



AUT Honorary Doctorate for Sir Ronald Carter, Pauline Kingi and Stephen Jennings

AUT University celebrated the conferment of an honorary doctorate on Sir Ronald Carter, Pauline Kingi and Stephen Jennings with a black tie dinner held in the new Sir Paul Reeves Building.



Sir Ronald Carter (pictured here with his wife Lewell Lady Carter) was made an honorary doctor in recognition of his outstanding contribution to business.



Pauline Kingi (pictured here with her grandson, John Kingi) received an honorary doctorate acknowledging her outstanding and sustained contribution to education and Māori advancement, and her long service to AUT in various governance roles.



Stephen Jennings, who joined the event via Skype, received his award in recognition of his contribution to international investment banking as a world-class banking professional.



Pauline Kingi and Sir Ronald Carter.

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



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VC's Letter

Over the last couple of weeks, conversations around the university will have traversed the results of the 2012 Academic Quality

Assessment for the Performance Based Research Fund (PBRF). We can consider AUT's performance with some satisfaction. Amongst the universities, we had the largest percentage increase and the second largest numerical increase in research-active staff members, reaching a total of 451, and we achieved the largest percentage increase in PBRF income. We also trebled our number of As and doubled our number of Bs, and we achieved AUT's principal goal for this round of substantially growing the number of staff assessed as research-active in any category.

This is all good news for the university as a whole, but let's remember that our overall success is due to the performance of many individual staff members. To get an 'A' or 'B' rating is an achievement requiring a sustained quality of research output, contribution, and recognition. The University's performance and potential is

also strongly connected those staff who achieved 'C' and 'CNE' ratings. For many, this will have been a first engagement with the PBRF and any research-active rating is a positive endorsement.

There is no doubt that some will have been disappointed with their individual PBRF result. I encourage everyone in this position to apply to Tertiary Education Commission (TEC) for the full assessment report of their portfolios to find where their strengths and weaknesses lay. Only individual staff members can receive their assessment reports from the TEC – but AUT Research Office can help point in the right direction for those that want to apply.

While the PBRF is based on the assessment of individual portfolios it needs to be remembered that universities, institutions and research groups are the objects of its assessments and funding, rather than individual academics. While an individual's score can be personally encouraging or instructive it is not meant to have career impact, and at AUT we are holding to that intention.

It is also worth noting that innovation,

application and development isn't measured by the PBRF but is nevertheless important to AUT for educational provision and contributions to our wider communities of interest.

Coincidentally, at the same time that we have received our PBRF results, we have also been privileged to see the outcomes of the 2012 Learning and Teaching Development Fund projects involving over 100 staff across the university. The posters and presentations from these projects have been inspiring and demonstrate that innovation and creativity are driving our teaching performance.

We've all heard lots of rhetoric about the interdependence of teaching and research, but there is no doubt that for AUT to flourish both need to be done well, and there is much to indicate from recent results that we are forging ahead on both fronts.

Congratulations to all who have achieved individual successes and to the very many who have contributed to the university's overall success.

Derek

AUT forms research cluster for Auckland's future

A new research cluster will be focusing on the future of Auckland City – building on the University's long-standing involvement in the economic and social development of the region.

Pro Vice Chancellor Ian Shirley is driving 'The City Centre' project which will bring the university's diverse research capabilities to bear on the development of New Zealand's largest city.

AUT's engagement with Auckland spans a wide range of disciplines including business, law and economics, art and design, local government, public and social policy, health and education, information technology, engineering and urban development, says Professor Shirley.

"This project will pull these diverse research groups into a cohesive centre taking AUT's engagement with Auckland to another level," he says.

Professor Shirley's project team is consulting across the university and he is keen to hear from academics, researchers and research groups. This will be followed by a symposium for AUT staff "to ensure that we capitalise on the very diverse energies and strengths of the university in building the centre."

AUT has been directly involved with the city's creative industries, as well as making a significant contribution to the diverse population groups that live, work and do business in Auckland, says Professor Shirley.

"The University has also played a leading role in research and development on Maori and Pacific education, as well as in the settlement of migrants and refugees. With its three campus sites on the North Shore, city centre and Manukau, the university is ideally placed to play a significant role in the economic, cultural and social development of the region."

Sustainable Enterprise – More than Sustaining Business



The AUT Business School's newest subject major - Sustainable Enterprise - seems to have struck a chord with students. Already nearly 50 have enrolled in the first paper next semester.

It gives students the chance to taste and see whether thinking and acting on bigger picture business responsibilities is for them.

"The focus is on leading change towards sustainability – and there's plenty that business can and needs to do on that front," says Professor Kate Kearins, Deputy Dean in AUT's Faculty of Business and Law.

The AUT Business School has run a successful sustainability specialisation in its MBA for several years, as well as specialist sustainability papers in management and accounting. The Sustainable Enterprise programmes were designed to allow students to specialise in an area that is becoming increasingly important for business, but where many of the current generation of business managers missed out in their own formation and training. There is a gap between what business leaders are saying they want to do in the sustainability domain, and what they know how to do.

For this next generation of business leaders, it's also about thinking beyond the short term and beyond focusing solely on financial returns on investment. All AUT Business School students focus on business in context and a wider portfolio of returns, but they do not routinely get to think so strongly about the possibilities for systemic change – and their role in it.

"That's what we try to do in teaching Sustainable Enterprise. We are not into sustaining bad businesses, we are to do with the whole

enterprise of sustaining systems through better and more responsible business and organisational praxis," says Professor Kearins.

So students taking Sustainable Enterprise at AUT University learn important leadership and relational skills, as well as technical ones. They learn about incremental approaches such as environmental management systems, social, waste and energy auditing and reporting, and take a specialist paper in climate change and emissions strategies. They learn about system change efforts such as extended producer responsibility, product stewardship, fair trade, and efforts to responsibly serve markets at the base of the pyramid. There are also specialist papers from other AUT Faculties that also come into the mix as electives so students can focus on sustainable design, sustainable tourism and emergency management.

Professor Kate Kearins says "we have tried to include some joined-up new paradigm thinking in the papers we offer. For example, our MBA students take one paper that covers sustainable design and marketing, and another that covers stakeholder engagement and reporting. These subjects don't routinely come together in practice, but without designers talking to marketers, and stakeholders being engaged with corporate communications, businesses are unlikely to make huge strides towards sustainability."

Universities have a role not only in providing specialist programmes in the sustainability domain but also acting as living laboratories of sustainable value creation and places of inspiration towards better practice.

"Our students need to see what is possible, and that we mean what we say in class," says Professor Kearins who also sits on the Vice Chancellor's Sustainability Taskforce.



Derek McCormack welcomes King Tupou VI of Tonga to the city campus.

Image: Daniel Drageset/Pacific Media Centre.

King Tupou VI of Tonga visits AUT

His Majesty King Tupou VI of Tonga visited AUT's city campus as part of a larger Tongan delegation that included the Honourable Dr Ana Mau Teufe'ulungaki, Tongan Minister of Education and Training, Vela Tupou, Lord Chamberlain and Acting Private Secretary, and the Honourable Tuku'aho Viliami Sione Ngu, Aide de Camp. The delegation met with AUT's Vice Chancellor, Derek McCormack and Pro Vice-Chancellor (International), Professor Nigel Hemmington and the New Zealand High Commissioner to Tonga, Mark Talbot.

During his brief visit to AUT the King was keen to meet with academics and senior staff to discuss education. AUT's Dr Linita Manu'atu, Mrs Mele 'Ileini Mahe Taione, and Sala Fa'asaulala Tagoilelagi-Le'ota led a presentation on AUT's Pasifika Education programmes designed to grow the number of teachers who have an understanding of Pasifika perspectives on education.

Fulbright Scholar joins Faculty of Māori Development

For the first time, AUT's Te Ara Poutama, Faculty of Māori Development, is hosting a Fulbright Scholar.

Dr Larisa Warhol, arrived in February from the University of Connecticut and is based in the Te Whare o Rongomaurikura - the International Centre for Language Revitalisation, until June.

After meeting Professor Tania Ka'ai and Professor John Moorfield in 2009, Dr Warhol was excited about the prospect of working here at AUT during her time with the scholarship.

Dr Warhol is a research specialist at the Centre for Education Policy Analysis at the University of Connecticut and her Fulbright projects will include research on how and why online language technologies have been developed in Te Ipukarea for te reo Māori and adapted for indigenous language communities.

In particular it was the Te Whanake online resources that interested her and she is working closely with Professor Ka'ai, Dr Rachael Ka'ai Mahuta and Dr Dean Mahuta while at AUT.

The work she is doing with the Centre and Te Ipukarea include working on the soon-to-be introduced Master of Language Revitalisation (Online) programme.

Back home, Dr Warhol's research encompasses language education policy; American Indian education policy; international and comparative education; language and gender; Indigenous language revitalization efforts; non-formal education programs and urban education policy contexts.



L-R, Nick Barrett, Chilayne Barratt, Afra Abdeen, Jessica Dye and Barrett Owen.

AUT students in million dollar competition

A group of AUT University business students were the only New Zealand team to advance to the regional finals of the 4th annual Hult Prize, held in early March.

The Hult Prize is the world's largest student competition and crowdsourcing platform for social good, recently named one of the top five ideas changing the world by President Bill Clinton and *TIME* Magazine.

The team from AUT University; Afra Abdeen, Barrett Owen, Chilayne Barratt, Jessica Dye and Nick Barrett travelled to Shanghai to compete and although they did not take out the top prize, the team got a lot out of the experience.

Andy Ballard, a senior lecturer in the AUT Business School, managed the team.

"With the AUT Business School team being the only New Zealand team to be selected for the regional finals of the Hult Prize, it is clear how business education at AUT is already allowing these students to transform both their own lives and the lives of others."

The competition identifies and launches disruptive and catalytic social ventures that aim to solve the planet's most pressing challenges. Student teams compete in five

cities around the world for a chance to secure USD 1 million in start-up funding to launch a sustainable social venture - this is presented at the final global competition between regional winners in New York in September.

The 2013 Hult Prize is themed around global food security and will focus on how to get safe, sufficient, affordable and easily accessible food to the 200 million people who live in urban slums - a challenge personally selected by President Clinton.

The AUT team's idea was to place computer kiosks and information boards around the slums to allow residents to locate the closest and cheapest foods, both making life easier for them and keeping the economy healthy through competition.

Each team selected from around the world was chosen from more than 10,000 applications received, totaling over 350 colleges and universities, representing over 150 countries.

AUT lends a hand on huge iPad rollout in Australia

When it came to rolling out 11,000 iPads at the start of this year, the University of Western Sydney (UWS) turned to AUT's Thom Cochrane for guidance.

UWS has distributed iPads to new students and academic staff to support learning and teaching innovation.

Apple Australia/New Zealand's Higher Education Development Executive Stephen Atherton asked Cochrane, who works for AUT's Centre for Learning and Teaching (CFLAT), to offer his expertise on making the deployment work.

Cochrane, who has a PhD in using mobile devices to transform pedagogy and is continuing research in this area, says "Most iPad rollouts have been marketing focused and very ad hoc. There's a lot of interest in iPads for education but not a lot of empirical research or strategy around iPad rollouts in this area. The research I've been doing is founded on education theory, strategy and creating success factors."

Cochrane shared CFLAT's strategy on using mobile technology to make a difference in teaching and learning, advising UWS's 40

iPad champions (key staff) on forming communities of practice to brainstorm projects around their academic disciplines.

He has assisted in the set up of similar communities of interest at AUT where mobile technology has been deployed in fields including product design, public relations, graphic design and journalism. So far AUT's largest rollout of iPads has been 85 devices at the Business School.

Cochrane also talked to UWS about forming LATTE (Learning and Teaching Technology Enabler) teams; students who help staff with basic set up and use of mobile technology. The support of LATTEs gives CFLAT and AUT staff time and space to create different ways of teaching and learning, he says.

AUT LATTE Judit Klein says the team can help people start leveraging features such as mobility and context awareness to interact with space, content and people. The LATTE team has also created iPad tutorials and made them available as iBooks

"Everything we've done has been underpinned by peer reviewed research which has been published in journals such as the International Journal of Mobile and Blended Learning and the British Journal of Educational Technology," says Cochrane.



Part II Chancellor, John Maasland chats to Inside AUT

SUCCESSING SIR PAUL

You are 14th Chancellor of AUT (including previous iterations!) and you succeeded Sir Paul Reeves after he passed away.

How were you chosen for the role?

Sir Paul was a unique person, he really was. He had a huge mana about him. With his background of being Archbishop, Maori, the Governor General, and being such a remarkable, constitutional man in terms of the law. He did a lot of work for the Fiji constitution and for the Guyana constitution. Sir Paul had a huge network, a great number of friends, and also because of his status, he was very well known. And so he was perfect for this University, which at the time was at its early stages. He had that status about him and people could focus on Sir Paul, and he loved the University, it was a perfect relationship.

When I was asked to put my name forward, I said there was no way I could ever follow Sir Paul – he was unique in what he did. But with my background in the business and commercial community, perhaps I could bring something of a completely different style to working with those connections.

EDUCATION

What role do you think universities play in society at the moment?

Essentially the most important elements in life are education and health. I think the great advantage of those two things is that every society can develop them based on their individual cultural and economic needs. In New Zealand we have eight universities and in some respects I used to think that was too

many, but I now I know that's not the case as each university has a unique position.

I believe that universities are vitally important because people learn to think critically at post-secondary or tertiary education. I'm basing this on myself, I believe that university is where I learned to question the facts and draw my own conclusions. I've always been a great supporter of the view that universities are not simply about teaching, they are about learning about life. This is what is so fantastic about the Sir Paul Reeves Building - the opportunity for our students to be in that environment, mix and mingle and talk to each other. That's what it's all about.

How about here in Auckland?

In Auckland we have two universities, which means that AUT can play that role of the dynamic, young, university that's going places. AUT suits some people, Auckland University suits other people, and we complement each other.

We are the university that offers an opportunity to a vast number of Aucklanders who are determined to come out of university with a worthwhile degree for a successful future. We believe in our students, we don't just believe in our university. And therefore we believe in what can we do to enhance our students. We are the 'University for the Changing World', that's what I like about it. I don't want to be hidebound by history. I want to look to the future.

I don't see Auckland University as a competitor of ours at all. I believe Auckland University's ambition is to be NZs elite university, and I hope it gets that way. I think we need to have top academic universities in this country and for Auckland University to be that is very good for New Zealand.

They used to refer to the classifieds as 'the rivers of gold'. They were incredibly profitable. Cars, real estate, employment advertising is mostly all done elsewhere now. They go online, or on TV, or they stick their own flyers in your letterbox. Classified advertising is largely gone from the main newspapers. The typical buy and sell stuff went years ago to trade exchange and now that's gone off to TradeMe.

Other newspapers in much bigger cities have secondary papers which are more tabloid in format. The 'main' newspapers are losing substantial amounts of money and that's a disaster if you want to get a good read – you need money for content, that's the challenge now.

Television is also fighting to retain its advertising. So everything gets tighter financially. How many people now have MySky? How many people therefore watch the programs without the ads?

Radio is probably the one that sits in the middle because radio is unique in New Zealand. We have one of the greatest numbers of radio stations per capita in the world. It's quite remarkable and interesting when you think of how many have iPods and all those other devices including phones.

News comes from the newsroom, from a newspaper. If you kill the newspaper the chances of those sites being able to access good journalism is going to wane. It's a big issue and the pressure is on all forms of media.

I believe there is always going to be a role for newspapers; it's just not clear what that role is yet. What the Herald has done by going to a compact format is to try and provide some depth and at the same time link to its online channel giving it the ability to tie up all the ways people like access news. It is probably the first time a newspaper has made that attempt and as a result I think it's got a good chance of surviving a little longer.

Whatever form it takes, we will continue to evolve and the future of journalism and media in New Zealand is bright.

What does the future hold for AUT and education in Auckland?

We have four campuses and we're looking to improve them all. Campus life is a real focus.

The North Shore Campus needs a bit of work and hopefully we will be able to develop that in the future. We've got AUT

THE MEDIA

Having been on the board of APN, what's your opinion of media in New Zealand?

The unfortunate thing for New Zealand is our size. If you look across the world we're just not big enough. To start with, we only really have one major newspaper in

Auckland. We used to have a substantial collection of free newspapers around. If you go back seven years the *Manukau Courier* was quite thick and now it's tiny. Many of our free papers are getting thinner because advertisers no longer see that as the best way to reach consumers. The Herald, because it's the only major newspaper in Auckland, still has a reasonable amount of retail advertising.



Millennium, which I think has got great opportunities for us because of the sporting side, sports medicine and all those things that can take us out into the world. And then there is the City Campus, which now has a wonderful centre that I think will draw in people from those other campuses too. These are great things.

I have been asked the question "what's the point of Manukau?" as a student can start their degree there but may have to travel to the City or even the North Shore campus to complete their studies. I believe the people who will have the most impact on the future of this country are in Manukau. Therefore it's about the opportunity for a student who lives in the Manukau area, to get a taste for education and do at least their first year there. It may be that they go to other campuses in subsequent years, but nevertheless they can think of Manukau as their home base. They can go to the Manukau campus at any time of the day, use the library, and the other various resources and they can work from there. It can be as the campus should be, as a university hub. And I think that is what makes our Manukau campus such a special place. Another thing is, when people say to me "why Manukau?" I ask "What's Auckland going to be like in 20 years' time?" It's going to be very different and if we don't educate the groups developing now in South Auckland, then we are not going to help the growth of this country. So we look at education. It may seem like a small part, but every person you get that's a first in family going through there is going to make a difference.



And finally... What advice would you give a student considering coming to AUT?

I would find out who they are as an individual, what is their makeup; likes and dislikes? What are their strengths, their beliefs? Because of my background I might suggest they do something in the business world, which clearly provides a great breadth of opportunities. At the same time, I would not necessarily say that to somebody who clearly has skills in culture and arts, because if they have that capability, then they should go down that track. Don't ever say what people value in our cultural heritage is not important. It is!

I disagree strongly with someone who says don't ever do a BA. The minister made comments recently that we need more science graduates, we do but don't forget we need people with other capabilities. We still need those personalities who come through a BA or an arts degree or classic degree. I think we need to talk to that person and say, "what do you want out of life, what are you interested in?"

I think almost anything we do here can help a person be very successful if it's the right thing for them. Each person has their own individual needs. I went into Law and I'm not sure why I did it. I didn't have any real plans for the future. I ended up liking one particular part of law, so I did a bit more work in that area, but I got bored with it and went into business.

The rest is history!



AUT honorary doctorate for the Prime Minister of Thailand

On her first official visit to New Zealand, Her Excellency Yingluck Shinawatra, Prime Minister of Thailand, was awarded the degree of Honorary Doctor of Auckland University of Technology.

This is the first honorary doctorate conferred on the Prime Minister, who already holds a bachelor's degree from Chiang Mai University and a master's degree in Public Administration from Kentucky State University. The honorary degree is awarded in recognition of her election as Thailand's first female Prime Minister and her first visit to New Zealand as Prime Minister.

Derek McCormack, Vice Chancellor, said "This award acknowledges the important ties between Thailand and New Zealand and reflects the value Auckland University of Technology places on the educational relationships it has with the people of Thailand and its wish to see these prosper".

AUT has a strong connection to Thailand, with over 90 Thai students and staff. AUT also hosts senior Thai government officials each year for short-term training in partnership with the Thai Embassy and Victoria University.

The award ceremony was followed by a celebration organised and prepared by the local Thai community.

Prime Minister opens AUT's Sir Paul Reeves Building

The Prime Minister of New Zealand, Rt Hon John Key, formally opened the Sir Paul Reeves Building on AUT's city campus in March of this year.

The building is named after the late Sir Paul Reeves, former AUT Chancellor, Governor General and Archbishop of New Zealand. Lady Reeves also spoke at the opening on behalf of the Reeves family.

Inviting the neighbours over

After the formal opening of the Sir Paul Reeves Building, the doors were opened to the public, so visitors could enjoy guided tours, entertainment from our arts partners, and food and beverage. There was also an 'info hub' run by the Schools Partnership team to promote AUT's schools and faculties.



Language Revitalisation Seminar

In March Te Ara Poutama, the Faculty of Māori Development, held a seminar with Dr Julia Sallabank from the School of Oriental and African Studies at the University of London.

Dr Sallabank's seminar looked at language activities in the Channel Islands and related them to

theoretical issues regarding language revitalisation, in an attempt to address what is meant by saving a language.

She is a senior lecturer in Language Support and Revitalisation and is part of the Hans Rausing Endangered Languages Project which was established in 2002.



New Trustees for ART

AUT University's Dr Ella Henry is adding another impressive role to her CV, as a board trustee for the Arts Regional Trust Te Taumata Toi-a-iwi (ART).

Her role was confirmed by the Council following a public nomination and application process that took place late in 2012.

Dr Henry, along with three others, was appointed to the board and she said she is very excited by the opportunity.

"What I know of the work of the trust I really respect," she says. "They work with all realms of the arts, not just Māori but in the whole arts spectrum."

She says the range of skills she and her other new trustees bring are a great mix. Dr Henry believes her experience in the Māori arts sector, her time as a media practitioner and her role at AUT – a senior lecturer in Māori development with Te Ara Poutama – are all going to be of great help.

ART Board Chair Nigel Arkell agrees.

"Each new trustee brings with them an excellent range of robust skills and in-depth experience that will augment those already found on the ART board."

Last year Dr Henry completed a PhD in Māori entrepreneurship and screen production in 2012. She has been a television presenter, actor and activist for Māori screen production and was part of a group who set up Ngā Aho Whakaari, the association of Māori in screen production, in 1996.

Dr Henry, Dayle Mace, Heta Hudson and Jennifer Ward-Lealand will join five incumbent trustees and take up their appointments immediately.



National Aquatic Centre at AUT Millennium

Minister of Sport Hon. Murray McCullay told the assembled dignitaries and stakeholders at the ground-breaking ceremony for the National Aquatic Centre at AUT Millennium that investing in sport was important for Kiwi success.

"This facility [AUT Millennium] was identified in a strategy I had endorsed by the Cabinet, two to three years ago," he said.

The Minister was joined at the official ground breaking of the \$22.5 Million project by Sir Owen Glenn, Auckland Mayor Len Brown, AUT chancellor John Maasland and AUT Millennium CEO Mike Stanley.

Scheduled for completion in July 2014, the 4000-seater facility will feature a 50 metre pool and also a 25 metre warm-up pool,

catering for a variety of aquatic codes including water polo and surf life-saving.

The centre will allow AUT Millennium to host major events like Commonwealth Games and World Championships.

Sir Owen Glenn is one of the major contributors to the fund for the new centre. Auckland Council is providing \$13 Million with further funding coming from the Lion Foundation.

Mayor Len Brown said he was delighted with what he saw when he visited the existing 50 metre pool at AUT Millennium prior to the ceremony.

"The young kids were going up and down the pool having a great time under the guidance of double Olympic gold medallist Danyon Loader."

It is that combination of elite sportspeople and community sport working together that epitomises what AUT Millennium is all about, he said.

Glowing Report for Early Childhood Centre

The AUT staff and students that access the excellent child care provision at AUT's Wellesley campus are committed supporters of the early childhood centre, holding a strong belief that the practices and people of the centre provide the very best care and education for their children.

It's great to hear that external reviewers have the same opinion! The Education Review Office (ERO) visited the centre in August 2012, and spent a day talking to staff and families, observing practice and reading documentation. The two reviewers commented on the centre's commitment to continuous improvement, and the way that, as you might expect of an early childhood centre run by the university, teaching practice is based on current theory and research. AUT's mission of 'excellence, equity and ethics in learning and teaching' was felt to be upheld in the early childhood centre, with a professional learning culture evident in the centre's staff.

With many families and teachers coming from a diverse range of backgrounds, the centre makes the most of the wealth that the community's diversity brings. "Children are confident and stand tall in their culture, identity and language", the reviewers comment, and in particular, note the strong links made across the university which enable the centre programme to reflect a te ao Māori perspective in the programme. The reviewers also commented on our fantastic location, just minutes from Albert Park, the art galleries, central library and shops, as well as AUT's Ngā Wai o Horotiu marae, all of which form a great resource for the children's learning and are well utilised by the procedures agreed with parents for regular trips each week.

The underpinning value of respect was found to be evident in all relationships within the centre, and this was seen to lead to a high quality programme based on a culture of respectful care, as well as to teaching and learning practices which follow children's interests and involve children in discussions and decisions about the curriculum. The values and practices by which the

centre operates support children to develop the dispositions of confident and independent learners are quite likely to be the most important attributes we can pass on to the next generation in our increasingly complex and changing world.

ERO's summary: that AUT's early childhood centre is very well placed to promote positive outcomes for children through effective leadership, management, curriculum and teaching practices. The full report is now available at www.ero.govt.nz.



Efficient Thinking

AUT has been implementing a number of energy efficiency projects over the past few years.

This is in part related to AUT successfully accessing approximately \$600,000 of favourable government grants and loan funding for energy efficiency improvements. Part of that funding was used in January 2012 to implement energy efficiency improvements in the WL building.

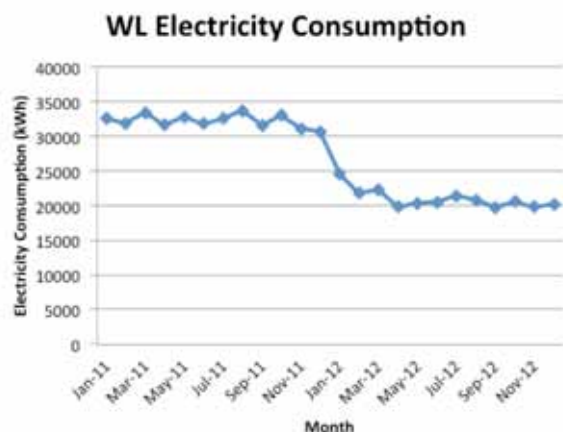
These include installing:

- Daylight dimming in office spaces;
- High efficiency light fittings; and
- Automated on and off timing for some of the lighting in the car park area, whilst still maintaining a sense of security.

These changes have resulted in electricity savings of 135,000 kWh per year, which is equivalent to about 13 households' electricity consumption. The project has a very realistic payback period of three years and this will improve year on year with annual average increases in electricity tariffs. Significant CO₂ equivalent emissions are also being saved that equate to 22 tonnes per year.

The graph below shows the reduction in electricity consumption

at WL once the energy efficiency measures were installed in January 2012. Additional energy efficiency projects are happening across the campuses and we'll update you on progress throughout our sustainability journey.





Opinion: Government wants academic culture to change

A sea of change is upon academia, one that encourages closer ties with industry.

By Enrico Tronchin

Business Operations Manager - Commercialisation

Our government is attempting to drive this change primarily to grow the New Zealand economy and create jobs. With mounting pressure from our business sector, that to a large degree supports academic institutions with its tax dollar contributions, government is placing increasing emphasis on science and innovation for business growth. One of the government's top priorities is to achieve this growth agenda through more commercialisation of publicly funded R&D. Its partnership funding programme requires research to be driven by industry's needs. More emphasis is placed on the partnership's outcomes and benefits to New Zealand than on the contribution that research makes to a field of study.

I frequently come across academics who are in disagreement with government's strategy. This is perhaps to be expected considering the Oxbridge culture that pervades academia. This culture is in many ways at odds with this new strategy in the constraints it places on intellectual freedom and publication. The consequence of this disagreement I have found is that the academic's interest in commercialisation is insincere, paying lip service to commercialisation objectives in a bid to get research funding. Insincerity invariably leads to poor outcomes; hence, having the right attitude to commercialisation is really important. Below I propose a rationale for commercialisation that may enable you to succeed in this new research environment.

I think it would be safe to say that academics are similar in that their idealism drives them towards self-improvement and the betterment of the world around them through the many ways in which they contribute to their chosen domains of expertise.

Generating new knowledge and disseminating it freely is one way to affect change in society. Another is to commercialise knowledge. If we accept that society is predominantly consumerist and becoming increasingly so, then it follows that society changes the world by the way in which it spends.

I am reminded of a global omnibus survey conducted by Synovate (a multinational market research company) in 2007. The survey

ran at the height of public debate on climate change following the February 2007 release of the Intergovernmental Panel for Climate Change report that indicated there was a direct link between climate change and human activities. The survey which was carried out across 21 countries and six continents interviewed 14,220 respondents. It uncovered that most people across the globe tend to tackle climate change through their consumption patterns. More than half of the respondents had bought green products, energy efficient devices, reduced packaging, or saved power. Relatively few had done anything more proactive, with only 5 per cent joining a lobby group and 28 per cent encouraging friends to be green.

For me this survey illustrated the concept of the Dollar Vote, typically put forth as an analogy to explain how the purchasing choices of consumers affect which products or services will continue to be produced and supplied to the market.

We might often think that the Dollar Vote doesn't affect change in the right direction, given that purchase decisions are typically poorly informed, nonetheless it does affect change.

The Dollar vote can be directed in a multitude of ways like choice architecture, marketing, promotions and a freemium model. However, before you concern yourself with how to direct the Dollar Vote, focus on designing a product that packages your better alternative to existing products in such a way that people are willing to buy it. Without this you have little means to affect change. Products are sold on benefits that are most desired by consumers. There can be other features that consumers don't expressly want, but these should remain in the background. Herein lies the key to commercialisation. Know your market: who is most likely to buy it, not just use it. This requires industry input, meeting such people in their own environment and searching for market validation far beyond the academic literature.

Having the right attitude to commercialisation will create the right conditions for success, but there is obviously a lot more to getting it right and that's where AUT Enterprises Ltd. (AUTEL) can assist you. AUTEL is a wholly owned subsidiary of AUT responsible for the commercialisation of university research. We represent the interests of the university, its staff and students.

Sweet as

An AUT University staff member helped a New Zealand team take out one of the top spots in the Junior Pastry World Cup.

The competition, held in Italy earlier this year, saw Arno Sturny, a senior lecturer in patisserie from the School of Hospitality and Tourism, manage a team that placed fourth out of 10 nations.

The team was made up of two AUT alumni and was coached by Marcus Braun from Christchurch.

Arno says his role involved training, communication with the competition

organisers, media and the logistics of the entire trip. These logistics included getting all the appropriate equipment the team needed and food supplies from New Zealand all the way to Rimini, Italy.

Just a few of the creations the competitors had to make included a sugar showpiece, a chocolate showpiece and gelato sticks. The competition theme was 'Circus of the Future' and it was held over two days.

Arno has been involved in competitions for a number of years and in 2011 was an international judge at the 2011 Junior Pastry World Cup.

Coach Marcus Braun, team members and AUT alumni Sarah Harrap and Vivian Clarke with team manager Arno Sturny from AUT's School of Hospitality and Tourism.

