

JULY 2011

# INSIDE | AUT

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

## Rugby World Cup – is it really worth it?

WITH REPORTS of hotels quadrupling their room rates during the 2011 Rugby World Cup, we'd be forgiven for thinking that our economy is sitting on the cusp of a gigantic cash injection. In fact, if the Deloitte report commissioned by the International Rugby Board (IRB) is to be believed, hosts of this major sporting event can expect a one-off increase in GDP of between \$550 million and \$2.4 billion.

However AUT senior law lecturers Craig Dickson and Louise Longdin say these economic benefits are likely to have been wildly exaggerated.

"Don't get me wrong...I am all for New Zealand hosting the Rugby World Cup," says Dickson. "I just don't believe the reasons for doing so can be financial.

"We know it will increase our international visibility, be a tremendous source of entertainment for our nation and a great opportunity to show off our sporting talent. But it's not going to make us rich."

In their research on special interest laws, Dickson and Longdin (2011) suggest marketing restrictions imposed by the Major Events Management Act 2007 (MEMA) will undoubtedly affect the overall economic gain.

"The MEMA enables a few major event organisers to impose restrictions on the wider marketplace, on the basis that it will benefit the public at large," says Dickson. "However this allows sponsors and organisers to make a profit at the expense of other market players in a similar way to the exclusive trade privileges dating back to the 17th century. The MEMA is designed to protect against ambush marketing and free riding; but it can also

*Turn to page 2*



## Rain fails to dampen success of big sleepout

**THIS MONTH'S** Lifewise Big Sleepout was a huge success, with over \$105,000 raised to tackle homelessness in New Zealand.

Threatening black rain clouds ominously welcomed the 75 business and community leaders as they arrived at AUT's Hikuwai Plaza on the City campus for a night out in the cold.

By 9pm the plaza was crowded with sleeping bags and cardboard mats

as participants took shelter from the intermittent rain showers and gusty wind.

The purpose of the Lifewise Big Sleepout is to raise awareness and funds to help tackle homelessness in New Zealand. In addition to hosting the event, a number of AUT staff participated and slept rough for the night, including Vice-Chancellor Derek McCormack.

Lifewise general manager John McCarthy was pleased with the event.

"I would like to thank AUT for hosting this year's successful event. I look forward to working constructively with them in the future towards our goal of eradicating homelessness in Auckland by 2020."

AUT has a longstanding relationship with Lifewise, dating back to when the university approached what was then the Methodist Mission to find a solution to people sleeping rough on the City campus.

## LETTER FROM THE VC



**IT IS GREAT** to welcome students back for the start of semester two. Hopefully they are returning refreshed and ready to start the new semester with vigour. This semester will no doubt be another challenging and exciting one and I am looking forward to it.

Earlier this month we welcomed Prime Minister John Key to our Manukau campus, where he met with AUT staff, business and community leaders and some of our students. He came for an update on the progress of the campus since it opened in March 2010 and I think he was impressed. Our Manukau campus represents our commitment to the Counties Manukau community and our desire to help advance the aspirations of a community under-represented in university education. Our goal is to develop the Manukau campus to support over 5,000 equivalent full-time students by 2020. We are well into this journey and I look forward to keeping you updated on progress.

On Thursday 7 July, I, along with other AUT staff members and community and business leaders, slept rough for a night in AUT's Hikuwai Plaza. It was part of the Lifewise Big Sleepout, an event that aims to raise the profile of homelessness and, in so doing, raise money for the Lifewise Trust, whose aim is to eliminate homelessness in Auckland by 2020. The rain, thunder and cold wind really drove home the reality faced by over 100 Aucklanders who sleep rough in the CBD every night. The event raised over \$105,000 for Lifewise and I would like to thank all of you who donated money, time, or effort to support it. AUT is proud to partner with Lifewise and we look forward to continuing the relationship to help eliminate homelessness from our community.

*Derek McCormack*

## Rugby world cup – is it really worth it?

*From page 1*

be argued that it revives practices that were once deemed as irrespectively detrimental to overall public interest.”

Critics argue that there are too many intangibles to be able to know how much money will be accrued by the Rugby World Cup, and that much of the money spent on hosting the games is money that would have been spent regardless, such as the redevelopment of Eden Park and the new Dunedin stadium. But Dickson and Longdin claim it is almost certain that the greatest bulk of revenue streams will still end up flowing overseas.

“Much of the money that is to be generated, including the sale of merchandise and advertising, won't remain here in New Zealand. It will be heading offshore to Dublin where the IRB has its headquarters.”

Rather than the anticipated \$550 million plus gain, Dickson and Longdin suggest the figure could be significantly less.

“The Rugby World Cup will generate increased tourist spending, although by one considered estimate this is likely to be in the region of \$100-\$150 million, considerably less than the estimated \$1.2 billion used to justify



the New Zealand bid for the event.

“Even if we did see the minimum increase in GDP as suggested by the IRB, a sum of \$550 million dollars, this does not appeal as a justifiable return on over \$507 million of public money already dedicated to the event, with more yet to be allocated and spent.

“The public benefit rationale that informs much of the validation for injecting public funds into the hosting of major events such as the Rugby World Cup is therefore highly questionable.”

## Online resource partnership a success

**NEW ZEALAND'S** third official language has become more accessible with the launch of the Online Multimedia Dictionary of New Zealand Sign Language (<http://nzsl.vuw.ac.nz>) in a partnership between Victoria University, AUT University, the Kelston and van Asch Deaf Education Centres, and Deaf Aotearoa New Zealand. The dictionary was launched at the end of June and is a resource for deaf people, their families, professionals, learners and teachers of NZSL. It will be available as a reference tool to a wide range of people in New Zealand and overseas.

Lynette Pivac, a lecturer from AUT's School of Languages, was a

further source of NZSL expertise and contributed to the project during the quality assurance process, bringing a fresh set of eyes to checking details of video material.

Victoria University's Deaf Studies Research Unit produced the first dictionary of New Zealand Sign Language (NZSL) in 1997 and has now created an online dictionary with about 4,000 NZSL signs, accompanied by line drawings and video clips to show how to produce each sign and how the signs are used in context.

The project is funded by the Tertiary Education Commission Encouraging Innovation Fund.

## Testing won't guarantee safety of our foods from killer bacteria

**RENEWED GLOBAL** warnings over food safety have been issued after the ongoing spread of the *E. coli* outbreak, with recent deaths reported in France, Sweden, America and Germany.

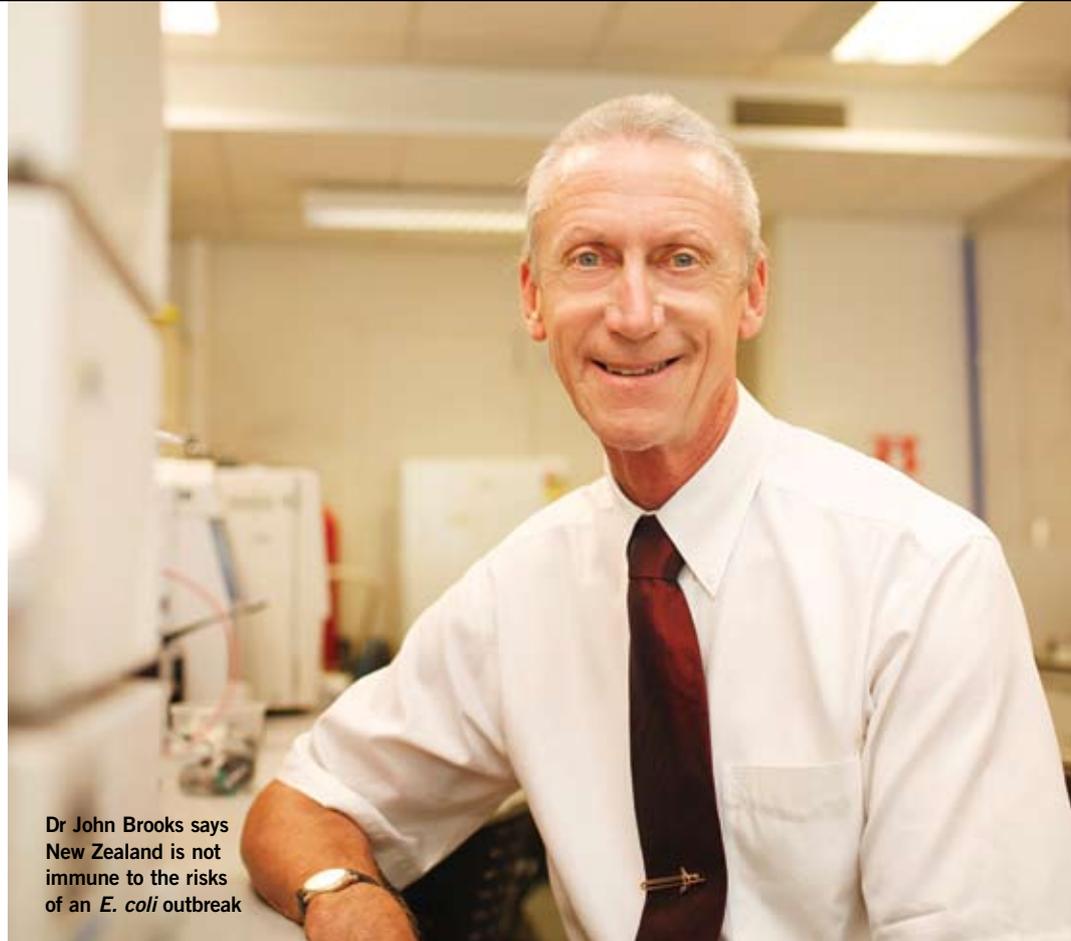
To date, the outbreak of *Escherichia coli* O104:H4 has spread to 18 countries and killed almost 50 people. And while we aren't immediately in harm's way, professor of food microbiology at AUT University Dr John Brooks says New Zealand consumers are not entirely immune from the spread.

"The outbreak of *E. coli* food poisoning – centred in Germany – is one of the worst outbreaks on record and certainly one of the most deadly. Our modern food supply chains are extremely complex. Foods are sourced from all over the world, so finding the source of this outbreak as quickly as possible was imperative," says Brooks.

Brooks (right), director of AUT's Food Science Research Centre, addressed the New Zealand Institute of Food Science and Technology conference in Rotorua recently, where New Zealand food producers discussed the implications of expanding testing requirements.

"The continuing outbreak of the *E. coli* O104:H4 infection in Europe – with very high rates of kidney damage and death – is a wake-up call for food producers everywhere. I believe we are seeing evolution in action. A normally benign bacterium has become a killer. However, that said, imposing increased mandatory testing will not assure the safety of foods."

*E. coli* is a normal inhabitant found in the guts of humans and animals. The strain of *E. coli* O104:H4 found in the European outbreak is a more virulent strain that has picked up extra genes. This has acquired the ability to produce



**Dr John Brooks says New Zealand is not immune to the risks of an *E. coli* outbreak**

cell toxins which can penetrate the cells of the gut and result in the potentially fatal Haemolytic Uraemic Syndrome (HUS), causing serious diarrhoea, kidney damage and ultimately death – as in the 44 cases in Germany.

Brooks says the frequency of HUS in this outbreak is much higher than usually observed, with over 3,800 cases of infection, resulting in an unprecedented 865-plus cases of HUS.

A number of countries have now banned the import of vegetables from the European Union. Russia recently introduced a ban on meat and milk products from over 300 German companies, following concerns about *E. coli*.

Tracking down the source of infection through epidemiological investigations may have a success rate as low as 33 percent, says Brooks. "This shows how difficult it is to pinpoint the source of an outbreak of food poisoning in our highly integrated and widespread food supply chain. At times like this we often hear calls for increased testing of products before they are released onto the market.

"For a number of reasons, microbiological testing to assure safety of food is just not feasible. Testing is expensive and time consuming. In some cases, the testing period exceeds the shelf life of the product. Ultimately, testing for *E. coli* O157:H7 would not have picked up the German strain."

Brooks says the concern for New Zealand meat exporters now is that our trading partners, particularly the US, will demand testing for these pathogenic strains of *E. coli*.

"Regulators must be strong in the coming months; microbiological testing gives only a retrospective view and imposing increased mandatory testing will not assure the safety of foods.

"The only way we can ensure the safety of our food supply is to introduce controlled lethal steps in processing, such as heating or irradiation, or to put in place rigorous control of every potentially hazardous ingredient, process step, processing facility and distribution chain. This is particularly important with high risk products such as sprouts."

## Vice-Chancellor's Awards for Excellence in Teaching

**EIGHT AUT** staff members have been recognised in this year's Vice-Chancellor's Awards for Excellence in Teaching.

Academic staff members from across three different faculties were celebrated at the ceremony. They were Rouxelle de Villiers (Faculty of Business and Law), Lexie Matheson, Dr Sharyn Graham-Davies and Jeanie Benson (Faculty of Applied Humanities) and Dr David Robie, Dr Andy Connor, Monique Redmond and Dr Roy Nates (Faculty of Design and Creative Technologies).

Matheson, de Villiers, Dr Robie and Dr Nates were each given an award for excellence in teaching while Dr Connor, Dr Graham-Davies and Benson were highly commended and Redmond received a special recognition award.

Pro Vice-Chancellor of learning and teaching Associate Professor Pare Keiha said at the awards ceremony that the staff represented in the room were "the leaders in their field".

"Inspirational teachers are what make an inspirational, and indeed a great university."

Vice-Chancellor Derek McCormack says the process of being given an award starts as a nomination by a colleague or student and follows a process which includes a portfolio, video and presentation to a panel. He says the recipients of the awards are "excellent teachers that are inspiring, knowledgeable, enthusiastic, and innovative, with a commitment to their subject and an ability to stimulate learners' thought and interest".

### Rouxelle de Villiers Faculty of Business and Law

**SHE WAS ONCE** called the "best lecturer ever" by a student, and now Rouxelle de Villiers has been recognised by AUT, having received a Vice-Chancellor's Award for Excellence in Teaching. De Villiers is a marketing and management lecturer in the Centre for Business Interdisciplinary Studies (CBIS) and has been teaching at AUT since 2007.

"It was kind of unexpected; there are so many great teachers at AUT."

She had 26 years of business experience before starting to teach and was the CEO of a private consulting and

training company. "I love teaching. It's in my soul, I was born with it. It's a passion of mine and I want to see people excel."

She believes every one of her students has the potential to succeed at university, and that they just need someone to show them how.

"They usually surprise themselves with what they can do."

De Villiers says her teaching methods involve a lot of questions, plenty of simulations and visuals, whether that is posters or otherwise; she even made a poster as part of her presentation to the judging panel. She also uses online media, videos and DVDs to keep her students interested in learning.

"It is so important that we keep their attention and keep them engaged," she says. "Teaching is a partnership and a process that is an alliance between two parties. It is as much about learning as it is about teaching."

She was nominated by another staff member in the CBIS who called her "creative, engaging and eminently practical".



### Andy Connor Faculty of Design and Creative Technologies

**COMPUTER AND** information sciences might not have been his degree, but senior lecturer Andy Connor sure can teach it.

Connor, who is a mechanical engineer by training, was highly commended at the Vice-Chancellor's Awards for Excellence in Teaching earlier this month after being nominated by a student.

He is the programme leader for the Bachelor of Computer and Information Sciences in the School of Computing and Mathematical Sciences.

"One of the reasons I teach is based on a belief that we need to empower our students and prepare them for future employment," says Connor.

He began teaching at AUT in 2003 after first being appointed as a senior research fellow in the Software Engineering Research Lab.

"A lot of how I've ended up teaching has been driven by how I wouldn't want to be taught.

"I encourage students to have the confidence to present their answer; there is not only one answer to a question."

Learning to become a scuba-diving instructor has also helped drive Connor to be the kind of teacher he is now.

"I'm not prepared to compromise... the impact of not teaching properly is huge [in that field].

"Learning to dive changed how I teach at university. I don't think there's any excuse to have a different attitude for someone learning computer science."

This is not the first time Connor has been nominated for a teaching award either. In 2008 he was in the running for the AuSM 'Awesome' Lecturer Award.

"The nicest bit is the student taking the time to nominate me in the first place."

## Sharyn Graham-Davies and Jeanie Benson Faculty of Applied Humanities

**ALTHOUGH THEY** say the only gifts they have ever received as lecturers are a bookmark and some orange juice, Dr Sharyn Graham-Davies and Jeanie Benson do not think they are bad teachers, and neither did the panel of judges who awarded the Vice-Chancellor's Awards for Excellence in Teaching.

Benson and Graham-Davies, from the School of Social Sciences, were nominated as a teaching team by students on their undergraduate paper, applied media ethics, and were awarded a highly commended by the panel.

"We love learning and have a passion for the subject," they said.

Graham-Davies says it was lovely to have formal recognition for the work they

have done together, and admits without Benson she may not have continued on with the application process as she had been preparing for a trip to Indonesia where she will be based for the next six months.

She says she works hard to make the theories covered throughout the

course of the paper relevant and interesting for the students, and both she and Benson use different multimedia channels to keep students engaged.

"Both of us are quite interactive people."

She says student feedback has shown her that students find Benson "really funny and humourous" and that she "encourages students to have different opinions and views".

Graham-Davies says the application she and Benson put forward to the panel reflected the fun they have in their classes and the importance that they place on students engaging with the theories.

"My philosophy is about learning together with plenty of discussion."



Jeanie Benson



Sharyn Graham-Davies

## Lexie Matheson Faculty of Applied Humanities

**PARTICIPANT** learning and an open door policy has seen programme leader, event management and senior lecturer in event management Lexie Matheson awarded a Vice-Chancellor's Award for Excellence in Teaching.

Matheson is no stranger to awards for teaching, having been nominated twice for AuSM 'Awesome' lecturer awards and having received her faculty's Excellence in Teaching Award, but she says this was exciting.

"It's a real honour that I have been nominated and then actually achieved it."

She has been working at AUT since the beginning of 2006 in the School of Hospitality and Tourism, having relocated from across the road after working as the business manager at the Maidment Theatre at the University of Auckland.

Matheson started her teaching career as

a primary school teacher in Christchurch, was a deputy principal and then a principal before moving into the world of acting, directing and writing for more than 30 years.

And she says this has definitely influenced her teaching.

"Because I'm an actor there is an entertainment value. Learning should be fun."

Since working at AUT, Matheson has developed the Bachelor of Arts event management major and it was students on this programme that nominated her for the award.

"I was nominated by students, partly



because of the innovative way we've put the programme together, but what they are particularly happy with is the nature of the course."

Her teaching style is all about interaction, and Matheson says it is not about teaching, instead it is about learning.

"I remove power structures. The learning that happens...that learning is a mutual thing."

Although she says the process of being nominated was a long one, it has made her reflect on her teaching which she now says she will use to better her teaching even more.

"I've got a real springboard to work from."

## Vice-Chancellor's Awards for Excellence in Teaching

### Monique Redmond Faculty of Design and Creative Technologies

**TO BE AWARDED** a special recognition award straight from the Vice-Chancellor was humbling for visual arts programme leader Monique Redmond.

Redmond, who lectures in the School of Art and Design, was put forward for the Vice-Chancellor's Awards for Excellence in Teaching and got through to the next stage, but had to withdraw for personal reasons.

However Vice-Chancellor Derek McCormack wanted her to be recognised anyway for her contribution to the teaching strength in undergraduate and postgraduate programmes.

Redmond has a Bachelor and Master of Fine Arts and has been secondary school-level trained, but has always taught at the tertiary level.

She says the team of people she works with at AUT are very important to her and her teaching. "I feel really lucky to have an amazing group of colleagues

around me. It's been fantastic to spend 20 years together in a team."

This was made even more special by her nomination being from a colleague.

"It was amazing to have the people around you say 'we really like what you do.'"

She says being given a special recognition award from the Vice-Chancellor exemplifies his support of the visual arts and she called the honour "amazing".

She says her students tell her as a lecturer she is always available, which is something she says is important.

"I make sure I can be there and support them in any way needed. There's a collaborative relationship between me and my students.

"My aim is to be critical but generous. I want them to think and challenge themselves and engage."

Redmond says ambition is important, and it is part of her general teaching philosophy.



"The students are the ones that become the new generation in the art world.

"I want them to have an environment that they can feel confident to lead the way in."



### Roy Nates Faculty of Design and Creative Technologies

**DR ROY NATES** has taught 15 papers, 59 classes and received feedback from 1,117 students over his 16 years at AUT. All of which contributed to him receiving a Vice-Chancellor's Award for Excellence in Teaching. Dr Nates is the head of mechanical engineering and was nominated by the head of the School of Engineering, John Raine.

"He nominated me based on my teaching record," says Nates. "Over the 16 years I've been here I've always had my teaching evaluated."

Over that time period 97 percent of students rated him a 4/5 or a 5/5 for his overall teaching excellence.

He says he has a teaching philosophy and values he always strives to uphold including respect, diligence, quality and responsibility. He also has a passion for what he teaches.

"I enjoy the profession and I enjoy

engineering. I like predicting things and figuring out how things should be to make them work and I want to share that with people."

Sharing with people and facilitated learning are part of Nates' philosophy.

"My constant urging of the students to speak is seen in the shirt the students presented to me with the inscription of my repetitive line 'all right folks, talk to me'," he says.

He was "over the moon" when he found out he had been chosen to receive one of the awards and he is no stranger to being nominated for his teaching skills. While Nates was lecturing at the University of Cape Town, he was honoured with a distinguished teaching award in 1994 and while here at AUT he was nominated for an AuSM 'Awesome' lecturer award for excellence in teaching in 2007.

## David Robie Faculty of Design and Creative Technologies

**A SELF-CONFESSED** challenging and innovative teaching style has seen Dr David Robie, associate professor and director of AUT's Pacific Media Centre, honoured with a Vice-Chancellor's Award for Excellence in Teaching.

Robie, from the School of Communication Studies, has been working at AUT for eight years after being a journalist for 30 years, much of it working in the Asia-Pacific region and acting as head of two journalism programmes in the Pacific.

He says using methods such as problem-based learning, designed to extend students as much as possible, is key to his teaching.

"We have a global crisis in journalism in terms of professionalism and credibility, particularly in Western countries," he says. "I am committed to students rediscovering the traditional values of the Fourth Estate in the digital age and striving for truth, fairness



and balance, and a lot of courage."

Robie says it was a very challenging yet rewarding process to look back at his time as a journalism educator.

"Some people see journalism education as being part of disciplines such as literature or creative writing. I don't. I see journalism education as being part of politics or governance, the watchdog on

abuses of power and for justice and human rights. Quality language skills and writing are among the critical tools needed on the way. But writing skills also need to be matched with the skills of critical thinking."

He credits his award to the enthusiasm and insight of the students and colleagues in his support crew.

"They had a fresh view of my teaching style and approach that I had perhaps taken in my stride for a while."

Robie did a masters degree in journalism at the University of Technology, Sydney, and a doctorate in history/politics at the University of the South Pacific.

Among his developments at AUT have been the establishment of the Pacific Scoop and PMC Online media, research and education websites.

Robie previously won NZ's Media Peace Prize in 1985 for his reportage of the Rainbow Warrior bombing and humanitarian voyage.

## Prime Minister visits Manukau campus

**RT HON JOHN KEY** visited AUT University's Manukau campus earlier this month, meeting with students, community and industry leaders, and receiving an update on progress with the campus since attending its opening in March last year.

While meeting with students studying at the campus and high school students enrolled in AUT's Prefect Training Programme (PTP), the Prime Minister encouraged them to embrace all the opportunities that came their way and to strive for success. "We need you to succeed. You are the role models. The new leaders of New Zealand are you guys."

He added that success was not about aptitude but attitude. "Learn from your failures. See them as temporary blips along the way. This is an exciting time to be a young person in New Zealand. Whereas in the past we used to be disconnected and remote, the environment is much more global now, with opportunities that we never had before."

After the event, Stephanie Devere of the PTP said, "meeting the PM was so exciting. Being in a leadership programme, it was cool to be able to meet the 'ultimate' leader".

The Prime Minister also spent time with leaders of the local community, including Peter Cordtz, chief executive of the Pacific BusinessTrust, Hannah Sellars, manager of Youthline Manukau, and Hinurewa Te Hau, director of the Matatau Māori

Business Centre, who spoke of their partnerships with AUT locally.

AUT opened the Manukau campus in 2010. The campus currently offers undergraduate degrees in business, computer and information sciences, education, health sciences, and sports management and science, as well as postgraduate study and research. It is anticipated that by 2020 the campus will be home to over 5,000 students.



PHOTO: ALYSON YOUNG

## Heritage becomes muse for fashion graduates

TWO AUT fashion graduates, both inspired by their heritage, have come up trumps at the 2011 Miromoda Māori fashion design awards. AUT graduate Adrienne Whitewood from Rotorua not only won the established designer section, but was also named the overall winner. This will see her under the mentorship of Sydney-based Miromoda co-founder, Rex Turnbull and guided in fashion business by Jack Yan, publishing editor of international fashion magazine *Lucire*.

"I'm trying to obviously get my label out there. Now I'm hoping to go to Fashion Week to look for a buyer," says Whitewood (pictured third from left).

Whitewood's three-piece collection was called *Te Aho Tapu, The Sacred Thread*. She says her inspiration came from looking at Māori history and seeing the value they placed on clothes. Executive officer at Fashion Industry New Zealand Mapihi Opai says, "It's always a challenge to draw inspiration from a traditional indigenous source and create contemporary garments

that appeal to a fashion audience, but Adrienne succeeded in doing that.

"Adrienne Whitewood is a rising talent and a name to watch in the future."

Other aspects of Whitewood's prize include a ticket to attend Australian Fashion Week, the chance to be part of a show at New Zealand Fashion Week and part of the REAL New Zealand festival that runs alongside the 2011 Rugby World Cup.

"I'm just so excited. I know this is going to be an awesome opportunity."

Tara Warren, another graduate who is living in Brisbane, was the first international entrant to compete in the awards and won the emerging designer section.

Her knitted menswear collection was called *Childhood Memories* and, according to event organisers, all five male models commented they would 'easily' wear the knitted pants and comfortable fitting tops with matching cardigans.

"The design concept for my range is mainly inspired by tukutuku panels which



can be found in marae. I love the look and texture of them and wanted to incorporate them into my collection. I was also inspired by the men working on the marae."

She says entering the Miromoda Awards was a great step for her career.

"I've been struggling to get into the fashion industry and missed being around creative, inspiring people. I was also excited to be working with Māori designers. I saw some really beautiful designs from the competition."



**AUT student Andy Hsu was the only competitor to receive a gold in the 2011 Toque d'Or competition for front of house**

## AUT serves up gold

**AUT'S** Training Team of the Year took out gold for the third consecutive year at the recent National Culinary Fare.

Competing for AUT this year was Diploma in Culinary Arts (DCA) students Damien Molloy and Gabriella Amesbury in the kitchen and Hanna Stockwell for front of house.

The Culinary Fare, held at the ASB Showgrounds each year, comprises some 75 competitions in both the kitchen and restaurant. It provides a platform for hospitality participants to match themselves against their counterparts and compete for prestigious industry awards. With up to 1,000 competitors, the three days of

competition is believed to be the world's largest annual hot kitchen competition.

Other awards this year included:

- A silver for Toque d'Or competitors Amy Barrowclough and Ron Raemaekers – both DCA students – in the kitchen.
- The only gold in the 2011 Toque d'Or competition for front of house was awarded to teammate and Bachelor of International Hospitality Management (BIHM) student Andy Hsu.
- Gold for the open class Pastry Team of the Year Moana Kastler (BIHM) and William Ma (DCA).
- Lyle Robertson (DCA) took the overall prize in the open NZ Shellfish Main.