

# Insight

THE MAGAZINE OF AUT UNIVERSITY

ISSUE TWO 2011



## MEDIA

Who owns what and why you should care

Dish editor **Victoria Wells** and the other media graduates who are making the news

## ELECTION SPECIAL

Our experts discuss the big issues

## PINE IN YOUR WINE?

Native NZ timbers add flavour



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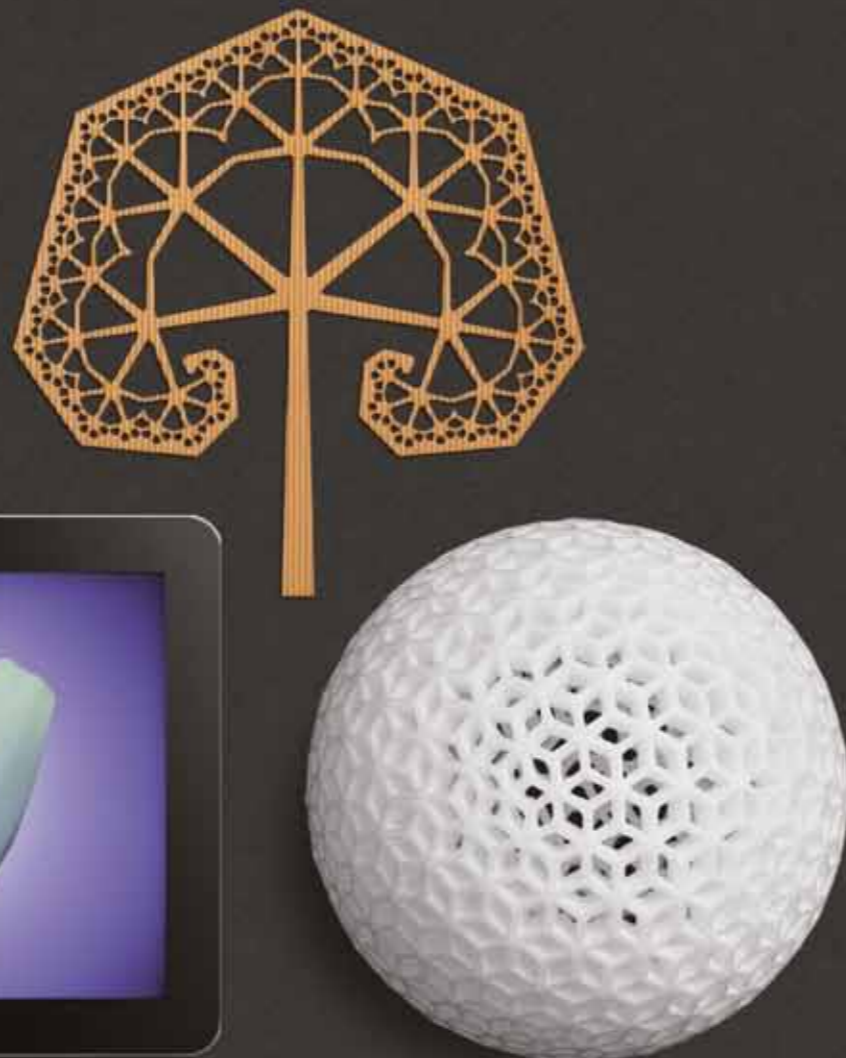
EDUCATIONAL  
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Educational leaders now need to step outside of the ordinary. AUT's Master of Educational Leadership goes beyond administrative leadership, into the important areas of new technologies, the impact of world and government policies, and cultural diversity.

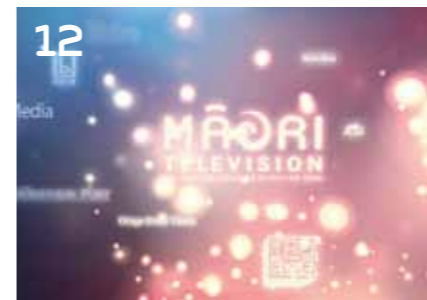
Knowledge like this provides an appreciation and acknowledgement of our changing world and the aspirations of its local communities. Leaders in education need to be ethical leaders, who understand and can lead and manage the process of change, and are prepared for the new challenges it inevitably brings.

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The University for  
the changing world.



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## Insight

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# WELCOME



Derek McCormack, Vice-Chancellor AUT University, Universities NZ Chair

**A**UT has many reasons to end the year confident about its future. Recent reports have provided great feedback on priority areas related to the quality of learning, postgraduate study, and the development of research capability.

The latest Ministry of Education report on tertiary participation shows AUT leading all the New Zealand universities in the growth of enrolments at degree and postgraduate level. Between 2003 and 2010, AUT gained 8000 Equivalent Full Time Students (EFTS) at this level. AUT's enrolment numbers are now in line with Victoria, Massey and Otago universities. At the same time, in its 2011 report, *Skills Challenge: New Zealand's Skills Challenges Over the Next 10 Years*, the NZ Department of Labour has predicted increasing demand for workers with degrees – AUT is growing in the right places for the economy as well as for its own development as a university.

AUT's strategic directions are also supported by the results of its recent Academic Audit. The audit is completed every five years by the New Zealand Universities Academic Audit Unit. The Audit report complimented AUT for delivering on 'its education commitments and distinctive contribution to university education'.

The management and Council were commended 'on their responsiveness, agility and leadership in developing and implementing strategies which further the University's mission.' Also commended were the university's teaching and learning plans, its support systems for first-year students, its commitment to the success of Māori and Pacific students and staff, and the 'significant investment' AUT had made to increase research capability. The focus on developing postgraduate study was another aspect highlighted in the Audit. AUT's postgraduate numbers have more than doubled since 2006, exceeding 2200 EFTS.

In August, AUT's Business School was accredited by AACSB International (the

## **AUT has also been ranked in the top 200 universities in the world for Accounting and Finance in the 2011 QS World University Rankings®**

Association to Advance Collegiate Schools of Business). AACSB accreditation is the gold standard, achieved by only five per cent of university business schools worldwide. Gaining accreditation takes several years with a rigorous assessment of the business school's curriculum, academic staffing and research, its engagement with the business world, and its teaching and graduate quality.

AUT has also been ranked in the top 200 universities in the world for Accounting and Finance in the 2011 QS World University Rankings®, which are the first to rank universities at the individual subject level as well as overall. With a methodology tailored to fit each subject, the rankings are based on academic reputation, employer reputation and citations of its research publications.

Building research capability is fundamental to AUT's future and research funding has been a huge challenge. The main sources of research money are the national contestable research funds. Over the years, these funds have become

highly competitive, receiving many times more good applications than they can possibly support. However, AUT has recently done well with Health Research Council grants, and our researchers also featured among the successful applicants in the recent Marsden Fund round announced in October. The Marsden provides grants for fundamental, as opposed to applied, research and in the last round distributed a total of \$53.8 million to 88 research teams nationwide.

Among the recipients was Dr Irene Ryan, senior lecturer in management at AUT Business School. Dr Ryan is investigating the role of sport in male-dominated leadership cultures. Her research will determine how the perceived ability to talk sports, play sport and use sport strategies is advantageous for certain men, and how these activities align with leadership masculinities.

Also receiving a Marsden grant this year was Dr Jiamou Liu, an AUT lecturer in Computing and Information Sciences. Dr Liu will use the grant to further his research into mathematical modelling of how a computer system allocates resources to all the processes it is operating, and how it can prioritise the conflicting requests it must deal with from its multiple tasks. By applying game theory to the problem, Liu believes we may be able to teach a computer to (in essence) think for itself. The result would be more efficient computers with faster response times.

As we head into 2012, we look forward to the completion of the building currently under construction on the city campus. With the working title 'WG Precinct' (based on its size) it will be a vast complex situated at the centre of existing buildings for Art and Design, Business and Law, Hospitality and Tourism, and the Library. Inside will be student areas, lecture and conference facilities, and specialist studios, laboratories and teaching areas for the School of Communication Studies and the Creative Technologies programmes. At a cost of \$100 million, it is a major acquisition, but its innovative design and amenities will give a real heart to the campus, transforming the experience of our 14,000 city students. ■

DID YOU KNOW?

> **10,800**

**lawyers** in New Zealand (AUT will graduate its first cohort of lawyers next year)



> **80** **Brydes Whales** left in the Hauraki Gulf



> **9000**<sub>m<sup>3</sup></sub> of **soil dug out** of AUT's WG precinct site

> **9 years** until the ice melts enough to make it possible for recreational boats to navigate the northwest passage through the **Arctic Circle**

> **6800** the number of **languages** in the world. Half of which will be lost in the **next 90 years** (see page 8 for what AUT is doing about this)

> **13%** The current **pay gap** between men and women (despite legislation for equal pay)



> **\$2.5 billion** is spent at **New Zealand restaurants** every year (see page 6 for eating on the cheap)

> **850** **seaweed species** in New Zealand



> **21** New Zealanders, on average, suffer from **strokes** each day (Is pine tree bark a brain injury saviour? Turn to page 8)

> **1 in 5** New Zealanders will experience a serious **mood disorder** at some time in their life (see page 28 for AUT's leading mental health researcher)

> **20.48kph**



the average running speed of Kenyan Patrick Makau when he recently broke the world **marathon record**

> **116,000**

people in New Zealand have been diagnosed with **diabetes** (Prominent AUT diabetes and nutrition researcher recognised on page 10)

(see AUT's new sport high performance facilities on page 5)

Some interesting facts we came across while researching this issue



## Leader's legacy

A man of mana and dignity, our Chancellor Sir Paul Reeves passed away on 14 August this year. His passing has been a huge loss for the University. For many of us, Sir Paul was more than a great national statesman, he was a friend, a tremendously experienced mentor, a father figure and a steady presence in tumultuous times, says Derek McCormack, Vice-Chancellor of AUT.

"Sir Paul embraced his role as Chancellor without reserve, and did much more than the part-time job description. He represented us with Government, around New Zealand and overseas. He hosted dinners and events for us, drawing on his own networks. He came to so many of the University's vast number of functions and celebrations, threw his weight behind things when needed, and stepped back for others when that was best. Sir Paul

was a force to be reckoned with – sustained by what often seemed like boundless energy and enthusiasm – and a force that caught you up in the gust and vision of great possibility to do great things for people."

Sir Paul's leadership leaves a tremendous legacy and message for everyone. A new Chancellor will be elected at the Annual General Meeting of Council in February 2012. ■

## TACKLING YOUTH DEVELOPMENT

Tackling youth development takes courage, but Meiolandre Tagoilelagi Tima, a scholarship recipient and Masters student at AUT's Manukau campus, is prepared to face it head on.

Researching youth participation and its place in the traditional Samoan Church, Tima is focused on how churches in the Manukau region can better support their youth members.

"Church communities are a second family for many youth, so we need to discuss what support can be offered to transition them into successful futures," says Tima. "At the moment, that's not always happening. Many of these kids are living two different lives – one at the church, and then, after hours, getting

involved with things like gangs, alcohol, and drugs. I want to know how the churches can support youth better so this doesn't happen."

Tima has always been passionate about the preservation of Samoan culture and language, particularly for those born outside the Pacific Islands. Before embarking on postgraduate studies, she was involved in the community as a YMCA youth coordinator and later as a Drug and Alcohol Practitioner at Youthline. The work let her see first-hand the problems facing today's youth.

"We need to listen to the voice of our youth, so churches and community leaders can see what's needed, but also so youth are active participants in society, proactively expressing their own ideas."



Tima's goal is to see more programmes, support, development and participation for youth, within the church framework. "It's achievable, but it will take time and dedication to see results," she says. "Our youth need support, and that's what keeps me going."

Little research has been done in this area so, Tima's work has the potential to offer new insights into youth development to break the cycle of disengagement, and lead young people to productive, successful futures.

And while juggling full-time work with motherhood and study hasn't been easy, Tima says tackling youth development is a responsibility that cannot be ignored. ■

# Olympic head inspects new sport labs

Doctor Jacque Rogge, president of the International Olympic Committee was at the AUT Millennium Campus in October to officially open the National Training Centre for High Performance Sport.

The opening of the centre is the next stage in what will be the home of high performance sport in New Zealand. The AUT Millennium Campus will be a centre of sporting excellence on a par with other sport centres of excellence around the world says Mike Stanley, CEO of the AUT Millennium Trust.

The National Training Centre component of the campus comprises the Sports Performance Research Institute New Zealand (SPRINZ) laboratories, High Performance Sport New Zealand (HPSNZ) athlete training and recovery areas for carded athletes, sports hall, and a range of medical facilities.

Completion of construction of the AUT Millennium Campus is on schedule and is expected by May 2012.

The AUT Millennium Campus is a successful partnership between AUT University and the Millennium Institute of Sport and Health. The collaboration has come to fruition with funding support from SPARC, High Performance Sport New Zealand, Owen Glenn, Sir David Levene, the ASB Community Trust and a commitment from Auckland Council and The Lion Foundation for the next stage.

The next stage entails building the National Aquatic Centre which is planned for the space currently occupied by car parks at the campus' entrance.

SPRINZ is AUT's sport research institute and has internationally renowned experts in the areas of physical conditioning, performance analysis, biomechanics, exercise physiology, injury prevention and anthropometry.

To assist SPRINZ academics with research is imported equipment and facilities, some of which will be a New Zealand first.

While elite athletes training for national and international events will benefit from the redevelopment, many of the medical services and facilities on campus are open to the public. ■



Dr Rogge (far left) sees firsthand how new equipment is used



Clinic manager Professor Patria Hume (left) with Dr Rogge (second on left)

## THE NEW STUFF:

- Sports Kinesiology, Injury Prevention and Performance Laboratory has a running and cycling mechanics clinic
- Sports Physiology Laboratory consists of the Sports Immunology and Biochemistry Laboratory – a first of its kind in New Zealand - and the Endurance Performance Clinic which also includes an environmental chamber
- The Sports Strength and Conditioning Laboratory is also an important component of the new SPRINZ laboratory

## RESEARCH COULD LEAD TO IMPROVED ATHLETIC PERFORMANCE

**T**estosterone production in the body spikes every 40-55 minutes, says new research from AUT's School of Sport and Recreation. That, and other findings about hormones in the body, could change the way physical training is done.

The discovery came from studies by AUT School of Sport and Recreation student Marty Beaven who recently graduated from AUT after completing his PhD thesis "*Hormone-mediated Strategies to Enhance Training and Performance*".

Beaven's research topic came from reading about stressed rats that were periodically blasted with a loud noise. The rats' exhibited two extreme responses over a 20-minute period, swinging from ignoring the sound to going crazy. The variation was due to hormones the rats produced.

Beaven and his supervisors, Professor Will Hopkins, Dr Nicholas Gill (New Zealand Rugby Union) and Dr John Ingram (Plant and Food

Research Ltd), wanted to look for similarities with human testosterone production, and the implications for physical training.

They investigated how testosterone and cortisol production changed depending on the type of exercise, the time of day, and supplementation.

Testosterone and cortisol are hormones produced naturally with related, yet distinctive, functionality. Both are created when the body is under stress, but testosterone is used in the process of building muscle whereas cortisol can break muscle down for use as energy.

In one study, New Zealand Warriors rugby league players were given varying levels of caffeine before a weight-training session. The production of testosterone increased in proportion to the amount of caffeine, with the largest increase recorded for those on the biggest dose.

Athletes can use this information to improve performance, says Beaven, but warns it must be



balanced against the need for sufficient rest. "Too much caffeine may interfere with sleep and consequently performance."

Another test looked at hormone-production variations throughout the day. It showed that testosterone production was highest in the afternoon, and levels were raised for approximately five minutes every 40-55 minutes. In the troughs between the peaks, the testosterone response to exercise was the same as, or sometimes less than, when not exercising at all.

Beaven now wonders if it's possible to resynchronise the body to change when testosterone production peaks. ■

## Bargain times for diners



**T**he rise in GST has made no difference to how often we eat out but, according to an AUT University report, the current economic climate has meant 50 per cent of us are eating out less.

The report gives a snapshot of customer behaviour, dining and operating trends. Produced for the first time ever by AUT's School of Hospitality and Tourism and the Restaurant Association of New Zealand, it asked hospitality customers about their eating habits over the last 12 months and whether the economic climate has changed how often they eat out.

Half reported they eat out less frequently and 46 per cent said it made no difference. Only three per cent claimed to eat out more often. Two thirds of the customer population said GST increases at the end of 2010 have made no difference to their

dining-out habits. Not surprisingly, fine dining recorded the greatest reduction in spend.

Other findings showed that in the last 10 years menu prices have increased at around the rate of inflation (2.7 per cent) but food, petrol and electricity costs have increased from 2.8 to six per cent.

Co-authors of the report, AUT senior lecturers David Williamson and Lindsay Neill, say the fact that restaurants aren't passing on increased costs to customers is no surprise and it's resulting in bargain times for diners.

"Currently profitability levels in restaurants are just five per cent," Williamson says. "More than ever, restaurants are running much leaner operations. Other statistics collected tell us that while the number of food outlets in New Zealand is increasing, the number of employees is decreasing. This can only impact negatively on service." ■

### TAKE-OUT FACTS:

- **The GST increase from 12.5% to 15% has had little impact on eating out**
- **50% of customers are eating out less thanks to the GFC**
- **Menu prices have increased at the rate of inflation (2.7%) over the last decade**
- **Restaurateurs' expenses have increased 2.6% – 6% over the last 10 years**
- **On average restaurants operate on 5% profit**

## Eco ride



**T**he importance of cultural relevance in sustainable design practice has seen AUT Masters student Paulus Marinka make the top 20 of the International Bicycle Design Competition.

The design for his G2 Greencycle is part of Marinka's research focusing on human-centered design. "The Greencycle provides more than just basic transportation; it's an environmentally sustainable, meaningful and beneficial solution

for poorer countries," he says.

Made from bamboo, the bicycle has innovative features to increase its functionality and load capability. Its splayed rear wheel base provides a stable surface for heavy-load storage/carrying and an attachment

serves as a wheel barrow and trailer for loading and carrying goods.

Marinka now must supply a model of his design, with the competition winner announced in March at the Taipei International Cycle Show 2012. ■

## DARK AND TENDER STORY

**M**unted, the new short film by associate professor of graphic design Dr Welby Ings, has premiered in the World Cinema section of the prestigious Montreal World Film Festival.

Set in 1961 in a remote rural community, *Munted* tells the story of a 10-year-old girl and her friendship with a brain-damaged artist. Their relationship is revealed through erosions between film and drawing. More than 200 individual paintings and water stains were animated so that they bleed over filmed sequences in the story.

Dr Ings describes the film as an "unusual story about a false accusation of paedophilia and its terrible consequences".

It's a lyrical and brutal account of the cost of

rumour and prejudice, and its contentious topic resonates with Ings.

"A story like this happened where I grew up in the King Country. The man was badly beaten and hounded out of the district without being able to comprehend what he'd been accused of. I chose to take the subject to film as a way of using innocence and pathos to reveal the brutality of what happens when sanctioned rumour is pitted against a truth that can't defend itself."

And it is a film that makes you think, says Dr Ings, which is exactly what cinema should do. "I'm quite shy. I love teaching and I can do that stuff but I make films to tell the stories that I can't tell in person. Stories are a way of showing us something about the human condition."

The Montreal World Film Festival also premiered Dr Ings first short film *boy* in 2005 before it went on to win the Berlin Short Film Festival (Interfilm) and Cinequest. From there, it was shortlisted for the 2006 Academy Awards. ■



Welby Ings with actress Ella Luwarits during filming of *Munted*.

# Brain injury breakthrough



**R**esearchers at AUT are currently investigating the use of supplements made from New Zealand grown pine tree (Pinus Radiata) bark extract to treat traumatic brain injury (TBI).

Every day, 90 New Zealanders sustain a brain injury, ranging from mild to severe. The major causes of TBI are motor vehicle crashes, sports injuries, assaults and falls. Overall, acquired brain injury (including stroke and traumatic brain injury) is the leading cause of disability and death in this country.

Persistent cognitive deficits are common following TBI and can profoundly affect a person's day-to-day functioning, and ability to work and live independently. Together with Senior Research Fellow Dr Alice Theadom, Professor Valery Feigin, director of AUT's National Institute for Stroke and Applied Neuroscience, is leading a team of researchers looking at the effect of Enzogenol (Pinus Radiata bark extract) on the cognitive functions of a group of patients with mild TBI.

"The aim is to explore the efficacy of Enzogenol to improve verbal

and working memory, information-processing speed, attention span, everyday memory difficulties and post-concussive symptoms in patients three to 12 months following mild TBI," says Feigin.

Enzogenol is a natural extract from the bark of New Zealand-grown pine trees produced by ENZO Nutraceuticals using a specialised water-only extraction method. The active compounds in Enzogenol are flavonoids and other plant polyphenols with antioxidant and natural anti-inflammatory properties.

So far, other clinical research findings have shown that Enzogenol may help improve brain activities and cognitive performance, says Feigin. "We are also investigating the actual incidence of TBI in New Zealand; it's a far greater problem than we anticipated."

The initial results from the trial will be announced this month at New Zealand's first national conference on stroke and applied neuroscience.

For further information about the conference visit: [nzsanc.aut.ac.nz](http://nzsanc.aut.ac.nz) ■

## SAVING ENDANGERED LANGUAGES

**T**he recently launched AUT University International Centre for Language Revitalisation (ICLR) has hit the ground running, appointing a new chair and holding a week-long workshop with four different international language groups.

Based within Te Ipukarea, the National Māori Language Institute at AUT, the centre was developed in response to requests from international language-revitalisation groups interested in the work being done at the institute for Māori language.

Drawing from the research produced by Te Ipukarea, the ICLR hopes to share the technology and methodologies for revitalising languages with other endangered and minoritised language groups. The idea is to tailor these resources so they fit the needs of other communities and help

the revitalisation of endangered languages.

Before taking up his position at AUT, new chair, Professor of language revitalisation Muiris Ó Laoire (pictured), was a senior lecturer in Irish language and cultural studies at the Institute of Technology in Tralee, Ireland.

"My interest started when I became aware of the growing number of near-extinct languages over the years," he says.

"There are 6800 languages spoken worldwide and half will be at risk by the end of this century. Ninety-five per cent of these languages are spoken by less than five per cent of the world's population."

Some of these at-risk languages and the people who still speak them have been involved in the centre. In October representatives from language groups from Salish in Montana, Hawaii, Tapuika from the Bay of Plenty and Yiddish

communities visited AUT.

"They were building on the work begun at Te Ipukarea," Professor Ó Laoire says. "They were working with a new online system for the learning and teaching of endangered indigenous and minoritised languages and tweaking the system to suit their needs." ■



## VENTURING INTO GREAT IDEAS

**T**aking top prize for 'best big idea' at this year's AUT Venture Fund was *Create a Story Picture Book*. Developed by AUT student Nick Barrett and his business partner Paloma Ozier, the wordless book, which will be available as a tablet application, lets children follow a sequence of pictures to create their own story.

"It's a new way to share a story with a child – helping them become creative and think for themselves," says Barrett.

This year's judges included CEO Tony Falkenstein who contributed to

the \$10 million start-up fund three years ago, Dr Stephen Bowden from Waikato Management School, and social entrepreneur Pete Russell.

Rebecca Dai (creator of Punch! Social) and Tim Hall (Securus) also received awards to help them progress their ventures.

"These aren't just start-up businesses, but revolutionary ventures that could well produce the next Facebook," said Falkenstein.

Established by the AUT Business School, the Venture Fund gives students and alumni a head start in setting up their own businesses. ■



(From left) Tony Falkenstein, Rebecca Dai, Tim Hall, Paloma Ozier, Nick Barrett, Geoff Perry, Derek McCormack.

## FUTURE IN HIGH VALUE MANUFACTURING



AUT's plastic laser sintering machine

**A** state of the art plastic laser sintering machine – the only machine of its kind in the country – has the potential to help bring some of the high value manufacturing back to New Zealand.

The laser sintering machine can make small production runs of different components at the same time and is already churning out production quality omni-directional robot wheels and full-strength nylon gears.

"It's unique in that we are not playing around with just creating prototypes for product testing anymore, we can now very quickly make the real production components," says Olaf Diegel, director Creative Industries Research Institute (CIRI).

"The machine could, for example, produce 300 hearing aids in a few hours, and each one could be customised to suit each individual user

to greatly increase comfort. From a production point of view, it removes the need for tooling, greatly increases flexibility and time to market, and reduces waste."

Each component is printed, layer-upon-layer out of plastic powder that gets selectively melted by a laser, and the machine is capable of manufacturing complete working assemblies which take the assembly labour out of the equation.

"By exposing industry to the machine's expansive list of uses we may be able to help bring some of the high value manufacturing back to New Zealand."

Engineers and product designers at AUT are already putting the machine to the test, working with partners in the fields of healthcare and conservation. ■

## HIGH-END HARDWARE TIGHTENS LINKS

**I**nvestment in a cutting-edge scanning electron microscope is set to tighten links between AUT and industry.

It will benefit students across the university and those working with industry partners on postgraduate study.

The scanning electron microscope is the first of its kind

in New Zealand and offers ultra high resolution – 800 times that of the human eye. It specialises in material analysis and has two specialist sensor systems, the first of which provides elemental analysis and the second gives clues to the microstructure of materials.

Its ultra high resolution makes it a valuable resource across

the university, for the likes of engineers analysing metal surfaces or samples, food technologists investigating bacterial growth (biofilms) and scientists looking at very small variations in insect species.

The microscope will be available for industry use, and will aid research by other universities. ■



The microscope's view of a green ant

# On the bookshelf

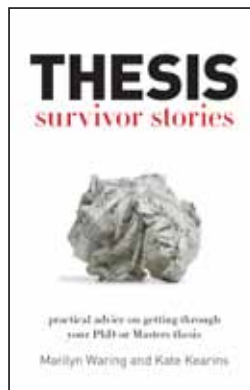


## CLIMATE CHANGE LAW AND POLICY IN NEW ZEALAND

With contribution from Vernon Rive, AUT Senior Law lecturer

Aimed at providing lawyers with an introduction to climate change law and policy in New Zealand, this book includes the key legal provisions and issues arising around the subject.

To order, visit the Lexis Nexis online store [www.lexisnexis.com/store/nz/](http://www.lexisnexis.com/store/nz/) or call 0800 800 986. ■



## THESIS SURVIVOR STORIES: PRACTICAL ADVICE ON GETTING THROUGH YOUR PHD OR MASTERS THESIS

By Professors Kate Kearins and Marilyn Waring

Here's a collection of fresh and real experiences of students' journeys through their PhD or Masters thesis. *Thesis Survivor Stories* takes readers through the trials and tribulations of 20 students completing their theses, and offers useful advice for those contemplating taking the next step in their tertiary education. Published by AUT Media. ■

# Inspiring better health

A passionate nutrition activist, Professor Elaine Rush (pictured), Associate-Director of AUT's Centre for Physical Activity and Nutrition is known for her fight against fat and chronic disease in our communities. That dedication saw her nominated as one of 25 finalists in the



Next magazine Woman of the Year award 2011.

The award acknowledges remarkable women who manage all aspects of their lives while making an outstanding contribution in their field, says Christina Sayers Wickstead, awards judge and editor of Next magazine.

Professor Rush is an internationally recognised research leader with expertise in nutrition, energy expenditure, physical activity and the measurement of body composition. Her research has helped build healthier communities in New Zealand and overseas. ■

## SKILLS EARN INDUSTRY AWARD

**A**UT University graduate Stephanie Yost was recognised for her contribution to the business industry earlier this year, at The Westpac Auckland West Business Awards.

Yost, who graduated from AUT University last year with a Bachelor of Business, won the Rosebank Business Association

Young Business Person of the Year award.

"I'm proud to be a part of the innovative, entrepreneurial business community that we have in New Zealand, and encourage fellow young people to seek opportunities to be innovative and to make change, because we are the leaders of tomorrow," she says. ■





# Misadventure on the high seas



## New AUT research reveals the high incidence of sexual assault aboard cruise ships.

Nothing says fun and relaxation, maybe even romance, more than a cruise. But new research by AUT University Head of Hospitality, Dr Jill Poulston, and sociology professor Dr Ross Klein from Memorial University in Canada, uncovers a much darker side to cruising, where the dream getaway can quickly become a nightmare for some.

The results of Poulston and Klein's research are contained in a report entitled 'Sex at Sea: Sexual Crimes on Cruise Ships', recently published in the *Journal of Tourism in Marine Environments*. Based on data collected during the discovery phase of lawsuits and from a compilation of crimes reported by cruise ships to

the FBI, their report outlines the high number of sexual assaults on board ships owned by Royal Caribbean International and Carnival Cruise Lines. The data analysed in their study include incidents over a 10-year period.

Among the alarming findings were the high number of sexual assault complaints – more than 450 were made against Royal Caribbean International during an eight-year period. The rate of sex-related incidents on cruise ships is almost 50 per cent higher than the rate of sexual assault on land in Canada and the perpetrators of the attacks were predominantly crew members. "People board a cruise ship and think it feels really safe," says Dr Poulston, who began researching sexual harassment in 2003 for her PhD. "We're conditioned to view the ship's crew as our protectors, even our saviours. Their uniforms resemble those of the Navy and there's that whole trust aspect. They know everything about the ship and have all the power, so breaking that trust is an awful thing for them to do." Dr Poulston says that women especially need to be more aware of what they do when they go

on a cruise ship – who they're socialising with and letting into their cabin – with the person most likely to assault you being a crew member.

So what makes behaviour of this kind so much more prevalent on a cruise ship than elsewhere? Dr Poulston believes it's due to combination of factors and the general culture aboard some cruise ships.

"There's the lack of jurisdiction and normal police overview at sea. Plus, it's like a floating party and for many people there's a sense of 'anything goes'. Poulston and Klein's *Sex at Sea* report has sparked a wave of interest around the world, from international media to the travel industry and professional organisations such as US law firms specialising in maritime crime cases.

"The more publicity we get, the better," says Poulston. "Royal Caribbean reduced its level of assaults significantly between 2007 and 2008, and hopefully this study will encourage cruise lines be more accountable and clean up their act."

Follow-up research may also be done to see if there has been any reduction in sexual assault figures since this study. ■



# Media Ownership Matters

A new report by AUT University's Research Centre for Journalism, Media and Democracy finds a narrowing sphere of influence in our media is a concern for everyday New Zealanders.

The subject of media ownership hit the headlines in sensational fashion with the closure of media conglomerate News Corp's The News of the World in July this year. As the spotlight and scandal fell on owner Rupert Murdoch and his executives, questions were inevitably raised on the significant power of big business on the freedom of the press.

While it may feel a million miles from the New Zealand media landscape, this concentration of power is equally evident here, according to Associate Professor Wayne Hope, Director of AUT University's Research Centre for Journalism, Media and Democracy (JMAD).

This is the subject of the JMAD annual *New Zealand Media Ownership Report*, released in September. According to the report, written by JMAD PhD researcher Merja Myllylahti, New Zealand media companies are increasingly dominated by global and pan-regional media corporations and, as a result, are vulnerable to commercial and shareholder pressures.

In fact, our media landscape is dominated by three major players, APN, Fairfax and Mediaworks, which own more than 80 per cent of the New Zealand media. For the everyday consumer, media ownership matters, says Dr Hope. This situation has serious implications on diversity of perspectives in our mainstream media.

"For the New Zealand audience that means the sphere for public debate is shrinking with fewer voices, fewer journalists and fewer outlets," he says.

The result is the loss of local, regional and the national voices that are unique to New Zealand.

"Our sense of a national media and the national discourse is being hijacked by international media ownership. It's much less likely that corporations that own media offshore are going to give true representation of the New Zealand way of life and local issues within New Zealand.

"Every New Zealander relies on mass media for information about the world around them. In a situation where we have a concentration of ownership in a few hands and profit becomes

**"We all know the dominant media players like to push their own point or view. We've seen that made massively clear with Rupert Murdoch. In that situation, a handful of powerful media companies also exert undue influence over government"**

(right) The cover of the final issue of the Rupert Murdoch-owned News of the World. The newspaper was shut down earlier this year as a result of a phone-tapping scandal which led to the arrest of several former staff members.

more important than public interest, the danger is that not only do we get less information overall, we also get less variety of information," he says.

This reference to diversity of information leads to the 'democracy' in JMAD's title, as freedom of speech and democracy are inexorably tied. While the 21<sup>st</sup> century consumer has ready access to an overwhelming variety of information – thanks in large part to the blogosphere – journalism, as defined by traditional standards, has become the domain of a privileged and elite few.

"If you only have a few owners, the range of opinion is very narrow," explains Dr Hope. "The debate on political, economic and social issues becomes limited."

The profit pressures identified in the *New Zealand Media Ownership Report* have already weighed heavily on New Zealand media companies who continue to economise and digitalise. Dr Hope believes that the market challenges are directly played out in the closure of NZPA, for example, an independent news agency that had been operating free of commercial influences for 130 years. The report also identifies the squeeze placed on news rooms and editorial staff to continue to deliver more for less.

It also identifies a worrying relationship between big media and government, a subject that should concern all New Zealanders.

"We all know the dominant media players like to push their own point or view. We've seen that made massively clear with Rupert Murdoch. In that situation, a handful of powerful media companies also exert undue influence over government," says Dr Hope.

He cites the \$43 million loan to Mediaworks on its licence fee as an example, a low-cost loan that was given during a period when public broadcasting funds were cut.

The concern that private entrepreneurs will monopolise the "marketplace of ideas" in the name of economic efficiency and private profit is not new. Academic William Melody coined this term in the late 1970s identifying extensive media power in the hands of a privileged few as "the greatest threat to freedom of expression" of the day.

So, given media concentration has only increased since Melody's day, how do things look for the media landscape of the future? According to Hope, the lines between telecommunications, the internet and traditional broadcasting is

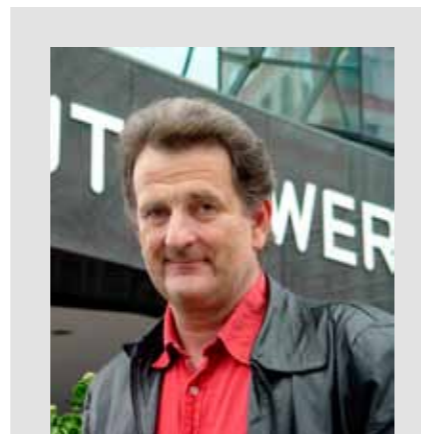


becoming increasingly blurred.

"The communications landscape has changed. News corporations are working across a number of channels so these issues are taking on even greater importance," he says.

"My gauge on whether things are moving in the right direction is whether you have robust competition law. In New Zealand we don't have media-specific legislation that looks at whether certain players can corner certain markets. Sky Television is a good example in New Zealand as it totally dominates sporting and replay rights and is extending this influence now into other genres. As a result, other television channels and content suffers."

While the media circus surrounding the Rupert Murdoch controversy seems excessive by New Zealand standards, given the pressures identified by the *New Zealand Media Ownership Report* perhaps we should be grateful for journalists who have a genuine eye for a story. Without a significant regulatory shift, our own news hounds may be sadly toothless. ■



You can read more on the subject of New Zealand media ownership in the next issue of *The Pacific Journalism Review* in 'Global Capital and Media Communications Ownership in Aoteroa New Zealand', written by Merja Myllylahti and Associate Professor Wayne Hope (pictured above).

# Dishing up the news

Dish magazine editor Victoria Wells is one of a number of successful AUT graduates on the local and international media scenes.



Victoria Wells – editor of local food magazine Dish – isn't afraid to think outside the square to create interesting content for her readers. She is particularly proud of her idea for a sealed meat section in the magazine last year. These 16 pages contained a comprehensive guide to meat cuts and cooking meat but were sealed with a perforation as a tongue-in-cheek way of keeping its contents hidden from non-meat eaters. The supplement received fantastic reader feedback and shows how Dish takes an innovative and fresh approach to the subject of food.

Victoria majored in radio during her Bachelor of Communications Studies from 1994-96.

"It was a great three years. The degree was still a new one and there were only a dozen of us in the radio major. We had lectures with masses of industry people – both on-air and management across all aspects of radio. I ended up doing three work experiences somehow. Prize wrapping at Classic Hits came first, then fax-running and coffee-making at Newstalk ZB. Finally I did a few weeks at independent radio news room IRN.

IRN offered Victoria a paid role as a reporter. 12 months later IRN was incorporated into the Newstalk ZB newsroom where she learned to subedit and news direct. After five years there she joined TVNZ to work on their website nzoom.com and ended up launching a food, wine and

fashion section. Moving to a new magazine company called Jones Publishing in 2004, Victoria edited a range of customer publishing titles. When Dish was launched she became deputy editor and then editor, where she remains today.

Victoria leads a small team, presenting its own challenges in consistently producing a top quality publication: a full time food editor and brand manager, part-time creative director and designer and a pool of freelance writers and photographers.

"We strive to bring all aspects of good food and eating to our readers in an informative, entertaining and beautifully presented way. Our readers want a magazine that is approachable and useful, that they can turn to for instant inspiration; to further their food knowledge; to learn more about people doing great things in the food industry; or to be inspired by travel stories geared around fantastic food experiences. Dish provides that with achievable, seasonally-based recipes, and informative feature stories. In this way Dish has become a trusted, collectable resource for the reader."

Victoria is one of many AUT graduates who have gone on to high profile media positions. They include television presenters Pippa Wetzell and Carol Hirschfield and reporters Craig Stanaway, Patrick Gower, David Farrier, Jesse Peach and Michelle Pickles. Shayne Currie is deputy editor of the NZ Herald. Amanda Midgley

and Donna Chisholm appear in the Sunday Star Times and Wendy Nissen in the Herald and Herald on Sunday, while Victoria is joined by fellow magazine editors Donna Chisholm (North & South) Hazel Phillips (Idealog) and Lynda Hallinan (NZ Gardener). Further afield, John Taite (son of Dylan) is now the New York-based vice president of branded entertainment and ad sales solutions at BBC Worldwide, and other graduates assist the likes of Facebook and Warner Entertainment.

Perhaps the diversity of roles that they've all ended up in isn't that surprising at all. Victoria says that the thing she learned at AUT that has been most useful is adaptability.

"The degree was great in teaching us a broad range of communication skills – from news and features to interviewing and story planning – across tv or radio or print. It was the best possible preparation for the explosion of the online space that we've seen in the last decade. The internet was barely registering with us when we were studying. These days everyone can have a published opinion, thanks to the web and social media.

"Looking ahead, social media is already changing the way we interact with each other and online media will become even more pervasive. I certainly don't think it spells the end for other media, it simply means that we have to be clever about expanding into the online space and creating additional content that enriches the core experience." ■

# Election Issues

Each election year brings new opportunities and political promises. We may not all support the same policies, but we all want to feel secure about our country's future. This means more jobs, a stable economy, less crime, better health benefits, and improved education.



AS WE MOVE INTO 2012, FIVE AUT UNIVERSITY ACADEMICS DISCUSS WHAT YOU NEED TO CONSIDER BEFORE CASTING YOUR VOTE.



## 1. HEALTH.

Professor Max Abbott,  
Dean of Health & Environmental Sciences

**B**efore the recession and change of government in 2008, annual health expenditure was increasing by \$800 million per year. This was unsustainable long-term, even in the best of economic times. Since then, increases have halved, placing considerable strain on services.

Minister of Health, the Hon Tony Ryall, recently spoke at the AUT University Faculty of Health and Environmental Sciences Dean's Lecture Series. Ryall highlighted the Government's determination to grow and protect the public health service, and reiterated its commitment to continue improving public health services. Priority areas still include reducing waiting times, improving quality and building a more motivated health workforce.

We've been cutting away the fat for some time and now need new models that deliver better care more efficiently. AUT is responsible

for training tomorrow's health professionals and establishing stronger cross-sector links to help students engage with District Health Boards. The provision of clinical placements and transition to the workforce will strengthen these links.

New Zealand faces enormous ongoing challenges in meeting the health needs of an ageing, ethnically diverse population. It is forecast that we will require 40-70 per cent more health workers over the next decade.

In this year's Budget, an extra \$2.2 billion was announced for health over four years, with \$585 million for the next financial year, bringing the total health spend to \$13.9 billion. But publicly funded health services cannot deliver long-term without major changes. This means greater flexibility in health professional roles, innovation and increased efficiency. It may also require a rethink of what the public sees as priorities.



## 2. ECONOMY.

Professor Tim Maloney,  
Chair of Economics

**A**s we approach the election, considerable attention will be focused on economic issues facing the country. In the recent Fairfax Media/Research International Poll, 'The Overall State of the Economy' was ranked second out of 12 issues that would determine the party vote this year (just behind the 'State of Hospitals and Education').

Australasia has been relatively unscathed by the financial meltdown and lingering problems in Europe and North America, and the short-term domestic handling of the economy is unlikely to be much of an issue this election – despite unemployment here being two per cent higher than it was at the time of the 2008 election.

The main economic talking points should involve more long-term policy settings for promoting future economic growth. Both

National's commitment to partial privatisation of certain state assets and Labour's promise to introduce a capital gains tax and raise the top marginal income tax rate could be seen in this light. Asset sales could reduce government debt, potentially lowering interest rates and stimulating private investment. They could also free up tax revenue that would otherwise go to servicing this debt for public investments in infrastructure, education and R&D. Increased government revenue from tax reform could be put to the same purposes.

Rather than focusing on the details of these different policy positions, voters should insist that the parties explain how these programmes would fit into a long-term economic management strategy for this country.



### 3. SOCIAL WELFARE

Professor Charles Crothers,  
Head of department, Social Sciences.

A society must build and sustain the capacities of its people in terms of health, education, housing, accident-cover, safety, criminal justice and economic welfare, with appropriate community, social and cultural engagement. But how do we go about this? We need to invest in children as a solid foundation for their later lives. It's also important not to hand down decisions on welfare. Welfare works best when a wide range of people are involved in its governance. Sadly, a full-cover welfare system is probably too expensive – especially in areas like health-care.

During the fiscally fatter years of its period in government, Labour aimed for but didn't achieve these goals. There's been a ragged and grumpy retreat from where Labour left welfare, and increasing concern with

long-term welfare dependency. The world recession hasn't helped the welfare system, which is supporting more people than ever, and much of the government debt is due to continued welfare funding.

Over the years, changes to welfare have failed to make an overall strategic perspective the priority. What remains are the very basics of welfare services.

The political parties vary in their attitude to the welfare system. ACT seems to think that a market approach to welfare services should be more widely adopted, and National wants to at least partially sell off state assets to reduce our debts. Those wanting a welfare system that's supportive of people will recognise some of the difficulties in designing this and will support political platforms that seek participative ways of reworking it to better achieve its major goals.



### 4. LAW AND ORDER.

Marnie Prasad (top) & Mary-Rose Russell,  
Senior Lecturers in law



Law and order has been a prime focus for the National-led Government. On the positive side, the Crimes Amendment Bill (No 2) addresses ill-treatment of children by extending criminal responsibility to household members for failing to protect children.

More contentiously, the Government pushed along the Criminal Procedure (Reform and Modernisation) Bill aimed at streamlining the criminal justice process. In its original form, the Bill sought to diminish some of our fundamental rights, including the right to silence and to elect trial by jury. Labour supports rationalising our criminal justice system but objects to the erosion of such basic rights.

The Hon Simon Power, Minister of Justice, has also led the abolition of the provocation defence. All Parties, except ACT, supported this. Many lawyers believe it an emotional reaction to a high-profile murder trial, rather than a response to the

needs of New Zealand's criminal law – especially as few defences are available to enable a properly directed jury to find an impaired person guilty of manslaughter rather than murder.

National has announced a dramatic reduction in legal aid funding, which Labour opposes.

A controversial issue on National's watch is the proposed 'quick fix' measure to legislate away the inconvenient Supreme Court decision on covert filming in the Uruwera raids. Such a reactive measure puts political convenience ahead of the rule of law. The other parties worry about the foreshortened legislative process, but will probably support the Bill if basic democratic concerns are met.

The public often seems unconcerned when fundamental rights are threatened and constitutional processes ignored, so voters should consider these issues carefully.



### 5. EDUCATION.

Dr Andrew Gibbons,  
Senior Lecturer, School of Education

For education, particularly early childhood education (ECE), funding is a key election issue.

The National Government's amendment of funding and licensing expectations in relation to qualified staff led to a relaxing of the Pathways to the Future: Nga Huarahi Arataki strategic plan for 2002-2012, which required 100 per cent qualified teachers in licensed centres (with some exceptions) by 2012.

What do political parties intend to do about this relaxing of the strategic plan based on the range of experiences from the sector's newest teachers? And what are their positions on teacher qualifications and registration?

Voters should consider whether the parties promote parent-led services, such as Playcentre through equitable funding mechanisms, and if they regard ECE as a community concern or a matter for the nuclear family to worry about.

Voters must also be mindful of the impact, on children, parents, communities and the teaching profession, of constant tinkering with the early childhood licensing expectations for centres.

Parents and teachers need to ask what an incoming government will expect of sessional education (when children can only spend four hours in total a day in an ECE centre). Will there be increased pressure for kindergartens to change their philosophy and curriculum to cater for 'dawn to dusk' childcare?

It's also important to look at how different parties will prioritise education funding and where they will continue to make cuts. Areas to consider include professional development for teachers, and changing teacher-to-child ratios.

# A taste of things to come?

The oak wine barrel may one day be a thing of the past. With this in mind, trials are being conducted on native New Zealand wood chips to assess their potential to add a unique Kiwi flavour to our wines.

BY ALEXIA SANTAMARIA

Ten years ago, the sight – or even mention – of wine with a screw-top seal would have elicited grimaces from most wine connoisseurs. These days, screw-tops are pretty commonplace and corks are becoming a thing of the past.

But is it possible that wooden wine barrels could eventually be phased out too? Will there be a time when they'll only be found in museums, and stainless steel vats with woodchips for flavour will replace these symbols of traditional winemaking? Dr Owen Young, Associate Professor of Food Chemistry at AUT University, believes that if the industry does go this way, there may be something in the idea of using uniquely New Zealand wood for the chips.

Young and his team have been conducting preliminary exploratory research into using

wood other than oak to flavour wine. With the high price of barrels, there's a growing trend among mass producers (especially in the lower price bracket) to use stainless steel tanks containing toasted oak chips instead of oak barrels. The AUT team thought the idea of replacing these oak chips with pieces of New Zealand native wood could provide an international point of difference and possible geographic exclusivity for New Zealand wines. They've been testing different woods to see what might work best.

Their trial involved 11 woods (as well as oak), which were cut into small chips (20 x 10 x 2.5 mm) and toasted at a temperature of 200°C for a light toast, or 210°C for a dark toast. The toasted chips were then infused in unoaked chardonnay for two weeks. Parallel infusions were done with wine made from water,



## RESEARCH

**Dr Owen Young, Associate Professor of Food Chemistry at AUT University, believes there may be something in the idea of using uniquely New Zealand wood to flavour local wine.**

alcohol and tartaric acid. Each wood type was monitored to assess its weight loss, colour change and ultraviolet absorbance profiles. Informal and formal consumer taste trials were also conducted.

The informal sensory trial of the 12 light and 12 dark toasting treatments and one no-wood control, was done by 37 people, nine of whom were involved in fine-wine retailing; the others were self-declared wine drinkers. This trial showed that, to some degree, the treatments all invoked the same descriptors given to regular oaked wine – positive adjectives such as sweet, smoky, vanilla, and buttery – and also similar negatives, such as earthy and sappy, for less appealing tastes. The big loser was definitely macrocarpa, which was disliked by 25 out of the 37 panellists.

On the basis of the informal trial, and the potential availability of species for commercial chip production, six treatments were chosen for a hedonic trial: radiata pine dark, totara light, kahikatea light, manuka dark, American oak light, and the control.

This formal trial was performed in six Auckland retail wine shops targeting 180 self-declared wine consumers. The wines were on display in screw cap wine bottles of the same size, shape and colour, and labelled with a 3-digit random number. The question put to tasters was: “How much do you like each of these wines?” Thirty consumers at each shop scored their preferences on a scale from 1 – ‘dislike extremely’ to 9 – ‘like extremely’. The tasters’ age group and gender were also noted.

And the results? The multiple range test showed that totara light and the control were the most popular. There were no significant differences between the other four treatments. The trial also showed females liked the wines more than males, as did older consumers.

Given the palatability of these alternatives in blind tests, could this be the start of a new category of uniquely New Zealand wine? Young says, yes but obviously subject to issues of supply, cost and a willingness by winemakers to embrace the idea and its commercial possibilities. He also believes there may be a bigger application in the spirits category. “The essential nature of many spirits – whisky being a good example – derives from the oak barrels the spirits are aged in. Wood chips could be substituted to replicate this.” ■



# Marae and MBA mix for Karen Walker exec



Education is a lifelong experience so when Karen Walker GM of retail, Carla Soutar, wanted to extend her business knowledge she chose AUT's MBA programme.

BY ANDREA MALCOLM

Carla Soutar says her first lessons in business were on her marae. Growing up in the tiny village of Kaiwhaiki on the tranquil Whanganui River, Soutar developed an iron-clad sense of community responsibility and “transferable skills” that she calls on every day managing Walker’s five flagship boutiques, online store and joint venture with UK retailer Top Shop.

She credits her tribe, Ngā Paerangi, with her early learning about people, leadership, creating and delegating jobs and most of all “making things happen at the drop of a hat.”

Kaiwhaiki marae regularly hosted groups from around the world thanks to Soutar’s uncle Morvin Simon, a teacher who regularly set up visits for education, fun and a taste of marae-life.

“He was sort of CEO and his wife, Kura, was similar to PR and marketing. When visitors came, or if anything was on, a bell would sound through the river valley and the locals would gather at the marae. Every family would have a representative.

“It was our job to welcome these people, make them feel at home, share the stories of our tribe, sing, perform, eat kai with them, and generally

give them an experience they would never forget. People that visited our marae always wanted to return. They became friends for life.”

Before moving to Auckland, Soutar did a basic retail course, then became interested in fashion retail, attracted by the idea of making people look and feel good. This became an interest in the overall retail experience and after working for Auckland fashion designer Anne Mardell she was hired by Karen Walker to manage an inner-city store.

Today Soutar manages a team of 50. Reporting directly to Karen Walker and the company’s board of directors, her responsibilities include HR, profitability, planning, brand protection and merchandising. She’s also on the board of the Newmarket Business Association.

Looking to sharpen her business skills and maximize her role, she applied to do an MBA at AUT. Many of her employees had studied at AUT and she had always heard great things about it. Despite having no previous tertiary qualification, she was accepted into the programme based on her experience and a glowing recommendation by Walker. MBA Director Ken Lee says he was so

impressed with her can-do attitude and enthusiasm to learn that he knew she was worthy of a place.

Soutar holds down her full-time job and studies most mornings and weekends. “I have a fantastic team and a very supportive family. The rewards have been greater knowledge and a better understanding of how things work. It feels satisfying for me to know that I’m doing my best, for the good of the staff and the organisation.”

She says she enjoys having her mind and knowledge constantly stretched and challenged, the intelligence of other students in the class and the lecturers’ unique teaching styles. “I have had a couple of lecturers that completely blow me away, they must be geniuses. AUT has a great vibe and a great learning culture.”

In 2010 Walker nominated Soutar for the EEO Trust Work & Life Awards saying, “She does a wonderful job tailoring her individual team members’ positions, tasks and long-term goals.”

Soutar sums up her management style with the famous Māori proverb: He aha te mea nui o te a o? He tangata, he tangata, he tangata – What is the most important thing in the world? The people, the people, the people. ■

**“I have a fantastic team and a very supportive family. The rewards have been greater knowledge and a better understanding of how things work.”**



# Business School recognised among the world's best

**T**he AUT Business School has joined an elite group of five per cent of business schools worldwide accredited by AACSB International. The Association to Advance Collegiate Schools of Business International (AACSB) acknowledged the Business School's excellence in teaching and research with the distinction of AACSB accreditation earlier this year.

AACSB-accredited business schools are considered the world's best, with the highest standards of education.

Vice-Chancellor, Derek McCormack says he is delighted with the global recognition offered by this leading management education body.

"It is gratifying to be recognised for our commitment to rigorous and relevant business education, by the longest serving global accrediting body for university business schools."

AUT Business School Dean, Dr Geoff Perry says AACSB Accreditation is a stamp of quality for both students and employers.

"We pride ourselves on developing students as confident, capable business professionals, ready to step straight into the work force. Our graduates are highly valued by employers in New Zealand and overseas. Through our focus on student-centred learning and our strong connections with industry, our curriculum reflects the changing needs of contemporary business. Our research echoes this applied emphasis and is of value to both the business community and academia."

Dr Perry says of particular interest to AACSB

International were the opportunities offered by the School's business internships, a unique programme of work placement that provides students with hands-on experience in the business world.

"Our internships enhance graduate employment opportunities and create further links between the Business School and industry. Furthermore, students can undertake these internships overseas or participate in our international exchange programme.

"These options for international exposure and experience significantly strengthen our students' professional and personal capabilities. The AUT Business School has student exchange partnerships with some of the best business schools in the world and AACSB accreditation will help to expand these valuable relationships."

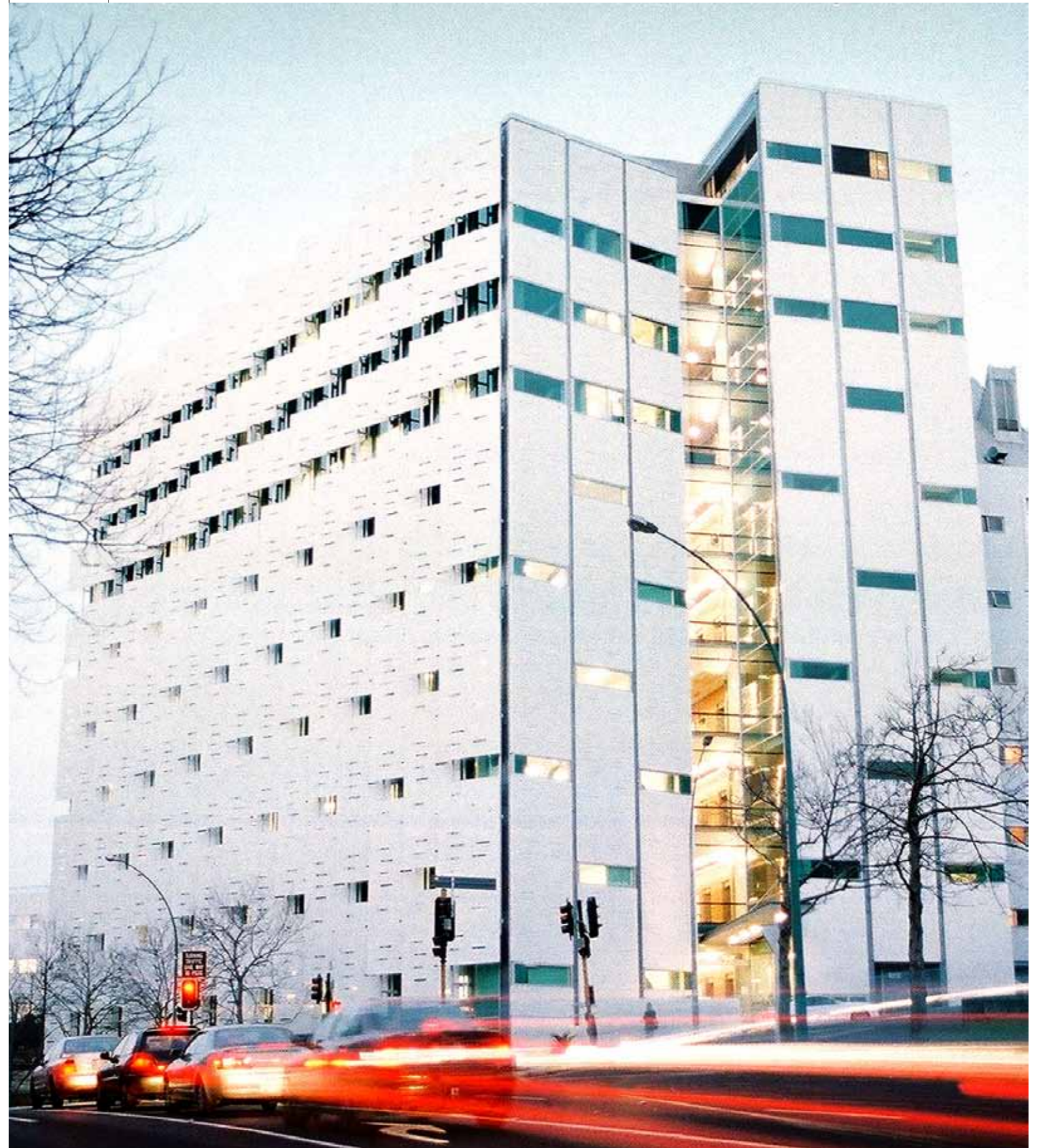
To achieve accreditation, a business school must undergo a meticulous review and evaluation process, stretching over several years. This involves a review of the school's mission, faculty qualifications and expertise, research and curricula. The process is rigorous and requires ongoing collaboration with AACSB mentors, culminating in a thorough peer review by a team of leading business school deans from internationally recognised business schools. Once accreditation is achieved, ongoing maintenance processes and continuous improvement strategies must be implemented, with a formal re-accreditation review occurring every five years. ■

**Last month, the AUT Business School rated four palmas in the eduniversal Worldwide Business School Rankings 2011, representing 'Top Business School'. The rankings are based on a survey of 1000 Business Deans around the world, and work on a scale of one to five.**

**AUT has also been ranked in the top 200 universities in the world for Accounting and Finance in the 2011 QS World University Rankings.® The QS World University Rankings® are the first to rank universities at the individual subject level as well as overall. With a methodology tailored to fit each subject, the rankings are based on academic reputation, employer reputation and citations of its research publications.**

AACSB International:  
[www.aacsb.edu](http://www.aacsb.edu)

QS Top Universities:  
[www.topuniversities.com](http://www.topuniversities.com)



# Empowering victims

BY DEIRDRE COLEMAN

Helping others seems to come naturally for Anne Hayden. Over the last few decades, her many roles have included nurse, social worker, victim support volunteer, restorative justice facilitator, coordinator and evaluator, and breast cancer campaigner.

Hayden has also been very active academically, gaining a Bachelor of Arts in Education and Psychology, and graduating from University of Auckland with an Master of Arts in Education in 1986. Twenty years later she returned to higher education and has spent the last five years completing her PhD at AUT University.

"It was a long time between 1986 and 2006, but I didn't find going back to study difficult," she says. "I love researching – although technology was my weakness – and I've found everyone at AUT University very supportive and helpful."

**"Restorative justice for adults was just in its infancy in New Zealand and I decided it was something I wanted to explore."**

Anne Hayden's thesis, entitled 'Why rock the boat? Non-reporting of intimate partner violence', looks at the role of restorative justice in increasing the rate of domestic violence reporting. Rather than rely on the court process, restorative justice focuses on the needs of victims and offenders who attend voluntary co-facilitated meetings to try and resolve their issues. Her research revealed that of her sample of victims, perpetrators and informants, 79 per cent believed that access to restorative justice would increase reporting of these crimes.

An earlier Churchill Fellowship allowed Hayden to look at victims of crime at a local, national and statutory level. But what sparked her PhD research was her work for Victim Support in the early 1990s, supporting families of homicide victims and victims of domestic violence, and her role as network coordinator

for Te Oritenga, the first group in New Zealand for adult restorative justice.

She also went on to become an evaluator in the NZ Court-Referral Restorative Justice pilot programme.

"Restorative justice for adults was just in its infancy in New Zealand and I decided it was something I wanted to explore. I attended a seminar on it and was invited to become a member of Te Oritenga."

The group found that there was actually more resolution achieved through a restorative justice conference than was likely through the criminal justice process.

"Many of the perpetrators of violence were quite motivated to be involved because they thought they'd get an easier ride than through the legal system," says Hayden.

"Restorative justice gives people more choices. Some victim advocates are against the idea of using it because they're concerned about the victim's safety. But if people have access to restorative justice, by self-referring to a suitable service provider earlier, escalation of their problems could be prevented.

"Restorative justice offers a forum to enlist the support of family or friends, with potential to make undertakings and agreements that are appropriate to them. They can also get a better understanding of the other's point of view."

Hayden says her role as a researcher was to produce empirical data to establish whether there was another option for these couples other than hiding things behind closed doors or reporting it to the police and risking losing access to their children and family.

Her PhD took five years to complete because, during that time, Hayden was battling a number of health issues, including breast and lung cancer, melanoma and a cataract.

"I had to take time out with my illnesses, but AUT has been great, giving me the time I needed to get over each thing, and then I just got back on with it. The PhD has been a wonderful distraction."



In fact, Hayden wasn't just dealing with her own health problems. She began her PhD in the same month, March 2006, that she went to Parliament with an 18,166-signature petition to push for Pharmac funding for the drug Herceptin, which is known to significantly improve outcomes for women diagnosed with HER2-positive breast cancer. Following chemotherapy and radiotherapy to treat her breast cancer, Hayden paid for her own Herceptin treatment out of the family budget. But this didn't stop her advocating on behalf of others struggling to pay for their life-saving treatment.

"It took five years to get Herceptin funded for these women, but the petition was the catalyst to get people thinking."

Another of Hayden's initiatives was the pink coffin demonstrations in Aotea Square and outside parliament.

After all of this, you'd think she might be up for a bit of a break, but that's not on the cards for Hayden.

"I'm a pretty driven person; finishing this thesis and graduating is wonderful but it was a little anti-climactic," she admits. "I believe my work is important and I want to get it out there by publishing. It's been suggested that I apply for a postdoctoral fellowship where I could try and publish five papers based on the thesis a period of six months – and be paid. I haven't been paid for years so it would be a novelty."

Another of Hayden's projects includes collating her mother's writings with the hopes of seeing them published. "She was a farmer's wife in the '50s and wrote a lot about farming, her life and her struggles as a writer. She was also quite politically motivated. It's really a social history. I was looking through her writing yesterday and thought 'this is a huge responsibility – her work should be shared.'"

No doubt, given the value she's added in so many other facets of her life, Hayden will find a way to achieve her goal and honour her mother's work. ■

# Major milestone for Professor Max Abbott

**H**is two-decade-long leadership of AUT's faculty of Health and Environmental Sciences has been described as '20 years of change, influence and controversy.'

Professor Max Abbott was appointed Dean of the faculty in 1991, and under his leadership it has become the country's largest and most diverse health and science education provider.

**"Max's achievements are many. His work has positively influenced attitudes in the health sector and society at large"**

It's been a month of milestones for Professor Abbott, who recently celebrated a significant birthday. Added to the celebrations, Vice-Chancellor Derek McCormack recently hosted a special event marking his 20 years as Dean.

"Max's achievements are many. His work has positively influenced attitudes in the health sector and society at large," says McCormack. "His pioneering research in mental and public health, and significant contributions to research into gambling, addictions and migrant health have helped to shape policy and positively impacted our communities."

Former Prime Minister, Dame Jenny Shipley, spoke of "being in the trenches" with Abbott in the 1990s when she was Minister of Health. She also paid tribute to his achievements, particularly

his contribution in mental health.

"Max spoke up when it wasn't fashionable and he's made a profound difference to the lives of those with mental disability and mental health conditions. His courage and leadership in standing up for them led to a number of terrific shifts, not only in public opinion, or in parliamentary opinion, but more profoundly in the eyes of people with mental health disorders. These people can now hold their heads high. Max can be enormously proud of a very large legacy of change. He is a champion as a New Zealander."

Prior to becoming Dean, Professor Abbott was the founding National Director (CEO) of the Mental Health Foundation of New Zealand. As past-president of the World Federation for Mental Health, he also co-founded the first World Mental Health Day.

Over the last 20 years, he has witnessed considerable transformation across AUT. The most significant being the changing face and diversity of research.

"The research landscape has evolved rapidly and is being driven by established research leaders and a new generation of emerging researchers," he says. "Our numerous research institutes and centres are dedicated to advancing knowledge, raising further questions for investigation, generating new products and technologies and enhancing policy-making and professional practice. There is clear evidence our research is delivering results." ■



Professor Max Abbott (right) and former AUT Vice-Chancellor Dr John Hinchcliff

# The price of the slice

**AUT midwifery lecturer Sarah Ballard looks at the compelling arguments for a return to natural childbirth.**

The World Health Organisation believes there should be a valid reason for interfering with childbirth. Women are physically capable of giving birth yet the rate of elective caesareans is rising.

New Zealand maternity care is at a crucial point. The adoption of medical technology in childbirth is rapidly becoming the worldwide norm and it must be called into question.

Although New Zealand midwives provide a world-class maternity service that's envied by other countries, it's becoming harder to combat escalating trends for interventions, such as elective caesarean section, for non-medical reasons. Midwives are the experts in natural birth and undergo extensive training to reach the level of expertise required to practice autonomously. However, the media, misinformation, fear, and social attitudes perpetuate the belief that since technology is available it must be superior to a woman's capacity to birth naturally, without intervention.

You could argue that what a woman chooses doesn't matter if mother and baby are healthy and well post-birth. But if the technology adopted is being chosen based on misinformation, are women making an informed choice? If I offered you surgery that resulted in haemorrhage, increased your risk of infection and pain, reduced your ability to move about and care for your baby, plus carried a four-fold increased risk of death compared with natural birth, would you put your hand up?

Stop scaremongering, you say. Elective caesarean sections occur every day, and women and their babies are fine. But are they? The short-term side effects are well documented, but the

long-term consequences remain low on the list of research priorities. Uterine scarring increases with each caesarean, potentially making each subsequent surgery more difficult. As the number of surgical births increases, the risk of abnormal placental development, antenatal and postnatal bleeding, stillbirth and hysterectomy due to uncontrollable bleeding also rises for the following pregnancy.

What about the baby? A fetus helps initiate labour by releasing substances that signal maturation of its lungs and vital organs. If this process is bypassed, a baby may not be ready to be born. It's common for breathing problems to occur after birth and these babies are more likely to need intensive care in the first 24 hours of life.

Labour and birth also expose mothers and babies to a complex array of hormones for a reason; the baby is primed for birth, bonding and survival, while the instinct to mother, protect and love is heightened and breastfeeding initiated by the woman. Increased rates of allergies and asthma have been associated with surgical birth, but more concerning are the behavioural problems such as attention deficits, potential for drug addiction, aggression in children and postnatal depression in mothers. These associations need further research but the rates in our communities are cause for concern.

Pregnancy internet forums show an array of misinformation and blasé attitudes around the impact of surgical birth. There's the belief surgical birth is safe and handy, while post-surgical pain is accepted as normal. Elective surgical birth is often held up as a woman's right to choose but it also reflects socio-economic discrepancies. Rates are higher for women who opt for private obstetric

care. These healthy, educated women present in hospital as 'just wanting to get the baby out' or with the justification that 'my obstetrician/partner is going away'. Who is misleading who? Are women being duped while those who provide the care pocket their fee to get home by tea-time?

If a woman wants a surgical birth for non-medical reasons and makes this decision from a place of informed consent then, by right, she should have the surgery. But she should also accept that her surgery is 'elective', therefore similar to cosmetic surgery, which is self-funded. Recently, the Irish Minister of Health called for a halt to publicly funded elective surgical birth stating, "caesarean sections are not about choice – they are about necessity. So if people want to move away from necessity and use it for choice then the public should not have to pay for that."

If this were the case in New Zealand, the taxpayer would save \$8,500 per surgical birth and \$34,000 to \$51,000 if four to six elective caesareans are performed a day. This would return approximately \$170,000 a week to the public health coffers! That's \$9 million a year saved at only one hospital. That money could be used to help those really in need. If the health dollar is to be used on those most in need, the Minister of Health must begin to manage elective surgical birth, both access and funding, so all New Zealanders benefit.

This decade is challenging the health of our mothers, babies, communities and society. Midwives promote and provide a model of childbirth that serves society as a whole. The luxury of hindsight is no longer an excuse when we have the opportunity to make change now. ■



"In [a single hospital], the taxpayer [could] save between \$34,000 and \$51,000 if four to six elective caesareans are performed a day."

AUT midwifery lecturer Sarah Ballard questions elective caesareans



# Second-time study

**Making the decision to return to university can be a hard one. AUT Insight talks to two students – one who returned to study to change careers and another who came back to do a Masters – about their second-time study experiences.**

BY ANGELA MCCARTHY

The unconventional setting of a laundry for a study is one of the more quirky changes Karina Abadia made in 2011 after leaving nine years of English second language teaching to study journalism at AUT.

The decision to return to university was not made lightly by the 33-year-old.

“Change is scary, especially when others around you are not changing.”

However, after a day’s work experience with a journalist and with encouragement from her best friend, Karina put in a last minute application.

It is an involved process, she says. “There is a lot to do, such as getting your academic transcript, and having things verified so you need to be organised.”

The change was worth it. Her year has been one of stimulation and challenge, driven by her goal to work as a journalist.

“I studied Spanish and Art History in my first degree because I liked the subjects but I had no idea what to do with them. This time, I’m highly motivated and committed.”

Karina had worried she’d be much older than her classmates but she sits comfortably in a class ranging from early twenties to fifties. Such a cross section makes for interesting discussions, particularly on current affairs and the ethics of journalism, she adds.

Karina has also enjoyed smaller classes and the approachability and helpful attitudes of the lecturers.

But it has meant change, including moving her desk into the laundry!

“When my desk is in my bedroom, I’m constantly feeling guilty. The laundry is quiet and separate.”

Life has been taken over by study, including evenings and weekends. Without a full time income, luxuries such as holidays are a no-no.

“It is manageable because it is only a year, although it was difficult getting my heard around another student loan.”

Being eligible for the student allowance, which is available to all students over 24, was a life saver for Karina, even though she had some savings.

“I wouldn’t have managed the year otherwise. It is wonderful to have that financial support to make a career change and find fulfillment.”

Jade Tong decided to enrol in a Master of Arts Management after three years working as a graphic designer. The 26-year-old wanted to reprioritize and learn more about social and creative entrepreneurship.

A huge advocate of community engagement, Jade’s biggest challenge was juggling her study, freelancing and a full time voluntary role with yMedia, a social enterprise that connects students and not-for-profit organisations.

“I was pretty busy but it was so nice to be in an environment where you could stretch your brain in a more theoretical way and think freely without necessarily having to have an outcome. It was also very hard work.”

An unexpected bonus was the richness of the debates and discussion with classmates who came from diverse creative backgrounds. Those classmates – and lecturers - are now invaluable networks, she adds.

The accessibility of postgraduate resources at AUT was great, says Jade, particularly the online access to library resources and class lecture notes.

Jade found the AUT lecturers extremely supportive - if students showed an interest.

“Study is what you make it so if you don’t approach the lecturers for more information, they don’t know to give it to you.”

Since the successful completion of her Masters, Jade has gone freelancing, working on projects including the Big Idea, Auckland 2011 and the Rugby World Cup. She also successfully pitched to host Creative Mornings – a monthly breakfast lecture series for creative types.

“Having the Master of Arts Management has opened new doors. It gives me validity and credibility.” ■

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