

Insight

THE MAGAZINE OF AUT UNIVERSITY

ISSUE ONE 2011

SIGN ON

Meet sign-language
celebrity Jeremy Borland

THE SEARCH FOR SILVER LININGS

From the Christchurch quake

THE RUGBY WORLD CUP

Tourist tempter or turn-off?

CASHING IN ON KELP

From marine nuisance to
valuable resource



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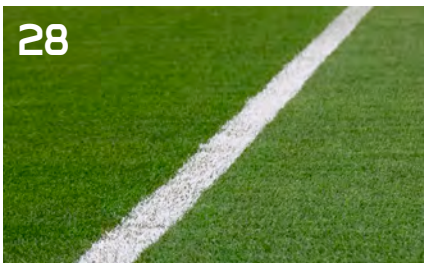
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Derek McCormack Vice-Chancellor AUT University

Last year was AUT's most successful year to date with a total of \$18.5 million secured for research funding, and university research outputs increased by 25%

The earthquake that struck Christchurch earlier this year has left an indelible mark on the collective New Zealand psyche.

When anything as significant as an earthquake of this magnitude hits, the impacts are felt throughout society in a variety of ways.

In this edition of *Insight*, experts from AUT contribute in-depth analysis on some of the issues and examine some of the less immediately obvious ways that Christchurch, and the whole country, has been affected.

Our experts review whether the disaster money was properly allocated, and outline the long-term psychosocial impacts for individuals and the wider community.

We also look at the urban search and rescue response systems in the immediate aftermath of the quake and the ensuing days, along with the resulting impacts on tourism and the economy.

It would be interesting to project forward 10 years to see what a future Christchurch will look like. For the moment, only one thing is sure – the inner city's urban landscape has been changed irrevocably.

Here at AUT University, we are also looking forward.

The university's council and executive management team recently reflected upon past and present achievements and how these successes can help chart the course ahead. More than 600 staff and students have also provided feedback about AUT's future through an open consultation process, and out of this will come the *2012-2016 Strategic Plan*, which will map AUT's future vision, organisational values, goals and outcomes.

The new plan is being built on a foundation of enormous growth and progress. Over recent years, AUT has steadily increased the number of full-time students enrolled, with 2010 being an all-time high. AUT's new Manukau campus – which had a successful first year in 2010 –

played an integral part in that growth. In 2011, 900 students were enrolled at the Manukau campus and the objective is to increase that to 5,000 by the end of the decade.

As a proportion of the total student population, Māori and Pacific numbers at AUT continue to rise. The hugely successful AUT Māori Expo 2011 held in May was an opportunity to guide more high school students from those communities into higher education.

Research funding for AUT is also showing significant growth. Last year was AUT's most successful year to date with a total of \$18.5 million secured for research funding, and university research outputs increased by 25%.

The \$43 million development of a high-performance sports training centre at the AUT Millennium Campus on Auckland's North Shore is another aspect of the University's expansion. The new centre will be jointly run by AUT Millennium Trust – a 50-50 partnership between AUT and the Millennium Institute.

Ultimately, this facility will be on par with other sporting centres of excellence around the world and will be New Zealand's new home of high-performance sport.

Students at the city campus will be well aware of the construction going on around them. Work on the \$97 million Learning Precinct, which is located at the heart of the city campus on Governor Fitzroy Place, began in 2010 and will be AUT's largest-ever capital project. The new building and its surrounds will provide new student commons and public spaces, and further connect AUT with Auckland's Central Business District.

All this growth makes the university an incredibly vibrant and invigorating place to both work and learn. I look forward to seeing what AUT will be like in 10 years, but just now, planning and building that future vision is rewarding in itself. ■

Surfing the clean wave

Few sports celebrate the natural environment as much as surfing, but surfboard manufacture can be a toxic business.

Surfer and AUT Bachelor of Design graduate Michael Grobelny has designed a strong, lightweight and eco-friendly wooden surfboard that eliminates the use of polyurethane foam, fibreglass and polyester resin.

Inspired by the Hawaiians who invented surfing using solid wooden surfboards, Michael researched different types of timber to find something strong, light and sustainable. Paulownia, his choice, is a fast-growing, local wood.

While studying at AUT University, Michael was given access to a computer numerical controlled (CNC) router, which he used to shape the overall form of the surfboard.

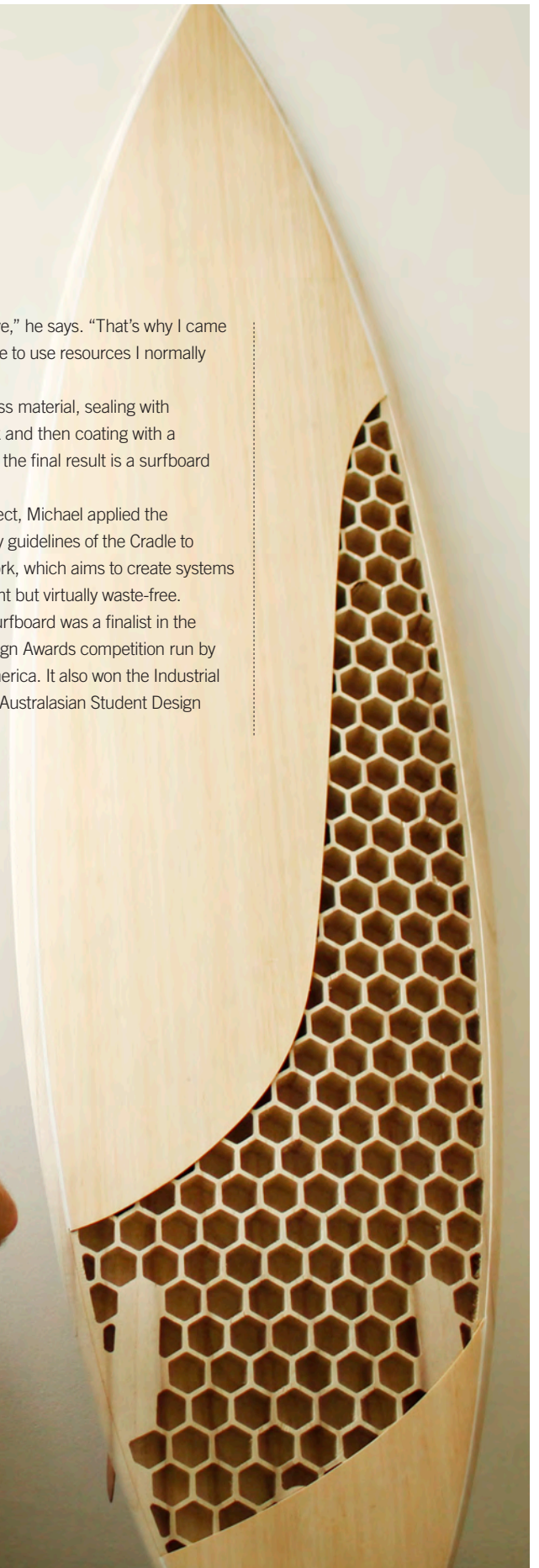
“To experiment with a machine like that in industry

would be very expensive,” he says. “That’s why I came to university – to be able to use resources I normally wouldn’t have.”

After removing excess material, sealing with a bamboo veneer deck and then coating with a biodegradable varnish, the final result is a surfboard weighing just 3.3kg.

Throughout the project, Michael applied the environmentally friendly guidelines of the Cradle to Cradle Design framework, which aims to create systems that are not only efficient but virtually waste-free.

Michael’s wooden surfboard was a finalist in the IDEA International Design Awards competition run by Industrial Design of America. It also won the Industrial Design category of the Australasian Student Design Awards 2011. ■



Making their mark

HUFFER SNAPS UP TALENT

Recent AUT University fashion graduate Sam Hickey is the new designer for Kiwi menswear company Huffer. Hickey, who finished a Bachelor of Design (fashion) last year, showed his collection of wearable menswear at the 2010 AUT Rookie show.

Steve Dunstan from Huffer says he first became aware of Hickey's skill after seeing one of his coats being worn by the designer's brother, Noah. Sam Hickey's collection at the Rookie show further confirmed his talents.

"Sam's attention to detail, tailoring and innovation will certainly enhance our products," says Dunstan. ■



GRADUATES TACKLE ASIAN NEWSROOMS

Three AUT University postgraduates are heading to China and Indonesia this year on Pacific Media Centre (PMC) international internships.

Kim Bowden, Yvonne Brill and Corazon Miller all graduated as journalists last year with a Postgraduate Diploma in Communication Studies, and also completed AUT's postgraduate Asia-Pacific journalism course.

PMC Director associate-professor David Robie says being selected for these internships is an incredible opportunity for practical

experience in the field and a reflection of the graduates' ability as talented journalists.

"These internships aren't just great for our postgraduates' personal development, they're also beneficial for the long-term development of New Zealand media expertise in the region," he says.

Dr Robie developed the internships six years ago with Asia New Zealand Foundation grants to support the link with the postgraduate Asia-Pacific Journalism course.

Kim Bowden was the first to

begin her internship at China Daily.com in April 2011. She believes the experience will stand her in good stead as she embarks on her journalism career.

"The best journalists bring with them a complex range of experience," she says. "I'm grateful for the chance to broaden my own experience through this internship."

Corazon Miller will leave Auckland in July to occupy a desk at the *Jakarta Globe* and says it's a chance to gain invaluable knowledge about international affairs. "I can use this to influence

how I report on matters within the region," says Miller.

Yvonne Brill will then head to Beijing later in the year, and is excited about spending three months living and working in a country that is so culturally different to New Zealand. She's also looking forward to seeing how a Chinese newsroom functions.

As part of this programme, Bei Chen, *China Daily's* deputy editor for new media, will be joining AUT's School of Communication Studies on exchange for the second semester. ■

UNI GAMES A WINNER

In April, AUT hosted the 2011 Super City University Games, which saw more than 1000 students from 15 universities and tertiary institutions come together for four days of competition across 21 sporting codes. The Uni Games follow a 109-year-old sporting tradition and is the second largest multi-sport event in New Zealand. For the first time ever this year, a team from Australia also participated.

Former Olympic champion and Auckland councillor Sir John Walker officially opened the games, which were hosted in partnership with the Auckland Student Movement at AUT (AuSM). More than 100 AUT student volunteers helped support the event.

As well as showcasing New Zealand's emerging sporting talent, the Uni Games were an opportunity to highlight AUT's facilities, study and career opportunities, says AUT sport and development support manager, Bruce Meyer.

And with the AUT Titans team coming second overall in the tournament behind Auckland University, it was a major success. The Titans won the men's indoor cricket, women's karate, netball, rugby sevens and touch rugby.



Bright outlook for faculty

It's shaping up to be a good year for the AUT Business School and Law School, says its newly appointed Dean, Dr Geoff Perry.

"This year we're hosting a series of workshops known as 'Engaged Conversations' for senior company directors," he says. "The goal is to generate shared insight and give them the opportunity to update their knowledge and skills in key, high-relevance areas."

The first of the workshops was launched in March, and feedback from the industry has been overwhelmingly positive, says Dr Perry.

"We also continue to make our mark with quality research outputs,

including the prestigious CFA Institute award to Dr Kartick Gupta this year for his paper on financial development."

The progression to round two of the highly sought-after Marsden Fund by Dr Irene Ryan has been another notable achievement for the faculty.

"Enrolments to the Law School have also met targets, including increasing numbers of school leavers, which is a signal of the quality of the LLB," he says. "Enrolments to the Business School also remain strong."

Dr Perry will continue to build the reputation of the two schools in the faculty, based on quality,



connectedness, relevance and impact in education and research.

"Quite simply, we're transforming lives and changing business." ■

Creative rewards

After winning a national advertising competition, two AUT graduates from the School of Communication Studies now have the chance to compete in France.

Pip Perkins and Jennie Ko graduated in 2009 with a Bachelor of Communication Studies (advertising creativity) and a Graduate Diploma in Advertising Creativity, respectively. They became a creative team while at university and now both work at Auckland agency DDB Group.

To earn their place at the Cannes Lions International Festival of Creativity, they recently beat 26 other teams in the 2011 Fairfax Media Young Print Lions

competition, which is run each year by Fairfax Media for young professionals at the start of their careers.

This year the category was 'print' and teams comprised an art director and copywriter who

responded to a brief to create a print advertisement. Perkins and Ko's winning print ad idea showed Amish folk wearing Calvin Klein underwear.

They'll now compete in France at the end of June with only 24 hours to create and execute their campaign in the Young Lions Print Competition.

All work created during the international competition is judged by the Press Lions jury and will be exhibited at the festival. The gold-winning team will receive its prize on stage at the Press, Design and Cyber Lions Awards Ceremony and receive free registration and accommodation at next year's festival. ■





Home for Olympic hopefuls

Construction has begun at the AUT Millennium Campus, New Zealand's new home of high-performance sport. The \$43 million redevelopment will create a world-class high-performance sports facility on par with other sporting centres of excellence around the world, says Mike Stanley, CEO of the AUT Millennium Trust and President of the New Zealand

Olympic Committee. In June 2010, the Government announced \$15 million in funding for the high-performance centre, complementing AUT University's \$18 million contribution to form a joint venture with the Millennium Institute of Sport and Health. The new centre will be jointly run by AUT Millennium Trust – a 50/50 partnership between AUT and the Millennium Institute.

AUT University Vice Chancellor Derek McCormack says the partnership between AUT and the Millennium Institute of Sport and Health will help drive the development of high-performance sport in New Zealand.

"The new centre brings together the best of sports science research, coaching and management expertise," he says. "Work done at AUT Millennium will not only

benefit high-performance athletes and coaches but also community health and education. Our research will impact on New Zealand's future health and performance. This won't just be in elite-level sporting performance, but in all dimensions of human potential."

New Zealand is a proud sporting nation, but success in an increasingly competitive world requires significant investment. So far, that has come from government, AUT, North Shore City Council, Owen Glenn, ASB Community Trust, Sir David Levene and the Lion Foundation.

The developments at AUT Millennium are due for completion by early 2012 – in time for athletes who are preparing for the London Olympics. The facilities will include:

- a high-performance zone;
- a Sports Science Centre;
- an environmental chamber;
- a strength and conditioning suite;
- expanded medical and specialist facilities;
- a second Olympic swimming pool;
- a new public health and fitness centre;
- significant additional, education and meeting facilities;
- extra accommodation for training teams. ■

NZ UNDER INVESTS IN R&D

Professor John Raine, Head of the School of Engineering and Pro Vice Chancellor – Innovation and Enterprise at AUT University, has been appointed Chair of an independent panel to advise the Government on ways New Zealand can increase access to and uptake of research and development by the high-value manufacturing and services sector.

"New Zealand businesses invest only 0.54% of GDP in R&D compared with the OECD average of 1.5%," says Professor Raine. "This country's combined business and public sector R&D investment is 1.3% of GDP – about 55% of the OECD average,

that's considerably less than economies similar to ours.

"Many other countries, such as Denmark and Singapore, have successfully implemented programmes to develop the scale and capability of high manufacturing and services and their contribution to economic growth.

"A key component of the review has been to begin a more structured process of learning from these experiences."

The report is expected to help officials further develop policy initiatives to stimulate R&D investment in firms across a range of technologies. These include biotechnology, processing, electronics, mechatronics and



robotics, sensing and scanning devices, medical, advanced materials and manufacturing, marine, pharmaceuticals, agri-technologies, digital and ICT.

The panel also includes Professor Mina Teicher (of Emmy Noether Research Institute for Mathematics at Bar-Ilan University, Israel) and Phil O'Reilly (Chief Executive of BusinessNZ).

Together with Professor Raine, they have brought their extensive combined experience in manufacturing and services, technology and innovation to the review. The panel submitted its report to the Minister of Science and Innovation at the end of April. It is expected to be publicly available in July. ■

A rewarding byte



Hohepa Spooner has led the charge in integrating technology with education.

Bringing Apple technology into the classroom has earned Te Ara Poutama's Hohepa Spooner an international award. He's one of just five tertiary educators in the country to receive an award through the Apple Distinguished Educators (ADE) programme. ADE was created to recognise education pioneers who are using a variety of Apple products to transform teaching and learning.

Under Spooner's guidance, AUT University, especially Te Ara Poutama, regularly uses iPods, iPhones and iPads. The award, he says, solidifies his relationship with Apple.

"At the conferences I attend, it's great to meet other people from different areas and see what they are doing with the technology. "We all have access to the same technology but everyone uses it in a different way."

Spooner and the staff from Te Ara Poutama and Te Ipukarea have converted eight te reo Māori papers for online use, developed digital resources, and are constantly using and creating resources for iPods/iPads. He's currently working on digitalising all the faculty handbooks.

Graham Prentice, general manager of the Apple division of Cyclone Computers, says the recipients of the ADE awards are exceptional people in the space they work in and Spooner exemplifies this. ■

FOREIGN INSPIRATION

A very personal thesis has seen plenty of success for AUT Master of Art and Design student Tatiana Tavares. Her graphic novel, *Carnival Land*, is based on her experiences of immigrating to New Zealand from Brazil and has been exhibited at the Satellite Gallery in Newton, Auckland.

The theme of her work evolved after Tavares made a trip home to Brazil, which coincided with Carnival, one of the biggest annual events there.

The story tells of the trials and eventual transformation of a young girl in a foreign land – where aspirations appear as costumes in an annual Carnival parade. The main character is trying to find her true self, not unlike the journey

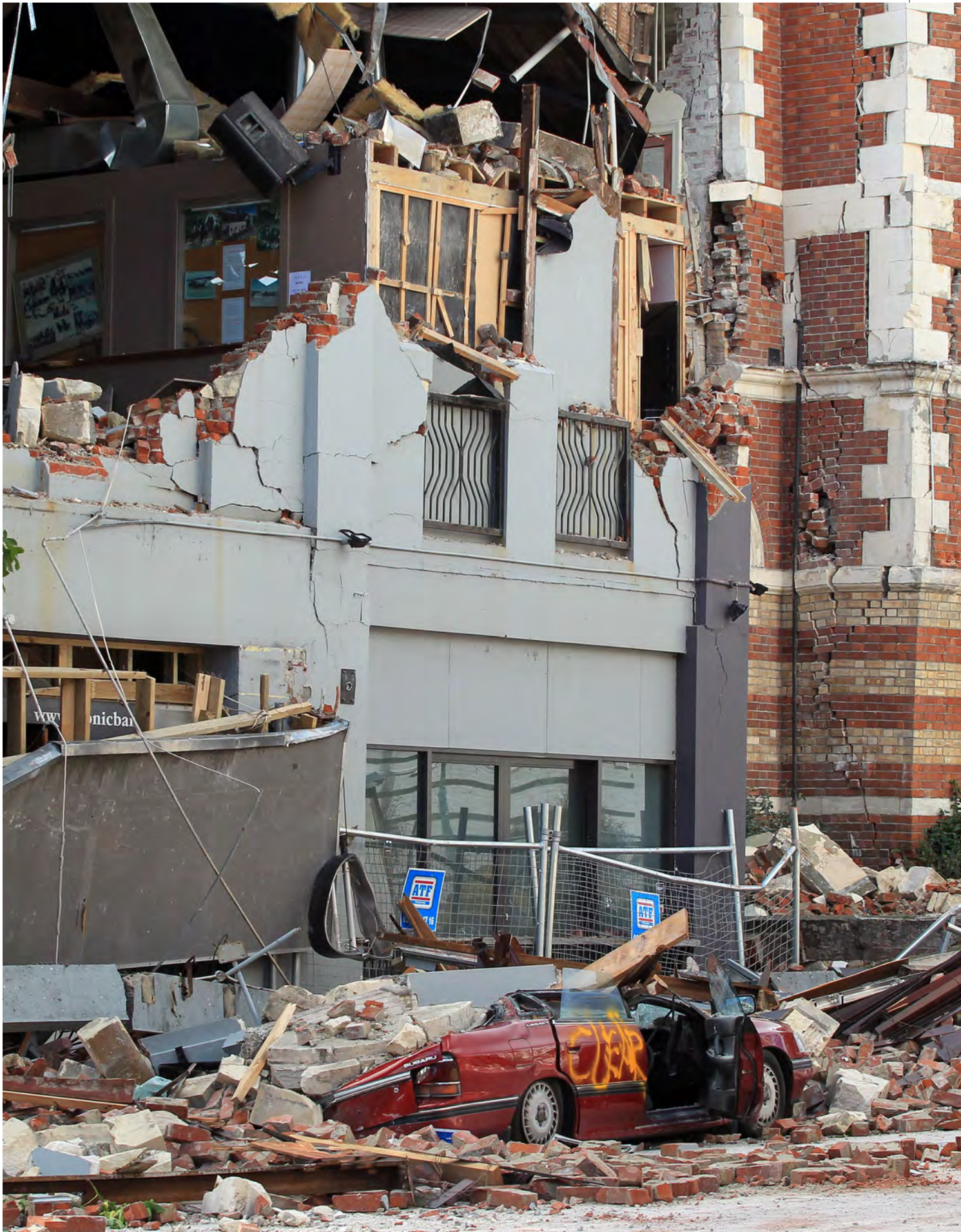


Tavares went on.

"The novel is a metaphor and Carnival is my experience of immigrating to New Zealand," she

says. "It was quite an intense experience, especially when you do your research based on your own story."

Tavares wrote, designed and illustrated *Carnival Land*, which is in both English and Portuguese. ■





Where to now?

AUT University academics with expert perspectives on the Canterbury earthquakes talk about the lessons learned and any possible silver linings to come out of the destruction.

WORDS: ANTHONY DOESBURG. IMAGES: THE PRESS

In the immediate aftermath of a disaster such as the Canterbury earthquakes, it's difficult to imagine anything good coming of the situation. But, as the initial emergency ends and a new normality settles over Christchurch and its surrounds, we can begin to ask what the quakes teach us about ways to respond to and prepare for similar events.

CHRIS WEBB

Emergency Management Programme Leader



Short of being an Urban Search and Rescue team member, Chris Webb could hardly have got closer to the ruptured Canterbury ground.

Two days after the first quake hit on September 4 last year, Webb was due to begin taking a week-long block course for postgraduate emergency management students.

"We were a little short of students," says Webb, as emergency services personnel from Christchurch and elsewhere who were scheduled to do the course were either drafted into the response operation or were backing up others.

The timing of a second block course was a little more fortuitous. It took place after the February 22 aftershock that killed 181 people

and destroyed hundreds of Christchurch CBD buildings. Students on this course included health workers and an Urban Search and Rescue (USAR) team member from Auckland.

"We were able to utilise their experiences in a learning situation. But we've had to be flexible because many students have been tied up for some time, and trying to get work completed has been a bit difficult," says Webb.

His observation, having paid a number of visits to Christchurch since the quakes, is that the emergency response was effective.

"I think there will always be aspects that didn't go as well as would have been liked, but in a disaster of this scale that is always going to happen. Certainly the Urban Search and Rescue response worked very well."

USAR teams have been a feature of New Zealand's emergency services scene for about eight years, with teams based in Auckland, Palmerston North and Christchurch, under the auspices of the Fire Service. They have previously been deployed overseas, including in Samoa, but not in New Zealand.

The stress on team members can be high, Webb says, but the police, fire and ambulance services have systems for minimising the toll on their personnel.

"It can be horrendous and each of these

INSIGHT FOCUS



"It's part of the human psyche to say we'll worry about disaster when it happens, and often we don't want to think about the negative and, anyway, someone will be there to help us if we need it."

Chris Webb, Emergency Management Programme Leader

organisations has very good debriefing processes and support mechanisms that they use on a day-to-day basis, as well as good monitoring of people who have been placed in those situations. Part of their training is to be aware of their own stress levels, and team leaders and others are on the lookout for signs of stress.

Helping quake-affected Cantabrians return to normal life is a matter of involving them in the process, says Webb, who spent four-and-a-half years working for the Ministry of Civil Defence and Emergency Management.

"It's about communicating and moving forward together, so it's not just something that's happening to them; it's about communities themselves being involved in reshaping Christchurch, or whatever form recovery needs to take."

Likewise, the quakes are a reminder that people need to be ready to look after themselves in a disaster, which many understand in theory, but few are actually equipped for.

"There's a lot of research that shows people

are often aware of the risks they face from hazards in their community, but the number who then start to commit to some form of action is a considerably lower percentage. It's part of the human psyche to say we'll worry about disaster when it happens, and often we don't want to think about the negative and, anyway, someone will be there to help us if we need it.

"The big issue is how we start to change that attitude."

How businesses coped with the quakes is the focus of research Webb is engaged in.

"We're doing case studies around some of the strategies — the pre-planning, and what they did when it all hit the fan — employed by organisations that successfully resumed business promptly."

The research begun after the first quake, was put on hold after the national emergency triggered by the February 22 tremor. Webb says they have "a few ideas" of what makes a resilient business, but their analysis isn't final.

ALI RASHEED

Doctoral student – natural disaster relief



It's natural for people on the sidelines of disaster to want to do something to relieve the plight of victims. But according to Ali Rasheed, whose PhD is on the effectiveness and timeliness of aid, donations often don't match actual needs.

Rasheed has experienced disaster first-hand. Although a long-time resident of New Zealand, he was in his home country, the Maldives, when the Boxing Day tsunami struck in 2004.

"I witnessed it with my own eyes," says Rasheed, who had returned to the low-lying Indian Ocean island chain for his son's wedding, and to do field work for his then-PhD topic on the Maldives' reliance on foreign labour.

Tidal waves are the Maldives' biggest hazard, but the tsunami was something else again, washing completely over the southern islands in the chain, killing 87 people out of a population of about 350,000.

The tsunami also put paid to Rasheed's original PhD topic, but handed him a new one. Although his focus is now on disaster aid for developing countries, there are common elements with the Canterbury quakes, he says.

"People are generous in donating things in the aftermath of disasters, but that's not what is really needed, so there can be a huge mismatch. After the Boxing Day tsunami, for instance, people in developed countries gave a lot of toys and books."

What the victims were desperate for, he says, were the basic necessities of life.

Lack of consultation, as was a problem with residents of Christchurch's eastern suburbs, is also a common complaint, Rasheed says. One answer might be the creation of websites that list victims' needs so donors can respond appropriately.

"That link is not there," he says.

SIMON MILNE

Professor of Tourism



A new phenomenon in the spread of bad news is the part played by social media. When it comes to countering negative post-quake Twitter and Facebook messages, the tourism industry is finding ways to put the same tools to work to promote a positive image of New

Zealand as a travel destination.

"One of the key issues we face with this particular event is that it happened at a time when social media are so powerful," says Professor of Tourism Simon Milne, director of the New Zealand Tourism Research Institute.

"We saw that in Japan, as well, with people taking videos, and the images spreading quickly. So that's a challenge for the tourism industry to manage, but it's also something it can use to its advantage."

A creative social media response was Blog4NZ, billed as "a worldwide social media marathon" aimed at encouraging travel bloggers to come up with content about New Zealand over three days in March – more than 100 responded.

"What New Zealand needs to do is take the sting out of some of those negative images and try to build as much as possible a sense that we're open for business ... that the country as a whole is carrying on," Milne says.

He does see a silver lining for tourism in the positive portrayal of the national response to the disaster.

"It's not something maybe that has a short-term impact but I think overall New Zealand comes through it looking like a solid country, a place that you would feel is societally quite strong.

"If the country had dissolved into anarchy and people were looting and leaving others for dead, then that wouldn't have been such a good look."

TIM MALONEY

Professor of Economics



There's also a potential economic silver lining, according to AUT Professor of Economics Tim Maloney. Although the earthquakes were proportionately more costly for New Zealand than Hurricane Katrina was for the US, representing an \$8.5 billion hit on the Government's books, Maloney highlights the upside of replacing destroyed infrastructure.

"Essentially, with all natural disasters you can wipe the slate clean. It's an opportunity to build a new sewerage system, new roads, to realign neighbourhoods. It potentially has some long-term benefits."

The rebuilding of Napier after the 1931 earthquake is a case in point, Maloney says. It resulted not only in improved infrastructure, but also the creation of an international showcase of Art Deco architecture.

Maximising use of energy-efficient, or green,

"If the country had dissolved into anarchy and people were looting and leaving others for dead, then that wouldn't have been such a good look."

Simon Milne,
Professor of Tourism

technologies in Christchurch could be a way of doing something similar, he believes.

"It's a small benefit from a huge calamity, but there is an opportunity. It's incumbent on the authorities to have very clear plans for what they want to do for the next one to five years in rebuilding Christchurch."

OLAF DIEGEL

Professor of Product Development



After the loss of life, one of the biggest tragedies from the quakes is the destruction of the city's heritage buildings.

Professor Olaf Diegel, director of AUT University's

Creative Industries Research Institute, foresees a time when that may not be such a disaster. Two technologies, 3D printing (or additive manufacturing) and laser scanning, will make it possible to recreate a building such as Christchurch Cathedral as easily as pressing print on a computer.

The ability to 3D-print a house is about a decade away and, although the technology will be too late to help with the rebuilding of Christchurch, Diegel sees it having a role in the recovery from future calamities.

"It's completely applicable [to disaster recovery] and something we should be talking about.

"With laser scanning, we could go around and scan all the old heritage buildings so we have a digital version of them. Then, when disaster strikes, we could reprint them looking like a heritage building out of the same materials as the original building." ■

Helping Hands

AUT-trained sign language interpreter Jeremy Borland became a well-known face during the aftermath of the February 22 earthquake. He talks to Sharon Newey about his work.



Jeremy Borland was recently awarded New Zealand Sign Language Interpreter of the Year.

A few days after the deadly Christchurch quake in February this year, there was an addition to the regular Civil Defence briefings being televised to the nation. Sign language interpreters appeared to ensure information was available for the thousands of Deaf* and hearing-impaired people who use sign language in New Zealand.

One of the interpreters was Jeremy Borland, an AUT alumnus who studied for the Diploma in Sign Language Interpreting in 2000 and 2001. He and fellow interpreter Evelyn Pateman worked

for days alongside those who were spearheading the recovery operation. Last month they were jointly named Interpreter of the Year by Deaf Aotearoa for raising awareness of sign language.

Seeing interpreters working in such a mainstream arena was a new experience for many New Zealanders, but it's not at all uncommon overseas, says Jeremy Borland. "Unfortunately we lag behind in the use of sign language interpreters and funding," he says. In England, where Borland has worked for the Centre for Deaf Studies at the University

of Bristol, for example, using interpreters on television broadcasts for news and other programmes is a lot more commonplace. "Having said that, in my time in the industry here, there has been a definite improvement in access to interpreters, especially with sign language now being New Zealand's third official language."

But why sign language and not subtitles? In a live situation, signing is more instantaneous and effective. It is also more accessible to those who don't read English well and less tiring than reading text.

Borland first began signing at the age of seven, a year after his sister was born profoundly deaf. Jeremy's mother had contracted rubella during the pregnancy. "My parents decided that as a family – I'm the oldest of five - we should use it around my sister. She first signed when she was six or seven months old. She was lucky to be diagnosed early. A lot of kids go undiagnosed."

When Jeremy finished high school, he had intended to study for a business degree, "but after signing for my sister during her third form year, I realised it was something I enjoyed." The AUT Sign Language and English Interpreting course was and still is the only one in the country. Now a three-year bachelor course, at that time it was a two-year diploma.

Borland had lived in Christchurch with his audiologist wife for two and a half years when he was asked to help with the earthquake briefings. The local Deaf community and Deaf Aotearoa New Zealand had pushed for the inclusion of an interpreter. Borland belongs to the Sign Language Interpreters Association of New Zealand which has 65 members.

"I had done nothing on this scale before or with this sort of pressure," he says. "It was stressful, especially to start with – the number of briefings each day and with all of the unknown information, the responsibility of knowing it was going live to the entire Deaf community of New Zealand. And, of course, the gravity of the situation added to the stress.

"I think it was also difficult for me because I had been in a central city café when the earthquake struck. It took a few days to hit me how lucky I was and that sat with me for the first few days of interpreting."

Because the earthquake was the second for the city, much of the terminology being used, liquefaction for example, had already found form in sign language throughout the Deaf community in Christchurch. "The community had already developed signs for those things so I didn't have to make them up as I went along, as such. The

one thing Evelyn and I struggled with was 'Port-A-Loo'. There are a number of ways it is signed so we would often sign it three different ways during the briefing."

Signs can be particular to any one situation but are also unique to a country. Signing here (called New Zealand sign language or NZSL) is quite different to that used in America, for example, but similar to that used in England and Australia. Jeremy explains: "Sign language has developed organically in each country and once it is entrenched, it's difficult to undo."

Off television, sign language interpreters are used for many reasons. Jeremy has worked at Kelston Deaf Education Centre in Auckland, and in England, but has worked purely as a freelancer during his time in Christchurch. "There are fewer male than female interpreters so I'm in demand for jobs that involve interpreting medical or counselling appointments for male clients or interpreting for a male signer who wants to match to a male voice."

His most unusual assignment was interpreting for a deaf man during a kayaking trip. "We were seated in a double kayak, me in the back, and every time I had to interpret the guide's instructions, I whacked the side of the kayak to get the client's attention, stopped paddling and the client turned around."

Jeremy's increased profile following the earthquake is unlikely to result in more work, simply because he is already well known in the Deaf community in Christchurch. And let's hope that Jeremy and his fellow sign language interpreters never have to work in a situation such as the Christchurch quakes again.

* Deaf with a capital D is used by the 9000 New Zealanders who identify as culturally Deaf, and who use sign language as their first language. Most Deaf people were born deaf. Across the entire spectrum, there are around 450,000 hearing-impaired New Zealanders. Around 24,000 people use sign language.

SIGN SCHOOL

The New Zealand Sign Language and English Interpreting course offered at AUT has recently been upgraded from a two-year diploma course to a three-year BA Major in NZSL-English Interpreting course. It's designed to prepare professional interpreters to work between deaf and hearing consumers.

Around 12 students are currently enrolled for the BA course, says programme coordinator Shizue Sameshima. "There's always a huge demand for interpreters. We just can't meet the demand."

Students can also do a year-long certificate course but this only teaches New Zealand Sign Language and Deaf culture, so does not include any interpreting.

BA students study the interpreting profession, including the history of interpreting internationally and in New Zealand. They learn comparative linguistics of their two working languages, and how to make ethical decisions.

In the final year, students choose either the legal or health streams (or both), and finish off their study with a comprehensive practicum component, involving real-life observations of qualified interpreters at work. They can also practise their interpreting skills in authentic settings alongside qualified interpreters and ultimately on their own.

Opportunities exist in various interpreting settings in the Deaf community, which include areas such as medical, legal, counselling, life events, mental health and education.

"...in my time in the industry here, there has been a definite improvement in access to interpreters, especially with sign language now being New Zealand's third official language."

Mind over matter

Using brain signals to remotely control objects is no longer the stuff of science fiction.

Imagine being able to drive a car or do the vacuuming by thought. AUT researchers are working on the technology to make mind control over objects a reality. Dr Stefan Schliebs has demonstrated this with a commercially available EEG (electroencephalograph) headpiece *Emotiv EPOC* with 14 sensors that measure brain signals and send them wirelessly to a computer. AUT developed

software interprets them and translates the signals into commands. These are then wirelessly transferred to a small robot called WITH (developed by the Kyushu Institute of Technology, Japan). Looking left, for example, moves the robot left, looking right moves it to the right, while blinking makes it stop and raising the eyebrows causes the robot to move forward.

Facial expressions are used because they generate strong signals that are quickly and easily picked up by the EEG headpiece and the translating software, says researcher Dr Stefan Schliebs. But brain signals emitted by thoughts about directing the robot could also be used.

"The software and the person wearing the headpiece are continually learning and teaching each other so that the system improves with use," says Dr Schliebs.

KEDRI Director Professor Nik Kasabov says that while it's amazing to watch a robot controlled by facial expressions or thoughts, this is just a toy-like demonstration of a complex research project. "We're working with researchers from

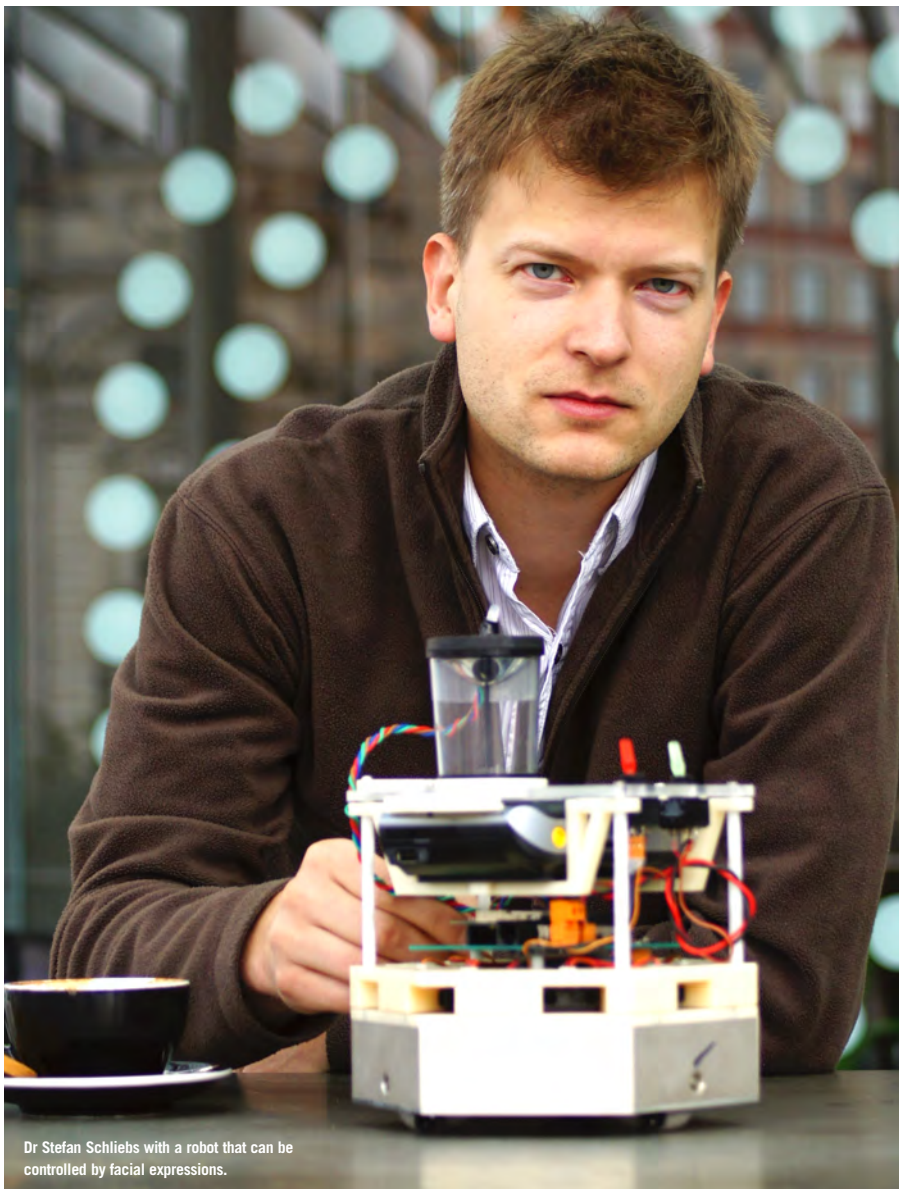
"In the future people will be able to use this technology to control objects like wheelchairs, prosthetic limbs and personalised rehabilitation robots."

Professor Nik Kasabov, KEDRI

China and Europe on a large project," he says. "The idea is to use KEDRI-developed artificial neural network models for personalised brain-computer interfaces and to create brain-like artificial intelligence systems."

In the next few years the collaborative team will be using devices that capture brain signals more precisely than current headpieces. They'll also be developing more sophisticated methods and software to recognise the complex patterns in these signals and turn them into commands.

"Some of the most exciting possibilities are yet to come," says Professor Kasabov. "In the future people will be able to use this technology to control objects like wheelchairs, prosthetic limbs and personalised rehabilitation robots. Using the technology, thought commands could be transmitted wirelessly or via networks to objects at locations that are geographically distant from the person – it opens up more possibilities than we can imagine right now." ■



Dr Stefan Schliebs with a robot that can be controlled by facial expressions.

Not so nasty after all

Undaria kelp is in the top 100 on the Global Invasive Species Database, but AUT University researchers are keenly investigating its biomedical, nutritional and culinary potential.

Native to Japan and farmed in Asia since the 1970s, Undaria was introduced to New Zealand in 1985. It spread rapidly throughout the ports of the South Island and is now found in virtually every harbour on the East Coast from Auckland to Bluff.

In commercial mussel farms, Undaria grows on the ropes and the mussels themselves proving a nuisance when it comes time to harvest the shellfish. But AUT University seaweed biologist Dr Lindsey White says that Undaria is classed among the top invasive organisms on the planet not necessarily because it has any harmful impact, but rather because it's spread so far and wide.

Undaria has been legally classed as an 'unwanted organism' by Biosecurity NZ for nearly a decade, and government restrictions have meant it couldn't be farmed or harvested.

"A flurry of research was done on Undaria cultivation here during the 1990s," says Dr White. "As soon as government restrictions on it were lifted, that was our signal to get going again."

"Mussel farmers have just been throwing it back into the sea, but it's a huge resource."

Undaria has many potential nutraceutical and commercial applications. Dr White, analytical chemist Dr John Robertson, food technologist Dr Nazimah Hamid and pharmacologist Dr Jun Lu, have set up a research team to explore possible uses for Undaria.

"We have seven separate Master of Science research projects under way," says Dr White. "They're looking at a range of things, including differences in the nutritional chemistry between New Zealand and Asian strains; and the production of two bioactive compounds: fucoxanthin, which has proven antioxidant



properties, and fucoidan, which has been shown to have an impact on cancer cell lines."

The group is in talks with the Medical School at Xi'an Jiaotong University about possible trials and Dr White has been invited to visit the university later this year.

Undaria is also a popular food in Japan, China and Korea where it's known as wakame. Dr White says there's already a \$400 million market for wakame.

Thousands of tonnes of Undaria could be growing on mussel lines around the country and going to waste.

"There are only a certain number of places where you can grow Undaria, so this could become another large string to New Zealand's

bow in terms of aquaculture products."

Since October 2010, Dr White and his research group have also been working with Wakatu Incorporation, one of New Zealand's largest mussel-farming companies, and among the first granted a harvesting licence when Undaria restrictions were lifted.

"A lot of Undaria grows on their lines, so they're interested in exploiting this as a resource rather than seeing it as nuisance," says White. "This is pilot work and Wakatu is in the process of seeking funding from Ministry of Science and Innovation, in partnership with AUT, to carry out more detailed work around commercial-scale production for both wakame and bioactive compounds." ■

Auckland: Perception versus reality

How do Aucklanders really view their city? The newly released MacroAuckland report offers a thought-provoking, eye-opening and accessible look at the place 1.4 million Kiwis call home.



Launched in May, MacroAuckland looks at Auckland's most pressing social issues and brings together information, research and data from more than 200 diverse sources. Co-authored by Deb Schwarz from the Auckland Communities Foundation and Dr Charles Crothers, Professor of Social Science at AUT University, MacroAuckland is designed to enable positive change in Auckland by identifying the city's strengths and challenges.

Dr Crothers says the report acts to inform interested Aucklanders about the areas of need, deprivation, resilience, activity and growth. It also highlights both the perceptions and realities of being an Aucklander and living in the country's largest city.

"The report gives people an explicitly honest picture of Auckland and the way we live in it and how we feel about it," says Crothers. "It charts issues where there's consensus and where there is dissension and points of both concern and hope."

CRIME AND SAFETY

Many Aucklanders live in well-equipped houses located in suburbs with adequate neighbourhood facilities, and secure jobs and futures. However, not everyone shares this good fortune.

Aucklanders are significantly more likely than other New Zealanders to be the victims of burglary and vehicle offences, and although the city's overall crime rate is decreasing, too many residents continue to feel unsafe. While the vast majority (92%) of Aucklanders do feel safe in their own homes, only 57% feel confident walking alone in their own neighbourhood after dark – a rate that's significantly lower than for other major New Zealand centres.

Reported crime in Auckland has declined since its peak in 2002/03. If you want to feel safe in your home after dark, move to the North Shore. Ninety per cent of residents reported they feel safe in their homes after the sun sets compared to 89% for Rodney, followed by Waitakere (87%), Auckland (86%) and Manukau (80%).

Eighty percent of Rodney residents and 77% of North Shore residents say they feel safe in their local neighbourhoods at night, versus just 59% of Manukau residents.

ETHNIC DISCRIMINATION

Despite Aucklanders being more supportive of settlement assistance for immigrants than the rest of the country, many Asian Aucklanders still report encountering verbal and physical discrimination and harassment.

INCOME

In 2010, the average Auckland income was \$694 per week. But, while average earnings may be higher in Auckland than in other parts of New Zealand, household expenditure is also higher and that average figure masks considerable variation. What's more, income inequality in Auckland is well over the OECD average.

HEALTH

The overall health of children and young people in Auckland has improved over the past decade, although approximately 10% of Auckland babies are growing up with worrying levels of vitamin deficiencies. Maori and Pacific young people have significantly worse health outcomes than other ethnic groups, particularly in terms of their rates of meningococcal disease, rheumatic fever and tuberculosis.

ENVIRONMENT

While Auckland's variety of parks, beaches and outdoor spaces provide good opportunities for recreation and physical activity, the city is not meeting the national standards for air quality. This is largely caused by transport pollution and the lighting of domestic fires during winter. Up to 500 premature deaths a year can be attributed to bad air quality. ■

MACROAUCKLAND REVEALS INTERESTING PARADOXES:

- Increasing numbers of Aucklanders are attending cultural events by and for other ethnic groups, yet only half of Aucklanders consider the city's increasing diversity a good thing.
- Pacific Island students are staying in school for longer than average, yet their tertiary enrolment rates are still low.
- Children's health outcomes differ dramatically across Auckland, yet perceptions of health by parents across all three of Auckland's district health boards are virtually the same.
- While the majority of Aucklanders say they take action to save energy all or most of the time, the city's energy consumption is increasing rapidly.
- Auckland's overall crime rate is decreasing, yet Aucklanders are feeling less safe.
- Despite the stereotypes about unemployed Aucklanders choosing to be beneficiaries, when a new supermarket opened in South Auckland in 2010 offering 150 new jobs, more than 2,500 people lined up to apply.

"We all want a good job and a safe home, but we're far more wasteful than we should be if we want to achieve a sustainable city," says Dr Crothers. "And if we are to build more cohesive communities we'll need to be more tolerant and accommodating of immigrants and others outside the mainstream."

To view the Macro Auckland summary report and the full report, visit: www.aucklandcf.org.nz

Māori Expo

On May 12, 2011, AUT hosted the 14th Māori Expo, designed to celebrate the achievements of Māori and inspire and empower young people through stories of success.



Māori designers showcase contemporary fashion.



TVNZ's Tamati Coffey presents his weather report from expo with help from prestige Dance Crew.

RICKY REDGROVE TVNZ



Che Fu performing at the launch.



Nga Puna O Waiorea (Western Springs College) kapa haka.



Taisha performs at the expo launch at Vector Arena.



Nga Puna O Waiorea kapa haka team.



Te Kura Māori O Nga Tapuwae kapa haka.

AUT MĀORI EXPO > 11

Thanks to our AUT Māori Expo 2011 sponsors



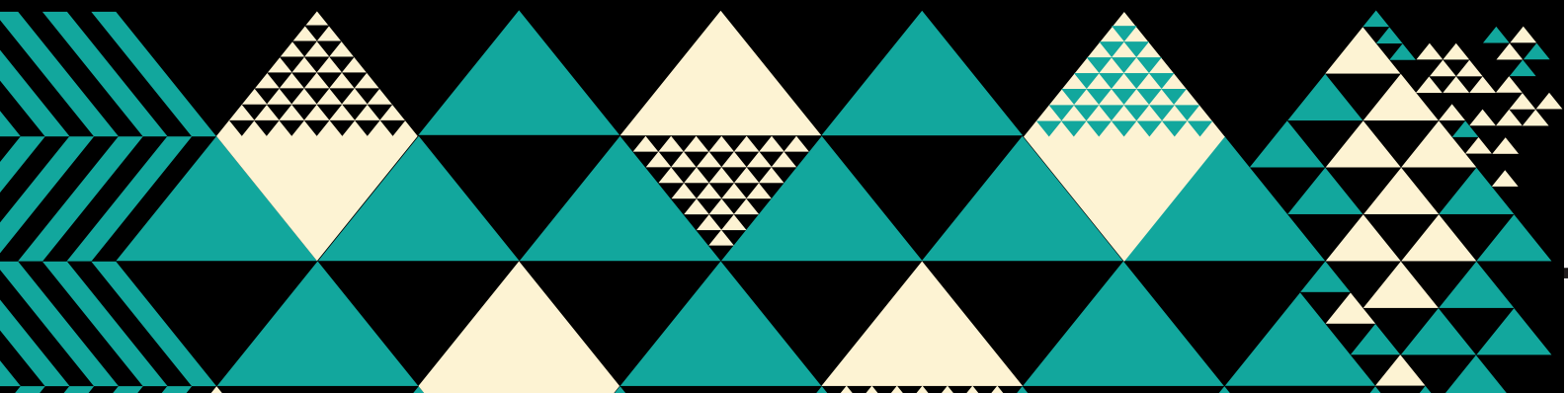
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Te Puni Kōkiri
REALISING MĀORI POTENTIAL

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Culinary Celebration

Launched at AUT's Four Seasons Restaurant last May with publisher Random House, Robert Oliver's book *Me'a Kai: The Food and Flavours of the South Pacific* has been named the Best Cookbook in the World at the Gourmand World Cookbook Awards 2010 announced in Paris in March 2011.

The book was produced with Tracy Berno and Shiri Ram, and follows the author's journey through the Pacific Islands to rediscover the art of Pacific cooking. A New Zealand-born Fiji-raised chef, Oliver travelled the islands to find skilled local cooks and adapted their recipes for modern use.

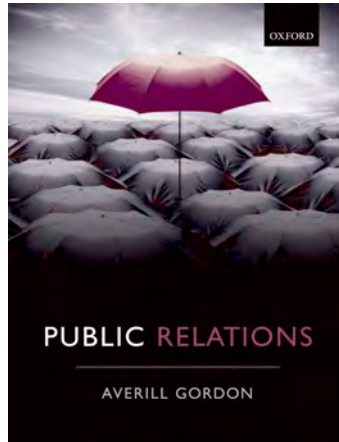
All too often he saw local growers and producers who were missing out on supplying the large tourist resorts and hotels, so *Me'a Kai* has an important mission: to support sustainable tourism in the South Pacific. As a member of AUT's New Zealand Tourism Research Institute, Oliver works in the Pacific Islands programme area with research around sustainable economic development through tourism.

Publisher Nicola Legat says *Me'a Kai* has been hailed as a breakthrough in the Pacific. "It's a book that argues that if this food was celebrated and offered more, then the Pacific would experience a rise in economic activity and sustainability."

Me'a Kai: The Food and Flavours of the South Pacific

by Robert Oliver with Dr Tracy Berno and Shiri Ram

Published by Random House, April 2010



Teaching Tool

She ran one of the world's largest PR consultancy firms and set up a public relations degree at the University of Gloucestershire in the UK. Now Averill Elizabeth Gordon is back in New Zealand, teaching post and undergraduate courses in corporate communications at AUT, and sharing her knowledge with the world.

Her new textbook, *Public Relations*, brings together theory and practice, and includes a range of case studies providing examples of well-implemented PR campaigns. These real-world illustrations are drawn from Gordon's experience running a firm in London and creating and managing the University of Gloucestershire's PR degree.

Public Relations has been described as an excellent overview from which students can grow their knowledge of the basic framework, concept and terms that define PR. It's already being used in the UK and will soon be in use at AUT University.

The practical exploration in Gordon's book includes theories of public relations and communications, tools to demonstrate the effective use of PR techniques and interviews with practitioners.

While teaching on the postgraduate PR degree at AUT, Gordon is completing her PhD.

Public Relations

by Averill Elizabeth Gordon

Published by Oxford University Press, 2011



Inspired Contribution

Using six gifts given to him by students as inspiration, AUT Associate Professor Welby Ings has written a chapter in the new book *Inspiring Academics: Learning with the World's Greatest University Teachers* edited by Iain Hay.

Ings was among 26 academics from countries including Australia, Canada, the UK and the USA invited to write a chapter for the book. The contributors were encouraged to be reflective and use experience to illustrate ideas and teaching practices.

Inspiring Academics draws on the experience and expertise of these award-winning university teachers to illuminate exemplary teaching practice. The content is structured around five core themes: inspiring learning, command of the field, assessment for independent learning, student development and scholarship.

An associate professor in the faculty of Art and Design, Ings has been teaching at AUT for 16 years.

His chapter entitled 'An Assortment of Small Anomalies' is about feedback and the damaging effects of assessment.

"The chapter was written in one rainy night in my office at AUT... and based on more than 35 years of teaching," says Ings. "It takes six objects that I have on my wall that were gifts from students and uses them as an idea or a metaphor for an idea around measurements and assessments."

Inspiring Academics: Learning with the World's Greatest University Teachers.

Edited by Iain Hay

Published by Open University Press, March 2011

New meets old as construction begins

BY EMILY DAVIES

In just 10 years, AUT University has seen many changes: student and staff numbers have grown; buildings and faculties have developed and modernised; and the courses on offer have expanded.

Now, a brand-new learning precinct under construction between Governor Fitzroy Place and Wakefield Street is set to transform the face of the university by 2013. Opening up the main city campus to the public and the Auckland CBD, the development will enhance the city landscape and complete AUT's Mayoral Drive frontage.

THAT WAS THEN...

But the recent discovery of a brick well and household artifacts dating back to the 19th Century raises the question: exactly how has this city landscape changed over the past 100 years, and what does the future look like for AUT University's central-city campus?

Records from the New Zealand Archaeological Association show that use of the land

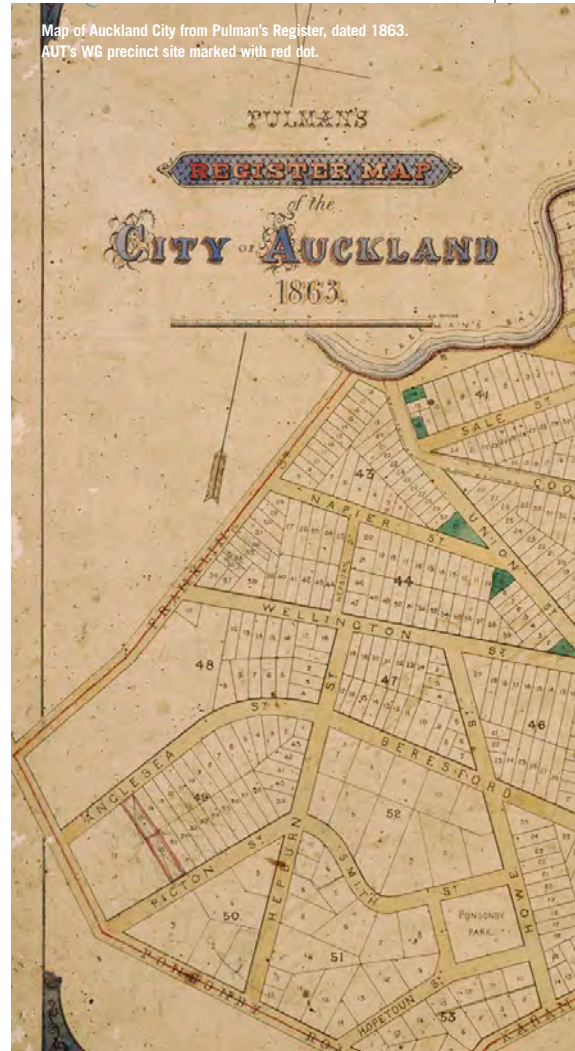
encompassing Governor Fitzroy Place dates back to the 1850s, when it was part of the Auckland Barracks Military grounds. By the mid 1870s, the streets surrounding AUT University were undergoing development, and the land formerly occupied by the Military Barracks had been subdivided into a number of separate allotments and sold at a public auction.

The land occupied today by the university was designated for the Auckland Education Board and the Salvation Army. The historic well, discovered by Fletchers Construction workers in April 2011, is located immediately behind where the Salvation Army home once stood.

The recovery of eight ceramic vessels and four glass items nestled amongst tonnes of black organic soil in the well, provide clues about when it was operational. All are commonly found 19th Century household items, most likely purchased between 1860 and 1870. The well appears to pre-date their manufacture and may have been built as early as the mid 1800s as part of the initial subdivision of allotments.

"The visionary design for this \$97 million dollar building reflects the latest thinking in learning and teaching, with facilities for media and communication studies, and exceptional new public spaces and student commons"

Map of Auckland City from Pulman's Register, dated 1863. AUT's WG precinct site marked with red dot.



G T Steven 1886 birds eye view of Lorne St and Abercrombie St.



WG building site where well was discovered.



WG PRECINCT - KEY FACTS

LOCATION: Cnr Governor Fitzroy Place & Mayoral Drive, Auckland Central

SIZE: 20,000 sq m. 12-floor tower, 5-storey glass-roofed atrium

USE AND FACILITIES: Linking to the Faculty of Business and Law building and the Tourism and Hospitality building, the new precinct will house the AUT Communication Studies School, with a screen and television studio, motion capture and chroma key studio, performance and sound studios, edit suites, radio station, digital media computer labs and media centre. There will also be an atrium, plaza, lecture theatres, social and collaborated learning spaces, function and exhibition areas, conference centre, wi-fi capability and a cafe. Governor Fitzroy Place will become a primary pedestrian area with an open public plaza.

ARCHITECTS: Jasmax

MAIN CONTRACTOR: Fletcher Construction

OPEN TO STUDENTS: Semester 1, 2013



The lobbies and break-out spaces will be designed as collaborative social study areas with furniture to cater for multiple ways of learning.



Pottery remnants dating to the 19th Century found in well on WG building site.

...AND THIS IS NOW

Fast-forward 160 years and the appearance and use of this site have transformed beyond recognition.

Since construction work began on the new learning precinct late last year, excavation of the foundations and retaining walls has commenced; piling is complete; wall reinforcing and the installation of sanitary services have started; and civil drainage is well under way.

When it opens in 2013, the new WG building will be a major gateway to AUT, providing 20,000 sq m of undercover space, including a 12-floor tower, a new media centre, a five-storey glass-roofed atrium, lecture theatres, a café and plazas.

AUT University Vice Chancellor Derek McCormack says the new learning precinct is one of the priority capital projects for 2011 and 2012.

"The visionary design for this \$97 million dollar building reflects the latest thinking in

"When it opens in 2013, the new WG building will be a major gateway to AUT, providing 20,000 sq m of undercover space"

learning and teaching, with facilities for media and communication studies, and exceptional new public spaces and student commons," he says. "The contemporary spaces it provides will enhance and optimise the way people learn. And, when it's completed, it will transform the city campus, linking it even more strongly to the CBD." ■



Professors take expertise to Manukau

Two more AUT professors are fostering the development and reputation of the AUT Manukau campus this semester.

Professor Peggy Fairbairn-Dunlop, AUT's founding professor of Pacific Studies, and Professor Roger Marshall, professor of Marketing are both spending time at the campus to continue the good work already in place.

Marshall's role has been to teach the Bachelor of Business Marketing and Management major, of which he is also a founder; while Fairbairn-Dunlop, who works within the Institute of Public Policy, will focus on her own research as well as working with PhD and Masters' students.

Both are enthusiastic about the chance to work on the campus.

"I've always been interested in the Manukau campus because I live out that way and relate to it quite strongly," says Marshall. "I can see huge potential for the campus, not only for undergraduates but for post-graduate and for business courses. It's a great place to teach that."

Eighteen months ago Fairbairn-Dunlop relocated from Wellington to Auckland for her role at AUT, and the move was heavily influenced by the introduction of the Manukau campus, which opened in early 2010.

"The attraction was the opportunities at the Manukau campus, which is in the middle of an area populated by Pasifika people," she says. "Every day I walk among the students... I'm much closer to them and I'm more effective there. I can build those relationships." ■

Opposite page: Close-up of one of the new sculptures to be erected at the Manukau Campus.



Professor Peggy Fairbairn-Dunlop, AUT University's founding professor of Pacific Studies.



Professor Roger Marshall, founding professor of the Bachelor of Business Marketing and Management.

A game of two halves

The Rugby World Cup, to be held throughout New Zealand in September and October, is more than just a tournament to decide who holds the bragging rights in world rugby for the next four years. It's the largest sporting event our country has hosted since the 1990 Commonwealth Games.

BY PETER WHITE

Alongside the physical struggles on the pitch will be another battle to ensure the financial and operational success of the tournament to maximise the benefits for New Zealand Rugby and the country as a whole. It is a massive undertaking for both the New Zealand Government and the New Zealand Rugby Union (NZRU).

AUT academics Kelly Sheerin and Geoff Dickson have vested interests in contrasting aspects of the tournament. Sheerin is Research Officer of the Sports Performance Research Institute New Zealand and will lead a key research group studying injuries during the tournament for the International Rugby Board (IRB).

Dickson is Assistant Director of the New Zealand Tourism Research Institute and challenges the usual sycophantic media view of how successful the event will be for New Zealand.

INJURY PREVENTION THE KEY OUTCOME

Kelly Sheerin has gained an international reputation as manager of the Running Mechanics Clinic based in the outstanding facilities at AUT's North Shore Campus.

His other scholarly interests of injury prevention and treatment, plus biomechanics and technology in sport, attracted the attention of the IRB's Tournament Medical Director (and NZRU Medical Director) Dr Steve Targett.

Sheerin was recruited to lead an international team to compile data on injuries to players at this year's Rugby World Cup.

"Personally, to get involved in what is the biggest sporting event in New Zealand since the 1990 Commonwealth Games is tremendous," he says. "I will be co-coordinating everything that happens at the Rugby World Cup as part of the project led from the University of Nottingham. From an academic level, the information will hopefully end up in some top scientific journals and that is kudos in terms of academic achievement.

"It's a foot in the door for New Zealand, and AUT, to showcase what we can do, so hopefully we can stay on board for future tournaments."

Sheerin was not involved in a study focused on the last World Cup in 2007, but he hopes to get some key results from this year's event, to add to the ongoing research into injuries at Rugby's showcase event.

"Rugby is a physical sport and players are bigger, stronger and faster than ever. The IRB has recognised this and has a focus on player



welfare, which is one of their key strategic goals. Research into the impacts of injuries is being conducted at all levels of the game and the RWC research is critical as it is the pinnacle event of the sport.

"The research covers all key areas including the critical area of concussions. Obviously head injuries, even at the minor level, can be a serious thing and that's something that will be a key focus. The outcomes of the research will be used by the IRB to review the laws of the game, and see if there are any potential changes or tweaks that can be brought in that might help prevent injuries."

Tangible evidence of the value of research into injuries and their prevention is apparent in the law changes made to rucks and scrums over the last few years. Sheerin says the rapid decrease in serious spinal injuries is a direct result of research leading to modifications in those two key components of the game.

"A major positive to come from rules changes in recent times is the reduction in spinal injuries from scrums. There were 70-80 moderate-to-

serious spinal injuries a year resulting from scrum engagement, which was a massive concern, but that has dropped into the 50s. Education around scrummaging and the change in rules played a big part in that. So that's where the study we are doing comes in, by pumping that sort of data in so we can see the areas in the game where we are getting serious problems and what needs to be done to change that."

Monitoring injured players after the tournament will not be easy, but it's another key aspect of the study for Sheerin and his team.

"A big part of the role is to follow up any of the more serious injuries where treatment and effects may continue after the tournament so that information is not lost. The concern is as soon as the players exit from the tournament, their commitments to the tournament are gone, but obviously we need to make sure we continue to track those injuries which extend for players once they leave New Zealand."

"I'm really looking forward to adding to this area of work and being involved in the tournament," adds Sheerin.

WHAT'S THE WORLD CUP REALLY WORTH?

Recent questioning by Auckland academics of the proposed economic benefits of hosting the Rugby World Cup drew attention to a sensitive subject. It's one the New Zealand Government and tournament organisers would rather not discuss.

Geoff Dickson admits that it's not easy to be critical of the Rugby World Cup, especially if you ask questions that don't support the positive spin spouted by the public mouth pieces.

But he has major issues with the assumption the tournament is going to benefit all New Zealanders. He also has doubts around the validity of the slogan 'We are a stadium of four million people', which helped differentiate New Zealand's bid over Japan's in securing hosting rights to the event.

"I think it was as accurate as most advertising statements and wasn't intended to be taken literally," Dickson says. "The tournament will provide a point of celebration for a lot of New Zealanders but I do not subscribe to the 'all of New Zealand' argument. Look at the ethnic communities who live here. I just don't see the migrant or refugee communities engaging in the World Cup to any significant level. That means there's potential for an unintended consequence where they may feel less part of the wider community."

Another concern for Dickson is the notion that economic benefits will be evenly distributed throughout the country. He believes the tournament may actually have a negative impact on smaller rural towns.

"All of New Zealand has been invited to leverage off the event to make use of it but those benefits are going to be most felt in the tourism and hospitality sectors. One of the concerns with the economic impact study is that benefits to the community are not evenly distributed.

"I'd like to see more discussion take place on the impact of this event on regional and rural

New Zealand, recognising that a lot of people from those areas are going to leave their local communities to travel to the big cities to watch these games. That's actually promoting an economic drain on those local communities."

There's also the issue of evaluating the number of tourists who would have otherwise visited New Zealand without the Rugby World Cup, particularly those from Australia.



"Hopefully, we'll provide possibly 80,000 tourists who come here with a good time so they sell New Zealand to the world. That can trigger a long-term economic impact of more tourists coming here in the next 10 years."

Geoff Dickson, Assistant Director of the NZ Tourism Research Institute

"A good economic impact, or at least an accurate one, will try and take that into consideration, plus those New Zealanders who choose to leave because of the World Cup. There are also those tourists who go to book a holiday here and the travel agent says 'you probably don't want to go to New Zealand in September or October because there's a Rugby World Cup on, and if you do go you'll be charged an arm and a leg to stay there.' Those tourists then go somewhere else and spend their money, which we call the 'crowded out' effect.

"I'm not seeing any acknowledgment in the economic impact methodologies that these things are actually being measured. You simply cannot multiply the number of tourists coming to New Zealand by the amount of money they spend and say that is the economic impact.

"It is important that evaluations of the tournament assess both the short-term economic impact and the longer term legacy. Hopefully, we'll provide possibly 80,000 tourists who come here with a good time so they sell New Zealand to the world. That can trigger a long-term economic impact of more tourists coming here in the next 10 years." ■

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We're keen to know a little more about our readers, and think you'll be keen to get your hands on a 16Gb iPad2 with WiFi (valued at \$799). Spend five minutes online filling out the AUT Insight Reader Survey, and you'll automatically go in the draw to win this prize. Grab your ID code off the sticker on the wrap the magazine was mailed in, go online (to www.autinsight.co.nz), spill the beans and then start dreaming about racking up New Zealand's high score on the Angry Birds App!

Prize draw will take place 30 September and the winner will be notified by email.
Full terms and conditions can be found online.

The business of bees

A cooperative bee company in Northland is testing research by Dr Colin Knox that looks at whether it's possible to do business the traditional Māori way while also working alongside a Western business model.

BY LARA POSA

Beewize is a Manuka honey-based project in Tai Tokerau and draws on traditional Māori structures to achieve its goal of encouraging Māori land owners to become bee farmers on their own land.

For years Māori land owners in the region were just leasing their land to others for beehives. The starting point for Beewize came from the Masters programme at AUT University run by Dr Colin Knox.

Two of his students, who are now shareholders and head of operations for the business, approached him about the use of land in the Tai Tokerau area.

Motivated by the opportunity to make better use of whānau land and resources in the area, Knox and his students decided to collaborate

Beewize brings together whānau in the Tai Tokerau region in Northland... who collectively organise, place and manage beehives on their land. By working together they can pool resources and share knowledge, as well as research and development costs.

when they realised Māori land owners were not getting good returns for allowing the bee farmers to place hives on their land.

In 2009, when Beewize first started trading, the original goal was to improve the returns to Māori land owners from leasing space for beehives. Now, the objective is to get more whānau involved with their own hives in the valuable Manuka honey industry, says Knox.

Beewize brings together whānau in the Tai Tokerau region in Northland (from around Whangaroa to the Karikari Peninsula) who collectively organise, place and manage beehives on their land. By working together they can pool resources and share knowledge, as well as research and development costs.

Dr Knox, from Te Ara Poutama (the Faculty of Maori Development) says his research looks into the prospect of building a progressive society that brings together two quite different cultures, based on quite different principles.

"The business model for Beewize, a cooperative structure, is quite common in New Zealand, and mirrors traditional Māori structures," he says. "It actually involves economic structures that have been successful for centuries. We are trying to reintroduce something that is traditional, but that can be defined under Pakeha law."

Dr Knox's involvement in Beewize relates back to his work with AUT's Centre for Māori Innovation and Development where he uses his research and business experience to take Māori business projects 'from concept to market'.

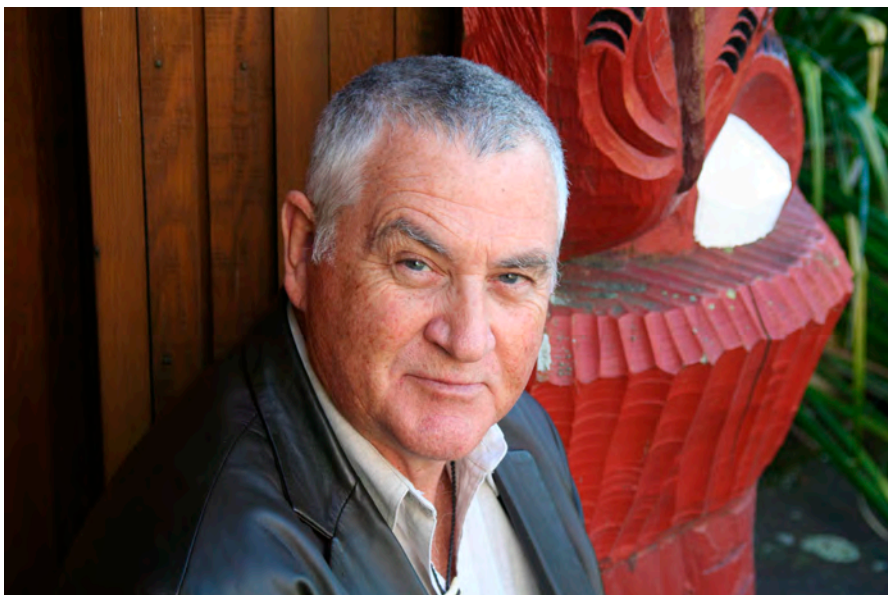
Knox has a vast business pedigree: he has completed a Bachelor of Arts, a Bachelor of Science, a Master of Arts (honours), a MPA from Harvard University and a PhD from Massey University, all of which is complemented by "a lifetime of experience working in the public sector and private industry".

His previous research into Māori land-based business development and why projects often failed also spurred the development on, with his current research delving into how Western and Māori business models work together.

In its first year, the project involved eight Māori land owners with hives on their land and the season, which ran from September 2010 through to February 2011, saw "better than average" results.

Dr Knox puts this down to the whānau business where the attitude of the beekeepers is one of kaitiaki (being a caretaker or protector).

"The whānau worked the hours and did what they had to do to look after the bees and get the results," he says. View the Beewize video at <http://bit.ly/beewize> ■





The world's his oyster

In late 2010, AUT University International Business and Marketing graduate Michael Teoh fought his way through 45,000 applicants from 168 countries to become one of two winners of the inaugural 'Your Big Year' competition.

Organised by Smaller Earth, the prize included a 12-month all-expenses paid trip to 20 countries to take part in environmental activities, animal conservation, humanitarian and community development, as well as fostering diplomatic relations.

Teoh's world tour, which kicked off in January, has so far taken him to the UK, US, Hungary, Australia, Malaysia, China and Peru. As a Global Ambassador, he's proudly setting an example to young people around the world and representing his home country of Malaysia.

"I hope to inspire other young people to get involved in finding solutions to global problems," he says. "Youth may not have wide experience yet, but we do excel when it comes to technology."

Teoh credits this knowledge and passion for business to his time at AUT University.

"Many of the tasks we were asked to complete in the finals of 'Your Big Year' were similar to projects I was involved in through SIFE (Students in Free Enterprise). AUT has a reputation as a practical institution. The hands-on industry experience I gained through my business degree and my involvement in SIFE definitely gave me the opportunity to develop my knowledge of business at a young age.

"AUT gave me the confidence and contacts to just go for it. SIFE and AUT University are largely responsible for where I am in my career today."

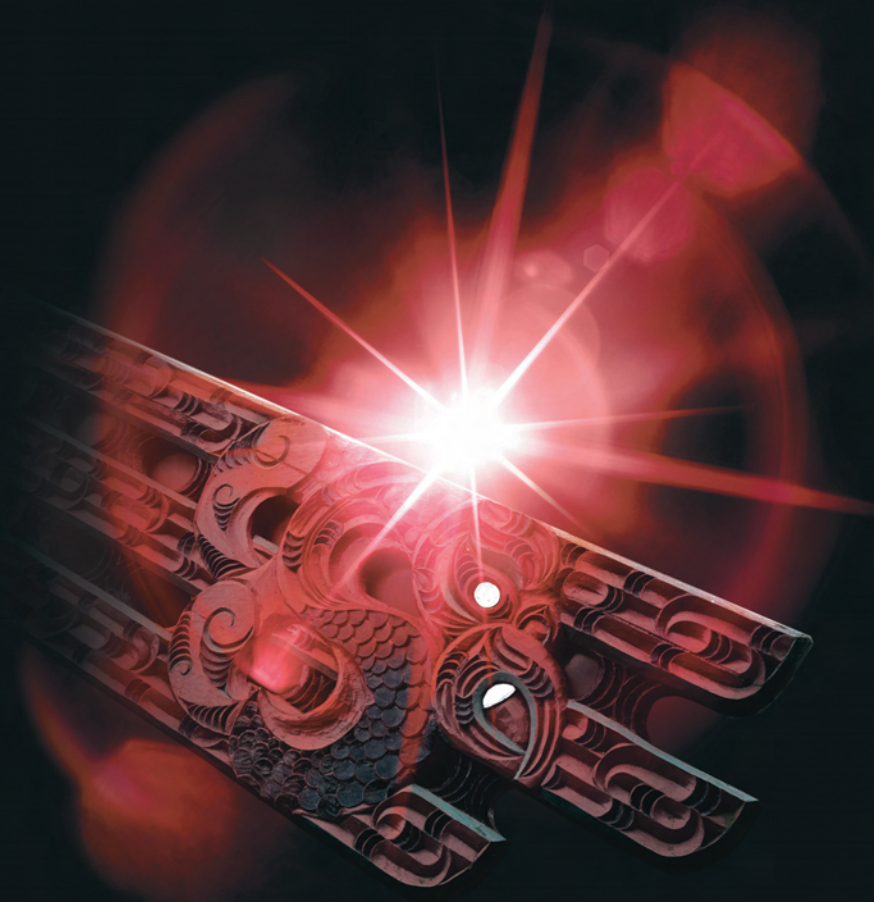
You can follow Teoh's progress this year at www.facebook.com/michaelteohsulim



Inspiring designs

AUT fashion graduate Renuka Pana has won the Golden Circle Best Commercial Collection category at the iD International Emerging Designer Awards in Dunedin in April.

Renuka graduated last year with a Bachelor of Design (Fashion) and was also part of the AUT Rookie 2010, a runway show of work by top final year students.



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