

SHINE

SUMMER 2009

THE MAGAZINE OF AUT SHINE SPORT

Millennium Institute

Levelling the
field for elite
athletes

Sponsorships:
Top tips
for a winning
proposal

SHINE
students
speak up!
SEE PAGE 5

Engaging
families proves
successful

AUT
UNIVERSITY

WELCOME to *SHINE*, the magazine of AUT SHINE Sport. We really hope you like what you see.

Sport is a broad arena. Too often barriers are built up, someone, somewhere makes the decision that if you want to play "x" then you can't play "y". Why is that? A couple of years ago the SHINE team attended a coaching conference in Wellington. The key note speaker was an ex NBA player and motivational coach, Bob Biggalow. A comment he made that has always stuck with us was this, 'just let the kids play.'

Has the fun gone out of sport for kids? Is the winning of games, of competitions, taken over from the sheer enjoyment of just getting out and playing sport with your mates? Research tells us that there is a large drop off from participating in sport once you leave school, why is that?

SHINE Sport was launched locally in 2007 with one simple idea – that sport could be the catalyst to inspire and motivate students in and out of the classroom, that it would provide athletes with a toolkit of skills to help them not just in sport but in life. Since then, it's become one of the most popular projects that AUT delivers, and has launched in the Waikato, Manawatu and Wellington regions. Internationally we took SHINE Sport to Brisbane, Queensland, Australia and in December this year head back to Brisbane to deliver into the NRL U20 three day induction camp.

'Bemidiji' for the SHINE team is to launch SHINE in Washington in 2010. We're working hard to make that a reality.

I'm pleased to say the SHINE Sports attitude hasn't changed since it launched. The students are always top of mind for us, we make sure that the SHINE sessions are facilitated to the highest calibre and that learning, through quality engagement takes place.

We think there's lots to keep schools coming back: the new parent evenings have been a sensational success (37 in all), two quality SHINE Sport conferences with a who's who of NZ Sport as presenters, new regions on the programme and AUT University's very own world renowned experts all contributing to what has been a phenomenal year. We are proud to have PUMA, Red Bull and glaceau vitamin water as our sponsors for 2009 and look forward to continuing a successful partnership in 2010.

And, above all, we love hearing from you. We want to keep hearing about your successes and failures, your goals, dreams and ambitions. Within this issue we hope you find something that inspires you, motivates you, connects' with you.

It's been a great year, thanks so much for being such a large part of it. To the Year 13's leaving the SHINE family, all the very best to you all. We hope you reach your 'Bemidiji', whatever that may be. To those returning, we look forward to catching up with you all in 2010.

Above all else, hey, remember, we're all in this together.
AUT SHINE Sport 2009

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COVER: Kate Seatter, Takapuna Grammar School.
Photograph by John Cowpland/ALPHAPIX
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SHINE expert: VICTORIA COCKERTON

VICTORIA COCKERTON may be a facilitator for SHINE, but she is also one of its success stories. Having taught dance and drama at Avondale and Glenfield Colleges for four years before joining the recruitment team at AUT, Victoria was itching to get back out there and dance herself. It wasn't until she attended a SHINE session on goal setting, however, that the penny dropped and she realised what she really wanted, and put her mind to achieving it.

"I am proof that SHINE works. It inspired to me to do the things that I am passionate about. My first SHINE session made me stop and think about what I wanted to do and where I wanted to go." Victoria explains. "That session set in motion my two years as a Warriors' cheerleader. SHINE showed me that I should never stop striving for things I want to do, and that no one is ever too old to achieve their goals!"

Victoria who now presents on Vodafone's One Tribe, already has her eye on her next goals.

"I still want to keep a foot in dancing,

but I also want to be a fitness instructor and I want to do more onscreen presenting. Ideally I would love to be a host on a show like Breakfast or Good Morning."

Victoria says she has always dreamed big, and her experience of setting a goal and going all out to achieve it means she can really understand where the SHINE student athletes are coming from.

"I have been lucky enough to live some of my dreams, so I know what it's like to really want something and to push yourself to achieve that, but I also know what it's like to have people tell you that it's impossible, and to have obstacles in your way."

Victoria acknowledges that reaching for your goals isn't always easy, but to never let anything stand in your way.

"Nothing is impossible. Never let

"I am proof that SHINE works. It inspired to me to do the things that I am passionate about... it made me stop and think about what I wanted to do and where I wanted to go"



boundaries get in your way. There will be obstacles that get in your way and people who bring you down, but you just need to push past it all and believe in yourself."

Victoria joins Noah Hickey, Taff Wikaira, Sam Luteru, Paul Tupou-Vea, Junior Chan-Tung and Jayne Mayerhofler as a facilitator of the SHINE programme.

shining stars

Here are some of the photos submitted by students for the front cover of this issue of SHINE



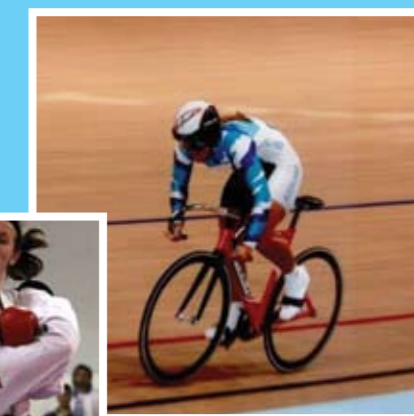
Above: Beth Stavart,
Green Bay High School



Left: Gene Beveridge,
Massey High School



Right: Melissa Timperley,
Rosehill College



Above: Steph McKenzie,
Lynfield College

Right: Ex-All Black Mark Mayerhofler spends time with Mahurangi College students

Below: Coaching legend Graeme Lowe with Green Bay High School students... nice shirt Lowie!!



Below: The fabulous Southern Cross Campus students heading to the SHINE Conference



Students enjoying some fun time at the SHINE Conference



SHINE Sport Conference September '09

Leading sport and industry experts provide students with an insight into the world of professional sport

ON THURSDAY 10 September 2009, close to 200 participants from Papakura High School, Waiheke High School, Mahurangi College, Rosehill College, Southern Cross Campus, Green Bay High School, Orewa College, Onehunga High School and Mt Roskill Grammar attended the second SHINE conference held at AUT North Shore's magnificent new conference and multi lecture room facility.

One of the new developments for SHINE 2009 is the opportunity for schools to participate in a conference style day showcasing key university personnel and leading sport and industry professionals.

The conference was opened by the legend himself – former Kiwi, Manly, Wigan and Queensland State of Origin coach, Graham Lowe, who gave an uplifting presentation on 'the 12 principles of Lowie'. A motivating insight into the building blocks that created the foundations of coach Lowe's success.

Coach Lowe was followed by AUT Professor and Director of the New Zealand Research Institute of Sport and Recreation, John Cronin. Professor

Cronin spoke of preparing athletes for professional sport, particularly in the area of exercise science. The SHINE students all commented on the depth that sports organisations and athletes themselves are using science to reach the highest levels in sport. Professor Cronin also covered the vast range of careers associated with propelling an athlete to reach their full potential.

Leading sport and industry professionals gave their time to support the September SHINE Conference, providing an insight into the world of professional sport. Professional Player Agent – Bruce Sharrock gave an excellent presentation on the business behind the professional player, particularly highlighting what emerging athletes should be looking for in an agent and what questions these athletes should be asking of an agent.

Lunchtime saw the SHINE students and staff networking and engaging with their counterparts from other SHINE schools, no doubt swapping tips and ideas on how to do things better, brighter, bigger next

year and all on a diminishing budget.

The day concluded with an excellent panel discussion consisting of NZ Football rep Caitlin Campbell, North Harbour Māori rep Karyss Adams, Mahurangi High SHINE student Stacey Martin, Olympian Steven Fergusson and our very own Warriors cheerleader, AUT Relationship Manager, Victoria Cockerton. The discussion topic was 'As a high performer, how do you balance sport, career, study and life in general' and overcoming some of the barriers each athlete faced in that journey.

Steven Fergusson talked about having his father as a role model and mentor as an important cog in his development as an elite athlete. Victoria discussed the importance of setting goals, of making small steps along the planning pathway, but ultimately it comes down to an athletes' own motivation and attitude to want and be the best.

The AUT SHINE Team extends our heartfelt thanks to the presenters who so willingly dedicated their time and energy to support the future of New Zealand sport. Also a special mention must go to our SHINE Hosts, Junior Chan-Tung and Victoria Cockerton. You guys rocked.

SHINE students speak up!

Jack Wheeler, Onehunga High School

What are your plans for next year?

I'm going to continue with my club at Mangere United, and make the first team and push it into the premier grade with my team mates. I'm also thinking about doing a communications degree at AUT.

How has SHINE helped you?

SHINE has shown me different levels of sport and how it's not just a game, it's a business. It showed me that there is a huge industry and you can really work it and make your life good through sport.



Patrick Tiatia, Mt Roskill Grammar School

What were your SHINE goals at the beginning of the year and have you achieved them?

I wanted to make the most of the programme and get in to more study for my future. Since the start of the year I've been turning up and have been on top of my school work.

How has the SHINE programme helped you this year?

It's helped me a lot and taught me heaps about what to do for the future.



Troy Lomas, Waiheke High School

What's been your biggest success this year?

My rugby league team made it to our Grand Final which was played at Mt Smart. We lost, but it was a victory. It was our first year this year and we made it to the final out of 16 teams.

What was the number one barrier to achieving your goals?

My time management – I'm just useless at keeping to time but SHINE helped me to organise myself.



Zane Van Lieshout, Mt Roskill Grammar School

What's been your biggest success this year?

Making both the Auckland U17 and U19 softball teams as I was only one of three out of the whole of Auckland who did.

How has the SHINE programme helped you this year?

SHINE's helped me to achieve my goals and keep motivated, in my sporting and academic life.

Sarah Porteous, Green Bay High School

What were your SHINE goals at the beginning of the year and have you achieved them?

To be one of the top four players in my club soccer team. I haven't achieved that yet, but I know in my club I'm well respected as the top right full back for my team so I think that's a good sign.

How has the SHINE programme helped you this year?

It's motivational, especially with Ria and Carl being from our school. We can do this – it doesn't matter what school you are from, or what club you started with, you can do whatever you want!



Clark Olsen, Papakura High School, Year 11

What's been your biggest success this year?

My biggest success was when I tried out for Lawn Bowls. When we went to the competition we lost our first game to James Cook, then we lost to Auckland Grammar and then we won our last game to Auckland Grammar Firsts. Everyone was impressed – it was quite amazing.

How has the SHINE programme helped you this year?

It's helped me immensely – without Sam, Noah and Taff I wouldn't have goals at all. Even though my Dad used to tell me about goals, it took SHINE for me to realise their importance.



Stacey Martin, Mahurangi College

What were your SHINE goals at the beginning of the year and have you achieved them?

My first goal was to make MPC Team for North and my second one was to make the tournament team of our Upper North Netball competition. I've achieved both of them. I had to practice really hard and take on board what the coaches said from the previous year and keep going harder and not give up.

How has the SHINE programme helped you this year?

It's helped me to be aware of where other people are at and how I can push myself to reach my goals.



power check

ATHLETIC PERFORMANCE is driven by the eternal quest to go faster, harder and further. To drive these improvements, athletes need data about their current performance – now.

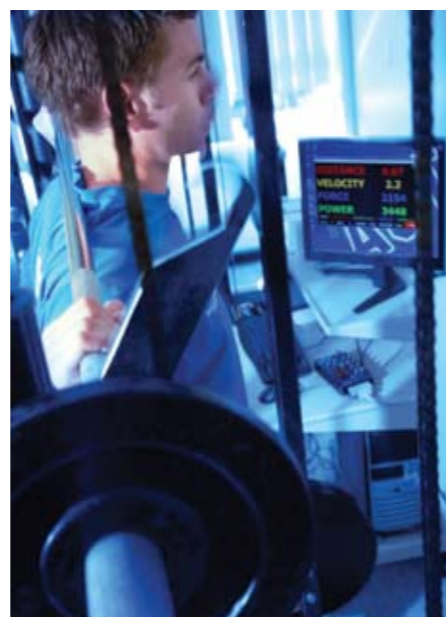
AUT University is providing athletes with that information in "real time" with a new computer program. To generate the results, a position transducer (a piece of equipment that measures change in displacement), is attached via a wire to the weight bar and connected to a computer that uses a specially designed program to process information from the transducer. The program, "Velocity Trainer", generates instantaneous results on the distance,

velocity, force and power of the load lifted by the athlete.

These are displayed in large, brightly-coloured text, easily seen from a distance by the athlete who can continue training while watching the numbers on screen.

Acting director of AUT's Institute of Sport and Recreation Research New Zealand (ISRRNZ) John Cronin came up with the concept, and had Velocity Trainer developed by a company in Australia.

"The beauty of the program is its simplicity – athletes don't need a computer degree to operate it, they or their coach can easily set it up and use it themselves," says Cronin.



"Prior to this, one of the only ways to monitor the load lifted was by the tonnes of weight, which is OK for certain parts of the training cycle, but at other times it's more important to monitor how fast they are lifting the load or the power output."

The program is being used by two of Cronin's students working with top athletes.

ask an expert

PROFESSOR Mike McGuigan recently joined the NZ Academy of Sport, filling a newly created position of Power Scientist. Many of you may be wondering what a position like this would involve. Power is a critical component of successful athletic performance and Professor McGuigan's skills will be utilised by a number of power based sports including throws and jumps in athletics, track cycling, BMX, swimming, rowing, kayaking, netball, rugby union and winter sports.

Since leaving NZ in 1996, Professor McGuigan has worked in a number of countries (UK, Australia and USA) and in a variety of different roles. After completing his PhD in 2000 he went to live and work in the US, firstly at Ball State University and then University of Wisconsin-La Crosse. There he had the opportunity to work with a number of outstanding Sports Scientists, Strength and Conditioning coaches and academics.

In 2004 Professor McGuigan moved to Perth for a lecturing/research role at Edith Cowan University. His various roles have involved teaching and

researching in the areas of Strength and Conditioning and Exercise Physiology.

Professor McGuigan's research has been on power development and monitoring with many of the projects completed using high performance athletes. He has also worked as a Strength/Power consultant for a number of national level sports including Australian Rules Football (West Coast and Essendon), Cricket (Australia), and Football (Perth Glory, Malaysia).

Why the power science pathway?

"Playing cricket and rugby league growing up, competing in Power-lifting for a number of years, being passionate about sport as well as being fascinated by the science of sport and conditioning meant I was always looking to have a career in sports science."

What do you enjoy most about your job?

The major benefit of working for the NZ Academy of Sport is being immersed in high performance sport on a daily basis.

Being able to interact with some of the very best people in NZ in Sports Science, Strength and Conditioning and Coaching is a highlight. Also the opportunity to learn about new sports and to hopefully make an impact on high performance sport in NZ is an exciting opportunity.

Could you give our SHINE Students some advice on Power Training?

Get strong first. As power is a product of force and velocity it is important to adequately develop the force (strength) component. Use a lower number of repetitions (no more than 5) and focus on the quality of the repetitions. Allow for plenty of rest between sets and exercises (at least 2-3 minutes). This allows you to produce more power on each repetition. Perform power work early on in the workout when you are not fatigued. Using exercises like jumps without weight are one of the best ways to develop power.

Professor Mike will be working on projects of national scope which are supported by SPARC including leading a Power Development Strategy to benefit NZ high performance sport and athletes.

levelling the field

BEHIND THE SCENES long hours are being invested in the future successes of New Zealand athletes but it's not all about gruelling workouts – a partnership between AUT and the Millennium Institute is yielding exciting results in the intersection between research and training.

With minimal fanfare, New Zealand's sporting ambitions have been propelled forward with AUT University's announcement of a \$12m investment to develop the Millennium Institute of Sport and Health into an internationally competitive elite sports facility.

The move is in keeping with calls from New Zealand coaches and athletes to level the playing field by creating facilities on a par with those accessed by their international sports rivals.

Development of elite sports facilities is however only one part of the partnership between AUT University and the trustees of the Millennium Institute of Sport and Health (MISH).

The partnership has also given rise to a collaborative approach to research and training between three of New Zealand's sporting institutions: MISH, Academy of Sport North Island (ASNI) and AUT's School of Sport and Recreation and Sports Science Research Institute.

Those parties involved say the three-way relationship promises to produce world-leading research and New Zealand sportspeople will benefit from the fusing of three unique sporting mindsets.

At the time the partnership was signed, Sports Minister Murray McCully endorsed the move saying that for too long New Zealand had lacked a facility that offered the country's best sports men and women the resources they needed to confidently take on the world's best.

"The importance of providing our



Cesar Meylan working with New Zealand's young rising sports stars

"The importance of providing our elite athletes with world class training facilities, medical dietary support, and cutting-edge sports science all in one place cannot be underestimated"

elite athletes with world class training facilities, medical dietary support, and cutting-edge sports science all in one place cannot be underestimated.

"The Millennium Institute has set a benchmark for our high-performance sports centres."

The collaboration between elite sporting institutes and top sports science universities is not a new strategy. AUT's Head of Sport and Recreation Dr Henry Duncan says that the ability to build on the university's sport science expertise was a key driver in it strengthening its links with the Auckland-based sporting facility.

"Advancing the lines of knowledge

in the areas of biomechanics and human performance is a focus for the university.

"We already have a strong sports science school and research institute which attracts plenty of local and international talent. The opportunity to integrate our world leading research in this intimate manner is an exciting prospect," says Dr Duncan.

Seven months on, MISH chief executive Mike Stanley is very positive about the collaborative approach citing significant improvements which will benefit a broader range of athletes than initially predicted.

"It's allowed us to stretch our thinking

around how best to create a world class environment for New Zealand's elite," he says "We can be future looking and at the same time have confidence that we're creating a facility that will be useful to a range of athletes across a number of sports. Strategies such as investing in strength and conditioning, and recovery, which benefit all sports, will help us achieve this."

With a concept plan for the redevelopment of the facility agreed, the team are now looking to the practicalities of the build, which include a state-of-the-art athlete recovery zone similar to those found at the Australian Institute of Sport and the US Olympic Training Centre.

"The hot/cold facilities are a great example of advancements which have cross sport benefits," says ASNI chief executive Peter Pfitzinger.

"Whilst MISH is currently New Zealand's premier multi-sport facility, there are several gaps compared to government-owned facilities used by other major Olympic competitors. The new developments will help put Kiwis on an equal footing."

A new biomechanics lab space will allow the expansion of AUT's existing research capacity in sports biomechanics and house its Running Mechanics Clinic that offers gait analysis to a range of athletes.

AUT will also relocate its J.E. Lindsay Carter Anthropometry Laboratory from its North Shore Campus, providing easier access for national sporting organisations' athletes.

For athletes the lab will provide body composition assessment to track the effects of their strength training programmes among others.

The lab will also be open to the general public providing detailed body composition analysis such as allowing them to track their lean muscle mass, skin fold mass and fat mass, rather than the usual Body Mass Index (BMI) or weight (mass) alone. It is hoped that the new developments will spill into the broader community encouraging a healthier lifestyle.

National sporting organisations,

"By providing an environment that gets people talking to each other, testing new techniques and planning for the future, we are sure to deliver on our medal winning dreams"

including Swimming NZ, have brought into the collaborative model and a number of AUT's PhD students are on scholarships with various sports codes, while others have earned themselves full-time employment.

"We know that national sporting organisations value the centralisation of facilities. Not only does it enhance cross sport collaboration and knowledge sharing but it is the best way for a small country such as New Zealand to make its mark on the world stage," says Stanley.

"Fresh thinking and innovative training techniques and approaches will set our athletes apart. By providing an environment that gets people talking to each other, testing new techniques and planning collaboratively for the future, we are sure to deliver on our medal winning dreams."

Cesar Meylan

Cesar Meylan works with New Zealand's young rising sports stars and is constantly on the hunt for new and improved forms of training to help them reach their medal dreams.

"I'm responsible for growing the champions of tomorrow," he says. "I look at everything from strength and power, to running mechanics to ensure that our young athletes have the best start."

He heads up the Long Term Athletic Development (LTAD) programme at the Millennium Institute which attracts young sporting achievers and prepares them for a life in competitive sports.

"Many young athletes get swept up into the realm of competitive sport without being prepared for the high demands placed upon them – it's my job

to make sure they are."

Appropriate training activities, positive sporting experiences and knowledge are critical for children to achieve success in sport at the elite level and also to experience an active and healthy lifestyle, according to the PhD student.

Currently Meylan is conducting a research project with AUT's Running Mechanics Clinic manager Kelly Sheerin monitoring each athletes gait so that improvements can be made to running technique.

"Research has shown that early detection and intervention can reduce an athlete's long-term injury rate, making them more frequently available for competition and bettering their chances at a long and illustrious sporting career," he says.

"Sport can be the vehicle for so many positive experiences and assisting young athletes to reach their dreams and grow into motivated and aspiring adults is a very rewarding job."

Tom Vandenbogaerde

PhD candidate Tom Vandenbogaerde has just returned from the Swimming World Championships in Rome where he accompanied New Zealand's elite swim team in their pursuit of medals.

As sports science manager for Swimming New Zealand, he is responsible for a team of scientists comprising a nutritionist, anthropometrist, biomechanist, strength and conditioning specialist, and draws on his own exercise physiology.

"We work as a team," he says. "Our key aim is to assist the New Zealand swim team in taking another step up in the world rankings. We are a small country, so we need to be innovative and creative about how we get our swimmers on the podium."

One such way is by developing nutritional strategies to enhance elite swimmers' performance. By examining claims about supplements which improve function and recovery he has gained a unique understanding about their uses.

"We found that the carbohydrate-protein supplements used by other elite



Tom Vandenbogaerde at work enhancing elite swimmers' performance

athletes such as triathletes and long distance runners are not necessarily a good idea for swimmers."

"The raised blood glucose has a positive effect for longer distance endurance sport, but if anything, impaired the performance of our swimmers."

Vandenbogaerde and his team have also looked at caffeine which is showing positive signs and are at present testing its use as a training tool leading into competition.

"Our top swimmers are individuals and therefore their needs can be quite different. We work with the coaches and swimmers to study the performance effects of a range of nutritional interventions.

"The end game is to design the best performance-enhancing approach for each athlete to help them achieve a podium finish."

Matt Kritz

Spotting wayward technique and extracting the best sporting performance from New Zealand's

"Our key aim is to assist the New Zealand swim team in taking another step up in the world rankings. We are a small country, so we need to be innovative and creative about how we get our swimmers on the podium"

elite athletes is at the heart of Matt Kritz's latest invention – the Movement Competency Screening tool (MCS).

Designed to assist strength and conditioning trainers, it objectively identifies what are termed 'faulty movements' when an athlete performs movements that are essential to their sport.

"It enables coaches to monitor stability and mobility from various body joints," says US-born Kritz, who chose AUT for his doctoral studies.

"From here we are able to pinpoint small but pivotal areas of improvement to how a player runs, turns or passes a ball, which makes a marked difference to overall long-term athletic development."

The MCS tool has attracted

international interest and Kritz's will present on movement competency in athletes at some of the world's leading strength and conditioning conferences over the next couple of years.

His belief in the link between research and practice in elite sports has also seen him develop the 'Power Profile Zone', an instrumented training venue at the Millennium Institute.

Within the training venue, Kritz and his colleague Professor John Cronin have formed a focus group to stimulate scholarly discussion on strength and conditioning practice.

"Our aim is to develop a world leading strength and conditioning training area which will host an integrated research and practical training environment for New Zealand's elite athletes."



Shaun Quincey training for his trans-Tasman crossing and (right) Quincey Snr making his voyage over 30 years ago



father and son tackle trans-Tasman

A LOT OF PEOPLE follow in the wake of their parents and AUT's Bachelor of Business student Shaun Quincey plans to do the same – literally.

In 1977 Yorkshire-born Kiwi Colin Quincey was the first solo rower to cross the Tasman, battling 2200kms and 10 metre swells. In 2009, his son will do the same, but instead start his journey in Australia.

"My dad was the first," he says, "and I've always had a personal desire to do it too. Together, we'll own the Tasman."

This November the 24-year-old will

set off from Forster, 200kms north of Sydney and, if the swell lets him, land in Taranaki 50 days later.

Quincey has been working with maritime safety authorities in both countries to ensure he's doing everything as safely as possible. This includes having his progress tracked via satellite by rescue teams in Australia and New Zealand.

"I'll have one of the safest boats on the Tasman, it's built not to sink and has an inflatable on-board life raft," says Quincey. "The Aussies will monitor me

the first part and when I hit the centre line the Kiwis take over. But they'll both be watching the whole journey."

Quincey, who is majoring in Commercial Law and Sales, has a lot to pack in during the final year of his degree. Before he sets off, and on top of a rigorous training schedule, he's attempting to break the world record for rowing a million metres on a rowing machine.

"I need to crack under 128 hours," he says. "So this September I'll be up at Auckland's Radioworks studios rowing to get another Kiwi name in the Guinness Book of World Records."

Quincey says the support he's received has been overwhelming but he still needs a further \$40K to complete the boat, pack it and get it to Australia. But, he adds, of all the support he's had, one really stands out: "Dad's going to see me off."

To follow Shaun Quincey's journey, go to: www.tasmanrespasser.com

Above the Rim Scholar: Tall Black Jarrod Kenny

There's much more to New Zealand basketball Tall Black's guard Jarrod Kenny than meets the eye!

WHEN YOU first meet him you find an affable young man who is articulate and very talented. His versatility as an athlete is also demonstrated in his passion for other sports codes – touch, volleyball rugby, and water and snow sports. In fact Jarrod could have equally been successful in achieving and being selected for national honours in any one of those codes, but it is basketball that has elevated him to lofty heights.

Born and bred in the suburb of Northcote on Auckland's North Shore, Jarrod's high school years were spent at Westlake Boys High School where his basketball skills

were honed and refined, and where he found his launching pad to higher honours. Westlake Boys High School has produced five current Tall Blacks' – former students, Kirk Penny, Jarrod Kenny, Tom Abercrombie, Cory Webster and current student Rob Loe.

Jarrod Kenny's sporting pedigree is unquestionably passed on from his parents. His father Danny played representative age group rugby in Waikato and still manages to get out on the park for Northcote in the Presidents grade. While mum Liz was an indoor netball player and works in the health sector as a charge nurse. Jarrod's Māori roots are strong too, his heritage is from

the Tainui tribe where Ngati Mahuta is his hapu and Taniwha is his home marae. It was these roots which saw Jarrod awarded a Māori Sports Award in 2003 providing him with a scholarship to study a Bachelor of Health Science (Physiotherapy) degree at AUT.

The challenge ahead of Jarrod was how to balance a busy sporting life with university studies something which he had done for all of his senior high school years having been a representative in basketball for the North Harbour Basketball Association in virtually every age group.

The talent that Jarrod had shown for basketball throughout age group levels brought more reward when he was invited to his very first Tall Blacks training camp in 2006. That elevation was a clear step up from the National Basketball League level that Jarrod had become accustomed to while playing for the Harbour Heat. In this same period of time Jarrod was toiling

continued on page 12



E Hori

Haere atu ra ki to atua, nana nei nga mea katoa

Haere atu ra i waenganui o tupuna ki to whanau kua wehe atu i te po

E te Tamaiti

Haere, Haere, Haere atu ra.

IT IS WITH real sadness that we farewell George Byrt, a valued member and friend of the SHINE family from Papakura High School. There is a saying that 'the good ones always go too early' and that rings so true for this young man. We first met George in 2007 and in that first session George made sure we would always remember him. He was funny, articulate and passionate about sport. He had goals he wanted to achieve. His 2008 SHINE goal setting sheet reveals that George wanted to play for the Tall Blacks, to play basketball at the highest level. His favourite player was Shaquille O'Neil with his favourite team being the Boston Celtics.

If you looked up grief in the dictionary you would find this description;

grief: intense sorrow caused by loss of a loved one (especially by death) something that causes great unhappiness

Everybody is unique, so everybody grieves a little differently and for different amounts of time. But parts of the grieving process are common to all of us; sadness, disbelief and shock. Losing someone like George is a sad thing and sadness is a big part of grief. We may feel like crying a lot of the time, screaming, we may feel so overwhelmed with sadness that we withdraw.

It's normal for people to feel like this, like they're numb. It's all part of what it means to grieve. I have lost close friends in the past, school mates tragically taken and if I could offer a piece of advice for the Papakura SHINE kids, the next wee while will not be easy, little things will bring all the emotions to the surface again. There will be really difficult days, the best you can do is little by little, hold on to the memories while letting go of the pain. Eventually, life will return to a new kind of 'normal'.

This is how life works, we all have to keep moving forward. George would expect that from all of us.

Taff Wikaira

engaging families proves successful

RESEARCH SUGGESTS many parents enjoy supporting and being involved in their child's school life, with most supporting school activities in some way. The flip side being that some schools report that it can be a struggle to get their parents along to meetings at the school, particularly after hours. When talking to staff it seems to them like it's the same 'old parents' turning up to report evenings, subject choices, concerts and prize-givings. This year, as part of an overall AUT Engaging Families Strategy, the team introduced a SHINE parents' session into the programme to encourage a unique group of parents into the school environment.

Well over 500 students, their parents, caregivers and family members have attended these evenings from Mahurangi College in the north to Fraser High School in Hamilton. Parents have actively taken part in these evenings and participated in their children's learning through focusing on effective communication, goal setting and financial planning. Once underway, students list their goals and their families are able to work together, along with the school, to help them achieve these goals. The idea is for students to approach things holistically and therefore maximise academic, cultural, social and sporting opportunities and experiences.

Having Mum and Dad sitting in the session has been a motivating factor, not only for our SHINE athletes but the SHINE facilitators and school staff also. There have been lots of laughs along the way, one mum standing up and remonstrating with her son, "I told you all this, but you don't listen, you better listen to these men." We've even had tears as parents hear first hand their child's dreams,



Engaging families at Massey High School

School staff members value the opportunity to work alongside students and families – 'AUT Engaging Families' is a unique vehicle for schools to build and strengthen relationships with their communities

goals and future aspirations, some for the very first time.

School staff members value the opportunity to work alongside students and families in this way. 'AUT Engaging Families' is a unique vehicle for schools to build and strengthen relationships with their communities. It supports all involved to focus on enriching the educational experiences and successes of student learners.

Evidence shows that effective teaching and family – school partnerships are the biggest system levers on improving student learning outcomes. AUT University is excited to have the opportunity to promote and support schools and families to work collaboratively in a productive partnership.

AUT celebrates sporting prowess

AUT UNIVERSITY students clinched the two top awards at this year's NZU Blues Awards. The Supreme Award – NZU Sportsperson of the Year went to business student and Kiwi League star Jerome Ropati and the NZU Māori Sportsperson of the Year went to communications student and Paralympics gold medallist swimmer Cameron Leslie.

Ropati was one of eight finalists in the Supreme Award category which also included fellow AUT students Leslie and surf life saver and current world record holder Michael Buck.

Mt Albert resident Ropati says he's pretty excited about the win as it's the first major academic award he's ever won. A key player in the Warriors drive to the 2008 finals, he is well remembered for his game winning try in the final of the Kiwis' 2008 World Cup campaign.

Ropati began his two-year diploma in 2007 alongside fellow Warriors Louis Anderson, Todd Bryne, Nathan Fien, Micheal Luck, Simon Mannering, Grant Rovelli and league icon, Warriors development coach Tony Iro.

AUT tailored the diploma programme to fit in with the players' demanding training schedule and classes were

taught at Warriors HQ, Mt Smart Stadium in Auckland.

Ropati says he used down time to study, adding that taking papers like marketing has given him a deeper understanding of how sportspeople's behaviour impacts on their team's image.

"We've looked at how people perceive us, such as the public, media and shareholders, and it has helped us manage how we act," he says.

Paralympics athlete Leslie was awarded the NZU Māori Sportsperson of the Year award in a category dominated by AUT student athletes, with Black Ferns Teresa Te Tamaki and Football Ferns Emma Kete also nominated.

Fellow student Shannon Foreman was awarded the Distinguished Performance Award for his outstanding display in kickboxing, an award for athletes who complete in sports currently unsanctioned in New Zealand.

Bruce Meyer, sport development manager at AUT puts the university's success down to its unique programmes and committed staff who prepare student-athletes for life after sport, while still allowing them to pursue their sporting goals.

Eleven AUT students were awarded

Jarrold Kenny

from page 10

away at his qualifications to become a physiotherapist. Combining top level basketball and university study was tough and Jarrold made the required adjustments in order to achieve success in both. A reduced study load to part-time allowed him to concentrate more energy on his basketball, while still maintaining academic work.

Throughout his studies Jarrold

has also represented AUT and NZ Universities in basketball winning gold in 2004 and 2005 for AUT at the NZ Unigames and then travelling with the NZ University men's basketball to Thailand for the World Student Games. This year Jarrold's selection to the Tall Blacks meant more travel and a whirlwind tour of Europe (Estonia, Finland, Belgium, Italy) followed by the Oceania Basketball Series in which they thrashed the Australian Boomers to gain a higher seeding at the World



"We've looked at how people perceive us, such as the public, media and shareholders, and it has helped us manage how we act"

Blues, with three receiving a further special award for excellence in their chosen sports which included football, hockey, rugby, rugby league, swimming, surf life saving and taekwondo.

The 11 AUT winners were among 39 athletes to receive an award. All recipients have represented their region or country at the highest level while studying at AUT.

The NZU Blues are awarded each year to recognise New Zealand's top University athletes, honouring their sporting and academic achievements.

Championship next year in Turkey.

The future looks bright for Jarrold Kenny whether he continues on his basketball pathway or focuses on a career as a physiotherapist. The foundations that he has laid in both sport and education pave the way for his future to unfold.

Jarrold Kenny is a role model to our AUT SHINE Sport student athletes many of whom are following in his footsteps and pursuing sport and education and performing at a high level with both.

SHINE BEBO

Hey!

Training is getting tricky now. Since I got selected for the NZ Secondary Schools Orienteering Team to go to Australia in September. I figured I should get super running fit. But I'm also trying to peak in my cycling with NZ Individual Schools Champs in 2 weeks and Finals Day for the Auckland Team Time Trial series a few weeks after that. I'm going for my first run in ages tomorrow and I know I'm super fit, just got to make sure I don't lose cycling form because of spending too much time running, and not enough cycling. Got to get the balance right. LIVE TO SHINE!!!

Gene Beveridge
Massey High School

HEY!

Been training very hard for the start of the cricket season. I've made big goals since the first SHINE session and have been putting in a lot of work to achieve them. The academic and sport ones! Hopefully it all works out. Thanks for the sessions we've had so far they've helped out heaps!! Learning to SHINE!

Tushar Chadha
Lynfield college

Hey guys!

It's Tracey from Northcote College. Awesome news.... I found out that I have been awarded the significant student full scholarship to AUT next year! I'm so excited about it and my parents are also over the moon! It's for leadership demonstrated at school and in sport. Also 2 weeks ago I captained my



school hockey team over to the Gold Coast in Australia to play a few girls club teams rather than going to a national tournament. It was an amazing experience as none of us had ever been overseas for sport. Unfortunately I couldn't play because I'm out until next year with a disc injury but it was still really cool to be over there for the experience and our team did really well. Just thought I'd share how things have been going. Hope you are all well. LIVE TO SHINE!

Tracey Lydiard
Northcote College

Hello,
Loved the conference yesterday!!! Went to my parents and told them about Lowie. They had heaps of positive things to say about him. Got a game tonight down at College Rifles against Avondale. Never played them before, but should be a good game. Can't wait for the next meeting!
!!! SHINE!!!

Tim Lelo
Green Bay High School

Hey guys, it's Jo here from Tangaroa College!

Awesome talk on Tuesday, it was really inspirational & made me think more about what I want out of life & how I need to achieve it!!

We won our BBall finals, by the way. It was a really close game 25-22, our team was awesome & when we had our team talk I told them about how we shouldn't care about what people were saying on the sideline, just to focus in on the game & it worked!!!

Also you guys made me think more about my attitude when I'm out on court & how I need to keep my composure because usually I get really heated when players start talking it up. It throws me off my game. I was able to keep focused throughout the whole game thanks to you guys!!

Big thanks to Sam & Taff
Josephine Stowers
Tangaroa College

Hey Boys...

Yesterday, I competed at the upper north islands netball tournament for North Harbour U15 and my team (I captained it) came 1st! I was so proud hahaa. And to top it all off, I made tournament team! This means that now, I have to train super super hard, as we have an all NZ netball camp in November, and from here, the New Zealand secondary school team's are named :)
So proud of myself hahaa. I have achieved all three of my goals for this year :)

Aisha Bower
Northcote College



Congratulations to Gene Beveridge, the winner of the Dinner for Two competition

Gene acknowledged his father Mike's support as a "continuous provider of food and transport to all my sporting events. Having him sort this out for me means I can focus on what I need to do and know that he will make sure the rest will always work out."

A voucher for a meal for you and your Dad at the Piko Restaurant is on its way to you Gene, complements of the SHINE Team.

tackling key to rugby injuries



THE TACKLE is the most dangerous facet of play in rugby union, accounting for up to 58% of all game-related injuries, according to research carried out by AUT PhD researcher Ken Quarrie in conjunction with the New Zealand Rugby Union (NZRU) and ACC.

Earlier studies by Quarrie, which looked at other contact areas of rugby such as the scrum, have resulted in improved game safety after being fed into the NZRU's RugbySmart injury prevention programme and Quarrie expects this study to follow suit.

"Our focus has always been player safety from the grassroots up," he says. "Further education of players around safe tackling and slight changes to the law around the height of the tackle are good strategies for reducing rugby injuries."

NZRU general manager for professional rugby Neil Sorensen says that injury prevention is an important issue for any international rugby side

and research plays a pivotal role in providing solutions.

"It is important to find the best balance between the frequency and severity of injuries that players sustain, with their desire to keep the full-contact nature of the game."

Study results show that certain types of tackle carry a higher degree of risk. Injuries were most frequently the result of high or middle tackles from the front or the side, but the rate of injury per tackle was higher for tackles from behind than from the front or side.

The use of video analysis allowed researchers to identify where poor technique going into a tackle was a contributing factor to an injury occurring.

"Dropping the chin forward into the other player increased the risk of head and/or neck injury due to either direct impact to the head or hyperflexion of the cervical spine," says Quarrie.

More than 40% of these types of

injuries are caused by head-to-head player contact. Ball carriers were at the highest risk for tackles to the head-neck region, whereas tacklers were most at risk when making low tackles.

Quarrie went on to say that teaching ball carriers to go to ground immediately when they feel the weight of the tackler may be a means of reducing the risk of severe knee, lower leg and ankle injuries.

"The trade-off for players and coaches is that of gaining a metre or two of field position from a particular run verses having a player unavailable through injury for an extended period."

Higher movement speeds resulted in higher injury rates and replacements and these findings have implications for the lawmakers of the game.

"The challenge will be implementing strategies for reducing tackle injuries without radically changing the contact nature of the sport," says Quarrie.

reducing injury to improve performance

LISA MCDONNELL is looking for ways to reduce a trend among New Zealand's elite rowers which is seeing over half suffering from debilitating rib injuries.

McDonnell (pictured), who has received an AUTVC Doctoral Scholarship to carry out the research, will look at the biomechanical differences

between healthy rowers and rowers with a history of rib stress fractures, with the intention of designing preventative measures to reduce the number and severity of injuries.

"More than 50 percent of the country's elite rowing squad has had a rib fracture in the last three years," she



says. "No other country records such high statistics so there is a need to find out what is causing them."

She will use the award-winning Bioharness system and ShoePod instrument to identify the risk of injury, and later ascertain whether preventative measures she puts in place are effective.

"The Bioharness will allow me to see whether certain body angles put more pressure on the chest cavity as well as record the variations in the amount of chest expansion and compression of injured versus healthy rowers."

Foot pressure will be measured using pressure sensors, or a ShoePod, which

will be slipped inside the rowers' shoes.

"It will allow us to see the amount of pressure a rower places on their feet each time they push through a stroke.

"The unique aspect of both these instruments is that they measure the record data immediately, allowing coaches to see results in real-time and improve individual rower's performance while out on the water."

The end game is to provide New Zealand's rowing coaches with the tools and information they need to reduce rib stress injuries. McDonnell expects her findings to be significant performance enhancers, important in the lead-up to the 2010 Rowing World Championships being held in New Zealand at Lake Karapiro.

a SHINING career: Emma Phillips, Marketing and Sponsorship Manager, PUMA

How did you come to be in the great job you are in today?

I did the Diploma of Sport and Recreation at AUT then cross credited into the Bachelor of Sport and Recreation. In my final year I completed my co-operative at PUMA as an assistant to the Marketing and Sponsorship Manager. About a year after I finished university the Marketing and Sponsorship Manager resigned and I was asked if I wanted the role. That was almost 8 years ago!!

What do you look for in a sponsorship proposal?

We take the time to review every proposal that comes through. Stand out proposals are those that show how passionate the person or team is for what they are asking sponsorship for. Cover everything off, from what you want from the brand to what you can do for the brand. Always include an updated Curriculum Vitae and a cover letter.

Outside of sponsorship we also look for people who would be great Brand Ambassadors. An ambassador is not formally contracted to PUMA but are more opinion leaders in their chosen fields. When we launch a new product we will get in touch with them and seed the product onto them.



tips for writing a sponsorship proposal

- **Assess your situation** Define who you are, what you are doing, your target audience, and what you want from the sponsor. Define what you are able to offer a potential sponsor in terms of benefits, such as logo placement, promotional opportunities and advertising.
- **Research potential sponsors** Find out what their marketing and public relations style is by looking at the types and scale of current promotional activities. Investigate who their target markets and potential target markets are, and ensure that this aligns with the target market of your event or project. Companies need to see the benefits to sales and image in investing their marketing dollars.
- **Check your timing** Timing is one of the key factors in obtaining sponsorships. Organisations often allocate their sponsorship budgets well in advance, and you will have many requests to compete with.
- **Make the approach** Use contacts you may have wherever possible. If you don't know someone in the company who can direct you to the appropriate person, try the PR or Marketing Manager, or the person who looks after the company's sponsorship programmes. Be prepared with all the information you will need about your group and the event or project. Ask them if they have sponsorship policies or guidelines. If so, follow these guidelines carefully when preparing a sponsorship proposal.
- **Put it on paper** If the company is interested in more information, prepare a written proposal. It should include a description of your organisation, the project or event and analysis of the target market. Make sure that you align the market and the project with the interests of the potential sponsor so that they can see

the benefits. List any tangible benefits (e.g. logo placement, advertisements etc) and intangible benefits (e.g. goodwill, positive perception in student market) that you can offer them. State how much money and/or product you are seeking. Provide contact details and invite them to call you to further discuss the proposal. Make sure it's well designed, clear and concise.

- **Follow up** Once you have sent the proposal, check a few days later that it has been received. Then give them a couple of weeks to consider the proposal, and if they haven't already contacted you, call them to arrange a meeting to further discuss the opportunity.

- **Presentation** At the meeting, be prepared and professional. Present yourself well, listen actively and communicate clearly. Don't forget to follow up the meeting with a thank-you call or letter.

- **Get it in writing** If the company agrees to sponsorship, be sure to obtain details of the agreement in writing, including details of agreed investment, description of their involvement, title of the project if they have naming rights, restrictions on sponsorship, and any wording agreed upon for printed acknowledgments on publicity materials. The agreement should probably also detail payment arrangements (will you invoice, when, how many days after invoice do they have to pay etc). Ensure that an agreement is signed by the sponsor – keep a copy and give a copy to the sponsor.

- **Follow through** Continue communicating with the sponsor, keeping them informed about the planning process. Invite representatives to the event. Ensure all benefits agreed upon in the proposal are carried out.



Learn how to design and build the world's most elite athletes.

New Zealand produces one of the highest numbers of world-class athletes per capita of any country. We're also leading the way in the science required to make this happen, in areas such as physical conditioning, physiology, anthropometry, biomechanics, nutrition and technology. Our innovative programmes enable you to work with industry recognised experts and high profile industry partners. If you'd like to be part of this successful and rapidly expanding industry, talk to us now. It could be just what you were made for.

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