



# Massey News

Auckland • Palmerston North • Wellington • Extramural

25 Pipiri June 2007 Issue 8



Te Kunenga  
ki Pūrehuroa



Teaching award recipients  
Page 3



New director for distance  
education  
Page 7



Ag Artwear at Mystery  
Creek  
Page 10



Burmester to captain  
world uni-games team  
Page 12



Banking Studies senior lecturer Claire Matthews with Community Board chairman John Harman.

## Small town fights back after being abandoned by the big city banks

The tiny Taranaki town of Eketahuna is setting up its own money exchange after the big banks refused to set up shop there or even provide an automatic teller machine.

The initiative owes a lot to the town's do-it-yourself attitude – the community already runs the local supermarket and the local petrol station – and to the knowledge and experience of senior lecturer in Banking Studies Claire Matthews, who lives in nearby Pahiatua.

Mrs Matthews, a Taranaki District Councillor, proposed the idea of a money exchange for the town, which has had no banking facilities since the Bank of New Zealand closed its branch 11 years ago.

The nearest banks and ATMs are either 35km south in Masterton or 25km north in Pahiatua.

Mrs Matthews has more than 20 years' experience working in and researching the banking industry. Her research report

for her Masters in Business Studies, completed in 2000, looked at the experience of two towns in Northland, after the closure of their last bank branch.

"In the 1990s a lot of small rural towns lost all banking facilities, as the banks closed many branches around the country," she says. "The number of branches in New Zealand reduced by 42 per cent between 1993 and 1999. The towns of Maungaturoto and Waipu were of particular interest because they had established money exchanges. I visited both communities and talked to people and one of the things that struck me was how similar Maungaturoto was to Eketahuna."

Last year, after the district council's final bid to get a bank to establish an operation in the town was again turned down, Mrs Matthews decided Eketahuna could do better on its own.

[continues page 2](#)

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## Design award finalists Page 14

### Regulars:

**Massey People in the news**  
Page 15

**Notices**  
Page 16

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## Small-town bands together after being abandoned by big city banks

from page

"A bank branch is only of use if you are with that bank, and an ATM really only allows withdrawals, which may attract higher fees for customers of other banks. I suggested that a money exchange, as I had seen in Northland, would be more appropriate."

Since then she has worked with the council and the Eketahuna Community Board to develop the proposal, using her research report as a basis.

The exchange will be run by staff in the council's service centre, which is also the town's library. It will aim to break even rather than make a profit, Mrs Matthews says, with the council subsidising the operation for the first six months on a trial basis.

It will provide access to cash through an eftpos machine, change for businesses, cash or cheque deposits, and cheque cashing for approved customers. Deposits will be taken by courier to banks in Masterton. It is expected to be up and running by August, with a few issues, including security, still to be worked through.

"Fees will be charged by the exchange, in addition to fees charged by the customer's own bank. This is what makes it suitable for a community to run for itself, but not something that the banks would be interested in."

The return of banking facilities is expected to boost the local economy and possibly help attract small businesses to the town, which has a population of only about 500 but serves a relatively large rural area. Existing retailers who were considering moving out have also indicated that the new exchange will persuade them to stay.

Mrs Matthews is confident that it will be a success. "The disadvantage for Eketahuna is that it is 11 years since their last bank closed, whereas in Maungaturoto the money exchange opened on the next working day, and in Waipu there was a gap of only a few weeks. In Eketahuna, the delay means that people's banking behaviour has changed to take account of the lack of a local bank branch.

"However, in a recent survey, people said they would use the new facility. Eketahuna is a community that believes in supporting itself and I believe locals will get behind the exchange to make it successful."

Eketahuna has always had to work hard to get the facilities it wants but others won't provide. When the last grocery store in town closed its doors in 1987, the Community Board formed a charitable trust, offered debentures to local people and purchased a building for a new supermarket. It opened in 1988 and is still operating successfully. When the local petrol station burnt down in 2001 and there was no prospect of any of the major companies reinstating it, debentures were issued again.

The \$250,000 raised was used to restore the station and forecourt. The business was leased to a local operator and re-opened in 2003. Community Board chairman John Harman says all debentures for both projects have since been paid back to community supporters.

## Notices

**Tongariro Natural History Society Memorial Award**  
– closing 30 June 2007

**The Grosvenor Scholarship** – closing 1 July 2007

**China Scholarships** – closing 6 July 2007

**Massey University Chemistry Scholarship** – closing 30 July 2007

**Massey University Mathematics Scholarship**  
– closing 30 July 2007

**Massey University Physics Scholarship** – closing 30 July 2007

**Kiwiplan Scholarships** – closing 30 July 2007

**New Horizons for Women Trust (Inc) Ria McBride:**

**Public Service Management Award** – closing 31 July 2007

**Polish Charitable & Educational Trust** – closing 31 July 2007

**The Kate Edger Educational Charitable Trust Millennium Undergraduate Award** – closing 31 July 2007

**The Kate Edger Educational Charitable Trust Retraining Award** – closing 31 July 2007

## Postgraduate

**Drury Tertiary Scholarship** – closing 30 June 2007

**Honeywell Bursaries in Energy Management**  
– closing 30 June 2007

**Mexican Government Scholarships** – closing 30 June 2007

**NZ Planning Institute Bursary** – closing 30 June 2007

**Rangitaane O Manawatu Scholarships** – closing 30 June 2007

**Rotary Foundation Ambassadorial Scholarship**  
– closing 30 June 2007

**Rotary Foundation World Peace Scholarship**  
– closing 30 June 2007

**Royal Society of NZ Medals & Awards** – closing 30 June 2007

**Sasakawa Fellowship Fund for Japanese Language - Teacher Trainee Scholarship** – closing 30 June 2007

**Tongariro Natural History Society Memorial Award**  
– closing 30 June 2007

**The Grosvenor Scholarship** – closing 1 July 2007

**Massey University Doctoral Scholarship** – closing 1 July 2007

**Massey University Masterate Scholarship for Māori Students** – closing 1 July 2007

**Massey University Masterate Scholarship** – closing 1 July 2007

**China Scholarships** – closing 6 July 2007

**French Awards Scholarship** – closing 31 July 2007

**Government of Mexico Scholarships for Foreigners**  
– closing 31 July 2007

**New Horizons for Women Trust (Inc) Ria McBride:**

**Public Service Management Award** – closing 31 July 2007

**NZ Federation of Graduate Women Postgraduate Fellowship** – closing 31 July 2007

**New Zealand Federation of Graduate Women - Susan Byrne Memorial Award** – closing 31 July 2007

**Polish Charitable & Educational Trust** – closing 31 July 2007

NOTICEBOARDS ARE AVAILABLE AT THE FOLLOWING LOCATIONS:  
SOCIAL SCIENCES LECTURE BLOCK FOYER, TURITEA SITE AND IN EACH ACADEMIC UNIT

## General Notices

editor@massey.ac.nz

### Qualification Reviews

This notice is to invite submissions as part of the 2007 College of Education qualification reviews. The qualifications to be reviewed and closing dates for submissions are:

Graduate Diploma in Education/Postgraduate Certificate in Education/Postgraduate Diploma in Education, July 31

Graduate Diploma of Teaching (Primary), June 06

Te Aho Tatairangi, August 28  
Certificate in Human Development September 18  
These reviews aim to provide an opportunity for the University to continually enhance and improve its qualifications.

A panel of experts, internal and external, national and international will be brought together to conduct

each review and consider relevant documentation provided by the university as well as oral and written submissions.

Should you have any queries on any matter relating to these qualification reviews, including making a submission please contact:  
Pat Hickson, Project Administrator,  
College of Education,  
Email p.hickson@massey.ac.nz

### NZ Universities' Superannuation Scheme Seminar

Existing members of the NZ Universities' Superannuation Scheme, as well as other interested staff, are invited to attend a seminar on recent changes to the Scheme.

The presentation will cover enhancements to the existing scheme and the introduction of a new 'complying fund' which will provide an opportunity for eligible members to choose to benefit from tax exemptions on employer payments and, subject to legislation, tax credits on member contributions, similar to those being offered under KiwiSaver. There will be an opportunity for questions.

Palmerston North:

Monday, 2 July 2007 at either 11.00am-Noon or 1.00-2.00pm in Aston 1 Lecture Theatre on the Ground Floor of Science Tower B.

Auckland:

Tuesday, 3 July from 4.00-5.00pm in Room NW200 of the Neil Waters Lecture Block.

(Note: The seminar at Wellington Campus took place on 22 June 2007)

## Massey News Online

If you want to read the latest in news from Massey University, complete with colour pictures and video clips, or if you want to sign up for one of an expanding range of e-mail newsletters, visit us online:

<http://news.massey.ac.nz>

## People in the news

Communications and marketing staff monitor news and media outlets, but appreciate notification from staff of their media contributions/achievements.

Please email editor@massey.ac.nz with your contribution so that it may be included in Massey News.



Tertiary Teaching Excellence Award winners Dr Bryan Walpert, left, and Dr Tracy Riley, with Tertiary Education Minister Dr Michael Cullen and College of Education Pro Vice-Chancellor Professor James Chapman.

## Staff receive national awards for teaching excellence

Two Massey staff members were named winners of tertiary teaching excellence awards of \$20,000 each at an awards ceremony this month. It is the second year running that Massey has had two of the 10 winners.

Dr Tracy Riley, from the School of Curriculum and Pedagogy in the College of Education, is a specialist in teaching gifted children and teaching teachers of gifted children. Dr Bryan Walpert, from the School of English and Media Studies in the College of Humanities and Social Sciences, teaches creative writing and specialises in poetry.

Tertiary Education Minister Dr Michael Cullen presented the awards at a function at the Beehive. Dr Cullen recalled his life before politics as a university lecturer at Otago, saying good teachers wanted to leave students feeling inspired.

"Teaching has a special intrinsic reward in giving knowledge and inspiration to students: In knowing that you led someone to see something and develop their own capacity. And, of course, one doesn't get to become a teacher at tertiary level without both experiencing some excellent teaching and being the victim of teaching that isn't."

Teaching had always been important, Dr Cullen said. "But skills and knowledge are becoming more and more important, as the foundation of our modern economy."

"Therefore excellence in teaching is becoming more valuable. And as our future unfolds, the quality and excellence of our education system will need to meet the demands of a higher skill and knowledge-based society."

"When we recognise excellence in teaching through these awards we are doing much more than motivating teachers to reach a special standard. Our celebration is also a way of inspiring others with recognition of what it takes to achieve excellence."

"Tertiary teachers have twin responsibilities – teaching and research. Both are essential functions. These awards were introduced with a conscious intention to focus on teaching as an art by itself and to recognise excellence."

Pro Vice-Chancellor for the College of Education Professor James Chapman, who attended the function on behalf of Vice-Chancellor Professor Judith Kinnear, congratulated Dr Riley and Dr Walpert, saying it was recognition of their outstanding contribution to teaching at the

University.

"It reinforces the value that Massey places on teaching and it is good to see that being recognised at a national level," Professor Chapman said.

"I think there are many others who are demonstrating similar outstanding skills and this is just the tip of the iceberg really."

Acting Vice-Chancellor Professor Ian Warrington also paid tribute to the Massey winners.

"These national awards recognise exceptional teachers who show outstanding commitment to their subject and demonstrate knowledge, enthusiasm and a special ability to stimulate learners' thinking and interest," Professor Warrington said. "We should all be delighted that, again this year, academic staff of Massey University have been recognised as premier teachers."

"We are indeed fortunate to have such high calibre performers on our staff and to have them rewarded in this way. I extend warmest congratulations to you both on behalf of all of your colleagues in the University."

Dr Riley has been at Massey for 11 years. She has a PhD in special education, with an emphasis on gifted and talented education, from the University of Southern Mississippi in Hattiesburg.

Dr Walpert has been at Massey for three years. The former United States magazine and newspaper journalist, has a PhD in English from the University of Denver, Colorado.

The other award recipients were Margo Barton from Otago Polytechnic, Donna Buckingham and Associate Professor Katharine Dickinson from Otago University, Dr Christine Rubie-Davies from Auckland University, Dr Diane Johnson from Waikato University, Associate Professor Angus McIntosh from Canterbury University, and Peter Mellow from Auckland University of Technology.

Each receives \$20,000, which may be used for professional development.

Selena Chan from Christchurch Polytechnic received the Prime Minister's Supreme Tertiary Teaching Excellence Award worth \$30,000. Ms Chan is a Massey alumna, having received a Masters in Adult Education in 2002.



## Seminar calls for more women at the top

Three Massey women attended the first nationwide leadership programme for senior academic women from 11–15 June in a bid to improve the number and status of women at the top in the tertiary sector.

Dr Claire Robinson, Antonia Lyons and Rosemary Stockdale, were among 20 participants from the eight New Zealand universities selected by their institutions for the residential programme in Wellington.

“The programme is long overdue given that women still only represent 17 per cent of professors and associate professors in New Zealand,” says EEO Commissioner, and former Massey staff member, Dr Judy McGregor. “All of the women chosen are senior lecturers or above and we hope to see them becoming professors, deans and vice-chancellors in the future.”

The Human Rights Commission and representatives of Auckland and Massey universities were involved in establishing the programme, which will run twice a year, with the second programme in September.

According to Dr Lyons, all the women attending the course found it a great opportunity to hear inspirational stories from senior women in and outside the university sector, to network with women from other universities, to look for opportunities, and develop strategies for career advancement.

Dr Robinson, who heads the Institute of Communication Design in a college headed by a woman Pro Vice-Chancellor (Professor Sally Morgan) on a campus headed by a woman Deputy Vice-Chancellor (Professor Andrea McIlroy) in a university headed by a woman Vice-Chancellor (Professor Judith Kinnear) says that until attending the course, she had not been aware of the under-representation of women in senior management throughout the New Zealand university system.

She considers that a first step in addressing the statistics would be to make all staff aware of them.

At Massey, for example, she points out that despite constituting 41 per cent of the academic staff as at 31 December 2006, women only make up only 19 per cent of senior academic staff (professors and associate professors). Although this is a higher percentage than the national average, Dr Stockdale says there is still some way to go before the imbalance is resolved.

The programme was endorsed by the New Zealand Vice-Chancellors' Committee and partly funded by the Kate Edger Educational Charitable Trust. The first programme was over-subscribed with Otago, Canterbury, Massey and Waikato sending three women, instead of two.

Professor McIlroy hosted a dinner for the programme, which was attended by other senior women on the Wellington campus.

## Who should have access to our health records?

A new research project will investigate public attitudes towards the sharing of confidential personal information held in electronic health records.

Researcher Dr Dick Whiddett says the issue is topical and important, given that the Government's health care strategy provides for more sharing and integration of such information between, for example, general practitioners, hospitals and other agencies.

Massey's is the first New Zealand-wide research on the issue. As well as providing a clearer picture of attitudes, it will assist policy making by identifying the requirements for an electronic consent system that would allow patients to specify who they want to have access to the information.

Dr Whiddett, from the Department of Information Systems, says if patients think personal information might be distributed against their wishes, they may forego treatment or be reluctant to disclose information that may be crucial to diagnosis and treatment.

“E-health – or the application of modern information and computer technologies to the delivery of modern healthcare – can lead to major health benefits and improved outcomes,” he says.

“But it can also increase threats to patient privacy. To realise the benefits of e-health systems we need to have a better understanding of the privacy aspects so that we can design systems that not only reduce

these threats but actually enhance and protect privacy.”

He says such systems, particularly new mobile technologies, also offer opportunities to deliver more effective care to communities with special needs such as indigenous peoples, ethnic minorities, and individuals with disabilities and chronic diseases.

Pilot studies by the research team have already shown that public attitudes towards the use of their health information vary widely between individuals, reflecting similar overseas studies. Dr Whiddett says the new study will clarify the range of these attitudes and also aim to identify the extent to which the attitudes of Māori respondents differ from others.

He notes that the pilot studies indicated that in general people are happy to have their information shared between general practitioners and hospitals, but less happy to have it shared with, for example, Work and Income.

The inter-disciplinary, cross-campus project involves Dr Whiddett and Inga Hunter from the Department of Information Systems in the College of Business, Professor Tony Norris and Claire Jordon from the Institute of Information and Mathematical Sciences in the College of Sciences, and John Waldon from the School of Māori Studies in the College of Humanities and Social Sciences. It received a funding grant of \$160,000 from the Health Research Council.

### Notices

concepts and theory as these relate to the NIH public health goal of improving health outcomes for persons with medical and behavioural disorders and conditions.

Areas of interest include studies that characterize the usual and/or “best” practices of social workers and how these relate to health outcomes, studies establishing the efficacy and effectiveness of health-related interventions and services delivered by social workers, aspects of health-related social work services that are unique to specialty health care settings (e.g., clinics, hospitals, nursing homes, hospices, etc) and non-specialty health care settings (e.g., social service agencies, schools, jails and prisons, etc.), the nature and impact of routine prevention or clinical practice, and factors related to successful dissemination and implementation of social work services and interventions with proven effectiveness.

Deadline: 5 October 2007

### Foundation for Research Science and Technology Envirolink Grants

The Envirolink scheme funds research organisations to provide Regional Councils with advice and support for research on identified environmental topics and projects.

The scheme aims to support Regional Councils in two areas of environmental management: adapting management tools to local needs, and translating environmental science knowledge into practical advice.

Three types of grants are available:

Small advice grants (up to \$5,000 per grant excluding GST)

Regional Councils may obtain an expert consultation with a research organisation to help them identify their information needs, receive advice on science techniques or meet training requirements.

Medium advice grants (up to \$20,000 per grant excluding GST)

Regional councils may obtain a detailed expert consultation for discrete projects, or for the second phase of an initial small grant project. The aim of this grant is to help council's apply existing knowledge held by scientists on regional environmental issues.

Tools development

Funding to develop or adapt new and/or existing resource management tools for use by more than one council.

Deadline: Continuous

### Events

<http://events.massey.ac.nz>

**PN - Wednesday 27 June**

**12.00pm to 1.00pm**

Ecology Group Seminar Series

*Tracking the global migrations of godwits: the roles of technology and the media*

Dr Phil Battley

Venue: Lecture Room C, Ecology Building

Contact Details: Dr Alastair Robertson

Ph: ext 7965

**AK - Monday 9 July to Friday 20 July**

**9.00am to 4.00pm**

*Orientation Semester Two*

Two weeks of orientation events for all new students. Includes a Powhiri (Monday 9 July) and a compulsory General Campus Welcome and College Welcomes for all new undergraduate students on Friday 13 July from 9.30am

In addition, a compulsory welcome for all new international students will be held on Thursday 12 July at 10.00am

<http://www.massey.ac.nz/massey/students/student-services/whats-on/albany/orientations.cfm>

Venue: Gate One Albany Expressway Albany

Auckland

Contact: Jo Wilkins

Ph: 09 414 0800 ext 9184

If you wish to register an event please use the online events submission form at <http://events.massey.ac.nz>. For other event enquiries please contact a campus events coordinator or email [events-admin@massey.ac.nz](mailto:events-admin@massey.ac.nz).

### Scholarships and Bursaries

<http://awards.massey.ac.nz>

**A Snap-Shot of Scholarships Closing June / July 2007: full information about these scholarships and all others scholarships can be found on <http://awards.massey.ac.nz/>**

### Undergraduate

**AMP Scholarship Programme** – closing 30 June 2007

**Drury Tertiary Scholarship** – closing 30 June 2007

**Honeywell Bursaries in Energy Management** – closing 30 June 2007

**NZ Planning Institute Bursary** – closing 30 June 2007

**NZ Property Institute Study Award** – closing 30 June 2007

**Rangitaane O Manawatu Scholarships** – closing 30 June 2007

**Rotary Foundation Ambassadorial Scholarship** – closing 30 June 2007

**Royal Society of NZ Medals & Awards** – closing 30 June 2007

**Sasakawa Fellowship Fund for Japanese Language - Teacher Trainee Scholarship** – closing 30 June 2007

# Wharerata

venue • cuisine • events



**Winter Brunch Series – every Sunday 10am – 1pm from Sunday June 10th until Sunday September 30th**  
Local entertainment, reservations advised. Contact Helen Poole 350 5088



**Notices**

**Te Tipu Pūtaiao Fellowships**

The objective of Te Tipu Pūtaiao Fellowships is to unlock the innovation potential of Māori knowledge, people and resources or address issues that are distinct to the cultural and circumstances of Māori. To achieve this, the fellowships support students to develop their science and Māori research capability. In 2007/08 FRST are offering up to 17 Fellowships to students completing a masterate, doctorate or postdoctoral work in a science, technology or engineering discipline.  
Deadline: 3 August 2007

**National Institutes of Health  
Prevention of Trauma Related Adjustment and Mental Disorders in High-Risk Occupations**

This announcement solicits research grant applications from institutions or organisations that propose to further the state of science regarding selective prevention approaches prior to trauma exposure for members of high-risk occupations, i.e., civilian employees and military personnel who regularly encounter traumatic situations.  
Deadline: 23 August 2007

**New Zealand Science and Technology Postdoctoral Fellowships Scheme**

The government established the New Zealand Science & Technology Postdoctoral Fellowships in order to develop and enhance science, technology, and engineering skills and knowledge in New Zealand researchers who are of outstanding talent, and to apply the accumulative benefit to New Zealand. The scheme is intended to foster the development of New Zealand's scientists and future science leaders. The New Zealand Science & Technology Postdoctoral Fellowship complements other government initiatives implemented to develop a knowledge society which will assist New Zealand to compete successfully as a knowledge economy.  
Deadline: 7 September 2007

**National Institutes of Health  
Research On The Reduction And Prevention Of Suicidality**

The National Institute of Mental Health (NIMH), the National Institute on Alcohol Abuse and Alcoholism (NIAAA), and the National Institute on Drug Abuse (NIDA) are inviting grant applications for research that will reduce the burden of suicidality (deaths, attempts, and ideation). While NIMH has a long-standing commitment to studying the mental health-related factors contributing to suicide risk, NIDA, and NIAAA supported research in suicidality is growing and has provided a broader perspective on the range of risk and protective factors. For this programme, mental disorders, along with alcohol use disorders (AUDs) and substance use disorders (SUDs) and their respective trajectories, are of particular interest as they pertain to risk and protective factors and treatment efficacy and effectiveness for suicidality. The intent of the funding opportunity announcement is to intensify investigator-initiated research on this topic, to attract new investigators to the field, and increase interdisciplinary approaches to developing effective strategies to reduce suicidality.  
Deadline: 5 October 2007

**National Institutes of Health  
Health Behaviour Change in People With Mental Disorders**

The purpose of the announcement issued by the National Institute of Mental Health (NIMH), National Institutes of Health (NIH), is to expand and to refocus NIMH-supported studies on the aetiology of health-related behaviours (knowledge, attitudes, cognition, emotion, learning, motivation, decision-making, memory, exercise, nutrition, smoking, utilizing general medical care) that influence disability, morbidity and mortality as well as functional outcome in people with mental disorders.  
Deadline: 5 October 2007

**National Institutes of Health  
Methodology and Measurement in the Behavioural and Social Sciences**

The behavioural and social sciences offer significant fundamental insights into the comprehensive understanding of human health, including disease aetiology and treatment, and the promotion of health and well-being. To encourage the investigation of the impact of social and behavioural factors on health and disease, the participating institutes and centres (ICs) invite qualified researchers to submit research grant applications on methodology and measurement in the behavioural and social sciences. Methodology and measurement encompass research design, data collection techniques, measurement, and data analysis techniques. The goal of this programme announcement is to encourage research that will improve the quality and scientific power of data collected in the behavioural and social sciences, relevant to the missions of the National Institutes of Health (NIH) ICs.  
Deadline: 5 October 2007

**National Institutes of Health  
School-Based Interventions to Prevent Obesity**

The purpose of this programme is to form partnerships between academic institutions and school systems in order to develop and implement controlled, school-based intervention strategies designed to reduce the prevalence of obesity in childhood. This initiative also encourages evaluative comparisons of different intervention strategies, as well as the use of methods to detect synergistic interactions between different types of interventions.  
Deadline: 5 October 2007

**National Institutes of Health  
Research on Social Work Practice and Concepts in Health**

This programme encourages innovative, theory-driven empirical research on social work practice,



Cigarette damage to a smokers' lungs continues to progress even after they've quit, a new study has revealed.

**Lung damage continues after smokers quit**

A new study shows that lung damage in smokers continues to progress, even after they have stopped smoking. The finding comes from an international team of researchers in respiratory medicine, including a Massey University clinical pharmacology lecturer Dr Felix Ram. Until now, it has been widely thought that lung damage ceases when smoking ceases. The new study is the first to show that once smokers have established lung disease with the bronchial inflammation caused by smoking, it will continue after they have stopped smoking. "The study has wide implications for how we manage patients with smoking-related lung disease and for all smokers at large," Dr Ram says. "Instead of telling smokers that it's never too late to quit, the new public health message is never take up smoking." The study was conducted with bronchial biopsy samples from patients in various hospitals in Britain, including the London Chest Hospital.

There were 65 current smokers and 36 former smokers, aged between 60 and 65 years, who had been or still were smoking a pack a day, says Dr Ram. The study subjects had the smoking-related chronic obstructive pulmonary disease that brings with it chronic bronchial inflammation. The researchers say their results showed no statistically significant differences between smokers and ex-smokers in the numbers of any of the inflammatory cell types or markers analysed. "This doesn't mean that there is no point in quitting smoking," Dr Ram says. "Lung inflammatory damage will continue but smoking has other health effects and smokers will still benefit from giving up." Although based at the School of Health Sciences at the Auckland campus, Dr Ram has ongoing research collaborations with leading researchers in respiratory medicine in Europe. The research was recently published in the journal of the European Respiratory Society.

**NZ-brand smoke row prompts call for plain packaging**

Marketing researcher Professor Janet Hoek says the advent of New Zealand-branded duty-free cigarettes adds weight to the case for removing all branding from cigarette packets. The Smokefree Coalition and Te Reo Marama (the Māori Smokefree Coalition) are calling for the immediate withdrawal of the cigarettes, which are available in airport stores throughout the country, saying they are an affront to all New Zealanders. The cigarettes are made in Luxembourg, but come in black packaging, which includes the New Zealand silver fern. Professor Hoek says the packets also include the descriptor "luxuriously mild cigarettes", which, she says, is a further cause for concern. Research by Professor Hoek and marketing colleagues has shown that the descriptors "mild" and "light" can be misleading.

"We know that smokers inappropriately associate health attributes with these descriptors. Add an attempt to associate these new cigarettes with a 'clean, green' brand like New Zealand, and you have seriously misleading packaging." Professor Hoek supports a move to ban all branding from cigarette packets, with health warnings as the only pictorial image, as well as the withdrawal of the New Zealand branded packets. Smokefree Coalition Director Mark Peck has described the cigarettes as an outrageous attempt to exploit New Zealand's image. Te Reo Marama director Shane Kawenata Bradbrook says the silver fern is an internationally recognisable symbol of New Zealand and its inclusion as branding for cigarettes is an insult.





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**Massey University**

## International role for academic

Management lecturer Craig Prichard is to take a leadership position with the world's leading professional association for management academics, one of only seven New Zealand academics to do so.

Dr Prichard has been voted in as chair-elect for the Academy of Management's Critical Management Studies Interest Group (CMS). The United States academy has nearly 18,000 members world wide, with about 100 of them in New Zealand.

Dr Prichard, who last year won an Academy of Management outstanding symposium award, follows six other New Zealand-based academics who have held executive positions within the academy.

They are professors Ralph Stablein, from the Department of Management at Massey, Kerr Inkson, formerly of Massey and now with the University of Auckland, the late Mary Mallon, and Roy Stager Jacques from Massey, Kate Kearins from the Auckland Institute of Technology and Marjo Lips-Wiersma from Canterbury University.

From August, when the academy holds its annual conference in Philadelphia, Dr Prichard will take up a series of executive roles over a five-year period and in 2010 will chair the interest group.

He says the CMS group is the fastest growing grouping within the professional society and this year has nearly 900 members, two thirds of whom are based outside the United States. He says being elected to the leadership role is a huge vote of confidence from his colleagues around the world.

According to the Academy of Management's website, the CMS group is dedicated to the critical analysis of management and to generating radical alternatives.

"It might seem a bit bizarre to have a formal group within the academy that is so openly critical of management practice," says Dr Prichard. "But I think this tells us something about the importance of challenging things, and also about the problems that surround the practice of management.

"It's important to bear in mind that CMS is not critical of managers as people. You might say that managers as people get a lot of 'hospital passes'.

"Mostly they aren't personally responsible for some of the situations organisations get themselves into. But at the same time it's not possible for them to simply say 'I was just doing my job'.

"Being openly critical of management is nothing new, of course, and it is something most of us do. CMS is really just taking the next step and saying, 'OK, so what do we need to do differently?'"

Dr Prichard says the group puts much of its energy into placing critical analysis firmly on the management research agenda and also attempting to change management education.



Dr Nigel Parsons.

## Dire consequences predicted in new era of Palestinian politics

The fall of the Palestinian Authority (PA) government of national unity heralds a new era in Palestinian politics with regional and international implications, says Middle East politics lecturer and author Dr Nigel Parsons.

"For Palestine, it marks the consolidation of Hamas rule in the Gaza Strip, the effective political separation of Gaza from the West Bank, and the probable entrenchment of Fatah rule over the West Bank from Ramallah."

The humanitarian consequences of Palestinian civilians are likely to be dire, as aid delivery grinds to a halt, says Dr Parsons, from the School of People, Environment and Planning.

"Gaza is totally dependent on Israel for basic infrastructure like electricity and water. What happens if the PA ceases to exist and a separate Islamist regime emerges in its stead? Will Israel sever its ties altogether? How will this affect service delivery?"

"For the Middle East, the ascent of Hamas in Gaza constitutes a major setback for pro-western Arab regimes in Egypt, Jordan and Saudi Arabia; conversely, it marks a triumph for Syria and Iran.

"The Hamas offensive emerged against

a background of a prolonged contest for power following the death of Yasser Arafat: Presidential elections in 2005 were won by Mahmud Abbas for Fatah; legislative elections in 2006 were won by Hamas and led to the appointment of Ismail Haniyya as prime minister.

"The critical point of contest between the two was the Ministry of the Interior, responsible for control of the internal security apparatus. Fatah and Hamas had agreed on the independent Hani al-Qawasm, but he proved unable to assert control over the Fatah-dominated security services and recently resigned. This explains Hamas' focused offensive on the installations of the security apparatus.

"The intra-Palestinian violence gripping Gaza cannot be understood independently of four decades of Israeli military occupation and the Israeli and United States-led international boycott of the Palestinian government since January 2006.

"Subscribing to the Israeli agenda, the US and the European Union heightened the crisis whilst foregoing an opportunity to engage constructively with political Islam. That too

## Middle East focus for continuing winter lecture series

The theme for this year's winter lecture series in Palmerston North is *What Hope for Peace in the Modern World*, with a focus on the Middle East.

Dr Nigel Parsons, a Middle East specialist from the University's School of People, Environment and Planning, will continue the

series with *The Role of the Military in Peace*, from Major Donald Jones of the New Zealand Army on 20 June, and *Iran: Axis of Evil or Partner for Peace*, by Dr Jim Veitch of Victoria University on 27 June.

All the lectures take place at 12.15pm at St Andrews in the City, on Church Street.

### Massey People

## In the news

4 June

*TVNZ One News:* Dr **Jenny Coleman** comments on a male being elected Women's Representative on student executive at the Wellington Campus.

6 June

*Manawatu Standard, NZ Education Review:* Professor **David Mellor** from the Institute of Food Nutrition and Human Health, and Professor **John Codd** from the School of Educational Studies, were awarded Officers of the New Zealand Order of Merit, in a Queens Birthday weekend celebration.

*The New Zealand Herald:* **Anne Noble**, from the School of Fine Arts, says her photography exhibition entitled 'of landscape and longing' looks at Antarctica through a photo lens, and aims to find out what image people have in their mind about the place.

*Manawatu Standard, RNZ, NZ Education Review:* Distinguished Professor **Paul Moughan**, leader of the Riddet Centre, says being awarded the Centre for Research Excellence by the government, takes the centre from world class to top of the class, as it is really devoted to the fundamentals of the New Zealand economy.

8 June

*The Dominion Post, Newstalk ZB, RNZ, RLI, stuff.co.nz, Timaru Herald, Nelson Mail:* **Kaye Thorn**, from the Department of Management and International Business, will conduct a study into where New Zealanders settle overseas and why they leave in the first place, in an effort to stem the brain drain.

9 June

*Otago Daily Times:* Professor **Bob Hargreaves**, from the Department of Finance Banking and Property, says a third interest rate rise this year will hit those who are property investors carrying high levels of debt from several properties the hardest.

11 June

*The New Zealand Herald:* Associate Professor **Paul Toulson**, HOD of Human Resources Management, says when a new employee starts their job, the business must do its best to support a good induction process, as turnover in an organisation is at its highest during the first few days of employment. *Manawatu Standard:* Dr **Mike Joy** gave a presentation at a public meeting on the state of the Palmerston North region's water ways, discussing the challenges our rivers face and opportunities to improve them for future generations.

12 June

*The New Zealand Herald, The Press, The Dominion Post, Manawatu Standard, RNZ, Newstalk ZB,*

*Pak Tribune (Pakistan), Gisborne Herald, Southland Times, Bay of Plenty Times, Wanganui Chronicle, Bay of Plenty Times, Marlborough Express, Dannevirke Evening News, Otago Daily Times:* Dr **Felix Ram**, from the School of Health Sciences, was part of an international team which conducted a study into the after effects of smoking, revealing that lung damage will continue to worsen even after a smoker has quit.

13 June

*The Dominion Post:* Professor **Roger Lentle**, and a team of scientists from the Institute of Food Nutrition and Human Health, have made a discovery using the intestine of a possum to simulate a normal body condition in order to understand what was going on in the small intestine.

*Manawatu Standard, The Dominion Post, stuff.co.nz, Dannevirke Evening News:* Dr **Dick Whiddet**, from the Department of Information Systems, will lead a research project designed to determine public attitudes towards the sharing of confidential personal health information, as the issue is; topical, important and the first of its kind in New Zealand.

*Manawatu Standard, scoop.co.nz, Dannevirke Evening News:* Dr **Tracy Riley**, from the School of Curriculum and Pedagogy, and Dr **Bryan Walpert**, from the School of English and Media Studies, were honoured at the Tertiary Teaching Excellence Awards. The awards recognise sustained teaching excellence.

*Daily Chronicle, Hawkes Bay Today, Timaru Herald:* Dr **Ajmol Ali**, from the Institute of Food Nutrition and Human Health, in collaboration with Auckland University, conducts a study that takes electronic data collected from athletes to give readings of their core body temperature whilst exercising, as overheating can have serious consequences for athletes.

14 June

*The Press, Manawatu Standard, Newstalk ZB, nzcity.co.nz, Southland Times, Ashburton Guardian, Taranaki Daily News, Otago Daily Times:* Professor **Janet Hoek**, from the Department of Marketing, says the outrage over the sale of the duty-free cigarettes which have been created with the brand name "New Zealand" is justifiable as the brand could harm New Zealand's image.

16 June

*The Press, Manawatu Standard:* Professor **Bob Hargreaves**, says the real estate industry has managed to get bigger and slicker in the residential property market as they hold their commission rates relatively stable, even as the selling price has more than doubled over the last few years.

*The Dominion Post:* **Nick Roskrige**, Kaitautoko Māori Institute of Natural Resources, reflects on the resources Māori managed when first coming to New Zealand, as they struggled considerably to change their horticulture to ensure that crops grew year by year.

17 June

*Herald on Sunday:* Dr **David Tripe**, from the Centre for Banking Studies, says the warning for homeowners to brace for more mortgage misery will be a reality, as mortgage rates could rise quite high in the next few months.

18 June

*The Dominion Post, The Press, Waikato Times:* **Kate Lewis**, from the Department of Management and Enterprise Development, has researched the reality of young entrepreneurship and feels the next generation of business owners will have a very different attitude towards the business world.

*Newstalk ZB, RLI:* Dr **Nigel Parsons**, from the School of People Environment and Planning, discusses the Palestinian crossfire, as the Ministry of the Interior had control of internal security forces but Fatah refuses to follow orders from the elected Hamas government.

19 June

*RNZ, scoop.co.nz, Education Weekly, NZ Education Review:* Professor **James Chapman**, PVC (Education) says the latest figures to come out of the NZ Vice Chancellors Committee which have shown only 41% of NZ University graduates in 2005 were male, reveals the drop isn't sudden and has been declining for years.

*New York Times:* Associate Professor **Jeroen Douwes**, from the Centre for Public Health Research, comments on a new study that found antibiotic use in the first year of life may increase asthma risk.

## Research Funding Opportunities

<http://www.massey.ac.nz/massey/research/fops/fo.cfm>

For more information about these funding opportunities, visit Massey's Funding Opportunities web site at: <http://www.massey.ac.nz/massey/research/fops/fo.cfm>

### New Zealand Trade and Enterprise Enterprise Culture and Skills Activities Fund (ECSA)

ECSA is a contestable fund aimed at projects that develop enterprising skills and attitudes amongst New Zealanders. This includes a broad range of groups including employers, employees, young people and groups in the community and in education.

A key focus of enterprise is to encourage young people to realise their goals and recognise and embrace opportunities as they present themselves. This is achieved through teaching education through enterprise which equips young New Zealanders with the skills necessary to succeed in the face of a rapidly changing social and economic environment. Deadline: 9 July 2007

## Pasifika students to mentor high school pupils

A pilot programme to link Massey Pasifika students as mentors to high school pupils is due to be launched in Auckland next month.

"The Pasifika@Massey Learning Community Initiative involves having Pasifika students from the Auckland campus as mentors and learning buddies of high school pupils within Pasifika communities," Pasifika development advisor Sione Tu'itahi said.

"The primary aim is to enhance and sustain a culture of learning and high achievement for Pasifika peoples as part of Pasifika@Massey's contribution to the socio-economic advancement of Pasifika peoples."

Northcote College, on the North Shore, is likely to be the first venue for a Massey-linked learning support centre, with discussions under way at the moment, said Pasifika student liaison advisor Tevita Funaki.

The scheme will be sustained through the establishment of a dedicated fund which donors will be invited to contribute to. The fund would be used to pay student mentors to be available for learning support at community-based homework centres for at least five hours a week.

The main aim of these sessions is to "help high school students with their studies so that they can successfully continue on to tertiary level studies", says Mr Tu'itahi.

The scheme is due to kick off late July on the North Shore and west Auckland.

It is one of several ventures being fostered under the Pasifika@Massey strategy adopted a year ago to promote education and research in the Pasifika community.

## Home affordability improves in four regions

Signs of a small improvement in home affordability show up in four regions in the latest quarterly report from the University's Property Foundation.

It became easier to buy a home in Waikato-Bay of Plenty, Central Otago-Lakes, Otago and Southland in the three months to May 31.

However, affordability – a measure that factors in average prices, pay and interest rates – worsened in eight regions and still worsened nationally, in the quarter by 4 per cent and by 11.9 per cent for the year to May.

Only Central Otago-Lakes, New Zealand's least affordable region, showed an improvement on an annual basis.

Regionally, affordability was a mixed picture and shows fluctuations within regions. There were improvements over the May quarter in Central Otago-Lakes (6.6 per cent), Southland (4.8 per cent), Otago (2.2 per cent) and Waikato-Bay of Plenty (0.2 per cent).

## Café high chair among design award finalists

The only stackable, flat pack high chair in the world is among the finalists at a competition for up-and-coming product designers.

Kaichair designer Gus Donaldson says there is no highchair designed and marketed specifically for cafes, despite strong growth worldwide in cafes.

"The Kaichair is aimed at cafe owners looking to capture a greater share of the young family market. Its time and space saving features appeal to cafes which have space constraints, and have a well considered interior aesthetic."

The Kaichair is one of four finalists for the Dyson Award. This year all finalists are recent Massey graduates.

Acting regional director at the Auckland School of Design, Azhar Mohamed, says Massey designers have always been among the finalists and the winners, since the Dyson Award was launched in 2001.

"We are glad to be able to continue our tradition of excellence in design. Our design education places great emphasis on research and usability to come up with award-winning intellectual properties targeted at both national and international markets."

The Dyson Award is held in association with the British Council Design Ambassador Programme, the Intellectual Property Office (IPONZ) and the Designers Institute of New Zealand to recognise and reward New Zealand designers with product design ideas that best demonstrate innovative and inspiring solutions to everyday problems.



Gus Donaldson's Kaichair.



Stephen Smith's endurance athlete cooling vest.

Mr Donaldson works as a technician at Massey's Institute of Design for Industry and the Environment in Wellington. The three other finalists are Chris Moors, Stephen Smith and Ben Thomsen, all graduates from the Auckland School of Design.

The winner will be announced in Auckland on 3 July. They will travel to Britain to meet key members of the British design community.

They will also represent New Zealand and compete against other emerging product designers for the James Dyson Award, a global design award.

The award is open to final-year tertiary students studying design, technology or engineering, and to graduates in these areas who are in their first five years of work force.



Ben Thomsen's all-terrain inline board.



Chris Moors' surf lifesaver kayak.

## Distance learning champion aims Massey for top

The University's new director of distance education, Associate Professor Mark Brown, has a goal of making Massey the Asia-Pacific region's top extramural provider.

Dr Brown has just taken on the role of champion for one of the most important parts of the University's business. Extramural enrolments accounted for 28 per cent of total equivalent full-time students last year and 44 per cent of head count.

He believes Massey will remain New Zealand's and even Australasia's pre-eminent supplier but only if it moves quickly to embrace the technology that modern students expect.

"We can't afford to rest on our laurels; we need to invest in a number of core services and systems."

The first of these is to standardise the ability to submit assignments electronically, something which occurs but not in all cases.

The second is the wider use of new electronic tools for teaching – software that enables students to interact with each other on-line and with their teachers.

Increasingly, students have an expectation of course materials coming in a variety of formats including on-line audio and video, as well as printed material, Dr Brown says.

"Rather than random acts of innovation, we want to get entire programmes to adopt a new, more contemporary 'rich media' approach to distance education."

It is not just the technology that is available but the use to which it is put, he says, backed up by quality teaching.

Massey has two current key features that make it the best provider. The first is the library, which extramural students consistently rate highly as a service. "It has a great service

culture and an electronic support base to match," Dr Brown says.

The other is the Student Learning Centre and in particular the pre-reading assignment service that allows extramural students to get assignments read and commented on, with a response within 48 hours, before they submit them for marking.

"That is a fantastic service we offer to distance students and it complements the excellent support for students provided by the Extramural Students' Society."

What also makes Massey special is the range of papers it offers and the fact that in many cases the person teaching the paper or course is the one who designed it.

Massey has some of New Zealand's best tertiary teachers, says Dr Brown, and that is demonstrated by its success in the National Tertiary Teaching Excellence Awards.

"I see my role as co-ordinating the work already going on among service units and academic units in the colleges. Much of that work is excellent but it needs to be pulled together and benchmarked against what other institutions are doing.

"If we aim to match or better what the best providers in the world are doing, we will achieve our goal of number one in the region."

The other factor is that a lot of the competition for students is not so much from other New Zealand universities but overseas ones, particularly in Australia.

Distance education has created a global education market, he says.

Unlike in New Zealand, Australian universities are able to attract government subsidies for New Zealanders enrolled on



Associate Professor Mark Brown.

their distance education programmes and therefore charge them Australian fees.

In New Zealand Australian distance students usually pay international student fees. Dr Brown will devote 60 per cent of his time to the new role and the equivalent of two days a week in the College of Education co-ordinating the doctor of education programme.

## International recognition for animal welfare expertise

The University's Animal Welfare Science and Bioethics Centre has been named a collaborating centre of the OIE, the World Organisation for Animal Health, and will provide expert scientific, bioethical and educational advice for the OIE and its 169 member countries.

The centre is the first in New Zealand to be acknowledged as a collaborating centre, and the only collaborating partner with a sole focus on animal welfare.

Co-director Professor David Mellor says the Centre has a foundation of at least fifty years of scientific, veterinary and practical research. Professor Kevin Stafford, the Centre's other co-director, says it is now in a powerful position to influence animal welfare around the world.

There is increased likelihood of the University attracting research contracts and further strengthening links to other animal welfare organisations and centres. The Centre also works closely with the Ministry of Agriculture and Forestry, which supported the OIE recognition, and has taken a major role in development of New Zealand's animal welfare infrastructure.

A "virtual" centre, it operates across the University's Institute for Veterinary, Animal and Biomedical Sciences and Institute for Food, Nutrition and Human Health.

Current projects include developing practical solutions to welfare problems, evaluating husbandry practices, developing efficient and acceptable methods of pest control, preparing livestock industry and other animal welfare codes, devising and validating parameters for

stress assessment, teaching animal welfare sciences, applied animal behaviour and ethics, and analysing ethical dimensions of welfare problems and technological developments.

Massey University's bid to establish a Collaborating Centre was supported by MAF. The Centre will work with the OIE in the development of international guidelines and standards on animal welfare and will provide further opportunity for collaboration with similar organisations within New Zealand and elsewhere.

MAF Biosecurity Director of Animal Welfare, David Bayvel, said that the Animal Welfare Science and Bioethics Centre at Massey University is a key component of New Zealand's animal welfare infrastructure.

"It is recognition of the respect held for New Zealand expertise in this area and reinforces New Zealand's reputation as a significant contributor to global animal welfare developments."

Consultation on the need for an animal health body took place from the late 19th century, and, after a serious outbreak of animal disease in Belgium in 1920, the OIE was formed in Paris in 1924. It is involved in veterinary public health issues including zoonoses (diseases transmitted to humans from animals), food hygiene, drug residues and the environment.

More recently it has included animal welfare among its global roles. The Australian Animal Health Laboratory in Geelong, which focuses on new and emerging diseases, is the only other Southern hemisphere OIE collaborating centre.

## Adoption gets celebrity treatment, stigma remains

The author of an in-depth study on relationships between adoptive children and their birth families says stigma about the subject persists, despite the recent wave of high-profile celebrity adoptions.

"Adoption has recently received considerable media attention, which can be attributed to the trend of American celebrities such as Madonna, Angelina Jolie and Brad Pitt choosing to adopt children to assemble a family," says Julee Browning, in a new introduction to her Social Anthropology Masters Thesis.

Completed two years ago, a revised version of the study has just been published as a monograph by the School of Social and Cultural Studies in Auckland.

It's the first study to explore relationships between adoptive children and their parents who have been reunited for at least ten years beyond the so-called "honeymoon period" of initial reunion.

She interviewed 20 adults who were adopted under the closed system, which prevailed until 1985 when records were opened. New Zealand was the first country among those with similar adoption laws to do so.

In New Zealand between 1940 and 1990, 108,899 adoptions were facilitated, most based on the "closed adoption system".

Her study, titled *Blood Ties With Strangers: Navigating the Course of the Adoptive Reunion over the Long Term*, found that there was no clear or predictable pathway to the way relationships developed between adoptees and birth families. None of those she interviewed had regrets about reunions, which often brought mixed blessings – desired knowledge of biological origins on one hand yet an often unsatisfying feeling of not really belonging.

"There was talk of fitting or not fitting. Of whether they feel like a family member or not. A birth mother might say 'this is my daughter', 'she's one of the family' etc, but the behaviour might contradict that. Some were thrilled at being introduced as a son or daughter and others cringed. There is a constant navigation."

Since completing her study, Ms Browning has observed – anecdotally at least – that ongoing stigma towards adopted people continues and is reflected in offhand comments about behaviour resulting from being adopted.

She links this to what she describes as the continued "pathologising" of adoption by experts, such as American Nancy Verrier (author of *The Primal Wound*), who was the key speaker at a 2005 conference run by

"A birth mother might say 'this is my daughter', 'she's one of the family' etc, but the behaviour might contradict that. Some were thrilled at being introduced as a son or daughter and others cringed. There is a constant navigation."

- Julee Browning

the Canterbury Adoption Awareness and Education Trust in Christchurch.

"Verrier told the conference that most people who had been adopted felt abandoned and this experience had repercussions for future relationships: a lifelong experience of grief for both adoptee and birth mother. Separating babies and their mothers is an unnatural process that leaves a void in both mother and child. "A newborn baby," she said, "would not choose to be separated from their mother."

However, it should be noted that as a psychotherapist Verrier's comments are based on the experiences of those who have presented to her for therapy and this is not necessarily representative of the population of adopted people or birth mothers," Ms Browning writes.

"Verrier claims that the primal experience for the adopted child is abandonment, a form of post-traumatic stress disorder characterised by depression, anxiety, helplessness, numbness and a loss of control, which leads her pessimistically to conclude that adoptees will live out the rest of their lives with a perpetual feeling of being a victim, of being powerless, of being helpless to help oneself."

Ms Browning says there is no statistical basis for such theories, and that "there is no way to know whether all people who have been adopted experience relating and relationship difficulties more than the norm for their population."

"One young woman attending the adoption conference posed this question to Nancy Verrier: 'This is all new information for me and I'm just wondering, I don't feel any of this stuff, am I in denial?'"

An adoptee herself, Ms Browning concedes



that her interest in the subject goes beyond dry academic study.

Although wary of drawing attention to her own adoptive status, preferring her study to be judged on its own terms, she acknowledges the importance of having met her birth parents and knowing who she came from. In line with other research, her study found that having this information was vital, and a core experience for adoptive people.

"Even if it doesn't work out and the relationship doesn't continue, people have no regrets for having that information – who do I look like, why do I have these tendencies."

"The common feature throughout the participants' comments was one of ambivalence and in some instances, emotional strain.

"Because long-term adoption reunion is a new phenomenon there is no ideal relationship model which the parties involved can emulate and thus, those involved experience very little societal understanding or support," she writes.

"Despite the challenges, the highs and lows of the relationship, both parties in long-term reunion persist, often with a 'handle with care' ethos.

"But this fragile relationship is seen as worth pursuing and the participants, both those happy with their relationships and those not so happy with certain aspects, all agree that there have been no regrets and the relationship is what it is, whether that be satisfying or not so satisfying."

Other issues canvassed in her study included whether birth parents had any moral obligation to include adoptive children with whom they'd been reunited long term in their wills – not something they are legally bound to do.

Dr Graeme MacRae, social anthropology lecturer at Massey's Auckland School of Social and Cultural Studies and supervisor for Ms Browning's work, said the publication of the monograph would make one of New Zealand's hidden histories more widely available.

## Time to tackle troubled youth

New Zealand must do something to work more effectively with troubled young people, Professor of Social Work Robyn Munford says, particularly the "hard-core".

The number of children and youth referred by Police to Child, Youth and Family is expected to reach 10,500 this year, resulting in about 7600 family group conferences and 180 detentions in youth justice facilities – on average 134 nights per stay.

"It's time to ask really hard questions when we have troubled young people who do not want to engage in their communities. They are missing out on ordinary things, being involved in schools, in recreation, and in their community. In a country like New Zealand we shouldn't be having such high numbers of young people marginalised, we have to find more effective ways of finding out why."

Professor Munford and Dr Jackie Sanders are working with an international team of experts to understand the root causes of the behaviour of troubled young people, and to design systems and supports that more effectively intervene to reduce the harm they do to themselves and others. Canadian family and youth research expert Dr Michael Ungar is visiting the team this week, to design the New Zealand component of an international study to identify the most effective combinations of services and interventions for the most troubled youth.

Dr Sanders says that intervening reduces both cost and the damage troubled young

people inflict upon themselves. "Not intervening effectively means that a number of these young people will graduate into the adult criminal justice system.

"While many of these youth commit only one offence or come to the notice of authorities on relatively few occasions, a small group come to attention repeatedly. For this group the average number of convictions is 51 and the costs of intervening are high; on average they cost \$3.1 million and the top 10 per cent cost \$6 million each."

Professor Munford says the team has been working on this issue for several years, and is particularly interested in "what makes a difference" for the youths and children themselves, and for their families.

"Michael Ungar helps to look not just at the young people that are excluded but the ones that come back and why. In essence he looks at their resilience, that determination to keep going.

"We have invited him because he has innovative and creative ways of looking at resilience and it's also really important that he works with indigenous populations. The population of Nova Scotia, his home, has a lot of similarities with our population."

Dr Michael Ungar is in New Zealand from June 18 to 22. He has worked for more than 20 years as a social worker and marriage and family therapist with children and families in child welfare, mental health, educational and correctional settings.

## Book explores being takatāpui

Indigenous stories of sexuality are the focus of a new book co-authored by a researcher from Te Pumanawa Hauora, the Research Centre for Māori Health and Development.

*Sexuality and the Stories of Indigenous People* by Jessica Hutchings and Auckland University's Clive Aspin explores aspects of being takatāpui – the Māori word that describes non-heterosexuals, lesbians, gays, bi-sexuals, transsexuals and queers.

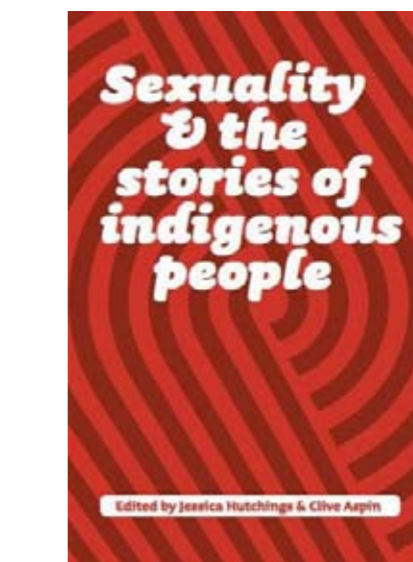
The book was compiled while Dr Hutchings was the Inaugural Resident Scholar at Te Mata o Te Tau, the Academy for Māori Research and Scholarship. She calls it a milestone for Te Mata and a marker of achievement among the Māori research sector at Massey.

Dr Hutchings (Ngāi Tahu, Ngāti Huirapa) says since the beginning of time sexuality has played a fundamental role in ensuring good health and well-being of people throughout the world.

"Today, there is a growing understanding of the importance that sexuality plays."

She says for indigenous people, understanding of sexuality today is heavily influenced by the historical understandings passed down by the ancestors.

"Gradually, as we uncover the truth about what our ancestors believed and peel back the veneer of colonisation, it is clear



that the sexuality of indigenous peoples is vastly different from the dominant Western paradigm."

Stories in this book from 17 contributors testify to the diversity of Māori and indigenous sexuality and provide inspiration for people who want to know more about sexuality and its role in our lives.

*Sexuality and The Stories of Indigenous People* is published by Huia Publishers.

## Four Fulbright grants for staff

Four staff have been awarded Fulbright grants this year.

Ryan Higgs, who graduated with a BAppSci (Hons) earlier this year is among the recipients of Fulbright-Ministry of Research, Science and Technology Graduate Awards. Up to 11 awards worth up to US\$25,000 are made each year. Mr Higgs will travel to Cornell University to complete a Master of Science degree in Animal Science, specialising in dairy production and nutrition.

Willie Franco, from San Diego, is completing a Master of Fine Arts at Massey's Wellington campus. He received a Fulbright US graduate award, one of about ten made each year to cover travel, tuition and living costs.

Sarah-Jane Paine, PhD student in physiology at the University's Wellington campus, receives a Fulbright travel Award worth up to \$5000 to present a paper on sleep and circadian rhythms at the 21st annual meeting of the Associated Professional Sleep Societies in Minneapolis and give a lecture at the Harvard Medical School in Boston, Massachusetts.

Dr Christopher van der Krogt, lecturer in religious studies and history at Palmerston North, will participate in a six-week Institute on Religious Pluralism at the University of California, Santa Barbara.

The Institutes are intensive academic programmes for multinational groups of secondary school educators, university staff and related scholars to deepen their understanding of American society, culture, politics and institutions.

## Business success in nine minutes

A nine-minute ride on Wellington's cable car will be long enough to judge the best business idea in a new competition.

The University has teamed up with other tertiary institutes and businesses in a new competition the Cable Car Challenge to find the best and cleverest business concept in the Wellington region. Finalists will be judged during a nine-minute ride in the Wellington cable car. A \$50,000 prize package is at stake.

The Wellington campus hosts the New Zealand Centre for Small and Medium Enterprise Research, which includes the largest cluster of enterprise researchers in Australasia and provides policy shaping research to government and industry.

Centre director Professor Claire Massey says cultivating an entrepreneurial culture is critical to the development of new businesses. In many countries, business plan competitions are held to encourage people who are thinking about going into business.

The competition runs until 31 July. See [www.cablecarchallenge.com](http://www.cablecarchallenge.com) for more information.



## Helping Pasifika students get from B to A

It's not just Surava Elaisa's warm smile and calm approach to the hurdles of academic study that reassure students who come to see her.

Vibrant orange and red leis hang jubilantly from the grey wall behind her desk, and a colourful explosion of flowers sits atop a table covered with a woven mat to bring a touch of Pacific familiarity to her spot at the Student Learning Centre.

Having completed a Bachelor of Aviation Management, Miss Elaisa knows all about the ups and downs of being a student. Now, she's guiding students on their academic flight paths and helping them to reach great heights at Massey.

Her role as Pasifika Learning Adviser, full-time since the beginning of the year, incorporates a wide range of tasks, from helping mature students get to grips with computer technology, running workshops on exam strategies and one-on-one coaching for assignments to ensure referencing, structure and format are on track.

Helping a student to understand an assignment question clearly can make a big difference to their marks, she says. She's seen students go from getting Bs to As once they've learned how to interpret questions and understand academic jargon.

"The students tend to know the content well. Sometimes they just need help translating the assignment question," she says.

Her busiest times are the beginning of each new semester, when she organises welcoming and introductory events so that new students can find their way around the campus, as well as help with timetables.

She estimates there are around 100 internal Pasifika students at the Auckland campus. Unlike larger campuses where Pasifika students tend to form social groups according to where they are from, at this campus, students from Samoa, Tonga, Cook Islands, Fiji, Papua New Guinea, Tahiti, Solomon Islands, Niue and other Pacific Island nations socialise together and support each other, she says.

Miss Elaisa is unique in being the only Rotuman on campus. She comes from remote, little-known Rotuma – a volcanic island with a population of approximately 2000 people, located 465 kilometres north of Fiji. It is politically part of Fiji, but its people and culture are Polynesian and have their own unique language.

To read the latest in news from Massey, complete with colour pictures and video clips, or to sign up for one of an expanding range of e-mail newsletters, visit us online: <http://news.massey.ac.nz>

## Moss to captain team at world uni games in Bangkok

Swimmer Moss Burmester will captain the New Zealand team at the 2007 World University Games in Bangkok in August.

Burmester, a design student at the Auckland campus, is one of 14 Massey students among the 65 who will receive University Blues awards at a function at the Wellington campus on Friday.

Competing in the 50m, 100m and 200m butterfly and possibly the 400m freestyle and 4x200m freestyle relay, Burmester will captain 120 competitors and officials from nine sports.

"It's an honour. I've wanted to carry the flag into an opening ceremony for a long time now and I'm really looking forward to it. Most of all, I'm looking forward to helping the other athletes out and creating a good team atmosphere," says Burmester.

With more than 9500 competitors from 170 nations competing in 17 sports, the World University Games are the second largest international multi-sports event after the Summer Olympics.

Burmester is also one of five athletes shortlisted to receive the New Zealand Universities Sportsperson of the Year award at the Blues Awards Ceremony.

Blues will be presented to 65 sportspeople on Friday 29 June at Massey Wellington's Great Hall.

Blues are awarded to those who have excelled in sport as a player, coach or administrator, while filling the academic requirements of the University.

Massey and Waikato are celebrating joint top university status with 14 recipients.

Student Sara Randall, rally co-driver to New



Moss Burmester.

Zealand champion Richard Mason (also her fiancée) will receive the first ever Blue for motorsport.

Massey recipients of 2007 Blues are:  
 Canoe/Kayak – Michael Dawson and Mark Yungnickel (Palmerston North)  
 Canoe Polo – Joanna Wright and Tania Perrett (Palmerston North) and Olivia Spencer-Bower (Wellington)  
 Hockey – Emily Naylor (Palmerston North)  
 Ice Hockey – Andrew Hay (Wellington)  
 Karate – Amy Thomason (Wellington)  
 Motorsport – Sara Randall (Palmerston North)  
 Rollersport – Sarah-Jane Jones (Palmerston North)  
 Rugby – Anna Richards (Auckland)  
 Surf Life Saving – Johanna O'Connor (Auckland)  
 Swimming – Moss Burmester (Auckland)  
 Yachting – Matt Coutts (Auckland)

## Demand for Māori voice sees second print run for book

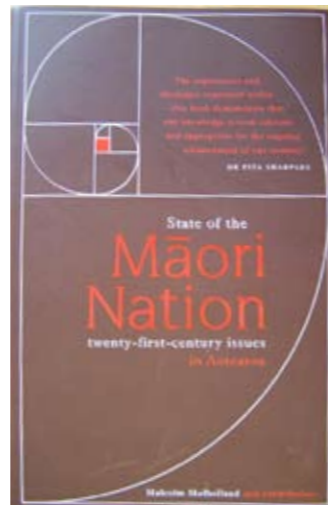
A second print run of last year's book *State of the Māori Nation* has gone on sale after the first 1000 copies sold.

Four Massey staff were among the 26 authors and one of them, Malcolm Mulholland, was also editor.

The others are Professor Robert Jahnke (Ngai Taharoa, Te Whanau a Rakairoa and Te Whanau a Iritekura o Ngati Porou), the head of Te Pūtahi-ā-Toi, Dr Jessica Hutchings (Ngai Tahu), resident scholar of Te Mata O Te Tau, Dr Farah Palmer (Ngati Mahuta and Ngati Waiora), a lecturer in sports management, and Mr Mulholland (Ngati Kahungunu), a senior research officer in the office of the Deputy Vice-Chancellor (Māori).

Mr Mulholland says the book was written around the time of the 2004 foreshore and seabed controversy, the hikoi to Parliament that followed and the formation of the Māori Party in response to that.

"It was a time when many Māori were feeling



like they weren't being heard," he says. "The reprint proves that not only do people want to hear what Māori have to say, but that there is a demand for that type of publication."



Dr Aaron Marshall.

## Award for clean energy researcher

Dr Aaron Marshall has been recognised as an emerging leader in research and science, named an inaugural recipient of the Elizabeth Ellen Dalton Award. Dr Marshall works on developing nano-materials that could reduce global reliance on oil.

Dr Marshall says The EE Dalton award of \$10,000 will enable more fundamental investigation of electrolytic nano-particles and water electrolysis systems.

The research has the potential to place New Zealand at the forefront of production in nano-materials, particles one-million times smaller than the thickness of a human hair, used in hydrogen energy technology.

Recent work for the project includes investigation of nano-particles' efficiency and long-term stability for producing hydrogen gas from water.

The electrolyzers being developed will compete in supplying hydrogen gas for industry and automotive fuel applications. If the hydrogen is produced using electricity from renewable sources, the gas is a completely clean and renewable energy carrier with the potential to replace oil as a major fuel source.

"Natural gas is the most common source of hydrogen used in fuel cells," Dr Marshall says, "but of course it is not sustainable. Water electrolysis is a clean and simple way to produce hydrogen gas from electricity."

In January, Dr Marshall was awarded a \$260,000 Foundation for Research, Science and Technology post-doctoral fellowship to enable the three-year nano-materials study. Dr Marshall developed chemical processes to produce nano-sized particles while completing his PhD at the Norwegian University of Science and Technology. He is now part of Associate Professor Richard Haverkamp's Nanotechnology Group.

An EE Dalton Award is also being made to Dr Matthew Barnett of the AgResearch as part of Nutrigenomics New Zealand, and to Dr Ishwaree Neupane, of Canterbury University's physics and astronomy department. The awards were presented on 20 June at the MacDiarmid Young Scientist of the Year Awards. The awards come from a bequest from the estate of Ellen Dalton, who wished the money to be used for research.

## Director for Ako Aotearoa

Dr Peter Coolbear, currently Deputy CEO of Manukau Institute of Technology, has been appointed founding Director of Ako Aotearoa: National Centre for Tertiary Teaching Excellence. He will take up the position at the beginning of next month.

Ako Aotearoa is New Zealand's first Centre for Tertiary Teaching Excellence. It is part of a \$20 million Government initiative to boost the quality of teaching in all branches of the post-school education sector.

A consortium of institutions headed by Massey won the contract to establish the Centre. The consortium includes AUT, the University of Canterbury, Christchurch College of Education, UCOL, and Manukau Institute of Technology. The Centre will comprise a national centre in Wellington and regional hubs in Christchurch, Palmerston North and Auckland.

In announcing the appointment, Vice-Chancellor Professor Judith Kinnear expressed great hopes for the centre under Dr Coolbear's leadership.

"Dr Coolbear brings impressive experience to this new challenge. He has a comprehensive appreciation of the tertiary sector having worked in institutes of technology, in universities and in senior policy and management positions in Wellington. He has a background in tertiary teaching and has the strategic and management skills that will be needed to promote the development of teaching across the whole sector. I am confident that he will make a difference where it counts – in the quality of teaching and learning."

Dr Coolbear's appointment marks the end of the start-up phase for Ako Aotearoa and the commencement of its core work.

Since 2006 the focus has been on building the organisation. Interim Director Professor Tom Prebble has been working with a management group drawn from the consortium partners. Bryan Gould, formerly Vice-Chancellor of Waikato University, was appointed as Chairman of the Governance Board. A Board has been selected and will be announced shortly along with a reference

## E-Learning Facilitator appointed

The College of Education has appointed Ben Kehrwald as E-Learning Facilitator, a position he says will aim to balance the 'e' with the 'learning' and assist the College to make good choices about the use of computing and communications technologies in the design, development and production of effective learning programmes.

"A key advantage of e-learning is flexibility. Electronic delivery offers teachers and students flexibility of time and place in educational programmes.

"Flexibility of place means that students can study at home without having to travel to campus," Mr Kehrwald says.



Dr Peter Coolbear.

group. A visual identity and website have been launched ([www.nctte.ac.nz](http://www.nctte.ac.nz)). Staff have been appointed and accommodated in each of the regional hubs and a building for the national centre is nearly ready for occupancy.

Work is under-way on a series of national projects:

- In June and July contact will be made with every tertiary institution in New Zealand to map the state of teaching and learning and to get a better appreciation of the priorities facing the Centre.
- Design of an online knowledge resource to provide tertiary educators better access to research and best practice in teaching.
- Ako Aotearoa will assume responsibility for the National Tertiary Teaching Excellence Awards.
- A series of research and development projects as part of the Teaching Matters Forum.

"Flexibility of time means that students can study at a time that suits them rather than having to attend class at fixed times. This allows students with daytime commitments to continue their studies at their own convenience, and helps break down barriers to education."

Mr Kehrwald is a member of the Educational Technologies Research Cluster and comes to Massey from the University of Southern Queensland.

His research interests include social learning theory, social processes in technology mediated environments, and e-learning as it relates to a broader lifelong learning agenda.

## Mystery Creek Fielddays offers glimpse of the past

University staff hosted a premier feature site inside the Mystery Creek Pavilion at Fielddays near Hamilton. New for this year was an alumni lounge in the stand, allowing alumni to drop in and update their details, and find out about alumni events and offerings.

An alumni function was also held at the ASB marquee, hosted by Pro Vice-Chancellor of the College of Sciences Professor Robert Anderson.

Alumni relations manager Leanne Fecser says that as well as providing some comfy seats, visitors had a glimpse of times past.

"As well as photos from recent alumni events we took with us a lot of old photos – many people may have been surprised to find their parents captured on black and white film!

"We know that we have at least 90,000 alumni in our community, yet have only 65,000 of those on our databases. At Fielddays we were accessible to many more."

A breakfast was held for prospective agricultural students to hear first-hand from former and current student and staff members including Director of the Agricultural programme Ewen Cameron.

For the first time, the University sponsored the Ag Artwear competition, providing a \$1000 prize for the under-21 category.

Director of the Centre of Precision Agriculture Dr Ian Yule discussed aspects of his research, including the project on advanced mapping of fertiliser application. By placing a global positioning system on the spreader and analysing the spread pattern, a detailed spread map is produced.

Dr Yule says the Fielddays are really useful for catching up with many former Massey students and developing closer links with the many companies and enterprises the University works with in agriculture.



Pro Vice-Chancellor, College of Sciences, Professor Robert Anderson, welcomes alumni to the the Fielddays function.



Winner of Under 21 Ag Artwear award - Basket of Knowledge, by Te Awamutu College students Keri Mataio and Sara McKee, modelled by Briar McGougan.

## Capturing essence of rural life

A well-thought through and executed concept was how the winning entry in the under-21 category of the Ag Artwear awards at Fielddays was described.

The winning designers, Keri Mataio and Sara McKee, were awarded \$1000 to attend the University for their entry titled "Basket of Knowledge".

Made from chicken coop wire, chain, wire, nails and wool, the design expressed historical farming technologies and looked toward the future.

The University is a major sponsor of the Ag Artwear awards, which celebrate innovative and avant garde fashion design using materials found on the farm.



BAppSci student Monica Paalvast (second from left) and graduate Moana Puha (right), with St Peter's College pupil Rachel Dickson, Rachael Phillips and St John's pupil Daniel Pascoe, at the Fielddays breakfast.

## Grads motivate future students

The motivation and enthusiasm of Waikato secondary school students, who had got up early to attend a 7am breakfast hosted by the University during the annual Fielddays, was recognised by Professor Jacqueline Rowarth.

The Professor of Pastoral Agriculture told the students, parents and careers advisers at the annual breakfast that the agricultural industry is crying out for keen, motivated people – who in turn will be rewarded by good salaries, challenging roles and flexibility in their career options.

"The gold collar workers of the future will have a science degree and some business qualifications. People who have done science are going to be needed everywhere. (A career in agriculture) is a commitment that does require enthusiasm and motivation, but it can be a great time. If you want a career working with the land, doing good, contributing to economic development and balancing life with work, then the industry wants you," she said.

Three recent graduates of the University

shared their experiences with the prospective students. AgResearch research associate Moana Puha said her Massey degree gave her the grounding that allowed her to move through the ranks.

She talked of the many career options she had with her BAppSci – research associate, banker, field officer – and the social skills and ability to continue learning Massey had given her.

James Barbour, field officer for Ballance Agrinutrients, said he chose to come to Massey after Matamata College because of the practical component of the BAppSci degree. As well as the benefit of gaining an internationally recognised qualification, he had had a wonderful experience at Palmerston North in the halls of residence and on many sporting fields.

First-year BAppSci student Monica Paalvast spoke about her first six months at Massey, her life in the halls, and how the induction programmes had helped her make friends and adjust to her new life away from

## Development specialist to join delegation to Pacific

Associate Professor Regina Scheyvens from the School of People, Environment and Planning, has been invited to join the delegation led by Foreign Affairs Minister Winston Peters to the Pacific from 8-14 July

The group, comprising MPs, business people, academics and news media, will visit New Caledonia, the Marshall Islands and Samoa.

The aim is to emphasise the importance New Zealand places on its strong links with other Pacific nations and its part in that community, to develop personal, professional

and political links between delegates and their counterparts in the host nations, and support economic development.

Dr Scheyvens, who heads the University's Development Studies programme, expects to contribute by drawing on her knowledge of sustainable development issues facing the region, particularly in relation to the tourism sector.

"I also hope to gain further insights into governance issues, human rights, social wellbeing, and other development concerns in the region."

## Taxi drivers face greater sleep risk

Although taxi drivers have a high risk of sleep problems, including the disorder Obstructive Sleep Apnoea Syndrome (OSAS), many are reluctant to seek treatment, according to health researcher Dr Ridvan Firestone.

OSAS is a sleep disorder characterised by repetitive pauses of breathing resulting in lack of oxygen to the brain.

It causes daytime sleepiness and raises the risk of road accidents. Often the condition will go undiagnosed and untreated for years.

Dr Firestone, from the Centre for Public Health Research in Wellington, surveyed 241 Wellington taxi drivers and conducted focus groups.

Her research shows that a high proportion of taxi drivers in the study had a moderate to high risk of OSAS. Pacific drivers had a significantly higher risk compared to drivers from other ethnic groups.

One in six drivers reported excessive daytime sleepiness – one of the main risk factors for OSAS.

Factors such as age, neck size, snoring and observed apnoeas were the main predictors of OSAS among taxi drivers. Increasing neck size, excessive daytime sleepiness, snoring and observed apnoeas were prevalent among middle-aged and older taxi drivers, which suggests OSAS may be common among taxi drivers. This is consistent with findings from previous research.

She found that there were several reasons why taxi drivers were deterred from seeking treatment.

These included confusion about whether the driver or the taxi company was responsible for health and safety, medical costs, fear of discovering other health conditions, and the drivers' limited knowledge of OSAS.

"These barriers are a major cause for concern. They are used to support the belief that earning a living is more important than personal health and safety," says Dr Firestone.

"My key finding is that improving drivers' knowledge about OSAS is unlikely to change their behaviour, without concurrent measures to address systemic issues in the taxi industry and the health care system."

Dr Firestone says international studies show that if sleep problems are treated, accident rates among drivers return to average.

Dr Firestone received her PhD at the graduation ceremony in Wellington last month. She conducted the research while at the Sleep/Wake Research Centre.

"My parents have been taxi drivers for years, so I've always been interested in exploring the health effects of shift work," she says.

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**@Massey Manawatu**  
A fortnightly newsletter providing news of interest to the Manawatu community, including cover of events and activities at the Palmerston North campus, as well as wider University news.

**@Massey Business**  
A quarterly newsletter providing a snapshot of business news of value to the business community, from across the University.

**@Massey Arts**  
A quarterly newsletter providing news of events and activities in design, fine arts and music, of particular interest to the Wellington arts community.

See for yourself what makes *Massey News* one of New Zealand's most popular news sites.

**Massey News Online**

The screenshot shows the Massey News Online website. The main article is titled "Massey staff receive national awards for teaching excellence". It reports that two Massey staff members were last night named winners of tertiary teaching excellence awards of \$20,000 each. It is the second year running that Massey has had two of the 10 winners. The article includes a photo of three men in suits holding their award certificates. The website layout includes a search bar, navigation menu, and a sidebar with various news categories like "City News", "Media Information", and "Subscribers".

# Industrial designer inspired by Māori values and mythology

Academic souvenirs – for most students – consist of a pile of written assignments.

Industrial design graduate Emma Kitson's study memorabilia is a collection of treasured objects, including a Māori-themed soft toy, an adaptable sleeping mat for marae overnight stays and a chrysalis-shaped lamp.

"I've got lots of things I made during my time as a student, and there are some I'm really proud of," says the 33-year-old who now works as a programmes assistant at the New Dowse art gallery in Lower Hutt.

Emma (Kai Tahu, Kati Mamoe and Waitaha), graduated last year from Massey's Wellington campus with a Bachelor of Design (Honours), having majored in Industrial Design.

"After graduating in the late 90s with a Bachelor of Fine Arts from Otago Polytech, I went on to work in museums and theatre," she says.

"This gave me some insight into the stories that objects can tell, the history and nostalgia associated with them and their connection with rituals and emotion.

"I have always been fascinated by how things work and the processes involved in making different objects. I aim to create objects that are easy to use, beautiful and have a story to tell."

Her final year project involved researching the potential for Māori Industrial Design. A soft toy based on the mythical Māori character Manaia (representing knowledge and spiritual guardianship) was the result. A prototype of the toy is intended to accompany a computer programme for learning te reo.

At the New Dowse, she is currently setting up an exhibition of models and drawings from Peter Jackson's blockbuster movie *King Kong*.

A stint of overseas travel to check out international design innovations is her next step. But Emma's ultimate goal is to one day have her own design business developing products that are functional, beautiful and imbued with Māori values.

"It means more than just slapping a Māori motif onto something," she says.

Emma, who was inspired to return to study as a mature student by her great aunt Jeanette and aunt Barbara – both who attended university as mature students – says although industrial design is still in its infancy in this country, there is a strong need for local manufacturers to boost exports by developing high-quality, unique products that are not in competition with mass manufacturing markets like China. She plans to be doing just that in the near future.

