

# Massey

The magazine for alumni and friends of Massey

Issue 33 | 2016



[www.massey.ac.nz](http://www.massey.ac.nz)

## Rubbing shoulders with giants

Software developer taking  
New Zealand to the world

- ✦ Breaking barriers: The journalism of Diana Goodman
- ✦ Kava in cars – Fiji's traditional drink and road safety research
- ✦ Marking 20 years of Māori visual arts



THE ENGINE  
OF THE NEW  
NEW ZEALAND





# **HELP US TURN THIS IMPORTANT PIECE OF OUR HISTORY INTO THE HEART OF THE CAMPUS AND THE GATEWAY TO OUR FUTURE**

Completed in 1931 the Refectory was only the second building on the campus of the Massey Agricultural College on the outskirts of Palmerston North. At that time it was the vibrant heart of a young Agricultural College, a place for students and staff to eat, rest and socialise.

By 1964 the Agricultural College had become a University and student numbers had expanded beyond the capability of the building. A new dining hall was built and the Refectory was converted into much needed teaching space.

Now after several more changes of use, and years of wear and tear, the building stands empty and in need of urgent repair and earthquake strengthening.

Massey is committed to restoring the Refectory and making it once again the heart and soul of the campus.

We have ambitious plans to restore the original double height dining hall and the adjoining student common room to their former architectural glory. A new annex will become the University headquarters and will house the University Chancellery.

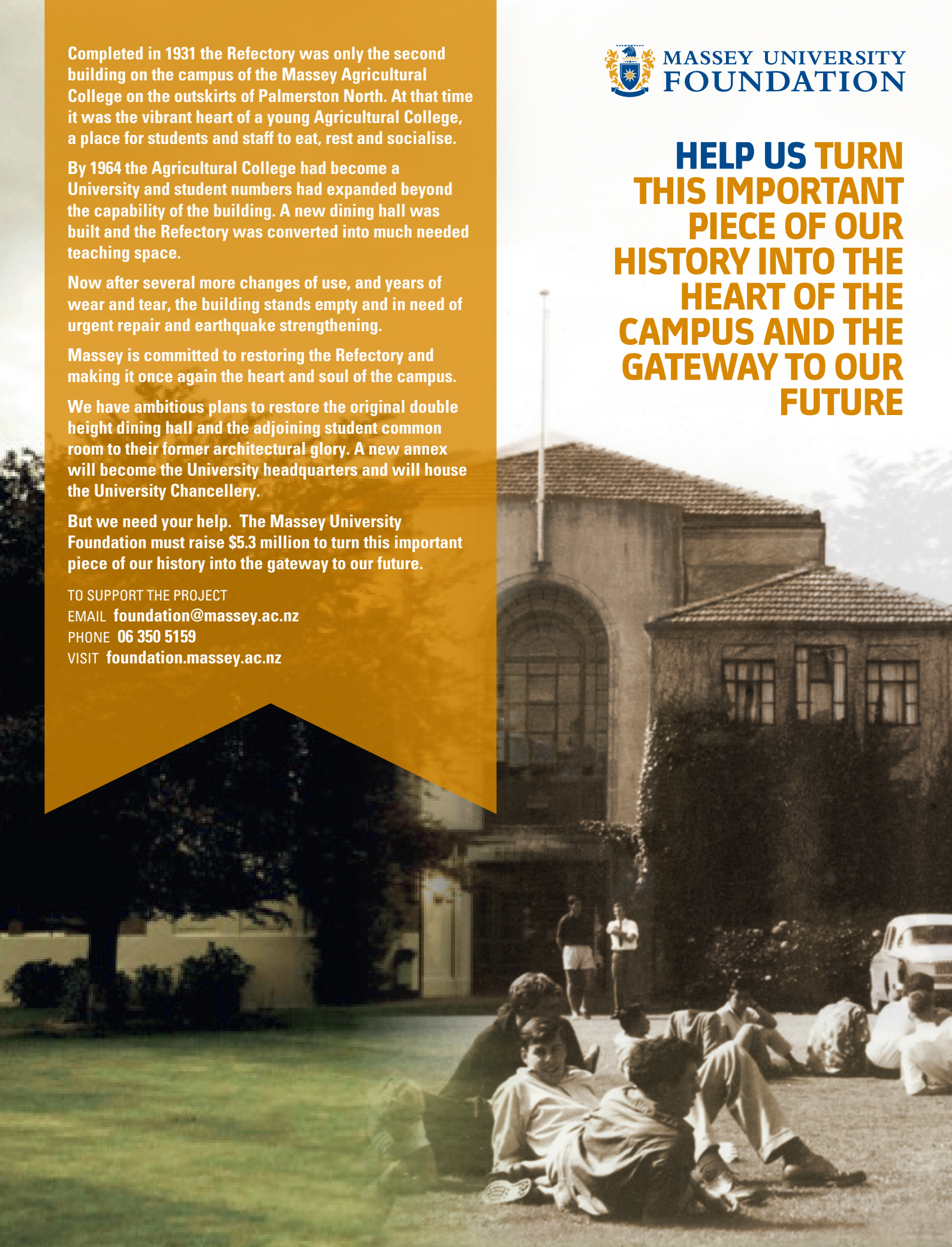
But we need your help. The Massey University Foundation must raise \$5.3 million to turn this important piece of our history into the gateway to our future.

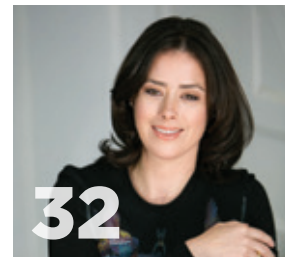
TO SUPPORT THE PROJECT

EMAIL [foundation@massey.ac.nz](mailto:foundation@massey.ac.nz)

PHONE 06 350 5159

VISIT [foundation.massey.ac.nz](http://foundation.massey.ac.nz)





## Cover story

### 6 Rubbing shoulders with giants

Software developer John-Daniel Trask's meteoric rise in the information technology sector is matched by his appetite for expansion.

## Features

### 5 Kava chameleon?

Kava has been used for medicinal and social purposes in Fiji for centuries, and now a new study by development studies graduate Apo Aporosa, who has just been awarded a Pasifika postdoctoral fellowship, examines if it affects driving ability.

### 10 Breaking barriers

Massey graduate Diana Goodman has dodged shell fire to cover stories in war-torn Europe and blazed a trail for women in journalism. She will be presented with an honorary doctorate this year.

### 18 Tackling the toughest job in banking

Accepting the role of chief executive of the Royal Bank of Scotland shows that Ross McEwan is not one to shy away from a challenge.

### 22 On the great mural hunt

PhD candidate Bronwyn Holloway-Smith is leading a project to recover and restore some of the lost mural works of the late E Mervyn Taylor.

## People

### 13 The Pope's Kiwi connection

Distinguished alumnus Sharron Cole's attendance at a bishops' synod in Rome, which included a meeting with Pope Francis, was an opportunity for her to talk about the Catholic Church's challenges from the perspective of a New Zealand woman.

### 32 Leading the generosity movement

Charitable company GoodWorld, which has attracted the attention of political leaders from Barack Obama to David Cameron, is the latest initiative of management graduate Dale Nirvani Pfeifer and reflects her interest in the culture of generosity.

## Departments

### 3 Campus wide

A round-up of news from Massey's three campuses and further afield.

### 25 Defining Excellence Awards

Celebrating the achievements of Massey's alumni and staff.

### 31 Alumni notes and news

All about the Massey alumni community.

# Contents



**Website:** [www.massey.ac.nz](http://www.massey.ac.nz)

**Editor:** Kate Drury

**Contributors:** Sidah Russell, Paul Mulrooney, Jenna Ward, Diana Dekker, Mirjam Guesgsen, Jennifer Little, David Wiltshire, Sonia Yoshioka Braid, Raewyn Rasch

**Designer:** Grant Bunyan

**Proofreading:** Foolproof

As a future-focused university, Massey is mindful of both environmental and economic sustainability.

Printing stories about our wonderful alumni is great to see, but with rising printing and posting costs we would appreciate your feedback on whether you might consider reading *Massey* magazine online next year please.

We are investigating easy online reading (ebook) options and encourage you to consider it.

Please email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz) if you would be happy to receive next year's issue online.

Many thanks from the Massey alumni team.





# Embrace change

**A**ll good things must come to an end. And so it is that after what will be a little more than eight years with Massey University I have advised the Council that I intend to step down at the end of the year.

With some months to go and such a lot yet to do, it is too early to come to any conclusions about my time at Massey. But it is not too soon to be considering what the University is achieving.

Massey is New Zealand's most important and relevant university. It began as an agricultural college populated by talented staff and students who through their teaching, research and willingness to engage with the community changed New Zealand for the better.

They began the history of which we are so proud today. It is a history of firsts that can be found in the way we have led teaching and research in areas as diverse as business, public health, veterinary medicine, food technology, Māori studies, social work, teaching, design, disaster management – the list goes on. Everything we have done has had an impact on New Zealand.

Being first academically has gone alongside a bold, “can do”, innovative attitude that has seen Massey lead in distance learning, establish three major campuses, recruit thousands of international

students, commercialise its intellectual property, run farms all over the North Island, move off-shore and launch, very recently, its worldwide initiative.

As Massey alumni you will have your favourite “first” or development that has captured your attention over the years. It would be interesting to hear what you remember most about your university.

Whatever has inspired you I hope you will agree that Massey has never, as Vice-Chancellor Sir Alan Stewart once noted, “conformed to the standard pattern”. Rather, we have embraced change. Long may that spirit continue.

It will need to. Universities are set to change significantly in the 21st century. The old model of higher education is giving way to the new, driven by major forces like globalisation, the knowledge economy, rising costs, new technology, cultural shifts and competition.

Massey, like all other universities, will need to renew itself while remaining true to what has made it great. In the past eight years it has been our aim to prepare ourselves for the opportunities and challenges to come. This has not been an easy task because the funding and policy environment has not always been as supportive of change as it will need to be. We

have, however, managed to put in place “the bones” of what will be required of a 21st-century university. In the years ahead, the goal must be to realise the potential of what has been begun.

I believe that Massey staff are more than up to meeting the challenges ahead of them. But they will need the enthusiastic support of the wider Massey family. At the moment the Alumni Relations Office tells me they can reach around 130,000 of the over 300,000 Massey graduates. That is a big family and it is spread not just around New Zealand but also around the world. The tradition of alumni supporting their university is very strong in countries like the United States. That same culture needs to build around Massey because of our importance to the nation. It is our intention to shape the future of the nation and take the best of New Zealand to the world. What we do is good not just for us but also for the country in which we are so strongly embedded.

I hope you feel the same sense of pride in Massey as I do. Over many years I have been a student, an academic and the Vice-Chancellor at Massey. It is in my blood.

I hope it is in yours too.  
All the very best.

Steve Maharey ■



### Auckland house prices have far-reaching effects



Auckland Chamber of Commerce Chief Executive Michael Barnett, Finance Minister Bill English, and Massey University Vice-Chancellor Steve Maharey at *Finance 2016*.

Finance Minister Bill English says New Zealand has a positive economic outlook but rising Auckland house prices have to be addressed.

Speaking at *Finance 2016*, an annual event co-hosted by Massey University and the Auckland Chamber of Commerce in February, English said the Government was focusing on rapidly rising house prices for three reasons.

"They can have a significant effect on the macro-economy and financial stability; they can drive

inequality, as high prices favour current owners; and they are a fiscal risk for the Government."

He told attendees there was no quick fix to the Auckland housing shortage, but that it was clear the city's urban planning system wasn't working properly.

"We want a planning system that recognises the consequences for all current and future residents, and for the country. One that co-ordinates these interests, but does not restrict growth."

*Finance 2016*, now in its seventh year, provides business leaders with an update on the state of the New Zealand economy, as well as an opportunity for the business and academic communities to engage.

Massey University Vice-Chancellor Steve Maharey says Massey's Auckland campus intends to play a part in building the new 21st-century economy New Zealand needs.

"It will be a major part of the development taking place in the north of Auckland. It's an innovation-focused campus, it's an international campus.

"We are about to begin the first stage of our



Top student Charlotte Newson receives her award from Auckland Chamber of Commerce chief executive Michael Barnett.

Sciences Innovation Precinct. In the next four or five years it will become the heartland of that very innovative, smart corridor that's building in the north of Auckland."

Massey University and the Auckland Chamber of Commerce use any profits from the event to provide scholarships to top finance students at Massey's Auckland campus. The 2016 award winner was Charlotte Newson (pictured), the top student in the first-year Fundamentals of Finance paper.

### Royals visit Polyfest



Lord Tuia, Princess Pilolevu, Penelope Barr-Sellers and Massey Pasifika national recruitment adviser Faye Hunt-loane.

Massey's long-term sponsorship of the Tongan stage at the ASB Polyfest in Auckland received a royal seal of approval in March with the visit of Princess Salote Mafile'o Pilolevu Tuia of Tonga and her husband Lord Tuia.

It was the first time in the festival's 41-year history that a member of the Tongan royal family had attended the stage.

Massey Assistant Vice-Chancellor External Relations and Development Penelope Barr-Sellers was invited to the royal enclosure to meet Princess Pilolevu, who then requested Barr-Sellers share prizegiving duties with her.

The four-day festival, the biggest of its kind in the world, saw 9000 pupils from 64 schools competing with cultural performances over on stages. Princess Pilolevu praised Massey for its sponsorship of the Tongan stage and the festival itself, which she said ensures that young Tongans in New Zealand are connected to and proud of their culture.

### Massey graduate heads world nursing body



Massey alumna Dr Frances Hughes is the new chief executive officer of the International Council of Nurses based in Geneva.

Before her latest appointment to the international body for nurses, Hughes was the chief nurse and midwifery officer at Queensland's Department of Health. Previously she was chief advisor (nursing) to New Zealand's Ministry of Health, and a consultant at the World Health Organization and other non-government organisations, working in Australia, the South Pacific, the United Kingdom, Canada and Asia.

Originally from Wellington, Hughes was made an Officer of the New Zealand Order of Merit for services to mental health in 2005. She has been instrumental in the professional development of mental health nursing in New Zealand and abroad, and has worked on a number of natural disasters, including the Boxing Day tsunami, Canterbury earthquakes and Hurricane Sandy.

Hughes was also awarded the Massey University Distinguished Service Award in 2013.

Hughes is excited about working for a nursing organisation at an international level. "Most of the time I have worked for governments and organisations within countries, but not purely in regards to taking nursing into a space and being able to talk legitimately about nursing and health care, so I think that's really exciting." She relocated to Geneva with her husband in February, leaving a daughter in New Zealand and son in Australia. "I am really excited about living and working in another culture. I have worked in New Zealand, the Pacific, and Australia, so the Southern Hemisphere is really key to me. I am looking forward to being able to take that perspective to the Northern Hemisphere and European cultures."

### Dementia link to head injury found



Repeated minor trauma to the head and other body parts can lead to early dementia, according to a study by a Massey University health psychology graduate.

Researcher Virginia Westerberg says her master's study completed last year reinforces recent media coverage that highlighted the risks of early-onset dementia from traumatic head injuries such as concussion, particularly through contact sports such as rugby.

Concerned by the growing trauma statistics in New Zealand and the dearth of research into the consequences, she designed a large-scale study through Massey's School of Psychology in collaboration with Palmerston North Hospital, involving a database of nearly 7000 cases.

"The results showed that a history of traumatic injury was more frequently found in cases with dementia than in the controls," Westerberg says. "The findings strongly indicate that the brain is affected by the way the body responds to traumatic injury, both locally – with micro-haemorrhages, local inflammatory response and neuronal death – and systemically, with chronic inflammatory response."

She found that just over 73 per cent of people with dementia had had a traumatic injury in the past that was significant enough to require admission to the emergency department. Only 26 per cent of the non-dementia controls had a history of trauma. The data didn't specify whether the injuries were caused by falls, blows, accidents or sporting injury.

### Robots on the farm



A pasture-sensing robot prototype being developed by staff at Massey University could help farmers to generate better information about the pasture and soils on their farms.

Professor Ian Yule and the team at the Centre for Precision Agriculture have been developing the robot to carry sensing equipment around farms, all by itself. Yule says the concept is being developed for a number of inspection purposes and tasks around agriculture and horticulture.

Current sensing technology is typically carried on planes and drones and uses expensive and complex equipment. A robot is a cheaper option that would also be more reliable as it is less weather dependent than drones. The hope is that the robot will be fully automated, reducing the time spent by farmers in assessing pasture quality.

The robot was originally designed by Transpower and students at Massey's School of Engineering and Advanced Technology as a tool for assessing equipment at substations to reduce response times at remote locations.

"Initial trials with the prototype have been successful, enabling us to have a virtual presence at remote substations and reduce the time it takes to identify equipment issues," says Transpower's general manager grid development Stephen Jay. "We are investigating additional benefits and future enhancements to improve our diagnostic and fault detection so we can catch issues before they occur."

### Grow North

Massey University and Auckland Tourism Events and Economic Development (ATEED) are leading a Grow North initiative to create a smart innovation district in Auckland North.

A report on the project by entrepreneurship lecturer Dr Rebecca Gill, released in April, provides an overview of the opportunity and outlines the steps required to foster strong growth.

"There are pockets of innovation all over Auckland North, but we really need to mobilise open collaboration and connections between these existing groups," Gill says.

Massey and ATEED are working closely with the Auckland North business community and other stakeholders to develop plans for the future. An event at Massey's Auckland campus in late May will share proposed next steps for the smart innovation district.

The project is part of Massey's vision for the growth of its Auckland campus. By 2025 the University aims to have 10,000 equivalent-full-time students enrolled. Bold development plans on campus include the Science Innovation Complex. This development, as well as Massey's business

incubator, the ecentre, cement innovation at the heart of the campus offering and demonstrate a focus on collaborative spaces that engage the wider community.



To register to receive a copy of the report or to attend the event please email [r.lambert1@massey.ac.nz](mailto:r.lambert1@massey.ac.nz).





# Kava and cars

Kava has been used for political, medicinal and social purposes in the Pacific Islands for centuries. But in a modern mobile society, what impact does it have on driver ability?

A new study aims to find out, reports

**Sonia Yoshioka Braid.**



**F**or someone who left school with no qualifications, Dr Apo Aporosa has certainly come a long way. In addition to gaining a master's and a PhD (in 2013) in development studies by distance at Massey, in December 2015 he was awarded a Pasifika postdoctoral fellowship worth \$230,000 from the Health Research Council of New Zealand, to examine the effects of kava on driver ability and road safety.

The former policeman of Fijian descent is an expert in the area of kava, an interest that was piqued while he was working at a school in Fiji, and where kava was an everyday part of life. He spent his time there doing development projects and teaching, and when back in New Zealand would cram his studies into the short time he had available.

"Studying at Massey was great, aided by the generous prior recognition awarded for the practical development experience I had gained before enrolling. Moving into my postgraduate studies I had fantastic support from mentors such as Dr Bob Gregory, supervisors like Professor Regina Scheyvens and the Pasifika@Massey team, whose support was critical to my receiving the Health Research Council award. I look back and laugh; this kid who was a total failure at school then ends up at university!

"It was challenging though. I remember trying to read this totally foreign language, reading journals and throwing them on the floor and 'spitting the dummy' – but I'm doing what I'm doing now because of people like my wife Jan [a Massey psychology PhD graduate], my mentors and supervisors and the Pasifika support systems

who guided and were patient with me," he says.

As a policeman in the late 1980s and early 1990s, Aporosa saw the aftermath of motor vehicle accidents and wondered about the impacts of drug driving. "Back then there was less attention paid to drug driving as the focus was more on alcohol," he says.

The issue of drinking kava and driving has had little attention, limited to several small studies done using minute pharmacologically recommended doses that are vastly less than those regularly consumed in the Pasifika setting. With injuries from road traffic accidents the leading cause of hospitalisation for Pasifika men and women living in New Zealand, Aporosa says there are anecdotal reports suggesting that kava contributes to these statistics. It made sense to bring the two together and do some testing.

Now based at the University of Waikato's Anthropology Programme as a research fellow, Aporosa will work in partnership with its School of Psychology's Traffic and Road Safety Research Group to see what happens when people drink kava and drive, the drivers' perceptions after drinking kava, and whether there needs to be an education programme designed at keeping people safe.

"This study is not anti kava, it's about our culture and the practice of kava use that now exists in a highly mobile society. We have a German company – Vienna Tests Systems – that specialises in industry-standard driver assessments; it has donated the tests, which fit nicely with the normal kava drinking routine at traditionally influenced kava sessions. Once we have the test results we can work out our next steps." ■

The root of a kava plant that is being prepared to be made into the light-brown beverage that is part of daily life in Fiji.



## What is kava?

Kava (also known as 'ava, 'awa, sakau and yaqona) refers to both the *Piper methysticum* plant and the light-brown, relaxing beverage made from its roots.

## What is its cultural significance?

Kava plays a key role in linking Pasifika cultures and identities due to its function as a potent symbol of social unity. It has been used for millennia across the Pacific for political, social and medicinal purposes, producing a gentle sense of relaxation and sociability.

## Is it hallucinogenic?

The drink contains a number of active compounds called kavalactones, making it mildly psychoactive, but it is neither alcoholic nor hallucinogenic. It is often referred to as the "anti-energy drink" because it brings on feelings of calmness and sleepiness, which is why kava is recognised as a viable non-addictive alternative for treating generalised anxiety disorder.

# Rubbing with



Massey graduate and Manawatu local John-Daniel Trask is on a meteoric rise with his software company in Seattle.

**Jenna Ward** goes along for the ride.

---

**G**rowing up in Manawātū, John-Daniel Trask could only dream of rubbing shoulders with the likes of software giant Microsoft, but now he is based near its Seattle headquarters, and taking the computer world by storm.

At just nine years old, Trask knew he wanted to play with the big boys on the global technology field. The Massey alumnus is now the chief executive of successful software company Raygun. Formerly known as Mindscape, Raygun has a 6000-strong client base from more than 80 countries, including global sector giants such as Microsoft, Xero and Dropbox.

“Now several tens of thousands of software developers around the world use the Raygun platform to improve the quality of their software, creating better experiences for their end-users,” the 33-year-old says.



# shoulders giants

---

**“There’s a broad range of skills taught, and, while it’s important to have a strong fundamental knowledge, mixing it with real-world skills is the dynamic combination that makes Massey University graduates particularly attractive.”**

– John-Daniel Trask

---

Raygun is the black-box flight recorder of software, automatically recording any issues, and reporting with extensive diagnostics information to the teams that build software. Collectively, Raygun has processed tens of billions of software diagnostic reports, and tracks more than a billion software interactions per day on behalf of its customers.

Up until recently Trask was based predominantly in Wellington, heading back to Seattle at regular intervals. This year he and his wife Zheng Li will make Seattle their permanent home, with regular trips back to New Zealand. Wellington will remain the global headquarters for the international business, with engineering and existing business functions staying in New Zealand.

On March 10 this year Trask received the Distinguished Young Alumni Award at

Massey’s Defining Excellence Awards. “I am very humbled, and proud, to have received the Distinguished Young Alumni Award. We’re just getting started with Raygun, and I’m very much enjoying the challenges of growing the New Zealand technology industry.”

It’s fair to say he grew up in an entrepreneurial family.

“My dad’s always had a keen interest in new technology. We got a family computer, and we were given an hour a day on it. I worked out I could buy my siblings’ hours for \$1 each so I got more time on it. With that time, I taught myself how to write software on it at the age of nine.”

“My parents ran their own business from home. We talked about finance around the dinner table, my father was also an active share investor, and we would take family holidays after investments paid off. The

whole business side of things and the impact of money was pretty upfront. I started trading shares at 14, because that’s what dad did. Looking back, I recognise that’s pretty weird!”

His journey towards studying at Massey started on his first day at Palmerston North Boys’ High School. “I still remember going to see the careers counsellor on my first day of third form. I told him I wanted to end up in the software business, and asked him what subjects I should be doing. He was pretty taken aback.”

Trask says that even from an early age, his parents were “ridiculously supportive” of him and his siblings. “They encouraged us no matter what we wanted to do. I never felt like I was odd because of my interest in computers. It was still a time when people who were into technology were considered nerdy or geeky, but their support

has been a major factor in my success, and something I will forever appreciate.”

As a teenager Trask was also inspired by the success of Microsoft co-founder Bill Gates. “I read a lot in the 1990s about what he was doing with Microsoft, and I bought books in high school about what Microsoft was doing in the business world. “I’ve always loved reading the biographies of successful people who created or shaped entire industries – John D Rockefeller, Henry Ford, Andrew Carnegie, Elon Musk and others. The inspiration you get from seeing what can be achieved when you put your mind to it is extremely motivating.”

As with everything, Trask calculated how he could maximise his time studying so he could get into the workforce as soon as possible. “I looked at a range of degrees. I didn’t want to spend too long at university, so I picked a three-year degree. I chose the Bachelor of Information Science over the Bachelor of Science because I think it had one extra elective. I focused on majoring in computer science because I knew if I did that, and then left to work in the industry, I would be able to generate a higher level of income than if I just did a Bachelor of Business Studies. I loaded all of the electives up with business papers, so I felt like I kind of got the closest to getting a double degree without wasting too much time.”

After graduating in 2004, Trask moved to Wellington, and began a role with information technology company Interagen. Three years later, he left, and with a couple of friends and \$30,000 of their own savings, started Mindscape. Now trading under the name Raygun, the company employs 25 staff, has offices in Wellington and San Francisco and opened a third office in Seattle in late March.

“The Seattle office will be entirely focused on sales and marketing. I’ll be leading the charge on that, building the team and helping to drive additional growth. I’ll still be the CEO, that’s my core focus, but we’ve seen too many New Zealand companies go into the United States half-heartedly and get burned. Basing myself in Seattle lets me bring our culture through, access American talent, be close to Microsoft and be close



to some of our largest customers. It helps that the time zone is relatively beneficial for connecting with the New Zealand team also.”

Seattle began developing as a technology centre in the 1980s, with companies such as Microsoft establishing their headquarters there. In 1994 internet retail giant Amazon was founded in Seattle. The stream of new software, biotechnology and internet companies led to an economic revival, which saw a rapid increase in the city’s population between 1990 and 2000.

Trask says his staff are a mixture of New Zealanders and Americans, and he has hired Massey graduates in the past due to their unique blend of theoretical knowledge and relevant commercial skills.

“There’s a broad range of skills taught, and, while it’s important to have a strong fundamental knowledge, mixing it with real-world skills is the dynamic combination that makes Massey University graduates particularly attractive.

“We are a tight squad, but will likely double in size this year. I’m a strong believer that software product companies shouldn’t have thousands of people working on a product. More people taxes the collective

bandwidth of the team. I’ve rarely seen a big software team exceed the output of a tight group of exceptional engineers.”

He hopes to expand even further next year, possibly opening an office in Dublin, Ireland, and is looking to settle back in New Zealand permanently in a few more years. “New Zealand will always be my home base, but I certainly feel like a global citizen.”

Like Bill Gates, Trask also has a philanthropic side. “I was the technical partner, through Mindscape, in creating fundraising website Givealittle. We built all the software, were shareholders, and have done similar things with other companies. It’s really exciting to see it go from strength to strength. It’s a fantastic asset to the country now.” The site was sold to the Spark Foundation in 2012, and has raised more than \$43 million since it started in 2008.

So what’s next? “I am really passionate about the intersection of business and technology. Right now my entire focus is on Raygun, growing it quickly, but sustainably, but in the future, I would like to do some work with robotics and virtual reality.” ■

See *Distinguished Young Alumni Award*  
page 29.



# The untold positive Māori health story

The Māori Renaissance represents one of the greatest examples of population increase in the world.

By **Raewyn Rasch.**



Left to right, Robyn Richardson (co-ordinator), Dr Cassie Kenney (Te Rau Puawai Board member), Byron Perkins (senior support tutor), Sir Mason Durie, Julia Taiapa (Te Pūtahi-a-Toi lecturer, Māori AKE, cultural advisor), Dr Suzanne Phibbs (Te Rau Puawai Board member).

**M**āori health professionals should not be discouraged by statistics that continually show Māori worse off than Pākehā, says renowned academic Sir Mason Durie.

New Zealand, he says, has to stop seeing Māori health from a deficit perspective, and embrace the positive advances that have seen the Māori population bounce back from the brink of extinction just over 100 years ago.

Speaking to a new intake of students to Massey University's Te Rau Puawai Māori health workforce programme, Emeritus Professor Durie said the Māori population had been predicted to die out in the early 1900s when numbers dropped to around 45,000. But changes to Māori health care saw the population rise and projections now see it set to hit 810,000 by 2050.

Durie says that when Māori in places such as Australia are added to the mix, the total population could top one million. He says this is one of the greatest stories of a population increase in the world. "Don't

get locked in to the idea that Māori health is terrible, because Māori health is improving," he says.

Positive markers include increased life expectancy. In the past 30 years the lifespan of a Māori male has risen by eight years to 73 years, and a Māori woman now lives on average 77 years – up 8.1 years. While Pākehā still have a longer life expectancy Professor Durie says the gap is closing. In 1997 the difference was 9.1 years and by 2014 it was down to 7.1.

He says many of these gains can be attributed to a change in how health services for Māori are provided and the ways in which Māori practitioners are engaging with whānau and Māori communities.

He says the growth of the Māori health workforce is also a positive factor and he congratulates Te Rau Puawai on contributing to the rapid growth in Māori health professionals in the past 30 years. By the end of this year there will have been a total of 381 graduates since the programme started. Graduates cover a range of disciplines

including psychology, social work, nursing, Māori health, public health, and midwifery.

Durie urges these new professionals to embrace a different way of approaching health care. "We need to shift the emphasis to wellness not sickness."

He suggests the development of mauri practitioners, a new type of health worker skilled in health assessments and programmes to lift mind, body, spirit, and human relationships. These practitioners would work in interdisciplinary teams and link patients to the right services to ensure they flourish.

Durie says that changes, such as bringing together general and mental health professionals into combined health teams, were well overdue and he believes a more whānau-centric practice will be vital. Future developments will see the Māori health workforce focused on the three main aspects of health – Mauri Ora (healthy lives), Whānau Ora (healthy whānau) and Wai Ora (healthy environments). Those three components are spelled out in the He Korowai Oranga: Māori Health Strategy. ■



Diana Goodman in the main square of Timisoara – the cradle of the Romanian revolution, December 1989.

## Breaking barriers

As part of the 50th anniversary celebrations for its journalism programme, Massey University is presenting an honorary doctorate to one of its most accomplished alumni – trailblazing foreign correspondent Diana Goodman.

She talks to **Sidah Russell**.

---

**S**ince returning to New Zealand a decade ago, Diana Goodman has led a quiet life. It's only the memorabilia scattered around her Auckland apartment – including a chunk of pink concrete, once part of the

Berlin Wall – that give any clue to her impressive career as a foreign and war correspondent.

But Goodman is finally set to get the recognition she deserves. At its Wellington graduation ceremony, Massey University

will present her with an honorary doctorate in recognition of her achievements as a reporter and as a trailblazer for women in the world of journalism.

While little known in New Zealand, Goodman's achievements include being





Diana Goodman interviews Polish president Lech Walesa, who presided over Poland's transition from a communist state, in 1991.

the BBC's first female foreign correspondent, the first woman to run one of the BBC's foreign bureaux and the first mother to be sent on an overseas posting.

"I'm enormously chuffed, as they would say in Britain," she says. "It is wonderful to get the recognition because people are not always interested in hearing about what you have done in your life before."

Goodman graduated from the Wellington Polytechnic journalism programme, which is now part of Massey University's School of Communication, Journalism and Marketing, in 1970. She remembers those days "very, very fondly".

"I was quite young and just thrilled to be there. The course wasn't very old at that point but there was a real sense of energy. We were all united by this desire to become

journalists, even though it seemed impossibly hard."

Goodman says that early training provided a solid foundation for her career. "One of the things I learned there was the need to really listen to what an interviewee was saying and respond to that, rather than just go on to the next question.

"Listening is such an important part of our job and picking up the lead that the interviewee has left dangling will often produce a much more revealing reply – even when you're broadcasting against the clock."

Her first job was at the Cook Islands Broadcasting and Newspaper Corporation, and it was there that she fell in love with radio and the idea of being a foreign correspondent.

"One of my tasks was to listen to the BBC

World News through crackling headphones. It was amazing, I was sitting there on this beautiful Pacific island and listening to the news come in from all over the world and typing it up for the newspaper.

"I think I was inspired at that point. It was so exciting listening to all the correspondents' reports; it was some sort of magic the way it travelled over the short-wave radio."

After journalistic roles in New Zealand and then provincial Britain, Goodman landed a job in BBC Radio's network reporters' pool. "There were more than 20-plus men and me," she says, "and to say they were unsupportive would be an understatement."

Goodman says she was continually told women weren't up to the job of hard news



Diana Goodman in her Auckland apartment – a piece of the Berlin Wall sits on her bookshelf.

reporting because they weren't pushy enough or strong enough, and would likely cry if they had to report a difficult story. Later, when she was controversially sent to Beirut to cover the civil war there, the letters of complaint came streaming in.

"All the same old myths were trotted out. They thought that if I got myself into a dangerous situation all the men would feel obliged to rescue me. It's ludicrous when you think about it now."

It seems particularly ludicrous when you hear Goodman describe one of the stories she is most proud of – reporting from Timisoara, the city where the Romanian revolution started.

"When I reached Timisoara I argued my way through a series of armed checkpoints until I could finally go no further. A big, bearded revolutionary agreed to take me into the centre of the city by foot and we soon came across a crowd of furious, and frightened, local citizens who were arguing about whether to lynch a Securitate [secret police] sniper holed up under a bridge.

"Other snipers nearby started firing directly into the crowd, which caused utter mayhem, but I managed to keep my tape machine running and record the uproar and the sound of bullets ricocheting. That story was important to me because I was in the middle of a rapidly unfolding revolution

and I was able to give BBC listeners a tangible sense of what the Romanians were going through."

One story that prompted a huge audience response was a heartbreaking report from Goodman on Russian state care for disabled children. She described the squalor and misery endured by inmates locked in an orphanage that smelt of "disinfectant, urine and death" – and the BBC was inundated with donations and offers of help.

Goodman says she had to fight "really, really hard" for her first foreign posting and that she was very conscious of the fact that she had the future of other women's careers riding on her shoulders.

"There was this huge, extra level of responsibility. I thought, if I muck this up, given there was this propensity to believe women weren't up to it, it would make it really hard for any women coming after me. I had to get it right, I had to work even harder and get it more right, otherwise I might ruin it for them."

Today, Goodman credits her ability to continually break through the glass ceiling as a combination of the time being right and BBC managers knowing she could do the job. She also believes that coming from the other side of the world didn't hurt.

"Back then, in Britain, background was very important but as a New Zealander they

couldn't place me. They didn't know if I was just a girl from Gisborne, which I was, or whether my family owned half of the North Island. They couldn't quite fit me into their social scale, and that was a huge advantage."

Her career as a foreign correspondent didn't come without its sacrifices. Two marriages to other journalists failed to survive the demands of her job but, for the past decade at least, family has come first. She returned to New Zealand in 2005 because that was where her second ex-husband, a Kiwi, lived.

"After I retired I thought, 'I've had this wonderful career but now it's finished and I have no reason to keep Harry [her then 11-year-old son] in London away from his father'. It was a difficult shift at first but I have absolutely no regrets. It's been a wonderful place to bring up a child."

During her foreign postings Goodman covered nearly two decades of historic change – including conflicts in Lebanon, Libya and Romania, the reunification of Germany, post-Communist Eastern Europe and the dissolution of the Soviet Union.

While she's no longer at the centre of Europe's biggest political stories, she remains an informed news junkie who now has the time to work on an entirely new project – a crime novel set in Auckland's dark, if slightly quieter, streets. ■



# Lifetime of commitment to women in the church

Distinguished alumnus Sharron Cole's attendance at the Synod of Bishops in Rome, which included a meeting with Pope Francis, was an opportunity for her to talk about the Catholic Church's challenges from the perspective of a New Zealand woman. She talks to **Paul Mulrooney**.

---



Sharron Cole meets Pope Francis in Rome.

I thought long and hard about what I was going to say... I did look at the collated New Zealand Catholic response to the working document of synod and I reflected what was in that, so I wasn't just speaking for myself."

At the conclusion of her intervention, she called for the church to re-examine its teaching on marriage and sexuality as lay people are not content to leave such education to clergy alone.

"Too many in authority responded to clergy sexual abuse in a way that demonstrated they lacked the expertise in sexuality and psychology to make good decisions, with the result that they became complicit in perpetuating the enormous harm done to people."

After raising a young family in the 1980s, Cole became involved in Parents Centre and La Leche League, advancing to regional and national levels.

Through Parents Centre, and despite not being a midwife, she was appointed to the first national committee of the College of Midwives in the late 1980s.

It brought her up against views held by some doctors that midwives were not experts in overseeing normal births, nor able to recognise and refer appropriately when difficulties arose during women's pregnancy and giving birth.

Cole was also an inaugural appointee to the Families Commission.

She still counts some wins there, highlighting the destructive effect that Good Friday and Easter Sunday trading could

MORE page 14

**S**harron Cole has a strong sense of New Zealand's history but there are signs that her own contribution to it could eventually earn acknowledgement too.

It has been more than 30 years since Cole graduated from Massey University with a Master in History, but since then she has helped lead the way professionally in parent as well as medically based organisations.

But it's her work with the upper echelons of the New Zealand Catholic Church that could elevate her significance – with it taking her as far as the Vatican and a meeting with Pope Francis.

Last October, the Wellington woman was invited as a lay auditor, or a non-clergy Catholic, to participate in the Synod of Bishops on the Family in Rome. This international conference of bishops, from

whom the Pope takes advice, started under the liberalising influence of Vatican II in the 1960s.

Cole didn't waste time at the October synod, tackling some of the weightier issues, particularly relating to a papal encyclical from 1968, *Humanae Vitae*, which reasserted the church's hard line on artificial birth control.

This 50-year-old edict had been challenged before but rarely by a female lay auditor.

"The Pope had made it clear that he expected people to disagree and not just quote him, but he wanted to know what other people thought," she says.

"For me, we know that particularly in western countries where there is free access to contraception, an overwhelming number of Catholics practise artificial contraception, and to pretend that they don't is unacceptable.

have on families where the breadwinners worked in retail and the public awareness raised by the “It’s Not OK” campaign against family violence.

Her efforts were rewarded in 2011 when she was presented with a Massey University Distinguished Alumni Award.

Her work and experience culminated in her travelling to Rome last year to have an audience with the Pope.

“It truly was a once-in-a-lifetime opportunity and experience,” she says.

“Why was I chosen? The Pope is interested in going to the periphery of the Catholic Church and New Zealand is as far from Rome as you can get, and they wanted to hear some more independent thinking (as opposed to someone who works every day with bishops), from someone who had experience in the field given that the theme of the synod was ‘the family’.”

Reports of the Pope’s humility and relaxed air were easy to witness too, she says.

“He lets people take selfies with him and I can’t imagine any previous pope [doing that]. He smiles a lot and his face lights up, and when he talks to you it’s very one to one.

“He would stand in line for his morning tea like most people. You would see him after synod and he’d just be wandering off, always with a folder under his arm.”

Despite being encouraged by the Pope’s message of making the church more relevant to people, Cole, who has spent a professional lifetime advocating for women and causes relevant to them, says more momentum is needed.

“I came away much more hopeful, but having said that there’s still a lot of work to do and certainly work to do with the role of women in the church. It’s not satisfactory and I don’t think it’s what Jesus intended for the role of women in the church,” she says.

She was heartened by the views of one Canadian bishop who stated that women should be made deacons, give homilies and have real decision-making powers within the church.

“If it weren’t for what women put into the church it couldn’t function. I look at my parish. We’ve got a lot of good men but overwhelmingly it’s women who do the work.” ■



# The infinite price of water

As older generations rail against the apathy of youth, three Massey students are leading the charge to get New Zealand’s freshwater legislation changed, with their eyes firmly fixed on a “swimmable” future.

**A** griScience student Marnie Prickett and Master of Science graduates Paul Boyce and Kyleisha Foote share a love of New Zealand’s freshwater ecosystems and want to make a difference.

Together with filmmaker Ben Sarten and conservationist Geoff Reid, they organised the Choose Clean Water tour earlier this year, visiting 25 waterways across New Zealand in 28 days, filming the stories of local residents battling to save this precious resource. The films formed the background of the Choose Clean Water campaign and a petition signed by almost 15,000 people, which they presented to Parliament.

“We knew the legislation was under review by the Land and Water Forum and the Government. The current acceptable primary level is ‘wadeable (primary contact)’ – which poses a moderate risk of infection while boating or wading. We want that changed to ‘swimmable (primary contact)’ being the minimum standard for freshwater in lakes, rivers, streams, groundwater, wetlands and estuaries, and the main priority

made the health of people, wildlife and the environment,” Prickett says.

“Two-thirds of New Zealand’s rivers are unsafe to swim in right now – and this hasn’t just happened overnight.”

Support has also come from the tourism sector, which relies heavily on showcasing a “clean, green, pure New Zealand” image to the world.

“We’re grateful that the Tourism Export Council of New Zealand could also see the merit in this campaign and this petition, and they came on board with a bit of funding to help do the tour and a lot of support.”

Tourism Export Council chief executive officer Lesley Immink says freshwater protection needs to be strengthened.

“For a country that relies on tourism and our clean, green image as our largest source of income, current policy and a government commitment to freshwater protection is simply not good enough. The Government needs to choose clean water as a national environmental policy,” she says. ■

To view the videos, go to:  
[www.facebook.com/choosecleanwaternz](http://www.facebook.com/choosecleanwaternz).





## Our military man in Paris

Shaun Fogarty is New Zealand's first military attaché in Paris. Behind him is a significant naval career and years of diligent distance study. He speaks to **Diana Dekker**.

---

**T**here is an old naval saying: "That's life in a blue suit".

Captain Shaun Fogarty is living that naval life of many changes.

"You tend to move every two or three years by nature of the military."

He is, for the moment, New Zealand's first defence attaché in Paris, focusing on World War I commemorations in France and Belgium.

His blue-suited life has been more peripatetic and eventful than he could ever have imagined when he left school in Dunedin at 18 with a dream of sailing the seas.

His Royal New Zealand Navy career has taken him all over the world, from East Timor to Buckingham Palace. And he has studied in tandem with it. Last year he

completed his Master of Logistics and Supply Chain Management by distance learning at Massey University. He had earlier done Massey distance study for his diploma in the subject as well as a plethora of other work-relevant and far-flung New Zealand Defence Force (NZDF) initiated study.

His master's thesis, far removed from the concerns and cultural highs of Paris, focused on the response to Canterbury's devastating earthquakes, exploring New Zealand's capability to manage logistical responses to major civil defence and emergency events strategically.

For it he needed to arrange and conduct many interviews with people involved with the Canterbury disaster. Self-discipline was essential and easy access to academic help crucial.

His Massey supervisors, he says, were "fantastic". He is grateful to Dr Paul Childerhouse, School of Engineering and Advanced Technology Professor in Logistics and Supply Chain Management, logistics lecturer Walter Glass, and Lincoln University's Dr Mark Wilson.

"For distance study there were all manner of support systems should I need them. I cracked on. When I needed online facilities they were readily available and excellent. The NZDF library and the Massey library were first class."

It was dicey eyesight rather than design that set him on an academic path and a career that, after his role as a military observer in East Timor, saw him become a Member of the New Zealand Order of Merit in 2001.

"In hindsight I'm so glad. I've loved every minute of it. Being in logistics opened doors that being at sea probably wouldn't have done. The logistics area has been fantastic in terms of what I've been able to do."

He works out of the offices of New Zealand's ambassador to France, Dr James Kember. His role was established by the NZDF, and together with colleagues from the Ministry of Foreign Affairs and Trade and the Ministry of Culture and Heritage they deliver on the World War I centenary objectives.

"It's been a huge privilege to represent New Zealand at the many services that acknowledge the sacrifice our troops made nearly 100 years ago," he says.

"On the flip side the Paris attacks in November last year and earlier with the Charlie Hebdo [magazine cartoonist] killings have taken a huge toll on the French. However, in true stoic fashion they have continued to live their lives as normally as possible. It certainly hasn't stopped their passion for rugby, which lifted to new heights with the arrival of Dan Carter in Paris late last year. And we're all looking forward to later in the year when the All Blacks play in France for the Dave Gallaher Trophy, named after the famous All Blacks captain of 1905 who died at Passchendaele in 1917." ■



peter.drury@visualist.co.nz

Animals have a range of experiences that come from both external factors and factors reflective of their perceptions.

# The changing science of animal welfare

**Mirjam Guesgen** meets two Massey scientists, Professor David Mellor and Dr Ngaio Beausoleil, to learn about an influential theory that has shaped how schools, universities, the livestock industry and zoos worldwide understand animals' experiences.

**A** model developed at Massey University of an animal's perception of its environment has been feted around the world.

The Five Domains Model, developed by Mellor in 1994, could be described as radical for its time but it is just as important as meeting an animal's basic survival needs.

"The health of an animal is not all that constitutes welfare," Beausoleil says.

When the model was first conceived, it included experiences of thirst, hunger, pain, anxiety, fear and distress. It soon became apparent that the concept of animal welfare was changing rapidly through scientific investigation. For example, the catch-all term "distress" was unhelpful.

The model was therefore modified in 2009 by the inclusion of breathlessness, nausea, dizziness, weakness, malaise and

sickness (experiences resulting from external factors) and frustration, anger, helplessness, loneliness and boredom (reflective of an animal's perception of its environment).

However, perhaps the biggest shake-up to animal welfare science was the scientific validation of positive emotions, which Mellor then included in the model.

"We all knew that animals could have positive experiences but we needed to evaluate this scientifically. The thing that convinced me as a physiologist was understanding the brain mechanisms behind the behaviour.

"For negative emotions it's easy. We had a good understanding of stress hormones and their release in situations of fear or pain, but this did not help us with positive emotions. What we have instead are particular brain areas activated when an animal engages in something it finds rewarding."



Massey University's Professor David Mellor and Dr Ngaio Beausoleil.

The model and the field continue to develop with the expertise of Beausoleil. She has written a document for the Department of Conservation about the welfare implications and practicalities of marking and tagging wildlife.

Since then, she has made significant contributions to the field, now sitting on the Wellington Zoo Trust Animal Welfare Committee and holding the position of Deputy Director of the Massey University Animal Welfare Science and Bioethics Centre, which Mellor established in 1998. ■



# BA myth-busting makeover

It's a Bachelor of Arts, but not as you know it, writes **Jennifer Little**.

---



Actor Antonia Prebble says a Massey BA in English literature and French has enhanced her career.

**A** new degree at Massey University aims to produce a generation of creative and critical thinkers.

Core papers in the new Massey University Bachelor of Arts will explore issues ranging from citizenship and identity to the impact of technology, the quality of political debate and the influence of social media on everything.

This new “intellectual kete” will expand people’s universes, says Professor Richard Shaw, who is spearheading a “refresh” of the BA by Massey University, the first university in New Zealand to do so.

The degree nurtures critical, creative thinkers vital to a healthy democracy and economy, says Shaw.

“That’s our job, that’s what we’re supposed to do – expose students to things they would not otherwise have known existed.”

Employers will want to have people on their payrolls who are confident in their own sense of identity and are comfortable about other people’s ways of doing things, he adds.

“Society needs people with BA degrees – people who’ve studied politics, philosophy, religion, history, sociology, anthropology, languages, literature or media studies to name a few – to help maintain a healthy level of debate and dissension,” he says.

An online equivalent of the degree will be established for Massey’s growing distance student body.

Massey’s “myth-busting” campaign has had a chorus of support, from celebrities such as comedian and TV host Jeremy Corbett and Massey BA graduate and actor

---

**“Critical thinkers are needed for a healthy democracy.”**

– Professor Richard Shaw

---

Antonia Prebble. She talks in a short video clip about how her Massey BA in English literature and French has enhanced her career and personal development. ■



Royal Bank of Scotland chief executive Ross McEwan: "It's not every day you get the opportunity to make a real difference to such an important financial institution."

## The Kiwi tackling the toughest job in banking

Great people skills, leadership and the broad experience offered in New Zealand business are exactly what is needed to turn around the fortunes of one of the world's most important banks.

**Sidah Russell** talks to the Massey graduate tasked with that job.

---

**W**hen Ross McEwan was appointed chief executive of the Royal Bank of Scotland (RBS) in 2013,

it was considered one of the toughest jobs in banking. But the Massey University alumnus has never been one to shy away from a challenge.

"The Royal Bank of Scotland was a global brand, and in the United Kingdom, a household brand that fell from grace in the Global Financial Crisis," he says.



“It is not every day you get the opportunity to make a real difference to such an important financial institution. I enjoy challenges and change management, and this is as big as you will get in banking.”

McEwan is relying on the strong strategic positions the RBS holds in the United Kingdom and the Republic of Ireland to turn the bank around, and has refocused its activities and resources on its core UK business.

Associate Professor David Tripe, who heads Massey University’s Centre for Financial Services and Markets, says McEwan is working in a difficult environment with many entrenched problems, but he is starting to make progress.

“The bank’s most recent results show it is not yet back in the black but, if all goes to plan, 2016 could be the year it again becomes profitable,” Tripe says.

He says McEwan’s role at the RBS “is a really big job” and an impressive achievement.

“There are two New Zealand-born chief executives heading ‘Big Four’ banks in Australia, but the Royal Bank of Scotland is a larger bank. It’s probably the biggest job held by a New Zealander in global banking.”

McEwan refers to himself as a “proud Kiwi” and sees only advantages in coming from a small country on the other side of the world.

“New Zealanders tend to be quite direct, in a nice way, and can generally get on with most people,” he says. “We are also used to working across a broad range of operations in a business, as New Zealand businesses are smaller and you understand broadly how the parts connect to make up the whole.

“This helps when you are asked to run bigger businesses because you understand what makes them work. Having good people skills also helps to connect the very

diverse group of people you find in a UK bank.”

McEwan remembers his years at Massey University as a time of personal growth, where “open conversations” with a broad spectrum of people were a life-changing experience.

“While what you learnt was important, the open environment in which you learnt was just as important,” he says.

He completed his Bachelor of Business Studies in 1979, with a major not in accounting or finance, but in human resource management. In fact, McEwan was in the first cohort to graduate in New Zealand with an HR major as part of a business degree.

He says at the time Massey was breaking new ground with its broad-based business qualification.

“It offered majors which covered areas such as personnel management and industrial relations that no other university seemed to specialise in. For me, it was one of the major reasons I chose to study there.”

He has often said he prefers people to numbers and his good management of people has clearly been a key part of his career success.

“As you progress in your career and get into more senior roles, it is your management and then leadership skills that dictate your success, rather than a specialised or functional skill,” he says.

During his time at university he also developed the critical thinking skills required in the tough world of post-Global Financial Crisis banking. “Massey taught me to ask questions and think a little deeper than the initial answer you first get,” he says.

And that’s a skill that has no doubt come in very handy since McEwan took on the high-profile and politically charged task of turning around the RBS – otherwise known as one of the toughest jobs in global banking. ■

---

**McEwan remembers his years at Massey University as a time of personal growth, where “open conversations” with a broad spectrum of people were a life-changing experience.**

---

# Toioho ki apiti – awakening creativity

Among the alumni of Massey's Māori visual arts degree, which recently marked its 20th anniversary, are some of the country's finest artists.

---



Saffron Te Ratana, *Whakarongo ki te Karanga*, 2014



Julie Paama-Pengelly, *Moko Tangata*, 2004





Acting head of Whiti o Rehua School of Art Emma Febvre-Richards; senior lecturer in Māori visual arts Rachael Rakena; Director of Māori Art, Associate Professor Ngataiharuru Taepa; senior lecturer Professor Bob Jahnke; and College of Creative Arts Pro Vice-Chancellor, Professor Claire Robinson.

**W**hen Professor Bob Jahnke (Ngāi Taharora, Te Whānau a Iritekura, Te Whānau a Rakairo o Ngāti Porou) was at art school in the 1970s he was able to study every other culture but his own, and he dreamed of a course one day with Māori art and language at its heart.

Today he's not only one of the country's leading contemporary Māori artists, but also founder of its only degree in Māori visual arts, which late last year celebrated its 20th anniversary. It's a milestone that Jahnke is extremely proud of, not for the programme's longevity but for the long list of artists, curators and teachers it's turned out and the Māori contemporary art movement it has nurtured.

The Bachelor of Māori Visual Arts (BMVA) grew out of the Te Putahi a Toi School of Māori Studies at Massey University in Palmerston North and has its roots firmly planted in Māori culture. Unlike other arts programmes, students go beyond studio art to learn te reo, tikanga Māori and the Treaty of Waitangi, alongside other Māori studies.

"I want students to walk out and be able to use the cultural knowledge they have gained from the programme and to work wherever they may be," says Jahnke. A

master's degree, was also developed to cater for postgraduates and established artists.

You don't have to be Māori to study the BMVA any more than you have to be Dutch to study Van Gogh, but Jahnke delights in watching young Māori discover roots they barely knew they had. "In order to create art that communicates you certainly have to understand your culture, where you come from and how that culture has shaped you."

Jahnke's vision was not just to look back at Māori artistry of the past but to shape its future as well.

"This programme is really aimed at tracking down new visual ground, new visual vocabulary based within kaupapa Māori."

He says evidence of the programme's success lies in its alumni. Artists like Sandy Adsett, Huhana Smith, Shane Cotton and Ngatai Taepa are graduates.

They were part of the 20th anniversary series of exhibitions of work by alumni from Massey University's BMVA. Toioho XX opened in Palmerston North in December and brought together works from 150 alumni in one of the country's biggest displays of contemporary Māori art.

The exhibition displayed works from art galleries and private collections across six galleries, providing visitors with the

opportunity to view some of the country's best Māori art.

Jahnke says he takes enormous pride in the national contribution the programme has made, citing the influence of former Massey Assistant Vice-Chancellor (Māori and Pasifika) Emeritus Professor Sir Mason Durie as an inspiration for all.

From the first graduate, Dr Huhana Smith, to the latest PhD awarded late last year to Terri Te Tau, the programme has produced an impressive array of artists, he says.

"Sir Mason Durie always said the journey is not about the programme, or the staff, it is about the students." ■



Ngataiharuru Taepa, *Tane Pupuke*, 2014

# Loved labours lost

It's a mystery of artistic proportions – missing murals and a nationwide search for the works of a celebrated New Zealand artist. **Paul Mulrooney** reports.



Photo: Louise Hatton

Massey PhD candidate Bronwyn Holloway-Smith with, *Te Ika-a-Māui*, the story of Māui fishing up the North Island, in the background.

**M**assey's College of Creative Arts is embarking on a quest to honour the memory of New Zealand artist, craftsman and designer E Mervyn Taylor by undertaking a search for the 13 murals he created between 1957 and 1964.

The search was inspired by the discovery of one of his few other surviving murals, *Te Ika-a-Māui*, the story of Māui fishing up the North Island, stored in cardboard boxes in a disused cable station.

Massey PhD candidate Bronwyn Holloway-Smith made the discovery when she was researching the history of the Southern Cross Cable, New Zealand's primary internet connection to the rest of the world.

Since then she has led meticulous efforts to clean and digitise the work, and has made colour-matched, full-scale gouache paintings to fill the gaps left by 16 missing tiles.

Taylor, who studied at Wellington Polytechnic, a forerunner of the college, also used carved wood panels, sand-blasted glass windows and paint to create his distinctive works towards the end of his career.

He was also known for his sculptures, paintings and illustrations and devoted his life to moving beyond colonial perspectives to create a distinctive South Pacific way of seeing the world.

The search for his work includes trying

to find a carving that was once displayed in the directors' room of the New Zealand Meat Producers Board.

"Taylor was passionate about the value of the creative arts within New Zealand. From his position as a Pākehā artist he actively supported the protection and promotion of Māori culture in an era when dominant colonial influences threatened its decline," Holloway-Smith says.

That ethos is captured in the 13 large murals scattered throughout the North Island – including the Meat Producers Board work.

Little is known about the carving's disappearance from the boardroom located at Massey House on Lambton Quay in



## The great mural hunt

Taylor's murals and building decorations were completed for sites throughout the North Island.

Still missing are the murals that were commissioned for:

Wellington: National Mutual Life Assurance building (153 Featherston Street, now the Hotel Ibis)  
Cable Price Downer House (108 The Terrace)  
New Zealand Meat Producers Board directors' room  
(L4/154 Lambton Quay, formerly Massey House)

Hutt Valley: Taita Soil Bureau building (now the Learning Connexion)

Wairoa: Wairoa Centennial Library



The missing carving from the Meat Producers Board.



The carving disappeared from the boardroom at Massey House on Lambton Quay in Wellington.

Wellington, which was designed by architecture firm Plischke & Firth and is sometimes described as New Zealand's first high-rise commercial office block.

As the College of Creative Arts commemorates its 130th year in 2016, a team of researchers, led by Holloway-Smith as project director, is hunting for the missing murals created by the college alumnus. They are hoping to discover the whereabouts of the missing pieces, including the Meat Producers Board boardroom panel.

"Currently we have identified five works that are missing and potentially lost, two that are currently hidden – whether partially or fully, and six that are in good condition," she says.

"Members of the public, former building owners, people who worked in and visited the buildings, and architects and designers who have been involved in refurbishments over the years are all people who might know something about the fate of these works by E Mervyn Taylor," Holloway-Smith says.

"His work provides us with a fresh perspective on New Zealand history that hasn't necessarily been protected but is essential in... understanding what we represent as a nation."

"As an artist myself, it breaks my heart to think that these remarkable works – many commissioned for the people of New Zealand with public money – could have simply been lost and forgotten if the College of Creative

Arts hadn't taken the initiative to step up and support this project," she says.

College of Creative Arts Pro Vice-Chancellor, Professor Claire Robinson says a key part of the project is to raise awareness of the need to better protect and promote New Zealand's public art heritage.

"The project is not only seeking information about the missing Taylor artworks, but forming a list of other lost works of the period and beginning a register of significant works that need protection." ■

If you have information about any of the missing Taylor works, or suggestions for murals to add to the NZ Heritage Mural Register please email Bronwyn: [b.r.smith@massey.ac.nz](mailto:b.r.smith@massey.ac.nz)



# Doctors, poets and the language of medicine

Poets, like doctors, deal with the deepest concerns of existence – illness, suffering, ageing, mortality, and the related feelings and fears. Massey University doctoral graduate Dr Johanna Emeney has explored the power of poetry to illuminate and comprehend medical experiences. She talks to **Jennifer Little**.

---

**A**n award-winning poet before she began her doctoral thesis in creative writing through the School of English and Media Studies, Dr Johanna Emeney has explored the emerging field of medical humanities by looking at the work of several New Zealand poets writing on medical themes.

Emeney says the emergence of medical humanities and its growing contribution to health practices arose from a need to break down communication barriers between doctors and patients resulting from complicated medical jargon.

She says that the “language of medicine, if one has the time to acquire it, is, like all languages, a source of power. By contrast, not to know a word, or words, is to be outside knowledge and therefore, as a patient, or as a carer, impotent.”

She’s also produced her own collection, titled *Family History*, about her mother’s cancer treatment, for the creative component of her thesis. The poems capture her intensely felt reactions to and thoughts about her mother’s cancer, along with her observations of hospital routines and clinical language that can heighten patients’ and families’ anxieties in an unfamiliar environment.

In her research she examines, “the ways in which the poets draw attention to the dehumanising effects of clinical language, and to the need for lifeworld language and imagery to communicate personal medical experience”.

While the field of medical humanities is well established in many United States and British universities, it is still relatively new to New Zealand. Emeney has been a guest tutor alongside Angela Andrews at the University of Auckland’s Faculty of Medical and Health Sciences for several years.

The paper on comparative literature for third-year medical students is part of a medical humanities programme at the faculty.

Emeney says the opportunity for trainee doctors to study texts is hugely beneficial. They get the chance not only to develop empathy with patients, but also to process their own feelings about and reactions to difficult or challenging medical situations.

“Imagine after your first cadaver study – it can be very cathartic and creative to be able to write about that.”

At the outset of writing her PhD, Emeney came third in the British Hippocrates Prize for Poetry and Medicine and last year was shortlisted for the Montreal International Poetry Prize and commended in the Hippocrates Prize. She published her first collection of poems, *Apple & Tree* (Cape Catley), in 2011.

She hopes to publish *Family History* later this year. She is teaching a creative writing paper at Massey’s Albany campus this semester, and continues to co-facilitate the Michael King Young Writers Programme with her friend and teacher Ros Ali.

“We hold free writing events for talented senior school students from all over Auckland

throughout the year. We also do frequent work for Auckland Council, running writing workshops for teens, migrant youth and older adults.” ■

---

## Night Nurses

appear at curtains  
in cameo profile,  
nod to obs sheets,  
tick boxes.  
The night nurses  
pickpocket pulses  
from bedsheets,  
slide and turn  
whole bodies  
from pain  
to comfort.  
In the light,  
their names  
will be forgotten—  
like the sound  
of their kind shoes  
on linoleum,  
their answers  
to muddled  
midnight questions,  
the nightmare admissions  
taken in their stride.

---

## Lines Overheard at the Teaching Hospital

Today, I learned that heartstrings  
are called chordae tendineae.  
I touched them.  
In fact, I got to cut them  
in half.

---



# Defining Excellence Awards 2016



**T**he 2016 Defining Excellence Awards were held at Auckland's Rendezvous Hotel on March 10.

It was the seventh year for the awards, which celebrate the achievements of Massey's alumni and staff in research, teaching, professional achievement and community service.

This year the Massey University Partnership Excellence Award was presented to Ravensdown. The award recognises businesses and other organisations that work closely with Massey and exceed expectations in the relationship.

Assistant Vice-Chancellor External Relations and Development

Penelope Barr-Sellers presented the award with Liam Dann, business editor for *The New Zealand Herald*, Massey's media partner for the event.

Three other organisations, The Warehouse Group, Palmerston North City Council and the Royal Brunei Armed Forces Command and Staff College were also nominated for the award.

Nominations for the 2017 Defining Excellence Awards open soon – keep an eye on the website for further information: [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz).

## TEACHING EXCELLENCE AWARDS

### SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

#### DR ALISON SEWELL

Dr Alison Sewell's care and commitment to teaching and learning is clearly evident in her portfolio. She strives to create a personal learning environment for each student through the creative use of online strategies to engage and motivate them. As one student said, "The development of an online community with the cumulative discussions and varied viewpoints was motivational for my learning".

As an educator of teachers she models "how it is to be a teacher in the classroom". She uses teaching approaches that are based on evidence and a belief in the positive effects of reflective teaching and learning. How to place the student at the centre of learning is an important approach she wants her students to practise.

Sewell shows a continued desire to learn and develop as well as share her knowledge with her colleagues and professionals in the education sector. Her leadership in teacher education is held in high regard by colleagues and the professional bodies with which she regularly interacts. She leads by example to instil in her students the value of an approach to teaching and learning that is enthusiastic, encouraging and evidence based.



### SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

#### DR TRISIA FARRELLY

Dr Trisia Farrelly is committed to opening the minds of her students as she engages them in being apprentice social anthropologists. She encourages them to challenge their values, attitudes and practices. As one student said, "It has changed the way I think and see the world!"

Farrelly is a thoughtful, reflective teacher who strives to enhance student learning through a student-centred, inquiry-based approach. Her innovative use of case studies, the variety of media utilised and her "flipped teaching" techniques serve to emphasise her philosophy that students benefit from being actively engaged in their education. The learning environment she creates is transformative.

Catering to the needs of all students is important to her, especially because she teaches across disciplines and colleges to students with diverse backgrounds and learning experiences. She is committed to teaching and learning in a wider context as a regular contributor to seminars for students and academics. Her strong links to local and global communities is testament to her commitment to her discipline and others.



# Defining Excellence

## SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

### ASSOCIATE PROFESSOR IAN FULLER

Fieldwork underpins Associate Professor Ian Fuller's approach to effective teaching and learning in physical geography. His signature pedagogy engages students in learning by doing to build their confidence as learners, researchers and practitioners. His connections with stakeholders reinforce his commitment to making his papers as relevant to students as possible.

Fuller's portfolio demonstrated not only that he has a comprehensive understanding of what contributes to effective learning, but also that his approach to course design and improvements are grounded in research. His willingness to reflect on student feedback and his approach to teaching and learning through research publications point to a dedicated and thoughtful practitioner who understands the demands of his discipline and how to inspire his students to achieve their goals.

Under Fuller's leadership the physical geography programme has developed a suite of papers with carefully mapped graduate attributes throughout, which is geared to producing work-ready students and has led to a growing cohort of postgraduate students. As a "scholar teacher" Fuller's contribution to his discipline by way of research into his teaching practices serves to reinforce his commitment not only to his students and colleagues but also to excellence in teaching and learning generally.



## RESEARCH EXCELLENCE AWARDS

### EARLY CAREER MEDAL

#### DR DAVID HAYMAN

Despite only starting with Massey in early 2014, Dr David Hayman's performance has been nothing short of astonishing. He is a rising star in the field of infectious disease epidemiology and ecology, and he has attracted considerable international attention for his work on Ebola and other related diseases.

He is only four years post-PhD but already has 40 peer-reviewed publications in high-ranking journals. Hayman was the single author of a paper in *Proceedings of the Royal Society B* on the modelling of bat viruses. This is of enormous importance internationally given the role played by bats in emerging infectious diseases.

Hayman's leadership and project management of a new contract for the Ministry of Health on modelling measles immunisation strategies is a crucial piece of work for informing national policy.



### EARLY CAREER MEDAL

#### TANYA MARRIOTT

Tanya Marriott has established herself as a researcher focusing on the field of character design and interactive story-telling. She looks specifically at the use of character as a communication device and as a conduit to the way it affects people's emotions and behaviour through the vehicle of dolls, toys and interactive objects.

The senior lecturer at the School of Design is gaining international recognition in this field, being inducted as an artist member into the National Institute of American Doll Artists in 2011 and being appointed president for a four-year term in 2013.

Marriott has contributed design expertise to the toy industry in Britain, and the film industry both here and overseas. She has been employed at Massey since 2009, having graduated with a Bachelor of Design, Graduate Diploma in Design and Master of Design.





## EARLY CAREER MEDAL

### DR NATASHA TASSELL-MATAMUA

Since completing her PhD in 2009, Dr Natasha Tassell-Matamua has fused her two primary research interests of cultural psychology and near-death studies into a specialised research programme, which continues to gain international momentum.

Her work examining Māori experiences and accounts of near-death experiences is at the cutting edge of cultural psychology, offering valuable insights into how culture works itself into that most universal of experiences – death.

Tassell-Matamua has published 11 journal articles, and is only just beginning what promises to be a ground-breaking programme of research.

She has an established record of thesis supervision, with seven master's and two honours completions, and another eight supervision positions currently in progress.

She has been employed as a lecturer in the School of Psychology since 2008, and has been invited overseas to present her work several times.



## TEAM RESEARCH

### THE BIOPROTECTION RESEARCH TEAM

*Professor Rosie Bradshaw  
Dr Carla Eaton*

*Professor Murray Cox  
Dr Austen Ganley*

*Dr Pierres-Yves Dupont  
Professor Barry Scott*

With 105 years' research between them, this team of scientists has identified the future path for and challenges in interpreting almost inconceivable volumes of data arising from genome sequencing. They have set about the development of new analytical methodologies to solve these problems.

The effectiveness of their research is apparent, with team members being invited to participate in national and international government agency research teams with links to plant and forestry industries. Their work has also gained substantial funding – approximately \$10 million since 2009.

The team has explored how traditional fungal biology could be combined with genomics, bioinformatics and statistics to advance Massey's expertise in this new area. The goal was to create synergies between the different fields to improve understanding of how fungi and plants interact.

The advances made in understanding at the molecular level how fungi attack plant tissues versus how they benefit plants are already improving New Zealand's land-based industries in significant ways.



**PROFESSOR ROSIE BRADSHAW**



**PROFESSOR MURRAY COX**



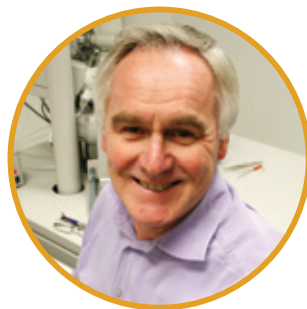
**DR PIERRES-YVES DUPONT**



**DR CARLA EATON**



**DR AUSTEN GANLEY**



**PROFESSOR BARRY SCOTT**

# Defining Excellence

## RESEARCH SUPERVISOR

### PROFESSOR NICOLAS LOPEZ-VILLALOBOS

In the past 17 years, working at Massey's Institute of Veterinary, Animal and Biomedical Sciences, Professor Nicolas Lopez-Villalobos has supervised 66 postgraduate students and been chief supervisor of seven doctoral and eight master's students. For virtually all of them he has been an important adviser on trial design and statistical analysis and his support has been essential to their success.

Lopez-Villalobos' great strength lies in the application of statistics to animal breeding, production and health. The high quality of his work and advice is reflected in the number of publications in high-impact journals, where the statistical analysis is a very rigorous process.

Lopez-Villalobos has been awarded nearly \$6 million in research grants, and has been very successful in obtaining scholarships for graduates, including three granted by the Irish Government, showing how his scientific and supervisory skills are highly regarded on the global stage.



## RESEARCH SUPERVISOR

### PROFESSOR REGINA SCHEYVENS

In the past 20 years at Massey, Professor Regina Scheyvens has built up an extremely strong record of successful doctoral and master's thesis supervision in her area of expertise, development studies.

She has one of the best records in the School of People, Environment and Planning for the successful completion of theses.

With 23 years' research experience, Scheyvens' work focuses on the relationship between tourism, sustainable development and poverty reduction, and she has conducted fieldwork on these issues in Fiji, Vanuatu, Samoa, the Maldives and Southern Africa. She is also very interested in gender and development, sustainable livelihood options for small island states, and theories of empowerment for marginalised peoples.

Scheyvens is currently collaborating on a project that examines the corporate social responsibility of mining and tourism companies in Fiji and Papua New Guinea, investigating the role of the private sector in delivering community development.



## RESEARCH SUPERVISOR

### PROFESSOR MARTIN YOUNG

Professor Martin Young has a long and distinguished history of supervising postgraduate students. He has supervised 11 doctoral students and has six currently in progress. As the head of the School of Economics and Finance, Young has also supervised five Massey staff, which has enabled the Business School to build up the number of staff who are PhD qualified.

Since starting work at Massey in 2003, Young has been a strong mentor and coach, and has helped students to achieve enormous success in publishing and in gaining employment.

He has been especially proactive in bringing staff without PhD supervision experience on to supervisory teams to help build the supervisory capacity within the school.

With 24 years' research experience, Young's main interest areas include market efficiency, financial regulation, funds management, optimisation and bond, and derivatives pricing.





## INDIVIDUAL RESEARCH

### PROFESSOR GLYN HARPER

With 25 years' research experience, Professor Glyn Harper has established himself as a well known military historian, achieving notable prominence in this field nationally and internationally.

The Professor of War Studies was primarily responsible for establishing the Centenary History Programme. This is the largest history project in New Zealand since the publication of the New Zealand official histories of World War II, and involves Massey University, the Ministry for Culture and Heritage and the New Zealand Defence Force. Harper is also a well established author of 10 children's books. *Jim's Letters* was shortlisted for last year's New Zealand Book Awards for Children and Young Adults and won the Picture Book of the Year category.

Recently Massey University established its own University Press. Harper was the project officer for the initiative and is chair of the editorial board.



## DISTINGUISHED ALUMNI AWARDS

### DISTINGUISHED SERVICE AWARD

#### TRACI HOUPAPA

Traci Houpapa has firmly cemented herself in New Zealand's agribusiness industry and has been instrumental in raising the profile of Māori agribusiness across the primary industry sector. She specialises in strategic and economic development, advising public and private sector clients. She is an experienced company director and holds a number of directorships and ministerial appointments.

In 2012 the 49-year-old was named one of the top 10 most influential women in New Zealand agribusiness, and in 2013 the *New Zealand Listener* named her as among the top 10 influencers in New Zealand.

In 2014 Houpapa won the Women of Influence Board and Management Award and was named amongst the top three most influential people in New Zealand agribusiness by *Rural News*. Westpac identified her as one of New Zealand's Women Power Brokers in 2015.

She has worked tirelessly to highlight the contribution that Māori entities and iwi asset-holders make to the Ministry of Business, Innovation and Employment's Business Growth Agenda, aimed at doubling exports.

Houpapa is well known for her role in promoting the development of women's leadership and diversity on boards. She has an MBA from Massey University, and is a Member of the Order of New Zealand, a Justice of the Peace and a marriage celebrant.



### DISTINGUISHED YOUNG ALUMNI

#### JOHN-DANIEL TRASK

Entrepreneur John-Daniel Trask always knew he wanted to use technology to make businesses more efficient and profitable, and the 33-year-old has done just that. While at Massey Trask ran a computer parts and repair company, and since then the software developer, investor and philanthropist has gone from Massey graduate to global software superstar.

After graduating with a Bachelor of Information Sciences majoring in computer science, he initially worked for information technology company Interger. But within three years he left and, with a couple of friends and \$30,000 of their own savings, formed investment company Pervasive Group. The first company they kick-started was Mindscape, developing and marketing high-performance tools for software developers. Mindscape, recently renamed Raygun, now has more than 6000 clients in 100 countries, including giants Microsoft, Xero and Dropbox.

Trask was a founding member of philanthropic fundraising website Givealittle. Mindscape invested in, built and launched Givealittle before selling to the Spark Foundation in 2012.

Last year Trask was named the inaugural recipient of a New Thinking Award sponsored by Massey at the Wellington Gold Awards, for the creativity and innovation he has brought to the software sector as well as contributions he has made as an investor and philanthropist.

Trask regularly returns to Massey to lecture about technology and business, and has employed several graduates at Raygun.



# Defining Excellence

## DISTINGUISHED ACHIEVEMENT AWARD

### PROFESSOR IAIN HAY

Iain Hay is the Matthew Flinders Distinguished Professor of Geography at Flinders University in Adelaide, South Australia. The 55-year-old former Australian Discipline Scholar for the Arts, Social Sciences and Humanities is a recent past president of the Institute of Australian Geographers and is currently Vice-President of the International Geographical Union.

Hay, who graduated from Massey with a Master of Arts in 1985, completed his PhD at the University of Washington as a Fulbright Scholar and received a Doctor of Literature from the University of Canterbury for more than 20 years of postdoctoral work on geographies of domination and oppression.

He has been the author and editor of 10 books, and has held editorial roles with journals including *Applied Geography*, *Ethics, Place & Environment* and *Social & Cultural Geography*. He is currently editor-in-chief of *Geographical Research*.

In 2006 he received the Prime Minister's Award for Australian University Teacher of the Year, and in 2014 was admitted as a Fellow of the Academy of Social Sciences (UK).

He has also been honoured with the 2009 Taylor and Francis Award of the Royal Geographical Society (with the Institute of British Geographers); the 2010 inaugural Association of American Geographers' E. Willard and Ruby S. Miller Award for his outstanding contribution to the discipline of geography; and the New Zealand Geographical Society's Distinguished New Zealand Geographer Medal.



## SIR GEOFFREY PEREN AWARD

### PROFESSOR GRAHAM LE GROS

Professor Graham Le Gros was appointed research director of Wellington's Malaghan Institute of Medical Research in 1994, following a three-year Fogarty Fellowship at the National Institutes of Health, Washington, DC and a five-year scientist position with Ciba-Geigy in Basel, Switzerland.

A Bachelor of Science graduate at Massey in 1978, he has been a recipient of an International Senior Wellcome Trust Fellowship and James Cook Fellowship. In 2005 he was elected as a Fellow of the Royal Society of New Zealand in recognition of his research contributions to the fields of immunology and asthma.

In 2010 Le Gros was awarded the Wellington Medical Research Foundation Gold Medal, and in 2011 he won the Science and Technology category of the Wellingtonian of the Year Awards for his contribution to medical research.

The 59-year-old was awarded an Honourary Fellowship from The Royal College of Pathologists of Australasia in 2014 in recognition of his immunology research efforts for postgraduate training and contributions to pathology via his position on the committees of various organisations.

In June 2014, Le Gros was made a Companion of the New Zealand Order of Merit. He is an active member of several science advisory and journal editorial boards, and has responsibility for the Science, Administration and Fundraising programmes of the Malaghan Institute.




**TURN TO PAGE 37  
FOR PHOTOS FROM  
THE DEFINING  
EXCELLENCE  
AWARDS**





# Alumni

notes and news



A Massey graduate and leader of a charitable company Dale Nirvani Pfeifer, was told by US President Barack Obama that her company offered a big opportunity for philanthropy.

**Paul Mulrooney** reports.

See page 32.



### Snapshot

Cassie Rowe  
Alumni Relations Manager

It has been a busy start to 2016 for Massey's alumni community, with a series of events already held in both New Zealand and Australia.

In March, we celebrated the achievements of our Distinguished Alumni Award recipients. It was an honour to acknowledge their successes and hear how studying at Massey had positively influenced their career choices. More about the 2016 recipients can be found on pages 29 and 30.

The Victorian Cadets came together in Melbourne, hearing about the latest University news, including plans for the restoration and strengthening of the Refectory building on the Manawātū campus. Alumni in Sydney took advantage of the opportunity to hear acclaimed alumnus Bryce Carmine present on his time at Massey and how his studies had shaped his successful career. You can see photos from these events on pages 34-35.

An alumni dinner and dance was held on April Fools' Day on the Manawātū campus. Attendees enjoyed a three-course meal at The Oval, as well as entertainment from Neil Diamond and Austin Powers impersonators and an after-dinner speech by cartoonist and Massey alumnus Tom Scott. Photos of the night are on the Massey Alumni Facebook page.

The team is currently planning the remainder of the events for 2016, which will see a number of functions held in both New Zealand and the United States. To guarantee you are notified of the last information about these events, or if you have not heard from the office in a while, please email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz) to ensure your details are up to date.

2015 saw further transformations occur at our alumni centre, Tiritea House. A number of our alumni have already visited the beautiful house in the past 12 months, and we have been privileged to have the Peren family, the daughters of Sir Alan Stewart and former Vice-Chancellor James McWha and his wife, Lindsay, return to their former homes to see the restorations for themselves.

The highlight of our role here at Alumni Relations is meeting you all and hearing stories of your time at Massey. We encourage you to keep in touch with the Alumni Relations Office and share with us where in the world your Massey qualification has taken you.

Until next time,

Cassie

## Giving made easy in a GoodWorld

Massey graduate Dale Nirvani Pfeifer shows US President Barack Obama how GoodWorld works.



When Barack Obama's term as President of the United States ends early next year, he could do worse than channel his influence toward Washington, DC-based charitable company GoodWorld – led by Massey graduate Dale Nirvani Pfeifer.

The President, who with First Lady Michelle Obama will remain in the US

capital while their youngest daughter completes her schooling, isn't a stranger to the company, having visited it in 2014. Back then he told Pfeifer that the organisation that allows people to contribute to charities through social media presented "a big opportunity for philanthropy".

For Pfeifer, who graduated from Massey with a Master of Management, majoring in communication management, it was

heady stuff, and since leaving New Zealand she has taken all the opportunities she has created in her stride.

Her study at Massey and later Victoria University, researched Māori leadership under the guidance of kaumātua such as Sir Paul Reeves, Sir Ngatata Love and Matene Love. She applied cultural values, such as whanaungatanga or connectedness and utu or reciprocity, to her research



and looked at how effective leadership brought together a diverse group of people.

Her first academic employment was as a research assistant at Massey's School of Communication, Journalism and Marketing.

"We worked so hard and had such fun! I gained such a rich variety of experiences working on the various research programmes and organising the monthly research seminars, among other things," she says.

Pfeifer's research was good preparation for her future achievements.

GoodWorld is her greatest triumph so far. The company created #donate, a technology that allows people to contribute instantly to charities via Facebook and Twitter simply by typing the hashtag.

Previously, charity fundraising campaigns on social media had suffered from low conversion rates, as research showed that donors were not likely to click a link to an external website and complete a long, multi-field form. First-time donors using #donate receive a one-time link to register with GoodWorld to complete their donations. After registering, they can use #donate to give to any of GoodWorld's partner charities without having to leave social media. A total of 4.8 per cent of donations goes to GoodWorld alongside a 2.2 per cent credit card charge.

As chief executive and founder of GoodWorld, Pfeifer has seen its list of charity partners – including Greenpeace,

Save the Children and Red Cross grow to more than 1500 members.

Even while building up her company, she worked part-time for event-based strategic communications company FutureView, taking a leading role in

**"In the past few years, social media has shown us that people want to help others and do good – we just need to help the way we give, catch up to the way we live."**

leadership strategy, communications and programme management for non-profits. She has previously worked with the philanthropic Rockefeller Foundation and the international conflict resolution think-tank the EastWest Institute. While there she helped to facilitate meetings between senior politicians, diplomats, scientists and academics on international issues, such as climate change.

The Invercargill-raised woman, who has also met British Prime Minister David Cameron and has visited Downing Street, has emerged as a leader in what she terms "a generosity movement".

Pfeifer draws a link between using social media and what she also describes as "the culture of generosity".

"There's an amazing quote from Tony Robbins [an American speaker] that really gets to the heart of what we do: 'The secret of living is giving'," says Pfeifer. "In the past few years, social media has shown us that people want to help others and do good – we just need to help the way we give, catch up to the way we live."

Online campaigns such as the Ice Bucket Challenge and Givealittle have encouraged people to dig deep for charitable causes and give what they can, all while spreading awareness and encouraging others to do the same.

"There is scientific evidence that giving is good for you," she says, citing overseas research showing that generosity triggers the release of hormones that enhance happiness and reduce stress, boosts immunity, improves mental health and can even increase physical strength.

"Making giving more accessible encourages the adoption of generosity into everyday life," she says. "By making it a fun, interactive and engaging act through social media, philanthropy becomes an enjoyable activity, rather than an obligation."

"Individuals, non-profits, celebrities, businesses – connectivity in today's digital age means that all of these groups can band together to create instant impact." ■

## Notes

**1961**

**John Telford**, Bachelor of Agricultural Science, 1961. I am forever grateful for the opportunity I was given to do an agricultural science degree course at Massey Agricultural College from 1958 to 1960. It was a formative period of my life in many ways. I experienced the learning environment to be very supportive, with excellent lecturers, and

the fact that we did field excursions and were required to work on farms over the summer break meant that we had the opportunity to see how the theory worked in practice. In my case I have not continued working in the agricultural sector all my working life, but nevertheless this period of my life gave me a firm foundation on which to build. I worked for three years for the Victorian Department of Agriculture

and then for eight years with the Bordertown Farm Advisory Service. Then my life took a different path and I spent 15 years with an international non-government organisation involved in community development – some of that time in Australia but also in Southeast Asia and in Zambia. In many situations my agricultural knowledge was valuable in working with subsistence farmers.

**1978**



**Jim Napier**, Bachelor of Science, 1978, Graduate Diploma in Occupational Safety and Health, 2001. Jim Napier attended Massey

# Events

## Donor thank you lunches

The Massey University Foundation took the opportunity to thank donors for their assistance in 2015, including hosting two events where donors were invited on to campus. The daughters of Sir Alan Stewart were also able to attend the Tiritea House lunch and share their memories of living in the house. Sir Alan Stewart was the principal of Massey Agricultural College from 1959 to 1963 and founding Vice-Chancellor of Massey University from 1964 to 1983.



## Sydney visit

Sydney-based alumni gathered to hear from fellow alumnus Bryce Carmine about his time at Massey University. Attendees heard how his studies had shaped both his professional and personal lives as he also met his wife-to-be, Anne, while studying at Massey.





## Massey visits London alumni

October 2015 saw Massey University meet alumni based in the United Kingdom and surrounding areas. Massey alumnus Ross McEwan, chief executive of the Royal Bank of Scotland, spoke at the event about his time at Massey University and how it had shaped his career.



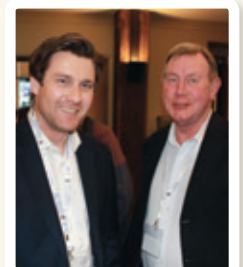
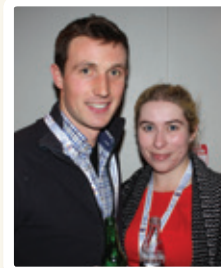
## Victorian Cadets reunion – Melbourne

Cassie Rowe and Mitch Murdoch travelled with former Deputy Vice-Chancellor Robert Anderson in March 2016 to meet the Victorian Cadets, a group of alumni who had received scholarships to attend Massey Agricultural College, and discuss the restoration of the Refectory. The group had a great time reminiscing about their time at Massey and their memories of dining in the Refectory.



### Paul MacDonald speaking tour

Massey University Assistant Vice-Chancellor for the College of Health, Professor Paul MacDonald, toured the country to speak on the state of the health system in New Zealand, and how he believed it could be improved through alternative approaches. Professor MacDonald's presentations were well received by the record numbers in attendance.



### LA Brooks

Lincoln University hosted the tournament last year for the highly contested MOG Shield as part of the LA Brooks Trophy, which began in 1952, and Enid Hills Memorial Trophy, which began in 2011. While Massey did not come out the victor of the tournament, overall, the exchange was enjoyed by all the sporting teams and both groups of students came together in the spirit of continuing to build their networks within the agriculture industry.



To view upcoming reunions and events, visit  [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz)



## Defining Excellence Awards

The 2016 Defining Excellence Awards were held at Auckland's Rendezvous Hotel on March 10.



Dr Natasha Tassell-Matamua accepts her early career medal.



Distinguished Service Award winner Traci Houpapa.



Distinguished Achievement Award winner Professor Iain Hay.



Emcee Jackie Clarke entertains the audience.



Professor Glyn Harper with his wife Susan.



Sir Geoffrey Peren Award winner Professor Graham Le Gros addresses the audience.



Vice-Chancellor Steve Maharey, Professor Giselle Byrnes, Professor Regina Scheyvens and Tertiary Education Minister Steven Joyce.

University as a student from 1972 to 1978, during which time he obtained a BSc in biochemistry. He also attended as a distance learner from 1998 to 2000 and obtained a GradDipOSH. Napier's science career involved working as a teaching lab technician in the then Department of Chemistry, Biochemistry and Biophysics at Massey University in Palmerston North and working as a research technician in Dr David Harding's and Dr Bill Hancock's Solid Phase Peptide Synthesis group in the same department. He also spent two brief periods as a technician in the dairy industry, both in New Zealand and Victoria. Napier then spent 15 years as a technical officer at Ruakura Agriculture Centre in Hamilton before leaving to work as a health and safety inspector in the Occupational Safety and Health (OSH) service of the Department of Labour in 2000. In 2007, he left New Zealand to work as an occupational hygienist in the busy OSH consultancy firm of Hibbs & Associates in Sydney, during which time he was admitted to full membership of the Australian Institute of Occupational Hygienists in 2012. Napier returned to New Zealand in late 2012 to a position as a health and safety inspector with the organisation that has since become established as WorkSafe New Zealand and in late 2015 he became a technical specialist (occupational health) with WorkSafe. Napier is a certified occupational hygienist under the professional certification programme administered in Australia by the Australian Institute of Occupational Hygienists and is a full member of the New Zealand

Occupational Hygiene Society. Napier is married with two stepchildren and lives in Tauranga.

**1983**



**Suwit Laohasiriwong**, Master of Science (Agricultural Science), 1983, PhD, 1984. I got two degrees from Massey and worked at Khon Kaen University in Thailand mainly, but was also seconded to administrative posts at other universities, including dean of faculty of technology, Mahasarakham University and president of Nakhon Phanom University. I am now retired and live in Khon Kaen city.

**1988**



**Catherine Lloyd-West**, Bachelor of Technology (Honours), 1988, Master of Applied Statistics, 2015. I started work at New Zealand Steel south of Auckland the day it became an integrated steelworks, manufacturing steel products from ironsand. I worked there for four years as a production planner, and production engineer in the iron plant. After time overseas in Asia and at home with children, I started tasting cheese and milk products part-time at the Fonterra Research and Development Centre in Palmerston North. This led to full-time work in the sensory

## Being a Massey graduate is beneficial!

**Alumni have access to a variety of benefits and services, including discounts, insider access to campus, customised benefits, and exciting travel opportunities. Check them out at [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz).**

### Networks and events

Network face to face with alumni, staff, students and friends of Massey, or join a virtual network such as Facebook or LinkedIn. Events are held around New Zealand and overseas, so please make sure we have your current postal address so we can invite you to events in your area. Email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

### Alumni library access

The library welcomes all Massey University graduates. We encourage you to join the library and make use of its resources and services, including access to thousands of journal articles, ebooks and databases such as Academic Search Alumni, Business Source Alumni, Project Muse and Annual Reviews. See [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz).

### Find a classmate

Being part of a global network of more than 137,000 alumni means that there is a good chance we can contact your former classmates and try to put you in touch with them. Note: all requests are in accordance with the Privacy Act 1993.

### Benefits

Visit [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz) and explore the benefits on offer to you:

- Albany Recreation Centre – North Shore, Auckland
- Assistme – Saving businesses time and money
- CareerHub – Visit a campus and online
- HotelClub – Discounts on hotel bookings around the world
- Kevin Bills Photography – Manawātū
- Massey Library – Visit a campus and online
- Massey Sport and Recreation Centre – Manawātū
- PACE (Professional and Continuing Education) – Visit a campus and online
- Snomad Ski Adventures
- Sunset Island – Resort apartments, Gold Coast, Australia

If you are associated with a business or service that would like to provide a benefit to Massey alumni, email us at [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz).

Haven't visited  
for a while?  
Login today and check out  
great new features.  
[alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz)



# Alumni online community

## Profiles • Experts • Opportunities • Network



### BUILD YOUR PROFILE

Quickly and easily build a profile of your skills and expertise; this allows alumni using the Expertise Directory to search for you, as well as letting former classmates see what you are up to.



### EXPERTISE DIRECTORY

The Expertise Directory offers you the chance to share and look for opportunities in your area of interest or expertise. You can use your profile page to promote your expertise and ensure you are easily searchable.



### OPPORTUNITIES DIRECTORY

Post, view and share opportunities such as consultancy, mentoring, networking, contracting, research, speaking and jobs with other alumni.



### ALUMNI ONLINE COMMUNITY

Everything you need to know as Massey alumni - events, news, reunions, shop online and alumni profiles.

## FEATURED ALUMNI PROFILES



### Wayne McIlwraith

Bachelor of Veterinary Science, 1971

Wayne McIlwraith, Bachelor of Veterinary Science 1971, and Distinguished Professor at Colorado State University (CSU),

received the Jacob Markowitz Award in 2013. The prestigious award, presented by the Academy of Surgical Research, has previously recognised outstanding contributions to human medicine, but McIlwraith received the honour for his work in pioneering, developing and refining arthroscopic surgery in horses.

Besides their pioneering surgical work, McIlwraith and his colleagues at the CSU Orthopaedic Research Centre are researching joint disease and investigating new therapies and techniques for the early diagnosis of osteoarthritis and cartilage repair in horses.

In 2014, Dr McIlwraith was awarded the Marshall R Urist, MD career achievement award by the Orthopaedic Research Society. He is the first veterinarian to be so honoured.



### Linda Jenkinson

Bachelor of Business Studies, 1984  
Sir Geoffrey Peren Award, 2014

Linda Jenkinson is a successful serial entrepreneur, having built three multi-million dollar companies - LesConcierges, Inc.,

Dispatch Management Services Corporation and Porthos Inc. She is managing director and co-founder of WOW Investments, a model social investment fund focused on building women-led small-to-medium enterprises in West Africa.

Jenkinson graduated from Massey in 1984 with a Bachelor of Business Studies then gained an MBA from the University of Pennsylvania's Wharton School. Her career has spanned roles including global strategy consultant, corporate operating executive, business and turnaround strategist, expert fundraiser, social innovator and public company and non-profit board chair and director. She is a global strategist, start-up expert, social change agent and a passionate supporter of women's empowerment.

LesConcierges has developed a unique business model and supporting technology platform to provide services to financial institutions and Fortune 100 corporations to build loyalty, increase customer retention and employee satisfaction.

She was joint winner of the New Zealand Ernst & Young Master Entrepreneur of the Year Award in 2011 after leading Dispatch Management Services Corporation's \$380 million market cap initial public offering. In the process, she also became the first New Zealand woman to take a company public on the NASDAQ Exchange.

Ms Jenkinson was also vice-president of global management consultancy company AT Kearney, and a founding member of the team that built the global financial services and insurance practice to a \$200 million subsidiary of EDS. Ms Jenkinson's initiative and dedication to social entrepreneurship through WOW in Africa has seen her invited to speak at the Open Society (Clinton Global Initiative) and at the Social Capital Markets conference. She has also served on for-profit and non-profit boards including a five-year stint as chair of the San Francisco Bay Area Red Cross annual fundraising gala.

Read their full profiles at [alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz)





team analysing sensory data. I then decided that further study was required in order to be able to do more varied statistical work. I completed a Master of Applied Statistics in 2014 after studying for five years part-time. I'm really enjoying my work as a statistician at the Palmerston North campus of AgResearch, where I've been since mid-2011.

### 1991

**Daya Singh**, Graduate Diploma in Packaging Technology, 1998, Bachelor of Technology (Honours), 1995. I attended Massey University from 1991 to 1994. I graduated in 1995 with a Bachelor of Technology majoring in manufacturing and industrial technology, division II Honours and a Postgraduate Diploma in Business and Administration (Management) in 2005. I did a Graduate Diploma in Packaging (with Distinction) in 1997. All of these I did by distance learning at Massey University. After graduating with the BTech degree I started working as a process, research and development technologist for a world-class plastic packaging company based in Rotorua. For the past 15 years I have been working for a multinational forestry company based in the central North Island as a quality and process improvement manager. I am a

member of the New Zealand Organisation for Quality and actively participate in organised events and networking. I have a passion for quality and have developed and successfully implemented my own continuous improvement programme for organisations based on the total productive maintenance philosophy. I have worked on numerous business improvement and cost reduction projects since graduating.

### 1992



**Juli Khan**, Bachelor of Social Work, 1992. Since Juli Khan graduated with her Bachelor of Social Work, she has spent eight years working in special education.

**Campbell Parker**, Bachelor of Agriculture, 1992. Campbell Parker was recently appointed as the general manager sales at Ballance Agri-Nutrients. Parker joined the co-operative following a successful banking career, including leadership of BNZ's Partners Network and a track record in rural lending. Parker has a Bachelor of Agriculture

majoring in valuation and farm management from Massey University and spent several years in the rural services sector before moving into rural business lending.

### 1994

**Phil Kerslake**, Graduate Diploma in Business Studies, 1994, Master of Business Administration, 1996, Master of Business Studies, 2002. Business/Property leadership and leadership coaching are my professions, while my family and voluntary cancer support work feed my soul. Collectively they satisfy my need for meaningful achievement. As a business/property executive in several companies I added millions to my companies' bottom lines by positioning them to win contracts, then leading my teams to exceed all performance criteria. I am known for widely published articles on the interactions between commercial offices, leadership and workforces and their motivations; specifically, how leadership approaches and office design can encourage higher staff engagement and better retention, productivity and organisational performance. My articles have been used and referenced for training and education globally. My cherished extracurricular pursuit is cancer patient education and support activities. The scope and

nature of this are broad – from past positions on boards and government health committees to speaking to cancer patient groups and mentoring individuals. In 2014 I was awarded a Member of the New Zealand Order of Merit for this work. In 2005, needing new challenges at that point of my life, I changed direction and spent seven years engaged in an eclectic range of other pursuits, including leadership coaching, authorship and live TV coaching work. As a coach I worked with more than 60 of the country's leaders and developing leaders, with many rising steeply in their professions. I returned to property full-time in 2011. My full and varied life now includes family life, pro bono cancer patient education and support activities in New Zealand and beyond, and watching just about any and every sport.

### 1996

**Adam Cox**, Bachelor of Business Studies, 1996. Adam Cox is the director and head consultant of Prime Consulting Services, a Howick-based consultancy firm specialising in funds management consultancy. In 2014 Adam was the first New Zealander to be awarded the international John Brooks Memorial Award from the International

## We're looking for lost alumni.

If you know of alumni who are not receiving *Massey* magazine, please let us know.



[alumni@massey.ac.nz](mailto:alumni@massey.ac.nz)



Federation of Technical Analysts. His research studied the applicability of “multivariate wavelet de-noising applications to intra-day currency trading of the New Zealand dollar”. The research required an in-depth knowledge and application of quantitative finance, time series analysis and programming as well as proprietary trading system design. It was documented in a 120-page research document.

1999



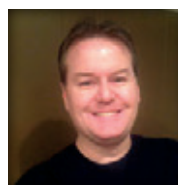
**Jason Gurney**, Bachelor of Arts, 1999. I have 24 years’ experience in the teaching profession. I am currently years 7-10 assistant principal at Kristin School, in Albany, Auckland. Appointed to the position in 2002, I have been responsible for roles including pastoral care and student welfare curriculum.

In 1999 I completed a Bachelor of Arts at Massey University – by distance. This was completed part-time over 11 years. From 1998 to 1999 I was the director of sport, physical recreation and health at St Kentigern school, and before that from 1993 to 1997 I was senior teacher and teacher in charge of physical education and outdoor education at Glenfield Intermediate School. I have an extensive teaching repertoire, including teaching physical education, English, humanities, economics, mathematics and digital technologies. I currently lead the teaching and learning programmes across years 7 to 10. I have expertise in facilitating professional learning opportunities for staff. I have co-authored two teaching resources, *Getting the Best Out of Middle School Students* and a manual for being an effective dean. Most recently, I have been responsible for creating and providing innovative professional learning for a diverse group of beginning and provisionally registered teachers employed at Kristin School.

2004

**Lillian Yao**, Postgraduate Diploma in Business and Administration, 2004. Lillian Yao is living in Chengdu city, Sichuan province, China. She writes, “I am working as an overseas regional manager for an industrial automation company and I hope to visit New Zealand again in near future.”

2005



**Shawn Berriman**, Graduate Diploma in Business Studies, 2005. A 2005 graduate of Massey University, Wellington, Shawn Berriman has spent his career working in the international development and non-profit industries, where informing and influencing public beliefs and actions are crucial. After working in both the New Zealand and Canadian embassies in Washington,

DC, Shawn now works for America’s oldest national conservation organisation, engaging corporate sustainability, social responsibility, marketing, sales, human resource and advertising executives from some of the biggest, most exciting and fastest growing brands in the world. Shawn is married with one child.

2006



**Matt McLaughlin**, Bachelor of Aviation, 2006. Matt McLaughlin completed a Bachelor of Aviation in 2006. He has been working as an airline pilot for Cathay Pacific Airways in Hong Kong since 1995, and is presently a senior captain on the Boeing 777 fleet. He is currently enrolled in a Master of Science in Aeronautics programme with Embry-Riddle Aeronautical University in the US, and is



**Dr Alice Bungay**, Master of Veterinary Studies, 1998. Dr Alice Alma C Bungay obtained her Master of

Veterinary Studies (Public Health) from Massey University in Palmerston North under a New Zealand Official Development Assistance Postgraduate Scholarship. She is currently a Fellow in Veterinary Public Health of the Philippine College of Veterinary Public Health.

She was a recipient of two awards given by the Veterinary Practitioners Association of the Philippines, Most Outstanding Practitioner in Laboratory Animals and Outstanding Practitioner in Research. Her research interests include “emerging” foodborne pathogens, food safety and hazard analysis, antibiotic residues in meat samples, microbial zoonoses, laboratory animals/laboratory animal models, mycology, nutrition and microbiome and the role of probiotics in health and disease, among others. She was formerly a member of the

Ethics Board and chair of the Institutional Animal Care and Use Committee, University of the Philippines-National Institutes of Health. She was awarded by the UP College of Veterinary Medicine Alumni Association the title of Outstanding Alumni in Education in October 2012. She was named as the recipient of the Dr Crispin Villanueva Professorial Chair in 2015. She is currently writing an article in a book entitled *Risk Assessment in Food Safety, Technology and Globalization in the 21st Century*.



the author of a non-fiction book available in New Zealand and as an ebook: *Flying the Knife Edge – New Guinea Bush Pilot*.

### 2007



**Chris LaHatte**, Master of Management, 2007. With a background in law, and having spent most of his career as a litigation specialist, Chris LaHatte, like many lawyers, began to see the advantages of mediation as a dispute-resolution tool. He preferred acting for clients in mediation, which led him to become a mediator himself. He began the graduate diploma course in 2003 at Massey and then transferred to the master's programme, graduating in 2007 with a Master of Management (Dispute Resolution). LaHatte also

completed the Arbitrators' and Mediators' Institute of New Zealand fellowship programme in mediation and arbitration, building on the Massey course. In 2011 the Massey degree and the fellowship qualifications helped him to get a unique posting as the ombudsman at ICANN, the Internet Corporation for Assigned Names and Numbers, based in Los Angeles. LaHatte travels the world in this role and attributes his success in obtaining the job to the high reputation of the Massey training and the guidance in obtaining the fellowship with the assistance of many Massey graduates who teach the fellowship programme.

### 2008

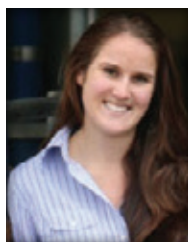
**Alexandra Hay**, Bachelor of Music (Honours) NZSM, 2008. Alexandra Hay is a composer, sonic artist and teacher. Her work often explores processes of gradual transformation: the unfolding of figures, timbres and resonances that converge and disperse. She studied at

the New Zealand School of Music in Wellington, and the Freie Universität in Berlin under a DAAD (German Academic Exchange Service) scholarship. Her work has been performed in New Zealand, Australia, Europe and the United States by ensembles including Stroma, Duo Stump-Linshalm, Chronology Arts, The Song Company, Ensemble Offspring, the JACK Quartet, and Beta Collide. It has also been performed in festivals Asia Pacific 2007, Nuovi Spazi Musicali (Italy) 2008 and the 2010 ISCM World New Music Days. Alexandra was the recipient of the 2008 New Zealand Symphony Orchestra (NZSO) Todd Corporation Young Composers Award and the 2011 NZSO National Youth Orchestra Composer in Residence. Her clarinet duo part/s is published by Wai-te-ata Music Press. Hay lives in San Francisco, and is a doctoral student and Fulbright Fellow studying with Mark Applebaum and Brian Ferneyhough at Stanford University.

### 2009



**Megan van Staden**, Bachelor of Design, 2009. Hailing from New Zealand, Megan started off as an in-house designer at Penguin Random House after graduating from Massey University in 2009 with a Bachelor of Design (Hons) in visual communications design. She worked there for more than four years, winning the title of Awa Press Young Designer of the Year in 2012 for her sensitivity to subject matter and versatility. She is currently en route to London, to broaden her horizons and will continue designing books freelance. Her signature style involves painted naive typography and playful compositions. Her favourite genre to design and read is poetry.



**Carla Muller**, Bachelor of Applied Economics, 2013, Bachelor of Environmental Management

(Hons), 2014. Currently I am an economist at DairyNZ based in Waikato, focused on environmental economics work throughout the country. I mainly work on ensuring that the full economic costs of regional water quality policies are considered by regional councils, essentially balancing financial and environmental goals. This includes analysing the costs of these policies for dairy farmers, local communities and the wider economy. My job has a huge variety and includes managing a nationwide data collection project. DairyNZ

is also supporting me through my Master of Environmental Management through Massey University where I have to complete a thesis. This research is focused on analysing the impacts of nutrient limits on rural land values in Southland. One thing I am hugely passionate about is attracting talented young people into the agricultural sector in New Zealand. This sector has huge growth targets from the Government and at the same time is facing tighter regulations around health and safety, HR and the environment. There is a shortage of talented and passionate people entering the agricultural industry, particularly in the support services such as human resources, economics, marketing, social media, IT and soil science. There is such a range of jobs in

the agricultural industry; it is more than just hands-on farming. This passion leads me to doing a lot of work in promoting agriculture as a career opportunity; I talk in high schools and at the Massey Land Based Breakfast and put career profiles out there wherever possible. I want to continue this as much as possible while I am still a (fairly) recent graduate, but also aim to become more of a mentor to those wanting to pursue this career pathway. Massey University provided me with many doors, but it was still up to me to do the work opening them. I love where I currently am in my life and I thank my time at Massey University for helping me to take my place as part of the engine of the new New Zealand.

2013



**Lara Bolton**, Bachelor of Health Science, 2013. After completing the Bachelor of Health Science majoring in sport and exercise at Massey University in Wellington, I landed a fantastic job at Dominion Clinic as a cardiac technician. I found that during the three-year degree we touched on a vast range of health aspects, and cardiac physiology was a big interest of mine. I have since been back to talk to current students about my experience at Massey and my role at Dominion Clinic. I worked as a cardiac technician for

a year and a half – which I thoroughly enjoyed. In May 2014 I left New Zealand to begin travelling and ended up in London on the two-year working visa. I am now employed at Preventicum as a health care assistant; I assist doctors, radiologists, nurses and the cardiac physiologists to run very thorough preventive health screening assessments. Preventicum has also trained me as a phlebotomist, where I am in charge of taking clients' blood tests on arrival. My role also includes measuring height, weight, BMI, blood pressure, pulse rate and body composition, audiogram, tonometry, spirometry and resting ECGs and assisting with exercise stress ECGs. I am loving this role and the diversity of it. My background degree and experience at Dominion Clinic were big factors in

helping me land such an interesting role in London, especially where there is so much competition!

2014



**Xiaoyun Wang**, PhD (science), 2014. Kim spent her early years in Beijing, China before she emigrated to New Zealand and continued her education in New Zealand for a master's degree. After graduating in 2014 Kim returned to Beijing. She has been with SINOPEC as a commercial and contract manager for engineering, procurement and construction (EPC) projects for 10 years,

in refinery and chemical fields around the world. She specialises in the negotiation of EPC contracts, which involves thousands of hours of negotiation with owners in all sectors. Taking her child's education into consideration, she is planning to move back to Auckland soon and is looking forward to starting a new career in Auckland.

2015



**Sean O'Kane**, Bachelor of Arts, 2015. Originally from the north of Ireland, I've been a resident of Aotearoa since 2008 and became a dual citizen in 2014. I started my



[alumnionline.massey.ac.nz](http://alumnionline.massey.ac.nz)

**View these alumni profiles and hundreds more.**



Be profiled and appear online and in Massey publications, going out to former classmates globally. Just jot down up to 200 words and if you have a photo we can include that too.



[alumni@massey.ac.nz](mailto:alumni@massey.ac.nz)



## Massey alumni recognised in New Year's Honours



Fifteen Massey University alumni were among the recipients of the 2016 New Year's Honours.

Former Treaty of Waitangi Fisheries Commission chief executive and Massey Adjunct Professor **Robin Hapi** (left) was made a Companion of the New Zealand Order of Merit for services to Māori, the community and governance.

Hapi, of Foxton, who graduated with a

Master of Business Administration in 1992, was one of eight recipients of the Massey 75th Anniversary Medal in 2002.

He is a board member of Callaghan Innovation and New Zealand Trade and Enterprise. He is chairman of the Council of Te Wānanga o Raukawa, former chairman of BERL (Business and Economic Research) and a fellow of the New Zealand Institute of Management and the Institute of Directors in New Zealand.

Professor Emeritus **Alan Bishop**, of Riverlea, (Postgraduate Diploma in Education 1990), was made an Officer of the New Zealand Order of Merit, for services to Māori and education.

Professor Emeritus **Norman Williamson**, formerly of the Institute of Veterinary, Animal and Biomedical Sciences, was made an Officer of the New Zealand Order of Merit, for services to the veterinary profession. Professor Williamson, of Palmerston North, was one of four recipients of the Massey University Veterinary 50-Year Anniversary Medals in 2013.



Other Massey recipients of ONZM are **Bice Awan** (left), of Wellington, (MBA 1998) for services to mental health and rehabilitation; **John McDonnell**, of Cambridge, (Graduate Diploma of Teaching [Secondary] 2002) for services to cycling; and **Stephen Vaughan**, of Wellington, (Bachelor of Business Studies 2001) for services to the New Zealand Police and the community.

Six alumni were made Members of the New Zealand Order of Merit: **Jan Adams**, of Wellington, (Bachelor of Education 1986 and Postgraduate Diploma in Evaluation 2006) for services to education; **Norman Campbell** (Master of Business Studies 1997) for services to tertiary education; **Peter Hays** (Graduate Diploma in Business Studies) for services to accounting and the community; **Emeline Afeaki-Mafile'o**, of Auckland, (Bachelor of Social Work 1998, Diploma in Social Sciences 2001 and Master of Philosophy 2005), for services to the Pacific community; **Colin Hemmingway**, of Wellington, for services to music; and **Carolyn Solomon** (Postgraduate Diploma in Education 1975) for services to education.

Queen's Service Medals were awarded to **Carol Seymour**, of Takapau, (Bachelor of Arts 1968) for services to the community and to **William Simmers**, of Wellington, (Postgraduate Diploma in Sport Management 1989) for services to the community.

Wing Commander **Andrew Scott**, of Porirua, (Master of International Security 2014) was awarded the Distinguished Service Decoration for services to the New Zealand Defence Force.



**Rosie Shelton**, Bachelor of Design, 2009. After finishing her degree Rosie Shelton took off to travel around the world and explore fashion from different cultures. She worked for three years in the fashion industry in Melbourne, developing skills that have now led her to having her own successful jewellery label La Luna Rose. Splitting her time between New Zealand and Bali, Shelton has successfully developed a way to integrate her love of travel and desire to design and create through her colourful jewellery brand. "There have been countless learning

obstacles along the way, and perhaps a degree in business would have been more beneficial to me, but I am a firm believer that every step in the process leads you to where you need to be," she says. "I had amazing tutors at Massey who supported and helped me to gain the skills I needed to take the leap that I have done post-university."

degree at Queen's University in Belfast many moons ago but admittedly took the wrong path there (science); it wasn't until the mid-2000s that I realised that humanities, and in particular literature, were my true calling. I graduated in 2015 with delighted pride and a determination to harness the writing skills that I had honed in the previous decade

or so. I am currently toiling away at my music blog and looking to be a budding non-fiction writer in the – I hope – not-too-distant future. In the meantime I work for our beloved members at the New Zealand Public Service Association as an organising administrator, supporting them in all the hard work they do as public servants up and down this land. ■

## Planning a reunion?

Reunions are a great way for alumni to stay connected. We can help you to:

- Locate classmates and other alumni who might be interested.
- Select speakers.
- Book venues etc.



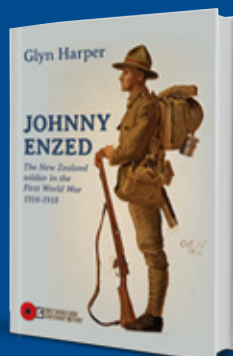
[alumni@massey.ac.nz](mailto:alumni@massey.ac.nz)

# TALENTED MASSEY ALUMNI AND STAFF

THIS IS JUST A SAMPLE OF BOOKS WRITTEN BY MASSEY ALUMNI AND STAFF  
VISIT OUR ONLINE SHOP TO SEE OUR FULL RANGE OF GIFTS AND BOOKS



CHAFF - ~~\$59~~  
NOW - \$40



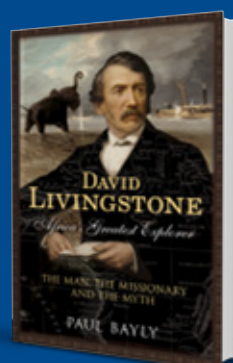
JOHNNY ENZED - \$55



FLOREAT SCIENTIA - ~~\$49~~  
NOW - \$30



THE MANAWATU JOURNAL  
OF HISTORY - MASSEY  
COMMEMORATIVE ISSUE - \$25



DAVID LIVINGSTONE  
AFRICA'S GREATEST  
EXPLORER - ~~\$45~~  
NOW - \$30

[ALUMNISHOP.MASSEY.AC.NZ](http://ALUMNISHOP.MASSEY.AC.NZ)

Or visit one of our stores:  
Manawātū Shop opp Dining Hall | Wellington Student Central | Albany Unimart  
Call us on 06 350 5865 or email [alumni@massey.ac.nz](mailto:alumni@massey.ac.nz)

THE ENGINE  
OF THE NEW  
NEW ZEALAND







# I AM A POST GRADUATE I AM A CHALLENGER