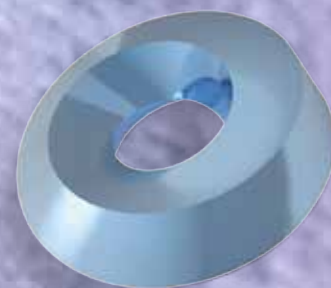


# engage



A CELEBRATION OF WORLD-CLASS BUSINESS, RESEARCH AND EDUCATION 2013/14

Less banking  
more business:  
**Kiwibank's** key to  
supreme success

*Derek  
Handley*  
- on a mission to  
challenge the status quo

## **ATEED**

Strengthening  
Auckland's link between  
education and business

## **Future-proofing**

AUT's new sustainable  
enterprise major

PROUDLY BROUGHT  
TO YOU BY

**AUT** UNIVERSITY **BUSINESS**



We are delighted to be a finalist in the AUT Business School 2013 Excellence in Business Support Awards.

We put Kiwi Businesses first, so we set about trying to remove the niggle of day-to-day banking for all businesses.

We offer free access to one of the best business internet banking sites around.

Then there's our Fetch suite of products which help you manage your cash flow by letting your business get paid faster.

Thank you for the recognition of our efforts so far. But on to more important matters, which business can we help next?

[kiwibank.co.nz/business](http://kiwibank.co.nz/business) | 0800 601 601

**Every revolution needs a leader.**

When  
we get  
behind  
a business  
they get ahead



**Editor**  
Esther Harward

**Deputy Editor**  
Skye Wishart

**Managing Editor**  
Sarah Trotman

**Key Account Manager**  
Kerri Tait

**Advertising**  
Amanda Clerke

**Publisher**  
Vincent Heeringa

**Designer**  
Tracey Ellin  
Image Centre Group

**Print**  
Image Print Limited

**Cover photography**  
Tony Nyberg

AUT  
Private Bag 92006, Auckland 1142,  
New Zealand


AUT University Business School,  
WF Building, City Campus  
42 Wakefield Street, Auckland 1142

Telephone: 09 921 9721  
Email: sarah.trotman@aut.ac.nz  
www.aut.ac.nz

Circulation 26,000  
The contents of Engage are protected  
by copyright and may not be  
reproduced in any form without the  
written permission of AUT University.  
Opinions expressed in  
Engage are not necessarily those of  
AUT University, the publisher or the  
editor. Information contained in  
Engage is correct at the time of  
printing and, while all due care and  
diligence has been taken in the  
preparation of this magazine, AUT  
University is not responsible for any  
mistakes, omissions, typographical  
errors or changes. Copyright 2013  
AUT University.

**Published by**  
Tangible Media  
PO Box 78070, Grey Lynn,  
Auckland 1245  
Telephone: 09 360 5700  
www.tangiblemedia.co.nz

 [facebook.com/autuniversity](https://www.facebook.com/autuniversity)

 [twitter.com/autuni](https://twitter.com/autuni) #AUTBusiness

 [youtube.com/autuniversity](https://www.youtube.com/autuniversity)

 [pinterest.com/autuni](https://www.pinterest.com/autuni)



## 15 Fresh from the B Team

Kiwi entrepreneur Derek Handley is  
AUT Business School's new Adjunct  
Executive Professor

## 30 Leadership

Identifying our future  
business leaders



## Awards

04 Engaging with business

06 2013 finalists

10 Supreme award winner

12 Evaluating excellence

## Thought leaders

19 Future of work

20 Bridging the gap

22 Legal force

23 Birds of a feather shop  
together

## Thinking ahead

24 Bachelor of Business looks  
to the future

27 Enhancing employability  
of graduates

28 Harnessing the next  
generation of talent

29 Shaping future leaders

32 Linking education and  
industry

34 Be. Accessible - a global  
opportunity

39 New star rating for  
Business School

40 Our door is open



## 36 International partnership

Using student exchange programmes to forge global connections



## 08 Awards

Another year showcasing  
New Zealand's best in  
business support



## 21 Wellbeing online

Does the internet really  
make you happier?



## We're helping the next generation go even further.

As part of our commitment to education, we want to make sure the next generation gets a good head start. We continue to invest in schools throughout New Zealand, have created public-private partnerships, and established the Next Generation Leaders Programme to identify and develop the talents of New Zealand's youth. We're also a principal sponsor of The Sir Peter Blake Trust, fostering sustainability and leadership, so that we see more young Kiwis making big waves in the future. For more information about our investment in young Kiwis phone 0800 FUJIXEROX or visit [fujixerox.co.nz](http://fujixerox.co.nz)





## Engaging with business

By Dr Geoff Perry, Dean of the Faculty  
of Business and Law, AUT University

I am delighted to again introduce *engage* magazine. Much of what we do at the AUT Business School in addition to teaching is about examining ways in which AUT can support economic priorities and maximise its contribution to the New Zealand economy. We launched *engage* last year as a platform for communicating research and community projects that are of interest to business, and we hope that by working together we can widen our contribution.

It's our pleasure to again host the AUT Business School Excellence in Business Support Awards, now in their eighth year. The Awards again attracted a high quality of participants and we enjoyed celebrating with winners and finalists on September 5 at a gala dinner in Auckland.

Our innovative student leadership programmes expanded this year. In July we organised for 100 AUT and Auckland secondary school students to shadow 50 community and business leaders to understand what it takes to succeed in each leader's field of endeavour. At Inspire 2013 we partnered with Fuji Xerox and The Sir Peter Blake Trust to bring more than 300 secondary school students to campus to hear stories of struggle and success from eight leaders highly respected in their fields including Olympic gold medalist Hamish Carter and National Business Review owner Todd Scott.

We are constantly looking for inventive ways to meet the needs of corporates, non-profits and public sector organisations. Our Co-operative Education programme enables employers to source exceptional talent. Our international exchange programme gives students the opportunity to learn from some of the best business schools in Europe, Asia and North America.

With more than 5000 students we are one of the largest providers of business education in New Zealand; we know that by working closely with smart organisations we can help develop tomorrow's talent.

# Direct business connections to Asia-Pacific.



We've got ANZ Business Specialists in 28 countries across Asia-Pacific to help you do more business in more places.  
To find out more call Brent Evans on 09 252 3113

# Excellence in Business Finalists

## IMAGE PRINT BUSINESS UNDER \$5M TURNOVER MANAGEMENT SERVICES

- HRtoolkit
- Valentine Addis
- Stellar Consulting Group Ltd
- Create IP

## IDEALOG BUSINESS UNDER \$5M TURNOVER SALES & MARKETING

- Plato Design Agency
- The Research Agency
- Porter Novelli

## IDEALOG BUSINESS UNDER \$5M TURNOVER TECHNOLOGY

- Aura RedEye Security Ltd
- BigEars Ltd
- The I.T. Team

## CROWE HORWATH BUSINESS \$5M-\$10M TURNOVER

- National Credit Insurance (Brokers) NZ Ltd
- Key Research Group
- Urgent Couriers Limited

## CROWE HORWATH BUSINESS \$10 - \$100M TURNOVER

- Kiwibank Business Markets
- Orbit Corporate Travel Auckland
- Madison Recruitment
- Qual IT Solutions Limited
- Advanced Security Group

## FUJI XEROX LARGE BUSINESS \$100M PLUS TURNOVER

- ANZ Bank New Zealand Ltd
- DHL Express

## NZ BUSINESS EXCELLENCE FOUNDATION NOT FOR PROFIT

- NZ SME Business Network
- Canterbury Employers' Chamber of Commerce
- CPA Australia

## NZ BUSINESS EXCELLENCE FOUNDATION NOT FOR PROFIT LARGE

- KEA New Zealand
- Auckland Regional Chamber of Commerce
- The Marketing Association
- Young Enterprise Trust

## NZ BUSINESS EXCELLENCE FOUNDATION GOVERNMENT

- CarboNZero Holdings
- ATEED
- Dunedin City Council - Economic Development Unit
- Ministry of Education (Vocational Pathways Programme)
- Te Puni Kokiri (Maori Business Facilitation Service)

## NEW ZEALAND TRADE AND ENTERPRISE EXPORT SUPPORT

- World Wide Access
- ANZ Bank New Zealand Ltd
- National Credit Insurance (Brokers) NZ Ltd
- AJ Park
- DHL Express

## FUJI XEROX LEADERSHIP/INDIVIDUAL

- Brett O'Riley (ATEED)
- Peter Townsend (Canterbury Employers' Chamber of Commerce)
- Sam Hazledine (MedRecruit)
- Annah Stretton (Stretton Group Limited)

# Support Awards 2013 Winner profiles

## IMAGE PRINT BUSINESS UNDER \$5M TURNOVER - MANAGEMENT SERVICES Stellar Consulting Group Ltd

Stellar Consulting helps organisations leverage their data assets to drive informed business decision making – broadly referred to as Business Intelligence. Since company inception in 2008, Stellar's primary business objective has been to establish itself as New Zealand's leading independent Business Intelligence service provider, delighting their customers by delivering high value technical information solutions.

Stellar's tremendous growth over the past five years has been largely driven by demand from the Auckland region. Wellington, and the Government sector, presents considerable opportunity for Stellar to continue rapid growth as a national service provider.

## IDEALOG BUSINESS UNDER \$5M TURNOVER - SALES AND MARKETING Plato Design Agency

Plato Design Agency is a fast growing, innovative design agency. It provides a full range of design services including graphic and website design, branding, copywriting and marketing.

One of the keys to Plato Design's strong growth and success is fostering its relationships with clients, team and suppliers and focusing on strategic planning and implementing improvements.

In 2012 it increased its turnover by 51 percent and doubled its web and online marketing sales revenue, achieving a profit margin of over 30 percent.



John and Lisa Plato, Plato Design Agency

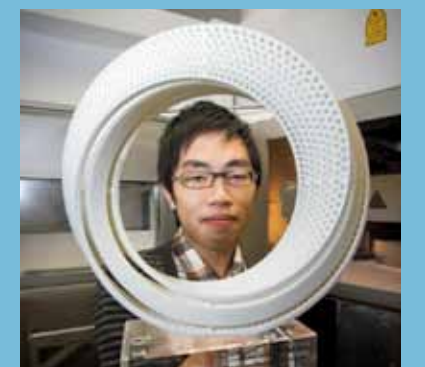
## 2013 Excellence in Business Support About the Awards

Founded by Sarah Trotman and now in their eighth year, the Excellence in Business Support Awards recognise and celebrate organisations and individuals that deliver quality products and services to help New Zealand's businesses maximise their potential.

Providing excellence in business support is pivotal in enhancing business excellence in New Zealand. With such support, organisations are able to become more competitive and more

sustainable, improving their key points of difference – an important consideration in today's ever-competitive business market.

The AUT Business School Supreme Award is chosen from the category winners. Previous Supreme Award winners include Michael Barnett ONZM; Sir Stephen Tindall's KEA (Kiwi Expats Abroad), Ministry of Economic Development and Designworks.



AUT Art and Design graduate Mark Wu designed the 3-D printed trophies for the Award winners.





**Over 700 business influencers and VIPs attend the Awards black tie gala dinner held at the Langham Hotel, Auckland.**

#### IDEALOG BUSINESS UNDER \$5M TURNOVER - TECHNOLOGY **Aura RedEye Security Ltd**

Aura RedEye is a vulnerability scanning managed service that provides continuous monitoring of your network or websites and identifies all internationally known vulnerabilities. Parent company, Aura Information Security is one of New Zealand's leading and fastest growing information security consulting companies offering penetration testing, security architecture and secure development training.

Aura RedEye's key products are RedEye and RedShield. Aura's RedEye service offers ongoing monitoring of client system's security. RedShield is a solution that is deployed for clients who know they have vulnerable websites. Aura Redeye Security is actually helping to keep their clients in business!

#### CROWE HORWATH BUSINESS \$5M - \$10M TURNOVER **Key Research Group**

The Key Research Group consists of market research and call centre companies: Key Research, Pulse Business Solutions and West Coast Field Services. Key Research provides strategic leadership, Human Resources, Operational, Financial and Business Development Management and support to all three businesses. 100 percent owned by Michael and Kirsten Hooker, the company employs over 260 people across the three companies.

Many of its projects have had a significant impact upon its clients' businesses and have influenced organisational or business change. Value in service delivery has won Key Research a wide range of clients including large multinational companies and has resulted in substantial growth for the company over the last decade.

#### CROWE HORWATH BUSINESS \$10M - \$100M TURNOVER **Kiwibank Business Markets**

Kiwibank's 10 year strategy focuses on three key themes; Build, Grow and Diversify - underpinned by a robust risk framework and proven culture of performance.

Kiwibank's business banking offering was born with the same philosophies and values that enabled its personal banking success. The value proposition for business banking has been refocused toward enabling customer businesses to be more successful. Kiwibank Business Markets serve businesses through a range of distribution channels, including 24/7 direct internet access; over 300 Postshops; and access to experts for specialist business needs.

The result is that businesses spend less time on banking, and focus more on business.

#### Highly Commended **Advanced Security Group**

Advanced Security Group is a highly specialised company that works with many of New Zealand's most security-sensitive organisations and corporations. An accredited member of the New Zealand Security Association and the New Zealand Defence Force Industrial Security Programme, Advanced Security now services 80 percent of Defence for both land and off-land facilities.

#### Not for Profit **Canterbury Employers' Chamber of Commerce**

CECC is the South Island's largest and most progressive business support agency

providing advice, support and encouragement to business to embrace change, new business models and form collaborative partnerships.

CECC has 2800 members from Christchurch to South Canterbury, the West Coast up to Marlborough and covers all main industry sectors.

Over the past two years CECC has also been actively involved in Recover Canterbury, an organisation established to assist and support earthquake affected businesses. Recover Canterbury closed its doors on 30 April 2013, having spoken to over 7000 businesses in support of their long term growth and prosperity.

#### NZ BUSINESS EXCELLENCE FOUNDATION NOT FOR PROFIT – LARGE **The Marketing Association**

The Marketing Association is the hub of the marketing industry, the heart of the marketing community and a centre of excellence for all things marketing. It promotes standards and accountability in marketing practice and protects member's rights to continue to take brands, products and services to market without undue legislative restriction or compliance cost.

The Marketing Association has an established member base of approximately 6000 business and marketing professionals from approximately 630 member organisations. They reach out to over 12,000 marketing and business professionals a year.

#### Highly Commended **KEA New Zealand**

Kea New Zealand is a not-for-profit organisation whose purpose is to reach and motivate expatriate Kiwis and 'friends of New Zealand' to increase their contribution to New Zealand, thereby turning them into a strategic national asset. Kea was founded by Sir Stephen Tindall and Professor David Teece in 2001.

#### NZ BUSINESS EXCELLENCE FOUNDATION GOVERNMENT **ATEED (Auckland Tourism, Events and Economic Development)**

As a leading economic growth agency, ATEED provides a range of B2B services to business operating across Auckland. Partnering with central government, local government, industry associations, major institutions and the private sector, ATEED aims to deliver on the vision of Auckland being the world's most liveable city.

ATEED is responsible for the implementation of the Auckland Economic Development Strategy to contribute to increasing export growth to 6 percent per annum; GDP to 5 percent per annum and productivity to 2 percent per annum.

#### Highly Commended **CarboNZero**

carboNZero Holdings is a world leading greenhouse gas emissions management and reduction certification scheme. It provides companies the ability to report their greenhouse gas footprint and emissions reduction achievements with credibility and integrity. carboNZero is a wholly owned subsidiary of Landcare Research.

#### NEW ZEALAND TRADE AND ENTERPRISE EXPORT SUPPORT **AJ Park**

AJ Park is a full-service Intellectual Property law firm. It has one of the largest dedicated patent and trade mark teams in Australasia, employing over 200 staff.



**Lavinia Calvert and Pete Boyle, AJ Park**

AJ Park's areas of specialist practice span across a range of industry sectors, including biotechnology, information technology, life sciences, mechanical and electrical engineering, fashion and fast-moving consumer goods technology. It works with organisations to identify, develop, protect, exploit and enforce their IP rights in Australia, New Zealand and throughout the world, offering clients with an export focus the opportunity to transform their innovation or idea into commercially viable global businesses.

#### FUJI XEROX LARGE BUSINESS \$100M+ TURNOVER **JOINT WINNERS**

#### **ANZ Bank New Zealand Limited**

ANZ is focused on providing excellence in business support through all facets of its proposition.

ANZ has invested heavily in its customers and provided them with opportunities to connect business to business with cross border opportunities. ANZ helps New Zealand businesses realise the opportunities in the high growth areas such as Asia by giving them access to in-country expertise and connections. ANZ's strategy has been to build its network to support the growth of trade flows and take advantage of the economic growth of the Asian region. The success of this strategy has contributed to a steady lifting dividend stream for shareholders.

#### **DHL Express**

With a service promise of Excellence, Simply Delivered, DHL Express operates in more than 220 countries and territories around the world.

DHL Express supports exporters to develop their businesses in China and the US. Its knowledge of customs regulations and logistics challenges helps its customers to do business more effectively in these markets. Running a dedicated freighter aircraft across the Tasman for nearly 25 years has helped exporters into Australia



grow their businesses. DHL dominates the Trans-Tasman trade lane between New Zealand and Australia – our closest external market. Ongoing investments in its Asia-Pacific Regional Network are extending that dominance with increasing capacity between Australia, China, Japan and North America.

#### FUJI-XEROX LEADERSHIP (INDIVIDUAL) **Peter Townsend (Canterbury Employers' Chamber of Commerce)**

Peter Townsend's role as Chief Executive of the Canterbury Employers Chamber of Commerce is to provide leadership for both the organisation and business in the community. Peter has a unique ability to engage with individuals across all walks of life, all business sectors and sizes and the wider community. As CEO of the Canterbury Employers' Chamber of Commerce for the past 17 years, Peter's strong leadership, clarity of purpose and direction has been an inspiration.

A key achievement has been the success of the organisation Recover Canterbury, established immediately after the Christchurch earthquake in 2010 and taking the mandate for business support. Peter's role and vision for Recover Canterbury has meant that business failure rates in Christchurch are almost unchanged post-earthquake.



Kiwibank has won the Supreme Award in the AUT Business School 2013 Excellence in Business Support Awards. A relative newcomer to business banking services, Kiwibank has already made a significant impact on the day-to-day running of small to medium businesses up and down the country. And it's all based on a simple philosophy of helping its customers do less banking and more business.

By now we're all very familiar with the name Kiwibank. The New Zealand-owned bank recently celebrated its twelfth birthday and has been offering business banking services for the last seven years. What began as a group of 44 initial business customers has grown into a solid base of 30,000 serviced by banking specialists in 20 locations from Whangarei to Invercargill.

Challenging the status quo and doing what's right for its customers has always been at the heart of Kiwibank's vision. CEO Paul Brock says that Kiwibank wants to be the bank of choice for New Zealand businesses.

# Supreme Award winner

Paul Brock

TEXT BY DIERDRE COLEMAN. IMAGES SUPPLIED

"Kiwibank Business Banking is unashamedly dedicated to Kiwi business," says Brock. "We know what it's like to be a Kiwi business ourselves and we knew we could build on what we delivered in our retail offering to give Kiwi businesses a real banking alternative."

Over the past two years Kiwibank has extended its offering to business customers and focused on helping SMEs, in particular, make the day-to-day process of doing business easier.

"Critical to our success has been to really listen to our customers and build an offering to both reduce their pain points and help them succeed – ultimately contributing to the success of New Zealand," says Brock. "We're really proud of what we can offer our business customers and we really look forward to helping many more Kiwi businesses in the future."

Mark Stephen, group manager for Kiwibank Business Markets, says Kiwibank worked with research agency Perceptive to help it understand how businesses operate, identify their main problems and find solutions to them.

"Helping our SME customers is primarily about making it easier for them to work with their bank and focus on what they need to do to make their business successful," he says. "Their most typical problem is lack of time, so we've looked at ways to help them spend less time doing banking admin and more time running their business."

Business internet banking is a key part of that offering, and Kiwibank has invested in a reliable platform. It's also widened the services it provides as standard to ensure customers the functionality they need. This includes integration through accounting platforms such as MYOB and Xero, which it offers business customers free of charge.

New features in Fetch, Kiwibank's online product suite, now give business banking customers the ability to collect mobile payments via smart phone, issue invoices and accept payments online, and even control when they're paid.

"Typically only medium and large enterprises can access debit schemes with their banks, but Fetch Recurring Payments makes all those things available in an online portal," says Stephen. "It's unique in the New Zealand banking landscape. With these tools and services, we're essentially bringing the power of big banking and big business to SMEs."

*We're essentially bringing the power of big banking and big business to SMEs*

MARK STEPHEN



Mark Stephen

It's this sort of thinking that's impressed the evaluators of this year's Excellence in Business Support Awards, and seen Kiwibank not only win Large Business \$10-\$100m turnover, but also take out the Supreme Award.

Awards evaluator Dr Mark Le Fevre says Kiwibank has put in place a successful engagement strategy to achieve its goal of being 'a Kiwi bank for New Zealand'. He says Kiwibank was able to quickly identify and respond to its business customers' overarching need to 'do less banking and more business'.

"Kiwibank has worked to be able to treat SMEs the way some banks treat large corporate customers," says Dr Le Fevre. "Eighteen months into a new strategic direction, this organisation has made rapid changes and reaped rewards in terms of business growth that can only be achieved by providing outstanding and effective customer service in a way that enhances their ability to run their business."

Mike Watson, CEO of the NZ Business Excellence Foundation and overseer of the evaluation process, says Kiwibank is a deserved winner, having shown clear evidence of success in providing support to Kiwi businesses. He says Kiwibank demonstrated "robust, well-deployed approaches, coupled with a comprehensive suite of business results, showing market leadership in a number of areas".



Kiwibank Business Markets team





Dr Mark Le Fevre

# Evaluating excellence

**Making the cut in the Excellence in Business Support Awards is no small feat. For the 41 finalists in 2013, many hours have been invested in preparing submissions covering every aspect of their business activity.**

The AUT Business School partners with the New Zealand Business Excellence Foundation (NZBEF) to evaluate finalists in each of the 11 categories.

Mike Watson, CEO for the NZBEF enjoys the association. "The Business School is already highly respected in the business environment. Having them working alongside the NZBEF in evaluating these awards is certainly a very good fit," he says of the relationship.

Evaluating finalists' submissions comes as second nature to the Business School researchers. Taking responsibility for an award category each, the evaluators analyse finalist's full submissions, identify any gaps and then arrange to interview the finalists to discuss their application in more detail.

Head of Management at AUT Business School Dr Mark Le Fevre oversees the evaluation process as well as being an

evaluator. "For our academic staff, being involved with the awards is a great opportunity to make connections in the business support arena. It helps us extend our networks beyond the campus."

Associate Professor Coral Ingley and Senior Lecturer Dr Roy Smollan are now in their second year of evaluating the awards. Being involved in the evaluation process is a useful way of retaining a strong link with industry. Completing a face to face assessment with an applicant provides a valuable opportunity to see first-hand how businesses at the top of their field are operating.

"The site visits are a critical step in the evaluation process. They create the ideal opportunity to verify that the written submission truly reflects the organisation's

systems and processes. Information that may have been missing can be sourced and it's the only way to get a real feel for the culture of an organisation, so critical to its success," explains Dr Smollan.

Once an evaluator has completed site visits they then get to work writing up their final feedback report and score each five assessment sections accordingly. Based on the internationally recognised Baldrige criteria, the sections cover off leadership of the organisation, understanding of customer and market needs, development and delivery of products and services and how organisations evaluate their own performance. But the heaviest weighting is reserved for evidence of real results achieved by finalists in terms of the business support they provide.

“For our academic staff, being involved with the awards is a great opportunity to make connections in the business support arena. It helps us extend our networks beyond the campus”

DR MARK LE FEVRE

TEXT BY COLIN BASS. DR MARK LE FEVRE'S PHOTOGRAPHY BY ALYSON YOUNG

Associate Professor  
Coral Ingley

“We wouldn't have world class businesses without world class business support”

ASSOCIATE PROFESSOR CORAL INGLEY

With evaluations completed and returned to the New Zealand Business Excellence Foundation, a moderation process is undertaken by representatives of the NZBEF and AUT Business School to determine the winner of each category.

For the winners of the Excellence in Business Support Awards, the kudos and industry recognition they receive gives them a further edge in their field of business support.

Without doubt, every winner and all finalists have learnt a thing or two about how they can improve the way they conduct their business. As a result the critical business support sector will continue to improve and support the New Zealand economy.

"We wouldn't have world class businesses without world class business support," sums up Associate Professor Ingley.



Dr Roy Smollan

## Award evaluation themes:

### Leadership

Understanding of customer and market needs  
Development and delivery of products and services  
Evaluation of own performance  
Evidence of results achieved



If you're an entrepreneur in Auckland looking to market a new idea, expand your business or export overseas, we can help.

Our area offices offer training, mentoring, R&D assistance, help with investors, and other services across a wide range of industries – from food and beverage to technology and manufacturing.

To find out more give us a call:

**Central** 09 365 0500    **North** 09 354 0059  
**South** 09 354 0095    **West** 09 354 0068

Visit us at **BusinessAucklandNZ.com**

**Auckland**  
Tourism, Events and  
Economic Development  
An Auckland Council Organisation





Te Puni Kōkiri  
REALISING MĀORI POTENTIAL

Kiri Nathan *fashion design*

## UNLEASHING THE POTENTIAL OF OUR PEOPLE AND OUR BUSINESSES – MĀORI BUSINESS FACILITATION SERVICE

Most of the \$37 billion Māori Taniwha economy is made up of small to medium enterprises – fashion designers to farmers, engineers to winemakers: our businesses are as diverse as our people.

From Kaitaia in the north to Rakiura in the south: Te Puni Kōkiri's Māori Business Facilitation Service has worked alongside thousands of Maori business owners for more than a decade.

Te Puni Kōkiri is committed to unleashing the potential of the Taniwha Economy by putting our clients in touch with business mentors, providing support and building their competitive edge.



As one of New Zealand's most well-known entrepreneurs, the inspirational Derek Handley has run the start-up gauntlet more times than many his age. And now he's on a mission to challenge how business students are educated – as AUT Business School's new Adjunct Executive Professor.

If AUT Business School is ready to have its status quo shaken up, they've enlisted the right guy – because that's exactly what its new Adjunct Executive Professor, entrepreneur and Blake Leader, Derek Handley, plans to do.

"I want to act as a gadfly – someone who's always questioning the leadership of the organisation to create breakthrough ideas for how AUT Business School should evolve, so it can be a really ground-breaking organisation on a global scale," he says.

And his track record suggests he will do just that. In his twenties, from Hong Kong and then New York, Handley built up wildly successful global mobile marketing company the Hyperfactory – "We became the most awarded company in the industry for helping the world's most well-known brands use mobile devices to connect with their consumers ... innovating and creating the future of how people would connect with the world," he writes in his autobiography *Heart to Start*. In 2010 he sold The Hyperfactory for

# *The New Professor*

Derek Handley

TEXT BY SKYE WISHART

SUCCESS



## Words Derek Handley wishes he'd heard when he was a student:

1. To be happy in life, or to be successful (if that's how we define success) is so tightly linked to finding your own niche in the world, and making the best use of what you can bring to the world to make things better. And it's not so much this whole concept of what traditional education is about – which is getting the best grades and being the best in the class, or city or world. I think it took me a long time to discover that what really creates happiness is when you strive to be the best for the world, and you strive to use who you are as a person to live in a way to make others – in whatever sphere or whatever scale – have more positive lives or positive outcomes. That is something no one ever tells you for a very long time and you kind of have to figure it out, and a lot of people unfortunately go through their whole lives not figuring it out. You always hear about the guy who's got all the money and all the riches and he hasn't got an ounce of happiness and it's related to those kinds of things. I think that's really important for people to think about if they're at school.

2. You need to think about designing your whole life, not just your next step in your career. I went to design school so I think in design terms, but the idea is that you need to design your life and not let it just happen to you – a lot of people take a long time to understand this. If you design things, you design them for the long term, not just thinking about 'what's my next job, what's my next move' You have to look at your whole life holistically and consider how it is best designed to achieve everything you want. Be creative about that; don't think there's just one path or just one ladder that you need to run up and that you'll make decision after you get to that point. I've just thought of it as life design, as a discipline – using the methodology people use when they're designing anything – a building, a product – and being really creative about how you approach it.

millions to US media giant Meredith Corp – amidst the Global Financial Crisis fallout nonetheless. More recently, he's launched Snakk Media and now he is founding CEO of the star-studded B Team, working with powerhouses like Richard Branson and Jochen Zeitz. Together with a group of global leaders they seek to redefine the role of business and put people and planet before profit – so named because 'Plan A, where companies have been driven by the profit motive alone, is no longer acceptable'.

With all the insight of a career in web-based innovation, 35-year-old Handley believes traditional university courses could be inevitably challenged, because almost all we need to know will be available online. He says the way education in general is delivered – and what it needs to deliver in the next decade – is being disrupted. Instead, values, behaviour and “how you operate in the world with the knowledge that you've got,” will become the focus, and with technology playing a radical part in delivery.

“[Technology in education] really needs to innovate in different ways and different directions,” he says. “There are huge opportunities for organisations like AUT ... to start to lead the world and have global classrooms that the whole world tunes into.”

Via the combination of webcasts and in-person lectures when visiting from his home-base in New York, his brain could be a valuable one for first year students to pick, to begin questioning the world around them. Handley has always been an independent thinker and experienced the highs and lows of entrepreneurship early in life after Feverpitch, an online betting company he'd founded at just 21, crashed and burned – even with mountains of capital and a relentless and all-consuming work effort – bringing on the need for some serious reflection, and finding the energy to keep going.

“Every failure or setback for me has generally given me a new insight about myself or about the world that is far more profound or impactful than the negative consequences of the failure,” he says now.

“First of all, it makes the failure look small anyway. It kind of speeds up the rear view mirror – it goes past and you think about new ideas. Secondly ... the bigger picture. We're

here for a certain amount of time as human beings, and there's a lot to do, and there's a lot of great challenges and change for each of us, and so you've got to get excited and get up and get moving.”

Before he arrived in New Zealand at 13, Handley had a unique childhood in an entrepreneurial Hong Kong (to a Scottish father and Malay-Chinese mother) – his parents first educated him and his brother to business principles around the kitchen table. From being able to provide a luxurious life for his family as a director of merchant firm Dodwell & Co, his father one day abandoned that lifestyle to start his own business and create his own journey. “The boldness and upheaval of Dad's move taught us an early lesson to live by: that it was perfectly OK to go backwards in order to move forwards... and that it was just fine to let go of the trappings and status and not to let them define you,” Handley writes in his autobiography. “We are all a product of our surroundings ... and we absorb what these people, places, and possessions convey to us as what is normal, what is not; what is praised and what is panned; what is important and what is unnecessary.”

In his adjunct executive professorship at AUT, Handley will play a part in the Business in Context paper, sparking debates on themes such as the role of business, the business environment, ethical decision making, corporate social responsibility and sustainability. Video material will be developed by him around each of the 10 principles on the B Team's agenda, as classroom discussion tools. The students will also work with case studies of his business enterprises and experience as a learning resource.

He'll also be working with AUT's Co-operative Education team, to get AUT students set up within New Zealand or internationally for the compulsory nine-week placement of the BBus, which is aimed towards professional development and applying theory to reality.

Dr Geoff Perry, Dean of AUT Business School, is looking forward to Handley's contribution. “This executive appointment recognises the international standing and impact of Derek as an entrepreneurial businessman,” he says.

It was also an opportunity Handley had been seeking. “It was important for me to find a

“Undesigned lives are lives falling short like birds unknowingly tethered to the ground when they could fly. Without knowing our values and beliefs, we don't know what we stand for. Without a vision we miss a guiding star to pull us through the peaks and troughs. Without goals we can't strive and without plans we can't act”

DEREK HANDLEY

way to connect with an institution in New Zealand that has reach, is welcome and open to disruptive thinking, and is asking difficult questions of what the future of the world looks like, as well as the future of education.”

His gadfly tendency will come into play particularly to look at business curriculums, and how they intersect with other curriculums, in terms of the world's bigger picture. “The discipline of entrepreneurship, business, or creative problem solving for the world, is undergoing huge sea change because of where the world is heading.

Environmentally we're heading into some pretty dangerous territory ... we're not really solving some of these issues [like climate and poverty], companies are getting bigger than governments of countries,” he says.

And finally, he knows what it's like to be 18 and just starting out – and battling the criticisms of others. “I'd like to show young students that you can do stuff – push them to really reimagine what they think they might be able to achieve and who they might be able to become.” ●



Derek Handley



## SECURE YOUR PROFITS AND INSURE AGAINST BAD DEBTS

Contact specialist broker NCI for innovative domestic and export trade credit solutions and superior service with over 25 years experience

[www.ncinz.co.nz](http://www.ncinz.co.nz)

0800 442 556

National Credit Insurance (Brokers) NZ Pty Ltd  
AUCKLAND | WELLINGTON | ADELAIDE | MELBOURNE | SYDNEY | BRISBANE | PERTH | SINGAPORE





## SECURING NEW ZEALAND'S MOST IMPORTANT BUSINESSES



## Future of Work

Professor Tim Bentley, Director of the New Zealand Work Research Institute (NZWRI) at AUT University, discusses the challenge of rapid workplace change and its impacts on New Zealand workers and organisations.

The nature of work is increasingly impacted by new digital technologies, globalisation, environmental pressures, shifting workforce demographics and new forms of social interaction and organising.

Digital technology influences our capacity to work anywhere and to network and collaborate through flexible work teams and distributed structures. But the low uptake of flexible work arrangements such as teleworking both in New Zealand and elsewhere suggests management attitudes are stuck in outmoded ways of thinking, with many preferring physical monitoring of their staff to managing remote workers.

Globally, older people will form an increasing proportion of the workforce, but how prepared are New Zealand organisations to positively and productively engage elders in the workplace? Meanwhile, the labour force is shrinking and there is growing demand for aged care – a sector struggling to attract and retain quality nursing and care staff.

School leavers and graduates will require skills for jobs that haven't yet been invented, but do we know what forms of education and workplace training are needed to support the knowledge, skills and abilities required for future work?

Productivity in our workplaces will need to rise significantly if New Zealand is to keep step with our global competitors, while environmental and business sustainability must be enhanced. What models of leadership and organisational strategies and practices are required to deliver these advances?

Changing employment relationships, including the rise of non-standard employment and contracting, offer greater flexibility for employers, but what are the impacts of these arrangements on performance and quality of work? Moreover, what are the health, safety and wellbeing risks associated with contracting and the casualisation of employment, particularly for workers employed in high-hazard industries such as mining, construction, transport and forestry?

The Future of Work Programme is an AUT Business School initiative that seeks to answer these and other pressing questions. When we talk about the future of work we are talking about organisational and cultural adaptation to changes, expressed in new organisational forms, new ways of working and thinking about work, and new skills and attitudes to support these changes. The programme, unique to New Zealand, is concerned with people, work (paid and unpaid), relationships, learning and technology, and encompassing economic, environmental and social wellbeing.

Future of Work is coordinated by NZWRI researchers and involves a large network of local and international external partners, bringing together expertise in employment relations, employment law, labour market economics, ICT, industrial and organisational psychology, human resource management, management, occupational health and safety, wellbeing, tourism and hospitality, ergonomics and human factors.

One of our recent outputs is the trans-Tasman Telework study. In collaboration with the University of Melbourne's Institute for Broadband Enabled Society, the NZWRI team of Dr Laurie McLeod, Stephen Teo, Felix Tan, Erling Rasmussen and myself have surveyed New Zealand and Australian organisations and employees on their telework practices, with a particular focus on productivity and wellbeing. Funded by Cisco Australia and Cisco New Zealand and supported by a number of government and industry partners, the study involves the participation of 50 organisations across New Zealand and Australia, many of them major.

Initial findings from the New Zealand sample indicate that teleworking has significant productivity advantages and results in improved satisfaction and wellbeing outcomes for teleworkers. However, these positive outcomes must be supported by good telework management. The study will be released later in 2013. ●

To get in contact with Professor Tim Bentley:  
[tbentley@aut.ac.nz](mailto:tbentley@aut.ac.nz)  
[www.workresearch.aut.ac.nz](http://www.workresearch.aut.ac.nz)

If you would like to receive NZWRI's quarterly newsletter or become an Institute member please contact: [work.research@aut.ac.nz](mailto:work.research@aut.ac.nz)





# Bridging the gap

Dr Bart Frijns, Professor of Finance at the AUT Business School, recently set up the Auckland Centre for Financial Research (ACFR). Its objective is to promote high-quality academic research in the area of finance, and make this more relevant for industry and regulators.

Four months ago, the ACFR hosted the highly successful inaugural New Zealand Capital Markets Symposium. This event brought together finance academics, leading local practitioners and policymakers to discuss New Zealand's capital market and the role academic research plays in its development.

In September 2013 the ACFR is hosting another event, the Financial Literacy Symposium, in Wellington. There, Dr Frijns and his colleagues are presenting the preliminary findings of their most recent research, which looks at the performance of KiwiSaver funds.

"We're told it's important to be in the KiwiSaver scheme, but there's very little information about what these funds are and what they do," says Dr Frijns. "Looking at the performance of different KiwiSaver funds we can see that a growth fund offered by one KiwiSaver provider is quite different from that of another provider. This is due to the

difference in the level of risk-taking of these funds. Obviously, this is confusing to New Zealanders wanting to invest in a KiwiSaver growth fund as one cannot just compare these growth funds on the basis of their actual performance. One needs to make a risk-adjustment first before these funds can be compared."

Another recent ACFR project focuses on the long-run performance of the New Zealand stock market. The ACFR has been working on this project for the last four years, having found some old stock price and quote sheets dating back to 1897 in the archives at the National Library in Wellington.

"Rather than a single New Zealand stock exchange, there used to be several broker associations around the country. By collecting and collating the monthly price

data they produced, we've been able to build indices of stock-market performance from 1897 to the present day."

The study not only reveals how historical events impacted our stock market, but also provides a way to calculate the Equity Premium (the premium gained on investing in stocks over government bonds).

"That's very relevant information because this number is fundamental to valuation models that price financial assets, and there's a lot of interest and discussion around what the appropriate Equity Premium is. A very long-run set of data, like those we've compiled from the historical price data, provides a good proxy for that number." ●

Learn more about the Auckland Centre for Financial Research at [www.acfr.aut.ac.nz](http://www.acfr.aut.ac.nz)

“We’ve been able to build indices of stock-market performance from 1897 to the present day”

DR BART FRIJNS



TEXT BY DIERDRE COLEMAN



# Does the internet improve wellbeing?

Dr Angsana Techatassanasoontorn, a Senior Lecturer in Business Information Systems at AUT University, is leading a new study to improve understanding of the connection between wellbeing and internet use in South Auckland.

A \$1.5 billion rollout of ultra-fast and rural broadband over the next 10 years is intended to bring social and economic benefits to 75 percent of New Zealanders.

Meanwhile, Auckland's Southern Initiative aims to improve quality of life, address high social need and create significant opportunity over the long term for people living in South Auckland.

"We're interested in the crossover between the two initiatives," says Dr Angsana Techatassanasoontorn. "We want to have a much broader understanding of the ways that South Aucklanders use the internet."

Her team has designed a survey to collect data from 100 people in South Auckland about their 'subjective well-being', meaning their own description of their emotional state, as they take part in online and offline activities.

"Hopefully this data will help us understand whether their internet use improves the quality of their lives. If it does improve their lives, it gives us evidence that it makes sense to improve internet infrastructure, access, and provide training to support their use," she says.

Improved internet access would have knock on effects. "People tend not to use the internet for one thing only, they start expanding it to many realms of life – for example they may use it to buy services or products, use it for entertainment, or paying for electricity, doing banking, etc," she says.

South Auckland is viewed as a critical area that needs urgent attention due to its low socio-economic status and a high rate of health inequality. In 2006, between 33 percent and 52 percent of households of South Aucklanders had internet access – well below the 62 percent for the Auckland region.

"All the evidence seems to suggest that South Auckland is one of the vulnerable areas that may lose out on significant economic and social development opportunities in the digital society," says Dr Techatassanasoontorn.

Her study *Internet Use and Subjective Well-Being: A Case of Southern Auckland* has recruited people aged 15 years or older in four key local board areas: Mangere-Otahuhu, Manurewa, Otara-Papatoetoe, and Papakura.

Participants have been asked to keep a diary of daily activities and record how they feel about what they're doing, including positive and negative effects. If they use the internet they will be asked about problems they encountered and how these were solved. They will also take part in focus groups and interviews after diaries are submitted to clarify reports and gather other insights not recorded.

The study is a community-government-university partnership funded by Internet NZ, with support from Auckland Council and Crown Fibre Holdings. Researchers hope to release findings early in 2014 and will use the findings to plan a broader study across Auckland.

"We hope to have an ongoing dialogue with the community to help realise the full potential of people and enhance economic and social opportunities in South Auckland," says Dr Techatassanasoontorn. "The connection that we are making between broadband and well-being mirrors the shift within the OECD to recognise 'life satisfaction' and well-being as meaningful measures of societal and economic progress." ●

To get in contact with Dr Angsana Techatassanasoontorn: [angsana@aut.ac.nz](mailto:angsana@aut.ac.nz)







# Legal force

Four years after New Zealand's newest law school opened out of AUT University, its graduates are working for some of the country's biggest law firms as well as in central and local government, associated agencies and corporates. Dean of AUT Law School Professor Ian Eagles says a law degree can provide a stepping stone to a range of careers.

AUT University launched its law degree in 2009 with a strong commercial focus to produce students able to apply skills in critical analysis, logical reasoning, rational argument and outcome-oriented negotiation to a wide range of roles.

"The point I made when we opened the School, and which the diversity of our graduates' jobs demonstrates, is that a law degree doesn't just equip someone to work as a lawyer. A legal background makes people highly employable in other important areas in the private and public sectors as well," says Professor Eagles.

At the time of the School's first graduation ceremony in August, graduates had found work with Buddle Findlay, Kensington Swan,

Meredith Connell and Chapman Tripp, as well as with the Serious Fraud Office, Auckland Transport, NZ Police, and the Office of the Privacy Commissioner, among others.

Surveys show that many students now treat a law degree as a generic degree, and it is estimated currently that 50 percent of law graduates pursue careers outside the legal profession, in business, government and other professional areas.

Professor Eagles, one of the country's leading experts in competition law and intellectual property who joined AUT in 2007 to head up the Bachelor of Laws (LLB) and Bachelor of Laws (Honours), says the new programmes were developed in close consultation with legal and business communities to ensure graduates hit the ground running.

"Our points of difference include small workshop-style classes to simulate a work environment, a greater emphasis on commercial law, and a much larger law component in the first year," he says. "This means that our students don't have to play catch-up when they enter the workforce."

This early and continuous industry collaboration also means AUT's law programmes are able to concentrate on areas of work that employers think are important and for which there is a demonstrable need in the marketplace. ●

## Commercial success

After finishing her Bachelor of Laws (Honours) degree last year, AUT law graduate Nina Zyp-Vanderlaan took up a position as a law clerk at Buddle Findlay.

She studied commercial law in the first three years of her degree; something she found incredibly useful when she entered the workplace. "I found I was constantly drawing on the commercial law papers with a lot of the work I was doing – something that students from other law schools perhaps don't have the advantage of doing," she says.

Nina initially studied business, but when the AUT Law School opened in 2009 she saw it as an opportunity to follow her true passion. She says she was impressed by the way the AUT law degree was developed in collaboration with the legal profession and based on the skills and education that employers regard as important.

Allan Yeoman, a senior associate at Buddle Findlay, says: "From day one, Nina has impressed our firm and our clients with her analytical skills, her sound judgement and her clear, easy and accurate style of communication. As well as a strong technical legal knowledge, Nina has stood out for demonstrating a level of understanding of practical and commercial issues affecting our clients that many other graduates can take years to develop."



Nina Zyp-Vanderlaan



Professor Andrew Parsons, Head of Marketing, Advertising, Retailing and Sales at AUT Business School, discusses the relationship between social identity and shopper behaviour.

We have all heard the phrase 'birds of a feather flock together'. In sociological terms this is known as homophily, where people who recognise a similarity between themselves and others want to be part of the group because they feel more comfortable with people who are like themselves.

It is a well-studied phenomenon in sociology, psychology, and anthropology, and one that is increasingly of interest in the commercial world because of how it seems to affect much of what we do. We think homophily can affect our choice of store, our choice of product or brand, our social media behaviour, our reaction to advertising, and how we consume.

To some extent homophily also helps determine our social identity. A recent study in the Department of Marketing, Retailing and Sales, due to be published in the *Journal of Retailing and Consumer Services* later this year, examined shopper responses to those daily deal website offers that have become so ubiquitous lately. It found that while some people have a need for conformity, others have a need for uniqueness. Their choice to

# Birds of a feather shop together

buy or not to buy from a daily deal website was directly influenced by whether others were also purchasing the item on offer.

Another recent study by colleagues published in the *Journal of Business Research* looked at the shopping behaviour of tourists from different national cultures. One of its findings was that the cultural identity of tourists can be a robust predictor of their likely shopping spend; in other words similarities between people from the same cultures helps to determine their value as a tourist consumer.

These two examples illustrate an important concept for business: by wanting to be with others who are like us, by wanting to be like others, and by acting in a similar way to others who are like us, we can see that social identity, as opposed to individual identity, has an important role in understanding how we act as customers.

Target marketing theories have been around for a long time, but have focused primarily on aggregating people in terms of their individual characteristics (age, income, psychographics, location, etc). The key principle is that people who share the same

characteristic will act the same way because of that shared characteristic. Homophily and other notions of social identity suggest that people will act the same way because they want to be and are part of a group. The characteristics that define that group are shared, but it is a choice – whether conscious or not – by the individual shopper to shop with and in the same manner as shoppers they believe are similar to themselves. This helps determine their choice of store, the clothes they wear, the food they eat, the media they consume, and so on.

There has been a lot of talk lately in the media about 'big data' and how we can use the type of information available online to 'drill down' and target individuals with marketing strategies. It is true that we are all individuals and have our individual quirks and preferences, and that techniques developing big data will prove immensely useful, but humans are also very social beings and it may do businesses well to remember that birds of a feather not only flock together, but also shop together. ●

To get in contact with Professor Andrew Parsons: [aparsons@aut.ac.nz](mailto:aparsons@aut.ac.nz)

“People will act the same way because they want to be and are part of a group”

PROFESSOR ANDREW PARSONS





# Bachelor of Business looks to the future



Professor Kate Kearins

2013 is the inaugural year for a new Bachelor of Business Studies major, Sustainable Enterprise. Attracting over 70 students the subject certainly taps into a growing level of consciousness and interest in business for the greater good.

Professor Kate Kearins is excited about the new opportunities the major will open up for AUT graduates. "Traditional business disciplines tend to be grounded in realism. The Sustainable Enterprise Major provides our students with the opportunity to be idealistic about creating a more sustainable future. It presents a platform that helps capture our students' imaginations in

understanding how they can become agents for positive change," explains Kearins. Based on international best practice and developed collaboratively with industry, the study programme is aligned with international frameworks such as the UN's Millennium Goals to broaden students' horizons beyond traditional corporate frameworks and in doing so, exposes them to exciting early stage career opportunities at home and abroad.

"The Sustainable Enterprise Major brings a powerful edge to AUT Business School's Bachelor programme. It combines well with all the other majors as a double degree, be it in finance, marketing or human resources. Students learn about how to work across product and service value chains to improve procurement and distribution practices, what's involved in environmental and social audits and what to do with the outcomes,"

explains Kearins, who is particularly enthusiastic about the new degree's practical application in today's business environment.

A recognised expert in the field, Kearins knows too well the leadership role many of the graduates will find themselves in. "This degree is all about leading change. We need more people in the sustainability army to have a significant impact. For this reason the new major is the only one in our Bachelor programme with a leadership paper in year one. Students will learn how to build strong relationships and how to persuade people to come on board with sustainability initiatives."

The new major reflects AUT's increasing commitment to ensuring its own house is in order. A sustainability officer has been appointed and a university wide sustainability strategy is imminent. This will further reinforce



TEXT BY COLIN BASS

“This degree is all about leading change. We need more people in the sustainability army to have a significant impact”

PROFESSOR KATE KEARINS

the institution's position as the University for the Changing World and will help the Business School strengthen its commitment to fostering responsible business.

"Research from the likes of McKinsey and Deloitte shows business leaders now take sustainability seriously yet many are not quite sure how to implement frame-changing initiatives. The new Sustainable Enterprise Major will enable students to enact change." With the first group of interns due to complete the course in July 2015, a new era of business graduates has clearly begun.

At the official launch of the new major in August, former Green Party Co-leader

Jeanette Fitzsimons provided valuable insight into the need for improving understanding and awareness for sustainable enterprise. She continues to provide leadership in helping New Zealand understand the opportunities of being a leader in sustainable practice.

"The real economic challenge facing us since the Club of Rome, a group of leading personalities from business politics and science who share a concern for the future of humanity and the planet, modelled the limits to economic growth in 1971 to the current day is not how to grow faster, but how to stop. Our challenge now is how to build an economy of enough," explains Fitzsimons.



Jeanette Fitzsimons

The new Sustainable Enterprise Major will certainly contribute to shifting the paradigm so deeply engrained in the economic framework of New Zealand. ●

Key Research is an international full service market research consultancy that offers clients market research services focussed on unlocking business knowledge to improve business performance and profitability.

Established in 1993 and with clients from a wide range of industries, we are well placed to add value to your organisation utilising our advanced analytical capabilities and experience.

For more information about how we can help you, contact Managing Director Michael Hooker on 07 575 6900, or email [Michael@keyresearch.co.nz](mailto:Michael@keyresearch.co.nz)

**KEYRESEARCH**  
Unlocking Business Knowledge  
[www.keyresearch.co.nz](http://www.keyresearch.co.nz)



Once you realise your security is unravelling...

...it's already too late

Hundreds of New Zealand businesses think their websites, systems and networks are protected from malicious users and viruses. When they find out they're not – it's too late.

For complete protection, Aura offers a wide range of security services, including RedEye, our managed vulnerability scanning service, and RedShield, our customised F5 WAF protection.

RedShield is available to existing F5 customers, or as a fully managed service using Aura's F5 Cloud installation.

So, before your security starts to come apart at the seams, contact Aura.

- ♦ Vulnerability Scanning ♦ Web Shielding ♦ Training ♦ Physical Security Assessment ♦
- ♦ Code Reviews ♦ Mobile Security Testing ♦ Penetration Testing ♦ Virtual Security Officer ♦

w: [www.aurainfosec.com](http://www.aurainfosec.com) ♦ e: [sales@aurainfosec.com](mailto:sales@aurainfosec.com) ♦ p: +64 4 894 3755



The Information Security Specialists

# Enhancing Employability of Graduates

Graduates are entering an exciting global market of increasing challenge and change. Universities need to ensure their graduates leave as highly employable and innovative employees, with established business connections facilitated by their university.

Accessibility is the key, says Business & Law Faculty Careers and Employability director David Trought. "The AUT Business and Law School's emphasis on communicating with employers and industry to ensure a two way flow of information provides that accessibility."

Trought highlights Co-operative Education as an outstanding example of employer and tertiary collaboration at AUT, and not only for final year students who benefit from invaluable real work experience through internships and placements. "Employers also gain a lot from Co-op internships. Co-op creates a stress free opportunity for an employer to observe a graduate in a particular job before offering permanent employment."

Proactive employers engage on other levels as well to increase engagement with business students. Some run workshops on topics, including skills required in the workplace, misconceptions about employment, or how to behave in the first six

weeks of a job. "Through such events, the employer gets exposure to an innovative potential work force and university students increase their knowledge of the realities of the workplace from potential future employers," says Trought.

Involvement with informal events, including student clubs, also raises employer profiles, while educating students about the realities and key issues within their sectors. "Employable students must have strong, but realistic, expectations of the workplace, sell themselves effectively and be highly self-aware," he says.

The New Zealand university graduate recruitment website, Careerhub (<https://nzunicareerhub.ac.nz>), is another important part of the service to employers from universities. Employers can advertise graduate positions to all the participating universities on Careerhub or choose to target specific regions or areas.

As an experienced career practitioner, Trought emphasises the importance of the development of career management skills for graduates.

Gary Withers, General Manager of Drake New Zealand, says focus is essential for job seekers. "The way to get a quality job is basically the same for everyone: focus, attitude, preparation, strategy, and follow through. Employers are turned off by job seekers that seem unfocused, vague and scattered."

He adds that maximising potential is a personal responsibility for job seekers in a world where change is continual. "While everyone wants to be successful, we don't always take the time to think about what it is

## Critical factors for career survival

According to the Drake Business Review, global research has revealed the following are critical success factors for career survival:

- Getting desired results
- Effective communication skills
- Nurturing strong working relationships and networks
- Possessing a positive personality and attitude
- Ability to stay current and develop oneself to meet the demands of one's job
- Leveraging work experience
- Ability to handle pressure/stress and stay poised
- Demonstrating decision-making/ problem-solving prowess
- Fostering a meaningful mentoring relationship

going to take to get there. A proactive approach to career planning helps guarantee a return on your investment in your personal and professional development."

Or as the late Microsoft founder Bill Gates put it: "The world won't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself." ●

To get in contact with David Trought: [careersbusiness@aut.ac.nz](mailto:careersbusiness@aut.ac.nz)



David Trought with Faculty of Business and Law students

TEXT BY ANGELA MCCARTHY, PHOTOGRAPHY GEOFF OSBORNE

# Harnessing next generation talent

In today's complex world of sourcing talent, the prospect of securing emerging talent at minimal risk to the employer seems too good to be true. Engaging with AUT Business School's Co-operative Education programme enables employers to access exceptional talent coming out of one of Auckland's leading tertiary institutions.



Kate Coleman

While completing AUT's Bachelor of Business degree, students in their final year are required to complete a minimum of 360 hours over a nine week period, gaining work experience relevant to their field of study. In this way students get real work experience as part of completing their degree. AUT is the only university in New Zealand to incorporate work experience into an undergraduate degree.

"The Business School's Co-operative Education programme gives our graduates an edge in the employment market. It provides them with the hands on work experience that makes them more effective in the transition from the learning environment to the work place," comments Kate Coleman, Co-operative Education Manager for the Business School.

It's often assumed that to take on a student a business has to provide a particular project for the student to work on. This is not the case. The role can include a specific project or it can be carrying out tasks related to the student's field of study. The employer benefits from specialised knowledge developed by a business school ranked in the top 5 percent in the world by the Association to Advance Collegiate Schools of Business, a recognised international accreditation body. This is particularly valuable in the fast moving fields of marketing, communications and technology.

Feedback from the programme's employers is excellent. "It's a great partnership. The students have proven to be committed, hardworking team members. The programme

is highly rewarding for everyone involved," says Garth Cook, Training and Development Manager for Warehouse Stationery. "This is reinforced by the number of Co-op students going on to full employment with their employer," explains Kate of the programme she oversees.

AUT business student Ben Polkinghorne completed his Co-operative Education placement earlier this year at ColensoBBDO in Auckland. He was then offered a full time role.

In June, Polkinghorne was one of only 25 creatives in the under 28-year-old category selected for the 'Young Creative Academy' at the Cannes International Festival of Creativity. An idea hatched by Ben and his creative partner was rewarded with a Cannes Gold Lion – an award that recognises young up-and-coming marketing talent, agency executives and young directors.

For Kate the value goes both ways. "It does not require a large investment for an employer to benefit from the next generation of talent coming out of the Business School. Having a student on board also contributes significantly to an organisation's culture. Without doubt, it's a huge part of the student's learning journey. It's a win-win for all parties."

Importantly for employers, they are able to run their own interview process to choose the students who best meet their needs. ●

To get in contact with Kate Coleman, 09 921 9323 or kate.coleman@aut.ac.nz

TEXT BY COLIN BASS

# Shaping Future Leaders

Working with the community to foster and develop talent

Launched early this year, the Westpac Graduate Cadet Programme is an initiative to create opportunities in Retail Banking for 18 to 25 year olds from diverse backgrounds. Its aim is to identify and attract leadership potential by partnering with the community.

Chris Rickards, Westpac's Senior North West Area Manager, says the programme was designed to provide opportunities for young Māori and Pasifika and to develop them into leadership roles at Westpac. Its design and implementation has been cross organisational, with input from Westpac's Learning and Development, People and Performance and Retail Banking teams.



Chris Rickards

However, he credits one Westpac staff member for her invaluable leadership role.

"While the programme has been a collaborative effort, Afiafi Leala, our Westpac Bank Manager at New Lynn has played an important role in getting it up and running," says Rickards. "Her cultural capital, coupled with her technical and professional expertise, has helped shape the programme's unique approach."

Those who join the three-year Graduate Cadet Programme begin as a Customer Service Representative and then progress to a Customer Banking Consultant. In their final year, they are exposed to leadership situations designed to prepare them to take on a Bank Manager role towards the end of the cadetship.

The AUT Faculty of Business and Law, together with Gateway, is an education partner for the pilot. AUT Programme Director Equity, Agnes Naera, says the relationship with Westpac is underpinned by a strong sense of partnership and a people-centric approach.

“The opportunity to be part of the Graduate Cadet Programme has changed the life of my family”

SINI TAGILOA, STUDENT



Afiafi Leala

"It was evident right from the initial discussion that Westpac was committed to a long-term vision of building a culture that celebrated diversity," says Agnes. "The thinking and commitment behind the Cadet Programme is really inspirational."

Four AUT students (three of whom are recent graduates) are currently involved in the Cadet Programme. Each is assigned a mentor from among top-performing Westpac Bank Managers who provide a guiding hand through the cadet's journey.

"We are really enjoying our partnership with AUT and are delighted with the progress of the students in the Graduate Cadet Programme," says Rickards. "Westpac is confident the programme will deliver on its objectives."

It's clear that the cadets involved in the programme are also gaining enormous value from it. Among them is Sini Tagilola, who is completing his Bachelor of Business in employment relations and human resource management.

"The opportunity to be part of the Graduate Cadet Programme has changed the life of my family," he says. "It will also act as a signpost of change for my community. I never would have dared dream that I might one day work in a bank, let alone be a manager." ●



# When does the leadership journey begin?

AUT Business School postgraduate student Afra Abdeen challenges business leaders at Leadership NZ's annual dinner

When one thinks of leadership, one tends to think of knights of the realm such as Sir Peter Blake, Sir Ron Carter, Dame Rosanne Meo, and Sir Peter Jackson. Each has reached the pinnacle of their chosen career; each has contributed in many ways to the communities around them. But leadership starts a lot earlier than that.

These celebrated Kiwis exhibited early leadership tendencies, whether it was winning an Optimist yacht race or playing around with boxes and PlayDoh in developing special effects. It started at school, at university, before they began their careers. They were lucky to have the

support around them so that they didn't lose sight of these passions while on their personal journeys.

While leadership qualities are probably present in many of us from a young age, in order for leaders to emerge, these qualities need to be identified and nurtured. Not all of us enjoy the right environment to foster this potential, and gain the confidence required to pursue our passions. The AUT Business School is committed to helping its own students and secondary school students to realise their potential. It does this by developing programmes that maximise opportunities for students to gain confidence in their leadership ability.

Dr Geoff Perry, Dean of the AUT Business School, sees student leadership as a significant focus for the School.

"The AUT Business School will continue to develop programmes such as Shadow a Leader, which aim to give students insight and confidence in how to develop their own leadership opportunities as they shape their chosen career paths," says Dr Perry. "We run Shadow a Leader day to open the business world to students and to enable business leaders to engage with what will be the next generation of leaders."

Now in its second year, Shadow a Leader matches a secondary school student and an AUT Business School student with a successful business leader for a day. The students experience first-hand what it's like to lead an organisation. Fifty well-known leaders, including Sue Watson, CEO of KEA, Shelley Campbell, CEO of the Sir Peter Blake Trust, and Tim Bennett, CEO of NZX, participated in the 2013 programme. Shadow

TEXT BY COLIN BASS. PHOTOGRAPHY GEOFF OSBOURNE, BRUCE MILLAR

a Leader is certainly tapping into a need, not only for the students in experiencing leadership, but also for leaders seeking emerging talent.

One Shadow a Leader participant, Anisha Afroz, is also involved with another student leadership opportunity, the Young Enterprise Scheme (YES). Run by the Young Enterprise Trust, it's designed to ensure all New Zealand students participate in experiential enterprise education. Recognising the important role this plays in preparing students for life at university, the AUT Business School is a national sponsor of the Young Enterprise Trust.



Aorere College Young Enterprise Company supplies the Excellence in Business Support Awards

Anisha is one of seven year 13 students from Aorere College who have established a business through YES programme. Hers is called Classic Coffee Chocolates. Now engaged as a supplier to this year's Excellence in Business Support Awards, Anisha and her friends will benefit significantly from the leadership opportunities they are exposed to by running a real business.

This year's Leadership Week again put the spotlight on the need to instil leadership aspirations in youth. A key event during Leadership Week, Fuji Xerox Inspire 2013 was a conference with a difference.

Usually the domain of professionals seeking to further build their capability, Inspire 2013 was attended by more than 300 Auckland



Over 300 Year 13 students captivated by some of New Zealand's leaders at Inspire

secondary school students chosen for their leadership potential. With the support of the Sir Peter Blake Trust, a number of high-profile leaders, including Olympic gold medallist Hamish Carter, and Todd Scott, owner of the NBR, addressed the audience gathered in the auditorium of AUT's new Sir Paul Reeves building.

Afra Abdeen was among the presenters. An honours student at the Faculty of Business and Law, Abdeen questioned the traditional pressure placed on school leavers to know where they want to go with their careers.

"There is a lot of pressure on us as young people to know what we are going to do next," she says. "How can you know if you have been exposed to so few opportunities that will undoubtedly shape you? It's certainly taken me a long time to understand my calling."

During her time at AUT, Afra joined a club for student entrepreneurs. When she was subsequently elected president, she found herself completely out of her comfort zone. Afra now believes that this opportunity was key to her success at university.

"It was a crash course in accepting that mistakes are OK and when you

are passionate about something, people will follow. Through stepping outside my comfort zone, I am one step closer to discovering my true passion," explains Afra.

Dr Perry reinforces the importance of identifying emerging leaders early so that they are given the right support when they need it most.

"It's up to education providers at all levels to ensure this happens," he says. "AUT Business School is taking student leadership very seriously. We have set the benchmark for universities in fostering leadership amongst our students." ●



Tony Falkenstein, CEO of Just Water International, shares his business story with aspiring student leaders



# Strengthening the bridge



Brett O'Riley

TEXT BY COLIN BASS. PHOTOGRAPHY BY TONY NYBERG

ATEED is the economic development arm of Auckland Council, responsible for growing Auckland's economy. Amongst its many business support initiatives is a partnership with Government agencies including Callaghan Innovation and New Zealand Trade and Enterprise to provide R&D grants to local businesses.

Brett O'Riley, CEO of ATEED, is passionate about leveraging the talents of Auckland's graduate student population. "We have to take every opportunity to give our young people exposure to, and experience in, Auckland's productive economy. Currently not enough of our medium sized businesses realise the immense opportunity of engaging with Auckland's tertiary sector. The fact is it's a direct source of talent and capability that we need to harness," says O'Riley.

ATEED is actively developing its partnership with Auckland tertiary institutions and is a committed advocate of co-op programmes. A number of student interns have been chosen this year to work at ATEED. "Our HR Manager took a slightly different approach this year. They ran a Dragon's Den styled interview process where we challenged the students to explain why they were interested in doing their internship at ATEED. It was fun and we selected three students who had obviously done their homework," O'Riley explains.

O'Riley was one of 50 leaders who participated in Shadow a Leader day in July this year, an AUT Faculty of Business and

## between education and *industry*

**Auckland Tourism, Events and Economic Development (ATEED) aims to become the world's leading economic growth agency. Ensuring Auckland gets the most from its student population is key to achieving this bold vision.**

Law student learning initiative run during Leadership Week. As a result he is now more committed than ever for ATEED to play a role in providing students with the unique opportunity of understanding what goes on in the country's largest economic growth agency.

"I was shadowed by an AUT business student and a secondary student from Auckland Girls Grammar and took them through a typical day. In one meeting we discussed new approaches to destination marketing for Auckland. At a certain point I asked for their input and I was impressed by their confident and forthright opinions. Their contribution to the meeting was valuable and meaningful, and it was useful for me to see the approach they would take in using new tools such as social media to market the region.

"I would like to see the Business School run the event every term, not just once a year. This would enable more students to take part and give us access to their thought processes."

For ATEED, leveraging the region's education resources is a key opportunity for Auckland. Through ATEED's involvement with the Auckland Tertiary Education Network (ATEN) in developing an International Education Strategy, supporting the Young Enterprise scheme and the organisation's focus on skills development for the 50,000 businesses ATEED works with, O'Riley is excited about matching potential up with opportunity for the betterment of Auckland's economy.

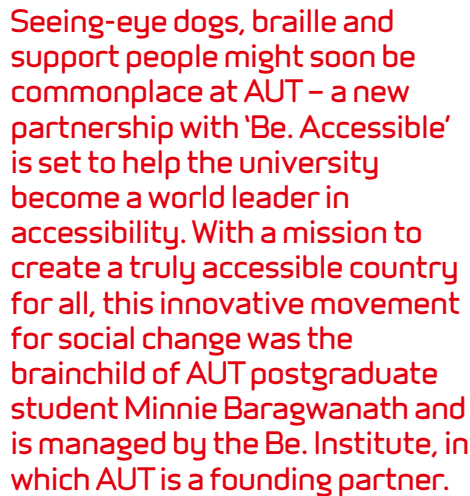
"Our work with the Auckland Tertiary Education Network shows us there are significant areas of common interest between Auckland's tertiary providers. Taking a more co-ordinated approach to promoting these will help us transform the way Auckland's education opportunities are marketed at home and abroad. We are also learning from sister cities such as Brisbane how we can take a more sophisticated approach to engaging with international students in particular. Attracting them to study in Auckland is only the beginning of a lifelong relationship throughout their careers."

“We have to take every opportunity to give our young people exposure to, and experience in, Auckland's productive economy”

BRETT O'RILEY

Through a more targeted approach to matching student capability with business needs, O'Riley is clear about the work ahead for ATEED. "Our tertiary sector is doing a great job connecting with business. However, we have a database of 50,000 Auckland businesses that we are charged with delivering value to. With better analysis and a smarter system for matching talent with business needs, we can drill deeper and really help harness the potential of interns, masters and postgraduate students for Auckland businesses." ●





Megan Barclay, Be. Accessible's Programme Director was thrilled with the project's success.

"Be. Accessible worked with the 12 main centres that hosted Rugby World Cup games, along with the cafes, i-sites and transport hubs associated with each venue," says Barclay. "We focused on shifting the attitudes of customer service staff and looked at ways of leveraging technology to improve the experience, not only for disabled event-goers, but for all those who enjoyed the occasion."

After the success of the Rugby World cup, and coinciding with the end of Baragwanath's studies, a commercial partnership was established with AUT University. Now, six months into the strategic relationship, AUT is aiming to become the world's most accessible university.

"As one of New Zealand's leading universities, AUT is well positioned on the international education stage," he says. "Together with the quality of our academic programmes, being the world's most accessible university is a huge opportunity. We're taking our work with Be. Accessible very seriously." The AUT Business School was an early adopter of the Be. Accessible movement. With a particular focus on the Excellence in Business Support Award's gala dinner, the Business School is now recognised as a pioneer in achieving Be. Accessible accreditation for the event. Business Relations Manager Annie Gandar has placed particular importance on this accreditation.

Building on experience gained in 2012, Gandar is focused on earning silver accreditation for Be. Accessible in 2013, up from a bronze last year.

"We've taken a more cohesive approach to making the event more accessible," Gandar says. "From collecting better information at registration through to the experience on the

"AUT's event staff and the Langham Hotel staff are prepared to ensure all guests' specific needs are met in this regard."

The Be. Accessible experience is uncovering a number of structural changes to ensure AUT can achieve gold accreditation in 2014, says Gandar.

"In particular, current software for event registration doesn't allow the process to be fully accessible. The Royal New Zealand Foundation for the Blind requires 12 point font to be used across all collateral and event registration. This will be addressed." The Be. Institute is going from strength to strength and is currently working with the Waiheke Island Local Board on a tourism initiative. Being accessible is certainly a great source of innovation and it's a movement that will ensure AUT – and in time, Auckland City – is the first choice for those with accessibility needs. ●



Auckland Chamber of Commerce  
- supporting business **success**

Auckland Chamber of Commerce CEO Michael Barnett, 2012 Supreme Award Winner, congratulates this year's winners and finalists in the AUT Business School Excellence in Business Support Awards 2013.



[www.aucklandchamber.co.nz](http://www.aucklandchamber.co.nz)



# Reaching out to the world

Quality education sits on a global platform and engaging with international peers is vital for a university, its academic staff and most importantly its students says Roger Stokell, Associate Dean of International and Engagement at the AUT University Business School.

The AUT Business School is currently engaged with 30 universities in 18 countries and is constantly recruiting new partners based on their reputation, ranking and alignment with its strategic priorities. The most recent partnership is with the Telfer School of Management at the University of Ottawa in Canada.

"Universities need to put a lot of effort into developing international partnerships. There are considerable benefits to be gained across a range of activities including student exchanges, globally significant research

activities and boosting international rankings through exposure to other quality university environments," explains Stokell.

Maintaining the AUT Business School's international ranking is imperative to maintaining its reputation. In 2011 the Business School achieved accreditation with the Association to Advance Collegiate Schools of Business (AACSB). Only the top 5 percent of business schools in the world achieve this accreditation. The result reflects the effort the Business School has put in to its international positioning.

AUT Business student,  
George Matheson

“Studying at a partner business school gives students a real edge. It shows potential employers they are willing to step outside their comfort zone and expose themselves to a whole new education system and culture”

ROGER STOKELL

Crucial to the Business School's international programme is the international student exchange scheme. Approximately 50 Business School students take the opportunity each year to spend a semester or two studying at a partner university which is recognised as part of their New Zealand degree.

"Studying at a partner business school gives students a real edge. It shows potential employers they are willing to step outside their comfort zone and expose themselves to a whole new education system and culture," emphasises Stokell.

George Matheson is one student who took up the challenge. Commencing a double major degree in Economics and International Business at the AUT Business School in 2011 gave him an opportunity to take part in an international exchange – a long term dream partly fed by a passion for ship brokerage and an aspiration to work in global commodity trading.

"If I had stayed in New Zealand it would be close to impossible to follow my dream career path. That factor, and a love of travel, were my main reasons for studying abroad," explains Matheson. He chose a newly formed partnership with the University of Navarra, Pamplona, Spain - home to the running of the bulls. Matheson sees immense value in studying business-related courses overseas as part of his Bachelor of Business while learning a second language and being able to access opportunities to develop his chosen career path.

A requirement in the final year of a Bachelor of Business degree is a work experience placement called the Co-operative Education

programme which can also be done overseas. Every student has to complete a minimum of nine weeks with an employer.

"I chose to do my Co-op assignment while overseas so I would be more accessible to global shipping businesses, opportunities that just aren't available in New Zealand. It took hard work and lots of hassling but I eventually found an intern role with V Ships UK in Glasgow. I've just returned from three weeks in their Singapore office. It's really giving me the confidence to strive for my dream career."

While making his decision, Stokell helped him review his options and identify the best one for him. "I can't speak highly enough of how valuable this exchange has been. The international staff at the AUT Business School are passionate about helping students achieve their dreams," reflects Matheson.

Matheson is typical of most students electing to do an international exchange: typically they are in their final undergraduate year and see studying on exchange and then an international intern opportunity as key to getting ahead in their chosen careers once they have finished their studies.

For those students who may find the investment required to go abroad on exchange prohibitive, the Business School provides a number of Business International Exchange Scholarships. Ten undergraduate scholarships and four postgraduate scholarships of \$5,000 each are awarded to students every year.

It's not all about New Zealand students heading overseas for experience. The

exchange programme is a two way relationship and brings cultural diversity to the AUT Business School, with students from partner business schools choosing to spend time studying at AUT.

Another student benefiting from AUT's new partnership with the University of Navarra is Amaia Dorronsoro who chose to do her international exchange at the AUT Business School. "Before arriving in Auckland, the AUT Business School helped with everything I needed; accommodation, visa, papers, university schedule, which I appreciated. I was really happy to find people from all over the world at AUT, both students and lecturers. It's the perfect place to learn from other cultures. And the quality of the university is really good, I studied business courses that will be extremely useful in my work life," explains Amaia.

The Business School is also strengthening its international ties through sabbatical lecturing placements for academic staff, joint research ventures, new types of executive education and developing life-long relationships with its international alumni. ●

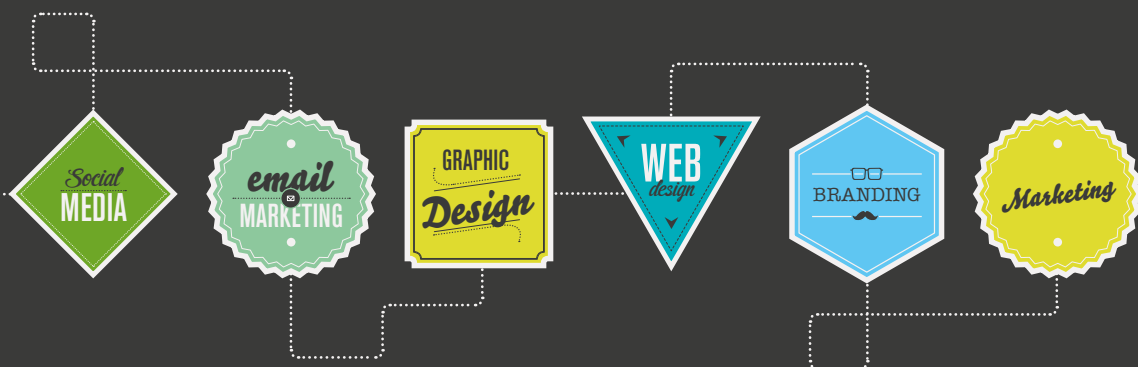


Roger Stokell





# Good design = GOOD BUSINESS



## WE'RE PLATO, THE BIG, LITTLE DESIGN AGENCY, AND WE'D LOVE TO HELP YOU.

We're big because we're a full-service, fully integrated company, offering a comprehensive range of branding, design, web and online marketing solutions, working with companies right across the country, in every sector imaginable.

But we're little because we still care about small-to-medium sized enterprises too, helping them to evolve and grow, and focusing on providing exceptional customer service. We're a creative ideas company dedicated to partnering with our clients to build their brands, connect with their target market, and realise their business's true potential.

**Proud to be finalists in the AUT Excellence in Business Support Awards 2013.**



Call us on 03 365 2599



[info@platodesign.co.nz](mailto:info@platodesign.co.nz)



[www.platodesign.co.nz](http://www.platodesign.co.nz)

RECOGNITION

## New star rating for Business School

**The AUT Business School has been recognised internationally through the illustrious QS Intelligence Unit.**

The School received an overall four-star rating from the Unit's new evaluation system for business schools. The QS Stars: Business Schools rating recognises the AUT Business School as a provider of high-quality business education that is internationally comparable, says Dean of the Faculty of Business and Law Dr Geoff Perry. "Our strong international connections, graduate employability rates, and student satisfaction and completion rates all made a strong contribution to our overall excellent rating."

The QS Intelligence Unit defines a four-star business school as a highly international

institution with a solid reputation that demonstrates excellence in both teaching and employability.

The rating included five stars in three areas: Teaching and Student Quality, Internationalisation and Diversity, and Facilities. The Teaching and Student Quality category looked at faculty-student ratio, student satisfaction with teaching, and PhD and student completion rates. "A top rating in this area reflects the School's emphasis on providing rigorous, relevant and engaging education," says Dr Perry.

The Internationalisation and Diversity category measured the mix of international staff, international students, gender and ethnicity, as well as the School's academic partnerships. "In particular this highlights our international outlook and global links with peers and overseas researchers," says Dr Perry.

He adds the five-star rating for overall facilities, including IT infrastructure, library, sporting and catering facilities, is testament to the School's high-class student learning environment.

The AUT Business School was approached by QS to participate in the rating's pilot, and is the first school to complete evaluation under the new system. QS Stars: Business Schools is now being rolled out to a number of business schools worldwide.



## WHEN YOU WANT TO TEST RISK WITHOUT RISK... WE'RE READY TO SEND IN "THE DAREDEVIL"

**Shane MacDonald** Test Consultant, Qual IT

Shane takes risk very seriously, and prefers to keep all the crashing to his day-job – it's much more enjoyable finding weaknesses in your system than weaknesses in his technique.

If your go-live is approaching fast, Shane and his team will make sense of risks at speed. With a calm eye and unflappable nature he's the man we send in when risk-proofing in a tight deadline is the number one priority.

After spending all week avoiding risk, it's no wonder he's a Motocross fanatic (and ex-editor of Motorcycle Trader and Dirt Rider Downunder).

He's just one of a team of 160 dedicated testers who are equipped to work across the entire test spectrum, providing open, honest, no surprises testing solutions.

Together we're QUAL IT – we're ready to put your IT systems to the test.

**[www.qualit.co.nz](http://www.qualit.co.nz)**

Wellington 04 472 3745  
Auckland 09 523 4550  
Christchurch 03 341 5145  
Hamilton 07 839 2328

**Qual IT** INDEPENDENT TESTING SOLUTIONS





# Our door is open

Sarah Trotman, Director of Business Relations,  
AUT Business School



Sarah Trotman

The AUT Business School celebrates world-class business. Academic programmes and highly regarded research enables the Business School to be recognised, through AACSB accreditation, at the highest international levels.

The Business School is continually pushing the boundaries in how it plays a more effective role in producing the next generation of talent. This is our commitment to being the university for the changing world.

To have world-class business in New Zealand we need world-class business support. Injecting new skills essential to strengthening

New Zealand's economy is key to a business school's role as a leading business support organisation. To recognise the importance business support plays, we are proud to bring you the Excellence in Business Support Awards.

The Awards celebrate excellence and innovation in the delivery of business support from one end of New Zealand to the other. This year's selection of finalists would make past award recipients proud. Such recipients include Sir Stephen Tindall's KEA, Designworks, Michael Barnett ONZM, Sir James Fletcher and Banklink. Dr Geoff Perry, Dean of the AUT Business School, joins his team of outstanding business academics and researchers in warmly congratulating all the 2013 award recipients for their outstanding achievements.

“The Business School is continually pushing the boundaries in how it plays a more effective role in producing the next generation of talent. This is our commitment to being the university for the changing world”

SARAH TROTMAN

The Business School has led the way in nurturing student leadership through innovative initiatives such as Shadow a Leader, and work with Fuji Xerox's Inspire 2013. Seeing postgraduate students Afra Abdeen and Nimbus Staniland speak at the Inspire 2013 conference alongside Olympic gold medallist Hamish Carter and Lady Pippa Blake is evidence of the leadership talent being produced at the Business School. Building on these initiatives in 2014 will see more student leadership talent nurtured for the great benefit of New Zealand Inc.

This magazine is all about engaging with the all-important business community. Whether it's connecting with the Business School's new Adjunct Executive Professor Derek Handley, leading academics across our seven departments, or the next generation of talent studying with us.

To be a great business school, AUT wants to continue to build our relationship with you. We invite you to engage with all the resources available to you here at the AUT Business School.

Our door is always open. ●

To get in contact with Sarah Trotman:  
sarah.trotman@aut.ac.nz

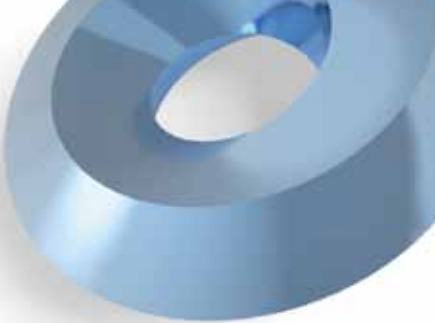
## iP is about increasing potential

Great ideas shape our world if they are harnessed and protected in the right way. At AJ Park, we take the time to understand your business and where you want to take it. Our experts specialise in helping you identify, protect, commercialise, and manage your intellectual property. If you're looking for clear, astute IP advice, call us today.

0800 257 275 | [www.ajpark.com](http://www.ajpark.com) | New Zealand + Australia







# HOW TO CONNECT WITH AUT UNIVERSITY BUSINESS SCHOOL

