McWha** was appointed Vice-Chancellor. McWha was then the Chief Executive of HortResearch, a Crown-owned research organisation with 15 separate campuses throughout New Zealand, and he had worked variously in academia and in government science agencies in New Zealand and Northern Ireland. He had experienced first hand the restructuring of what was formerly the DSIR, and he had a firm grasp of management theory.

Under McWha the 10 faculties were reduced to four colleges, and entities of no fewer than 15 staff (variously called departments, schools or institutes) were created as managed sub-groups within them.

The model accommodated the two mergers that happened in McWha's time. The first, between the Palmerston North College of Education and Massey University's Faculty of Education, had been agreed to in principle before he arrived, and may have given him the idea of labelling the large entities colleges. The second, in which

continued over

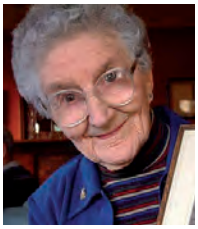


1. Sir Alan Stewart plants a tree at Riverside Farm, 1982. **2**. Alan Stewart is accused of being inaccessible in the pages of a 1980 *CHAFF*. (A number of letter writers sprang to his defence.) **3**. Professor James McWha good-humouredly holds two cartoons presented to him on his departure, one a pointed comment about 'repositioning', the other about Massey's supposed territorial ambitions.

50 YEARS | Women at Massey

Until Massey became a university in 1964, there were few women among its staff and students. This was a reflection of New Zealand society and of the traditionally male nature of farming – although Principal Peren thought that the presence of women was to be encouraged as a civilising influence. The pioneers were people such as Enid Hills (née Christian), the first female graduate, and Paddy Bassett (née Elsie Thorp), the first female degree-graduate. The first woman lecturer was Agnes Crawford from Scotland, who was appointed assistant lecturer in dairying and 'fancy cheese making' in 1928. The second was orchid and liverwort expert Ella Campbell, appointed in 1945, who lectured in the fledgling subject of horticulture and was to publish more than 100 scientific papers during her 55-year career. The first female professors – Rae Weston, Glynnis Cropp and Nan Kinross – were appointed in 1985. Massey's – and New Zealand's – first female Vice-Chancellor, Judith Kinnear, was appointed in 2003. In 2013, Anne Noble was appointed Massey's first female Distinguished Professor. From the late 1970s, the ratio of women to men began to skew in the other direction. In 2009 women made up 54 percent of lecturers and, in 2012, 65 percent of distance students and 58 percent of internal students. However, in 2009 , as was (and remains) the case in universities generally, most senior academic staff were men.

Vice-Chancellor Judith Kinnear leading a 10,000 steps fitness programme.



"Down at the main entrance they'd made a guard of honour out of farm implements to mark my arrival. My friend Jeff told me to go in the back way...
On my first day in class, the men all stood up when I entered the room."

Enid Christian, who arrived at Massey in 1932 to do a poultry farming course, was Massey's first female student.

"Everybody was addressed as Mister or Miss. Certainly, there was none of this first name business, and the boys were all expected to wear ties. Fortunately for us, trousers were just coming in. We had grey flannel slacks, which were very useful for practical assignments, like learning how to shear sheep. I could shear 12 in a day."

Paddy Bassett on being at Massey in the 1940s. Bassett graduated with a Bachelor of Agricultural Science in 1941, making her the first woman to graduate at degree level from the university, and went on to a distinguished research career.

"They thought they had me on two counts, the agriculture people. A new subject, horticulture and what was that supposed to be about and what use was it? And of course I was the only woman on the staff and was the only woman for many years."

Ella Campbell was appointed a lecturer at Massey Agricultural College in 1945, teaching plant morphology and anatomy as part of a new subject, horticulture. The Dame Ella Campbell Herbarium is named in her honour.

from previous page

McWha had a large hand, was between Massey and Wellington Polytechnic, which contained, in the form of the Wellington School of Design, the nucleus of what would become the College of Creative Arts.

This brought the number of colleges to five and the number of campuses to three – an easier number of campuses to manage than two, McWha once said.

He also oversaw some wrenching changes. As a result of demographic changes and perhaps of fees, fewer students were enrolling and they were choosing different courses. When McWha arrived, Massey was running deficits, a matter that had to be addressed. (The 1996 decision to raise student fees by 16 percent in 1997 led to a student occupation of the Registry.) With the majority support of the University Council, McWha embarked on a "repositioning" of the university: courses judged unviable were shed and a number of staff were made redundant.

In 2002 McWha left Massey, having been headhunted to become Vice-Chancellor of the University of Adelaide. He was awarded the Order of Australia in 2011.

McWha's successor – the first woman in New Zealand to be appointed a vice-chancellor – was **Professor Judith Kinnear**, then the Deputy Vice-Chancellor at the University of Sydney. A world-class biologist, Kinnear had worked at a number of Australian universities. Hers had been an illustrious career to which the Massey appointment would be the climax. Kinnear left the McWha structures intact, and devoted her attention to the support of science and scholarship. She retired in 2008.

Next – now serving his second term – would be Massey alumnus, the Honourable **Steve Maharey**, the then Minister of Education. ■

International ties

Massey has attracted international students from surprisingly early times – and not just from the usual suspects, Britain and Australia. The first Kenyans enrolled in 1940, and the first Indian students in 1947. In 1952 Professor Peren noted in the college's annual report: "It would seem that the reputation of the College in countries overseas continues to grow, as a result of which the international character of the student body, which was thought at one time might be only a post-war flash in the pan, is being maintained".

This natural flow of international students was augmented by students funded by the Colombo Plan of 1950, a part altruistically, part geopolitically motivated scheme set up by the Commonwealth Conference of Foreign Ministers to direct aid and development to poorer (and perhaps more unstable) countries in Asia.

Newsreel footage about Massey from 1953-54 (viewable on defining nz.com) features British, Australian, French, South African, 'Persian' (Iranian), Indian and United States students (one of them being William Myers, the first Fulbright Fellow to study at Massey). In 1956 the roll-call included 61 students from 19 countries, most taking diplomas or Master-level courses.

In January 1994 the International Students' Office was created, integrating marketing, admission, student exchange, study abroad and international partnerships. Bruce Graham was appointed manager.

Today Massey has around 3800 international students from more than 100 countries and has agreements with more than 190 institutions worldwide, covering a variety of relationships from collaborative research to teaching, study abroad, and staff and student exchanges.

It also delivers a number of programmes offshore, notably the Bachelor of Food Technology in partnership with the Singapore Ministry of Education at Singapore Polytechnic; the Master of Public Health (Biosecurity) through the World Bank to South Asia; the Bachelor of Aviation Management in partnership with the Singapore Aviation Academy; postgraduate dispute resolution programmes in Thailand in partnership with Khon Kaen University; and a Postgraduate Diploma in Arts and a Masterate, both in Defence and Strategic Studies, through the Royal Brunei Armed Forces residential staff college based at the Royal Brunei Armed Forces Defence Academy.

A number of offshore international students have chosen to study with Massey via online and distance learning, and the university is poised to employ new technologies to provide for many more. The Massey University Worldwide brand was launched in February 2014.

1


2


3

1. Colombo Plan students and Massey staff, 1959. **2**. A seed technology class, 1979. **3**. In 2011, Cornell University industrial design student Lauren Thomas (at left) was singing the praises of Wellington, where she was on a student exchange. "It is saturated with art and design, and has a rich urban culture comparable to that of cities 15 times its size." Meanwhile, in the United States, Lauren's counterpart, Wellington fashion student Victoria Green was having an equally rewarding time. More than 70 universities have student exchange agreements with Massey. **4**. Food technology graduates process in Singapore, 2011.


4

A university for a new millennium 2000 to 2014

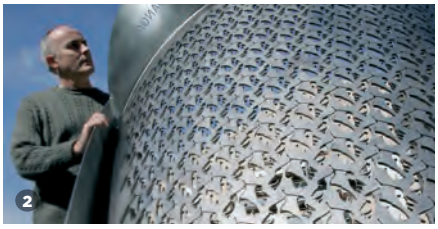
The engine of the new New Zealand

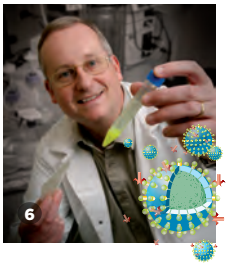
The new millennium was marked by changes to the tertiary education environment. In the 1990s the emphasis had been on lifting student numbers; now the shift would be towards efficiency and relevance, in both teaching and research.

One expression of this came in the form of the Government's contestable Centres of Research Excellence (CoRE) funding initiative. The CoREs enable scientists from a variety of institutions to collaborate on research projects, to produce truly innovative and excellent science and to train a new generation of scientists. Of the CoREs announced to date, two – the Allan Wilson Centre for Molecular Ecology and Evolution set up in 2002 and the Riddet Institute, established in 2003 and given CoRE status in 2007 – are hosted at Massey.

In 2007 the Hopkirk Research Institute, a joint venture between Massey and AgResearch, opened on the Manawatū campus, bringing together the expertise of AgResearch's microbiologists and parasitologists, and Massey University's clinicians, epidemiologists, pathologists and scientists.

Internally, a college was added to Massey's structure and another was redesignated. The addition was the College of Health in 2012, acknowledging the critical mass of health-related expertise that the university had come to harbour. The redesignation was that of the College of Education in 2013, which, with Massey's decision to switch to a postgraduate initial teacher training model, became the Institute of Education.





1. Massey's first three Doctors of Philosophy in Māori Studies: Monty Soutar, Te Tiwha Puketapu and Tai Black, 2000. **2**. Kingsley Baird at the unveiling of his work *The Cloak of Peace – Te Korowai Rangimarie* at the Peace Park in Nagasaki, 2006. **3**. Vice-Chancellor Steve Maharey in the Massey School of Aviation's new flight simulator, 2007. **4**. Students take part in an industrial design challenge in Wellington, 2008. **5**. Professor Nigel French and staff of the new Hopkirk Research Institute, 2007. **6**. Professor Bernd Rehm, founder of commercial spin-off PolyBatics, 2009. **7**. Professor Paul Rainey of the Albany-based Institute of Advanced Studies celebrates a cover article in the journal *Nature*, 2009. **8**. Katherine Holt and the Classifynder, a digital microscope imaging, identification and pollen counting system developed by staff from Massey's School of Engineering and Advanced Technology, led by Emeritus Professor Bob Hodgson, 2012.

2001

In Albany, the e-centre and Atrium Building open. • In Wellington the refurbished Dominion Museum building opens.

2002

The Centre for Social and Health Outcomes Research and Evaluation opens in central Auckland. • The Allan Wilson Centre for Molecular Ecology and Evolution, a CoRE, is established on the Manawatū campus.

2003

The Albany IIMS building is completed. • The Albany Campus Library Building opens. • Professor Judith Kinnear becomes Vice-Chancellor. • The Riddet Institute is established. • Agreement is reached with United States-based company Anzode Inc. to take a revolutionary zinc battery technology, developed by Dr Simon Hall and Dr Michael Liu, working in the Nanomaterials Research Centre, to the international market.

2004

The purchase of a $3 million, 700MHz nuclear magnetic resonance spectrometer is announced. • The Double Helix cluster computer arrives on the Albany campus.

2005

The Graduate Research School opens. • The Engineering and Technology Building on Albany's Oteha Rohe precinct opens. • The Albany Recreation Centre opens.

2006

The Sir Neil Waters Lecture Theatre opens at Albany. • The New Zealand School of Music, a joint venture with Victoria University of Wellington, opens in Wellington. • The Joint Centre for Disaster Research, a partnership between the School of Psychology and GNS Science, opens on the Wellington campus.

2007

The Hopkirk Research Institute opens on the Manawatū campus. • The New Zealand Institute of Advanced Study opens on the Albany campus. • The Riddet Institute is given CoRE status.

2008

The Hon Steve Maharey, former Minister of Education, is appointed Vice-Chancellor, taking up the role in October.

2009

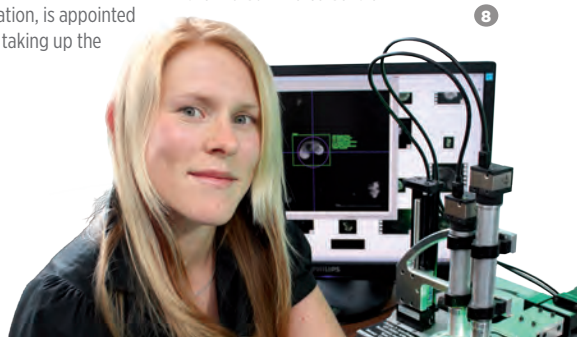
The firm PolyBatics is established to commercialise biobead technology created by Professor Bernd Rehm.

2012

Australasia's first Fab Lab opens on the Wellington campus, as does Te Ara Hihiko, an award-winning building to help house the College of Creative Arts. • The College of Health opens. • On the Manawatū campus, work begins on refurbishing and earthquake strengthening the refectory and the Sir Geoffrey Peren Building.

2013

The Institute of Education opens on the Manawatū campus. • Massey joins the Open2Study MOOC initiative. • The second stage of FoodHQ, Food Innovation New Zealand, launches, a partnership between AgResearch, Fonterra, Massey University, Plant & Food Research, the Riddet Institute and the Bio Commerce Centre.



Leaning into it

Where to from here?

Vice-Chancellor Steve Maharey has grand plans for his alma mater, but the timing of his appointment was not auspicious, he remembers. "Adrian Orr [head of the New Zealand Superannuation Fund] and I were sitting in the green room at TVNZ just after we got our jobs and he said, 'Isn't it fascinating, you feel just like [rugby union footballer] Mike Catt felt, very happy to be put on the wing of the English team, but what you don't realise is that across the other side of the world a person call Jonah Lomu is also being put on the wing and during the Rugby World Cup he is going to freight-train you'."

It was 2008. Orr's and Maharey's Lomu, created by the banks and trading floors of America and Europe, was the Global Financial Crisis. Maharey's ambitions for the university he loved – to sharpen and invigorate the university's sense of purpose and to return it to a path of growth – depended on money, and money was going to be tight. "So my tenure has had many challenges that I did not anticipate."

Maharey's association with Massey stretches back four decades. At age 15, wanting to buy a motorbike, he "sleep walked" his way into a job in Palmerston North. But when he saw the students over the river advancing their lives, he thought again. Fees were $125 a year. He chose sociology, mostly because it was about people rather than things – and because it avoided maths. (He would be ambushed by statistics later on, but by then he was besotted.)

After graduating, he lectured within the business department "working seven days a week, often until 2am in those old barracks at the bottom of the campus", before transferring across the campus to what he considered to be "the best sociology department in Australasia" and, at the last, standing for the Palmerston North City Council, embarking on the path in politics that would eventually have his name bruited as a possible Prime Minister. Massey changed his life. It gave him, to use the analogy he likes to use when talking about what to look for in a university education, a career passport.

Maharey's days as a student and lecturer were spent during the time of Vice-Chancellor Sir Alan Stewart. Here was a man who, from his official residence on campus, could stroll from one end of his domain to the other and – at least in the early years of his tenure – recognise most of his staff by name.

By contrast, Maharey, who lives his life in a whirlwind of meetings, openings, speeches and interviews, has three campuses to attend to and a frequent flier's schedule of international obligations. He makes himself determinedly available, but he sees himself as a transitional figure.

"I try to travel to the three campuses, but eventually it will defeat someone. If the game plan comes off, Massey will become a global player."

How might this happen? While Massey cannot hope to achieve anything like the brand recognition of a Harvard, Shanghai or Tokyo university, Maharey sees a niche for universities that have strengths in specialist disciplines, and particularly for those that have records in applying their expertise to real-world problems.

This is part of Massey's DNA. "I think people are going to look to universities like Massey and say, 'That's what we want, a smooth movement from knowledge to application'."

Indeed, Maharey sees Massey as well placed to rise to the challenges and opportunities of this millennium, whether they are the disruptive teaching and learning technologies enabled by the internet and ubiquitous computing or the booming demand for tertiary education in Asia.

"[Vice-Chancellor] Alan Stewart used to say that Massey is a change-embracing university, a young university, and in his departure speech he said he believed it would always remain that way. So do I.

"We just need everyone to lean into the project of changing New Zealand and getting the best of New Zealand to the rest of the world. If we can engage our 3000-plus staff, 35,000 students and hundreds of thousands of alumni we would be unstoppable."

His message to alumni: "This shouldn't be somewhere you pass through and then refer to with pride. Massey is something you can be part of throughout your life – we want your support."

Sociology student Steve Maharey, at far right, in the 1980s, the lead singer of a covers band, a venture that helped to pay for his studies.

Precisely right

Professor Ian Yule and engineer-entrepreneurs **Stu Bradbury** and **George Ricketts** talk precision agriculture with Bonnie Etherington.

Above: Not the drought of 2012-13, but the Wairarapa drought of 2007-08. New Zealand is likely to see more droughts and floods as a result of climate change. Precision agriculture is one way of creating climate resilience.
Alan Blacklock, NIWA

Top of page: Drones like this video-camera-carrying hexacopter may well become another piece of farming equipment.

Summer last year in New Zealand dragged. The hills turned gold and dry. On the front pages of the newspapers the stories were of failed crops and starving stock. By fence lines, farmers, boot-sole deep in the dust, made calculations about bringing in feed or selling stock and getting through the coming year.

It was something we had seen before. A weather pattern makes life difficult for farmers. Farms start to suffer. Farmers voice their concerns to the Government. Farms suffer further. The Government eventually gets around to declaring various areas drought or disaster-affected zones. Aid begins to trickle in to some (not always all) of those who need it. Journalists chatter about the costs of such aid. Is it enough? Is it too much? What sort of difference will it make? Many farms slowly recover. Some don't.

The way we think about and respond to weather-related events like this has to change if our farming industry is to continue to thrive, says Massey Professor of Precision Agriculture Ian Yule.

The climate change prognosis is for droughts, floods and other weather extremes to become more marked and more frequent. To cope, we need to redefine our world view. We have to start to see them as business as usual, and adjust how we approach farming accordingly.

Now is the time to ask some useful questions, says Yule. We like to think of ourselves as having the best and most innovative farmers in the world. But are we as good as we could be? Yule thinks we can do better.

Ian Yule grew up on a family farm in Scotland. As he endured the hard labour that comes with such a childhood, he often found himself thinking, "There must be a better way". At Newcastle University he earned a degree in agricultural engineering, and put himself to work figuring out exactly what this 'better way' to farm could be. He was always interested in how farmers could do things more effectively, and in 1991 he became involved in precision agriculture.

Precision agriculture is about making the optimal use of resources. It recognises that in nature all things are variable, and that the one-size-fits-all approach typical of industrial-style farming is severely limited.

"It's about the right product, at the right time, at the right rate," explains Yule.

Yield mapping, a technology developed in the United States in the 1980s to collect data on the characteristics of crop yields, heralded the beginning of precision agriculture research, and from there the field has expanded at an accelerating pace. In 1997 Yule arrived in New Zealand and began to explore how precision agriculture could improve the productivity of New Zealand farms, his particular interest being the hill country and the dairying sector.

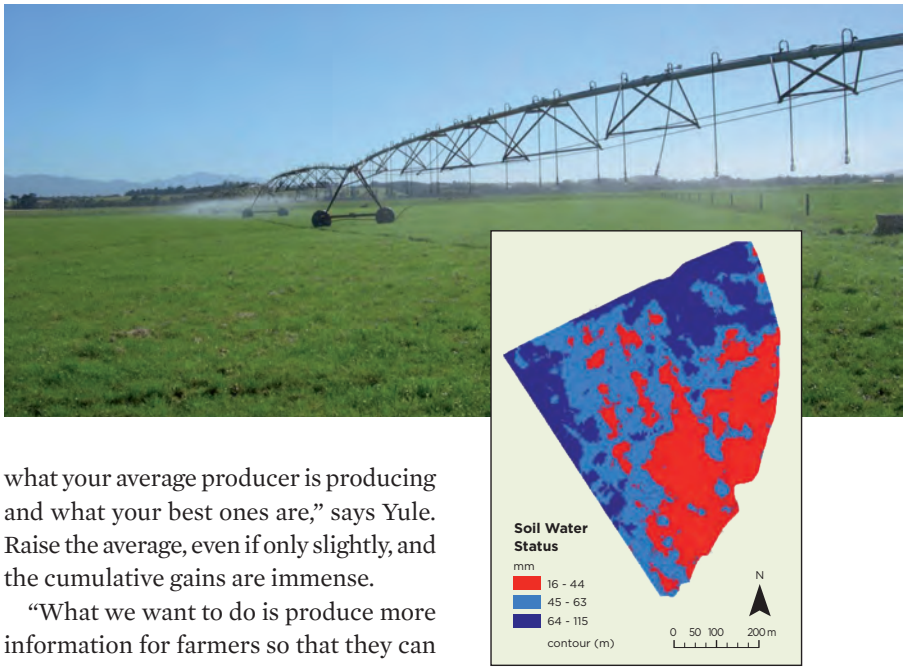
"We can improve productivity a lot," he says, "and it's not by pouring more chemicals into the system. It's about using what we have, and finding the weak points in the system and improving them.

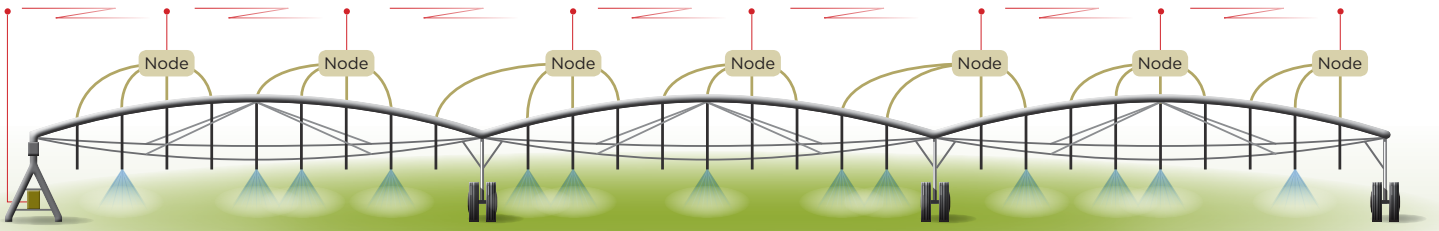
Below: Professor Ian Yule pilots a C-Dax Pasture Meter. Developed by C-Dax in partnership with Yule, Dr Rob Murray and Dr Hayden Lawrence (all of Massey University), the Pasture Meter uses a pulsing beam of near infrared light to take 200 measurements per second while travelling at speeds of up to 20 kilometres per hour. Software can then calculate the available feed and identify where there are shortages or surpluses, improving pasture utilisation by up to 15 percent. Calculated on the 2011 dairy payout, this has the potential to add 7.1 percent or just over $46,000 to the average dairy farm's income.

"Say you go running every day but you never time yourself, and someone asks, 'How good are you? How well are you doing?'. You'd actually have no real idea. Most people kid themselves about how good they are. Does a farmer know how he compares with his next door neighbour, with perhaps the same sort of soil and other conditions? What's his productivity compared with theirs? If he can start to put some measures around that, he can begin to see where the weak points in his system are, and how he can make things better."

Yule mentions a US study that found that while the top 10 percent of maize growers were achieving 80 percent of the maximum possible productivity, the average grower was only achieving about 50 percent. "There's a hell of a long way to go between what your average producer is producing and what your best ones are," says Yule. Raise the average, even if only slightly, and the cumulative gains are immense.

"What we want to do is produce more information for farmers so that they can





Above: A smart irrigation system delivers exactly the right amount of water to where it is needed, promoting optimum growth and avoiding run-off.
Left to right: George Ricketts and Stu Bradbury.

understand how their production systems are running. They also need to have good access to that information so we can empower them with the right tools to help them with their decision-making."

Spurred by the recent drought and the prediction of hotter, drier summers ahead, the current Government has been pushing hard for irrigation in vulnerable areas. "If we're going to do that," says Yule, "we're going to have to make good use of water, educate the country about water use, ensure river flows, and avoid potential environmental problems. We've got to make sure the whole thing is sustainable and precision agriculture is the way to do it."

A decade ago, Yule worked on technology called soil electromagnetic (EM) mapping. EM mapping allowed him to measure various soil attributes. Large-scale maps documenting soil types existed, but field-by-field they were not very accurate and they often concealed the huge variability of the soil within an individual field.

EM mapping was also good at measuring something else – available water – and this became the topic of one of Yule's PhD students, Carolyn Hedley, a few years later. Hedley (who is with Landcare Research) found that the differences in available water within an individual field were considerable.

Yule and Hedley realised that, if allied to the right technology, EM mapping could change the face of irrigation.

Then they met Massey University mechatronics engineering graduates, Stu Bradbury and George Ricketts.

The story of the small start-up enterprise with a smart idea that is sold by its founders at a premium is typically about Silicon Valley and software, but Bradbury and Ricketts did it from Palmerston North and in agriculture.

Their technology now has an international presence, although you might not think it to see their farm-based office in small-town Colyton, which comes complete with a rambunctious dog, roses, and horses out the back.

Both were born and raised in farming families, which no doubt gave them a practical bent, and from early on they nurtured entrepreneurial ambitions.

While at Massey they took precision agriculture papers as their electives – and, on the side, began mapping farms commercially and developed the farm mapping technology Where's My Cows?.

After graduating they considered taking jobs with a large company, but thought that, for the time being, they might as well make a go of it on their own. To stay afloat they did odd jobs, including installing irrigators.

It was then that they noticed what was wrong with conventional irrigation practices. Within the same irrigated field, some areas of pasture might be parched while others were swamped. Bradbury and Ricketts had some ideas about how to create an irrigation system that would dispense variable amounts of water along its length, but they needed a way to assess the water demands across the landscape.

So in 2008 Bradbury and Ricketts joined forces with Yule and Hedley.

"Imagine you've got a map under the irrigator," says Yule. "It tells you that one area wants to be irrigated to a certain depth, another area another depth, and another area needs nothing at all. Stu Bradbury and George Ricketts developed a system that tells the irrigator, as it goes around, exactly where it is and tells it how much water is needed."

In this way, every area of the farm gets the exact amount of water it needs. No more, no less. The system, officially called variable rate irrigation (VRI), matches the amount of water applied to the soils to what the soils can actually hold and what the plants need. VRI deals with data that can't be seen by the human eye, and prevents problems before they become evident at surface level. Water savings for farmers who have implemented this system have ranged from 5 to 30 percent.

In 2010 Bradbury and Rickets sold their Precision Irrigation business to Lindsay International, a US-based centre-pivot irrigation system supplier.

"VRI is going to become the norm, not just here but also worldwide," Yule says. "When I go to the States and they say to me, 'Look at this latest and greatest innovation', I get to say: 'Yes, I know. It was developed in Palmerston North'."

VRI is but one of the precision agriculture innovations in which Yule has, in one way or another, had a hand.

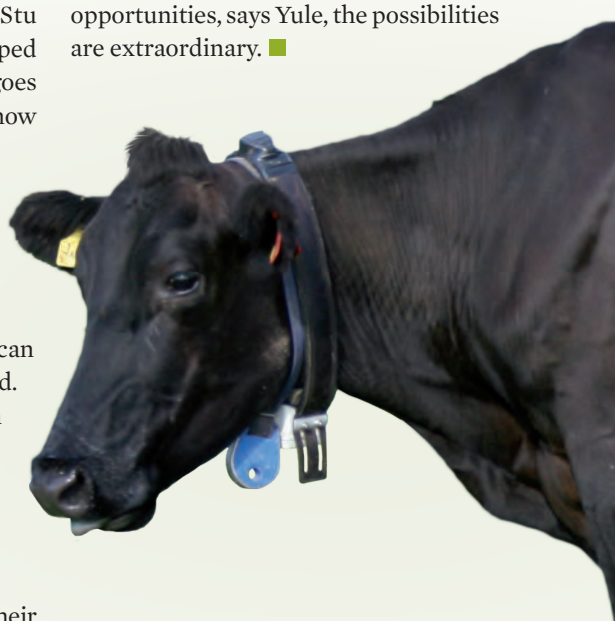
Yule also helped to develop the now widely used C-Dax Pasture Meter, which when towed behind a quad bike rapidly and accurately measures the amount of pasture available in a paddock.

In development is a GPS-based method of targeting aerial topdressing to address the variability of landscapes and soil types on hill country farms. All the pilot will have to do is keep an eye on where they're going and the system will determine when and where to drop the fertiliser and how much to drop, preventing wastage and optimising coverage.

Information technology, GPS-based systems, ubiquitous real-time data: the face of farming is changing.

We have gone from 'number eight' wire to wireless, from by guess and by God to a world in which almost everything can be quantified.

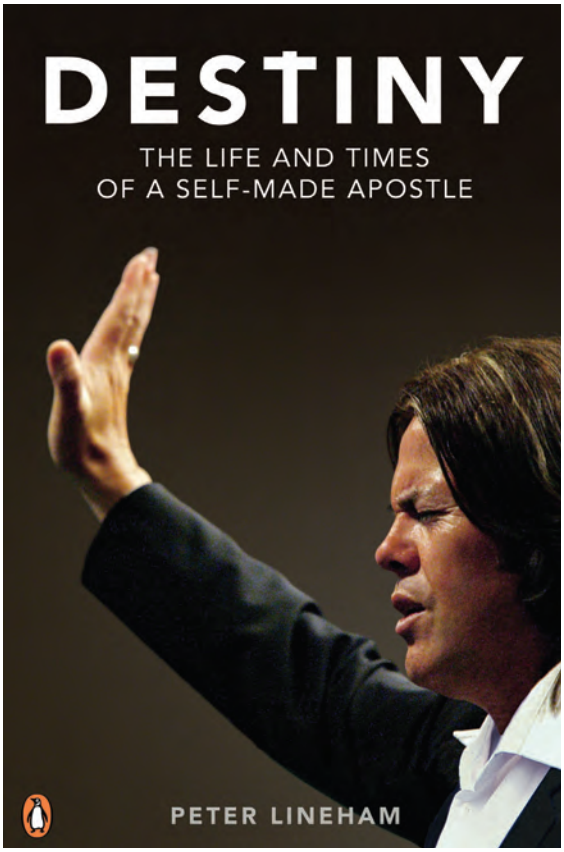
If New Zealand avails itself of the opportunities, says Yule, the possibilities are extraordinary. ■



A GPS-tracker-equipped cow. In one proposed scenario, farms would be fenceless and the cows would be electronically prompted to walk to where the grass is richest or to where their dung and urine are most useful.

Mixed media

Cover proposals for World War I centenary history volumes. At right: work by fourth-year design student Phoebe Morris. Below, from left: works by third-year design students Darien Fisher, Jessie Boston, Alina Tysoe and Stephen Corner.



Destiny: The life and times of a self-made apostle

Peter Lineham, Penguin Books New Zealand

Heather Kavan writes.

In his preface to *Destiny*, author Peter Lineham tells the story of a lunch he had with Brian Tamaki, his wife Hannah, and Destiny's political leader Richard Lewis. Lineham had received the leaders' approval to write a book on the church, but at this point he had not informed them he was gay. Over the lunch, Lewis asked him, "You a family man, Peter?". Lineham knew it was now or never: "You do know I'm gay?" he replied. Hannah immediately responded, "Oh Peter, we love gay people", and chatted about how homosexuals in Melbourne shops flocked after Brian.

This is one of many stories and quotes that illustrate the appeal of Lineham's book. He takes us inside the world of Destiny and the Tamakis, and the result is fascinating.

The book begins with Destiny's 2004 'Enough is enough' march against homosexuality. Lineham then details Brian Tamaki's life story, including his conversion at an evangelical meeting in 1979 and subsequent out-of-body experience, his split with the Apostolic church, his vision of creating the largest Polynesian church in the world, and his venture into televangelism. There are separate chapters on controversial aspects of the movement, such as Tamaki's prosperity teaching, Destiny's foray into politics, and whether the church is a cult. The book closes with a discussion of the future.

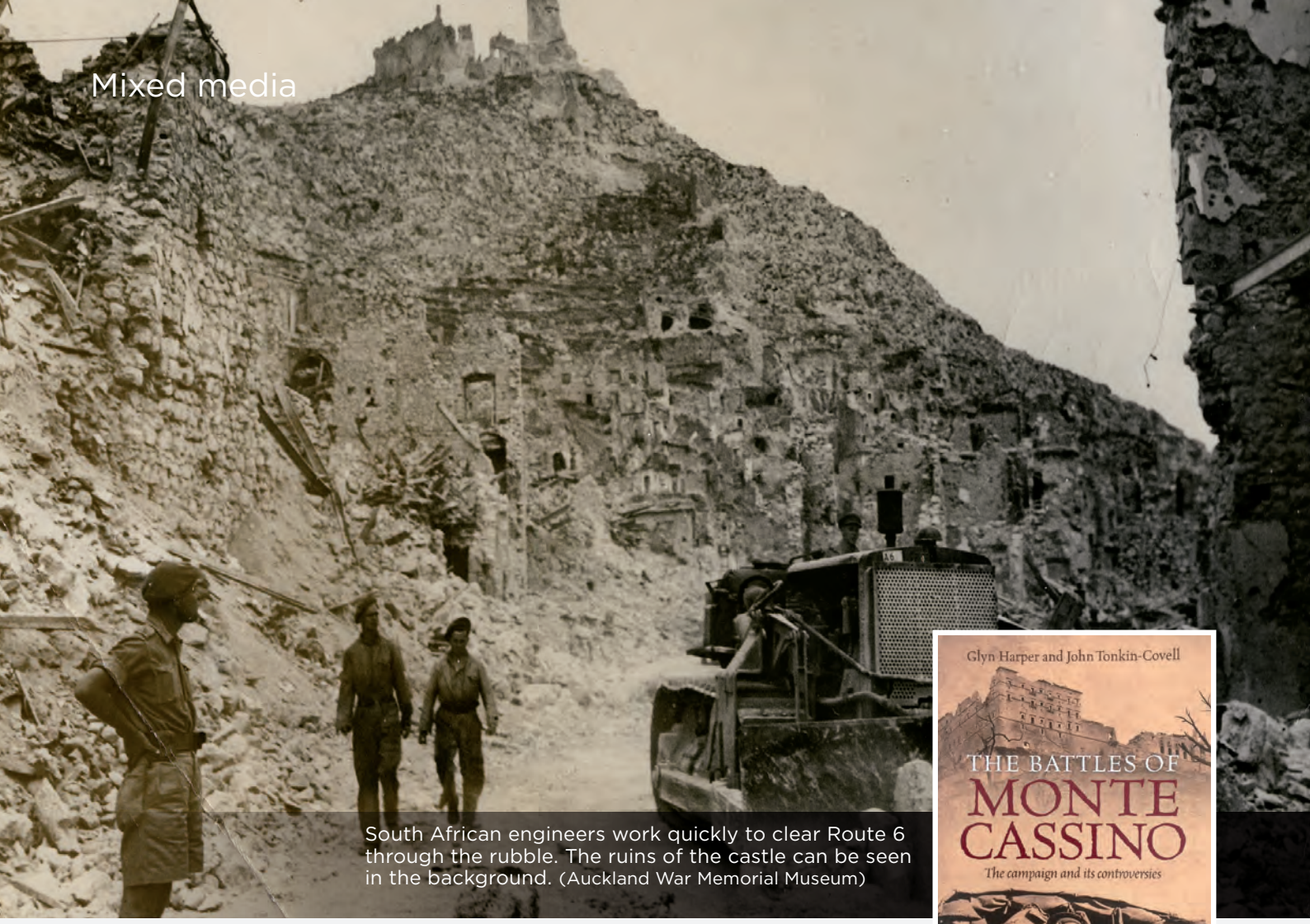
The impression I gained of Tamaki is mixed. One has to have some admiration for the young Māori man who stood up to the Apostolic church hierarchy and created a massive following independently. Lineham also outlines Tamaki's exceptional church planting successes and ability to attract followers. Tamaki's resilience is also noteworthy. Lineham mentions the *Reader's Digest* polls that repeatedly place Tamaki as the least trusted New Zealand public figure, the false website ('Density'), media exposés, caricatures and Tui billboards ("It's a church, not a cult. Yeah, right").

At the same time, there is something about Tamaki that makes it difficult to empathise with him. While Lineham never describes the self-appointed apostle as a narcissist, this impression comes through the material, often in Tamaki's own words. He refers to himself as a spiritual father and the voice of God on Earth. Pastors have to stay constantly in his good books, and the church has security guards instructed to stand in the way of any bullet aimed at him. Followers are forced to use food banks so they can pay tithes to finance his luxurious lifestyle. The church hierarchy keeps them in a state of subservience, and promotes submission to authority as the solution to all problems.

The book is illustrated with nine colour photographs. Even without them, descriptions are vivid. Tattooed Destiny men (of whom many are former gang members and ex-prisoners) are toned at the gym. At services they punch fists into the air to confront invisible spiritual entities, while loud music plays. As Tamaki whips up the religious tension, one can almost smell the hair gloss and perspiration.

At the time of writing this review, the book had sold out – an indicator of public fascination with Tamaki and his church. I imagine the book will appeal most to Pentecostals, as they will recognise the names of church leaders they know. The volume will also have broad interest as Destiny has been outspoken in its condemnation of gay rights and other liberal trends. But what of Destiny followers – will they read the book? Believers accustomed to fervent worship and totalistic rhetoric are unlikely to sit still for the subtle theological points, but they will at least find the chapter on where their money goes interesting.

The parts of the book I enjoyed most were Hannah Tamaki's comments. Many had a ring of authenticity, particularly her statement that when her husband prophesied he would rule the nation by 2008, she wanted to strangle him for saying it out loud. It would have been fascinating to delve more deeply into these psychological aspects of Destiny. Does Tamaki's need to govern mask a fragile self-esteem? Why does he rail self-righteously against certain segments of society? What private hurt does his David and Goliath obsession assuage? Should the door open on these secrets, the publisher will have another bestseller.



South African engineers work quickly to clear Route 6 through the rubble. The ruins of the castle can be seen in the background. (Auckland War Memorial Museum)

The Battles of Monte Cassino: The campaign and its controversies

Glyn Harper and John Tonkin-Covell, Allen & Unwin

Malcolm Wood writes.

Gallipoli, Passchendaele, Crete and Cassino: these military campaigns are iconic for New Zealanders, and there is not an unqualified victory among them. In the end, the Allied forces were pushed from the Gallipoli peninsula; the Passchendaele campaign on the Western Front included the blackest day in New Zealand history in terms of lives lost; German paratroopers prevailed in Crete; and Cassino, despite ending in success, was mostly a debacle. "It is a peculiar national characteristic of New Zealanders that the military campaigns that attract the most public attention have all been defeats," write Glyn Harper and John Tonkin-Covell.

In the first three attacks of the Cassino campaign, Allied troops dashed themselves against well established German defences, suffering heavy losses, and the famous landmark abbey atop the hill (founded in the early sixth century, but rebuilt several times during its history) was senselessly bombed to rubble, creating a better defensive position than it had been when intact.

Twice the New Zealanders were sent into battle, each time suffering a mauling.

Only during the fourth attack, when the overwhelming forces were mustered and the French Expeditionary Corps had advanced inland through the mountains, did the Allies break through.

Cassino has spawned a number of military histories – with more certainly on the way – so authors Harper and Tonkin-Covell have chosen the novel approach of exploring the campaign issue by issue. Was there any good military rationale for bombing the abbey? In what regard should history hold General Mark Clark? Why was the Allies' air supremacy so far from being the decisive factor it might have been? What can be said about the quality of the leadership? These are some of the questions they explore.

It is fascinating stuff. Cassino was not just a military campaign, a matter of troops and tactics; it was a mix of hubris, politics, prejudices, backbiting, cultural clashes, personalities and egos.

Some of it is of the too-good-to-invent variety. Take General Clark, a figure fit for fiction (think *Catch 22*), whose entourage of around 50 public relations staff followed a three-in-one

rule: his name was to be mentioned three times on the first page of each press release and once on every page thereafter. It was Clark who chose to disobey orders, heading off to capture Rome and leaving the German Tenth Army to conduct its withdrawal.

New Zealand's favourite general, Bernard Freyberg does not come off well either. "The two assaults mounted by the New Zealanders were carbon copies of the previous American efforts that had achieved nothing but heavy casualties for the attacking American battalions." There is speculation that Freyberg was unnerved by the fact that his opponents were paratroopers, the same soldiers who had ousted him from Crete.

If Cassino is one of New Zealand's military touchstones, so too is it one for the French, who were set on recovering their honour after the humiliation of occupation, and for the Poles, most of whom would never return to their homeland.

In all, 26 nations fought on the side of the Allies in Italy. (Chapter 10 carries the title 'A Mighty Coalition?'.)

The ruins of the Benedictine abbey of Monte Cassino. Its bombing was the most controversial act in a controversial campaign. (Imperial War Museum, London)

As for the Germans, they may have been more limited in their resources, but they had a greater depth of experience than the Allies and they were well led and dogged fighters. For them, holding back superior forces and exacting a heavy cost amounted to a strategic coup. Theirs is a straightforward tale that Harper and Tonkin-Covell are able to dispatch in a dozen pages.

What explains the New Zealand interest in defeats and their near relatives? No doubt the national psyche has something to do with it. But I tend to think another factor also applies: defeats are revealing, full, as it is euphemistically said, of 'teachable moments'.

Professor Glyn Harper is Professor of War Studies at Massey and the Massey Project Manager of the *Centenary History of New Zealand and the First World War*. John Tonkin-Covell is a Senior Lecturer in Strategic Studies at the New Zealand Defence Forces' Command and Staff College and a Senior Teaching Fellow at Massey's Centre for Defence and Security Studies.

A Man Runs into a Woman
Sarah Jane Barnett,
Hue & Cry Press
Bryan Walpert writes.

A lyric poem, according to M H Abrams's well regarded literary glossary, is "any fairly short poem, uttered by a single speaker, who expresses a state of mind or a process of perception, thought, and feeling", and much New Zealand poetry is most at home there. Little surprise, perhaps, that major publishers passed on Sarah Jane Barnett's first book of poetry, since she takes us a long way from home. It took an upstart – Hue & Cry Press – to take a chance on Barnett, who was named a finalist in the New Zealand Post Book Awards, wholly unusual for a first book and, to my mind, wholly deserved.

Barnett, whose Doctorate I have the pleasure of supervising in the School of English and Media Studies, is interesting precisely because her work turns its back on two typical conventions of lyric poetry. The first is a reliance on the lyric 'I'. Instead of Abrams's "single speaker", we get a multitude of voices, often in the third person ('Embossed', the first poem in the collection, begins typically: "When he was released from Stalag VIII-B he sold shoes"). The 'speaker' (nearly an orchestrator) instead works behind the scenes to render emotion at an unusual distance. If this is most explicit in the poems voiced by United States death-row inmates, we're hard-pressed to identify many of the poems throughout the book with a version of the poet.

Her second break with our expectations is with form. We all know what a poem is meant to look like: the poet ploughs the page with furrows. But this book improvises on verse, often abandons it, as in the short prose poems that begin the book and the increasingly fiction-like final three pieces (complete with dialogue). By the time we reach the final piece, 'The Pipeline', we're a long way from Abrams: "Perception, thought, and feeling" here are inextricable from an unusually substantial stake in prose narrative.

The award judges wagged a finger at larger publishers for their conservative choices. Hue & Cry even had to crowd-fund Barnett's book when Creative New Zealand rejected its grant application. But the aesthetic chances Barnett takes are precisely why her work is so exciting to supervise and why the judges rightly praised smaller presses for "much of the best risk-taking, much of the bravery, and much of the joy that comes from opening a book and finding a brilliant, original and fearless companion".

Rivers: New Zealand's shared legacy

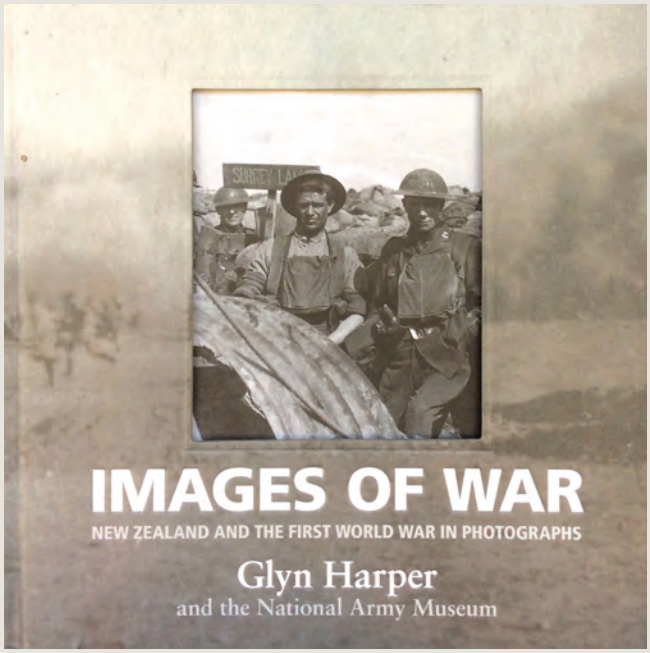
David Young with photographer Aliscia Young, Random House

Mike Joy writes.

David Young's latest book, *Rivers: New Zealand's shared legacy* is a revision of his 1986 book *Faces of the River: New Zealand's living water*. The photos in the first book were by Bruce Foster; in this latest book David's daughter, Massey graduate Aliscia Young (who was born around the time of publication of the first book) is the photographer. She has produced some stunning work.

In Aliscia's lifetime – the 27 years since the first edition – New Zealand's human population has grown by more than one million and the dairy cow population by four million, and both these changes along with many others have had major impacts on the state of New Zealand's freshwaters.

Throughout the book Young reveals his considerable talent for communicating complex issues as he explains the impacts these changes have wrought on rivers and the politics surrounding them. His explanation of the natural history, the Māori history and the management of freshwaters is thorough and entertaining. This book is undoubtedly the keystone book for anyone interested in flowing waters in New Zealand.



Images of War: New Zealand and the First World War in photographs

Glyn Harper and the National Army Museum, HarperCollins Publishers

Malcolm Wood writes.

A lust for pocketable gadgetry is not something restricted to our times. In 1912 the desirable object of the day, the height of consumer aspiration, was a new model of camera, the Vest Pocket Kodak. Compared with cameras of a few years earlier, this was a wonder of miniaturisation, convenience, speed and affordability.

When the New Zealand Expeditionary Force steamed away to war in October 1914, many of the troops carried cameras like this tucked away in their kits for the great adventure that lay ahead.

Eventually, more than 100,000 New Zealanders would serve in World War I. And because of cameras like the Vest Pocket Kodak, part of their documentary legacy to us takes the form of many hundreds of albums and thousands upon thousands of photographs.

Mailed home or carried back by the returning soldiers, archived away in shoeboxes and suitcases, the photographs, provided they have been kept away from sunlight and damp, have endured remarkably well, as Professor Glyn Harper knows.

During the course of two years he, his wife Susan Lemish, and Massey colleague Tania Lasenby viewed around 30,000 photographs from World War I: 20,000 or so from the collections of the National Army Museum in Waiouru and the remainder sent in by individuals and families. From these they have winnowed out the 800-plus photographs that form the content of *Images of War: A photographic record of New Zealanders at war 1914–18*. *Images of War*, which was first published in 2008 on the 90th anniversary of the cessation of hostilities, has now been republished in a new, rather imposingly large hardback edition to mark the 1914 World War I centenary year. This editon comes with more photographs and with updated information.

Chocolate Cake for Breakfast

Danielle Hawkins, Arena

'Delightful', 'escapist', 'sweet', 'funny' and 'very Kiwi': these are the terms readers are applying to Danielle Hawkins' latest novel, in which small-town vet Helen McNeil (Hawkins is a vet herself) encounters sporting hero Mark Tipene and romance and complications ensue. Hawkins's first book, *Dinner at Rose's* (also well reviewed in these pages), now exists in German translation. At print, *Chocolate Cake for Breakfast* was number two in the New Zealand bestseller lists.

The Story of Nelson Aviation

Richard Waugh and Graeme McConnell, Invercargill Craig Printing Company

Aviation historian (and Massey alumnus) Richard Waugh is a publishing phenomenon, with a shelf's-worth of exhaustively researched and lavishly illustrated books to his name. *The Story of Nelson Aviation*, co-authored with Graeme McConnell, is his latest and does not disappoint. If there is anything you would like to know about Nelson Aviation, from the "terrible fiasco" of an exhibition balloon flight in July 1894 (the balloon took off without its "Lady Aeronaut") through to the present day, this is the book.

The Lie that Settles

Peter Farrell, Oceanbooks

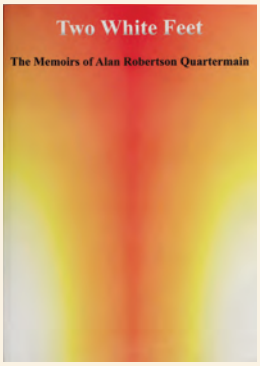
Maree Hoare writes.

There is something about a well written memoir that creates an intimacy between reader and author that you seldom find in non-fiction. It is an invitation into another person's life, with all of its idiosyncrasies.

The Lie that Settles is Massey life-writing-course graduate Peter Farrell's first book. It brings to light a remarkable personal story. It traces his identity, from his childhood belief that he was the son of a dead war hero through to his adolescent discovery that his father was a semi-bohemian school teacher and on to his professional successes in his adult life at the other end of the world.

Farrell documents the decisions that shaped the course of his mother's life and his illegitimate birth. His early life places the reader at the centre of the free school movement in mid-century London and his upbringing at Red Hill boarding school where his mother was Matron. But it is the search for his father and his eventual discovery of the meaning of 'whānau' that make this story so engaging.

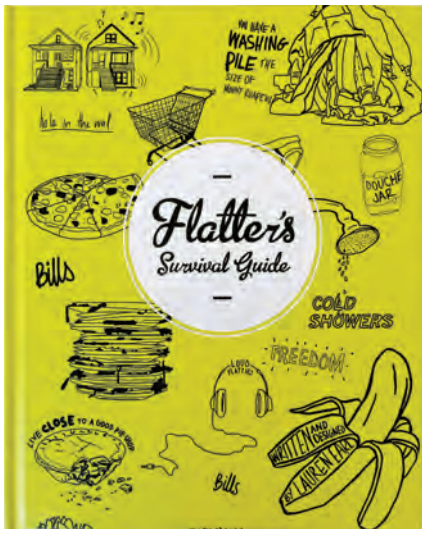
What he has accomplished is not easy, says life writing lecturer and memoirist, Ingrid Horrocks. Explains Horrocks: "A good piece of life writing is only partly about the story, although a good story does help. It is about giving shape to the real chaos that makes up the experiences of most of our lives."



Two White Feet

Alan Robertson Quartermain, UPNG Press & Bookshop

In *Two White Feet*, urged by friends and relatives, Massey alumnus Alan Quartermain has compressed the stories from his 76-year biography into around 70 anecdotal pages. His has been a life well lived. Quartermain came to Massey in the second half of the 1950s, completing a Master of Agricultural Science. (His memories of the time are of Austin 7s, bonfires and sing-alongs, life in the Pink Hostel, and Dr Dry's pickled pig embryos.) In the years since, he has amassed a PhD from the University of Iowa and, partly through consulting for the Food and Agriculture Organization of the United Nations, a globetrotter's list of exotic countries in which he has lived and worked. These days this tramper, amateur actor, drummer, Scottish dancer and sometime social activist is resident in Papua New Guinea, where he is Dean of the School of Natural Resources at Papua New Guinea University of Natural Resources and the Environment, which officially recognised his public service in its 2011 New Year's Honours list. It does not look as if Quartermain's days of adventures are over just yet. A postscript mentions the son he and his partner had in 2010 and a tick list of ambitions he hopes to fulfil before retiring to New Zealand.



Flatter's Survival Guide

Lauren Earl, Awa Press

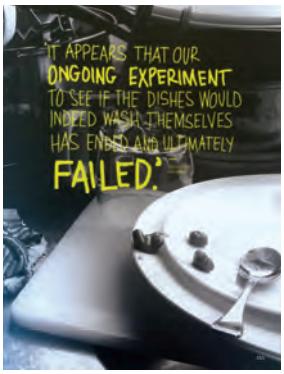
Sarah Wilcox writes.

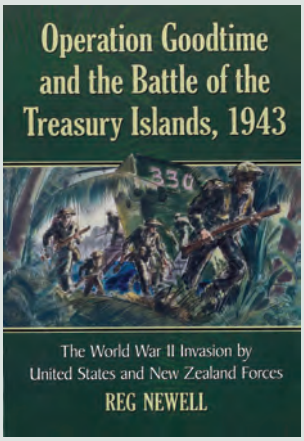
Flatting – sharing a house and a fridge with people who are neither friends nor family – is a character-building rite of passage for many young Kiwis. In *Flatter's Survival Guide*, Massey design graduate Lauren Earl promises readers that they are "about to embark on the best time of their life" and dishes out enough sensible advice on dealing with dirty toilets, conflict, landlords, budgets and boozers to get them through the worst of it. It's neither preachy nor skimpy with the important facts, and a very enjoyable read.

Earl includes flat rules (with space for everyone to sign their name), a hilarious 'how to clean' page (the entry for kitchen benches says, "sweep crumbs onto the floor, kick crumbs under bench"), the results of surveys of flatters, and memorable quotes from other flatters such as, "I find it helps to organise chores into categories: things I won't do now, things I won't do later and things I will never do".

Mary Varnham, publishing director at Awa Press, heard about the book, which featured in Massey's Exposure 2012 exhibition, through design lecturer Anna Brown and persuaded Earl to let Awa Press publish it rather than Whitcoulls, which was also interested. "I thought it was such a quirky and funny book. Not only did Earl know her subject, but her graphic design was outstanding." Varnham was impressed that, even at 22, Earl had a very commercial focus and a clear eye for what would sell. (In the end Whitcoulls bought the whole print run from Awa.)

I loved the book and couldn't put it down. The mix of distinctive design, artsy photography, original humour and digestible information kept surprising me right to the last page. With a bit of luck, "the best times of my life" are now over, but if I ever did go flatting again I would definitely buy this book for the benefit of my flatmates.





Operation Goodtime and the Battle of the Treasury Islands, 1943

Reg Newell, McFarland & Company

James Watson writes.

Few New Zealanders are likely to know much about the exploits of the country's Third Division in the southwest Pacific during World War II, overshadowed as they were by those of the much larger Second Division in the Middle East and Italy. Reg Newell's book seeks to remedy this.

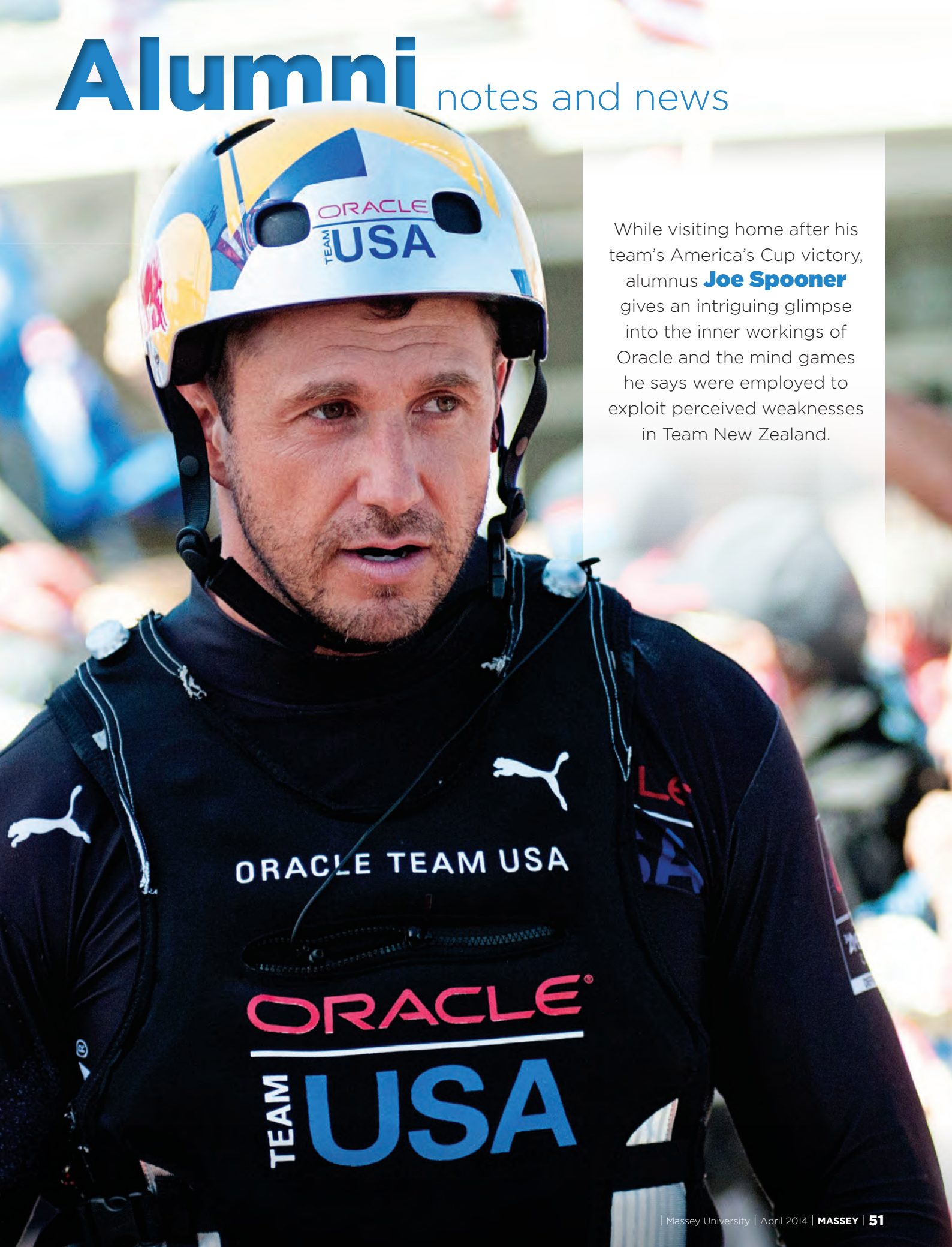
He describes the second of the two campaigns in which these "forgotten warriors" fought in 1943: the capture of the Treasury Islands in the Solomons in the decidedly ironically named Operation Goodtime. The author draws on both archival sources and interviews with veterans not only to describe the progress of the campaign but also to recapture, quite vividly, the experience of New Zealanders fighting a largely unseen enemy in a hostile and unfamiliar jungle environment.

The patrols led by Sergeant Bert Cowan, which carried out extremely dangerous advance reconnaissance with the assistance of local people, are covered in detail. Unlike their counterparts in the Mediterranean, the troops of the Third Division were largely dependent on American, rather than British Commonwealth forces for support; a situation that required considerable adjustment on both sides. These were also amphibious operations and therefore particularly complex.

Newell argues that Goodtime succeeded in its purpose of confusing the Japanese command in the Solomons as to where the main attack on their defences would come. They were persuaded to divert forces away from the actual point, which proved just as well when that landing failed to go to plan.

This book is based in part on Newell's Massey University Doctoral thesis in history, but it is written in an extremely readable style that will appeal to anyone interested in gaining a fuller appreciation of the contribution of the New Zealand armed services to World War II.

Alumni notes and news



While visiting home after his team's America's Cup victory, alumnus **Joe Spooner** gives an intriguing glimpse into the inner workings of Oracle and the mind games he says were employed to exploit perceived weaknesses in Team New Zealand.

Snapshot

Jasmine Groves writes.
Alumni Relations Manager

I invite all our alumni and friends to join us in celebrating Massey University's 50th Jubilee this year. Massey Agricultural College became Massey University 50 years ago, on 1 January 1964. As an alumnus, you are a valuable part of Massey's history and future, and we hope you will join us to celebrate.

To kick off the celebrations, Tiritea House was reopened as an alumni and heritage centre in early March. The centre will be open to visiting alumni and provide a place to rest, view university heritage or meet old friends.

The Wheat from the Chaff, an 80-year history of Massey's student rag, was also launched in March. Contributors to the book include Tom Scott, Sir Lockwood Smith and Jon Bridges. It can be purchased online from alumnishop.massey.ac.nz.

A number of class groups came back to campus in March, and accounts of their adventures can be read at alumnionline.massey.ac.nz/50Years. If you didn't get along to these events, check the programme for the rest of the year.

In October we are hosting a series of evening events where Stuart Morriss (Assistant Vice-Chancellor Operations and University Registrar) and Louis Changuion (University Archivist) will look back at Massey's history and give a glimpse of what the future holds for this institution. We invite you to bring along any of your mementoes of Massey to share at these events . Also, keep an eye on the event calendar and our social media channels where other activities will be posted.

Thanks to all of you who took the time to complete our alumni survey last year. It helped us to shape and develop an alumni programme that we trust you will want to engage with. If you have any questions or ideas, we would love to hear them. Please drop a line to alumni@massey.ac.nz.

I look forward to seeing you during what promises to be a great celebratory year for Massey and its alumni. Take care and stay in touch.

PS: If you haven't heard from us in a while, please make sure we have your correct address.

Catching some wind

Massey alumnus **Joe Spooner** was aboard the Oracle America's Cup catamaran in its astonishing turnaround victory over Team New Zealand in San Francisco. He talks to **Bevan Rapson** about his career in sailing and the secrets of Oracle Team USA's success.

At 40 years old Joe Spooner is a yacht racing veteran but he will have one more crack at sailing's biggest prize, having recently re-signed with Oracle to 2017. "I'm excited about finishing my career with the team," he says. "Being the defender is fantastic."

He has won the America's Cup before – with Oracle in Valencia 2010 – and his CV also includes victories in the legendary Fastnet Race, the Rolex Maxi World Championships and Malta's famous Middle Sea Race. But he doesn't hesitate in rating the 2013 America's Cup victory as the highlight of his yachting career. Fighting back from 8–1 down was something special to be involved with, he says. "If we made one mistake, it was over."

Spooner rejects the notion that Oracle's turnaround came from a game-changing technical modification. Changes made to the Oracle boat were "tiny", he says, small adjustments to the wing that gave an incremental upwind benefit at the expense of downwind speed. Suggestions of Oracle finding greater foiling stability were also wrong, he says, with the idea that Oracle was so much faster disproven by an analysis of the last race, which showed that had Team New Zealand sailed the lines Oracle had, it would have won the race by 32 seconds. "Strategically, they made mistakes... it wasn't that we were foiling faster."

> "So we just decided that we'd get them mentally, we'd start saying that we were making changes, big changes..."

He reveals that the Oracle team decided to "play" Team New Zealand mentally. "Most of us have sailed with or against those guys and we know that when the chips are down, Dean [Barker] does have a tendency to tighten up and start making mistakes.

"So we just decided that we'd get them mentally, we'd start saying that we were making changes, big changes... And then, if we did start winning races, we thought, if they get the mentality that we are going quicker, it'll help us."

Spooner says Oracle's replacement tactician Ben Ainslie did a great job finding the wind in San Francisco's shifting conditions, but that nobody stands out as the team member who contributed most to the win. "It was a team effort. If one person had made a mistake, we would have lost, it was as simple as that."

Spooner grew up in Auckland, learning to sail Optimists at the Kohimarama Yacht Club. At Saint Kentigern College he already nursed ambitions to sail for the America's Cup, even writing to Sir Peter Blake to ask about getting a job with Team New Zealand for its challenge

in 1992. "I never heard from him. [That] probably made me more ambitious to do it."

He began a business degree at Massey in Albany in 1993, and while he had to combine studies with his burgeoning sailing career, he has fond memories of his student days. "I loved Massey." At the same time he enjoyed sailing success on the European circuit and sailed for the national team at various world championships, winning second place at the Junior World Championships in Melbourne in 1995 – a feat that earned him a 'blue' from the university.

In 1996, the young sailor suffered a major setback. In Atlanta as a reserve for the New Zealand Olympic team, he was attacked as he left a Savannah bar and left with a shattered skull and a life-threatening brain injury. He remembers very little of that ordeal, which left him with complete loss of hearing in one ear.

Following surgery and a "tough road" of recovery, he returned to sailing and his studies, and upon graduating in 1997 he briefly took a job in the business world before being contacted by a well known round-the-world sailing identity. "I lasted six months before Ross Field phoned up and said, 'Do you want to go racing in Europe for money?'."

So began a professional sailing career, which in 2000 led to his first brush with an America's Cup campaign – a role in Team New Zealand for what turned out to be its defeat in Auckland in 2003. After that disappointment, other opportunities beckoned. "Most of us had offers to go to other places and I've always enjoyed travel. For me, it was Oracle that came to the door." He's been with the Larry Ellison-owned team ever since, while also being involved in other racing campaigns.

The on-board race team of 11 in San Francisco comprised sailors of seven nationalities, and Spooner says that unlike Team New Zealand, they weren't a particularly "matey" bunch. "We can do a job well together, but you wouldn't go around to each other's houses for dinner."

Oracle had great team morale and excellent leadership, he says, in both Russell Coutts and owner Larry Ellison.

> "We all pushed each other to get better, to go faster, to sail smarter. That's Russell's leadership."

The team just kept "chipping away", one race at a time. "It was the mentality of 'never give in, just keep fighting'." Some of the early defeats were narrow, which meant it didn't take much to turn the tide. "We'd get in front and then we would make a mistake or we'd do a bad tack or strategically end up on the not-so-good side of the course."

Coutts set the standard for Oracle early in the campaign when he declared that nobody was guaranteed a place on the race boat. "We all pushed each other to get better, to go faster, to sail smarter. That's Russell's leadership."

Spooner's position on the boat was listed as 'grinder', though he also ran the halyards for raising and lowering the 'code zero' sail. He was the longest-serving member of the winning on-boat crew, and at 39, one of the two oldest. He realises that age will catch up with him eventually but for now says his fitness levels are as good if not better than those of his younger teammates. For that he can thank twice-daily gym sessions and also staying injury-free, avoiding the injuries that tend to dog older sailors. He kept his starting place on the sailing team through 19 straight races in defence of the cup. "I'm loving it – definitely looking forward to being at the 35th America's Cup."

Spooner says he's had a positive response from New Zealanders. "Everyone's been very good. They've been congratulatory. A lot of people that you never would have picked as being into the sport are really enjoying it." The faster catamarans improved the event's appeal and he believes future changes will do so again, with sailing possible in windier conditions.

Unfortunately, Spooner was back in Auckland soon after the triumph in San Francisco for a sad personal reason. His mother was in the terminal stages of cancer after a short illness. "She got to see the America's Cup and then she just slipped so quickly," he says. "At least she got to see the racing."

He plans to return to his home city more permanently in the future, but for now San Francisco is home for him, his Kiwi wife and their two children, who were both born during the couple's six years in Valencia. "We'll move back here eventually but my kids are five and three so we kind of get away with it at the moment," he says. "We've got to teach them all about New Zealand at some stage." ■

Events

Celebrating 50 years of vet education at Massey, July 2013

The celebrations included a cocktail function at Wharerata and culminated in a black-tie gala dinner, where four medals were presented to alumni in recognition of their significant contributions to veterinary science.

LA Brooks Trophy and Lake Taupō Cycle Challenge

The LA Brooks Trophy was contested in Christchurch in 2013, with a final score of 37–15 to Lincoln. Join us on Massey soil in September to cheer on our side, as the rivalry continues.

Students, staff and alumni once again battled their way around Lake Taupō and to their own personal victories.

2014 events

Join in the celebrations for our Jubilee year!

June

National Fieldays

12 June

Join us at The Ferrybank in Hamilton to meet up with other alumni and agribusiness professionals.

August

Albany 21st Reunion

Reunion for alumni who studied in Albany – details to follow.

September

LA Brooks

This year it's Manawatū's turn to host the rugby and netball fixture between Lincoln and Massey. Come out and cheer on the Massey side!

October

Massey Past, Present and Future

We're taking this Jubilee event on the road in October. See us on the following dates:

Christchurch, 14 October
Auckland, 15 October
Wellington, 16 October
Manawatū, 21 October
Hawke's Bay, 23 October.

November

Lake Taupo Cycle Challenge

29 November

Whether you're riding the challenge or part of a support crew, make sure you pop in to the Massey marquee. We'll be there throughout the day and during prizegiving.

Events are added to our calendar as they are planned, so please visit alumnionline.massey.ac.nz for details and the most up-to-date list.

Touching base with our international alumni

Alumni Relations hosted events in New York, San Francisco, Los Angeles and London in June 2013.

Alumni and friends of Massey enjoyed an evening of networking in the Cornell Club Library, New York.

The Massey Executive MBA staff team, along with local alumni and friends, met at Perry's in San Francisco.

It was an incredible evening in London, with breathtaking views from the Penthouse Suite at New Zealand House, time to catch up with other alumni and friends, and speeches by alumni Sir Lockwood Smith and Robin Stalker.

Massey Defining Excellence Awards 2014

DEFINING EXCELLENCE AWARDS

Distinguished Alumni 2014

Linda Jenkinson, Sir Geoffrey Peren Medal, for services to business and social entrepreneurship; Don McKenzie OBE CNZM, Distinguished Alumni Service Award, for his work with the Blind Foundation and other community organisations; Peter Hughes CNZM, Distinguished Alumni Achievement Award, for his 30-year career in the state sector; Kathryn Wilson, Distinguished Young Alumni Award, in recognition of her successful fashion footwear business.

Research Medals 2014

Professor Sally Morgan (**1**), Research Medal – Individual; Dr Mary Breheny (**2**), Research Medal – Early Career; Professor Steve Morris (not pictured), Research Medal – Supervisor; Veterinary Epidemiology and Public Health (**3**), Research Medal – Team.

Vice-Chancellor's Teaching Awards 2014

Dr Jing Chi* (**4**); Dr Thom Conroy (**5**); Associate Professor John Holland (**6**); Dr Damian Ruth (**7**); Scott Symonds (not pictured); Anna Weatherstone (**8**).

Staff Service Excellence Awards

Centre for Teaching and Learning 'One-Safe' team represented by Brian Best (**9**), Contribution to Health and Safety Practice; Ema Alter (**10**), Notable Improvement in Work Practices or Service Experience; Nancy Braithwaite (**11**), Sustained Excellence in a Service Area; Distance Library Service Team (not pictured), Team Award for Sustained Excellence in a Service Area.

** In 2013, Dr Jing Chi was also awarded a Sustained Excellence in Tertiary Teaching award by Ako Aotearoa, New Zealand's National Centre for Tertiary Teaching Excellence. Each award is worth $20,000.*

Linda Jenkinson, Kathryn Wilson, Steve Maharey, Don McKenzie (with guide dog Holly), Professor Brigid Heywood, Peter Hughes

More than a gut feeling

If you're travelling to a country with less than fastidious hygiene practices, you would be well advised to follow the example of Professor Gregor Reid: dose yourself up with 'good' bacteria.

His guest microbes help prevent diarrhoea and promote gut health – they are strains he himself has developed during a distinguished career in microbiology.

Reid grew up in Glasgow and came to Massey in 1978 on a Rotary International Scholarship to complete a PhD in microbiology, and loved it. He was appointed Professor of Microbiology and Immunology and Surgery in 1996 at the University of Western Ontario. In 2001 he was appointed Chair of the United Nations/World Health Organization Expert Panel and Working Group on Probiotics. He received a Massey University Distinguished Alumni Award in 2011.

Reid is also part of a group of staff and students from the university that has set up community kitchens in Tanzania, Rwanda and Kenya, where local mothers produce probiotic yoghurt for around 3000 people each day. The probiotics improve general health, enhance immunity and alleviate diarrhoea, including among those taking anti-retroviral therapy for HIV. The programme was the first to make probiotics available to the developing world's poorest citizens.

"It was, and still is, a major challenge. From teaching basic microbiology and hygiene to women (the yoghurt mamas) who have a bare primary school education, to engaging farmers, community leaders and local scientists to make sure the highest standards are met, requires enormous patience. To their credit, the mamas have made it work, and despite our limitations with language and cultural awareness they have persisted and succeeded."

Gregor Reid with the yoghurt mamas.

Looking ahead, Reid is confident that probiotics will significantly reduce the risk of chronic and fatal diseases worldwide, and play a role in treatment.

"There are very few areas of medicine where probiotics will not have an impact. I say this with complete confidence. The key is to get the bacteria to work for us. They can negate toxins from the environment and pathogenic microbes, decrease anxiety, delay the onset of diabetes, reduce colic in babies and increase fertility and pregnancy rates in women. The potential is enormous."

Doing business for Africa

When serial entrepreneur Linda Jenkinson took her business, DMS, public in the US in 1998, she became the first Kiwi woman and the second New Zealander to have done so. She has also built two other multi-million-dollar businesses – LesConcierges, an international concierge service and Porthos, an online wine business.

Jenkinson is now based in San Francisco, but stays closely connected to New Zealand. She is active with Kea, the expat Kiwi network and has been honoured as a World Class New Zealander. Jenkinson is also a founding director of Massey University's US Foundation.

She recently took up social entrepreneurship and in 2006 co-founded WOW for Africa, a non-profit investing in women-led businesses in Africa.

"I fell in love with Dakar and the Senegalese people from the first moment I set foot there. There is something truly magical about this city that has pulled me back again and again."

WOW helps grow small and medium-sized enterprises in low-income countries such as Senegal, by providing essential capital, networks, business expertise and training.

"We chose the name 'WOW' because it means 'yes' in Senegalese – you hear people on the street saying 'wow' all the time! We invest $20k to $100k per company in debt and equity, and provide extensive day-to-day support to build sustainable businesses, based on the three Ps – people, profit and planet."

But WOW is definitely not a charity. "This isn't about giving away money. Success is about making a financial return, as well as building scalable businesses that will support the development of Western Africa."

Giving remains one of Jenkinson's key principles. "I'm trying to help Massey instil that value in the university's culture. Because I'm so grateful for what I received, I want to help others support the university too – the place that educated us to become the successful professionals we are today."

Linda Jenkinson returned to New Zealand to give keynote addresses at graduation ceremonies in Palmerston North in November 2013, and became a Massey University Distinguished Alumna in 2014.

Notes

1962

Clive Palmer, Master of Agricultural Science, Diploma in Education 1972 writes, "I was delighted to read that the 'Main Building' has been renamed to commemorate Sir Geoffrey Peren. I was President of the Students' Association in 1957 and officiated at a formal student farewell to 'Prof', held in the auditorium of that building. Many of our ag science undergraduate lectures were held in the building and I shared space in the top floor attics while completing my Masters."

1968

David Buxton, Bachelor of Agricultural Science, Graduate Diploma Business Studies 1992 writes, "After graduation I embarked on a farm advisory career with MAF. For 18 years I worked in dairy, sheep, beef and maize growing areas in the North Island. I also worked at Invermay and Ruakura. Being made redundant from the MAF after 25 years, I joined a start-up company and established a video information business, Farming With Pictures. I was a keen member of the NZ Guild of Agricultural Journalists and Communicators, serving as president and attending IFAJ conferences in Germany, Finland and Australia. I am married to Lyn and we have three sons. We are now retired in Taupō, but often away in our motorhome or travelling overseas."

1969

Mike Winterbourn, Doctor of Science, with Christine Winterbourn PhD (Science), writes, "I arrived at Massey in 1965 as a junior lecturer in zoology and was able to do a PhD part time, studying a freshwater snail. My wife Christine did a PhD in biochemistry and in 1968 we became the first students to complete Doctorates in our respective subjects at Massey.

In those days Massey was small enough to have a strong sense of community and we were able to put out exceptionally strong staff cricket teams (for which I opened the bowling) to play against the students and Victoria University staff outside the Refectory. After Massey we did post-doctoral research at the University of British Columbia and then returned to Christchurch. I was appointed to a personal chair in zoology at the University of Canterbury in 1990 and spent five years as head of department. Christine and I are Fellows of the Royal Society of New Zealand and in 2011 she was awarded the Rutherford Medal for her extensive research on free radicals. The diverse responsibilities we enjoyed at Massey in the 1960s clearly provided the basis for our rewarding careers in research and university teaching."

1973

Neville Chandler, Master of Agricultural Science writes, "After leaving Massey I returned to the Victorian Department of Agriculture at Ellinbank, then joined Dalgety, where I was responsible for producing polyunsaturated cheese and yoghurt. In 1980 I transferred to the UK, but the project closed after 12 months. I stayed in the UK and worked for a company blending oils and fats for the animal feed industry. In 1994 I returned to Australia and was appointed Principal of Marcus Oldham College for two years before returning to the UK to be the Regional Director of the United Kingdom Renderers' Association until 2007, when I decided to retire and return to Australia. I am now living in nirvana at Batemans Bay, NSW and have four children and eight grandchildren. I would like to hear from any former colleagues or students."

1975

Nathan Balasingham, Master of Horticultural Science was nominated by the World Technology Network for an individual biotechnology award. The nomination recognises his 40-year career as an entrepreneurial scientist and contributions to New Zealand's kiwifruit industry. Highlights include the invention of the Kiwi Crush tonic, and Agrizest and Biozest technologies to manage PSA in kiwifruit.

Patrick Hesp, Bachelor of Arts, Master of Arts 1977. Patrick retired after 10 years in the Department of Geography and Anthropology at Louisiana State University at the end of 2012 and was appointed Emeritus Professor. He is now Strategic Professor of Coastal Studies at Flinders University in Adelaide. In December 2013 Massey University awarded Patrick a Doctor of Science degree to recognise his contribution to coastal and aeolian geomorphology.

1979

Ashley Burrowes, Bachelor of Business Studies, Master of Business Studies 1982. Dr Ashley Burrowes (FCANZ), Professor of Accounting at Woodbury University in Hollywood, has been appointed to the Accounting Principles and Auditing Standards Committee of the California CPA Society. He was a visiting professor at Te Whare Wānanga o Awanuiārangi in Whakatane, and Erskine Scholar in Accountancy at the University of Canterbury during 2013.

Equine surgeon doubly honoured

Wayne McIlwraith, Bachelor of Veterinary Science 1971, and Distinguished Professor at Colorado State University (CSU), received the Jacob Markowitz Award in 2013. The prestigious award, presented by the Academy of Surgical Research, has previously recognised outstanding contributions to human medicine, but McIlwraith received the honour for his work in pioneering, developing and refining arthroscopic surgery in horses.

"It's an honour to receive this award in light of the landmark work of previous recipients," he said.

Besides their pioneering surgical work, McIlwraith and his colleagues at the CSU Orthopaedic Research Center are researching joint disease and investigating new therapies and techniques for the early diagnosis of osteoarthritis and cartilage repair in horses.

In 2014 Dr McIlwraith was awarded the Marshall R Urist, MD career-achievement award by the Orthopaedic Research Society. He is the first veterinarian to be so honoured.

1980

Madeleine Taylor, Bachelor of Social Work writes, "After working in health and mental health as a social worker, I transitioned to organisational development and conflict management. Most recently I went to a workshop about the impact of overindulgence on children as they grow up and go to work. I have been developing ways of talking about this very important issue in New Zealand."

1982

Julian Good, Bachelor of Agricultural Science writes, "I worked in sales for 10 years with an Australian water pump company based in Christchurch, who then moved me to Chicago. I am still here 13 years later as US and Latin America sales director for Thomas & Betts, a large US company. Being a Kiwi with a global perspective is a real advantage here, and the fact that I grew up in Chile and speak Spanish also helps. I encourage all my fellow alumni to feel proud of their antipodean ancestry and the unique perspective we have to offer employers."

1983

Michael Godfrey, Bachelor of Arts (Honours) writes, "I was appointed Dean of the Anglican Cathedral of Saint John, Waiapu, in Napier in October 2012, relinquishing a position in Darwin to take up the new post. My book *Babylon's Cap*, a post-colonial reflection on the biblical Book of Revelation, was published by Wipf and Stock in the US a month earlier."

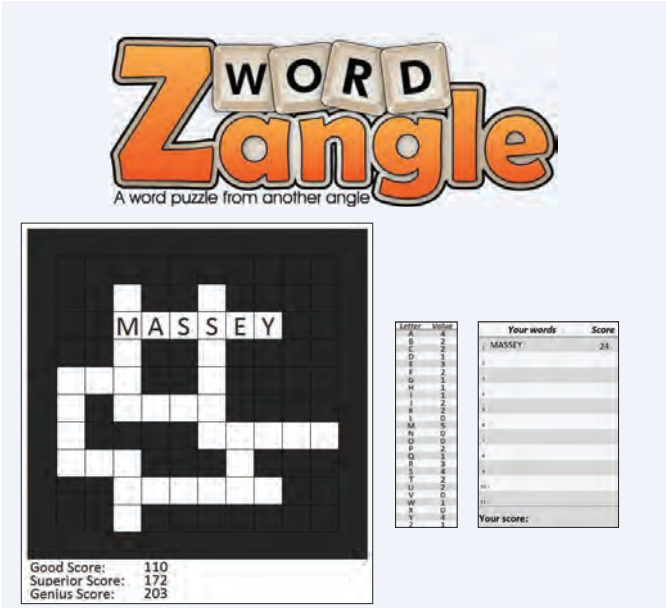
Richard Lee, Master of Business Administration, Graduate Diploma in Education 2004 writes, "I was part of the second MBA programme back in 1981, when the degree was known as a Master of Agricultural Business and Administration! I can still visualise Prof Cartwright's class when he told us the 'mousetrap dilemma' story and introduced us to the marketing by intuition (aka, checking the wind direction) concept! Since then I have worked in a supermarket, a finance company and a merchant bank in Malaysia, where I often had to resort to 'checking the wind direction' whenever the market direction was unclear! These days, I manage and teach business and management at a private provider in Christchurch and share the mousetrap dilemma story with my retail management students to help them get a feel of what focusing on customer needs is all about!"

1985

Sandy Bond, Bachelor of Business Studies, Postgraduate Diploma in Business Administration 1994, Master of Business Studies 1997 writes, "I worked in Wellington for four years as a valuer before an OE in Canada, South America, the UK and Asia. I returned to become a lecturer at Massey in 1991 and went on to complete a PhD at Curtin University in Western Australia in 2001. After four years at Auckland University, I married an American and moved to Florida, where I retrained as a feng shui consultant. We then moved back to Curtin University for three years and then on to Lincoln University. I arrived in Christchurch as Professor of Property Studies in time for the Canterbury earthquakes in 2010 and was subsequently invited to join an expert panel to advise government on valuation matters. Despite the suffering and stress, the earthquakes have provided ample material to research their impacts on the local property markets. In 2013 I published *Towers, Turbines and Transmission Lines: Impacts On Property Value*, and was nominated as President-elect of the international Real Estate Society. In 2014 I am looking to relocate to Florida for a warmer climate and to be nearer friends and family."

1989

Casie Hermansson, Bachelor of Arts (Humanities) 1989 writes, "I studied English and French and both have been a dominant influence in my life ever since! I did an OE in England and then taught in France for a year. I completed an English MA and PhD at the University of Toronto and was hired at Pittsburg State University (Kansas) 17 years ago, where I am now a full professor of English. I published my Doctorate as a book in 2001, and in 2009 *Bluebeard: A Reader's Guide to the English Tradition*. More recently I have enjoyed publishing children's writing. I met my husband at PSU and we have two children. Last year it was fantastic to return to Massey as a Visiting Fellow for a semester while on sabbatical. My kids attended the same local school as my siblings had, and I caught up with some of my hons year crew and profs from Massey!"



Executive MBA students Graham Ramsey, Ruth Scandrett and Kevin Turner teamed up with Simon Adams from the Massey sprint programme to commercialise his new word puzzle, *Wordzangle*. Kevin writes, "While puzzles such as crosswords and Sudoku tend to emphasise either logic or vocabulary, *Wordzangle* combines left-brain logic skills with right-brain vocabulary skills. Because the letter values in *Wordzangle* vary with each game, it is a truer reflection of the player's underlying general language and logic ability. We are currently in discussions to publish *Wordzangle* in print and online, but welcome the opportunity to work with other interested parties. We would also welcome feedback on the game, so we can continue to improve it." **wordzangle.com**

1991

Guido van Drunen, Bachelor of Business Studies, Postgraduate Diploma in Accountancy 1996, Master of Business Studies 1997 writes, "Since starting my studies at Massey, my life has continued to be an adventure. I had a great run at the New Zealand IRD and in 1996 took my wife and two wee Kiwis to Michigan, where I worked for a Fortune 100 company and developed their global investigations team. Later I worked in investment related to real estate private equity and venture capital. Then KPMG recruited me to Seattle as a director and I am now a partner leading the forensic accounting practice in the Pacific Northwest. I was recently asked to lead the Pacific Northwest chapter of the Association of Chartered Accountants in the US. All the opportunities and good fortune that have come my way have been facilitated by the wonderful education I received at Massey University. I will be forever grateful."

1994

Lucy Tan, Postgraduate Diploma in Clinical Psychology writes, "I worked as an assistant psychologist in Singapore then moved to New Zealand and worked in a large, remote mental institution. I then completed my clinical psychology training at Massey. No one understood much about clinical psychology in those early days but I stuck with it and have

Peter Brown is putting his Bachelor of Environmental Engineering (2007) and experience with Beca to good use in Vanuatu, working with World Vision and VSA on water, sanitation and hygiene projects. He writes, "In the communities we're working with, 63% of children suffer stunting because they lack access to clean water, good sanitation and a balanced diet. I'm glad to be working alongside them to provide an opportunity to change the situation. Ever since university, I've wanted to use my knowledge and skills to help people. One of my engineering practicals was in Bangladesh, where I saw the poverty of opportunity that people experience. My Christian faith also motivates me. The real test of this project's impact will be five years after it's finished. If the communities are still putting their learning into practice and their water systems are still running, then the project will have been successful."

been in continuous practice since. Psychology qualifications provided me with opportunities to work in many countries before settling in Australia." Lucy recently completed a PhD in psychological medicine, studying mindfulness-based intervention in adolescents with mental health problems. She developed a treatment programme called Taming the Adolescent Mind and has published widely. Lucy was awarded a Prime Minister's Australia Asia Endeavour Award in 2013, which will enable her to carry out further research in Hong Kong.

Anand Upadhyay, Postgraduate Diploma in Business Administration is now Principal Facilitator and CEO at Xperentia Training Systems in India. He has recently published an ebook, *Right of Centre – Experiential Initiatives for Action Learning.*

1995

Erina Ogawa, Bachelor of Business Studies, Postgraduate Diploma in Business Administration 2003, Master of Management 2007 writes, "Although I have been living in Japan for most of the 20 years since graduating with a degree in international business, I got my Masters in communication through Massey by distance. I am currently teaching English and business communication at a university in central Tokyo and researching cultural identity changes and educational manga (comics)."

1997

Sheila Alexander, Bachelor of Arts (Humanities) writes, "After graduating with my degree in English I got a job at the only publishing company in Palmerston North. After a few years I started my own editing and writing business, which I brought with me when my husband and I moved back to the US in 2003. Although the editing business didn't work here, I had great skills and now work at Sweet Briar College, where I write foundation and corporate grants. I love doing work that helps so many bright, enthusiastic young women fulfil their dreams."

John Wallaart, Graduate Diploma Business Studies, Master of Business Administration 1998. John completed a PhD at the University of New South Wales in occupational health and safety, with a focus on respiratory protection. A device, the FPBR (fan-supplied positive-pressure breath-responsive respirator), was developed with a specialist team and is now marketed and sold throughout the world and used in industry, biological warfare, emergency response teams and the military. His current interest is in preventing occupational disease in the workplace. John is employed by ACC and has instigated or developed intervention programmes such as FarmSafe, Site Safe and AIRCARE. In 2012 he developed the Southland Institute of Technology Diploma in Occupational Health and Safety and facilitates the programme. John also holds a commercial pilot's licence and is active in the aviation sector.

1998

Leonard Lagisa, Master of Philosophy (Social Sciences) writes, "From 1997 to 2000 I worked as a socioeconomic monitoring supervisor at the Lihir Gold Mine in Papua New Guinea, where I was responsible for researching and monitoring the impacts of the mine on local communities. I then joined Ok Tedi Mining Limited and I am now Executive Manager of Community Support and responsible for regional infrastructure projects, promotion of economic programmes for the local communities, and support for health services in Western Province. My role interacts directly with the affected communities and important stakeholders like the churches and NGOs, as well as local, provincial and national governments."

1999

Rachel Mackay, Bachelor of Social Work (Honours) writes, "I'm currently one of the 2013 Vodafone World of Difference recipients. I am spending my 12 months researching how we can achieve better outcomes for high needs young people in foster care as well as those who care for them."

2000

Chris Raine, Graduate Diploma in Emergency Management, Master of Philosophy (Humanities and Social Science). Chris works as Emergency Services Manager at Waitaki District Council, where he manages the Waitaki Rural Fire Authority and 80 rural fire fighters. He also acts as emergency manager for the Waitaki district. To aid planning, Chris has recruited 80 people as Civil Defence volunteers who are working with their own communities to create response plans, and is developing a tsunami evacuation plan for coastal areas of the Waitaki district.

Jason Stapp, Bachelor of Science, Diploma in Teaching 2001, Postgraduate Diploma in Business Administration 2005, Master of Management 2010 writes, "I am now working for Downer as the national operational ultrafast broadband zero harm advisor, after starting out as a regional advisor several years ago. I have worked in petrochemical, heavy construction and geothermal energy production projects. I developed HSNO controls and sustainable waste minimisation projects which helped my company achieve a Green Ribbon Award and gain ISO 14001 accreditation for two different companies. I use the skills I learned at Massey every day."

2001

David Speary, Master of Business Studies writes, "For the first three years after returning from China I gave many talks to social and community organisations about living and teaching in China for seven years. In 2011 I made a return trip, so my talks reflected how things had changed in the decade since I first went. I gave my last talk in March this year, but have continued with English lessons for new immigrants, mainly Chinese people moving to the North Shore of Auckland. Most attendees are mums with children at school, or grandparents on a family reunion visa. My other main project in 2013 has been the compilation of the Milford Baptist Church's centennial book, which has received very good reviews. I am also convenor of the ecumenical service committee."

Brian Wilson, Bachelor of Arts (Social Sciences), Master of Arts 2007 writes, "During my Massey distance study, I worked at the IRD in Christchurch as a tax investigator. After completing my qualifications I continued in this public service role until 2013, when I chose to take early retirement. My psychology studies have been useful in my government job, in my part-time counselling and now as a writer. While I have always enjoyed writing, I started writing short stories following the Christchurch earthquakes, and *Bumpy Roads*, my second book, was published in 2013. The book includes stories from Japan and China, which I collected on a trip there last year. I am also involved in voluntary activities, using my accounting and counselling skills."

2002

Joseph Bradford, Bachelor of Business Studies, Postgraduate Diploma in Development Studies 2003 writes, "After Massey, I spent some time in the print and advertising industry, then spent a couple of years in Korea, where I worked in a church and put on entertainment events. My family and I have just come back from the US, where I got an MA in Global Studies from Columbia International

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The suffering of the most vulnerable

Robin Hammond, Advanced Diploma in Photography 2001, was awarded the 2013 W. Eugene Smith Grant in Humanistic Photography for his images of mental health in African countries in crisis. The images are published in *Condemned*, a book depicting the mental health impacts of conflict and other disasters on the continent. Robin Hammond wants his images to raise awareness for a group of people he believes have been severely neglected. Now based in France, he intends to use the $35,000 in prize money to continue raising awareness of mental health in Africa.

Women of influence

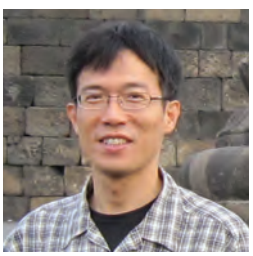
Emeline Afeaki-Mafile'o (right) won the inaugural Women of Influence award for community service and social enterprise. She set up a mentoring service as a 25-year-old that helps develop leadership skills in South Auckland secondary school students, and also runs a social policy consultancy, a community café and a coffee factory in Tonga. The coffee is sold in New Zealand and supports her programmes. Emeline has a Bachelor of Social Work with honours, a Diploma of Social Sciences and a Master of Philosophy, all from Massey. The Emerging Leader category was won by **Mahsa Mohaghegh** (left), PhD in computer engineering 2013. She is now a computing and IT lecturer at Unitec and directs Girl Geek Coffees in Auckland – a group that brings together women in technology for mentoring and support. Last year Mahsa also won the Google Anita Borg Scholarship, an award to encourage women in computing and technology careers.

University. I am now running Fiasco, which imports event equipment from China. We are expecting our second child in January 2014. I would love to connect with old friends from Massey."

Elaine Farnham, Bachelor of Business Studies writes, "I am a training and documentation lead at Fonterra, primarily for the company's systems and processes. In recent years I have been involved in ongoing change and support activities. Prior to Fonterra, I worked in many operational and management roles mainly in the insurance industry in New Zealand and Australia. I started studying extramurally with Massey in 2002 and since then I have studied around work and family commitments to graduate earlier this year with a BBS majoring in international business. The flexibility of my study gave me opportunities I wouldn't have otherwise had. For example, because I took two introductory Spanish language papers, I could travel for work to Mexico and Central and South America to support staff there. While I was in Mexico, I was able to sit an international business paper at the British Consulate, which seemed quite appropriate."

Lynda McDonald, Bachelor of Science, Postgraduate Diploma in Business Administration 2003, Master of Business Administration 2012 writes, "I'm working in milk quality in China, developing knowledge and capability in the industry and delivering training to improve milk quality (as well as animal welfare and biosecurity indirectly). I've been here for three months now, having transferred with my company after working in the dairy industry for 10 years. So far I've done some pretty cool stuff! I've presented a live Q&A session on TV to 5000 farmers for four hours and delivered a five-day milk quality conference."

2003



Yuichi Kobayashi, Postgraduate Diploma in Teaching of Japanese, Graduate Diploma in Business Studies 2004 writes, "I am currently working as an assistant secretary general at a foundation that provides community education services and operates a training facility in Kyoto, Japan. The position is challenging. I am also involved in the corporate management of the foundation. I maintain an interest in New Zealand and returned to Palmerston North for a visit in March 2013, and of course, I visited Massey. I try to attend social gatherings for New Zealand expatriates in Japan as often as possible and I recently joined an academic society for New Zealand studies. I also take part in an international student host family programme organised by a local foundation, where I make use of my experience as a former international student at Massey."

2004

Allen Goldenthal, Master of Business Administration writes, "I have been able to combine my MBA with the world of scientific research in which I have been involved for three decades. Life has become an adventure with my work in China in cancer immunotherapy as quality manager at Shenzhen Hornetcorn Biotechnology and my consulting work. This has involved many projects in China, sponsored by the WHO and the Bill and Melinda Gates Foundation, which recently culminated in the establishment of Chiwi Bio Ltd. Through my efforts, a major contract was signed in November between Chimera Gentec of India and Shenzhen Hornetcorn, which will potentially see thousands of cancer sufferers from India receiving immunotherapy in China. My efforts were rewarded with my appointment to the Anhui Province Council of Foreign Experts in Cancer Therapy. My MBA from Massey definitely provided the skills to make much of this possible."

Chairut Rungrojcharoenkij, Master of Management writes, "I finished my Masters in 2004 and since then I have been working at SP Plastic Co Ltd, as a general manager. I am now looking into an overseas job for a change."

2006

Matt Cowley, Bachelor of Resource and Environmental Planning writes, "I was elected to Tauranga City Council in 2013. Prior to becoming a councillor, I was a senior policy

analyst at the Bay of Plenty Regional Council, where I advised the elected members on prioritised decision making and strategy development. I was also project manager of the regional council's inaugural regional infrastructure fund. I have enjoyed 16 years of surf lifesaving service in Taranaki and the Bay of Plenty, including a directorship on the Papamoa Surf Club board. My directorship formed part of the transition into professional administration and in 2010 the club won the Tauranga Chamber of Commerce community organisation award. I was awarded the Tauranga Chamber of Commerce Young Employee of 2012 award, which recognised my various roles in response to the *Rena* grounding and the support in developing the regional council's 10-year plan and asset management plans."

2007

Amy Burrell, Bachelor of Design writes, "After my four-year design degree at Massey, I went to Melbourne on a one-way ticket and worked as a graphic designer for an environmental testing company – not quite the glamorous design job I had envisaged! Just after I had decided to move back to New Zealand and become a full-time book illustrator, I was offered a spot in one of the most prestigious art ateliers in the world, the Florence Academy of Art. I spent a year drawing nudes for 40–50 hours a week and learned the techniques used by many of the Renaissance artists. The experience was out of this world – the culture, food and people were just breathtaking. On my return to New Zealand I wrote, illustrated and published my own

children's book, *Catch that Fly!* The book has been a great success and I'm itching to create another. I am currently working on a food education programme for children, called 'What's for Lunch?'. The idea won the 2012 Palmerston North Startup Weekend. I have been developing the concept since then and will be launching the programme in early 2014."

James Lu, Bachelor of Business Studies writes, "I arrived in New York in March 2007 as a new immigrant following in the footsteps of countless others pursuing the American Dream. The excitement was short-lived when I realised I had left my parents, sisters and their families behind and had no job offer and limited funds. I was truly blessed to be offered the opportunity to work as a financial analyst with a commercial real estate developer within 60 days. Around mid-2008 I secured a financial analyst position in the corporate finance environment with a large global corporation. Since then I have been given plenty of opportunities to develop my skill set, and, with the routine practice of self-evaluation, I have been able to identify where my career and research interests lie and look for career advancement opportunities to achieve my career goals."

Oliver McDermott and **Ben Thomsen,** Bachelor of Design founded Blender Design, an industrial design and development consultancy, in Albany in 2006. As

Ross McEwan was appointed CEO of The Royal Bank of Scotland Group in October. He has worked in the finance, insurance and investment industries for more than 25 years. Massey featured his story in 1996 upon his appointment as Chief Executive of AXA New Zealand. He was then one of the country's youngest business leaders. Ross met his wife Stephanie Duncan at Massey. He has a Bachelor of Business Studies (1980) and she a Bachelor of Food Technology with Honours. In his 1996 interview he said, "I was part of the first group of students to graduate with a business studies degree majoring in human resources. At that time this major was unique in New Zealand – Massey was an innovator. I'm more comfortable with people than with figures, but if you check my academic records you'll see I failed Accounting Level 2 twice before getting it on the third attempt. It wasn't a priority for me then. Now I'm in this role, it would have been nice, very nice, to have put more time into it."

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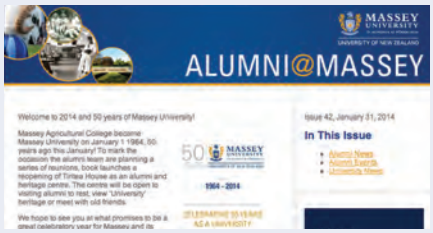

Networks and events

Network face to face with alumni, staff, students and friends of Massey, or join a virtual network – such as Facebook or LinkedIn. Events are held around New Zealand and overseas, so please make sure we have your current postal address so we can invite you to events in your area. Email **alumni@massey.ac.nz**.

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The library welcomes all Massey University graduates. We encourage you to join the library and make use of its resources and services, including access to thousands of journal articles, ebooks and databases such as Academic Search Alumni, Business Source Alumni, Project Muse and Annual Reviews. See **alumnionline.massey.ac.nz**.

Find a classmate

Being part of a global network of more than 120,000 alumni means that there is a good chance we can contact your former classmates and try to put you in touch with them. Note: all requests and our online community are in accordance with the Privacy Act (1993).

2013 industrial design graduate Stacey Kenny won Red Dot's top prize, the Luminary Award, for her design of an urban hen house. Her design allows hens to recover their productivity after being retired from commercial farms. The international award recognises the excellence of both the designer and their centre of learning. She is pictured here with Peter Zec, initiator of the awards.

well as following traditional product development routes, Blender is working on projects through Kickstarter (a crowd funding website) with entrepreneurial clients. Oliver writes, "The way a product is designed has changed a lot. The ability to quickly prototype, attract crowd funding and validate a project is the way things are done now. We are keen to grow the business to more than double the current four, and ultimately head to the US."

2008

Jillian Mitchinson, Master of Midwifery writes, "After graduation I was flicking through a magazine wondering what to do next, when I saw an advertisement for Alice Springs. I applied for a position as a midwife there and was appointed. When I arrived, the skies were overcast – what was going on in the land of hot and sunny? The weather continued to deteriorate, so I decided to find a supermarket and ask for advice. The locals suggested that I taxi home, which was good advice. A storm broke while I was in the supermarket and the power went out. The next morning there was still no power but I went to work and completed all the pre-employment checks. The shift progressed but the storm broke and raged all night. I walked to work next morning past uprooted trees and flooded roads and fallen power lines – what a mess. Welcome to Alice Springs!"

Jay Waters, Master of Management, Postgraduate Diploma in Sport Management 2012. Jay is currently Executive Assistant to the ambassador at the Embassy of the Republic of Korea in Wellington. Korea is one of New Zealand's largest trading partners, and as the only New Zealander at the embassy, he fills an important role in helping grow the broad and dynamic Korea-New Zealand relationship. As a keen cyclist and triathlete, Jay continued his studies extramurally at Massey and graduated with a Postgraduate Diploma in Sports Coaching. He founded Optimal Flow for triathlon and endurance sports coaching, and using the innovative approaches he discovered through Massey, has led a number of athletes to success in the 3000-mile cycle Race Across America, Ironman triathlons and secondary schools championships. In 2012 he was selected as a member of the Asia New Zealand Foundation's Young Leaders Network and he is chair of Hutt Valley Harriers.

Torry Torheim, Bachelor of Business Studies writes, "I left New Zealand in 2007 to participate in an exchange programme at Hong Kong University of Science & Technology. My years at Massey University left me with a great deal of international experience. After a few years overseas, I wanted to move closer to my home, Norway. I worked in Oslo with the Nordic asset manager Alfred Berg, a company under the BnP Paribas umbrella. I joined the global quantitative equity team a year later (which manages US$3 billion) as a portfolio constructor. After the team was relocated to Boston in 2012, I was asked to join the Nordic risk team to help build a risk system for 250 portfolios and mandates, to meet the new requirements set by European regulations."

2010

Cassie Rowe, Bachelor of Communication, Postgraduate Diploma in Business Administration 2012 writes, "I am now a marketing co-ordinator for an organisation called ALGIM. We work with councils in New Zealand and around the world, improving their technology and collaborating to save on costs. I get to work with companies such as Vodafone, Fuji Xerox, Gen-i and Microsoft presenting new technologies and systems. I never in a million years thought that this is what I'd be doing, but it's been amazing!"

Nats Shanmuga Subramanian, Master of Business Administration writes, "My wife Uma and I are passionate about different cultures and believe that travelling on a tour bus with 30 strangers is not the way to experience them. So we have started a tourism venture called 'Takeme2theWorld' with the tagline 'Well away from the beaten tracks'. In Takeme2India and Takeme2NZ, we design and conduct tailor-made escorted tours and create unique travel experiences. We are working on launching Takeme2Japan and Takeme2SouthAmerica next year with a few of our like-minded friends. Uma is teaching Indian vegetarian cooking to small groups, including how food is integrated into our culture. These are exciting times for us! I have taken a leap of faith and resigned from my day job as an IT manager, and I am very passionate and confident of our success, since my Massey MBA has given me the skills to run the business."

Bushan Hari Rao, Postgraduate Certificate in Business writes, "I completed two papers in Auckland in 2009, then flew back home to Bangalore to help set up a subsidiary for the gaming company Playdom, which is based in Palo Alto, California. I was planning to come back after two months and finish my course, but I got too involved in my job (setting up the company, hiring talent, getting involved with the bankers, taking care of corporate governance and implementing processes and policies). We started off in a business centre until we found office space for about 40 people. In 2010 Playdom was acquired by the Walt Disney Company. My dream of getting a Diploma in Business Administration from Massey has remained a dream, although the experience of starting a company from scratch and seeing it grow to what it is today has been a wonderful experience!"

2012

Elise Hepworth, Graduate Diploma in Music, New Zealand School of Music. Elise (née Gutshall), was promoted to Associate Professor of Voice and Music Education at Wayne State College, Nebraska in April 2013. She has been invited to present her research at many international conferences and in May 2013 spent five weeks in northeastern Brazil as a part of Rotary International's Group Study Exchange. Her focus centred on music education in private and public schools in Brazil. She returned to Maceio in December to further her study. In July, Elise completed her international certification in Orff Schulwerk music pedagogy in Chicago. She is a sought-after choral clinician and recitalist and is active in five national and international music organisations.

2013

Peta Larsen, Bachelor of Science writes, "I'm currently back at Massey, working in the Human Physiology group as a technician. I am involved in a project looking at the causes of infant colic, focusing on the activity of the stomach." ■

Stephen Belcher's image of a hunting leopard won first place in the Mammals section of the Melvita Nature Images Awards, a prestigious French photo competition. It also appeared on the cover of wildlife magazine *Terre Sauvage* in December 2013. He took the image lying on the ground with the leopard only 30 metres away to get a 'prey's perspective'. Stephen has a Bachelor of Science (1991) and a Bachelor of Veterinary Science (1993) and credits this training with giving him an understanding of and respect for the animal. He writes, "The leopard wasn't too hungry, more inquisitive. It came towards me to see what was on the ground. I just took the shots and then got back in my vehicle." **stephenbelcher.net**

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