

OCTOBER 2009

INSIDE | AUT

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

Backpacker industry united

NEW INITIATIVES are in place to help the backpacking and tourism markets, Prime Minister John Key told delegates at the first ever Backpacking Industry Conference held at AUT last month.

Mr Key, who is also the Minister for Tourism, told a packed lecture theatre about initiatives like the national cycle-way, increased broadband capacity, and “smart gates”, which make travelling internationally easier, helping to maintain New Zealand’s reputation as a place to visit.

Mr Key was joined as a speaker at the conference by Tourism NZ CEO George Hickton, New Zealand Tourism Industry Association Chief Executive Tim Cossar, Anne Murphy of Hiking NZ, Youth Hostel Association (NSW) CEO Julian Ledger, Geoff Penrose of Qualmark and Dan Roberts of Xebidy Social Web Design.

The conference, co-hosted by AUT University and NZBackpack.com, aimed to address a number of issues surrounding backpacking including the



Prime Minister John Key speaks to delegates at the Backpacking Industry Conference at AUT

effect of the recession on the industry, the changing profile of backpacking, the use of web 2.0 and social networking sites, and government support for the sector.

New Zealand Tourism Research Institute (NZTRI) Associate Director and conference organiser Ken Hyde says the conference was hugely successful.

“This is the first time the backpacking industry has all gotten together and it was great to have so many facets of the industry represented. It has produced a greater sense of unity within the sector and a willingness to recognise common challenges and work together to overcome them,” Hyde says.

Half of disabled Aucklanders on the poverty line

THERE ARE 77,000 disabled people living in Auckland – the majority of whom earn far less than their non-disabled counterparts, even when they have a tertiary qualification.

This is one of the key findings from a new report titled, *Step Up: Decision-makers getting it right for disabled Aucklanders*, launched at AUT last month.

AUT Institute of Public Policy’s senior research officer Nic Mason was part of the project team for the report with Auckland and Waitakere City councils and the Auckland District Health Board.

The report shows poverty is a reality for many disabled Aucklanders and their families, and from available figures estimates that about half of disabled Auckland adults have personal incomes of less than \$20,000, predominantly sourced from benefits, casual, part-time, and/or low-paying work.

Minister for Disability Issues Hon Tariana Turia, who officially received the report and spoke at the launch says that the timing of the report was important.

“I greatly welcome the initiative taken by the Auckland City Council, Auckland



District Health Board, Waitakere City Council and AUT University Local Government Centre, in providing a snapshot of life for disabled Aucklanders.

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LETTER FROM THE VC



IT IS IMPORTANT for universities to maintain relevant links with government. AUT regularly hosts government ministers, members of parliament and local government leaders on campus. We aim to ensure that government, at both the local and national level, is informed about AUT's significant activities and achievements; from our research and graduate outcomes to our ongoing commitment to our communities. We are proud to have a respected and strong voice on issues of importance

to the future of Auckland and New Zealand, such as the need for university provision in Manukau.

In the past couple of months, government representatives visiting AUT have engaged with a diverse range of topics. As featured on the cover, the Prime Minister visited AUT in his capacity as Minister of Tourism to speak to delegates at the inaugural and very successful NZ Backpackers conference, co-hosted by AUT's New Zealand Tourism Research Institute (NZTRI). The Minister for Disability Issues, Hon Tariana Turia, also visited AUT to officially receive the 'Step Up' report on disability issues in Auckland, which was co-authored by our Institute of Public Policy (IPP).

We profiled our extensive research in the area of women's and ethnic issues at a lunch hosted by Professor Marilyn Waring and IPP. Guests included Minister of Women's and Ethnic Affairs, Hon Pansy Wong, National MPs Jackie Blue and Nikki Kay, and an impressive number of AUT's top professors and researchers – four of whom presented their current research projects. Chris Carter, MP for Te Atatu, spoke to AUT's LGBT community, and several politicians attended AUT's Maori Expo in August, including Minister of Māori Affairs Hon Dr Pita Sharples, Hon Georgina Te Heuhe, Hon Parekura Horomia, Green Party Co-leader Metiria Turei, Hone Harawira, and Kelvin Davis.

I introduced Manukau Mayor Len Brown to Piko's hospitality at a recent meeting to discuss progress on AUT's new Manukau campus. Manukau City Council is a strong supporter of our Manukau campus, and remains an important partner for AUT. Auckland Mayor John Banks visited AUT also, with a view to involving us in discussions about the supercity. The Mayor plans to coordinate an approach to the city's social and development issues, looking at various aspects of supercity implementation, and wishes to involve key stakeholders. I expressed keen interest in AUT's participation, and this view was reciprocated. Building on the policy work IPP has contributed thus far to the public supercity dialogue and initiatives, we look forward to adding our voice to a defining period in Auckland's history.

Also keeping government informed are the various forums and groups that we belong to. From 2010 I will take up the Chair of the New Zealand Vice Chancellors' Committee (NZVCC), having served as Deputy Chair this year. 2010 is sure to be another topical year for the NZVCC – some of the issues on the agenda in 2009 have included enrolment pressures, capped funding, university entrance requirements, comparisons between the NZ and Australian university sectors, and funding for the sector under the new Government's first budget. Needless to say, my aim is that NZVCC will continue to promote the essential contribution universities make to New Zealand's fortunes, both economically and socially. This is consistent with the messages AUT has given and the actions we have taken over the last decade.

Derek McCormack

Disabled Aucklanders on the poverty line

From page 1

It is absolutely perfect timing for the report to be out there – given the pending legislation to establish the Supercity Council."

"By far the greatest worry for me in reading this report was to read that many disabled Aucklanders indicate they feel afraid or powerless to address their concerns with the service provider. Barriers of fear and prejudice are the remnants of a disabling society which I would have hoped had long disappeared."

Although the Minister has only had responsibility for the disability issues portfolio for just over two months now, she said it has been increasingly evident that there are a number of things that could be done to ensure government services are accessible to all, and that the targeted disability supports work well, are fair, and give value for money.

"More than anything I want to see that everything I do in the disability portfolio improves the opportunities, choices and responsibilities for disabled persons to fully participate in their community," the Minister said.

To see a full copy of the report, visit the news section on the homepage of the AUT website.

AUT launches healthy food brand

A NEW BRAND of healthy snack food and water was launched at both the City and North Shore campuses last month.

Nothing Else is a food brand created by advertising lecturer Dave Brown as an outcome of his MPhil research in sustainable consumption.

The brand, which features a *Nothing Else* logo, launched on a small scale with a view

to significantly grow in 2010. The interdisciplinary project is running in collaboration with the nutrition department in the Faculty of Health and Environmental Sciences and also involves students from graphic design, product design, public relations, ad creativity and marketing.

"We are grateful for the opportunity to sell *Nothing Else* products at food outlets on both campuses, thanks to the support of the AUT Commercial Services team," says Brown.



'Refreshing', 'unusual' dresses take supreme award

AUT FASHION GRADUATE and honours student Nadeesha Godamunne, has continued to impress the fashion world, taking away the 2009 Westfield Style Pasifika Supreme Award in September.

Godamunne also won the "MAX Three Piece Collection of Day Wear" category at the Westfield Style Pasifika Awards, with *Trompe L'oeil*, her collection of three dresses (pictured).

The judges' attention was drawn by Godamunne's innovative use of fabrics and technology, with results they described as "refreshing and unusual". Godamunne custom-made her own fabric by hand drawing two and three dimensional designs, and having those printed onto cotton knit fabric at AUT's Textile Design Laboratory.

As winner of the Supreme Award, Godamunne receives prize money of \$3000 and two return trips to the Pacific on Pacific Blue.



Journalism student selected for international telecommunications forum

JOURNALISM STUDENT Stephen Smith (pictured) has been selected to represent New Zealand at a telecommunications youth forum in Switzerland. The forum is part of the International Telecommunication Union (ITU) Telecom World 2009 Exhibition and Forum in October.

Youth delegates will get first-hand knowledge of information and communication technologies, and the opportunity to share their views with other young people, the ITU, its member states and industry experts.

Smith, who is in his final year of a Bachelor of Communication Studies, is one of only two New Zealanders selected to attend the forum, having earned his place with an essay on using internet technology to teach Te Reo Māori.

"Being accepted for the forum is a huge honour for me, firstly because of the opportunity to listen to the calibre of speakers attending and also the chance to



form bonds with other young people from all over the world who share an interest in ICTs and the use of technology to close gaps in society."

Smith thinks the most valuable part of the forum will be the exposure to new, innovative and different ideas.

"I'd like to make others aware of the ways technologies are used in New Zealand on a daily basis and where New Zealand's policy makers and tech-business leaders are focusing their efforts. Telling them about the introduction of 2degrees into New Zealand's mobile market and the movement of broadband in New Zealand will stir up discussion and add balance to my views on these issues.

"I'm also planning on taking a massive selection of New Zealand music to Geneva to share with other youth delegates to show them the top-class musical talent being bred in Aotearoa."

AUT international programmes manager Kenneth Holt says Smith's selection for the ITU forum is a huge achievement. "The application process involved three selection panels from AUT, the Ministry for Economic Development as well as the ITU. When Stephen initially applied, we knew that he would make an excellent ambassador for both AUT and New Zealand."

■ BRIEFLY

Rookie tickets now on sale

Tickets are now on sale for AUT Rookie 2009 at www.ticketmaster.co.nz This year two runway shows will be held at 5pm and 7.30pm on October 15 at St Paul's Church, 25 Symonds Street.

Every year, AUT Rookie showcases the collections of AUT University's best final-year fashion students. For seven years the show has been a rite of passage for outstanding New Zealand fashion designers including Sherie Rai (Sherieyvonne), Jaeha Alex Kim, Jann Wong, Camille Howie, and Nadeesha Godamunne. Tickets are \$25 + booking fee. For more information visit www.AUTrookie.co.nz

Economist of the year

Brian Easton, Adjunct Professor with AUT's Institute of Public Policy, has been recognised as Economist of the Year by the New Zealand Institute of Economic Research. Professor Easton is an independent scholar who researches, writes and works as a Wellington based consultant. He is one of New Zealand's best known economists with a unique profile as an economic development practitioner, consultant, journalist and commentator. The Director of IPP, David Wilson, describes Professor Easton as a highly respected and valued contributor to the research profile and performance of the institute and the university.

Design awards

The numbers are looking good for AUT at this year's Best Design Awards. AUT has 15 students, two staff (Jonty Valentine and Luke Wood) and 19 alumni in the finals spanning all three categories – graphic, product and spatial design. The winners will be announced at an awards dinner on October 16.

Two AUT students have also won major prizes in the Wallace Art Awards. Linden Simmons won the Kaipara Foundation Wallace Trust Award, gaining a three month residency at Altes Spital in Solothurn, Switzerland. Chloe Marsters has won the Park Lane Wallace Trust Development Award – a two month residency at the Vermont Studio Center, USA.

Service professional of the year at AUT

AUT HAS SCOOPED a major award at the National Culinary Fare. Student Xia Wei Ze (Leo) competed against staff from some of New Zealand's best and most well known restaurants and won the 'New Zealand Service Professional of the Year' award.

Xia (pictured) graduated from AUT's School of Hospitality and Tourism in 2008 with a Bachelor of International Hospitality Management. He entered the competition representing the school and competed over three days.

The competition is open to anyone working in the industry from a food service perspective, and includes some of the finest restaurants and their staff from throughout New Zealand.

The award involved competing in four separate classes – wine and food matching, wine and beverage service, mystery box table setting, and table service – the marks of which are accumulated over the three days.

Xia says competing in four categories over three days in the competition was tough. He found the wine and food matching with a blind tasting particularly difficult.

"The table service section was also hard as we weren't told the menu until one hour



before the event. But I've been competing for the last three years so you learn pretty fast when you're under that sort of pressure," he says.

AUT Food and Beverage Team Leader John Kelly says Xia is a credit to the school and the award is an accolade he truly deserves. "His determination and commitment throughout the training has been impeccable, and his attention to detail, and demeanour throughout the competitions was of the highest standard I have ever seen at the Culinary Fare."

'Mancession' not seen in NZ

GLOBALLY, the recession is being labelled a 'mancession', where more men are losing jobs than women. In the US 80% of people who have lost jobs are men. In France male workers have lost jobs seven times faster than female workers, and in Germany the unemployment rate has increased 12% for men but only 2.8% for women.

But this trend is not echoed in New Zealand. Professor of Employment Relations, Dr Erling Rasmussen says there's no doubt women are hardest hit here and it's more to do with which industries are impacted by the recession, not gender.

"It's very much about the industry. In the US it's the dominant manufacturing industry which has had a massive hit with about 15% job losses, that's about one

million job jobs gone, and the next one down is construction. So that's why we see a lot of men losing jobs in the US."

While unemployment has reached a ten-year high with a 20.6% increase in unemployment in the three months to June, 8,000 more males joined the unemployment queue whereas that figure was 15,000 for women. And while more women, 16,000, left the workforce, male employment increased overall. Currently, of those reported as unemployed, 6.3% are females and 5.7% are male.

"These figures are of huge concern," says Dr Rasmussen. "It appears New Zealand's job loss is occurring in industries associated with hospitality, tourism and retail where a lot of women are employed."



SKA hits the headlines

AUT'S RADIO TELESCOPE hit the headlines with news that the New Zealand and Australian governments are making a joint bid for the NZ\$3.1 billion international Square Kilometre Array (SKA) project.

Following on from international congratulations, including a message from US space agency NASA when the telescope was first switched on (referred to as first light), the announcement of the joint SKA bid was picked up by many leading media outlets. These included TV3 and TV One 6pm news, NZ Herald, Dominion Post, ABC (Australian Broadcasting Commission), NZ Education Review, National Business

Review, Computerworld, NZPA and other newspapers around the country.

For AUT University this development has special significance – AUT's Adjunct Professor Sir Ian Axford and Professor Sergei Gulyaev have led New Zealand's efforts to be part of SKA for the past five years.

"This announcement is the fruition of five years' work by many people, under the umbrella of SKA New Zealand (SKANZ). SKA represents an enormous opportunity for New Zealand, with the potential for massive scientific breakthroughs, job creation and economic spinoffs," says Sir Ian.

AUT wins right to host 2011 International Radio Conference

AUT UNIVERSITY has won the right to host the next International Radio Studies Network Conference, in January 2011.

The conference, held every second year, is a chance for radio academics from around the world to meet and present their research. Delegates learn about the latest developments in radio studies, and talk about the changing role of radio in the mediascape.

AUT's Peter Hoar, Matt Mollgaard and Rufus McEwan have recently returned from the 2009 conference in Toronto. As well as each presenting a paper, they were on a mission to win the right to host the 2011 conference. AUT competed against US and UK universities for this

opportunity, and Mollgaard is thrilled that the conference will be coming to New Zealand for the first time.

"Radio continues to be very significant in New Zealand, with 87 percent of us using the radio every day. As technology evolves, so too does the way we can use radio broadcasts. Podcasting is just one example."

Mollgaard says the 2011 conference will be a great chance to showcase the radio education offered at AUT, where students get the chance to completely run the university's radio station, Static. "It will also be a great opportunity to include delegates from the Pacific and encourage debate about Pacific Rim broadcasting," says Mollgaard.

■ BRIEFLY

Launch of Pacific news service

AUT's Pacific Media Centre has joined online news service Scoop Media to create an online Pacific media service.

Pacific Scoop (www.pacific.scoop.co.nz) is hosted on the Scoop website and provides news about Māori and Pasifika issues written by journalism students with support from experienced journalists and commentators.

Contributors include students from AUT's School of Communication Studies, Papua New Guinea's Divine Word University, the National University of Samoa and the University of the South Pacific in Fiji.

Pacific Media Centre director Dr David Robie is the *Pacific Scoop* editor. He says the service introduces a fresh and independent voice of the greater Pacific.

"We are keen to tell the hidden stories and address important Pacific issues like climate change and resource development. *Pacific Scoop* allows us to highlight important Pacific issues, while also showcasing student journalism."

Visit from the Russian Ambassador to New Zealand

On a recent visit to New Zealand, Russian Ambassador Andrey Tatarinov congratulated International Centre Director Frances Little for her work with Russian students.

Little was presented with a certificate for her work establishing relationships with institutions and agents in Russia with participation from Immigration NZ; organising student seminars in Russia; and providing Russian students with information, assistance and support to make the decision to travel and study in New Zealand.

In addition to his presentation, Ambassador Tatarinov spoke to over 30 of AUT's Russian students who then had the chance to speak with him.

SPOTLIGHT ON Mental Health Awareness Week

Call for more unified approach to mental health care

MUCH MORE needs to be done in primary health settings to meet the growing need for mental health care.

AUT University Professor Max Abbott says mental health is becoming an international health priority, with the World Health Organisation determining that by 2020 depression will be second only to cardiovascular disease in contributing to the total global burden of disease.

He says about half of New Zealanders experience a mental disorder some time in their lives; one-in five of the population currently.

Professor Abbott says most people go untreated and this has major consequences in terms of quality of life, strained and broken relationships, lost workdays, physical health and medical costs.

While commending recent government initiatives to improve access to mental

health care in primary health settings, Professor Abbott says much more needs to be done to effectively reach the hundreds of thousands of New Zealanders suffering from depression, anxiety disorders and alcohol and drug problems.

This includes up-skilling doctors and nurses, including mental health professionals in primary care teams, and improving linkages with specialist mental health services.

As part of Mental Health Week (October 5-11) AUT is hosting a half-day workshop and evening seminar – Mental Health in Primary Care: Enhancing Treatment and Promoting Mental Health.

Associate Minister of Health, Dr Jonathan Coleman will discuss Ministry policy on mental health in primary care and Professor Bruce Arroll, a GP with the ProCare network, will discuss mental health initiatives in the primary sector.

The focus for the half-day workshop is on strategies for shaping the future of mental health. Workshop speakers will cover the role of DHBs in promoting primary mental health, recent mental health initiatives and those being planned by the Ministry of Health, and Mental Health Foundation of New Zealand chief executive Dr Judi Clements will discuss improving mental health and wellbeing.

Five general strategies for wellbeing – connect, give, take notice, learn and be active – are being promoted by the Mental Health Foundation.

Professor Abbott says recognising the interconnectedness between mental and physical illness is another crucial step in the long-term management of mental health.

Visit www.aut.ac.nz/mhw for more information on AUT's Mental Health Week events being held on October 8.

Give

Learn

Connect

Take notice

Be active

Winning ways to wellbeing

Heke tipu oranga, he taonga tuku iho, ka pakanga ake, aue te aiotanga, te manawanui

Mental Health Awareness Week 5-11 October 2009

Mental Health Foundation of New Zealand
www.mentalhealth.org.nz

ASK AN EXPERT

Virtual Reality (VR) expert Roy Davies has been working in Design and Creative Technologies' CoLab since July. He talks about virtual reality and why it's here to stay.

What is virtual reality?

Virtual Reality, or interactive 3D, is a compelling way to convey complex information, enhance learning, grab people's attention and generally just have fun. You can run stereoscopic 3D on a monitor with glasses from NVidia to play games or watch stereo-TV. You can see a new product promotion on an autostereo screen that jumps out like a hologram, and you can go to the cinema and watch stereoscopic 3D films.

What is it being used for?

There are numerous applications including training surgeons, flight training, interactive marketing, virtual conferencing, serious games, Augmented Reality for product promotion through your smart phone, on-line 3D learning (of say, how to install a heat pump), virtual home-staging,

Mixed Reality for town planning – the list is as broad as the imagination. Many have been tried and tested in research and small companies.

What benefits does it bring?

VR is becoming mainstream and companies are looking for ways to benefit. The most compelling reason to use VR is that it allows you to interact directly with information, rather than a device or interface.

Are there any possible negative aspects that we should be aware of – i.e. could people become addicted to it?

Like any technology, there is a downside. Some of the side-effects of prolonged usage are as yet under-researched, and there are known problems with straining eyesight and nausea with some types of equipment. But with common sense

and forewarning, these can be mostly avoided.

Where will it be in five and then 10 years time?

The key to a successful interactive 3D application revolves around the concept of 'presence' – the feeling of being there. You can have a high level of presence in a Nintendo Wii game on your TV if you are really having fun, and you can be totally immersed and present in a full simulation through a multi-screen CAVE display or Head Mounted Display.

In the next few years, we'll see hologram-like displays for the home – you've just bought a HD TV? Too bad, you'll need to upgrade to a 3D-HD TV. We'll see powerful mobile devices with stereoscopic 3D capabilities and numerous 3D applications, and we'll see ubiquitous interactive 3D.

STAFF PROFILE

Name:

Sonny Natanielu

What I do:

I'm the (relatively) new Team Leader of Pasifika Student Support Services. We're the specialists in working with Pasifika students and issues, here at AUT.

Where I am:

I'm at a good place in my life right now; lots going on and loving it – oh, and my office is in WB237.

What I like best about AUT:

I like the Auckland part of AUT – that we're right here, at the heart of the city (and country)! I like the University part of AUT – that we're the real deal university feel! I like the Technology part of AUT –

that we're not just academic knowledge, but applicable, practical skills.

The last book I read:

(Sigh) ... because of my Masters, I'm reading these long-winded, nerdy academic books (apologies to those who enjoy long-winded, nerdy academic books) that I'm not that into. Before that, I was reading *Samoa Ne'i Galo: A compilation of Samoan Oral Traditions and Legends* by a group of matai (chiefs) – it's about old Samoa, and keeping those remnants alive.

I'm looking forward to...

Finishing the Biggest Loser Challenge that we're currently doing in our office, with three other offices. Then, I can look forward to summer, surfing, buying a



house ... nah, I'm just dreaming now :o)

What I do when I'm not at AUT:

For stimulation, I read a bit about the oratory arts of the Samoan chief, and research on the Pacific. For play, I love to cook, and I love my sport. There's that balance thing – eat lots, and play lots – I'm a Samoan, what can I say?

Quick tip about AUT:

The water's good here ... COME!

Searching for guinea pigs

IT'S BEEN a long journey since Jude Mannion drove her leaking, broken down 1959 Morris Minor across the harbour bridge in torrential rain to hand in yet another late assignment. Back then it was hard to imagine that all her hard work, sacrifices and balancing act of being a teenage solo mother and studying would one day lead to a high-flying career in marketing, business and more recently work in corporate social responsibility.

Twenty years on, the journey has come full circle; Mannion is launching a new business with her son Jamie to help researchers find 'guinea pigs' for their research projects.

The mother and son duo, both former AUT students, have developed a website designed to make life easier for academic researchers and postgraduate students by pairing them up with willing research participants online – www.getparticipants.com

"Jamie came to me with the idea and shortly afterwards we began working as a mother and son team. Jamie had the



vision and front line experience, and I had the experience and knowledge of business marketing and development" says Mannion.

"New Zealand initiates an estimated 4000 studies requiring human participants every year. While these studies are generally successful in finding about 200,000 participants each year, it has

been estimated that at least 75% of research studies fail to achieve their recruitment targets."

The website already has a number of research projects signed up, and is free to access for student researchers.

"Very few studies have the available funds to advertise in newspapers, and calling universities and clinics can sometimes be unfruitful" says Mannion. "Surely if there was somewhere you knew you could look, one place that would let you know in two minutes what opportunities are available, then you would be far more inclined to have a look at what opportunities are available."

Always the philanthropist, Mannion says what she likes most about www.getparticipants.com is that at the end of the day, it's about helping others. "We all have family members affected by cancer, disability and other health issues. Joining studies might be the most tangible way we can help."



Podiatry student awarded trip to Nepal

IT MAY NOT BE everyone's idea of a dream trip but AUT podiatry student Amanda Johnstone says she is "wiggly with excitement" after being chosen to work in a leprosy clinic in Nepal.

Now in her second year of the Bachelor of Health Sciences at AUT, Johnstone has been awarded the trip by the Nepal Leprosy Trust to work at the Lalghadh Leprosy Services Centre.

"I am wiggly with excitement to see how they deal with the ischaemic feet and debridement of ulcers and gangrenous areas of the foot. I know many people wouldn't get excited over this," says the North Shore resident.

Johnstone says the experience will also be an asset to the New Zealand health sector when she begins working here.

"I really want to specialise in high risk patients and wound therapy. I think this is going to be a great chance to see this firsthand and bring any new

ideas and knowledge back to AUT and New Zealand."

"Leprosy has such a bad rap, and people still don't understand it to this day. I gave up my job as an HR manager to start podiatry in order to help people feel better. This mission is all about the people who are sick, and how I can learn to become a better educated, more experienced and well-rounded medical professional."

"This is a fantastic opportunity for Amanda to learn more about a debilitating chronic problem that causes impairment and disability to sufferers of leprosy," says AUT head of podiatric research Professor Keith Rome.

"The School of Podiatry at AUT University fully supports this venture and we hope the experience Amanda brings back will highlight the high quality work the students undertake here at the School of Podiatry."



UN World Investment Report 2009

LAST MONTH saw the release of the 2009 UN World Investment Report and the most comprehensive and authoritative study of foreign investment trends.

AUT Professor of International Business, Dr Peter Enderwick contributed to the report, which focused on agricultural production and development. It reports that global foreign direct investment (FDI) flows have been severely affected by the worldwide economic and financial crisis. He says the crisis has changed the FDI landscape.

"Investments to developing and transition economies surged, increasing their share in global FDI flows to 43% in 2008," he says. "This was partly due to a concurrent large decline in FDI flows to developed countries (29%)."

"Overall policy trends during the crisis have so far been mostly favourable to FDI, both nationally and internationally. However, in some countries a more restrictive FDI approach has emerged."

Dr Enderwick says there is also growing evidence of "covert" protectionism.

He adds that the report reveals after decades of slow growth, international business interest and participation in agriculture – including through FDI – is again on the rise.

AUT launches multimodal research centre

A NEW RESEARCH CENTRE, which looks at how people communicate launches at AUT this month.

The Multimodal Research Centre studies human communication and interaction and grew out of a research group set up in 2006.

"Multimodal discourse refers to all the different ways or modes – colour, touch, gesture, posture, verbal language (written and spoken), smell – in which we communicate," says the director of the new centre Dr Sigrid Norris (pictured).

"It's relevant to journalism, advertising, public relations, media, language and linguistics. It's very interdisciplinary."

Current projects include the launch of *Nothing Else*, a brand of water and healthy snack food which is the outcome of research on sustainable consumerism by advertising lecturer Dave Brown. There is a group doing interactive gaming research, looking at how people learn through gaming and how it can be improved for educational purposes. This includes work by a PhD



student on educational gaming for children on the iPhone.

Dr Norris is investigating horseback riding to gain an understanding of how specific modes are being taught. "There has been a lot of research on verbal language but I'm interested in modes of touch and feel and how they are being taught. You have to teach the student how to 'feel' the horse."

As part of the centre's launch on October 23, there will be workshops including free talks from two of the world's most celebrated discourse analysts Theo Van Leeuwen (Sydney University of Technology) and Rodney H Jones (City University of Hong Kong). More information can be found at <http://multimodalresearch.org>

Research shows redundancy a double-edged sword

THIS AUGUST AUT Associate Professor of Human Resource Management Dr Keith Macky asked 1005 New Zealanders whether they expected to be made redundant. He says the results mirror the recession.

"Nearly half, 46%, thought there was a possibility they would be made redundant or lose their job through organisational downsizing over the next two years," he says. "And 16% were highly pessimistic thinking it was quite likely or very likely."

The research, carried out with Professor Peter Boxall from the University of Auckland, also revealed those who felt most at risk worked in companies listed on the New Zealand stock exchange or for multinationals, and those who felt

most secure worked for publicly funded organisations such as hospitals and schools.

But Dr Macky has words of warning for employers who think making staff redundant will solve their problems. He says there is no evidence that downsizing improves profits but there is strong evidence of "employee survivor syndrome" in workers who escape redundancy.

"Those left behind have reduced motivation, innovation and risk-taking and their job satisfaction plummets along with their loyalty, commitment and trust in management. And they are more likely to resist subsequent change and be absent more due to sickness."

Aiding natural disaster zones

ALI RASHEED'S RESEARCH into natural disasters and the politics of aid is interesting international audiences.

Rasheed is an AUT doctoral student looking at how aid can be most effectively pledged to disaster zones and what is most beneficial for the country and the people.

In August Rasheed submitted an abstract and was invited to speak at the Associated Pacific Rim Universities (APRU) Symposium in Taiwan. While most speakers were scientists and engineers, he says the experience gave him a chance to share information with others interested in this area and network. AUT is not a member of APRU but Rasheed's research was of such interest that APRU sponsored him for his accommodation and daily expenses while Bandos Island Resort and Spa of the

Republic of Maldives sponsored the flights.

Originally from the Maldives, which was stricken by the 2004 Boxing Day tsunami, Rasheed hopes to be able to contribute something back to the community he comes from.

"I'm looking at aid from the recipients' point of view – how effective it is and how timely it is. Aid is generally pledged by the same groups of people in the form of immediate aid which is usually very generous. But reconstruction aid often follows much slower than the initial aid so that months after a disaster has occurred, people are still living in temporary shelters because they can't afford to rebuild," he says.

Ali Rasheed works in the planning directorate at AUT full time as an equity, planning and diversity coordinator.

Rural health to benefit from AUT awards

SIX HEALTH STUDENTS from AUT's North Shore Campus are already planning for life beyond the "big smoke" after being named 2009 Waikato Primary Health Rural Scholars. The awards were given to two physiotherapy students, three paramedicine students and one occupational therapy student and ranged from \$2000 to \$10,000.

Each of the students have committed to working rurally for up to a year post qualification.

Occupational therapy student Debbie Ford, who commutes to AUT's North Shore Campus from just outside Hamilton every week, says access to local health services is crucial for local communities.

"I applied for this scholarship knowing that rural communities in the Waikato often consist of large numbers of the elderly and Māori, both groups who have significant call on health resources," says Ford.

"I believe that working with people in their home environments, within their own communities, has significant health benefits and I am confident that working in these small communities will have better outcomes for the client, whānau and the community as a whole."

The mother of four says occupational therapy could make a real difference to a rural community given how it can be applied. "A trained OT can fulfil many roles including both mental and physical rehabilitation, community support and health promotion."

"At the end of my Bachelor of Health Science I will have a 12-month employment bond period in the Te Awamutu area, the rural Waikato community I nominated.

While the scholarship is not a job offer, Ford says it has strengthened her desire to get a job and work in the community where she lives.

The other rural scholar recipients were Kirsty Mourits (physiotherapy), Amanda Foster (physiotherapy), Alan Mills (paramedicine), Trish Nooroa (paramedicine) and Duncan Williamson (paramedicine).

AUT health students were awarded \$41,000 in this year's rural scholar awards.

Corset design on show

THE LINGERIE department at Smith & Caughey's took a step back to Victorian times last month, with a stunning display of corsetry by AUT fashion students. The boned corsets, true to the style of the late 1800s, were sewn and hand-embellished by third-year students majoring in costume design.

"This was a highly technical assignment, but the students had the chance to get creative with their hand embellishment," says lecturer Yvonne Stewart. With each corset taking around 70 hours to finish, Stewart says the students were thrilled to see their work displayed prominently at Smith & Caughey's for all to enjoy.



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 the most common tackles in rugby are responsible for the greatest number of injuries, but 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.

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

Ancient Māori methods proving popular with modern gardeners

GARDENING is on the increase and so are sales of Professor Paul Moon's book: *A Tohunga's Natural World*.

As more green-fingered people are using their own gardens to put food on the table, Professor Moon's book on traditional Māori gardening techniques is back in vogue.

In 2005, Professor Moon, a Professor in Māori Studies with Te Ara Poutama, published his book which uncovered a wealth of material on traditional Māori plants, cultivation, gardening, foods, medicines and other aspects of the natural Māori world.

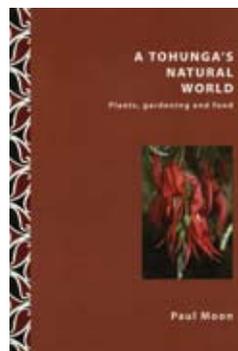
The book was based on discussions with Hohepa Kereopa, whom Professor Moon had written a previous book about. Kereopa was one of the few acknowledged

Māori tohunga and died in 2007.

"The book was released in 2005 and there was great interest, and the interest continued, but now seems to be accelerating dramatically," says the book's publisher David Ling.

Given the global downturn, it's no surprise that people are starting to grow their own food as a way of cost-saving says Professor Moon. "Māori knowledge of gardening in New Zealand was built up over eight hundred years. It makes sense that people are now turning to this expertise and making full use of it.

"People who have been gardening for decades are now growing kumara for



the first time in their lives, and are amazed at the results, but they shouldn't be surprised. After all, Māori survival depended on effective gardening, so they developed highly reliable techniques that are ideally suited to our conditions".

Professor Moon says the book is aimed at anyone who has an interest in gardening and contains tips on garden preparation, what to plant and how, fertiliser and making compost, how to deal with insects plus recipes and how to preserve, smoke and prepare food.

Inactive parents raise inactive kids



A NEW ZEALAND STUDY has proven parents' activity levels are replicated in their children. AUT researcher Melody Oliver (pictured) says the study showed clear links between parental physical activity levels and the children's activity levels.

Unlike past studies, this latest study did not rely on self-reported activity levels from

parents and instead used accelerometers to track the movements of the parents and children.

Oliver, from the Centre for Physical Activity and Nutrition, says the key message for parents is that their being active will set their children on the path for a healthy, active future.

"The more active you are, the more likely your child is to be active as well."

"Physical activity and sedentary patterns track throughout life – and so does weight – so ensuring our young children achieve a healthy start in life is important, not just for their current wellbeing, but for improved health outcomes in the future."

Oliver says physical activity – or lack of it – has far reaching consequences for a child's long-term health and obesity is only one of the risks.

"Physical activity is associated with

improved blood lipid profiles, improved bone health (bone mineral density), and better fundamental motor skills, which are considered important for improved physical activity in childhood and throughout the lifespan."

Modern lifestyles and a desire to keep children safe are ironically working against physical activity levels, according to Oliver.

"We're grappling with burgeoning rates of obesity in young children and at the same time, our environments are promoting engagement in more sedentary pursuits than ever before, and parental concern for their children's safety is further reducing opportunities for physical activity.

"For children, this includes being driven to destinations, watching television, and having increased restrictions on outdoor play such as climbing trees, and playing within the neighbourhood."

Son follows in father's wake

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

In 1977 his father Colin Quincey was the first solo rower to cross the Tasman, battling 2200kms and 10 metre swells. This November, 24-year-old Shaun will try to do the same – setting off from Forster, 200kms north of Sydney and, if the swell lets him, landing in Taranaki 50 days later.

"I could end up on the West Coast of the South Island or as far north as Kaitia," he says. "But I'm aiming for Taranaki. It's easy to get to because the currents push the boat that way, and it's a good port for landing."

Unlike when his Dad set off, fans of Quincey Jnr. will be able to follow his journey on Twitter and Facebook. "I'll be

logging on during the day and through the powers of satellite will keep people posted."

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.

If anything untoward happens, rescue crews can enlist help from any one of five container ships that cross the Tasman each day. But Quincey reckons that even in huge waves, rolling the boat is unlikely.

"The swells reach about 13 metres which is about two buses end-to-end," he says. "But when it gets like that I'll drop a sea anchor which is a 4 metre-wide parachute which slows the boat so it doesn't flip."

Quincey says the support he's received



Shaun Quincey training for his trans-Tasman crossing

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.tasmantrespasser.com