

JUNE 2009

INSIDE | AUT

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

Exchanging ideas with a superpower

AUT UNIVERSITY will be exchanging ideas and research with the world's next superpower, thanks to a partnership with a prestigious Chinese education centre.

The China Executive Leadership Academy Pudong (CELAP) has established a significant relationship with AUT University, now in the process of being formalised into a five-year working agreement.

The agreement will see the two parties work together on research, education and training, as well as joint publications. Areas covered in the agreement include public and social policy, environmental protection and agriculture, rural and urban development, and economic cooperation including trade.

AUT was introduced to CELAP – a government funded national institution that trains high level leaders from government and the business community – when AUT Pro Vice Chancellor (Research and Development), Professor Ian Shirley, was invited by CELAP to speak to the Director Generals of China.

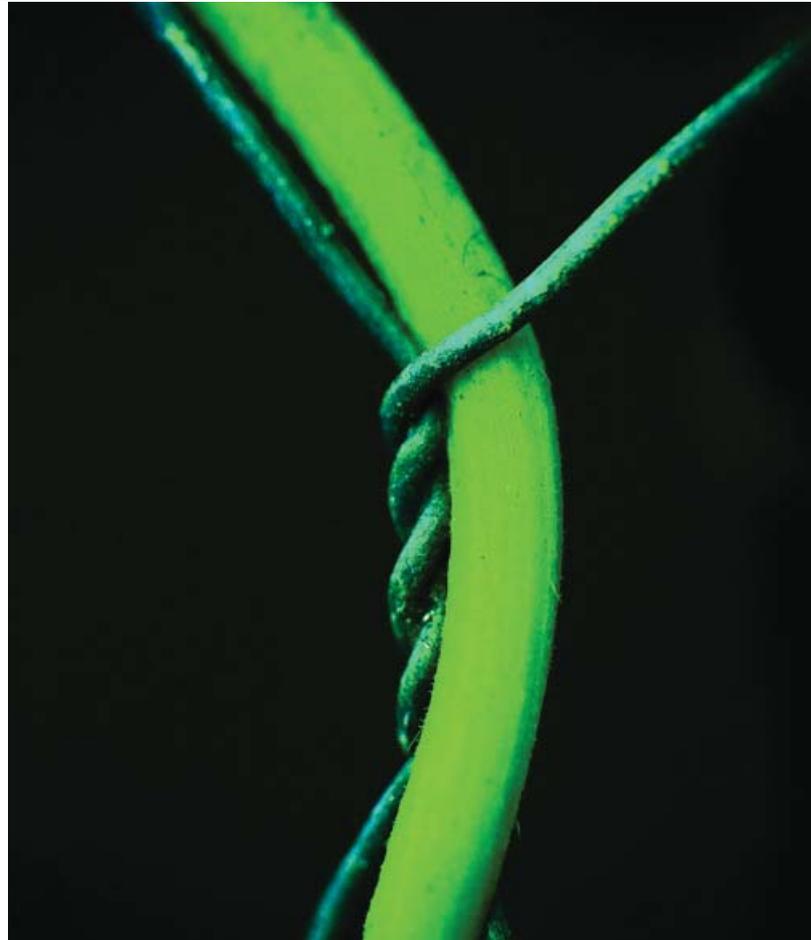
From there, AUT and CELAP went on to develop the Asia and Pacific Metropolitan Development Forum held in November 2008. The forum involved 16 research teams from across Asia and the Pacific.

Professor Shirley says the partnership is significant for AUT as it acknowledges AUT's 'track record' especially its research capability.

"It's a working relationship which has developed out of a mutual respect and understanding. They recognise that we can contribute to some really important projects with a high level of expertise as well as having the ability to work with others from different countries. At the same time AUT recognises how significant China is as a country and CELAP as an academy."

"In an environment where everyone wants to be working with China, AUT has a unique ongoing relationship with one of the most prestigious government organisations in China."

Professor Ian Shirley has been invited by CELAP to become an Adjunct Professor of the Academy and one of its international experts.



Inspired by inspiration

Over 100 photographic images were entered in AUT's tenth annual calendar art competition. The theme for the 2009/10 calendar is "inspiration". Five students had work selected for the calendar: Olivia Garelja (artwork pictured), Tati Tavares, Tany Caseanu, Gina Kindred and Sarah Parkes, earning prize money of \$600 per image.

More questions raised over the Super City

IT'S NOW recognised that cities rather than countries are the drivers of economic change."

The comment, from the Hon. Peter Salmon during his address at the Auckland Governance Conference last month, was one of many views put across at the event that raised just as many new questions as it answered.

The conference was organised by AUT's Institute of Public Policy (IPP)

and the Local Government Centre.

Local government officials from all over the country, business interests, academics and government policy officials all converged at AUT to thrash out issues surrounding the Royal Commission's report into Auckland's governance and the Government's subsequent response to it. Salmon, chair of the Royal Commission of Inquiry, talked about the process the

Commission went through and the fundamental things learned.

The question of separate Māori seats for the Auckland council was discussed as an important issue requiring government response.

Professor Robin Hambleton, a visiting academic from the UK who was involved with a similar restructure in London, encouraged all groups, big and small, to

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LETTER FROM THE VC



AUT IS AN active participant in debate and discussion on topical issues in Auckland, New Zealand, and internationally. Our academics are seen and heard regularly in the news media, providing highly relevant comment on everything from the effects of Influenza H1N1 on tourism, to the impacts of extended unemployment on mental and physical wellbeing.

Examples in this issue include AUT chairing and

hosting the Auckland Governance Conference, led by our Institute of Public Policy (IPP) and Local Government Centre. This timely look at the 'super city' saw local government officials, business groups, academics and government policy-makers deconstruct the Royal Commission's report and the resulting implications. IPP has continued to promote robust debate on the issue in Auckland and national media as it follows the Government's response to the report.

We joined with the business world to confront the recession in May, when the newly established AUT Venture Fund sponsored the New Zealand Entrepreneurial Summit. The one-day event was the first of its kind in New Zealand and brought together 100 of the country's top entrepreneurs. The group's goal was to generate ideas to take the country's GDP to 0.02% of the global total. The top ideas tackled economic development, tourism and stronger resourcing streams for research and development.

Offshore, significant new research partnerships are being formed with China and Japan. Professor Ian Shirley has been invited to become an Adjunct Professor of a prestigious Chinese executive leadership academy, and AUT's KEDRI (Knowledge Engineering Discovery Research Institute) will work on ways to detect intrusions to Japan's internet traffic in conjunction with their National Institute of Information and Communications Technology.

And closer to home, AUT has been talking with the local communities we serve as we undertake the Manukau Campus consultation process. The consultation aims to help determine the priorities for academic programmes and delivery modes at Manukau, and to engage with the community in relation to their needs and expectations of a university campus.

By the time this issue goes to press the formal consultation phase will be complete, and while all the feedback has yet to be collated, I am pleased to report that anecdotally the response has been overwhelmingly positive, particularly from secondary schools in the Counties Manukau region – who look forward to working with AUT to provide exciting new tertiary pathways for their students.

Derek McCormack

More questions over Super City

From page 1

have their say and get their views across in this region-wide debate.

Hambleton offered a sense of hope with stories of small community groups effecting large changes to the process in London and the Government sitting up and listening.

"What is the Prime Minister's legacy going to be? He's going to be the man who got Auckland running or got it wrong," says Hambleton.

The day was chaired by AUT Council member, Lex Henry, who gave thoughtful insights after each speaker and often asked the hard questions.

"I don't believe we need to be a world-class city. What we want is a city area in which we are proud to live," were the chair's opening comments.

IPP has been leading public comment on the issue with appearances on the television news, radio interviews and comments in major newspapers. IPP will now follow the conference up with further seminars, communications and a blog site to provide a forum for public debate.

Minister closes NZ Entrepreneurial Summit

MINISTER of Commerce, the Hon. Simon Power officially closed the AUT-sponsored New Zealand Entrepreneurial Summit (NZES) in May and received the top ideas.

Submissions were sought from New Zealand's strongest entrepreneurs, including businesspeople, in-house entrepreneurs from large organisations and those at the helm of New Zealand SMEs.

Ideas were judged on three criteria: ability to enable positive national and regional growth; to attract private sector funding; and to be implemented within 18 months. The Summit board received more than 170 gutsy ideas for ownership by all New Zealanders that could be implemented throughout the country at local, central government or community levels.

Throughout the Summit, the top ideas were refined with the very best then presented to the Minister at the close of day.

Event coordinator and AUT Venture Fund benefactor, Just Water International CEO Tony Falkenstein believes the event was a real success.

"As entrepreneurs, business leaders and advisors, it's our job to deliver tangible ideas to stimulate growth and productivity," he said. "This event was about achieving economic growth; about a can-do attitude. The people involved added punch and brought their energy, pragmatism and sustainable value for the country to the floor."



Minister of Commerce Hon. Simon Power receives the top five ideas of the New Zealand Entrepreneurial Summit

KEDRI awarded funding for internet research

JAPAN'S National Institute of Information and Communications Technology (NICT) has given three years of funding to AUT researchers to find new ways of detecting internet intrusions.

Under the project AUT's KEDRI (Knowledge Engineering Discovery Research Institute), in the School of Computing and Mathematical Sciences, will receive total funding of approximately \$360,000.

The KEDRI research team comprising Professor Nikola Kasabov, Dr Shaoning Pang, Gary Chen and Kshitji Dhoble, are

developing novel brain-like computational analysis and modelling techniques for large streams of data to identify extraordinary situations and intrusions in Japan's internet data traffic.

NICT has already evaluated the first year of the project as being very successful after Professor Kasabov and Dr Pang visited Japan and gave presentations to NICT staff. The AUT researchers also visited a new technology park at the NAIIST (Nara Institute of Science and Technology). NAIIST is a postgraduate study institute with 5000 students studying



Prof. Kasabov (centre) visiting NICT in Japan

information sciences, biotechnology, neuroscience and nanotechnologies. NAIIST is interdisciplinary and similar in structure to KEDRI, although on a much larger scale.

BRIEFLY

TWO NEW Adjunct Professors have been appointed to the Faculty of Health and Environmental Sciences. Dr Johan Rosman is Chief Medical Officer at Waitemata DHB. He is a prominent medical leader/manager and specialist renal physician and also has a strong academic background that includes both MD and PhD degrees and multiple publications. He will advise on curriculum and workforce development issues and have teaching and research engagement in areas of his interest/expertise.

Professor Jill Thistlewaite is Professor of Clinical Education and Director of the Institute of Clinical Education at the University of Warwick. She retains direct professional involvement as a General Medical Practitioner. Her professional and academic focus is on health education and decision-making and inter-professional education and collaborative practice. She will be linked to our recently established Centre for Interprofessional Education and Collaborative Practice and have involvement in curriculum development, research and thesis supervision.

Homework keeps kids and parents healthy

A HOMEWORK programme that encourages children to be active and eat well at home is being trialled by AUT University as a new approach to addressing the prevalence of serious yet avoidable health disorders such as obesity and type II diabetes.

Dr Scott Duncan, from AUT's Centre for Physical Activity and Nutrition Research, says that physical activity and good nutrition in children are key priorities for New Zealand's health and education sectors.

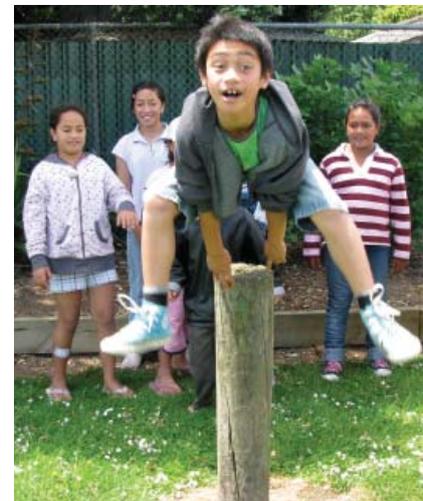
"While most health promotion interventions in young people focus on the school setting, evidence suggests that children are less active and have greater access to energy-dense foods outside of school," says Dr Duncan.

"Healthy Homework is a novel initiative that teaches children the benefits of being active and eating well as a family."

Funded by the Health Research Council, Healthy Homework takes the form of a six-week homework module accompanied by in-class teaching resources.

Each week the children must complete at least one of three physical activity options and one of three nutritional options given to them in their homework booklets.

Emphasis is placed on 'doing' by combining education elements with practical tasks such as active games, simple



exercises, and healthy cooking activities.

As with conventional homework, students are required to complete the allocated tasks and report back to their teacher.

Coloured wristbands are provided as incentives to those who complete their tasks each week and a final wrap-up session, where children get to talk about their favourite aspects of the Healthy Homework programme, brings the course to a close.

Four classes of children aged 9-10 years from Browns Bay School and Mangere Central School are participating in the pilot.



Author claims New Zealand Wars were avoidable

THE New Zealand Wars and the bloodshed that went with them could have been avoided. An AUT University history professor believes this to be the case and says the New Zealand Wars during the 1860s were unnecessary.

Professor Paul Moon (pictured), history professor and a Fellow of the Royal Historical Society at University College in London, is launching his acclaimed book *The Edges of Empires* which looks at the personalities and events of the 1850s and 1860s.

"The book traces events in the 1850s and shows that even as late as 1859, there were numerous opportunities for the Government and some Māori to avoid resorting to war," Professor Moon says.

Professor Moon is no stranger to shedding an alternative and sometimes controversial light over New Zealand history. In 2008 he published *This Horrid Practice: The myth and the reality of traditional Māori cannibalism* which drew both criticism and acclaim from a number of quarters. This year, in his new book,

he challenges the view that the 1850s were some kind of 'golden age' in New Zealand history.

"If anything, Māori and Pakeha were growing further apart during this decade, Māori land was beginning to be acquired illegally by the Government, and the country was hit hard by an economic depression," he says.

Used to delving into private and official records Professor Moon has used his analytical skills and nose for unearthing facts to conclude that the responsibility for the wars lay largely with the failure of both Māori and the Government of the time to understand what motivated each other.

"Māori were anxious to protect their land from efforts by the Crown to acquire it, and saw military defence as their only option. The Crown, for its part, continued to believe it could disregard Māori apprehension and hope that it would somehow fade away over time."

The book is available at Whitcoulls and Dymocks and is published by David Ling Publishing Ltd.

Claiming the right to speak

THERE are a number of factors that constrain the use of English in the wider social community outside of the ESOL classroom according to the research project being conducted by Kevin Roach and Annelies Roskvist, senior lecturers in the School of Languages and Social Sciences.

This research, funded through a Faculty of Applied Humanities Contestable Research Grant, examines one of the key findings made by a larger project which investigated pathways for English-as-an-additional-language (EAL) students. Seventy five percent of the 234 survey respondents (all refugees or permanent resident immigrants) reported they 'hardly ever or occasionally' used English outside the classroom.

Key findings from the research so far are that there is a lack of time for students to practise outside the classroom due to study or family commitments, English language use is limited to superficial service encounters, and that indifference or prejudice from the New Zealand public restrict opportunities for English language use and social interaction.

Roach says the implications are two-fold. "During in-class speaking practice, lecturers need to help the students to 'claim the right to speak' outside the classroom by providing opportunities for students to develop strategies for 'claiming space in ongoing talk'. So their teaching methods need to have a critical approach and take account of the students' experiences," he says.

Roach says that in the wider context, the lack of opportunity to use English outside the classroom restricts participation in the community, as outlined in the recent New Zealand Settlement Strategy, *A Future Together*, and suggested by its underlying notion of 'social cohesion'. "There is a need for a critical sociolinguistic framework in researching immigrant settlement outcomes, one that attempts to explain the relationship between the immigrant language learner and the social world and between the learner and the target language."

Work and Labour Institute appointment

DR JANE PARKER has been appointed programme manager for the New Zealand Work and Labour Market Institute (NZWALMI). Dr Parker joined AUT in February. In her role she will initiate and manage NZWALMI funding bids, raise the institute's profile as a leading Australasian resource for work and labour market research, and inform external organisations about the group's research projects and capabilities. Dr Parker gained her PhD in Industrial Relations from the University of Warwick in 2000. She holds a Master of Commerce and conjoint Bachelor of Commerce/Bachelor of Arts, and received the Fowlds Memorial Prize, from the University of Auckland.

Vice Chancellor's Awards for Excellence in Teaching

Making finance fun

'This lecturer is the best I've ever had. He makes me want to come to class.' *'This is the paper I never sleep in for!'*

These are just some of the comments from Senior Lecturer Ben Nemeschansky's students in the School of Hospitality and part of the reason why he has been awarded a Vice Chancellor's Award for Excellence in Teaching.

Nemeschansky (pictured) lectures in accounting and finance but has a firm



belief in making it fun and relevant for the hospitality industry. He says the most important thing for him is that his students want to come to his classes.

"I want my students to enjoy the classes and feel like they have learnt something that will be useful for them." Nemeschansky is adamant that real life examples from his time working in the hospitality industry are included in his classes. "I want students to be able to see how they can apply the theory they are learning to real life."

In addition to his most recent accolade, he also won the AuSM award for teaching excellence for the Applied Humanities faculty in 2007. AUT has also nominated Nemeschansky for the annual national Tertiary Teaching Excellence Awards, which recognise and encourage excellence in tertiary teaching.

"I like what I do and you have to have a passion for your work and know your topic and that has to come through when you teach. Students want to know that you've applied the theory in practice yourself."

Mentoring model earns award



Linda Ashley and Jennifer Nikolai

A STUDENT-centred teaching philosophy that emphasises the process of making, problem solving and self-reflection has earned senior lecturer Jennifer Nikolai a Vice Chancellor's award.

Dance lecturers Nikolai and Linda Ashley have both had their teaching styles recognised with a Vice Chancellor's Excellence in Teaching Award.

"Many students I teach will go on to become teachers themselves so in this cycle I also place emphasis on a mentorship model of facilitating tools that they apply to themselves as learner and teacher," says Nikolai.

"My position stems from my experience as a practising artist, a student of theatre and dance and a dance academic. I combine educational delivery models alongside contemporary art practice with my students."

Ashley says she works with her students with an eye to the future in terms of encouraging an independent, life-long approach to learning dance as applied to the 'real' world.

"I envisage learning as an ongoing journey of surprises. From within a learner-centred environment in the studio and classroom alike I encourage students to take an active role in their own learning." "It is not only important to honour each students' own dance experience, but also to challenge and broaden their notions of what dance 'is' and *how* we learn, through and about dance, integrating theory and practice."

Inspiring ethical passion

A DEEP LOVE of learning and a desire to encourage curiosity in others are two of the attributes of a great teacher, according to Vice Chancellor's Excellence in Teaching Award winner Peter McGhee (pictured).

The Business School lecturer in business ethics has taught in the faculty for over 10 years and has shown a passion and desire for teaching and sharing knowledge.

"I totally believe in what I am teaching. I think that my students, who will be entering the most pervasive and powerful institution on the face of this earth, can actually make a difference. We all have the capacity within us to change the world in which we live," says McGhee.

The award recognises McGhee's commitment and enthusiastic approach to



developing students' learning skills, by exploring innovative ways to engage students and foster interactive student-centred learning practices.

"Until a student understands how ethics impacts on themselves and their loved ones, until they personalise ethics, there is only going to be surface learning. Making it real for

them is the key to ensuring they really take it in," says McGhee.

"Education, as well as being transformative, should also be humanising. It should be about reflection and action upon the world in order to transform it."

McGhee is currently enrolled in a PhD at the University of Auckland exploring the relationship between workplace spirituality and ethical decision-making.

SPOTLIGHT ON

Nga Whānau Māori ki Horotiu –The AUT Māori Staff Network

The AUT Māori staff network

IN THIS EDITION of “spotlight on” we feature Nga Whānau Māori ki Horotiu; the Māori staff network at AUT. The group, which is made up of allied and academic Māori staff members from both campuses, has been a fixture of AUT for a number of years. The group’s kaupapa (purpose) is to provide a safe and supportive environment for AUT Māori staff to meet, awahi (assist) and tautoko (support), in ways that are consistent with tikanga Māori.

Colleen Leauanae, or ‘madam chur’ as she is affectionately known by Māori staff across the university, has been chair of the Māori staff network for three years and with her dynamic partner Michelle Robin (Office of PVC Māori Advancement) assist to facilitate opportunities for Māori at AUT.

Leauanae says that the network is a great way to connect with other Māori staff members at AUT.

“The Māori staff network provides a forum to enjoy diverse social opportunities, strengthen networks, and to enhance cultural life and social experiences. It allows staff to celebrate their identity as Māori with an annual programme of social and staff

development events.”

Events hosted by the group include the Celebrate dinner and the fiercely contested Māori and Pasifika staff sports challenge. “We lost last year and are keen to win the trophy back,” says Leauanae.

The group also supports key events in the calendar, including Matariki (Māori New Year) and Te Wiki O Te Reo (Māori Language Week).

The group stays connected and shares ideas by pānui (notices) and email lists known as ‘the kumara vine’. Kitea Tipuna, a member of Nga Whānau Māori ki Horotiu, says the kumara vine allows staff to keep abreast of Māori achievement and advancement. “The kumara vine is one of the best ways to keep our members in the loop. It helps us keep in touch with whānau from within AUT as well as whānau from across the sector, and supports the development of a strong Māori community at AUT.”

Māori staff members who would like to be involved can contact Colleen Leauanae (Chair) or Michelle Robin (Secretary and Treasurer) for more information.



One of the Māori staff network teams at a past sports challenge

Celebrate ‘09

HE MIHI tenei no Nga Whānau Māori ki Horotiu, nga mihi nui te aroha ki a koutou te whānau whānui o Te Wānanga Aronui O Tamaki Makaurau.

The highlight of the network’s events calendar is the Celebrate dinner. The annual event was recently held on April 1, and celebrates Māori achievement, advancement and success at AUT.

The dinner was well attended, with the recently-refurbished Piko restaurant (formerly Truffles) full to capacity. The event gave staff the chance to network, catch-up with old friends and meet new Māori staff, and of course enjoy the great food.

The event is a good reminder and acknowledgement of the many successes achieved by Māori staff at the university and gives the network the opportunity to congratulate staff as well as be inspired by amazing and successful AUT Māori whānau.

Co-organiser of the event Colleen Leauanae says thanks must go out to many people for making the event happen.

“Thanks certainly must go to members of the Executive Management Team who supported the evening. These opportunities for Māori staff to be as a whānau would not be possible without the support of the university and we thank John Williams for his continued support. It’s great when our staff are able to meet EMT members for the first time, and our thanks also go out to Rob Allen, Vivien Bridgwater and Pare Keiha.”

Leauanae says, “Apologies also for April fools pranks.”

No reira, Ma te Ariki hei manaaki hei tiaki i a koutou katoa.

ASK AN EXPERT Peter Heslop, manager of AUT's Textile and Design Lab, explains how its cutting-edge technology is helping forge links between the university and key industry players

Why was the Textile and Design Lab (T+DL) established?

The Textile and Design Lab was opened in November 2006 to support our students and industry partners by enabling them to access state-of-the-art CAD systems, whole garment knitting technology and digital textile printing. The lab helps to build capability within the New Zealand textile and apparel sectors and helps foster collaboration between industry, students and researchers.

What technologies are available through the T+DL and how do they work?

We have four Shima Seiki SDS One CAD systems that house design and programming software for our two whole

garment (seamless) knitting machines. The digital textile printing system is somewhat like an oversized desk-top inkjet printer but uses dyes that work with fabrics and made-up garments.

What can be done with the technologies?

Unlike conventional knitting whereby panels are cut and then sewn together, our whole garment machines knit the entire garment in one process.

The digital printing technology is ideal for printing one-off pieces, doing product development work and even small-scale production runs. The degree of detail that can be achieved, the ability to incorporate limitless colours into a single design, and the range of materials that we can print on make this a great

resource for AUT and its students.

Who has the T+DL worked with to date?

The number of students wanting to access the T+DL has grown significantly since we started a little over two years ago. More importantly, there has been an improvement in the quality of the work that they have designed in relation to both knitwear, print and combinations of both.

On the commercial side, we have had a constant stream of activity from both emerging designers to more established labels like Karen Walker, Kate Sylvester, Sharon Ng, Lonely Hearts Club and Icebreaker. We have also been involved in a R&D project with Zephyr Technology using conductive yarns for the development of a knitted garment that will enable the wearer's heart rate to be monitored.

BRIEFLY

Law School

Professor of Law, Dr Louise Longdin has been sponsored by Cambridge's Professor William Cornish and Dr Uma Suthersanan from Queen Mary College in London to become New Zealand's first individual member of the Association Littéraire et Artistique Internationale (ALAI) based in France. As such, she has been invited to participate in its 20th Annual Congress '300 years of British Copyright: From 1710 to Cyberspace' being held in London in June.

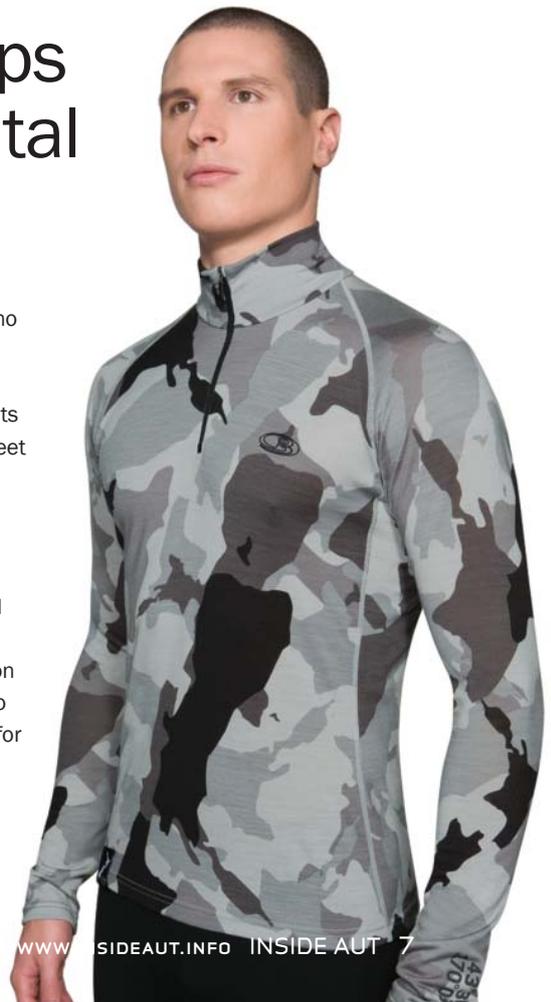
In addition, Professor Longdin has had her article 'Public Law Solutions to Private Law Problems: Major Event Regulation Subverts Intellectual Property's Internal Balance' accepted for the Journal of Intellectual Property Law and Practice, a peer reviewed journal published by Oxford University Press.

Icebreaker reaps benefits of digital textile printing

ICONIC NZ outdoor label Icebreaker recently launched its first range of all over printed merino knit apparel, which the Textile and Design Laboratory helped to develop.

Icebreaker was quick to recognise the benefits and speed of digital printing, and in order to meet the deadline for their seasonal product review, approached the T+DL to produce a series of concept prints on their knitted merino fabric.

Icebreaker's product development director, Elisabeta Talvan, who is based in their Portland Design Office in Oregon, USA, commented that "the T+DL has been a success in its contribution to the NZ industry by keeping abreast of merino wool applications and being an open resource for companies like Icebreaker to utilise".



Microsoft Imagine Cup

TEAM AHUREI from AUT University impressed the judges of the 2009 Microsoft Imagine Cup national finals, taking away second place.

Team Ahurei members were Aakash Polra, a 2008 graduate of the Bachelor of Engineering Technology in Computer Systems Engineering, Jingwen Xiong, currently in the Bachelor of Mathematical Science Honours in Computer Science, and Vin Xuan, a 2008 graduate of the Bachelor of Mathematical Science in Computer Science.

The team devised a Fire Early Warning System (FEWS) using remote sensors made up of cheap off-the-shelf components, a single base-station, and alerts sent via text to mobile phones.

The system was designed to be deployed in bush fire hit regions around the world, easily and at low cost.

AUT's computer system engineering and computer science students have consistently placed in the top three since the competition began.

Lincoln University's Team Think took out first place with their solution to improve literacy rates using Microsoft TabletPC technology.



Fashion students respond to Yinka Shonibare exhibition

THE ART AND FASHION worlds collided recently when AUT fashion students showed designs they had created in response to the work of Yinka Shonibare. The students' work was displayed on models walking among the exhibits at the Auckland City Art Gallery.

"This has been a fun project for the students and they have found it stimulating to respond to artwork of such

a high calibre," said lecturer Andreas Mikellis from the School of Art and Design.

Shonibare is known for using a range of media including sculpture, photography and film to encourage debate about culture, identity and European colonialism.

The Yinka Shonibare exhibition was curated by Rachel Kent.

Giving young athletes the best chance at success

IMPROVING running performance and reducing injuries in young elite athletes is the focus of a recently launched study by AUT University's Running Mechanics Clinic.

The study is in collaboration with the Millennium Institute of Sport and Health (MISH) and is investigating the effect an eight-week hip strengthening programme has on the running mechanics in young athletes aged 9-14 years, who participate in MISH's Long Term Athletic Development programme (LTAD).

AUT Running Mechanics Clinic Manager and researcher Kelly Sheerin says that overuse injuries are common in youth athletes and have been linked to faulty running mechanics.

"If mechanics are corrected early it is

likely young athletes will be less prone to suffering injuries and able to continue training and competing unimpeded," he says.

"Athletic development, in the long term, is more likely to be optimised and subsequent high performance achieved. This research has wide reaching benefits for our young athletes and future elite performers."

An initial movement screening was conducted on 10 LTAD athletes in 2008 and a high percentage presented with running mechanics which could be related to muscle dysfunction.

MISH's Cesar Maylan says: "If we can identify the problem areas now and correct them, we have a better chance of reducing the incidence of injury and increasing

sports involvement into adulthood."

The young athletes will have their running and jumping technique analysed in the Running Mechanics Clinic. New exercises that relate to problem areas will be integrated into their training programmes and delivered by their coaches. Eight weeks later they will be retested to ascertain the success rate.

"Previous, off-shore studies have shown that strengthening exercises can produce changes in step mechanics after only several weeks," says Sheerin.

If the simple eight-week hip strengthening programme can correct faulty running mechanics, coaches of young athletes around New Zealand will be encouraged to integrate this programme into their training.

Retailing major takes students from Queen Street to Paris

STUDENTS enrolled in AUT University's retailing major better not be late for class, or they might just miss the bus.

Six weeks into the first semester of the Business School's newest degree major, AUT's Bachelor of Business students have not only travelled the length and breadth of Auckland, but have studied retail examples from as far afield as Europe.

From local suburban malls to the high streets of London and Paris, retailing theory and practice is universal says Associate Professor of Retailing, Dr Andrew Parsons, and AUT's students need to be across it all.

"Our students are very motivated and have done huge amounts in just six weeks," he says.

"They've visited Westfield Albany, had a guided tour of Smith & Caughey's, including the basement areas that most didn't even know existed and where much of the 'behind-the-scenes' activity takes place. And they've visited Mangere Town Centre to work with the Manukau City Council on ideas for encouraging more community-oriented retail."

Parsons adds that students have designed their own hypothetical store and are about to create a real print or radio advertisement for the store they designed.

"It's a very hands on and personal study," he says. "Our students have observed and deconstructed the

storefront visual communications from a number of Queen Street stores and currently they're finishing up an analysis of their own shopping behaviour."

"On top of all that they have seen DVDs about Harrods, West Edmonton Mall, Chanel, and other retail activities around the world."

With four weeks of semester one remaining, AUT's retailing students can look forward to more of the same.

The Bachelor of Business retailing major curriculum was co-developed in partnership with New Zealand's largest retail organisations. Academic support has come from scholars at the University of Oxford and the University of Canterbury.

BRIEFLY Business School

Professor and Chair of Management, Dr Kate Kearins was invited as a business panellist for the first annual ProSPER.Net-Scopus Young Scientist Awards in Sustainable Development, at the United Nations University Institute for Advanced Studies, held in Bangkok this April.

A paper co-authored by AUT's former Professor and Chair of Economics, Dr Thomas Lange, senior economics lecturer Dr Gail Pacheco and Dr Vijay Shrotryia entitled 'Culture, Industrialisation and Multiple Domains of Employees' Job Satisfaction: A Case for HR Strategy Redesign in India' was accepted for publication in the International Journal of Human Resource Management. Included in the Social Science Citation Index, it is also listed by the Financial Times as one of the top 40 business and management journals in the world.

Dr Stephanie Roussouw's paper 'Measuring the Vulnerability of Sub national Regions in South Africa', co-authored with WA Naudé and M McGillivray was accepted for publication in Oxford Development Studies.

AUT student work earns praise from UK Foreign Secretary

A PROJECT by AUT digital media students made the finals of the Foreign Secretary's award in London.

The cartoon, designed to tell New Zealanders how to apply for their visas to Britain features an animated kiwi, which takes people through the application process. It was created by five students from AUT University's School of Communication Studies' digital media programme.

At the London awards ceremony in March, the Foreign Secretary praised the New Zealand entry saying it was an imaginative approach to the task of educating people in the visa process.

The High Commissioner, George Fergusson said the animated kiwi is critical to the continuing relationship with New Zealand where Britain is still the destination of choice for the great Kiwi OE.

"The latest figures on visa applications show there has been no slackening in the demand to go to Britain in spite of the world economic troubles."

The five students who designed the kiwi carried out their brief as part of their last year's studies in design and all

graduated with A marks.

AUT's project manager Iain Hamilton Gates says the animation was a success on all fronts. "It was also a hugely successful relationship between a diplomatic mission and a university."

To see the finalist go to: <http://ukinnewzealand.fco.gov.uk/en/visas/how-do-i-apply/kiwi-takes-big-trip>



A screen shot of the cartoon designed by AUT digital media students

Visit to AUT University from Fulbright Specialist Awardee – Dr Phil Gardner

AUT UNIVERSITY was fortunate to receive a visit from Dr Phil Gardner, the Director of the Collegiate Employment Research Institute at Michigan State University, USA. His primary research interests cover the transition from college to work, early career dynamics of young adults, the impact of co-curricular activities on career aspirations and achievement, and college labour markets. He is the editor of the Journal of Co-operative Education and Internships.

Dr Gardiner gave a presentation to approximately 25 people from across the University. Entitled “From student to employee – decision-making for the future”, his presentation discussed findings from a recent study of the decision-making by interns and co-op students as they contemplate offers from organisations. He identified challenges faced by universities in their role as talent developers in the post-economic turmoil.

His findings about the differences between the current generation of

graduates and post-war ‘baby boomers’ in terms of their attitudes and approach to work were fascinating and presented in a very entertaining way. Dr Gardner’s research had identified several segments of graduates with differing work aspirations and needs. These findings were discussed, along with the challenges that the retirement of baby boomers is creating for many industries and the resulting expectation that graduates will enter the workforce with capabilities previously expected of employees after some time in the workplace.

During the afternoon session there was discussion about some of the findings in more detail and the implications for AUT when preparing students for work and when liaising with workplaces.

Dr Gardner was in New Zealand as the recipient of a Fulbright Specialist Award. His visit to New Zealand was hosted by University of Waikato, supported by NZACE (New Zealand Association of Co-operative Education).



Dr Phil Gardner meeting informally with AUT University staff

Our thanks to Fulbright and to Richard Coll of Waikato University for making this visit to AUT University possible. Thanks also to Katharine Hoskyn for liaising with Richard Coll and NZACE and assisting with the organisation of the visit. If AUT staff know of visitors such as Dr Gardner visiting Auckland, please feel free to contact CEPD.

Funding for Learning and Teaching Research and Implementation Projects

AKO AOTEAROA (National Centre for Tertiary Teaching Excellence) has initiated a new round of funding for national projects that “support strategic initiatives to improve teaching and learning.” Projects must also fulfil four objectives: enhance educational outcomes for learners; contribute to the development of a more coherent knowledge base of effective teaching and learning in Aotearoa – New Zealand; promote collaboration across and within different parts of the tertiary education sector; and build research capability and capacity.

There are three funding streams (Research and Implementation Projects, Māori Initiative Projects, Pacific Peoples

Projects) and the typical level of funding will be \$100,000 for up to 18 months. For further information see <http://akoaotearoa.ac.nz/national-project-fund>.

Staff contemplating applications should make sure that they follow AUT University requirements and contact their faculty research office and also advise Neil Haigh if they wish to submit an application (CEPD, Extn 6833, nhaigh@aut.ac.nz). Ako Aotearoa is holding a workshop to assist with funding applications at AUT University on 2nd June, 10:00 (venue to be confirmed). Contact Nigel Field to register (nigel.field@aut.ac.nz or Extn 9750).

AUT is collaborating in two of the eight national projects funded in 2008:

Best practice in supervisor feedback to thesis writers in New Zealand universities.

Project Leader: Professor John Bitchener (AUT University).

Collaborating Organisations: AUT University, Unitec, University of Auckland.

Te Kawa Kumara – A pilot for the synchronous delivery of a common postgraduate programme in te reo Māori across multiple sites.

Project Leader: Professor Tania Ka'ai (AUT University)

Collaborating Organisations: AUT University, Christchurch Polytechnic Institute of Technology, Victoria University of Wellington.

Law School's inaugural professorial address

COPYRIGHT LAW creates winners and losers, says AUT University Dean of Law Professor Ian Eagles (pictured), and this May in his inaugural professorial address he discussed this and other legal challenges facing writers today.



In his paper 'Copyright and the Sequel: What Happens Next?' published in the *Theoretical Framework of Copyright Law*, Professor Eagles states that if it prospers, a sequel has the potential to rescue writers and film makers from "a life of financial uncertainty".

"For film studios and publishers sequels are the perfect vehicle for projecting today's literary and cinematic triumphs into tomorrow's profit streams," he writes. They do this by "converting the on-off viewer or reader into the devoted fan, eagerly awaiting the next slice of what it is hoped will be a continuing saga whose eventual end can be indefinitely deferred in the minds of its new devotees."

Professor Eagles says given the financial stakes involved it's scarcely surprising then that investors and owners might want to "cast the protective mantle of copyright over the whole series before it is played out."

In his address, Professor Eagles cited pop culture examples such as Edgar Rice Burrow's *Tarzan of the Apes*' sequel the autobiography *Me Cheeta* "written" by Cheeta the ape, and the Harry Potter series which prompted unauthorised online and print sequel activity which infringed publisher and film maker copyright.

Salad business case grabs international award

ANALYSIS of a Wellington-based salad bar company has seen AUT University's Dr Kate Kearins and Dr Helen Tregidga awarded third place at the prestigious Oikos Sustainability Case Writing Competition.

The international competition promotes the development of new, high-quality case studies of real-world businesses working in the field of sustainability management and strategy.

Analysis of Kapai New Zealand, developed with University of Waikato's Dr Eva Collins, focussed on how two young entrepreneurs went about growing a small business while retaining a New Zealand identity, a social consciousness, and an environmental awareness.

Kapai cofounders Justin Lester and James Irvine came back from a stint overseas with the aim of establishing their business as a leading nationwide retailer of healthy fast food at an affordable price. The produce is all locally sourced as far as possible.

"The name kapai says it all," says Lester. "We hope that if people eat healthy food presented by a business that really has their and the country's interests at heart, then everything will be kapai. In this way we aim to contribute positively to the local community and economy."

Their first store opened in Wellington in 2006, with another store opening less than a year later and a third now in Lower Hutt.



Salad with a social conscience

"To grow the businesses, they chose to franchise but this raised the question 'could they achieve growth through franchising and maintain their businesses environmental and social sustainability?'. Whatever they did needed to be good for business but reflect their business principles," says Professor Kearins.

Dr Tregidga says despite being one of this century's most fundamental talking points, there is little research and even fewer current teaching materials in the area of ecopreneurship.

"Today's curriculums draw on out-of-date, overseas corporate social responsibility and sustainability examples," she says. "We identified the gap and researched local case studies which are now available as a global university business teaching resource."

WHAT'S ON?

• A celebration of The Breakfast Club's 16th Anniversary

Guest speaker: The New Zealand Governor General Anand Satyanand

When: Wednesday, June 3, evening cocktail function

Where: The Northern Club, 19 Princes Street, Auckland City

For further information and bookings, please email: breakfastclub@aut.ac.nz

• Inaugural Professorial Address Professor Darius Singh, Professor of Technology Management, Director, I-cubed, Institute for Industrial Innovation, Faculty of Design & Creative Technologies

Topic: Research, Development and Deployment (RD&D TM) – the new 'R&D'

When: Tuesday 2 June, 4.30pm-5.30pm

Where: WA Conference Centre, City Campus.



AUT student Ivana Milkovic and NZNTM competitor Laura

NZ's next top designers

WHEN THE PRODUCERS of the TV3 show New Zealand's Next Top Model wanted designers to dress the competing models, they turned to AUT.

Six of this year's Bachelor of Design Fashion graduates (Celine Chapman, April Haszard, Ivana Milkovic, Abby Foy, Glenn Yungnickel, and Scott Page) and third year student Priyanka Pereira were paired with models and given the challenge of creating a runway outfit from second-hand clothing.

NZNTM executive producer John McDonald says AUT was chosen because the TV3 producers had seen graduates' work last year at the Rookie fashion show as well as garments by second-year students.

"We were impressed with the calibre of creative work coming from the students. We wanted to give our competitors the challenge of working with a designer they'd never met and a garment they may not have expected, to see how well they'd deal with it.

"Working with them turned out to be a real pleasure - we thought they did superbly well with collections of second-hand clothing from a timed 'grab-and-run' raid at Savemart."

AUT video hits the very small screen

MAKING VIDEOS for the tiny screens of mobile devices is a new challenge and Art and Design lecturer Laurent Antonczak has been gaining international attention with a video he made for the iPhone.

Music video Hamster Squaredance was developed for Auckland-based musician James Hayday by Antonczak as part of a French-German-New Zealand collaboration and has been selected to show at the Chaumont Festival in France. It will also be presented at FILE 2009 - Electronic Language International Festival in Brazil and feature in Threaded magazine.

In making Hamster Squaredance, Antonczak developed a new visual approach for display on small screens and explored a new narrative structure (short-

duration, screen limitations, and narrative synchronised with music).

The video is also interactive through the use of mobile tagging technology. Mobile tagging lets a person take a photo of a barcode on their cellphone which then connects them to an associated website. In the case of Hamster Squaredance, a person can take a photo of the encoded dialogue of the animated robot in the video, and the meaning of this dialogue is then displayed on the cellphone.

Antonczak says the aim is to make the video part of an interactive community rather than a stand alone experience.

Hamster Squaredance, <http://vimeo.com/3693693>

