

SEPTEMBER 2009

# INSIDE | AUT

NEWS FROM AUT UNIVERSITY | TE WĀNANGA ARONUI O TĀMAKI MAKAU RAU



## Responding to Rita

**THE WORK** of AUT fashion students will feature in a fashion show at the Auckland Art Gallery to celebrate the work of iconic New Zealand artist Rita Angus.

The show, which will take place on 24 September from 5-8pm, is part of the Rita Angus: Life and Vision exhibition and will feature garments designed by AUT second year students as their response to the artist's work.

Bachelor of Design senior lecturer Andreas Mikellis says the students were inspired by different aspects of Rita Angus' work, from the eras that she worked in to stylistic stages such as cubism and modernism.

Rita Angus: Life and Vision runs until the 1st November.

Dress design by Ruby Page

## Kiwi research overturns theories on evolution

PHOTO: NIGEL CLARKE



**AUT research looking at data on 260 mammal species, including lemurs, has found faster evolutionary rates in the tropics**

**EVOLUTIONARY** biologist Len Gillman's findings on the rapid evolution of mammal species living in the tropics have drawn international attention. An AUT senior research lecturer in Applied Sciences, Gillman found mammal species living in the tropics are evolving faster than their counterparts living in cooler environments.

It had previously been assumed that rates of genetic change in warm-blooded animals were independent of climate.

The findings were published in the Royal Society's biological research journal *Proceedings B* and covered by media

around the world including BBC News, *Scientist*, *Science Now*, *Discover Magazine* and Australian Associated Press.

The new study demonstrates that DNA evolution occurs substantially faster in mammal species living in warmer environments relative to those living in cooler environments.

Led by Gillman, the team was also made up of researchers from the School of Biological Sciences at the University of Auckland, including Dr Shane Wright.

Gillman says the rate of evolution

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## LETTER FROM THE VC



**I'M PLEASSED** to report this month that EFTS have been allocated for our Manukau campus and we will be opening the doors to 230 new students in 2010. With the existing EFTS in our Pasifika Early Childhood Teacher Education programme, we

will begin life on our new campus with 380 EFTS. The Tertiary Education Commission (TEC) has also confirmed that they are following the plan to increase our EFTS numbers to 1000 over the next three years.

We are very pleased to have the Government's support for this substantial new venture, which will make an important contribution to the Manukau community and wider Auckland.

After community and internal consultation, the teaching provision for Manukau has also been determined. AUT will offer a mix of undergraduate programmes across the business, sport and health science degrees, alongside Pasifika teacher education. Not all undergraduate courses will be taught to completion from 2010, but our provision will grow as the campus develops. At postgraduate level, we will offer the Masters in Education and the Masters in Education Leadership, and we will offer business qualifications under the umbrella of executive management development, providing courses with credit towards a postgraduate certificate, diploma or MBA.

The Government has moved ahead to confirm New Zealand's participation, with Australia, in bidding for the \$3.1 billion Square Kilometre Array (SKA) Project. This is a big milestone for New Zealand and exciting news for AUT, as we have played a major role in developing the New Zealand case for partnership, and the science and industry work associated with it. Led by Professor Sergei Gulyaev, AUT has already begun to build the capabilities that will be needed if SKA goes ahead, including a prototype of the 12 metre diameter radio telescope, in Warkworth. Around 5,000 of those telescopes would be needed if SKA happens in New Zealand, and if the project gets under way it will help answer some of the questions that have stymied astronomers for years.

*Derek McCormack*

## Kiwi research overturns theories on evolution

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was markedly different, and over prolonged evolutionary periods of time, this difference in evolutionary rate might account for the enormous accumulation of biodiversity in warmer areas like the tropics.

"The results show that species occupying warmer climates have almost 50% more DNA evolution relative to those in cooler climates. These results come from pairs of species generally living in close proximity to each other so we would expect the effect to be far more pronounced over continental and global scales."

Gillman's research has also identified potential negative evolutionary consequences of scarce basic resources related to available energy supply.

Australasian marsupials in the study showed less significant increases in their rates of evolution when compared to their counterparts living in cooler climates and it is

thought that this might be linked to the drought conditions in the warmer environments of Australia.

Gillman says there are indications that the slowed rates of evolution may be due to periods of hibernation or inactivity of animals living in cooler environments.

"Earlier research we carried out identified faster rates of DNA evolution in plants living in tropical regions but other scientists did not believe that climate could possibly have any bearing on mammal evolution given their constant body temperatures."

"These results provide support for the hypothesis that high tropical species richness is caused by faster rates of evolution and speciation in warmer climates."

The study, which is the largest of its kind, involved a comprehensive global data set that included 260 mammal species, from 10 orders and 29 families.

## Rookie is on its way

**ROOKIE** 2009 is coming! AUT's best final-year fashion students will send their collections down the runway at two shows on 15 October. Rookie is your chance to be wowed by cutting-edge fashion in the stunning surrounds of St Pauls Church, and tickets are just \$25. For updates, visit [www.autrookie.co.nz](http://www.autrookie.co.nz)



Design by Rachel Wilding



Design by Shih Yun Tu

## A writer at the ‘height of her powers’

**NEW ZEALAND** author and AUT creative writing lecturer Emily Perkins has been recognised with the top prize at the Montana Book Awards.

The medal for fiction or poetry was awarded to Perkins for *Novel about my wife*, her book about a grieving husband who reconstructs the events that led to his wife's death.

*Novel about my wife* was described by Montana Book Award judges' convenor Mark Williams as “highly assured fiction by a writer working at the height of her powers”.

While writing may be Perkins' first passion, she says teaching creative writing can be equally as inspiring.

“As a beginner writer there's a wonderful luxury of basically writing in the dark, which is great. I see a course like the one at AUT as a way of both encouraging that

and ideally shining a light on the process and on the different possibilities open to the writer,” Perkins explains.

“Teaching is a bit like writing as well. It's something that you develop and explore over time, and each class is different. It's a process that I am really enjoying, because there's no rote learning involved, it's very much determined by what the students bring to the class.”

This award isn't the first for Perkins who has also been recognised with the Best First Book (Fiction) award and the Faber Award in the UK for her collection of short stories, *Not her real name and other stories*.

In addition to her teaching role at AUT and two new writing projects she has underway, Perkins is also the presenter on TVNZ's *The Good Book*, and undertaking a Masters of creative writing at the University of Auckland.



## Brash urges political courage

**FORMER** Reserve Bank Governor Dr Don Brash warned that New Zealand would not catch Australia on its current track and urged “political courage of the highest order”.

The Adjunct Professor of Banking addressed around 100 staff, students and media at the AUT Business School. He said the government needs to make major changes in tax structures and investment policies to close the gap with Australia and improve New

Zealand's productivity.

“All the signs are that if we simply continue as we have done in recent years the gap between living standards in New Zealand and those in Australia will continue to get wider.

“We will have to grow consistently faster than Australia for many years, and that means we will need to have better policies than Australia, and better institutions across a broad range of policy areas.”

Dr Brash highlighted one of the much-

touted myths that Australia was wealthy due to its mining sector, saying mining produced only five per cent of Australian GDP and one per cent of employment. He added that like New Zealand, Australia shares the curse of distance from global markets.

He told the audience that bridging the economic gap is arguably the biggest challenge facing New Zealand since the Second World War.

“Small policy changes here and there won't cut the mustard,” he said. “Substantial changes will be needed in government spending, in the regulatory framework, in investment, and in tax structures.”

Dr Brash pointed the finger at private sector borrowing, which he said made up 90 per cent of foreign debt. He said it was largely used to “bid up the price of housing” and to allow farmers to pay “exorbitant prices for the farm next door”.

He also suggested that our country's relatively low investment in technology and infrastructure by the private sector could be due to heavy capital taxation.



Left to right: Ray Markey, Dr Don Brash and Alireza Tourani-Rad

## Twitter-sized message inspires students

**AUT COMMUNICATIONS** graduate Tee Twyford used a Twitter-sized message to pack a punch at the launch of the AUT Venture Fund last month.

Twyford, Editor-in-Chief of trans-Tasman publishing company Flossie Media Group, called for more “crazy” people in this world and for students to take advantage of the opportunities available.

“We need more crazy, passionate, driven people. We need people who see an idea, create an alternative and forge a new reality.”

Twyford was joined on stage by guests including Just Water International founder and CEO Tony Falkenstein and AUT University Vice Chancellor Derek McCormack to launch the fund.

Established by the AUT Business School, the Venture Fund aims to give students a boost in setting up their own businesses. Falkenstein is the founding benefactor to the Fund and students can apply for up to \$20,000 to kick-start a business idea. Winners will be announced in mid-October.

Twyford, who graduated top of her class in the Bachelor of Communications Studies in 2007, attributes some of her



success to opportunities she was offered as an AUT student.

“AUT’s small classes, the challenging group work, practical and theory-based learning, work experience being encouraged and rewarded, and the countless opportunities to transition from the classroom into the “real world” is what got me here today,” she says.

During her studies, Twyford gained a

coveted internship in the international media team at Tourism New Zealand, and scooped the fiercely contested Public Relations Institute of New Zealand (PRINZ) Supreme Award, the result of her third-year PR studies with ‘Get Organised Auckland’.

But the best was yet to come.

“I was fortunate to receive a fantastic job offer the day I handed in my final AUT assignment, the result of meeting the managing director of the organisation through my third-year project,” she says.

Twyford says now more than ever university students need to arm themselves with the right skills to stand out in the job market.

“As an employer, I know the people in my team need a broad range of entrepreneurial skills and traits, so it’s no surprise that my team comprise predominantly AUT graduates.

“This fund is for those who have an idea burning inside them, who dream big but want to start small and grow their business. Join me, and be one of those people who leaves the office each day feeling satisfied, inspired, fulfilled, challenged and ready to come back to work the next day.”

### STAFF PROFILE

**Name:**

Ann Williamson

**What I do:**

I manage the office of the NZ Work and Labour Market Institute. It’s a new role with lots of offshoot areas into research support (finding research funds, final document design), executive support, event and project management. There’s always a symposium coming up to organise; we’re hosting researchers from Norway and the Netherlands in September.

**Where I am:**

Happily tucked away inside the Faculty of Business and Law, Office of the Dean, level 10, WF.

**What I like best about AUT:**

The numerous opportunities available for staff; from gym membership to study time and the large number of people around to interact with and find common interests.

**The last book I read:**

*A Voyage for Madmen* by Peter Nichols. For some reason I have an interest in books on exploration and solo adventures.

The book is about nine men who race each other in their boats around the world in the 1960s, non-stop and without help.

**I’m looking forward to...**

My holiday in Rarotonga.



**What I do when I’m not at AUT:**

A bit of gardening, bit of cycling, lots of procrastinating about stripping wallpaper and sanding. And I am the proud parent of a worm farm.

**Quick tip about AUT:**

I definitely recommend getting outside at least once each day for some fresh air. Albert Park isn’t that far away.

## Te Reo at the tips of your fingers

**NEW TECHNOLOGY** being developed for AUT will allow learners of Te Reo to not only use their iPods to learn, but their mobile phones as well. AUT's John Moorfield, who created the online learning resources being used by Te Ara Poutama, says the new technology will provide users with roaming access to Te Reo information 24 hours a day, seven days a week. When fully functional, learners will be able to text in for translations using their mobile phone and even download the whole dictionary to a mobile phone and/or computer via the Te Aka online dictionary.

Available since 2006, the Te Aka online dictionary is currently attracting 85,000 visits per month.

"The idea behind the online dictionary is to make it as accessible as possible to learners of the Māori language. The new developments in adapting the dictionary for downloading to a computer, to a mobile phone, etc and the texting facility will be up and running by the end of the year we hope," says Moorfield.

## Searching for the unknown in space secures grant

**A RESEARCH** team led by AUT's Centre for Reconfigurable Systems has been granted government funding to detect transient events in space in the radio magnetic spectrum.

AUT's Dr Slava Kitaeff, along with Dr Tim Moltano (University of Otago) and Dr Melanie Johnston-Hollitt (Victoria University), has obtained a \$66,000 grant from the 2009 Kiwi Advanced Research and Education Network (KAREN) capability building fund for the initial phase of a project entitled 'Searching for the Unknown: Transient Radio Events Sensor Network'.

Most radio signals have either continuous, repetitive or predictable time-domain behavior, and techniques developed to detect these types of waves typically avoid unpredictable transient signals. This means that natural phenomena that emit short or irregular bursts of electromagnetic radiation, such as solar flares, cosmic ray showers, gamma ray bursts and emissions from Jupiter, remain relatively unstudied and poorly understood.

The project will see the deployment of a sensor network across New Zealand which will detect transient radio events occurring at 15-20 MHz.

The core of the network will be the Digital Receiver Sensor (DRS) developed at AUT's Centre for Reconfigurable Systems, a research centre in the School of Engineering. It specialises in digital electronics, FPGA (Field-Programmable Gate Array), high performance and reconfigurable computing, control and embedded systems, silicon technologies, robotics, signal processing and others.

The DRS is based around FPGA technology which is becoming increasingly important to radio astronomy and high accuracy GPS. Each DRS will produce up to 10MBs of data per second and the network of 10 devices will produce more than 8.6 terabytes daily when running at maximum capacity.

Data from the network will be streamed continuously over the KAREN to NZ DataGrid supported by the project's partner BeSTGRID of University of Auckland and processed daily on high powered computing facilities of partner investigators including BlueFern of University of Canterbury and AUT's HPC cluster Nautilus. Industry project partners such as VentureSouthland Ltd are providing necessary infrastructure support.

## Helping community groups with digital media

**AUT STUDENTS'** talent with digital media was acknowledged at the YMedia Challenge. The challenge gets students using digital media to help local communities, linking 90 students with more than 30 community groups.

First place went to Reagan Qiu (AUT Bachelor of Design) and Ajay Murthy (Unitec) who worked with Shore Youth Bank to make a new website for its community group as well as videos to attract sponsors and recruit new students.

Second place went to AUT Bachelor

of Communication Studies (BCS) students Michele da Costa, Emily Shorvon, Alexandra Speedy and Grace Taylor. They produced a campaign, animation and promotional video for the Grey Lynn Farmers' Market about 'jetlagged' food, bringing attention to the benefits of eating locally grown produce.

The innovation award went to AUT BCS students Dafydd Barrar, Matthew Allen, Micaela Wade and Polly Atkins for their work with the Auckland Philharmonia Orchestra. Gizelle Alarcon



**Above (from left): Michele da Costa, Emily Shorvon, Alexandra Speedy and Grace Taylor**

and CJ Nguyen (Art and Design) and Sandie Chu and Joanne Davidson (University of Auckland) won the sustainability award for their project with Age Concern.

## ■ BRIEFLY

### Dean farewelled

The Faculty of Design and Creative Technologies farewelled Dean Kathy Garden at the end of July. Garden was dean for four and a half years and marked her departure with a "Pirates and Petticoats" party. Des Graydon, Dean of the Business and Law Faculty, will step in as Acting Dean from 1 September.

### Business briefs

**SENIOR LECTURER** of Accounting Anil Narayan won the Best Paper Award in the Public Sector Not-for-Profit stream for his paper 'Managing Accountability Expectations Using Structural and Communicative Mechanisms: A New Institutional Perspective', presented at the 2009 AFAANZ Conference this July in Adelaide, Australia.

**NZWALMI** programme manager Dr Jane Parker and senior lecturer in Business Interdisciplinary Studies Julie Douglas are undertaking a national email survey of New Zealand trade unions. It assesses women's structures within unions, including women's committees, conferences, training courses, virtual networks, branches, caucuses, meetings and seminars.

### Japanese tea time

If you're interested in Japanese language and culture then come along to AUT's School of Languages' Japanese tea time, culture and language exchange classes on Wednesday afternoons, 3-5pm in WT806.

"Anyone with a remote interest in what we do and Japanese language or culture in general can come along," says Dallas Nesbitt, a senior lecturer in the school. The group has recently received \$2400 in funding for the next five years from Nissan. The weeks alternate between Japanese culture exercises like brush-painting characters and making sushi to special topic conversations.

## ■ SPOTLIGHT ON Long Service Awards

**AUT RECENTLY** held its annual awards ceremony to acknowledge the long service of staff. A regular event on AUT's calendar, the Long Service Awards recognise the commitment and service of those who have been with AUT for 15 to 35 years.

Held at the conference centre, the event took a nostalgic look back at AUT over the years. AUT Vice Chancellor Derek McCormack says that it's interesting

looking back over the decades how often you see history repeating.

"35 years is a long time in a career, but not a long time in social history. Yet in that time we've seen fashions come and go and come again, economic cycles too and various government policies. And we'll probably see many of them return yet again."

Congratulations to the following long service award recipients:

### 15 years

Paul Hucker  
Lennard Gillman  
Graham Bidois  
Paul Elliott  
Elberta Chan  
Maria Hayward  
Barbara Myers  
Buddy Mendis  
Frank Miranda  
Heather Burrows  
Jane Verbitsky  
Judith McKay  
Katherine Hoskyn  
Marilyn Henneker

Martin Hall  
Michael Protheroe  
Robin Chalmers  
Roy Smollan  
Wayne Hing  
Wendy Emson

### 20 years

Sharon Harvey  
Brenda Costa-Scorse  
Peng Mee Chan  
Myrene Lee  
Susan O'Rourke  
Brian Farley

Jan Wilson  
Jennine Fleming  
Jim Clark  
John Moran  
Julianne Hall  
Kathleen Slater  
Peggy Johnson  
Ronald Whitten  
Rowena West

### 25 years

Annette Sachtleben  
Gill Shelah  
Ross Twiname  
Simon Clark

### 30 years

Kelvin Hicks  
Murray Black  
Peter Evans  
Gordon Grimsey  
Calum MacLeod  
Irene McIvor  
John Milligan

### 35 years

Kate Haswell  
Ted Bryant



Derek McCormack and Kate Haswell



Derek McCormack and Ted Bryant

Above: AUT staff members recognised at the Long Service Awards function held recently

## ■ ASK AN EXPERT

Nancy Dunlop, Manager of University Career Services (formerly The Career Centre), discusses the new model of career service delivery and how they are responding to the needs of the changing world.

### Why did you change the name from The Career Centre to University Career Services?

The new University Career Services aims to meet the needs of an increasingly diverse student population, accommodating the requirements of a constantly changing world and to be aligned with international best-practice. The name change reflects a new business model that changes how career services are delivered to the AUT community and a move away from a centralised approach.

### What sort of feedback did you receive from stakeholders?

Stakeholders told us they need more collaboration with staff in the faculties and divisions, as well as career development in the curriculum, metrics on service delivery and outcomes, and information on employer and labour market needs and trends.

### What is different about the services you now deliver?

Our professional model of practice has not changed. Our mandate is to support students to develop career competencies to manage their career into, throughout and beyond their experience at AUT.

Career counsellors (now called career consultants) will have a greater presence in faculties, schools and divisions. Working in partnership with academic and support staff, they will deliver online, group and individual faculty-based interventions to enable a greater number of students to access services at critical points during their study at AUT.

### Why is integrating career services important?

Integrating career development competencies into programme curriculum

where appropriate will support the University's strategic aim to ensure that graduates are both educated and prepared for the world of work.

Collaborative initiatives with recruitment, industry relations, alumni and other university partners will enhance the links between students, programme staff and employers, and further raise the profile and reputation of AUT graduates.

### How can I find out more about University Career Services?

You can find out more about University Career Services at [www.aut.ac.nz/careerservices](http://www.aut.ac.nz/careerservices). To arrange a referral for a current or past AUT student, you can contact University Career Services on (09) 921 9899. To arrange a referral for a prospective AUT student, contact the Course Information Centre on (09) 921 9999.

## AUT research stretches the quality of life

**SIMPLE** interventions like stretching and strengthening exercises could stave off surgery and extend a person's ability to live an active, independent life.

Rehabilitation and Occupational Studies head of school Duncan Reid has recently completed a study into the impact of stretching on the range of motion and deterioration in individuals with osteoarthritis (OA) of the knee.

The study compared results of stretching interventions in OA sufferers against results for the same interventions in a control group without OA.

Results indicated that both elderly subjects and those with degenerative joint disease were able to achieve significant improvements in their range of motion following the stretching interventions.

"Conventional thinking among many

members of the public is that if something is sore they need to rest it or avoid the activities that make it sore.

"In reality it is often a much better course of action to continue with those activities but to modify them, on the basis that 'if you don't move it, you lose it'."

Apart from Dr Reid's study there has been little research into the impact of stretching on people who suffer with joint problems or injuries but he says as the population ages, and the disease becomes more prevalent, these simple interventions will become increasingly important.

Dr Reid says it is up to physiotherapists to step up and focus on promoting positive, preventative action like stretching to improve people's short and long-term quality of life.

"It is vital that we start to talk about and

recognise physical therapy as an effective preventative treatment for the deterioration in mobility that osteoarthritis causes."

Following on from his Doctor of Health Science research, Dr Reid is now establishing an integrated approach to OA treatment and therapy through AUT's North Shore Campus clinic.

The clinic houses treatment facilities for physio, occupational therapy, podiatry, dietetics and nursing and, working with AUT's Centre for Interprofessional Education and Collaborative Practice, Dr Reid has developed a model of care which brings together each of these disciplines.

"The idea is to build a model of care around the person so the patient is at the centre of the treatment and not the other way around."

## Biggest loser a winner

**STAFF AT AUT** are taking the lead in living a healthier lifestyle – starting with themselves. Tackling the issue head-on with a *Biggest Loser*-style programme, staff from Student Financial Services, International Student Support, Pasifika Student Support and the Disability Resource Service are incorporating exercise into their everyday lives and workday to lose weight.

By making healthier lifestyle choices, such as eating five servings of fruit and vegetables and exercising for at least thirty minutes a day, staff hope to get into the habit of healthy living, and feel better for it.

Staff will compete over a 12-week course specifically designed by staff at AUT's City Fitness Centre. The programme is a comprehensive weight loss programme that includes circuit training, a personal training programme, nutritional advice, and the always-daunting body measurement test.

"The challenge isn't just about

weight, but all the different aspects of healthy living: exercise, nutrition, body measurements, outlook and most important of all: that 'feel good' factor," says Les Tuilaepa, supervisor of the City Fitness Centre.

Recent research shows that obesity in both men and women has nearly doubled since 1997. According to the 2009 obesity report, one in three New Zealand adults are overweight, with Kiwis being the third fattest people in the world.

Joanne Barker, a nurse at Health, Counselling and Wellbeing, adds that the staff competition is inspiring to all AUT staff and students. "Health, Counselling and Wellbeing are here to support staff with every aspect of their wellbeing – including advice with nutrition, exercise and weight loss."

If you want to find out more about the 'biggest loser' challenge contact leslie.tuilaepa@aut.ac.nz at the AUT City Fitness Centre.



## Exploring the last frontier

**DISCOVERING** a new species of shark and venturing out on a 70m vessel to take samples from the deep sea have all been part of the PhD experience for Matt Jones.

A PhD candidate with AUT's Earth and Oceanic Sciences, Jones (left) says the mystery surrounding the deep sea was what attracted him to study it.

"The deep sea is the last undiscovered frontier on earth. It's the largest eco-system on the planet and yet we know so little about it. Over the last 20 years there has been a growing realisation among researchers around the world that understanding the sea and the creatures that live there is critical to understanding the rest of the ecosystem."

To date, little more than a name has been known for many of the species that live in the deep sea.

"My work is filling in some of those gaps, providing a baseline of information on other animals that exist at this depth – what they eat, what eats them."

"Little research has been undertaken on the biology of deep-sea fish species in New Zealand waters, and almost nothing

on deep-sea food-web structure and the relationship between fishing pressure, physical and biological habitat status, and the diet of both target and incidental bycatch finfish species."

"Such fundamental biological information is essential for adequate management of deep-sea fisheries and associated species, and the impact of fishing techniques on both the physical and biological environment."

In the course of his research Jones went out on the massive research vessel *Tangaroa* and put cameras down to a depth of 2km.

"There were so many things I'd never seen before. Species diversity in the deep sea is parallel to that of the rainforest which makes it a very exciting area to carry out research – discovering new species even on a daily basis is not unusual."

In the course of Jones' studies he even discovered a new species of shark – the "catshark" – with a colleague but says the confidence completing his PhD has given him is one of the best things to come out of his studies.

## New B2B book

A **NEW BOOK** takes an in-depth look at current day challenges of Business to Business (B2B) brand management.

The book entitled *Business-to-Business Brand Management: Theory, Research and Executive Case Study Exercises, Advances in Business Marketing and Purchasing, Volume 15*, was edited by AUT's Adjunct Professor Arch Woodside from Boston College in the USA and AUT senior lecturer of marketing Dr Mark Glynn.

Its detailed coverage looks at decisions, actions, and evaluating outcomes relating to managing B2B brands and includes product and service brands. Authors are leading global scholars and B2B brand managers.

Dr Glynn says the book goes well beyond basic marketing texts. "This book provides extensive reviews of relevant studies, original research reports, and in-depth implications for the following B2B brand management issues," he says.

"Collectively these chapters address most aspects of the marketing mix for B2B and industrial marketers and provide valuable brand management insights for managers."



## Cupcakes for a cause

**STUDENTS** and staff from AUT's School of Hospitality and Tourism got right behind the SPCA Cupcake Day in August to help raise money for charity. AUT senior lecturer in culinary arts Renny Aprea and his students baked and donated around 1500 cupcakes to the event which were sold on Queen Street, Vulcan Lane, Takapuna and in Newmarket with the help of some famous New Zealanders, including All Black Dan Carter (pictured).



Left to right: Agnes Masoe, Dr Kelvin Mataira and Semisi Prescott

## Pasifika influence in business

**CULTURAL DIVERSITY** in an organisation benefits everybody, says AUT accounting masters student and graduate assistant, Agnes Masoe.

"Our culture makes each of us different from one another," she says. "And this difference can be used to add value in an organisation because each of us has a different cultural view to draw from and present to others."

The 23-year-old completed a Bachelor of Business degree with a double major in accounting and management at AUT and started working in the Business School in semester two. She says her Samoan cultural values infuse her teaching and research.

"I perceive everything through my Samoa lenses," she says. "It's who I am. At work I have my Samoan hat on all the time," she says, wryly adding, "that's a metaphor, by the way."

"The way I present myself may not be entirely culturally driven, but I do have a Samoan attitude which influences my decisions."

Masoe's research interests include influencing the practice, development and structure of accounting in Samoa, and she's passionate about getting more young Samoans and other Pacific Islanders interested in accounting.

Masoe's colleague, senior lecturer of Accounting Semisi Prescott agrees and believes his Tongan heritage frames the way he teaches and researches.

"It's applied in the way I communicate with students, present class material, add in humour and in my PhD in the methodology and theorisation used to frame my research findings," says Prescott. "And it's absolutely important."

Prescott has just completed his PhD, which is being examined presently. A passionate teacher, Prescott hopes that students will leave AUT with the humility to accept the little they know and the thirst to continue striving for greater knowledge and understanding.

Dr Kelvin Mataira, a senior lecturer of accounting of Ngati Hine/Ngati Kahungunu descent, says he "undoubtedly" applies his Māori values in his teaching by having an open-door policy.

"I like to give people the time they need, to make them feel important and respected," he says. "I endeavour to be a good friend, colleague and teacher. "I would like to see students leave AUT with an overwhelming sense of achievement."

### Ako Aotearoa website a vital resource

**THE AKO AOTEAROA** (National Centre for Tertiary Teaching Excellence) website is rapidly becoming a rich repository of resources for tertiary teachers – <http://akoaooteaora.ac.nz/>

Staff are encouraged to visit the site if they haven't done so already. There is a register of projects that have been funded by Ako Aotearoa, with reports available on completed projects and information about projects currently underway. All Ako Aotearoa projects relate to New Zealand tertiary learning and teaching contexts.

Complementing the project register is a Resource Centre with both New Zealand and other relevant international materials arranged according to topics and disciplines.



Staff who have a project underway or nearing completion that is not funded by Ako Aotearoa may be able to register their project on the site. Go to <http://akoaooteaora.ac.nz/register-further-information> for more information.

The site is an excellent avenue for disseminating your own scholarship of teaching and learning to the New Zealand tertiary education community.

Staff can also choose to personally register with the site which will give you access to additional facilities (e.g. project workspace) and regular bulletins that provide helpful updates on website content.

AUT hosts the Northern Region Hub of Ako Aotearoa <http://akoaooteaora.ac.nz/ako-aotearoa-northern-hub>. You can contact the members of the hub – Ruth Peterson and Nigel Field – for further information, including about funding opportunities for further projects.

### Leadership inspiration at AUT management breakfast

**IS THERE** a distinctive New Zealand style of leadership? AUT Professor Mark Orams gave an engaging presentation on this question to over 50 staff who attended AUT's winter management breakfast held in August.

As a close colleague of Sir Peter Blake and a member of a number of his teams over several years, Orams had the privilege of gaining insights into Blake's leadership style. These experiences are the subject of his recently published book entitled *Blake: Leader* which was published by Random House in June this year.

Orams was a member of Sir Peter Blake's winning crew on board Steinlager 2 during the 1989-90 Whitbread Round the World yacht race. He assisted Blake as a member of Team New Zealand for its successful defence of the America's Cup in 2000 and was an onboard scientist for a portion of Blakexpedition's Amazon voyage in 2001. Orams is currently Professor and Associate Director of the NZ Tourism

Research Institute at AUT University.

Orams described characteristics of leadership evident in iconic New Zealanders Sir Edmund Hilary and Sir Peter Blake. He argues that these characteristics are very much based on their 'New Zealand-ness' and which could be described as being derived from the egalitarian nature of our society.

Orams described examples of leadership in action which demonstrated:

- leading by example by getting in there and doing tasks along with the team – a "deeds not words" approach
- being consistently inclusive, and demonstrating integrity and loyalty and heart
- the ability to listen, and take on board the knowledge and ideas that are around you
- "encouraging a lot and criticising a little" always being polite and courteous was a particular hallmark of Peter Blake's leadership style



- putting team interests ahead of personal interests.

Quoting Peter Blake himself on leadership and team-building, "Egos ... please put all your egos away. Everyone has got egos, just as well we have, but we can't have egos taking over totally. It's for the good of the team and it's very important that small jobs are never under-estimated."

AUT Māori Expo 2009 – photos from the event launch, day expo and evening concert “Groove the night”



3 Houses Down



Groove the night concert



Above: Green co-leader Metiria Turei takes part in the political debate



Modelling cutting edge fashion at Māori Expo



Che Fu



Kapa Haka competition



Georgina Te Heu Heu



Dr Pita Sharples

## AUT Māori Expo 2009

OVER 20,000 people filled Vector Arena last month to celebrate Māori culture and achievement at AUT Māori Expo '09.

The biennial event, now in its 14th year, saw students from around Auckland, and as far afield as the Manawatu, visit Vector Arena to take in the stalls, cheer on their favourite school in the kapa haka competition, watch the dance crews and fashion show, and enjoy some classic Māori kai.

In addition to the stalls and entertainment on the main stage, Māori Expo featured political and sports debates, speech competitions, as well as Groove the Night – the evening concert featuring six New Zealand bands including Tahuna Breaks, Che Fu and HERBS.



Fashion show



Above: (from left to right) Daniel Kereopa, Louisa Wall, Mike King, Wynton Rufer, Tawera Nikau



## Celebrating success at AUT graduation

**AUT UNIVERSITY** students celebrated all their hard work and achievements at AUT's winter graduation held in August. Over 800 students graduated in ceremonies held over the two days. AUT will hold its next graduation on the 8th – 10th December in Auckland City.



## Backpacking: the saving grace of NZ tourism

**BACKPACKING** has gone from being the tourism industry's poor cousin, to the saving grace of NZ tourism, say conveners of the first ever Backpacker Industry Conference held at AUT this month.

AUT University's New Zealand Tourism Research Institute (NZTRI) is working alongside NZBackpack.com to convene the first Backpacker Industry Conference.

The conference features speakers from

the industry including Prime Minister John Key, Tourism NZ CEO George Hickton and NZ Tourism Industry Association CEO Tim Cossar.

NZBackpack.com Director Daniel Shields says although tourism has been affected by the recession, backpacking seems to be more resilient to economic conditions, providing a stable base for the industry in uncertain times.

"Backpackers are not dependent upon wealth to travel. The airfare tends to be their main thing they look to fund, and then they are on their way, so there's a much lower barrier to them getting moving," Shields says.

Not only do these visitors come despite the recession, but backpackers are often repeat customers, he explains.

"Unlike say a cruise ship where the visitors first see New Zealand in their seventies and are unlikely to revisit, backpacking is a seed market for New Zealand tourism. Today's backpackers are

tomorrow's family holiday makers, and in a generation's time they return again as a grey gapper."

NZTRI Associate Director Ken Hyde says the backpacker sector is an incredibly important aspect of the industry.

"While the backpacker sector may represent budget accommodation and budget travel, it represents a big spend on activities like bungee jumping, heli-skiing and white water rafting," Hyde says.

"The conference is going to bring everyone in the industry together to talk about the challenges facing the wider industry. We'll be looking at the future of backpacking in New Zealand as well as raising the profile of the backpacker industry within the wider tourism sector."

In addition to the effect of the recession on tourism, the conference will address the changing profile of visitors to New Zealand, the use of web 2.0 and social networking sites, and government support for the sector.

