MASSEY

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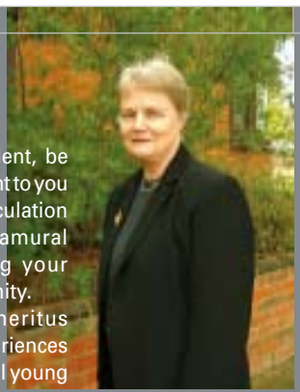

First of all, if you are an extramural student, be reassured that this magazine has not been sent to you in error. This is the first time *MASSEY*'s circulation has been extended to include our extramural students. It is a way of acknowledging your importance as part of the Massey community.

In the pages of this magazine Emeritus Professor Bill Oliver writes of his first experiences of extramural teaching as an at-first sceptical young lecturer:

"I finished one long weekend packed with lectures and tutorials, sitting exhausted on a high stool after the closing session, shaking hands with the departing students; they thanked me and I felt I should be thanking them." Let me co-opt his sentiment on behalf of the University: we feel we should be thanking you.

On a personal note, I feel a particular affinity with those of you who are studying, or have studied, while working full-time. My own most recent qualifications, Bachelor of Education and a Graduate Diploma in Computer Simulation, were completed well after finishing my PhD, while I continued to hold a challenging full-time position. Why did I decide to do it? In the first case because I wanted to expand my knowledge of teaching processes and philosophies, and in the second, to improve my ability to create computer software. So I know that such study requires hard work and great commitment, but that it also brings excellent rewards.

As I write I am just beginning to settle in to living on the Palmerston North campus. After the sometimes fierce heat of Sydney, where I have lived, I am enjoying the milder days and the extended sunshine hours which have come with a more southerly latitude. The landscape seems impossibly green. Massey staff members have been unfailingly welcoming.

I have arrived at Massey at a time when New Zealand's tertiary environment is in the midst of major change. New Zealand is not alone in this, and the change would not be taking place if the Government were not acknowledging the universities to be the national strategic asset they are. I am looking forward to working with Massey's staff and alumni, the University Council, my fellow vice-chancellors and the Government to ensure that we make the greatest possible contribution to New Zealand's future.

As for our magazine: here we have David Penny insisting that our understanding of evolutionary processes must have consequences for our moral behaviour; Paul Spoonley pointing out some often ignored facts about New Zealand immigration; Philippa Gander investigating the way teenagers sleep (a mystery long in need of explanation) and Sally Casswell the way they drink. We have Robin Stalker managing the financial affairs of multinational adidas, the adventures of Jan and Adrian Rhodes in Mauritius, and news from a host of other Massey alumni.

The Massey community – students, alumni and staff – is made up of the most extraordinarily varied, interesting and engaged collection of individuals. It is a community I am proud to have joined. I look forward to meeting many of you in the time ahead.

Judith Kinnear
Vice Chancellor

CONTENTS

Albany Turns 10

The Albany campus celebrates its 10th anniversary this year. The campus opened in 1993 with 500 students and 29 staff. Today, at the start of semester one, Albany had 5400 students and 340 staff. By year's end it is expected to have a roll of 6000. Two new buildings – a three-level library and a home building for information and mathematical sciences – have opened on the main campus this year. A recreation centre will be next. All five colleges are represented at Albany, the design school's $1.9 million premises in Albany Village having opened in February. A 10th anniversary ball will be held on 3 May in the North Harbour Stadium. All alumni are invited.

Alumni Events

These dates and details are provisional and should be confirmed well ahead with the Office of Development and Alumni. Contact alumni@massey.ac.nz.

12 June: Alumni and friends function, 5pm-6.30pm, BNZ marquee, Fieldays, Hamilton.

24 July: Wellington campus alumni and friends reunion, 6pm-8pm, Great Hall, Museum Building, Wellington campus.

13 August: Albany campus alumni and friends reunion in association with the campus 10th anniversary celebrations, 6pm–9pm, Albany campus.

October: Events are being planned for Sydney and Brisbane.

12 November: College of Design, Fine Arts and Music alumni and friends reunion in association with the College's exhibition week, 6pm-8pm, Great Hall, Museum Building, Wellington campus.

27 November: Palmerston North alumni and friends reunion in association with MUSA's 75th anniversary celebrations, 6pm–9pm, Turitea.

Prime Minister Helen Clark and Professor Sally Casswell at the opening of the SHORE centre. (See page 27.)

CONTRIBUTORS

Ruth Anderson

Associate Professor Anderson, who lists expertise in Constructivist Psychology, Practice Ethics, Psychotherapy Process Research, never thought she would end up as a Government Relations Manager. But then Ruth's is the first such position to be set up by a New Zealand university.

Stefan Messam

Stefan graduated with a Bachelor of Design in 2002 and is now a freelance illustrator. Stefan's final-year work was a strange, rather dark cross between a picture book for grownups and a graphic novel. This genre of his own making is one he would like to continue to explore, especially if the marketplace will oblige. Otherwise he sees himself doing more work for magazines and books. Contact Stefan at hooplahnz@yahoo.com

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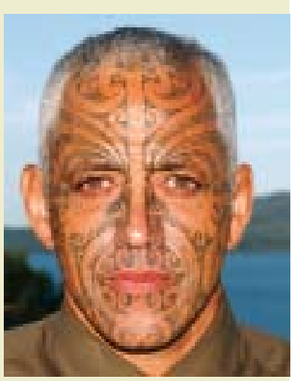
The look: *MASSEY* magazine was designed by DARRIN SERCI and GRANT BUNYAN, both Massey alumni.

MASSEY WISHES TO THANK THE WELLINGTON ZOO

Richard Taylor and Weta studios have mounted an exhibition at Te Papa, which has proven to be the museum's most popular yet, attracting more than 167,000 people. The workmanship that has been lavished on the weaponry, clothes and adornment of Middle Earth's cultures is astonishing, often including detailing that would be invisible to the camera. Taylor has agreed to be an honorary teaching fellow with Massey's College of Design, Fine Arts and Music. ¶ Oenophile alert: Michelle Richardson, formerly the head winemaker at Villa Maria, has reportedly headed south to join the Peregrine winery in Central Otago. ¶ Harawira Craig Pearless's cautionary words about the difficulty of arriving at peace and reconciliation in East Timor proved sadly prescient. In December 2002 there were riots in Dili, East Timor's capital. ¶ Roger Morris, who featured in the article Catching the plague, is the 2002 recipient of the Hutton Medal, an award presented once every six years to "the investigator who, working in the animal sciences within New Zealand, has undertaken work of great scientific or technological merit and has made an outstanding contribution to the advancement of the particular branch of science."



Feel the energy

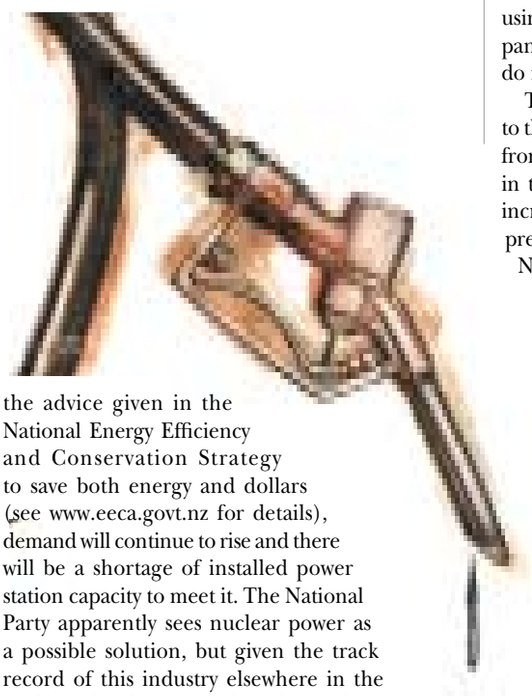
On finding alternatives to our fossil fuel addiction

The days of cheap and abundant energy are over. New Zealand's industries, and New Zealanders' lifestyles, are highly dependent on energy. Demand for it is increasing by around 2 percent each year, but the security of future energy supplies is becoming a key issue. In America and Europe, with the war in Iraq and terrorist retaliations a possibility, energy security has been a topic of debate for many months. New Zealand has been relatively isolated from such concerns, but recently it has become headline news here too.

In recent decades New Zealand has been blessed with secure, relatively cheap and abundant sources of energy from hydro power plants, large natural gas fields, geothermal heat and domestic firewood, with crude oil imported to produce petrol and diesel at the Marsden Point oil refinery. There have been a few moments of concern, such as the oil shocks, fuel rationing and carless days of the late 1970s; the dry hydro years of 1991 and 2001; and the embarrassing failure of the cables taking power into central Auckland in 1999. But in general, when we flick a switch the lights always come on, and when the car runs low on petrol there is always the next service station.

Recently, however, several issues have pointed to our energy supplies being less reliable in the future. The hydro storage levels are once again low for this time of year (about 80 percent of normal at the time of writing) and the in-flows are well below average following the current dry spell of weather. In the competitive electricity market this has pushed up the average wholesale electricity price to over 5c/kWh, whereas it was closer to 3c/kWh this time last year. Whether or not it will remain high, and for how long, is anyone's guess, but since the hydro system has relatively small reserves of water stored behind the dams compared with other countries, and since climate change could make precipitation events even less predictable and dry years more frequent, there is an increased risk of power supply constraints.

In the past the thermal power stations (mainly gas-fired) have largely saved the day when the lake levels were low. They have been run night and day and some of the power generated has been sent from the North Island, where the gas plants are located, to the South Island, where much of the hydro plant is, in order to conserve the water reserves. Normally it is the other way around. Now, however, the concern of several energy industry observers has finally been confirmed: the Maui gas field's life is nearly over. The contractual agreements to use the gas are very complex, and several new but much smaller gas fields, such as Pohukura, are almost ready for commercial development to partly take Maui's place. But until the various owners announce their intentions and agree to sign up on gas supply contracts, plans for several new, efficient, combined-cycle gas-fired power plants have been put on hold. These factors imply that the gas supply may become constrained in at least the short term. Regardless, the retail price of gas, and hence of electricity, will soon increase. To meet the declining gas reserves the high gas-consuming petrochemical plants such as Methanex will be the first to close, whereas reticulated natural gas to houses and factories will probably continue for at least 10 or 20 years. So if electricity consumers fail to heed



the advice given in the National Energy Efficiency and Conservation Strategy to save both energy and dollars (see www.eeca.govt.nz for details), demand will continue to rise and there will be a shortage of installed power station capacity to meet it. The National Party apparently sees nuclear power as a possible solution, but given the track record of this industry elsewhere in the world, and with no new plants having been built for decades, this remains an unlikely prospect here.

There are good known reserves of coal in New Zealand but the problem in using more of it to meet the growing energy demand is not only that it is more expensive than gas in many regions, but that it produces more than double the carbon dioxide than natural gas to provide the same amount of heat or power. Since the Government has now signed the Kyoto Protocol, thereby agreeing to reduce our greenhouse gas emissions back to 1990 levels (a major challenge in itself), it is better from the long-term perspective to leave the coal locked up underground.

So is there a practical solution? Perhaps the only option in the short term is to increase the implementation of more renewable energy-producing projects such as wind farms, geothermal, small hydro, and bioenergy, mainly from forest residues. These can be in the form of 'distributed energy', and new small technologies are rapidly being commercially developed, ranging from solar water heaters (which every homeowner should consider installing – see NZ Consumer, Jan/Feb 2001) to hydrogen-powered fuel cells. The long-term future will be in the hydrogen from renewable sources such as solar-powered electrolysis of water, and forest biomass sources (see www.smallisprofitable.com). Meanwhile we will need all the help we can get from using existing small-scale technologies such as solar panels, small wind turbines and heat pumps, which do not require natural gas or coal.

Transport fuels are even more at risk. As we look to the events in the Middle East (which largely result from the US needing secure oil supplies to continue in their "business-as-usual" fashion) and note the increasing price of oil, it is increasingly evident how precariously dependent on fossil fuels we are. But in New Zealand we have other options, which were well researched in the 1970s when the crude oil price leapt upwards. We could, if we were so-minded, be running our cars, trucks and tractors on the fat of the land as every year New Zealand exports more than 100 million litres of tallow, the waste fat from New Zealand's meatworks. The tallow is destined for soap and candles, but it could equally well be turned into biodiesel, which burns cleaner than the current New Zealand diesel fuel, the atmospheric emissions from which are said to result in 200 to 300 deaths each year. This would provide around 8 to 10 percent of the annual diesel demand, the remainder coming from growing vegetable oil crops such as oilseed rape, if need be. Bioethanol to blend in with petrol could also be produced from whey, a by-product from the dairy industry, and from sugar crops to meet any higher demand. Growing crops for energy is costly – but technically it is well understood.

New Zealand has ample renewable energy resources available to supply all its energy needs, and more besides. We are using only a small portion of them now because oil, coal and gas are cheaper options. In future these will increase in price due to dwindling reserves of gas, oil supply constraints from OPEC countries and a global cost being placed on emitting carbon dioxide. Regardless of whether the world goes into battle against terrorism (with the US leading the charge) or against the greater threat of climate change (with the US dragging along behind), we all need to use energy more wisely and to displace fossil fuels with green energy alternatives wherever possible. New Zealand is well placed to once again show America how to win and lead the way by being small and innovative rather than wealthy and powerful.

Associate Professor Ralph Sims is Director of the Centre for Energy Research.

The importance of immigration to New Zealand's future

Immigration, as it has been since the 1800s, is vitally important to New Zealand's collective well-being. If anything, it has gained new importance in the last decade for a range of demographic and political reasons.

By the 1990s immigration had become the major engine for demographic growth. It had taken over from natural population growth because of declining birth rates, an ageing population and emigration. For example, since 1960 New Zealand has seen 600,700 of its citizens leave on a permanent or long-term basis while 651,500 immigrants have arrived, leaving a net balance of 50,800. Immigration provides people on the positive side of the demographic ledger.

It also enables us to recruit skills and capital, and develop new global linkages. We are one of 84 countries facing declining domestic population numbers, and we are having to compete with many other countries to attract skilled migrants. The main talent pools are now provided by India, China and Eastern Europe, and it is no accident that the first two provide the largest immigrant groups arriving in New Zealand currently. Our future economic prosperity depends – although not exclusively – on attracting those with needed skills to New Zealand.

If these imperatives are clear, the impact of recent immigration policy and the political options are somewhat more problematic.

New Zealand, along with Australia, Canada, the USA and Israel, is one of the classic immigration-receiving countries. In the last two decades this group has been joined by others, including many in Europe, which have traditionally been countries of emigration.

Two things have dramatically changed locally. The first is that although New Zealand remains a country of immigration, as the figures above indicate we are also now a country of emigration. It is estimated that 800,000 New Zealanders live in other countries. For the first time we have a diaspora that is significant both in size and composition. These are often young, skilled New Zealanders.

The second issue is the changing ethnic and national make-up of our immigration flows. The first indication that the homogeneous immigration from the UK and Ireland of colonial New Zealand was going to change was the arrival of Pacific peoples from the 1960s. The existing discriminatory immigration policy framework was finally changed with a major review in 1986, and this produced the second wave of non-European immigrants, this time from Asia. It has been reinforced by the arrival of students and tourists from Asia.

It is disappointing – although perhaps inevitable – to see the emergence of anti-immigrant (read anti-Pacific and Asian immigrants) sentiments, and now politics. To invoke Enoch Powell's racism or to talk of an "immigrant holocaust" is simply misplaced. But there are important political and policy issues which deserve our collective attention.

To ask who and how many immigrants should be admitted are critical questions. The point is that we do not have, and have really never had, unregulated immigration. We have been highly selective and have historically operated a racially discriminatory policy. In a globalising world, we will continue to be selective in our national interests but there is no room nor reason to be discriminatory.

This then raises post-arrival issues. Immigration contributes significantly to questions of nation-building and our collective future. While we have improved the processes of selecting immigrants, the question of their settlement is a rather different matter. We do not operate the extensive immigrant settlement programmes of Canada or Australia. We have not sought to provide the support services that would ensure that immigrants adjust rapidly and that we then make full use of their skills and knowledge. The unemployment and underemployment statistics for immigrants testify to this.

There is also the question of the response of New Zealanders – as individuals or communities – to these newcomers. Pakeha, in particular, are often monocultural and monolingual. Pacific and Asian peoples have disrupted this comfortable and insular existence. As employers, for example, New Zealanders still do not appreciate the social and economic skills that these immigrants could provide, and are typically reluctant to employ them.

We need to debate what an appropriate policy framework might look like given this cultural diversity. We have explored issues of biculturalism in the last three decades, but the question of an appropriate multiculturalism is still vague at best. Minimally, it should recognise and complement the existing biculturalism.

Ultimately, immigration contributes to critical debates about what it means to be a New Zealander, the sort of country we want for the future and what is important in terms of our cultural identity as immigrants and as New Zealanders. Let's make that an open, positive debate and not cast immigration or

Professor Paul Spoonley is, among other things, an expert in migration, housing, the labour market and demographics.

The threat or promise of change?

Grappling with the demands on tertiary education providers

Excellence, relevance and access – the current mantra in tertiary education institutions throughout New Zealand – points to the means by which tertiary education is to be reshaped and the national economy transformed. By increasing the quality of tertiary teaching and research, enhancing the value of educational outputs, and widening access to learning at a tertiary level, New Zealand's reliance on commodity markets will be reduced and the country's ability to compete in the high-value end of international markets significantly improved. At least this is the Government's goal.

Will it be achieved? It depends on the Minister of Education, the newly formed Tertiary Education Commission (TEC), the agency charged with implementing the Government's tertiary education reforms, and the tertiary institutions themselves.

Government legislation in the form of two recent pieces of legislation – the Education Standards Act and the Education (Tertiary Reform) Amendment Act – has been passed and linked policy documents have been developed. Under the legislation, the TEC is to create a cooperative and integrated sector committed to the Government's tertiary education strategy. Student demand is no longer to be the driver of tertiary education. The short-term effect is apparent; the long-term consequences are unknown.

How New Zealand's 800-plus tertiary education providers – the universities, polytechnics, wananga, and private providers – operate within this new environment is largely up to them. But institutions are well aware that there is unlikely to be any more funding for tertiary education under this or any future government, and there could be financial penalties for those who act injudiciously in the new environment.

Though the TEC is not over-resourced and its task considerable, the agency is already making its presence felt. For Massey this means government-initiated consultation exercises to contribute to, data collection methods to be revised, a research office to be reshaped, increased compliance costs to be budgeted for, and academic staff to be placed under pressure for increased research productivity.

Finding additional sources of external income has taken on renewed importance too. Many institutions are now seeking new collaborative opportunities with industry and business and, in some cases, exploring the possibility of cooperation with erstwhile competitors.

For universities, their students and the communities they serve, the tertiary education reforms will have pluses and minuses. How significant the pluses are, and how distracting the minuses, will depend on how well institutions are able to initiate and embrace internal change, and to anticipate and positively respond to wider environmental change.

For the first time, tertiary education providers are being required to produce revised charters and profiles that will publicly commit them to a strategic direction. This is a chance for an institution to define what it is that makes it different, and to cooperate with other local providers to become still more efficient. It is also a chance to signal to potential students, to local government, and to regional industry and business interests, those areas of teaching and research excellence which the institution is committed to growing.

Financially, New Zealand's universities have had hard times in recent years. The effect of a freeze on student tuition fees from 2001 through to this year has not been offset by increases in government funding, as anticipated. Funding increases have failed to meet inflationary pressures, particularly in areas such as library purchasing and salary costs. The proposed introduction of fees maxima and the progressive diversion of some current funding to a contestable performance-based research fund (PBRF) will add to the already significant financial pressures on institutions.

The trick will be for institutions to sustain both those academic areas that have potential for growth as well as those essential for programme integrity and necessary for student choice, while concurrently allocating resources efficiently. Much will rest on increasing market share in those areas that have growth potential, enhancing intra- and inter-institutional cooperation, earning back funding diverted to the PBRF through increased research productivity, and increasing the level of external income. This task will be made easier if institutions genuinely focus on delivery of high-quality academic services and research outputs, and succeed in achieving a balance between entrepreneurship and astute risk management.

But ensuring that universities thrive in the new environment will not, in itself, be easy. Targeting some areas for development at the expense of others could affect staffing and reduce student choice; cooperation and collaboration require compromise and negotiation as well as time and effort; and increased teaching quality and enhanced research productivity usually have large price tags attached, at least initially, and often require an increase in already high staff workloads. Nor will simply responding positively to the Government's tertiary education priorities be enough. The TEC will require hard evidence of each institution's performance, and that adds yet more to compliance costs.

Why then would a university choose to follow the course set by the Government? Perhaps first because, while the competitive model of tertiary education provision, driven by student demand, is preferred in principle by many in the sector, the associated costs of a competitive market have proven difficult to sustain in an environment where student numbers have begun to plateau and government funding has been significantly reduced.

So focused have institutions become on competing for government funding that it has often been difficult to find funding for new initiatives, such as the challenge of e-learning, or to add to research capacity. An alternative model for delivering tertiary education that provides greater funding certainty, and that acknowledges and rewards innovation and research excellence, holds more promise for the future growth of universities in New Zealand than the current model, at least under existing circumstances.

A second reason why a university might support the Government's agenda for tertiary education is that for the first time research has been accorded a priority. A high level of research activity and research-led teaching are the characteristics that commonly distinguish universities from other tertiary education providers. The Government's acknowledgement of, and support for, research excellence is unanimously applauded by universities – though this support comes at a price.

Lastly, universities have already benefited from the tertiary education reforms and linked Government initiatives. The Minister's awards for teaching excellence have drawn attention to teaching quality, while the establishment of centres of research excellence and incubators has brought more funding and has helped establish new and enduring intra- and inter-institutional research partnerships. There is also the promise of further positive outcomes attached to the priorities set by the Government. Support for joint developments with local authorities and businesses is already generating opportunities for creative partnerships between tertiary education providers and regionally based interests; the drive to increase student access to tertiary education through the provision of foundation-level programmes is opening up opportunities for stair-casing between institutions; and the Government's commitment to growth and innovation is providing greater assurance in institutional long-term planning than was previously the case, thereby acting as an incentive to long-term investment in linked activities.

But, yes, the devil is in the detail, and at the time of writing much of the detail still rests in Cabinet papers and working group minutes. The Government's agenda is ambitious, the resources constrained. Right now, institutions do have choices; the options may be more limited in the future. Institutions can choose either to await the outcome of the many decisions still to be made and be subject to potential government direction in the future, or they can choose to take the initiative and grasp the opportunities now. This last option cannot be based on "business as usual". Our ways of doing business, both within and outside the organisation, must change, but the ultimate benefit to a university choosing to take advantage of the signals from the Government is that the institution can take a lead strategic role in shaping the future reforms, rather than becoming shaped by them.

Associate Professor Ruth Anderson is Massey's Government Relations Manager.

Pyramid schemes

On why exercise should always be linked to good nutrition

In late 2002 a paper co-authored by Walter Willett, a researcher from the Harvard School of Public Health, gave rise to a flurry of headlines. The food pyramid with which Americans were all familiar had been overturned, ran the headlines. The received wisdom of the ages – or at least of a decade – was refuted.

The original pyramid, released by the US Department of Agriculture in 1992, had fats and oils among the foodstuffs at the apex; the new pyramid sits in a puddle of vegetable oil. The old pyramid advocated complex carbohydrates; the new pyramid does too, but they must be unrefined wholegrains.

Both pyramids advocate lots of fruit and vegetables.

But before you turn around the eating habits of a lifetime, drown your meals in olive oil, and tearfully consign all but wholegrain bread to the bin, you should realise that Willett's conclusions are disputed. They largely derive from large-scale epidemiological studies where people periodically have their health

assessed and fill out questionnaires about their lifestyle. The trouble with such studies is the statistical difficulty of separating out the influence of particular factors. How do you compare a young sedentary drinker with a middle-aged exercising smoker who eats a fried breakfast every morning?

One aspect of the Willett wisdom that is not under dispute is placement of "daily exercise and weight control" at the base of the new pyramid.

No one disputes the nature of the most serious and intractable nutritional problem in the developed world: obesity. No statistician is going to quibble about the association between obesity and lifestyle diseases such as Type II diabetes, cardiovascular disease and some forms of cancer, or that being obese affects how people feel about themselves and interact with others.

A healthy weight is determined by a body mass index (BMI) score of between 20 and 25. BMI is a person's weight in kilograms divided by height in metres squared (BMI = kg/m2). A value above 25 indicates that you may be overweight, and above 30 that you may be very overweight (obese). Fifty-two percent of New Zealanders are overweight or obese, and we are getting fatter. Between 1989 and 1997 adult obesity increased by 55 percent. In 2001 Ministry of Health was projecting that by 2011 it will have risen by a further 70 percent.

Why is this? Simply put, our calorific consumption has risen without our choosing to exercise any more than we did. The increase in calories is thought to be largely due to energy-dense snack foods, convenience or fast foods and sweetened drinks.

This is a global trend. Typically the Americans – whose leads we usually end up following – are consuming more and more calories, growing ever more obese and all while endlessly obsessing about finding just the right diet!

We are being endangered by our prosperity. By the cars, remotes, televisions – particularly televisions – and computers that encourage sedentary behaviour. By a social, economic and physical environment that promotes the consumption of energy-dense recreational foods. By new products, larger portions and the advertising to children.

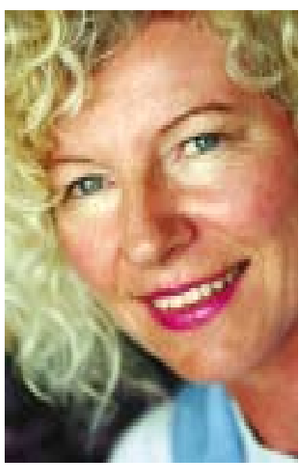
How can you counter that? In the US the 2001 budget for the government's '5 a day' fruit and vegetable campaign was $1.1 million. McDonalds' advertising spend that year was $1.1 billion. Would you like that supersized?

Efforts to address the obesity crisis need to focus on balancing our eating, physical activity and sedentary behaviours. The challenge is to gain a greater understanding of how these eating-related behaviours manifest. Fat intake, for example, is not a single behaviour but the product of a multitude of eating and other food-related behaviours. How do we change a lifetime of culturally shaped and socially defined habits?

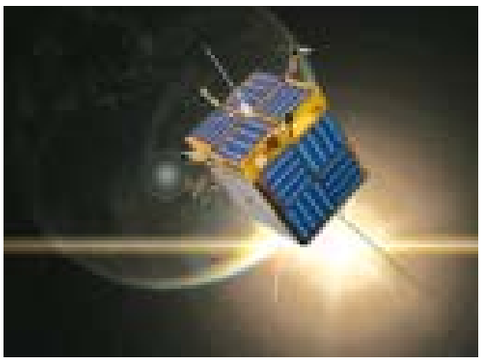
In an attempt to curb the rising tide of obesity an initiative to integrate healthy eating and physical activity has been instigated by the Ministry of Health. In the 2002 discussion document Healthy Action –Healthy Eating the Ministry proposes a number of strategies for New Zealanders to achieve and maintain a healthy weight.

There have, needless to say, been such exercises before.

The politics of obesity demand major changes in our thinking about food and physical activity. We need to truly believe that healthy eating and frolicking outdoors are more fun than gorging ourselves in front



Dr Carol Wham is an expert in paediatric nutrition, public health nutrition and nutrition marketing.



Space age development

In 2005, 48 years after the Soviet Union launched the first sputnik, New Zealand will have its own space satellite.

The satellite, the initiative of an amateur satellite group, will piggyback on the launch of a larger Russian satellite. Fred Kennedy, a research fellow at the University's Albany campus, is leading the design and construction. KiwiSat, a cube-shaped satellite slightly larger than a basket ball and weighing 5–10kg, will have an 800km polar orbit.

The satellite will connect global amateur radio stations and provide space for a scientific experiment. About 30 other 'Oscar' satellites (Orbiting Satellites Carrying Amateur Radio) are in orbit. Senior physics lecturer Dr Scott Whineray is providing technical support.

Satellites are typically built with magnets that orient to the earth's magnetic field, preventing them from tumbling in space. KiwiSat will employ a series of pulse-emitting coils in place of magnets to control its motion and optimally deploy its solar panels.

Direct to consumer advertising of prescription medicines

The contentious issue of direct-to-consumer advertising of prescription medicines is being examined by Associate Professor Janet Hoek and Professor Philip Gendall of the Department of Marketing.

Their work, published in the Journal of Public Policy and Marketing, suggests that consumers are opposed to bans on DTCA, are discerning about the information presented, and find DTCA useful.

Professors Hoek and Gendall conducted a mail survey of the general public. When asked if DTCA should be banned, nearly 70 percent of those surveyed opposed or strongly opposed this proposition, and only 11 percent supported or strongly supported it.

The survey achieved a 64 percent response rate. The sample of more than 600 respondents was carefully drawn to ensure it properly reflected the New Zealand adult population.

The survey results may be seen as a necessary corrective to some other less rigorously obtained information about attitudes to the DTCA of prescription medicines in New Zealand. Neither Professor Gendall nor Associate Professor Janet Hoek has any vested interest in whether New Zealand continues with DTCA.

For a more comprehensive account of the survey findings and of Hoek and Gendall's other DCTA studies, visit masseynews.massey.ac.nz.

From left: Dr Arohia Durie, Dr Wiremu Manaia, Dr Maureen Holdaway, Dr Mason Durie, Dr Jill Bevan-Brown. Absent Dr Te Kani Kingi.

Māori PhDs graduate

An unprecedented six Māori Doctors of Philosophy were capped at the Palmerston North graduation ceremonies in December. They included Professor Mason Durie, the University's new assistant Vice-Chancellor – Māori, who was awarded a rare DLitt. by examination. His wife, Professor Arohia Durie, received a PhD in Education.

United Nations handbook design

Graphic design students are continuing their winning ways at the Ministry of Foreign Affairs and Trade by designing the second United Nations Handbook in succession.

Last year Grace Yen-Yin came up with the winning design. This year Karena Joe found favour. She is pictured here showing her 2003 cover to Foreign Affairs Minister Phil Goff.

The Ministry has been printing the Handbook – regarded as the standard UN reference guide – annually since 1961. It is widely distributed throughout the world.

Students benefit from scholarship gift

A $500,000 bequest from a South Auckland farming couple will be used to give Massey students a 'hand up'.

The gift, from the late Lovell Clark, was presented to the University recently by his wife, Berys, who continues to raise calves for the beef industry on her Hunua property.

The money will be used for scholarships targeted at applied science, sciences and business students. The couple, who have no children, shared an ethic of 'self help'. Mr Clark had a passion for learning although he had received little formal education. He left school after passing his 'proficiency' exams to work on his parents' farm. Throughout his life as a farmer he studied informally, concentrating on agriculture and business. Mrs Clark, a Massey alumnus, completed a BBS in Accountancy extramurally between 1987 and 1995.

While not wanting publicity for herself, Mrs Clark says she hopes others will see the benefits of bequesting money to help others gain access to higher education and follow her and her husband's example. "We value education very highly in our family. While we had opportunities, there are bound to be others who haven't. This money will help them gain an education."

Mike Freeman, the Director of Development and Alumni, says the money will be invested and a number of scholarships made available annually. "We are extremely grateful to Berys and Lovell. Their generosity will help many students throughout their academic careers and we hope will encourage others into tertiary education."

Mr Freeman says the details of the scholarships are still being finalised but it is hoped Mrs Clark will be able to participate in the scholarship selection process due to her keen interest in the University.

Speech and Language Therapy degree

The College of Education is now offering a Bachelor of Speech and Language Therapy at the Albany campus. Until now, the only undergraduate course has been at Canterbury University.

The new programme will almost double the number of speech language therapists being trained in New Zealand each year. New Zealand currently has a shortage.

The graduates of the four-year Bachelor of Speech and Language Therapy are expected to find work in medicine, teaching, rehabilitation and geriatrics. Twenty five first-year students enter the course in 2003.

A scholarship programme has been established by the Ministry of Education to encourage more people, particularly Māori, to train as speech language therapists. Each scholarship is worth $3000 a year for up to four years, and a one-off payment of $3000 is offered to recipients who take up a position with the Ministry at the end of their training.

Second e-centre to be built

A second e-centre business incubator is to be built next to the current e-centre at the Albany campus. The decision to build a second centre follows a phenomenal growth in tenant numbers. Microsoft has joined the University, the North Shore City council and the Tindall Foundation as a sponsor. Microsoft has already provided software worth $40,000 for the use of e-centre enterprises.

Amphetamine use up

Amphetamine use has doubled over the last three years, making stimulants the second-most popular illicit drugs in New Zealand after cannabis, according to a new study.

The researchers at the Auckland-based SHORE Centre say amphetamine, or similar drugs, use is high in New Zealand compared with other countries in the Asia–Pacific region.

The study, published in the New Zealand Medical Journal, found that the use of stimulants – which includes uppers, speed, amphetamine and methamphetamine – rose from 2.9 percent in 1998 to 5 percent last year.

The biggest users of stimulants were 20 to 24-year-olds, with 10.5 percent having taken these drugs in the past 12 months. Use has quadrupled in men aged 15 to 17, up from 1.5 percent in 1998 to 5.7 percent last year.

National surveys of 5500 people aged 15 to 45 conducted in 1998 and 2001 found there had been a nine-fold rise in the use of 'ice' – or crystal methamphetamine – with 1 percent having used it.

Researchers Professor Sally Casswell, Dr Chris Wilkins and Krishna Bhatta say in 1998 LSD was the second-most popular illicit drug after cannabis, but the use of these drugs has remained static.

A total of 3.5 percent of those surveyed in 2001 used lsd and 20 percent used cannabis. The most common self-reported harmful effect of stimulants is their impact on the user's energy and vitality, followed by finances, health, work or work opportunities and friendship and social life. Australian studies have found amphetamine users experience a range of physical and psychological problems, including poor appetite, fatigue, racing heart, trouble sleeping, depression, anxiety, paranoia and hallucinations.

"Given that the large-scale domestic production of amphetamines has only recently been established in New Zealand, it is possible that amphetamine use will continue to increase," says Dr Wilkins.

But the researchers say use might stabilise in the near future because of the serious health risks associated with amphetamine use and its high cost – about $100–$180 a gram. Many countries in Western Europe experienced a peak in amphetamine use in the mid-90s. There is likely to be a stiffening of the law relating to amphetamine use and manufacture in New Zealand.

Fighting off the flu

Anthrax, smallpox or the flu: which has been the biggest killer in the last century? No contest: the flu by a clear margin. In 1918–19 a particularly virulent strain killed between 20 and 40 million people: more than died in World War I.

So alarm bells rang when in 1997 a strain of avian flu among chickens in Hong Kong leapt to humans, infecting 18 people and killing six. Of the three criteria for a major epidemic – the number of people who have never been exposed to the virus, virulence, and the ability to spread person to person – the strain failed only the last.

Around 100,000 chickens are sold through Hong Kong's markets each day. Mostly brought in from mainland China, they bring together a soup of viral strains developed among China's billions of pigs, ducks and chickens.

PhD research student Nina Kung has been working with the University of Hong Kong to reduce the risk of a human epidemic arising.

Kung, who is of Taiwanese extraction and has been learning Mandarin, has spent many days in the markets observing the dynamics of the chicken population. "Sellers say they sell all their birds within one to three days," says Kung, "but many birds are there for longer, acting as a reservoir and transmitting viruses to other chickens."

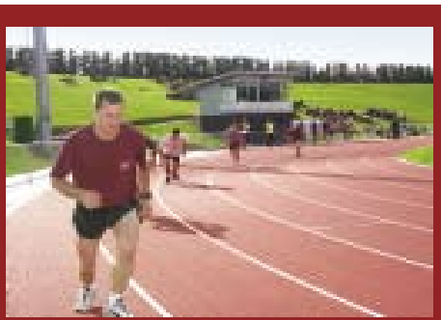
There are now some measures in place to cut the risks. The chickens are tested for viral antibodies (though this tests for the reaction against the disease rather than the virus itself) and on two occasions, in 2001 and again in 2002, the Hong Kong government has culled all of the chickens on the island. Kung's research has suggested other measures.

"We recommended that each stall holder has one rest day a week when all the chickens are killed, and we've suggested all chickens be slaughtered after a certain length of time in the market, as well as increasing the distances between cages, separating the species and ensuring water birds are killed before they get to market."

Kung's research forms part of a project being funded by the Wellcome Trust. The project's international consortium includes the World Influenza Reference Centre in London, St Jude's Hospital in Memphis, and Massey's EpiCentre.

Achieving sustainable employment

The Government is funding a Massey research team to look at ways to sustain employment in the future. The multi-disciplinary team has received a $1.5 million grant for an action-based study of sustainable employment. The team includes Professor Paul Spoonley and Dr Ann Dupuis (sociology), Professor Anne de Bruin (economics), Professor Kerr Inkson (management and international business) and Eljon Fitzgerald (Māori studies). The aim is to find ways to generate sustainable employment, including how best to match skills, training and education to future job opportunities. The study will include a survey of 1000 New Zealanders and in-depth employment history interviews with people aged 15 to 34 years in the Manawatu, Gisborne, Auckland and Wellington, where employers will also be surveyed.



Chair in sport to be established

The establishment of a chair in sport has been approved by the Massey Council. Sport programmes have been run by Massey for more than a decade and the Palmerston North campus boasts an impressive cluster of sports facilities: the adidas Institute of Rugby, the athletics track and the High Performance Laboratory.

Among the suite of sports-related academic offerings are the Graduate Diploma in Sport Management, the sports endorsements to the BBS and MBS degrees, the BSc Sport Science major, and the Diploma in Exercise Science offered by the Wellington campus. Further health and education programmes are offered through the College of Education.

The new chair will help to coordinate the offerings across the colleges. It will also provide a better strategic focus to the use and further development of the sports and laboratory facilities, especially on the Palmerston North campus.

Funding for workplace safety study

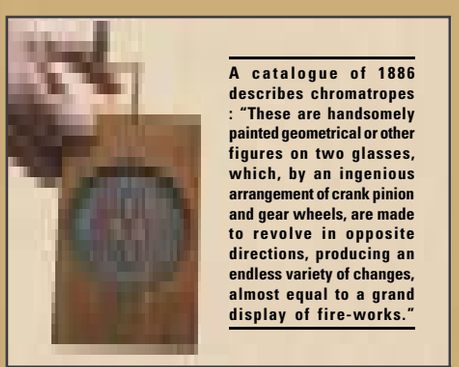
The University and the Centre for Human Factors and Ergonomics have been granted funding of about $400,000 from the Health Research Council, ACC and OSH, for a two-year study looking at small business/ self-employed safety in the residential construction and dairy farming sectors.

The study will focus on the prevention of fall injuries, and will involve the participation of industry. The research aims to identify key fall injury risk factors and effective safety interventions for a number of specific high-risk tasks within these specific sectors.

The study will be completed in August 2004.

PRESENTATIONS UNPLUGGED

Magic lantern slides came in a variety of sizes and formats.



A catalogue of 1886 describes chromatropes : "These are handsomely painted geometrical or other figures on two glasses, which, by an ingenious arrangement of crank pinion and gear wheels, are made to revolve in opposite directions, producing an endless variety of changes, almost equal to a grand display of fire-works."

The first patented stereoscope dates back to 1838, and the device remained popular up until the 1930s. The stereoscope remains a popular children's toy.

In the 150 years since its invention, the zoetrope – one of the first animation devices – has lost none of its magic. Maybe it is the more magical for being a simple contrivance of tin, card and Indian ink in an age of flat screens and DVDs.

When Slater, a media studies lecturer, teaches the history of the moving image, he brings in the zoetrope.

"In terms of teaching visual narrative, to demonstrate the basic moving image is a definite advantage. And the response from students is wonderful – they see how it relates to today's technology."

The zoetrope (the 'wheel of life') is one item in Slater's personal collection of pre-cinema media technology: of zoetropes, thaumatropes, phenakistoscopes, stereoscopes, a Rousell's graphoscope, flicker books, hundreds of slides and more than 20 varieties of magic lantern.

The zoetrope, explains Slater, is a persistence-of-vision toy. Persistence of vision will be familiar to anyone who has traced their name in the dark with a sparkler: the eye retains momentary impression of a stimulus after the source has disappeared or moved on.

The flicker book works the same way. Slater's collection includes both a miniature version of the 1897 Melbourne Cup (rerun the horse and jockey's ride to glory, over and over again) and a Disney flicker from a century later. Besides enlivening school book corners, flicker 'films' were first put to good use demonstrating action – a baseball pitch or football kick. Flicker books are also reputed to have been airdropped by the British as WWII propaganda; the jolly British tank crushing its cry-baby Nazi enemy.

"Television and cinema would never have come about without these toys, and the basic notion of persistence of vision," Slater says.

If one strand of media evolution stretches back to early animation, then another begins with the magic lantern, which you might think of as the equivalent of today's slide projector (itself a vanishing medium), but, in pre-electricity days, illuminated by flame.

"Slide shows were the start of mass media imagery, the shift from the one-on-one parlour toy to a room full of people. It wasn't until we latched on to the idea of an actual show, in a darkened room, that modern entertainment really got going," Slater says.

In some ways the magic lantern could outdo the slide projector. It could display images of greater complexity and the comparatively large and bulky slides could contain mechanical features that

allowed limited movement of one or more slides within the projector.

For a special occasion, lanternists enhanced the magic with smoke screens, live piano and elocutionists. Multiple lanterns merged and dissolved images, and clever operators invented the

original zoom effect – rolling their lanterns back and forth to make the picture loom and recede in the gloom.

The magic lantern debuted in the 1660s and by the 19th century it had spawned many variants, from expensive "but, it's educational" toys, to models for the professional showman.

An American handbill from around 1880 promises "Views of the most Prominent Objects of Interest in both the Old and New World", "The Ill Fated Ship Comprises a series of Paintings showing the sunshine and shadow of a Sailor's life" and "The Highland Lover's Court ship for Marriage Showing how it is done, also the result that usually follows; a caution to those about to embark on this kind of a ship."

Among Slater's boxes of hand-painted slides are many that are macabre, racist, or evangelically Christian.

Shows teetered on the psychedelic, with kaleidoscope patterns projected through layers of chromatrope slides, of which Slater has several.

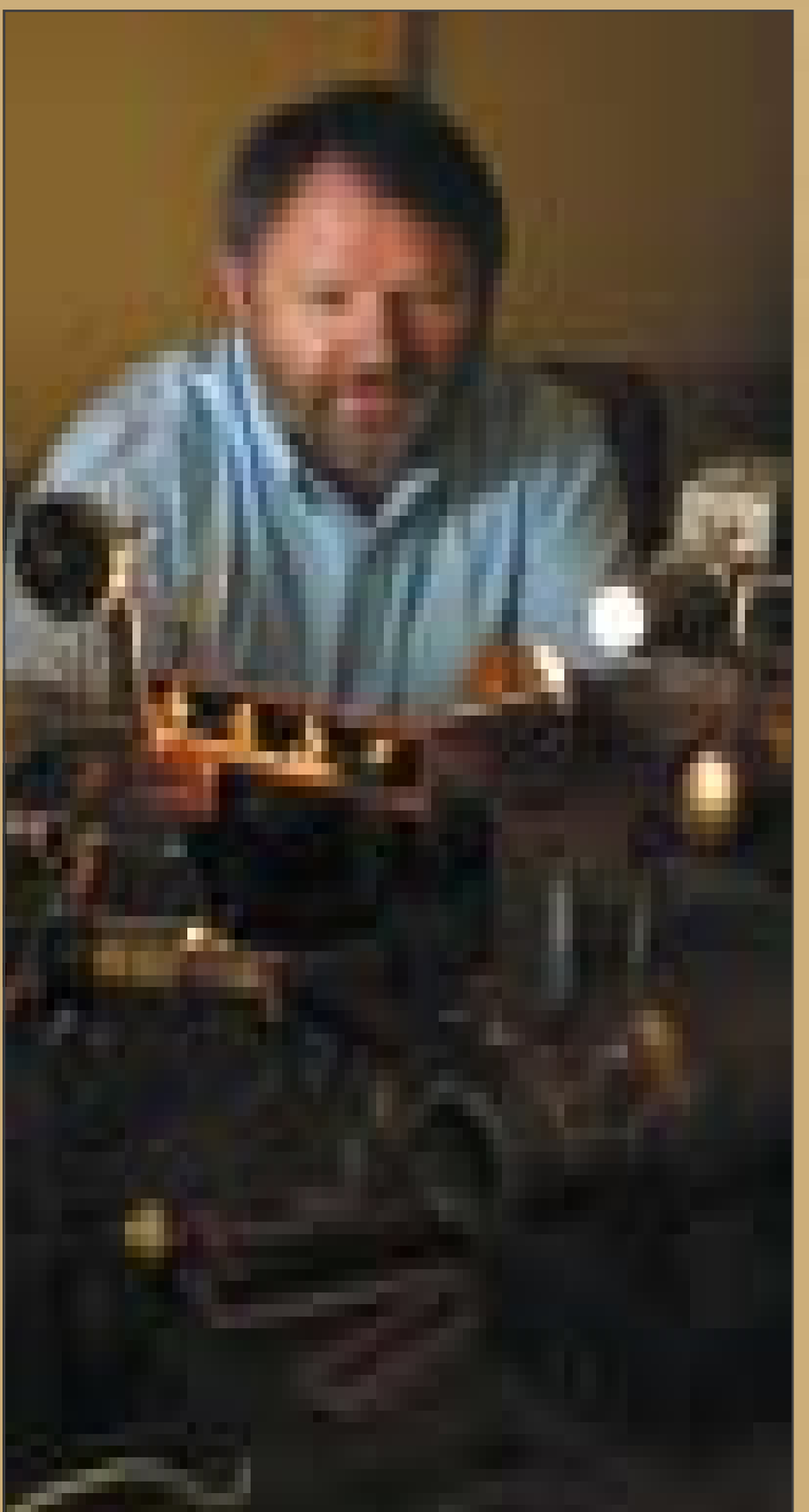
Slater's favourite is a gleaming brass French lantern. He is also fond of a slide series of Napier before and after the 1931 earthquake – a junkshop bargain. Scoring a good deal, and knowing the true value of a particular piece is, he says, the collector's privilege. Slater began collecting optical toys as a '60s teenager – his eye is trained.

He finds small towns best for fossicking, and every now and then an old cinema shuts down with a garage sale. Slater's family and friends cooperate nicely, casually scouting for things he may like.

"People know I collect, and often things find their way to me. Duplicates or any fragile stuff – volatile nitrate films and the like – I pass on to film archives and museums."

Slater's collection and his passion for media are evolving; he is currently researching computer games and thinking about a new series of lectures.

"The same principles apply to a Playstation and a zoetrope, with their one-on-one interaction and visual narrative. Computer games create a hyper-reality, as did the parlour toy. Both are utterly



At the end of January 2003, seven-year-old Carolina Anderson was badly mauled by an American staffordshire dog while playing in an Auckland park. This was the first of a spate of dog attacks.

Why was Carolina Anderson attacked?

Quite simply we don't know. One would need to have seen how the child, the dog and its owners behaved in the minutes before the attack, and one would need to know more about the dog's background, specifically its breeding and training.

There is little information available on the background of dog attacks in New Zealand but international research suggests that the majority of dog attacks on humans occur at home with the victim a family member or visitor. This observation is supported by the stories reported in the media over the last two months, although in general dog attacks reported in the media are on strangers in public places.

Dog attacks on children in public places are more common in the summer or during weekends. Children under five are more likely to provoke dogs than older children, and the present thinking of many dog behaviour specialists is that when children behave erratically they provoke predatory behaviour in some dogs. Thus the dog that attacked Carolina may have responded as a predator to some aspect of her behaviour, but it is also possible that it was responding to something else, such as an unintentional behaviour of its owner. Running is known to trigger dog attacks, but the excitable behaviour and shrill squealing of young children may be interpreted by dogs as prey behaviour. Dogs that are used to children are less likely to attack and cause serious damage.

An analysis of children treated in A & E departments for dog bites found that the dogs involved were usually of the larger and more powerful breeds. Bites from pitbull terrier-type dogs are more often associated with serious injuries or fatalities. This is probably a consequence of the physical structure and abilities of these dogs, but is perhaps also influenced by the fact that these dogs may lunge, become airborne and injure the head and neck of the victims. The severity of injury influences the likelihood of its being treated and recorded and so there is a tendency for data to show large dog breeds as being involved in attacks. This does not prove that large dogs are more aggressive than small breeds, but that they are potentially more dangerous.

Dogs are social animals and attacks on family members are thought to be due to the dog being unsure of its status and using aggression to determine rank. This is generally why the majority of adults treated for dog bite injuries (75 percent) are injured by their own dogs. Dogs are also territorial: when visitors are bitten it is usually by dogs defending their territory. Posties and meter readers are often the victims of territorially aggressive dogs.

Attacks on strangers in public places may be predatory, may be due to fear, or may be a trained response. The trained response is often unintentional but aggressive behaviour may be encouraged inadvertently by the owner. A dog attack is the culmination of the dog's breeding, its experience and training, and the circumstances immediately before the attack. The severity of the attack is influenced by the dog's size and ability to injure and the size and ability of the victim. Thus when dog attacks become an issue of public concern, powerful dogs and small children are usually involved.

Karen Overall, a leading American dog behaviour specialist, recently reviewed the literature on dog attacks and concluded that the breeds most represented in dog bite data (1) vary over time, (2) are popular and (3) are not in proportion to their actual population. In almost all studies mongrels are the most common type of dog involved in attacks on humans. The variation in breed over time suggests that if specific dog breeds are legislated against, then another breed or type will be developed to meet demand for aggressive canines.

In the late 1980s a list of breeds involved in 40 serious dogs attacks on children in Adelaide included German shepherd dogs (10), German shepherd crossbreds (5), rottweilers (7), pitbull terrier-type dogs (4), Siberian huskies (3) and one akita, doberman pinscher, labrador retriever, chow chow and Australian shepherd. Pitbull terrier-type dogs have been involved in many of the recently reported dog attacks and are the target for those promoting breed control legislation. But dog aggression was a public problem in New Zealand before this type of terrier became common and some of the breeds listed above may come under scrutiny in the near future. In a 1995 study of veterinary opinion in New Zealand, rottweilers were considered much more aggressive in the veterinary clinic than any other breed of dog. Intact male dogs are also much more likely to be involved in dog attacks than females or desexed animals.

Protecting the public from dangerous dogs requires good legislation that is enforced, and public support. Many of the attacks that have occurred in the past few months could have been avoided if the 1996 Dog Control Act and local by-laws were enforced, and if people were willing to report inappropriate behaviour in dogs. Dogs were not supposed to be let off the lead in the park where Carolina was attacked. However, maintaining effective animal control services is expensive and enforcing breed control legislation, if it comes about, will also be costly. Local councils will expect dog owners to pay for animal control. Regardless of changes to the legislation, dog owners can expect a significant increase in dog registration fees in the future as councils attempt to improve dog control to reduce the risk of attacks such as that on Carolina. Dog ownership may easily change from a right to a privilege.

Associate Professor Kevin Stafford

Chief Financial Officer

Robin Stalker

Bachelor in Business Studies

Earning his stripes

There must be mornings – rare mornings when he is at home and at leisure – when he wakes and wonders if it is all real. The house is set, as seems right, in a Grimms fairy tale setting, bordering a Bavarian forest. He has the run of a sports campus and golf course, with the pick of the newest and best in sports equipment. He can have, if he wants, the most coveted seats at some of the most epochal international sports events. His employer is the darling of the German stock exchange. And he gets to travel as much as a self-confessed 747 addict could ever want.

Such is the predicament of Robin Stalker, the Chief Financial Officer for adidas-Salomon, the second-biggest maker of sporting goods in the world.

Home, for this Kiwi, is Herzogenaurach, close by Nuremberg.

"Herzogenaurach," pronounces Stalker in a fishbone-stuck-in-the-throat kind of way. "You need to put your teeth in when you say it."

With just 24,000 people and an intact medieval market place of half-timbered buildings, Herzogenaurach – literally the duchess's estate – stands in contrast to other places Stalker has lived in during the past 20 years: London, Seoul, Tokyo. "When you get a bit older it's good to be in smaller towns," says Stalker, a venerable 40-something. "I guess that has something to do with my background in New Zealand."

He must be particularly glad to be back there now, even on a grey, wet, winter day. For the last several weeks he has been barnstorming the world. A week ago he was in New York making a presentation to several hundred potential investors. Today his audience and interlocutor is Chris Moore, Professor of Finance and Banking, sitting by the speaker phone on a summer's night on the Palmerston North campus, Stalker's home campus.

From his days as a pupil at Palmerston North Boys' High, Stalker had always planned on spending time overseas and eventually doing something significant in business. So when he enrolled at Massey it was for a BBS, majoring in Finance and Accounting. The way he figured it, becoming a chartered accountant – if not his lifetime career choice – would be his entree into the business world.

In his first year he tried to combine work and study. "I soon discovered this was not a good idea. I had the worst of both worlds. A lot of my acquaintances were having this whizzo time being full-time students while I was going backwards and forwards from an office." With the switch to full-time study made, Stalker relished his time at Massey. The Faculty of Business, then just over a decade old, was something close to how he had imagined an American business school to be. "I had a feeling this was something special. "But I was also pleased to qualify and move on."

He began work for Arthur Young chartered accountants in Wellington and was eventually offered a transfer to the London office; the life plan was shaping up nicely. Eighteen to 24 months would do it, he thought. "But before coming back home I said to the Arthur Young partner in New Zealand, 'I want to come home, but give me a year to do something different. I'd really like to be working for a company where I can do some travelling.' He said 'Sure, no problems, great idea, you get more experience. A job will be waiting for you here'."

Stalker went to a head-hunting company and dictated his terms: travel, there must be travel. They matched him with a media company. Stalker was apprehensive. "I thought at the time 'media company? Oh, no, no... long-haired, this is

Professor Chris Moore, who interviewed Robin Stalker, heads Massey's Department of Finance, Banking and Property. Professor Moore started out as an engineer, taking an honours degree in engineering science at Auckland University's School of Engineering in 1972. Following an OE to Britain, he won a PhD (economic modelling using Leontief input-output techniques) scholarship with the Ministry of Works and Development at Auckland. After serving his bond with the MWD he joined BERL (Business and Economic Research Limited) as an economic consultant. In 1986 he joined the then Westpac Merchant Finance as an economist and in 1988 when Westpac Merchant Finance was merged into Westpac Bank, he became Westpac's chief economist. In 1994 he was appointed to the Chair in Banking at Massey University. His areas of research interest include competition and innovation, New Zealand superannuation and the economy, the effect of baby boomers on the demand for real estate, and environmental performance and shareholder value.

not-my-kind-of-business, guys.' But I went to the interview and was so impressed by the clean desk, white shirts, and the prim-and-proper business approach they displayed that I took the position."

His terms were met. Stalker jetted around the world, first setting up licensees and subsidiaries for CIC International BV, a joint venture between Paramount and Universal, and then working for the sister company United International Pictures, where his title was Controller for the Far East.

A stand-out for him was a stint in Korea, where a new government was, for the first time, allowing foreign companies to set up their own fully owned subsidiaries. "In those days film, particularly American film, was something that was fairly sensitive," explains Stalker. The venture was "not received very well by the locals". Students demonstrated and snakes were freed in the cinemas. For a year Seoul was Stalker's second home as he learned how to operate in a different culture and nursemaided his project through a decision-averse bureaucracy.

While travelling for UIP, Stalker had met his wife-to-be, Connie, and after they married it seemed only sensible to curtail his footloose lifestyle. "I thought 'We'll go to Germany, we'll live there for a couple of months, I'll learn the language, and then we'll decide where to live'."

But going cold turkey was not so easy. Warner Brothers had heard of Stalker's departure and presented him with a ticket to California for an interview. "Although I resisted for some weeks, eventually the withdrawal symptoms I had from not being in a 747 — I was weak — induced me to go and visit them."

He became Director of Operations for Warner Bros International, and once again set up a wholly-owned subsidiary in Korea. "They were also involved at that stage in setting up retail units and cinemas around the world. But, quite honestly, it became too much travel and too much of the same. I thought 'This is not the real world; I need to settle down'." Back it was to Germany, full of good intentions – to spend a few months out of the workforce and learn the language.

"But then I was approached by a British firm that had just purchased a couple of factories in what had been East Germany and were looking for someone to help them sort that out. So I did that for a couple of years, which was also an exciting time, learning how Germany worked, and also participating in the aftermath of the reunification.

"Then I got approached by a headhunter and joined adidas at the end of 1996."

Stalker did eventually learn German. He now speaks fluently, though Connie tells him that working for adidas, where English is the working language, has not done it any good.

Not that English is the only language you'll hear in this very multinational multinational. "If you were to go into our cafeteria at lunchtime you would be confronted with conversations in Chinese, in Japanese, in Spanish, in British English, in American English – it's quite a mix," says Stalker.

You may be surprised to learn just how large and various adidas – or to give it its full name, adidas-Salomon – is. Sure, it makes running, basketball, tennis, football and rugby shoes. It makes swimwear and other apparel. But did you know that it also owns the TaylorMade brand of golfing equipment and the ski, snowboard and, latterly, inline skate and skateboard manufacturer Salomon? That this very European marque manufactures in China and other parts of Asia? That adidas-Salomon has its own shops: concept shops, which are effectively retail laboratories for other outlets; retail outlets in places like Eastern Europe, where the market is not well served; and more than 100 factory outlets, designed to release oversupplied product in a controlled manner?

So varied are its products that adidas-Salomon segments its products according to its market aspirations, hence the Sport Performance, Sport Heritage and – relatively fresh to market – Sport Style

In 2002 adidas-Salomon achieved sales of 6.5 billion Euro ($NZ13 billion) and a net income growth of 10 percent – and this in a lacklustre world economy.

How did it all begin? Well, once upon a time there lived a cobbler, a man quite unfamiliar with concepts like market segmentation.

The time was post-World War I Germany. The place was Herzogenaurach, where Adolf Dassler, nicknamed Adi, joined his family in making and selling home-made house slippers to put food on the table. Adi's sister marked chalk patterns on leftover military bags, while Adi glued, sewed and nailed.

In 1920, at age 20, Adi began producing soccer shoes. Later, with his brother Rudolph, he set up a company, Brothers Dassler. Success upon success followed. The shoes Jesse Owens wore during his spectacular Olympic performance in 1936 were Dassler's handiwork. Running spikes and nylon soles were among his numerous innovations.

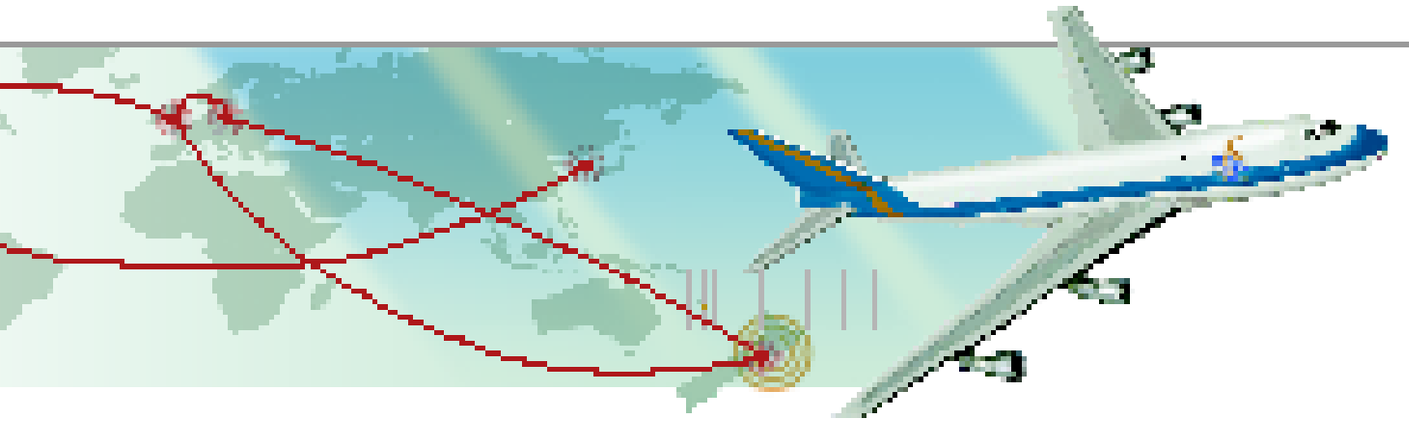
In 1948 Adi and Rudolph quarrelled. Rudolph started Puma across town. Adi stayed and, a year later, renamed the company using the first syllables of his first and last names: adidas. In the postwar world, adidas dominated its market.

The usurper, Nike, was launched in the United States in 1962. Its two principals, Bowerman and Knight, imported cheaper, high-tech athletic shoes from Japan. In the 1970s Nike overtook adidas in its share of the key American market and by 1985 adidas was scraping in with just 2 percent of a market in which it had been comfortably dominant.

In the late 1980s, as Nike and Reebok began marketing assaults on the European market, it even looked as if the once-mighty adidas might topple. In 1992 the company lost $US62 million.

"It was a family company that had been a world leader for many years," says Stalker. "It had had almost no competition, and many factories here in Europe… Nike and Reebok had started off in Asia. That manufacturing base was one of the reasons why Nike was growing more successfully in the late '80s than adidas was."

The white knight came in the form of a rumpled and charismatic Frenchman, Robert Louis-Dreyfus. Louis-Dreyfus was a sports fanatic with a Harvard MBA. His invitation into the fortunes of adidas came from an executive of one of the two French banks that had taken control of the firm. He was fresh from turning around the fortunes of an ailing



Now he proceeded to do the same with adidas. Taking lessons from the competition, Louis-Dreyfus closed the last of the European plants. He spent massive sums on marketing. And he stripped out layer-on-layer of management, bringing in his own hand-picked staff. He was also lucky: his arrival coincided with 1970s retro becoming hip – adidas was suddenly fashionable.

Louis-Dreyfus took the company public in 1995. Stalker came aboard in 1996.

"I was hired to help them with the accounting and finance and reporting," explains Stalker. "Before they took the company public they had sorted out the product and the marketing, but there was still a lot of work to do in turning what had been a very, very decentralised private company into a real public company in terms of financial disciplines and reporting."

Bumps lay ahead. In 1997, with Stalker by now the Vice President of Corporate Reporting, the company purchased Salomon and TaylorMade, paying, in the market's view, more than it should for the loss-making ski manufacturer, and by the end of the 1990s things were starting to slow.

"For instance, adidas had had some item-based success in America," says Stalker, "but hadn't set itself up to ensure proper growth in that major market."

In 2000 Louis-Dreyfus, who had admitted that saving the company was always going to be more fun than running it day-to-day, began a change of regime. Herbert Hainer – today Chief Executive – was appointed Deputy Chief Executive; Stalker became the Chief Financial Officer; a new head of global marketing was appointed; the head in America was replaced and a company strategy devised. "That strategy is the basis of the growth we are starting to see today," says Stalker.

"Robert is a person who understands sport and marketing, and adidas owes him a lot," says Stalker. "He has set the foundation that has made us the major multinational we are today. We now have a responsibility to our shareholders, to our investors and employees to continue to build upon this foundation, to grow and become more and more profitable. Herbert Hainer is a disciplined, organised CEO who has a passion for sport. He was a semi-professional soccer player, but having led our German organisation and subsequently the European organisation he has a very good understanding of managing people and also managing relationships with customers. We've got a very good team to continue this success."

For Massey, Robert Louis-Dreyfus is an unforgettable figure. This was the man who helicoptered in for the opening of the six-million-dollar adidas Institute of Rugby on the Palmerston North campus. A consummate marketer, well aware of the value of sponsorship, Louis-Dreyfus initiated the relationship between adidas, the New Zealand Rugby Football Union and Massey University.

Sponsoring rugby was a hard-headed decision for adidas. "Let's face it, we are a multinational, multi-brand company out to make money at the end of the day," says Stalker, who is at pains to distance himself from any imputation that adidas is swayed by his love of the game. "We are a supplier and a supporter of sport, but our decisions about who we sponsor are based on the merits of what we believe

the relationship is worth to the company."

The company wants teams or individuals who are identified with the performance values that adidas itself represents and who are able to communicate world-wide. "In basketball, for instance, we have key players under contract who have an international image. We are partnering the All Blacks because there isn't a better symbol for that sport internationally and because they best represent the true values of sport."

Being French, Louis-Dreyfus was no stranger to the sport, but Hainer, under whom the relationship with the NZRFU has continued, was at first less familiar. Stalker remembers sitting alongside Hainer at his first international test match: New Zealand versus Ireland in Dublin.

"Five or ten minutes into the game he turned to me and said 'My goodness, it is a very physical sport, isn't it?' Afterwards I introduced him to the team and he said, 'You know, these are normal guys.' They didn't have an ego he knew certain sportspeople to have. Some top sportspeople can be… a little bit more sure of themselves, let's put it that way. We have a genuine feeling in adidas that we've got something in rugby, and definitely in the All Blacks, that maybe best represents what real sport is all about. It's not about a lot of professional big-money-making events; it is about guys going on to the field, playing as hard as they can, and at the end of the day, you win or you lose, you shake hands, you have a nice meal together, you're all friends, you go home, and you look forward to the next time."

On the other hand, adidas does want the All Blacks to do well. "This has been a learning period. We've extended the contract because we expect it to be beneficial for us. We haven't achieved all of the goals we have identified, but the All Blacks haven't achieved all of their goals either. They have expectations and hopes to come back from Australia with the World Cup, and we'll be very happy if they do that. We are confident that we have a very good partner in the new board and the new management of the NZRFU."

The major adidas sponsorship still fresh in people's minds is the 2002 Football World Cup; adidas was the major sponsor, official outfitter and licensee. Ten teams wore the adidas brand (including Japan, China and finalist Germany). Here, too, there were sound commercial reasons for the sponsorship, particularly for the Asian market.

"We set up our own business in Japan three years ago. We used to sell in Japan through a distributor and that distributor had positioned our brand more in the leisure-lifestyle area than in sport. That's not where we want to be. Worldwide we want to capitalise on growing leisure and lifestyle – there are opportunities there – but the whole basis of our business and our marketing philosophy is our credibility in performance sport. So sponsoring the Japanese team, sponsoring the Chinese team, having the whole competition in Asia gave our association with pure sport tremendous visibility. That is what is going to assure us of growth, not just this year but in years to come."

Asia is also where adidas bases its manufacturing. Much as the anti-globalists may lament it, Asia, and particularly China, is the world's factory. Ninety percent of adidas footwear is produced in Asia, says Stalker, and half of that in China. (The mix of locations is decided by a risk-management

It strives to act ethically and sustainably. "We have a team of 30 inspectors who help us enforce what we call our standards of engagement, which we oblige all of our suppliers to adhere to," says Stalker. "These cover issues such as working ages, minimum wages and matters of an environmental and safety nature. We look at whether there are sufficient fire extinguishers in the factories. What are the safety measures for machines? What's the water quality like? We have been very rigorous in terminating production with suppliers who haven't complied or haven't shown a willingness to get themselves up to speed there.

"We have been recognised for our success in this area by being admitted to both the DOW Jones Sustainability Index and the FTSE4GoodEurope Index."

All well and good, but will good green credentials be the single reason you choose to buy adidas next time you go looking for sports shoes? Probably not. You are more likely to buy because you wore adidas in high school, or because you have been seduced by the mystique of those who wear it – say, Thorpie or David Beckham or Anna Kournikova – or because it represents the latest in technology, or because it is just so cool. Or some compound of all of these.

To stay ahead of your fickle tastes adidas has invested heavily in supply chain management. "We have an industry which has a lead time of 18 months: 12 months' design and development and six months' procurement time," says Stalker. "What we've done is said we want to halve that, and for a lot of the footwear we've been able to achieve that. We are able to get that footwear manufactured and in the shops within 90 days."

The company has introduced technical innovations: 'new technologies' as they term them. The two that are particularly mentioned are ClimaCool, a 360° ventilation and moisture management system which keeps the foot cooler and drier, and the a^3, an energy management system which cushions, guides and drives the foot through each stride.

"We thought that ClimaCool might sell 500,000 pairs in 2002, its launch year; we actually ended up selling more than a million, and we are looking at growing that again in 2003," says Stalker.

Stalker personally endorses the technology embodied in TaylorMade metalwoods. TaylorMade has the number one driver used in all of the world's major golf tours. "Not that this has been able to totally compensate for my lack of practice," Stalker laments.

Conspicuous innovations like these benefit the entire brand. "People say, 'Hey look at this. These guys are innovative, they are technical leaders'."

This diffusion of brand values extends to the fashion market. Stalker believes adidas presents itself as fundamentally different from fashion houses such as the Tommy Hilfigers and the like. "Because people want to identify with sport, with the authenticity, the attractiveness. There's no one who has more authenticity than adidas.

"We are growing significantly in the leisure and

lifestyle market. We have doubled our business in three years – but we are careful. We aren't giving the product to everyone who wants it. We don't want to grow too fast in this area because, as I have said, this is fashion and not sport."

And adidas has big plans for America, the market it let slip in the '80s. "We want to grow in America on a solid basis. We've changed 11 of the 12 management positions in the States. We have better identified who our consumer is. We have started working better with the retailers, and clearly we've got better product.

"We currently have a market share which is only around 11 percent. Our target is to get to 20 percent within the next three-to-five years. That's very do-able."

If Stalker talks a good game, then so he should: investor relations is part of his brief. The company's shareholders are neither solely German nor solely institutional, says Stalker. It is his role to communicate with them all. That he is at the same time the Chief Financial Officer, and so has a command of the day-to-day workings of the company's finances, helps.

So, for example, when investors took fright at adidas's purchase of a 10 percent stake in football team Bayern Munich for US$77 million and the share price tumbled, it was Stalker's job to allay their fears. When press releases and conference calls failed to correct things, he headed off for a whirlwind set of one-to-one meetings with influential investors. The share price duly recovered.

For someone who had never set out to be a public face of a company, fronting before audiences of several hundred was at first very intimidating. "The first few months it was, 'Oh my God, what am I allowed to say?' You have to remember that back in 2000 there were a lot of issues where we needed to regain the confidence of the investor community."

These days, with adidas doing very well, he enjoys what he does. "We have a good strategy; we want to be transparent in communicating that strategy; and we want to be fair. If we don't know the answer, we'll say. We've been given the benefit of the doubt by analysts. We've said what we've wanted to do, we've kept our heads down, and we've delivered." A successful formula judging by the adidas share price performance, which topped the German DAX 30 index in 2001 and again in 2002.

An hour-and-a-half's international phone call nears its end. Stalker is now heading for a meeting about the company's international currency policy. Recently the Euro has risen against the dollar, which can only be good for adidas.

It has been over 20 years since he headed off on his two-year OE, but the tug of his homeland – or what the Germans would call heimat – is strong.

"I am still very much a New Zealander. I still have a New Zealand passport. There's no way I am going to take on a different nationality. I identify very much with New Zealand. I honestly believed I would return to New Zealand after those two years, but it just got complicated and I kept moving further away. New Zealand is always home.

"The initial reaction that people have to you as a New Zealander is a positive one. You come from a country that people feel positive about, so initially you get given the benefit of the doubt. And I think being a non-German has helped me here in that people accept you are not the 'formal German guy'. Or when I used to work in London I wasn't stereotyped into one part of the society or another; I was a New Zealander.

"I continue to be impressed when I travel the world and bump into New Zealanders, who seem to be all over the place. My position is no way unique. I would encourage every New Zealander to get some overseas experience. You never know what might come out of it. And even if you do go back in two years you are going to go back with experiences that will be good for you and your career when you get home."

family obligations

Our acceptance of evolution brings with it moral obligations, believes geneticist Professor David Penny, who has been fighting for greater consideration to be given to the well-being of the great apes.

David Penny holding the Marsden Medal awarded him in 2000. The medal is the most prestigious of New Zealand's science awards.

From the path we gaze down at them. From their grassed mound they turn an occasional incurious gaze back – primate watching primate. I have seen very few chimpanzees. For them we are just part of an eternal procession of their depilated, camera-toting, child-accompanying, gawping kin. Behind the idling chimps, beyond the grassed enclosure with its climbing poles, beyond the zoo, rise the hills and houses of Wellington.

As we watch, one of the smaller chimps breaks away and speed-shuffles towards us. Alongside me, Suzette Nicholson the curator of primates, tenses, then relaxes. Along the way Gombi, an adolescent chimp, has picked up a broken plastic water container, and now he dippers himself a drink from the moat that separates him from us, fastidiously avoiding the muddy margin.

No good was what Suzette thought this sweet, obviously misunderstood creature was up to. "Gombi is nine now, which is like the terrible teens, and he'll throw things at the public if he can. He runs round trying to be big and staunch," she explains.

Gombi is one of 15 chimpanzees at the Wellington Zoo, or, more broadly, one of the around 30-or-so great apes in New Zealand. Not many, and nor do we have the complete set. Of the species that make up the great apes – chimpanzees, orang-utans, bonobos (once known as pigmy chimpanzees) and gorillas – we have only the first two. Yet New Zealand is often referred to as an example by those fighting for the great apes to be brought more fully within our circle of moral consideration, or even to be granted some form of rights.

The reason is the handful of lines in our 1999 Animal Welfare Act stipulating that any experiments with the great apes must be justified on the grounds of a benefit to the apes themselves and that these experiments must have the final approval of the Director-General of Agriculture.

There has never been experimentation carried out with the great apes in New Zealand. The provision is intended at least as much as an example for others as it is for domestic consumption.

Few though they are, these lines were hard fought for by the New Zealand membership of the Great Ape Project, and one of the most persuasive of advocates was Professor David Penny. An activist by disposition – he protested the Springbok tours and the Vietnam war – he says we should accord

the great apes greater consideration, letting our morality be driven by the evidence presented by our science. We now know how close to us they are. In fact, viewed through the dispassionate eyes of molecular geneticist and evolutionist David Penny, we are ourselves great apes. The differences between their species and ours are of degree, not kind.

For the great apes – or more exactly the other great apes – life is generally far from great at all. Bonobos, chimpanzees, and gorillas are native to central and western Africa; orang-utans to Sumatra and Borneo. In these developing – or in some cases undeveloping – regions conservation is often not a leading concern. Deforestation, the trade in baby orang-utans as pets, and, in Africa, the trade in bushmeat are whittling away great ape numbers. Their species have been given at best a vulnerable and at worst a highly endangered rating by the International Union for the Conservation of Nature.

In captivity, whether kept as pets or as circus animals, the great apes largely live their lives at the favour of their owners. Often this means a life arbitrarily cut short at the age of seven or eight when the tractable youngster becomes, like Gombi, an assertive, unpredictable and physically powerful adolescent. (Bebe, the matriarch of Gombi's group at 40-plus, could live for another 20 years.)

In the United States thousands of the great apes are used as laboratory animals. Animals used to roaming distances are kept in close quarters, infected with diseases such hepatitis or AIDS, and subjected to medical procedures.

They are our substitute in experiments for one reason: they are so like us. Like us, some non-human primate species have naturally occurring osteoporosis and hypertension, some undergo the menopause, and they are susceptible to many of the same diseases that threaten human populations.

On the other hand, Professor Penny believes the case for testing with the great apes is often overstated. Take AIDs, for example. The epidemiological and laboratory evidence from human populations is actually very strong, and "we have learned virtually nothing of benefit to humans from infecting many chimpanzees with HIV".

And his argument for ending experimentation with the great apes is much the same as that employed by those who want it to continue: the great apes are so like us.

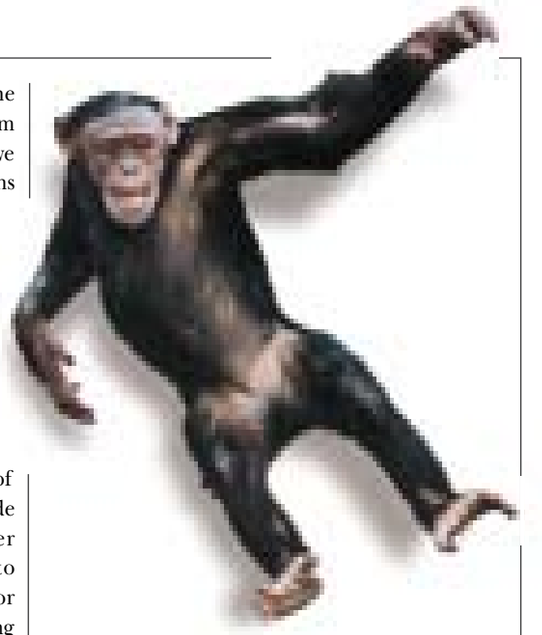
Professor Penny's office is not much more than a glass cubicle inside a laboratory in a '60s building on the Palmerston North campus. There's a clutter of papers – apologised for with some perverse pride – and students are forever wandering to the door to seek guidance on papers or theses. Now is the most exciting time ever in the molecular biosciences, he says. Eternal questions are being answered.

Using DNA and protein sequences, Professor Penny and his colleagues have looked at the origin and dispersal of modern humans, not only confirming the likelihood that humans originated in Africa, but also, with their finding that Māori share ancestry in a group of around 50 to 100 women, lending weight to the Māori oral tradition of the seven canoes that settled New Zealand.

The chimpanzee genome has been another particular interest. Professor Penny sees the differences between human and chimpanzee as something of a test for whether microevolution – small changes over generations – is enough to account for macroevolution, the more major differences between species.

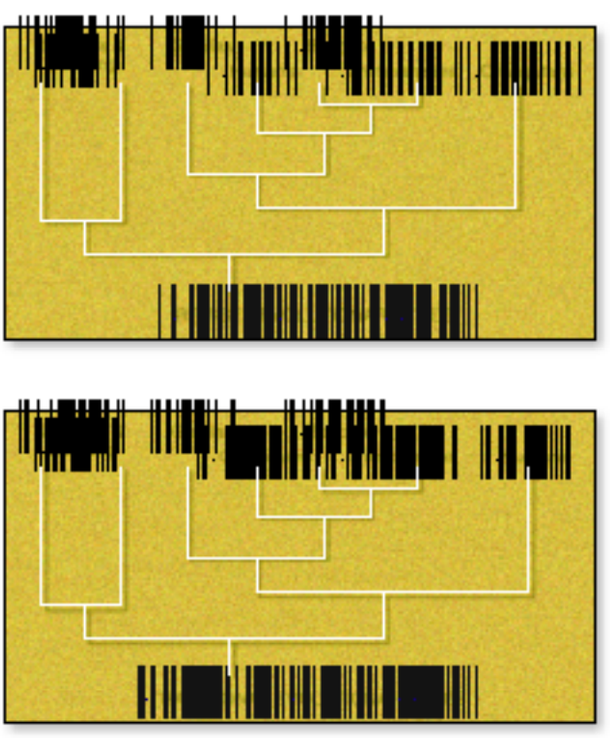
One estimate puts the genetic similarity between chimpanzees and humans at 98.76 percent. (If you want to quibble you can find a smidgen more or less difference by selecting different categories of DNA.) Counterintuitively this makes us more closely related to chimpanzees than chimpanzees are related to gorillas.

DNA sequencing can also be used to put dates to our evolutionary history. The difference between chimpanzee and human DNA has come from the mistakes that are made as the DNA is copied from generation to generation. The errors occur at a reasonably constant rate in certain types of DNA. So if you know the rate, can compare the two DNA sequences, and have some sophisticated mathematics at your command, you can arrive at a date for a common ancestor.



The common ancestor of man and chimpanzee turns out to have walked the earth about 6.5 million years ago. Although this is around half a million years before the Grand Canyon started to form – and although it has to be realised that this is 6.5 million years in which chimpanzees and humans have evolved down their respective paths – in evolutionary terms this is the blink of an eye.

So close is our genetic makeup to that of the other great apes that the question for Professor Penny and others like him is not why humans are so similar to the other great apes, but rather how to account for the differences. Penny's answer: our species has a much longer growth period during which the brain and body are increasing in proportion.



If evolution seldom creates features out of nothing – and microevolution is sufficient to explain macroevolution – then we should expect our own attributes in the other great apes. And the more closely researchers look, the more this turns out to be so. Chimpanzees employ mental representations. They are self aware. They are capable of deceit. They use tools. They transmit culture. They can acquire language.

In the mornings at Wellington Zoo the chimpanzees are given cups of blackcurrant drink fortified with vitamins. Overnight the female chimpanzees have been segregated – a welcome break from the attentions of the males. The status conscious males line up to be passed their drinks. The females and infants extend their hands through the bars in a prehensile tangle. The hands are rough and powerful; they look as if they have been crafted from black latex.

As the males head back outside to join the females they let loose with a rising anarchic chorus of pant-hoots.

Anatomy is destiny. The smartest of chimpanzees is still not going to be able to talk. They lack the breath control and physical equipment to do so. Nor should we expect a watchmaker chimpanzee. See how well you do at manipulating objects if you stop using your opposable thumb.

But if "chatting to a chimp in chimpanzee" – to quote the Doctor Dolittle song – isn't going to happen, having a conversation is still possible. Beginning with Washoe the chimpanzee in the 1960s, numerous great apes have been taught Modified American Sign Language or have been shown how to communicate using the lexigrams on symbol keyboards.

At age five Washoe the chimpanzee was capable of using more than 100 signs and understanding hundreds more. Panbanisha, a bonobo, can produce about 250 words on a voice synthesiser and understand about 3000. Koko, a 26-year-old gorilla is claimed to understand about 2000 words of English and to have an IQ of between 70 and 90. These acculturated apes produce an extraordinary effect on those who meet them.

"I have been strongly influenced by some of the chimps who have been taught American sign language, and once you look a chimp in the eye and see something there that is different from a dog, you have a different perspective," says Massey primate expert Arnold Chamove, who has met the likes of Washoe, and Lucy, who was raised from infancy by American psychologists the Temerlins.

The Temerlins, who seem to have been like-totally-sixties, raised Lucy as one of their own children, to the point that she had become, as primatologist Jane Goodall put it, a changeling, neither chimpanzee nor human. Lucy was accustomed to serving tea to guests, fixing her own pre-dinner cocktails, and masturbating to Playgirl centrespreads. Eventually the Temerlins felt it best

Born free

Sporting punk rock hairstyles and looking like animated plush toys, the cotton-topped tamarins roaming the grounds of Wellington Zoo at liberty are a delight to visitors. And the idea, if you trace it back from zoo to zoo, is one introduced by Dr Arnold Chamove in a paper in 1989. "I said these monkeys don't like coming down to the ground, why not put them up in the trees? If the ground is open and grassed, they will stay away from it."

Chamove, who started his career working for an American primate centre, is known as an expert in primate enrichment: providing these intelligent animals with the stimulation they need. It was Chamove who persuaded the centre he worked for to allow the animals, which had been kept in isolation for fear of the spread of disease, time to socialise with one another, and it was Chamove who introduced the now-common practice of keeping primates with a bark chip substrate rather than on bare concrete floors. "When I was in Africa there was a group of mandrills who were living in a several-acre enclosure and they were digging through the leaf litter for stuff. I thought gee, I wonder what happens if you give monkeys in cages the opportunity to dig through things. And we did a series of studies which showed that they will dig the bark looking for food, and they will dig through it even if there is no food and there is free food on the side."

"First it was illegal. In Britain the home office said you can't clean woodchips, it's illegal, we won't let you do it. I asked 'Can I do it for a week?' So we did all sorts of analyses of the litter. We found more evidence of transmission of disease on a concrete floor."

Although most of this work was done with rhesus monkeys, Chamove has also conducted studies with the great apes. "There are no studies of great apes and their response to fire – so I did a study of great apes and fire – and I have looked at ways of enriching their lives," says Chamove.

He looked at the environment in which the great apes are customarily kept. "One thing I noticed was that in cages in zoos they almost always have ropes for apes and the apes hardly ever use them.

"So I did various things with ropes to make them more interesting and find out why apes never use ropes. If you take a rope and put it over the top of the cage and into another ape's cage and once in while when that other ape pulls the rope up, then they show some interest."

Most primate enclosures, he says, are designed for the convenience of the viewing public and not the proclivities of their residents. "Glasgow Zoo was redesigned by someone who had come up through the ranks and I remember they built this beautiful monkey house; it was built out of plywood. Plywood and monkeys! It lasted twenty four hours or forty eight hours and they ripped it apart."

When it comes to the great apes Chamove argues for space – tens or hundred of acres – and untidiness. Expanses of grass may be what we like, but chimps are indifferent to the beauties of a well-kept lawn. "Chimps aren't interested in lawns. They'd be much more interested if you took all the clippings and prunings and just dumped them in there so they could search through them."

Arnold Chamove and his wife Carol Chamove run a company called Innovate. Innovate draws on the disciplines of business psychology, counselling, and animal behaviour. Currently the company is looking at how to use natural animal warning coloration to warn sharks away from swimmers, at how to increase the intake of farm animals, and at how to protect fruit from birds and trees from cattle. Innovate is also investigating whether the hierarchies, alliances, mentoring, and group behavior at work within the animal world can provide lessons for business..

that Lucy move on, and she was sent to Gambia for a difficult and lengthy rehabilitation back into the wild.

"She was sent away from her family to be rehabilitated and she was depressed," says Chamove. "I had worked as a clinical psychologist, so I knew a bit about depression. It was just like someone had taken a five-year-old out of her family and put her in a zoo with some chimpanzees. And she was thinking 'Jesus Christ, how long is this going to last?' No blankets, no beds, no food she was used to."

Could it be that Chamove was over-empathising?

"I didn't see any substantive difference [between Lucy and someone in the same situation]."

For Suzette Nicholson at the Wellington Zoo the chimpanzee colony has all the continuing interest of a long-running and perfectly comprehensible soap opera. Recently a palace coup ousted the dominant male. "Mahdi, the youngest of the big males wanted to take over, so he tried to beat up Boyd, the alpha male, when he had been sick. What happened was that the girls all ganged up on Mahdi and chased him around the park at full speed. Now the three males share power."

When one of babies died the colony went into mourning. "We let the mother keep the baby for a couple of days until it became a health hazard and we took it off her. When we did all of the other females would sit round her, grooming her and fussing over her. They do grieve. One of our females died not long ago while under anaesthetic. After she died we let the other chimps in to see that she was dead and wasn't coming back."

As it becomes ever more evident that we are as much the product of evolution as any other creature, and that evolution has no higher goal, so Professor Penny hopes the centuries-old paradigm of the Great Chain of Being will begin to crumble. The GCB is the notion that there is a progression of living things: from creatures barely alive on the lower rungs, to sentient then rational beings, and, above that, beings that are no longer anchored to material existence. Less perfect beings are there to serve more perfect beings. The GCB is us-and-them. Animals and us.

Professor Penny finds the quote he wants and recites with theatrical enjoyment: "'There is none that is more powerful in leading feeble minds astray from the straight path of virtue than the supposition that the soul of brutes is the same nature of our own.' Isn't that wonderful?"

This is the 17th century French philosopher René Descartes, but the GCB's pedigree can be traced back to the ancient Greeks. Plato, for example, thought there were three different kinds of souls: the primitive, the mortal and the immortal, but that the immortal soul – the one that counted – resided strictly in humans, and even then not all of them; children and slaves, for example, were out of luck. The ancient Greek thought meshed nicely with the part of Judao-Christian teachings that put all of nature at man's disposal, and in the fifth century Saint Augustine folded the one into the other.

Professor Penny sees the GCB as a licence for environmental despotism and will be pleased to see an end to it.

As for the law, this is a 3000-year old accretion of precedent which generally holds animals, no matter how intelligent, to be no more than property. And property can neither suffer injury nor sue; injury can only be done to the owner. Hominum cause omne jus constitum – the law was made for men and allows no fellowship or bonds of obligation between them and the lower animals – runs a tag derived from Roman law. In his book Rattling the Cage, Harvard law lecturer Steven Wise puts a case for legal personhood for the great apes, but it seems unlikely that this will happen any time soon. Still, it is well to remember that it is only within relatively recent times that various groups of humanity have gained fundamental civil rights.

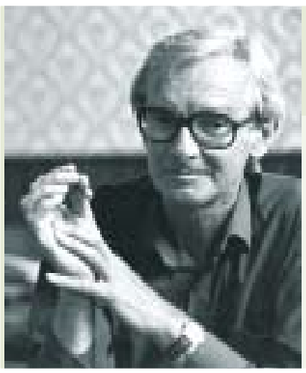
What Professor Penny and his fellow members of the New Zealand Great Apes Project have wanted has been more modest. Steering clear of the contentious issue of rights, they would have liked to introduce a system of legal guardianship into the Animal Welfare Act as a pragmatic way of dealing with the courts. In the end, the backlog of legislation awaiting Parliament in the lead-up to an election dictated what was achievable.

Of course if we admit the great apes within a widened circle of moral consideration, it begs the question of where to next. If we extend rights to the great apes, then what about those other primates that exhibit similar attributes, if to a lesser degree?

Making more of a species leap, what about, say, whales? While it is easy enough to imagine oneself inhabiting the mental landscape of a primate, says Penny, the world of a whale is almost unknowable. So much of how we perceive and interact with the world is defined by our bodies and our senses. If you put two blind people in a room they will still use hand gestures to emphasise what they are saying. Such things are hard-wired. Comprehend how the world must seem to a whale – how can we?

Questions answered with questions. If we are to discuss the issues surrounding our treatment of the great apes, then Professor Penny seems keen that we discuss the particular issues, and not go haring off to who knows where.

Yet with the Great Chain of Being displaced by DNA's double helix it seems hard to see this debate as anything other than the harbinger of many others to come.



CENTREPIECE

Historian Professor Bill Oliver spent more than 20 years with Massey University before becoming General Editor of the acclaimed Dictionary of New Zealand Biography**. Here, with the kind permission of the author and publisher,** MASSEY **publishes extracts from Oliver's autobiography,** Looking for the Phoenix**, published this year by Bridget Williams Books. RRP $39.95**

Going to Massey at that time was a matter of contingency and chance, good luck and good timing. I was one of that numerous body of academics of the post-war generation who were able to climb the ladder more quickly than had been possible before or has been since. My good luck had held, and not just because I was able to make my run to the top in a sellers' market; I could not have ended up in a better place for what I was discovering I wanted to do. At first I did not see it that way; I had never been in a job for more than five years and I expected that pattern to continue. Though I tried twice to leave before the 1960s were out, I was to stay at Massey for nearly 20 years. Literally, I grew old in the job.

Massey was a down-to-earth place, intimately involved in the economic and social life of New Zealand – some would say, as I did at the outset, too much involved for its own good. [Vice-Chancellor] Alan Stewart's question –'What is the use of it [history]?' – was one I was never able to ignore in my Massey years. Nor was it one I was able to answer in any but an unconvincing way; in the end I realised that the value of the question lies in the absence of any final answer. There are many things we regularly do which we cannot account for in those terms; attempts at utilitarian answers only lead to the same question all over again. Massey, an institution dedicated to making two blades of grass grow where one grew before, was a splendid place in which to learn that history (and a host of things we cannot do without) has nothing at all to do with growing grass. The better question is 'Why do we do history, in spite of its lack of utility?' The only answer I have ever found is a bit circular – something like 'Because people want to.'

The notion that universities should earn their keep by being useful was not altogether foreign to me. I could see, when I worked there, that engineering at Canterbury and law and commerce at Victoria were ways in which those institutions had set out to serve their communities. But many in the arts, all through the New Zealand university system, felt a certain disdain for such considerations. I remember the lofty contempt with which some of us at Canterbury greeted George Jobberns's remark that his geography department existed as a service to school teachers. And, at Victoria, some of us rejoiced in the remark ascribed to Tommy Hunter, that it would be a sad day when the college was not at odds with the business community (the city worthies had been offended by some obscenity in a student Extravaganza). I am still inclined to question Jobberns and to applaud Hunter (if indeed he ever said it), but at Massey I learned that such an above-the-battle attitude was neither politically useful nor – of greater importance – socially responsible.

Inevitably, a university institution founded to bring science to agriculture, which took pride in its achievements in pasture management, dairy science and animal husbandry, which honoured William Riddett, Percy McMeekan and F. W. Dry, was one in which practical questions were always in the air. The two faculties with which I was associated, Humanities and Social Sciences, came into existence at the same time as the Veterinary School; not long before that Agriculture had given birth to Food Science and Biotechnology. The new Science Faculty gave pride of place to the biological sciences. On the fringes, the university paid attention to such items as wool, leather, poultry and pigs. Maybe it could be argued that the world was too much with us; but it could not be said that history and the arts did not feel a need to have their feet upon the ground. And though I was among those who, at first, did not care to admit it, that ground was the situation of students who were unable to attend a university.

Whatever we might have thought about the ultimate value of all those things we held closest to our hearts – the study of poetry, of Renaissance politics, of British colonial policy, of logical positivism, or of religious certainty – we had to accept the fact that our function was to look after extramural students. There would have been no arts teaching had not students who were exempted from lectures been handed over, first to Palmerston North University College, the short-lived branch of Victoria University, and thence to Massey. The needs of school teachers for further qualifications, of housewives in suburbs and small towns for some exercise of the mind, and of people all over the country for a new start, provided a sufficient justification for our existence. Meeting their needs might not have been a complete answer to the question of utility, but that, really, was their affair. If they found our courses valuable, it was our job to teach them. This was the beginning, too, of my own awareness that the study of history, for one reason or another, was seriously pursued by a great number of people out there in the cities, the suburbs, the small centres and the countryside.

Odd as it must seem, now that a small army of tertiary providers has joined in the scramble for distance education, extramural study was then viewed with suspicion. When in the 1960s and 1970s I visited other universities, I met an attitude of amused contempt and tolerant compassion because of my involvement in such a low form of education. Things have indeed changed; the need to get out there and bring in business is now acknowledged by most universities and a host of other agencies; Massey was simply first. But I saw little of this at the time; I was among the many who argued that 'true' university teaching was face to face (even if several hundred learning faces confronted one teaching face) and that the diluting effect of postal tuition should never be allowed to spread across an entire degree. I adhered to these principles in history teaching until near the end of my time at Massey; in spite of the later opening of the floodgates – maybe just because of that – I still believe that there is something to be said for caution in these matters.

In my first year, I was given an opportunity to fly my conservative flag. The Catholic chaplain, Fr Godfrey, sought to make the Catholic presence felt by holding an academic 'red mass' in St Patrick's church, with elaborate ceremony and an archbishop. A sizeable number of university staff turned out in their regalia and, after the archbishop had dismayed his audience by preaching for the best part of an hour, repaired to the church hall for a fine supper. There, as if the audience had not been sufficiently exercised, I was to give an address. I enlarged upon the dangers of extramural study and urged Massey not to imperil university education and its own reputation by going overboard. The Vice-Chancellor was not pleased; I was summoned to his office and asked (politely and yet a little ominously) if I proposed to give the same speech to a Rotary Club I was addressing that week. I said that I was not – which was true. No more was said; I was left

Prof Oliver in the 1960s, shortly after his arrival at Massey.

reflecting that at least you knew where you were with Alan Stewart, and that where I should be was not a position likely to jeopardise the development of history at Massey.

It was not easy to persist with the view that extramural teaching was bound to be second-rate. Vacation courses at Massey, I soon found, were among the most satisfying teaching experiences I had ever had. These students, no longer young and usually with family and community responsibilities, were not in a mood to waste time or money. I finished one long weekend packed with lectures and tutorials, sitting exhausted on a high stool after the closing session, shaking hands with the departing students; they thanked me and I felt I should be thanking them. One elderly woman enrolled to support her daughter who was seriously lacking in self-confidence. The daughter managed a pass, but her mother turned out to be a straight A student. When she finished her BA, I urged her to enrol in the honours course. No, she said, she would not do that; she wanted to catch up on the many books in her undergraduate courses that she had not had time to read. Not at all second-best and very far from second-rate.

We ran classes in other centres, usually in university premises. At the University of Waikato (which had decided not to cater for part-time students in its early years), we drew more local students than there were in the university's equivalent courses. Once in Auckland, looking down at Wynyard Street from the balcony of the history department building, I watched a stream of well-to-do-women turn up for my class in expensive cars. No, they told me, they would not prefer to be internal students; the library was useless and one lecture took three hours, what with driving and looking for a park, if you were lucky enough to find one. They were good students, mature and self-motivated, influential in their neighbourhoods and a PR asset to any university which gave them an honest dollar's worth. After a few years the other universities, with shaky enrolments and enfeebled finances, began to court them. Eventually, when I visited other universities, I found myself discussing their plans for distance education.

At Massey the numbers of internal and external students steadily increased and with them staff numbers; in these liberally financed years more students meant more staff. The history department became large enough to teach a reasonably wide curriculum. It was designed around the twin themes of environment and inheritance. Students could concentrate on either European (including English) history or New Zealand and the Pacific; because there was no 'canon' and no restriction on choice, they could (and many did) opt for a mix of the two streams. We were looking for an area of specialisation which would give the department a distinctive character, and found it in the history of the Pacific Islands. No New Zealand university was offering more than an isolated paper in that field – a curious gap, considering how closely the country had been related to these islands since the nineteenth century. We recruited staff from Jim Davidson's Pacific history school at the Australian National University and developed a sequence of papers which extended from the first year to postgraduate level.

By the early 1970s there were enough students to justify an honours degree. Research for the degree was, for the most part, steered towards relatively neglected aspects of New Zealand history, especially the period which had come to fascinate me, the Liberal era. There was some groundbreaking research in labour, agriculture, welfare and women's history (by students who are today senior academics, Peter Gibbons, Tom Brooking, Charlotte Macdonald and Margaret Tennant among them) and some useful studies in the history of Woodville, Pahiatua, Feilding, Palmerston North and Hawke's Bay. Students were encouraged to follow their own interests. One was a keen rugby player, who often turned up for Monday classes patched with sticking plaster; his eyes brightened at the suggestion that he might like to investigate the social structure of rugby in the Manawatu. Another, a huge and slightly forbidding man commonly dressed in singlet, torn-off jeans and jandals, found his research into social stratification in Feilding impeded by the refusal of the Rangitikei Club even to let him in the door, let alone use their records. How, I enquired, was he dressed when he showed up at the club? His next request was more successful.

When in 1969 the University of Otago invited me to deliver the Hocken Lecture (published two years later as Towards a New History?), I used the occasion to argue for an historical perspective which went beyond the 'four main centres' to take in the country's regions and localities. It would, I said, lead to a 'new' New Zealand history. I am glad that I added a query to the title, for the continuing growth of regional and local histories has not led to any such revision. New Zealand regions have not differed all that widely from each other and the distinctive characteristics of their initial European settlement have diminished over time. The inclusion of the regions in a general story is a matter of simple historical justice – in some respects like giving a rightful place to the histories of Māori, women, ethnic minorities and children. In some respects, but not all – for a fuller investigation of the past as experienced by both Māori and women alters the nature of the wider history. It was for such reasons that I put into place a broad programme for selection (and research) in the Dictionary of New Zealand Biography, to the alarm of some elitists.

A proposal from the rather grandly entitled East Coast Development Research Association soon gave me the chance to practise what I preached. I accepted their invitation to write a history of the region for the bicentenary of Cook's arrival in Poverty Bay in 1769. I was not so innocent that I neglected to insert in the agreement a provision which required me only to consider, and not necessarily to heed, any representations the association might make about the text of the book. This turned out to be a wise, though not quite an adequate, precaution; I learned that authors of sponsored books should never relax their vigilance.

The association was intent upon promoting the region in every possible way, political, economic and ideological. The history was to serve this purpose by establishing the East Coast as a place with a distinctive character and history. I had no problem with that part of my brief. The association had already sponsored a land use survey – a substantial publication which described the current character and use of land in order to provide a basis for improving efficiency in the future. This was part of a campaign to convert to exotic forestry all the back country inland what became the notorious 'blue line' – notorious because a good deal of that land was in Māori ownership and the association was not much inclined to consultation. Another ill-founded plan was to set up a factory to produce cigarette filters from maize; the local MP, Esme Tombleson, was especially enamoured of this proposal. No one, as far as I can recall, thought of grapes, the one crop that flourished as all the others fell away.

This background helps to identify the context in which sponsored history may and usually does go on, even if in less obvious ways. The mayor of Feilding later on approached me to discuss a history of that town: we have, he said, nothing to give visitors except a teaspoon. Boosterism was endemic in colonial towns and remains one of the most persistent colonial survivals. In the course of my East Coast researches I came across a newspaper report in which the writer, surveying the handful of masts in Gisborne's perpetually troublesome harbour, reflected

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1. The campus looked very different in the 1960s, before being transformed by a massive building programme. This photo shows the site of the Science Towers, with Colombo Hall and the Riddet building in the background (1967). 2. Massey was a predominantly agricultural institution when Prof Oliver arrived. Here students learn wool-classing (1965). 3. Prof Oliver in his office in the Main Building, which was altered to house staff of the Humanities Faculty (1979).

on a future in which it should have become the Liverpool of the Pacific. But there was also a good deal of redeeming humour – the story of a horse-drawn coach which disappeared into a pothole on the road south and did not emerge for several days – and some strong doses of backblocks realism. I found myself on the side of the realists and this, in the end, did not make me many friends in the region.

I set about writing a history of settlement and race relations, as we then called it, and one which excluded the centuries before colonisation. I have not yet quite abandoned the attitude I then effortlessly assumed, that prehistory is all very well in its way but real history begins with documents. This may be because my own prehistory is on the other side of the world; I had certainly scrambled around ancient remains in Cornwall with a strong feeling of belonging. There was, however, plenty of taha Māori in the book. Through the excellent research of my assistant, Jane Thomson, the story of Māori enterprise and initiative emerged as a central theme in the early part of the history, a pattern I was able to recognise more fully when Ann Parsonson wrote her chapter 'The Pursuit of Mana' for the Oxford History of New Zealand. And it was soon borne in upon me that if the East Coast had produced one great man in the settlement period, it was either Te Kooti Arikirangi or Rapata Wahawaha. Today I would not be sure which to choose, but then I was on the side of Te Kooti.

This enthusiasm served me well years later when I addressed the New Zealand Māori Council on the Dictionary of New Zealand Biography. How, one suspicious questioner asked me, would I deal with such a figure as Te Kooti? I was able to reply that I had already had a shot and was glad when another council member said 'And a good one too.' But the Pakeha mandarins of the East Coast were another matter. I had realised that they did not have much to do with Māori after my requests to meet Henry Ngata came to nothing. In the end I walked into his Gisborne office, introduced myself and was politely received. We had a useful discussion, as I did with the Ngati Porou historian, Rongo Halbert, on his sickbed but full of authority and presence.

None of this prepared me for a party at which I was plied with whisky (for which my tolerance had by that time become considerable) and told: 'We must set you right, Bill, on Māori land.' What my hosts meant was that Māori land had been left to go to rack and ruin and should be taken away for forestry. Ironically, the association's own land use survey enabled me to compare a map of land ownership with one of land utilisation. The conclusion was clear – both Māori and Pakeha land had deteriorated under unfavourable conditions of terrain and location. When I received proofs of the book from the Gisborne Herald I found that a sentence saying that Māori land and deteriorated land did not coincide had been transformed by the deletion of the word 'not'. I put it back; it stayed there.

After three years at Massey I decided that I had to get away from the daily round of teaching, committees and agenda papers. In 1967 I took a few months' leave in Oxford, and left my family behind; Dorothy was pregnant and understandably resentful. (I did return in time for the birth of Elizabeth Mary, but with little to spare.) I had a research topic ready to go; in the 1950s I had been intrigued by Robert Owen's references to his mission as a kind of Second Coming and by the mood of millennialist expectancy in the trade unions and co-operatives. I proposed to look at the occurrence of such quasi-theological ways of thought in political and social movements that we would normally regard as secular. But Gisborne and New Zealand were still close to hand; I kept being reminded that Te Kooti and the Māori prophetic movements would have been recognisable, perhaps with some bemusement, by the English millennialists of the early nineteenth century.

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By the mid 1960s Vietnam had become a burning issue in New Zealand as the country drifted into a commitment to join the United States in supporting the South Vietnam regime. My participation was limited to a 'mobilisation'

1. Dr John Owens of the History Dept wrote a history of Massey's extramural teaching programme. He is shown here with Dr Beeby (right) (1985). 2. Prof Oliver's ideas on teaching Pacific Islands history certainly took root. Professor Kerry Howe is shown here with one of his books on the topic (1994).

demonstration on the streets of Palmerston North (in a manner typical of the inhabitants of a provincial city we told each other that, per capita, it was the largest in the country) and to speaking at 'teach-ins' at Auckland and Victoria universities, with Keith Sinclair and Robert Chapman. These were exhilarating occasions; the government sent Leslie Monro to one and Keith Holyoake to the other, and the opposition the venerable Walter Nash to both (he was greeted with standing ovations). I did not get along too well with the more obsessed protesters; I recall that veteran, Don Swan, reacting with great hostility to my opinion that Keith Holyoake was not actually an evil man. The very sight of Holyoake, he said, made him physically sick. I turned my teach-in speech into an essay for Landfall on 'Moralism and Foreign Policy'. Foreign policy should be an expression of national interest, I argued; Americans were not pursuing their interests but rather undertaking a pernicious moralistic crusade; we were defeating our own interests by joining it. Walter Nash told me that he agreed with this analysis, and (inconsistently?) that he had always been a moralist himself.

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Being in a university and in a position to make a few things happen was an exhilarating experience. There was money for growth and so the satisfaction of planning for growth. New staff were regularly appointed to the history department from England, America, Canada and Australia as well as New Zealand. Some stayed, some did not: this was still a sellers' market. But the successes were many – Alison Hanham in medieval history, Barrie Macdonald and Kerry Howe in Pacific history, Basil Poff in Indian history, Robin Gwynn in early modern history, Peter Lineham in modern English history, Margaret Tennant in New Zealand history – all added to the original foundation so capably laid down by John Owens and Warwick Tyler. I looked up and down the country and knew that as long as I was in a New Zealand university there was nowhere I would sooner be.

Massey University was still in the process of coming together. But whatever the problems as the old and the new, the sciences and the arts, the apparently pure and the patently applied settled down, research was an activity through which people could meet in mutual respect. The history department established itself in research and publication, and earned the respect of the university itself and of other history departments. Books, journal articles, conference papers and theses came in a steady flow. Massey was closer to the Wellington libraries and archives than any university other than Victoria; we cleared, as much as we could, Friday afternoons and Monday mornings to allow long weekends in the capital.

My part in this was small, limited to a handful of essays and papers in social welfare history. Even with delegation, an unavoidable number of administrative chores were in my care. They were onerous but, in an age in which staff assessment and student evaluation were hardly known, in which staff promotion was a reasonable expectation, in which a decent economy in the use of resources was sufficient accountability and, in a word, in which victories of the managerial ethos were in the future and administrators were still led by academics, their burden was bearable. Moreover, such duties could be believed in as a truly academic activity.

I count the administrative effort I made in these years to have been as valid as teaching, research and publication. Would senior university staff so cheerfully say that today? In the event, I left university work in 1983; I think I got out just in time, before the Indian summer ended.

True

Trinity Roots

I first heard Trinity Roots play at Wellington's Botanic Gardens, long before I knew they had a strong Massey connection.

Hardly another body could be crammed into The Dell that night, the band's drawn-out funky grooves, drawn-out percussive jams and upbeat dub numbers combining to produce one of the most energetic and exhilarating performances this reviewer had ever witnessed. The lush green grass in front of the stage turned into a dustbowl as the concert-goers let loose their inhibitions and surrendered to energetic grooves.

Later I was to discover the band was formed in 1998, when all three members were studying at the University's Conservatorium of Music.

Guitarist and lead vocalist Warryn Maxwell started out with the Jazz Foundation course, then went on to complete his Bachelor of Music degree in 2001. He also managed to splice a Māori component into his studies with a Certificate in Tohu Ara Poutama, and last year he came back to the Conservatorium as a tutor. Like Maxwell, fellow musicians Rio Hemopo (bass/vocals) and Riki Gooch (vocals/samples/percussion) have also been playing in other bands in and around Wellington – including Jonathan Crayford's band and Fat Freddy's Drop – and their sound has evolved from the capital's unique jazz, funk and soul traditions.

Also in the best Wellington tradition, they've avoided the trap of signing to a major label, preferring to do it all themselves. This was true of their debut EP, released in 2000, and now of their first album, True, recorded in a farmhouse near Dannevirke and mixed on a computer at home.

Trinity Roots appear to have two distinct identities. On stage they represent Wellington's distinct and new reggae style – a non-stop, high-energy set that keeps the crowd moving and spirits high – yet in the studio, and on this debut album, they've apparently dropped the intensity down a notch.

True is stripped down and clean, almost sparse. Simple motifs, gentle, melodic guitar and at the centre Maxwell's husky, emotional voice, in a style reminiscent of Ben Harper. It's a voice that demands attention, allowing the rhythm section and occasional clavinet, cello or triangle to hang in the background in an understated way.

The first single, 'Beautiful People', is a yearningly romantic ballad, elsewhere there's an acoustic version of their earlier masterpiece 'Little Things'. Tracks like 'Call To You' flow on the simplest instrumentation, with Gooch's inimitable and deceptively simple drumming style holding things together.

Classifying True under one genre is an impossible task, but frankly, when an album's this good, why bother trying? This is a highly original work, a distinctively spiritual and uplifting sound that stands head and shoulders above the local competition. Musicianship and production values are of the highest order. Trinity Roots are destined for greatness. JS

On the Left

Edited by Dr Kerry Taylor and Dr Pat Moloney
University of Otago Press RRP $39.95

Political correctness went out the window when political commentator Chris Trotter delivered the Bruce Jesson Memorial Lecture in Auckland late last year. In itself, and despite his reputation for provocation, this was rather a surprise to his audience. Trotter is one of New Zealand's few left-of-centre commentators. The late Bruce Jesson was a respected 'mainstream' journalist who near single-handedly represented and chronicled the Left. And, these days, the Left can usually be counted on to be politically correct.

Not, apparently, when you take off its lid. Trotter released the Left's can of worms, shelved in the hope that its label might fade to the point of being unreadable. What he said in his lecture was, in essence, this. Dating from the 1981 Springbok tour, the extra-parliamentary left in New Zealand has been assailed and driven asunder by feminism and Māori nationalism, leaving "a tragic wreckage of personal and political relationships".

Holy cows! And as a subsequent flood of outraged letters to The Listener indicated, he didn't even admit that the demands of these "late arrivals on the left wing block" (not to mention the unemployed movement) might have been inevitable or even overdue. Nor did he acknowledge any righteousness in their causes nor assign any blame for the Left's failure to anticipate and accommodate them.

All the same, he was probably right. Who can forget the debate on the Working Women's Charter at the 1978 Federation of Labour conference? I can't, nor can the only other woman journalist there. The debate had gone on too long, the blokes really didn't get it, it was time to move on to something more familiar. Frustrated and bewildered, national secretary Ken Douglas took the mike, gesturing behind him at the infamous FOL logo of the muscled hairy arm and the big hammer. "What do you want us to do?" he said. "Put a bangle on it?" Yes, please, muttered the relatively few women delegates and the only two women union members on the press bench.

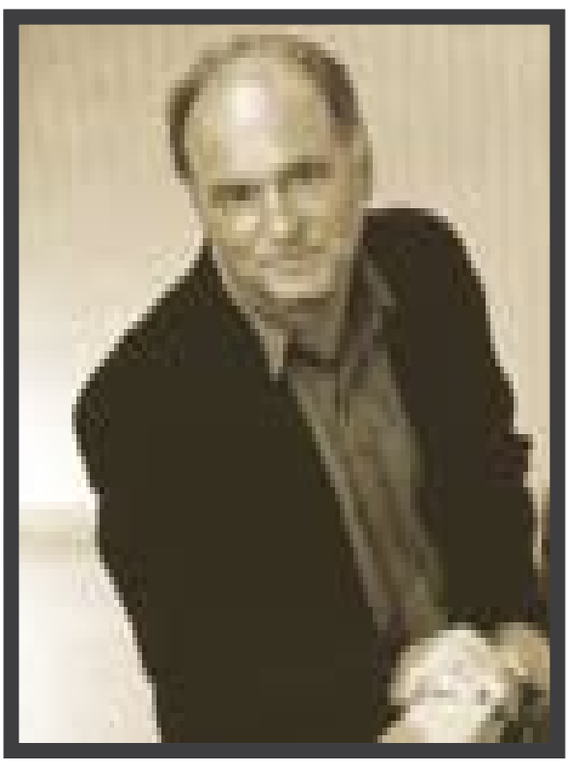
Of course, greater understanding followed and it all went downhill from there, according to Chris Trotter. To support his point, he quoted from a new book, On the Left, edited by Dr Kerry Taylor from Massey University and Dr Pat Maloney from Victoria University. Trotter cited a conclusion he said was reached "almost reluctantly" by Massey history lecturer Cybele Locke, in a chapter titled 'Organising the Unemployed: the Politics of Gender, Culture and Class in the 1980s and 1990s'. He said Locke had concluded that the adoption of the New Social Movement's "non-hierarchical" organising structures fatally weakened the Left at a critical time.

The chapter does indeed look at why left-wing politics became so fragmented during the 1980s. It notes, certainly not with disapproval, that key women organisers in the unemployment movement were influenced by the feminism and Māori sovereignty movements of the 1970s. "This encouraged them to utilise theories that recognised the way racism and sexism prevented people from gaining equal opportunity… They used non-hierarchical structures as a tool… for encouraging other Māori and pakeha women to participate more fully within unemployment groups."

On The Left has other relevant references, including a useful interview by Dr Taylor with Gay Simpkin from the University of Auckland, on feminism and the Left. Better still, in a chapter on the Wobblies (the Industrial Workers of the World) in New Zealand, Fran Shor provides a telling picture of what, perhaps, the argument is all about. The Wobblies, she says, promoted a form of oppositional or alternative masculinism which represented a "virile syndicalism" especially attractive to working class men. She quotes an historian: "For many in the working class, uncertain about their manly status in the workplace, periodic protest, shared among brothers, was a vital way to claim their masculinity, a reward in itself." In the Antipodes, one clear expression of this was: "A man who won't stand by his mates is no man at all."

On the Left editor Kerry Taylor was fascinated by the debate that followed Chris Trotter's lecture and believes there is more to be argued, assessed and said. He is considering a further book. Yes, please. DB

The practice of clinical medicine has a certain glamour, but it wasn't treatment or immunisation that brought such 19th century killers as tuberculosis and cholera to bay, but widespread advances in housing sanitation and nutrition – in other words, public health. And today it remains such things as housing, nutrition, and the hazards associated with work that by and large determine the health of New Zealanders. ¶ Massey's new Research School of Public Health creates a cluster of public health expertise. The school is made up of the Auckland-based SHORE Centre; Te Pūmanawa Hauora, the Wellington-based Centre for Public Health Research; and the Sleep/Wake Research Centre.¶ The Centres will share information between their disciplines, and draw on the expertise within the wider University. ¶The School is expected to play a significant role in public policy.



Professor Neil Pearce and the Centre for Public Health Research

Near the end of the 1970s Neil Pearce, now the director of Massey's fledgeling Centre for Public Health Research, earned a living driving Wellington's big reds.

He had been studying seemingly forever at Victoria and Otago in his chosen disciplines of mathematics and statistics, and driving a bus around Wellington for a living had been an attractive option. He gave up after about a year – "because I worried I might run over someone and kill them", he grins.

But after more than two decades to the international fore of research into asthma and other key public health issues, Pearce looks back on his old job as the start of it all.

He believes the stint 'on the buses' was crucial in shaping his awareness of public health issues, significantly from the perspective of the workers.

"I saw first hand what people's occupational problems were, from shift work, stress, exposure to chemicals and the like. It got me interested."

When he next applied for a job – as an orderly at Wellington Hospital – he was turned down. But the hospital had the good sense to recognise his qualifications, referring him to its adjacent medical school, which took him on as a biostatistician.

Including stints researching occupational cancer at the University of North Carolina and at the International Agency for Research on Cancer at Lyon, France, there followed a prolific and groundbreaking research career.

His work was key in proving the importance of socio-economic factors to life expectancy in New Zealand – innovative thinking in the 1980s – and subsequent work in the Bay of Plenty spurred a national catch-up Hepatitis B immunisation campaign for children.

Other work looking at the high incidence of certain cancers in agricultural workers was instrumental in showing that pesticide usage was less significant causally than had been thought.

An observation that freezing workers had a particularly high cancer rate engendered the belief that a virus or other biological exposure from animals could be responsible – though no one has been able to pin it down precisely.

It was in the 1990s, however, that Pearce started what was to become his best-known and most influential research.

At the time New Zealand had the highest asthma-related mortality rate in the world.

"We discovered it was due to a drug called fenoterol," he says.

The discovery led directly to the drug's restriction in New Zealand, Australia and Japan, and its dosage being halved in other countries by its manufacturers.

As a result mortality rates plummeted, and have remained at a third of the level they were before.

Latterly, in the ambitious International Study of Asthma and Allergies in Childhood (ISAAC), developed by groups in Auckland, Wellington, London and Germany, Pearce has helped dispel the myth that New Zealand has the worst asthma prevalence in the world.

When work makes people ill

As well as asthma, the Centre is conducting work on Māori and Pacific health, cultural safety and occupational health.

The overwhelming interest from the Labour Department's Occupational Safety and Health (OSH) and the Accident Compensation Commission has rested with workplace accidents, says Professor Pearce, but occupational cancer causes about five times as many deaths as occupational accidents.

The research team is involved in a big study of workplace cancer in conjunction with OSH.

"There's not just cancer," he says. "There's also respiratory disease, hearing loss,

The study's first phase, sampling 750,000 children from 160 centres in about 60 countries, produced a clear finding that asthma rates were just as high in other English-speaking countries.

"We wasted about 15 years saying New Zealand is unique," Pearce says. "There has been an incredible amount of speculation about factors like house dust mites, cats, pollens and other things that might be special about New Zealand. Instead we should be asking what New Zealand has in common with other countries like Australia, Britain, Ireland, Canada and the United States, all of which have just as much asthma as we do.

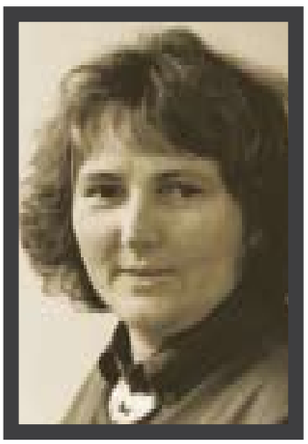
"There are places like Tucson (Arizona) where there are no dust mites because it is so dry. But it has exactly the same prevalence as us."

All very well. But if dust mites aren't the cause, are we any closer to knowing why people contract asthma in the first place?

"There's a new theory known as the hygiene hypothesis. If you get – as in the old days – lots of infections early in life, this protects you against getting asthma later on.

"Maybe now we're too clean and we've lost that protection. If we could work out how this happens,

Professor Philippa Gander and the Sleep/Wake Research Centre



A timeless place

If you want to find out what a person's natural circadian rhythm is, there is only one way: remove all outside cues.

So sunlight will never enter the three bedroom constant environment facility being built for the Sleep/Wake Centre, and the temperature and humidity will never change.

During their stay in the facility, guests will enjoy unlimited bed rest – sleeping is forbidden, sitting up is allowed – and servings of a nutritional solution at equal time intervals.

A stay will usually be either 36 or 48 hours: enough to incorporate a complete circadian clock cycle. Meanwhile such things as core body temperatures, brain patterns, and the evening rise in melatonin will be monitored continuously.

One of the first planned uses of the facility will be to investigate the genetic variability in the circadian clock and its effects on sleep timing.

"In the last few years the clock genes have been discovered," says Gander. "There are a few families reported whose members all have extremely early or extremely late sleep times. They seem to have mutations in specific clock genes."

The investigation will begin with a survey that will screen for people who report extremely late and extremely early sleep times. Then, to check how these reported times correlate with their circadian clocks, some of the respondents will be asked to spend time in the controlled environment facility.

Gander hopes the survey will provide some explanation for why some people withstand the stresses of shift work better than others. It may well be that there are some

Tired, listless, crabby? So who isn't? New Zealanders, like most of the civilised world, are chronically sleep-deprived, an affliction that probably owes much to the light switch.

"Most species on this planet have some kind of internal time-keeping system that keeps them functioning in step with the day/night cycle, and this is known as the circadian clock. We don't function the same way physiologically or psychologically across the 24-hour period. Your brain is programmed to be asleep at night so it functions quite differently from during the day," explains sleep expert Professor Philippa Gander.

"Up until the industrial revolution and the widespread availability of artificial light, people largely slept during the night and were awake during the day. Now more and more of us are trying to work against that."

When Gander and the Sleep/Wake Centre surveyed 10,000 adults drawn at random from the electoral roll, 37 percent said they rarely or never got enough sleep. Another Centre survey, this one of insomnia, found 29 percent of Māori and 25 percent of non-Māori reported having a chronic sleep problem.

"We know experimentally that if you deprive people of sleep, even only a few hours a night, you certainly change their waking function. They are sleepy. They tend to be more irritable. They are slowing progressively in terms of their reaction time, in terms of their cognitive processing, in terms of their psychomotor coordination," says Gander.

Sleepy, irritable, slow. It has just turned 10. I monitor my own cognitive processing, reaction times, and psychomotor coordination and reach for the coffee. Philippa Gander has very brown eyes, a direct gaze, a mirth that sometimes tugs at one corner of her mouth, and she is very, very awake.

Serendipity is the word Gander applies to her career. In her first year at Auckland University the former Rotorua Girls' High School pupil had hit on molecular biology as her future; in her second she was waylaid by a zoology course in 'social behaviour and timing'. The course was fascinating, the teacher – later her supervisor – exceptional. "I decided I was much more interested in biological rhythms and circadian clocks."

Her Master's thesis examined circadian rhythms in wetas. Sometimes referred to as invertebrate mice after the ecological niche they occupy, wetas indeed turned out to have similar circadian clocks to rodents. Gander also mathematically modelled how the clock mechanism might work at the cellular level. "People were very familiar with cellular oscillation, but no one could imagine how an oscillation took place over 24 hours; how, with the mechanics of a cell, you could generate a 24-hour periodicity." The model she worked on looked at "diffusion processes and synthesis in the nucleus, delayed feedback, those kinds of things in very general terms". It would later reveal itself as remarkably accurate.

For her Doctorate she turned to the kiore, or Polynesian rat. Every year the kiore (Rattus exulans) of Tiritirimatangi Island began breeding over the same two-week period. Her zoological colleagues thought this might have to do with seedfall. Gander, who looked at the breeding patterns of kiore in their whole range, decided it had to do with day length "because they have a nice latitudinal cline in their breeding season". In the laboratory she confirmed her suspicions by taking juvenile females and exposing them to different lengths of light cycle to bring them into oestrus or set their activity patterns.

It was with a year still to go on her PhD that Gander was made aware of an ad in Science for a job at Harvard, looking at the neuroanatomy of the circadian system in mammals, particularly primates. It was, she says "the dream job so far as I was concerned". And Harvard must have liked her too, for they held the job for her until her graduation in 1980. "I got a Fulbright Fellowship in the interim, so I was a Fulbright Fellow at Harvard. I was working on neuroanatomy and the behavioural side of the circadian system in monkeys but also doing mathematical modelling of the human circadian system."

Next Gander was shoulder-tapped by NASA to join their Fatigue Countermeasures Programme. In the early 1980s Congress had instructed NASA to look at the safety issue of fatigue in aviation. Circadian rhythms and their role in pilot functioning were to be key. "And that was fun, that was just amazing." Gander became involved in a series of big field studies "which will probably never be repeated". Hundreds of pilots were enlisted. They wore physiological monitors 24 hours a day: their heart rates were monitored continuously; they wore rectal probes to measure body temperature, and watches that monitored body movement to see when and how they slept; they maintained log books into which they self-rated their moods and fatigue every two hours. "It was very intensive stuff," says Gander.

Here then is a sleep primer: some of the things that you, as someone who spends a third of their life in the activity, owe it to yourself to know. There are two kinds of sleep, rapid eye movement and non-rapid eye movement sleep. The two types cycle throughout your night's sleep. REM sleep is accompanied by fast brain activity, eye movements and a lack of muscle activities. If you are woken from REM sleep you will very likely remember dreaming. If you are woken from a deep non-REM sleep you may find yourself disoriented and groggy.

Sleep is necessary. Try to fight it off for long enough and the body will eventually have its way and you will fall asleep uncontrollably.

When you find it easiest to sleep, and the type of sleep you will have, is dictated by your circadian clock. You are likely to be sleepiest at around 3:00 to 5:00 am and then again at around mid-afternoon.

The circadian clock also affects other things. If you want to play chess, do it around noon. This is when your ability to solve complex problems or conduct logical reasoning is best. Play that game of badminton in the early evening when your physical coordination is best. Your short term memory is best in the morning; long-term in the afternoon.

Resetting the circadian clock is not – as any jetlagged-and-sleepless traveller will tell you – a matter of waiting for the time pips and pressing a button. The circadian clock is reset via a complex set of cues, including sunlight, work, rest and social contact. Due to conflicting cues, night shift workers hardly ever completely adapt their circadian clocks.

If you have accumulated a sleep debt over a series of nights, you will usually need two nights of unrestricted sleep to return to normal.

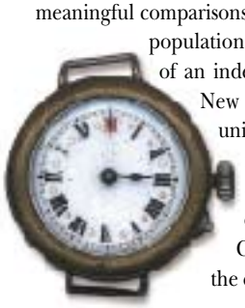
In the mid 1990s, having worked off and on for NASA throughout the 1980s, with time out to live in France and have two children, Gander decided to return to New Zealand.

When she began her career back in the 1970s the cells in the human brain which control the circadian clock had only just been discovered. Now sleep was becoming well understood and from the early 1990s NASA's attention had increasingly turned to putting what had been learned into good practice and public education programmes.

Gander founded the Sleep/Wake Centre in 1998 as part of the Wellington School of Medicine. She knew the relocation meant trade-offs: research budgets she would never see the like of again, against lifestyle and New Zealand's attributes such as "a nice little laboratory".

For with just four million people New Zealand has its advantages. Here it is feasible to do random surveys of the entire population in a way that would never be possible in the US. In the recent survey canvassing 10,000 people, the Sleep/Wake Centre and the Eru Pomare Māori Health Research Centre had more than 7000 responses, "which is fabulous," says Gander. "New Zealanders are interested in sleep. It really is great to be working in this country and to be working on sleep."

The Sleep/Wake Centre is unusual in oversampling the Māori population so that the sample sizes of Māori and non-Māori are the same. This allows statistically meaningful comparisons to be made between the two populations and, together with the use of an index of deprivation – a map of New Zealand broken into small units (around 90 people) rated in terms of domains of relative deprivation derived from census data – has allowed the Centre to look simultaneously at the effects of social and economic deprivation and ethnicity on the prevalence of sleep disorders.



New Zealand, which has a tradition of being something of a social laboratory for the world, is also somewhere the Centre's scientific findings can be put into practice. "On our legislative and regulatory fronts people are experimenting with schemes that haven't been tried in other countries," explains Gander.

"In transportation and aviation we have been moving away from the idea of prescriptive rules," says Gander. "Instead there is greater emphasis being placed on fatigue management."

Fatigue is a major public safety issue. The Chernobyl meltdown, the Three Mile Island incident, the Bhopal cyanide gas catastrophe, the Exxon Valdez oil spill: lack of sleep has been implicated in them all.

Remember the 37 percent of New Zealanders who report rarely or never getting enough sleep? Another revealing percentage: there is a 33 percent increased likelihood that someone in that 37 percent has had a vehicle accident in the last three years.

Naturally, among the groups of shiftworkers that have drawn the attention of the Centre's research are those whose roles have wider public safety implications. The Centre and its postgraduate students have looked at the effect of short naps on the functioning of air traffic controllers (they proved an effective way of improving functioning) and at the sleep-wake patterns and functioning of anaesthetists. A nationwide survey of hours of work for junior doctors is in the offing. "We've just had funding from the Health Research Council – the first big grant we will work on with Massey," says Gander.

And on the roads? Although sleepiness is highly likely to be a contributing cause in many road accidents, pinning the blame is difficult. "If you are looking for whether fatigue or sleepiness was involved in an accident, it's very hard to tell," says Gander.

Unlike for alcohol, there is no blow-in-the-bag test for fatigue and sleep deprivation.

"You really have to reconstruct the person's sleep history and the time of day and various other things to construct the case whether or not their function was impaired."

Teenage sleeping patterns

"The damned kid stays up all night then spends all weekend sleeping." The imprecation, or some version of it, must often be on the lips of the parents of teenagers. Now, according to Gander, science is providing – in some cases – an excuse note.

"There is some evidence that the circadian clock slips, or that sleep slips until a later time in the day, and it's biological; it's not just oppositional behaviour," she says.

"That delayed sleep phase is relatively common in people in their late teens and early twenties, and then it seems to rectify."

Biology is not the sole explanation. The sleeping patterns of adolescents are a tangle of developmental, physiological, social and cultural factors, according to Gander.

And you shouldn't entirely dismiss your unease if your child is up until the small hours night after night.

"At the extreme end, delayed sleep becomes a recognised sleep disorder where they can't go to sleep until two or three in the morning. If they have to get up and go to school then they end up being chronically sleep deprived," says Gander. She then follows with a caution: "But if they truly do have delayed sleep phase and you make them go to bed at 10 o'clock and they can't go to sleep until 1 o'clock then you can end up giving them sleep onset insomnia."

For her Masterate in Public Health thesis, Brigid Wilson has devised a questionnaire to untangle the factors that influence the sleeping patterns of New Zealand teenagers. The pupils of Wellington High School were enlisted to help. A repurposed US questionnaire would not do. "Apart from the language sounding totally wacky, it doesn't address the issues in their environment," says Gander.

One issue that has eluded US surveys is the use of energy drinks. "Yet here they are one of the most important coping mechanisms for the older teenagers."

The questionnaire looks at cultural, biological and belief issues, matters that may one day find themselves in a sleep module in the science or health curriculum.

In preparation for the survey's national use, a test run at Wellington High has already produced some interesting results. These show that as the students get older the gap between the time they spend sleeping during the week and on weekends grows and the sleep timing gets later. They also show that the students who lose sleep on school nights are more likely to have their own bedroom and more likely to have a TV, computer or games console there. "So there might be quite practical measures to deal with lack of sleep," observes Gander.

Developmental changes are going on in sleep across puberty and there is evidence from the US that kids who are chronically sleepy are more likely to be involved in drugs and alcohol and probably road accidents.

And what should parents do about those slothful weekends? "Letting them sleep in on weekends is very important. If they don't catch up on weekends, then when will they catch up?"

[if they were fatigued]? So often it is by a process of elimination. There was no other vehicle involved, there was no vehicle fault, no alcohol, someone drove off the road or into a bridge, then you assume they weren't controlling the vehicle and they might have been asleep.

"We are trying to move beyond this."

For over a year Commercial Vehicle Investigation Unit police officers have been giving drivers involved in truck crashes a questionnaire about their sleep.

"That comes back to us and we then match that up with the crash report from the LTSA database to see what percentage of the crashes we think involve fatigue."

Fatigue management research and education contracts have come to the Centre from the likes of BP, Boeing and Tranz Rail.

If sleeplessness is a national affliction, then what is being done about sleep disorders? According to Gander and most sleep experts, not nearly enough.

Often sleep disorders go undiagnosed. When they are spotted the treatment is often a GP's prescription for sleeping pills, and there are too few treatment facilities. Gander argues that our treatment of sleep disorders should be more systematic, as it is in countries like America and Japan, where the prevalence of sleep disorders is similar to our own. (One of the Centre's current PhD students has taken as her topic a systematic approach to the recognition, diagnosis and treatment of sleep disorders in New Zealand.)

The Centre is working with the Eru Pomare Māori Health Research Centre and the WellSleep Clinic to investigate the causes, prevalence and treatment of sleep disorders in New Zealand.

Sleep apnoea, a condition in which people stop breathing when they fall asleep and must wake to breathe, has come in for particular attention. Particularly common among Māori, the condition is associated with high blood pressure, heart disease and stroke. Often the sufferers are oblivious to their condition, even though they will have experienced fragmented sleep and daytime sleepiness as a result. (Usually it is their bed partners who will have noticed the symptomatic breathing pauses, snorts, snores and gasps.) The Sleep/Wake Centre is working on a questionnaire and an accompanying index that can be used by GPs to predict which patients are likely to have sleep apnoea and should be referred for treatment.

As for the open-all-hours society, Gander has mixed feelings about it. "Apart from the emergency services, the reasons for going to 24-hour service are to improve productivity and profitability. But if there is a consequence in terms of the health and well-being of the workforce, if their health fails or their marriage breaks down, then it seems to me that there is a cost being passed on to workers, their families and ultimately the community. So are we doing a cost transfer? I think there should be a debate. I am not saying that all 24-hour work is evil and dangerous. It certainly isn't, but we need to think about the consequences."

MASSEYlooks forward to reviewing Philippa Gander's forthcoming book Sleep and the 24-Hour Society

Professor Sally Casswell and SHORE, the Centre for Social and Health Outcomes Research and Evaluation

Being a country's pre-eminent authority on the sensitive area of drug and alcohol use carries its own responsibilities. It may also affect the company you keep.

When the Auckland-based SHORE centre, led by Professor Sally Casswell, was opened in November last year, the Prime Minister and a who's who of decision-makers in the public health sector turned up to endorse the initiative. Just a few months later, the centre hosted Health Minister, Annette King, who announced a research partnership between SHORE and the Ministry of Health's Public Health Intelligence Group, " aimed at improving the health of New Zealanders". The first major project will be a national population survey: more than 8000 people will be surveyed on drug use, both legal and illegal, providing an insight into who is most at risk of developing consequent conditions or diseases.

Casswell has been eminent in her field since the age of 21, as a postgraduate student at the University of Otago. Born and raised in England, she travelled by ship to New Zealand at the urging of an early mentor, psychologist Dr Jim Hodge. At Otago she chose the effects of cannabis for her thesis and acquired the first 'licence' to legally administer cannabis in New Zealand. "I had a freezer full. The aim was to analyse the cognitive effects of the drug on volunteers, often selected according to their physical size."

Naturally she was subject to intense media interest. "Yes, I achieved a relatively high profile. That has proved to be useful."

Journalists quickly recognised her ability to demystify the complexities of drug and alcohol research. Casswell, for her part, regards sharing her knowledge and research results with the public as part of her job. "Not least because they have often contributed to the research and, if the research influences policy, then they may stand to benefit."

For her PhD, this time at the University of Auckland, she shifted her attention to alcohol use. The move was timely. Little was known about how New Zealanders used alcohol, and change was in the wind – the Alcohol and Liquor Advisory Council would be formed in 1976. Research projects were proposed, most to be funded by the Medical (now Health) Research Council. The University of Auckland, with Sally Casswell, won key contracts and set up an Alcohol Research Unit. Then in 2002 came the transfer to Massey University and the creation of the centre for Social and Health Outcomes Research and Evaluation . SHORE has more than 20 social science researchers on its staff and works in partnership with Māori research group Te Ropu Whariki.

Casswell is an advocate of what she terms 'multi methods'. "You never stick to one approach. You take an issue, which may be an important problem for New Zealand, and apply as many research methods as necessary to solve it."

Wayne Mowat: Massey University in Auckland is embarking on a three-year study of the effects of alcohol marketing on young people. The World Health Organisation has recently highlighted the problem globally and New Zealand's Health Research Council is funding the Massey study to the tune of $600,000. The work will be done by the Massey Centre for Social and Health Outcomes Research, and its director, Sally Casswell, says it's the first of its kind in the world. Reporter David Stevenson has enlisted some thoughts from young people themselves and he talks to Professor Casswell.

Casswell: New Zealand is particularly interesting because we had a major policy change in the early '90s which allowed alcohol brand advertising on radio and television for the first time. We've had some pretty sophisticated television and radio campaigns since then. We're now getting exposed to a wide range of marketing, as is happening internationally. Internet marketing, for example. So we know young people grow up very much exposed to images of alcohol.

David Stevenson: Daniel, Paul, Terri and Kate are your average 15- and 16-year-olds. In a completely unscientific bit of research I talked to them about their attitudes towards alcohol and alcohol advertising.

Girl: Um, when I was probably like 11 or something, I started looking at them. You don't really notice them until then. I started noticing the Speights ads because everyone kind of, like, jokes about them at school.

Boy: Good on you mate.

Stevenson: Now you're drinking beer. What about the alcopop ads and things like that?

Boy: Alcopop?

Girl: Alcopop?

Stevenson: Well you know, the sweet drinks?

She sees how society handles the question of access to alcohol as symptomatic of wider social, political and ideological trends. "For example, when New Zealand moved to neo-liberalism in the 1990s, laws on alcohol were also liberalised including the review of the Sale of Liquor Act. Debate shifted, deregulation was discussed, then there was wine in supermarkets, the lifting of restrictions on television and radio advertising."

What drives her? Is it the desire to make a difference, to change minds and policy and improve outcomes? Or is it the research itself, the lure of discoveries waiting to be made. "I ask myself that, too. On the one hand, there is nothing quite like the arrival of a new set of statistics with new data to analyse. It's a fresh pleasure and the tricky bits are great fun. But I couldn't imagine doing it, for example, to sell a product. It wouldn't fit what I see as my purpose in life, to contribute to the community."

SHORE and Te Ropu Whariki maintain a well trained (and appropriately paid, says Casswell) field team of multi-lingual survey interviewers who operate a computer-assisted telephone interviewing (CATI) laboratory. The system allows high-quality social and health survey data to be collected from a range of population groups. A current project is a telephone survey, in four Pacific languages, of Pacific Island drinking patterns.

Casswell particularly values SHORE's partnership with Te Ropu Whariki. Helen Moewaka Barnes says it is important to ensure you are accountable, that the people you have worked with are among the first to learn the results. Casswell adds that she has learnt much from Barnes's group about ensuring that research on delicate social issues is rigorous but also respectful of people. "We know that Māori, for example, have sometimes felt 'over-researched'."

Casswell is also Chair of the World Health Organisation Alcohol Policy Strategy Advisory Committee, and SHORE researchers have managed WHO projects. In Geneva, Casswell recently met (at his request) "a representative of the largest alcohol producer in the world, to discuss some WHO concerns. These really are real world issues." (However, she adds that the Asia-Pacific region is becoming the world's biggest and most lucrative market for alcohol).

At home, Casswell has her own concerns, as the mother of a teenager. Which drug would she least like to see him using? "Cigarettes." And the obvious question, impossible not to ask: Does she drink? Yes, most nights, around two glasses of wine. That's it."

SHORE, the Centre for Social and Health Outcomes Research and Evaluation, is dedicated to relevant policy and community research and evaluation. The centre is committed to the Treaty of Waitangi as the framework for achieving social and health goals and works closely with **Te Ropu Whariki**, a Māori research group directed by Helen Moewaka Barnes.

Between them, the two teams are expert in alcohol and other drugs, Māori health, the effects of location on health, M¯aori identity, youth mental health, and nutrition and body image. Their methodological expertise includes the design and implementation of social survey research, programme evaluation, community action research, kaupapa M¯aori research and the use of a qualitative methodologies including discourse analysis.

Boy: Dolly water.

Girl: In the ads, people who drink that stuff look cool. If I didn't see the KGB ads and the Vodka Cruiser ads and all that sort of thing, it would probably just be the straight vodka that you mix for yourself. But we see the good alcohol on TV.

Boy: And they're safer than a whole bottle so your parents are more likely to give you, like, a box or like a six pack of KGBs than give you a bottle of vodka.

Casswell: The industry needs to continually recruit new consumers of alcohol because they're continually losing people from the other end, as they die or mature or get mortgages or whatever. So they're obviously interested in not losing their consumer base. We've certainly seen increases in the amounts young people are drinking over the past 10 years. And yes, I think it's quite clear that some of the products that have been developed and some of the ways of marketing are very attractive to young people. There's a lot of sponsorship. If you go onto some of the beer company websites, you'll see linkages with radio channels and radio programmes that are very much targeted at young people. You'll see there's sponsorship of big events like the Big Day Out. So there's very clearly explicit linkage with youth culture. Alcohol brands are really like other brands that kids identify with. In a sense they promote their own identity by being identified with the brands.

Boy: Especially people younger than us, they're into, like, Lion Red and stuff all the time. You see them with boxes of Lion Red.

Girl: The man's drink.

Girl: It's getting really common amongst younger people now. You see a lot of kids on the street drinking…11 and stuff, out on the streets and, like, just drinking. They don't tell their parents, they say they're going to the movies. I don't know where they get the alcohol from…

Stevenson: So do you think they're being influenced by the advertising?

Girl: The ads look cool to drink.

Boy: And they'd probably be influenced by older people.

Boy: Like us, yeah. Because we drink they think, oh, sweet.

Casswell: The project will take three years. The Health Research Council is interested because some of the ideas that we gain should be useful for thinking about health promotion and ways of talking to young people about healthy responses. They might also be useful for the policy debate around alcohol marketing and whether what's happening now is appropriate or not appropriate.

Girl: Whenever a new drink comes out, the new ad comes out. And, like, they change alcohol to make it seem you'll be smarter and have more fun if you have it. There's the ad where they get in a plane with all these rich people and go and have fun and say the beer made them.

Casswell: What we're trying to do in this research is get a picture of the way they and their friends are seeing the world. Through very, very careful, very detailed analysis of what they say, we hope to understand whether there's a relationship between the kind of images they're receiving and the values they're incorporating into their daily lives. What is the relationship between the way they see the world and the way they see alcohol and the way they see their relationships with their peers and so on? So, it's trying to get a sense of their understanding of their world and the meanings they bring to what they see and hear. We're looking at their truth, if you like, and what it means for them.

Stevenson: Do you go back to them to see whether their ideas change?

Casswell: Yes, we're starting with groups of young people at different ages. We'll go back to them several times over the three-year period, hoping to pick up the way in which their ideas progress. These are very key years, from 13, 14, 15, 16 and 17, in terms of building a relationship with alcohol. These are the years when young kids are generally starting to want to drink, and see their peers drinking.

Girl: Like, when a new drink comes out, you kind of look at that and you think oh, I'd better try that. Because otherwise you can't really walk into a liquor store and go, oh, just having a look around. So we see it on TV and think, oh, I'd better get someone to get that for me so I can try it. That's the only way under 18 people can actually see the alcohol and the stuff that's new.

Stevenson: Does it differ from culture to culture within New Zealand or from socio-economic groups?

Casswell: That's one of the things we'll be looking at. We will look at both Māori and non-M¯aori in this research and yes, I would say that there are most definitely cultural and socio-economic differences in norms around drinking.

Stevenson: Can the results from a New Zealand survey such as this be relevant to other countries?

Casswell: Yes, certainly they will be. We know that in many ways New Zealand is very similar to other industrialised countries, and increasingly youth culture is a global culture.

Boy: Like that new Lion Red ad, they've got the dudes and the chicks on it, sweet.

Boy: Alcohol makes your butt look better, that's what they portray on the ads too.

Boy: Pick up the chicks.

Abridged transcript from National Radio's In Touch With New

Associate Professor Chris Cunningham and Te Pūmanawa Hauora

Dr Chris Cunningham's academic start was in photochromic compounds, unpicking the chemistry behind sunglass-tinting compounds. His subsequent career has been about creating lenses to see public and social policy in a new light, making sure the range of the spectrum labelled 'Māori' can be seen clearly by the official gaze.

Cunningham, the director of Massey's Te Pūmanawa Hauora Māori Health Research Centre, will ensure there is a Māori dimension – and a Māori workforce – where needed across all aspects of the new Research School of Public Health.

From Ngāti Raukawa and Toa Rangatira, Cunningham was born and raised in the Hutt Valley, entering Victoria University in 1979.

"Back then any Māori student with aptitude was shepherded into law or medicine. I didn't want to do that. I did science, one of few Māori to do so," Cunningham says.

After earning his doctorate, Cunningham was "recruited into the cause" to work for Manatū Māori, the short-lived Māori policy ministry that replaced the old Department of Māori Affairs.

The Ministry contained a mix of idealistic university-educated Māori, many in their first public sector jobs, and people with some public sector experience. Public policy was still in its relative infancy, especially in the Māori area, and staff broke new ground.

"The stuff I helped develop was a monitoring framework for the government sector, monitoring responsiveness, how do you measure outcomes for Māori.

"When Manutu ended I shifted to the Ministry of Health and translated that to health; How do you as a provider measure Māori needs and aspirations? How you measure outcomes on Māori terms.

"There are subtle differences. The outcomes for Māori the mainstream always measures are not the same as Māori outcomes.

"The mainstream measures health, not hauora. It measures physical health, mental health and independence, where Māori would want to measure spiritual health and whānau health and interdependence as well.

"Hauora is not the Māori word for health. It is a related but different concept. There are collective and social elements to it."

In 1996 Massey's head of Māori studies, Mason Durie, "wandered up to my desk in the Ministry and asked, 'Are you happy in your work?'"

He wasn't unhappy, but the opportunity to build up a leading-edge Māori research organisation was too good to pass up.

"A PhD is not a load to carry, and if I can assist other people to get there, I will," Cunningham says.

Much of his work involves recruiting and supervising Māori masters and doctoral candidates, which involves challenges not seen in other parts of the university.

"The average Māori doctoral candidate is more mature, with families and mortgages, and they are likely as not in a reasonably well paid job, so the prospect of becoming a poor student is no attraction.

"We have received help from the Health Research Council, and we augment that in the school to allow people to spend three or four years studying."

Cunningham says by having a research school, Massey provides much of the infrastructure needed by graduate students and gives them a collegial environment so they don't repeat others' mistakes.

The structure also allows the school to pass on many of the methods it has developed for 'Māori-centred' research.

"We do research at the qualitative end, not the quantitative, which usually depends on good interactions with Māori respondents and maintaining good relations with communities.

"Mason calls it research at the interface, combining orthodox methodologies with the ability to work with Māori on Māori issues," Cunningham says.

"Consultation is not something we see as pro forma and a necessary evil, but it is the way we work every day – so some Pākehā researchers can contribute to Māori health and Māori can and do work in the mainstream.

He says public health is the mainstream discipline that comes closest to what Māori perceive as hauora, and he wants to strengthen that approach. "Our approach is to take a true public health focus, how to maintain wellness, how to invest in keeping well, not what you do when you get crook.

"The same conditions which kill all New Zealanders kill Māori – cancer, heart disease, stroke. You can reduce the relatively high Māori mortality level by maintaining a level of wellness.

"That leads to questions of what Māori models can be used. It is hard to maintain a healthy diet on a low income because bad food is cheap food. The skill is how do you design good nutrition around the realities of the food we eat.

Te Pūmanawa Hauora has focused on the whānau, with much of its work fed by a massive longitudinal study of Māori households.

"The received wisdom is what distinguishes Māori is collectivity versus individuality. So what is the collective?

"Whānau units have withstood colonialism and urbanisation much more than hapū and iwi, so that is a collective you can use. The others are possibly notional for many Māori people."

The focus on whānau leads to questions about how well health can span generations. A lot of that has to do with expectations Māori have of health services.

"Māori expectations around health are often humble indeed. When you go to the area of greatest need, the expectation is to see health professionals occasionally.

"The prospects for a whānau taking a well baby to a GP for a check up to be told they have a well baby, it doesn't figure. Rather than being seen as an investment in wellbeing, health care is something that happens in a crisis."

He says Māori want research which suggests solutions, rather than research which describes them as victims and measures what is wrong.

"The health system in New Zealand is so different from indigenous systems elsewhere. Māori health has always been mainstreamed, it is nothing like Australian Aboriginal or American Indian systems where people go to different places for health services.

"Most Māori will encounter mainstream provision, so the question is how do you make mainstream more sensitive without misappropriating Māori culture? What will you do differently tomorrow than you did yesterday?"

The trouble with boys

It's generally known that boys aren't as good as girls at language, but in compensation they are better at science and maths, right? Wrong.

On the gender report card the boys lag behind in every area of the school curriculum. More girls pass Bursary. More go on to university. Boys, on the other hand, dominate the special needs education programmes.

That things might continue like this worries Michael Irwin, a former school principal. It was while a teacher that he recognised that around 80 percent of the kids he was seeing in special needs programmes were boys.

Now as a lecturer in the Department of Learning and Teaching at the College of Education at the Albany campus, he believes he has a chance to change things, to find out just why boys are failing and what schools can do.

The evidence that boys are lagging is incontestable. Reports produced by the Education Review Office and the Ministry of Education have both concluded that boys are not achieving as well as girls. A Christchurch study by Professor David Ferguson, which has followed a group of boys and girls for the past 25 years, again shows the boys consistently achieving less well than girls. Boys perform more poorly than girls in standardised tests and are more likely to leave school without educational qualifications.

A number of schools have launched initiatives in response. It is these that Irwin has set out to investigate, his work assisted by Massey University research funding.

He will focus on four or five schools and their strategies, such as mentoring schemes, single sex classes and withdrawal programmes. He will evaluate the programmes and interview the boys about their perception of the programmes and their attitudes towards education.

There are two schools of thought about why boys fail. The first attributes the failure to achieve to a lack of male mentoring or positive role models. Boys often have less contact with males as role models these days. Many are brought up without a strong male role model in the family, and our primary schools have fewer male teachers – to the point that many children will go from pre-school to high school without having had a male teacher, Irwin says.

"Boys have less contact with males in general, so how do they learn to become male?"

The role of organisations like Scouts or Boys' Brigade has also diminished, leaving still more of a void, he says.

"We can say to boys 'hey, reading is fun', but they never see a male reading, only mum or their [female] teacher. Boys need to see men doing the things we want them to do."

Some schools have tackled this by setting up mentoring schemes that pair boys with men or older

boys who act as role models.

The second school of thought has to do with boys being given mixed messages by the portrayal of males in the media. Irwin says the media presents either the tough guy 'Rambo' image, which starts as early as the indestructible cartoon character, or the 'fool' image. "You often see the TV male who is a fool, and whose wife is the bright partner who suffers the fool.

"Boys are getting such mixed messages. They're being told 'we want you to be tough, but at the same time you should be sensitive and caring'."

Peer pressure is another problem, Irwin says, contributing to boys' poor performance in the classroom and even their early exit from the school system.

"It's seen as more cool to be a fool than to achieve. So some boys opt to muck around in class rather than stand out as a 'nerd' or 'wuss'."

Boys are very conscious of what their peers think of them, Irwin says. Their fear of failure curbs their classroom participation. "They don't answer questions because they don't want to risk being wrong, and having their peers laugh. And after puberty there are the hormones to deal with, too. They start to worry about what the girls will think of them."

There's no doubt that males and females think differently, Irwin says.

"This was much publicised in the 'Venus and Mars' books. To a certain extent we use our brains differently. It starts in childhood and affects not just behaviour, but learning too."

There's plenty of overseas research to suggest that boys and girls learn differently, he says, and school programmes need to take this into account when presenting information and structuring lessons.

Boys learn better if they are given a set goal in a set time and the lesson is broken down into chunks of time, Irwin says. "This suits the way boys focus in on things."

We need to look at teaching strategies and use ones that will benefit boys and girls. "As an example, if you asked a class to discuss the reasons why World War II started, the girls would answer the question better. But if you said 'I want you in the next 20 minutes to write five reasons why World War II started' the boys would cope with answering much better."

Boys are competitive, Irwin says. They respond well to a challenge, so giving them certain tasks to do in a certain time suits them, getting them to compete with one another.

They also like rules. They need clear boundaries and to know the consequences if they break the rules, he says.

"If a group of boys goes out to play, they'll form two teams, establish the rules and play. If an argument breaks out it'll be because someone's broken the rules."

Irwin has identified a number of elements that feature in successful teaching strategies for boys: clear, structured programmes; short chunks of

Continued page 33

Company Founders

Anton Masutti & Murray McCallum

Bachelor of Business Studies

A growing success

Business partnerships are often said to be the best way of killing a friendship, but Anton Masutti and Murray McCallum are better mates than ever.

"We've done the very hard yards together from day one," says McCallum. "We don't always agree and often disagree, but we have deep mutual respect and it never becomes personal."

The old university mates, both business graduates, came up with the concept for their produce trading company, Delica, over a few beers and set out with just $80,000 in capital six years ago. It now turns over $55 million annually.

Delica exports 35 different fresh fruit and vegetable varieties throughout the world, supplying international markets year-round. It has divisions in New Zealand, Australia, China and the United States.

Says McCallum: "We have become known as a one-stop shop for asparagus." Importers in Taiwan, Japan or Korea know that the Delica group can supply asparagus 12 months of the year from Australia, New Zealand, Mexico, California, China or Washington. Over 4200 tonnes of asparagus were sent to Japan and Korea in 2002.

Delica also sends stone fruit, strawberries, onions, avocados, blueberries and citrus to markets such as Japan, North America, Asia, Europe, the Middle East and Australia.

When Masutti and McCallum teamed up, friends were initially sceptical. They are different. "He's the master of time management and organisation and I'm not," says Massutti.

Masutti describes McCallum as possessing a terrier-like propensity for pursuing opportunities – an ex-rugby hooker characteristic.

McCallum sees Masutti as a people person. "He lives for his family and his friends – and he has a tonne of them. He will always go the extra yards for people. Growers are, in the main, a very down-to-earth lot and really appreciate and value this quality."

What they do share are bedrock beliefs about the importance of people and relationships in business. "And this I guess is a big factor in our company's growth," says McCallum.

Masutti talks about 'win-squared' relationships. Companies that take their suppliers for granted and don't fulfil their financial commitments have jeopardised the industry, he says. Delica makes a point of looking after its suppliers, listening to their needs, and paying promptly.

"It all comes down to relationships," says McCallum. "The relationship is a partnership between the grower and us and Delica and the importer and even the importer and their buyers or end consumers. If all of these relationships are based on trust and the long haul then selling fruit and vegetables becomes much easier. Everyone has a vested interest.

"When we set out we recognised there was an opening for the likes of us to show some enthusiasm and initiative and give the growers and importers what they wanted. It comes back to this partnership philosophy, not the 'us versus them' attitude that seems to be so prevalent in a lot of business relationships. Business is really quite easy. I find it unbelievable so many companies do it so badly," says McCallum.

Where appropriate, Delica practises vertical integration. Masutti says this means a more consistent product because the operation can be controlled from the grower to packing, all the way to market. The company owns more than 50 percent of its two pack-house operations here and in the US and it has recently invested in a South Auckland organic orchard.

But they only ever become involved when their own growers don't have the critical mass or they simply can't find the right growers to form a partnership relationship with, says McCallum.

Sourcing product from Australia and the US as well as locally means the company can't always use the New Zealand 'clean green' tag. "We do capitalise on that image when we market produce from New Zealand. But lots of countries are clean and green. Since the late 1980s everything New Zealand has exported has been promoted as clean and green – it's losing its gloss."

He says it's more important to sell on quality at a higher price, which is the only way to recover the additional costs in labour and transport of getting New Zealand produce to market.

The company's meteoric growth has been its biggest challenge. There are now 32 full-time staff and 11 subsidiary or joint venture companies under the Delica umbrella. The structure is intended to encourage staff to become shareholders in the businesses they work for. "It means good people can be on your team, instead of against it," says Masutti.

Masutti keeps a daily watch on the balance sheet, "so I can sleep at night". Consolidation is an aim – "though we say that every year and then some opportunity comes up".

Their plan is to focus on kiwifruit and apples in the short-to-mid term and to acquire more tangible assets. "We don't just want to be a trading company. Take away the people and you've got nothing. We want to build up the assets of the group," says Masutti.

The potential of the business is only limited by the energy of the directors, says McCallum. "This business is all-encompassing and requires high energy levels. Burnout is an issue, that's why we constantly need young people coming through the ranks."

And many of the people Delica works with happen to be Massey people. In 1985 Masutti was on the same rugby team as Michael Hardy and Clifton Shaw. Shaw was also a Palmerston North flatmate and friend. Philip Bird was another friend.

These days Clifton, Shaw and Bird are the majority shareholders in Integrow, which exports squash and onions, and in which Delica itself has a small shareholding.

Among other Massey alumni are Snow Hardy, the managing director of Delica Apples and a major Delica shareholder, and Chris 'Mungi' O'Neil, who jointly owns Delica's organic apple orchard.

But, acknowledges Masutti, his consciousness of the importance of relationships perhaps coming to the fore, there are non-Massey graduates as well. Sarah McCormack, who has been with Delica from the start, and ex-King Country prop Alastair Hulbert get

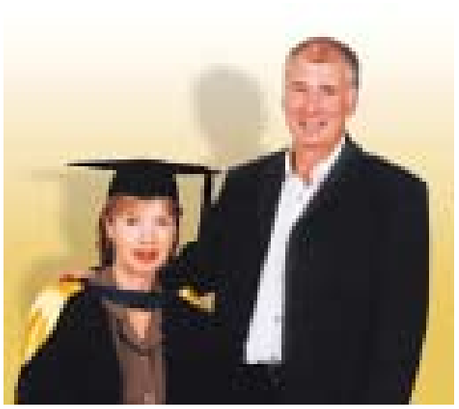
Anton Masutti

Extramural student & veterinarian

Jan & Adrian Rhodes

Master of Human Resource Management & PhD

Anchorlanders away



The dodo that perches on a table in Jan and Adrian Rhodes's living room is kitsch, Jan concedes. But the obligatory souvenir is a reminder of what she calls their "off the wall mid-life Mauritian adventure".

The adventure began when a curious job advertisement came across Adrian's desk when he was president of the New Zealand Veterinarian Association. The ad called for an animal reproduction specialist to work on an aid project, sponsored by London's Commonwealth Secretariat, to help boost the artificial insemination rates in Mauritian cows. The successful applicant would be under 45, French speaking and have recent experience in tropical countries.

Adrian was certainly an animal reproduction specialist. He had graduated from Massey University's first intake of veterinary students in 1967, had gained the first veterinary PhD in New Zealand, and had spent his career specialising in animal reproduction. But he was heading towards retirement age, spoke only English and had no recent tropical experience.

Nonetheless, he took the ad home. And when Jan happened to read it she was instantly excited.

Says Jan, who was then an applied science teacher at the Auckland Institute of Technology: "We had to make a decision, which involved both of us resigning from full-time jobs and going somewhere we knew nothing about."

With their four children independent, they were in a position to leave the country for a couple of years, so Adrian "put his name into the hat" – and landed the job.

The Auckland couple arrived in Mauritius in January 1998.

Fringed by coral reefs, Mauritius is an African island group in the Indian Ocean, just off the east coast of Madagascar. It is a prosperous place by African standards. The main export is sugar cane, the tips of which are often mixed with grasses to feed the cows.

Adrian and Jan moved into the island's central plateau district of Floreal and Adrian went straight to work. "I just arrived there running," Adrian remembers. "And I loved the place, loved the mountains and the sea."

In the streets billboards promoted the Anchor milk brand, and Adrian took to telling farmers "'I'm from Anchor-land'. Instantly they could recognise me as a New Zealander," he says.

He found English, the official language, was widely used. If he had to communicate with French or Creole-speaking farmers, a project technician was always on hand to translate.

The artificial insemination service gave farmers, who typically kept only four or five cows indoors, hope of a new calf to sell and milk to feed their families.

Says Adrian, "We pregnancy tested every cow and seeing the smiles on the faces of the farmers [when we were successful] made everything worthwhile."

During the two-year project cow pregnancy rates doubled to 60 percent in some areas, above the percentage rates of countries like America.

"We got results in a country where farmers were mostly women, mainly elderly and mainly illiterate," says Adrian.

Yet Adrian and Jan found fresh milk was hard to come by. Says Jan, "The village cows provided milk for the farmers' families. There was no commercial milk production at all. We lived on powdered or UHT milk. Pavlovas are not quite the same with UHT cream."

For Jan, a fluent French speaker, Mauritius provided case studies for her Massey extramural diploma in business administration and master's in human resource management.

She sought special permission to use the University of Mauritius library for research. "I was one of the only white faces and was far older than all the other students. I used to go in and sit in my little cubicle and write furiously from books because quite often the photocopier wouldn't work."

Textbooks went too when Jan accompanied Adrian on his business trips, for example to mainland Africa to visit a women's development project and a dairy co-op at Mt Kilimanjaro.

Outside work, Jan and Adrian took up golf, walked in the Black River Gorges National Park and went to lots of dinner parties with other ex-pats.

Jan shopped at street markets for fresh ingredients and colourful Creole spices, but found that she could not get good-quality fresh meat – the one thing she missed from home.

In 2000 the aid project ended and Jan and Adrian were packed and ready to leave when Adrian was appointed to restructure the Mauritian government's veterinary service.

He and the rest of the island learnt about his new 12-month contract through an announcement in the newspaper.

They finally came home in December 2000. Since then, Adrian has taken off his veterinarian gloves to tend to an assortment of do-it-yourself projects on their Auckland lifestyle block while Jan works part time as a human resources consultant.

But memories of Mauritius are never far away. Says Jan, "The experience gave us a vastly heightened awareness of an entirely different way of living."

This summer the couple walked around Lake Waikaremoana. "We were amused by a comment from some young enthusiastic environmentalists from Holland [who said] that it was great to see people of our age doing the walk! Little do they know that there are a few adventures left in us yet," says Jan.

Sign off on the Buckle Street project – putting it in

The granting by the Wellington City Council of a final Code Compliance Certificate in November 2002, after the Council had previously granted an interim Code Compliance Certificate, marked the official end of the Buckle Street project – including the refurbishment and renovation of the former Dominion Museum. For the Project Team and the University, this represented a milestone and a triumph. In the year since the building was officially opened on Sunday 25 November 2001, as the front door for Massey University's Wellington campus, it has won more awards than any other University building.

The refurbishment of the Museum Building and the conversion of the adjacent Hector Building annex into the Industrial Design Centre have been acknowledged by the experts as projects of great quality. Awards include a 2002 Excellence Award from the Property Council of New Zealand for excellence in property investment and development. At the awards in 2002, the Prime Minister Helen Clark noted "the restoration of a national heritage building of considerable importance to New Zealand". It is the first time a University project has achieved an Excellence Award. Previously the Study Centre and the Quad Block at the Albany campus and the adidas Institute of Rugby at Palmerston North have received Merit Awards.

The project has also won awards from the New Zealand Institute of Architects and received an important stamp of approval from the New Zealand Historic Places Trust. In a letter to the University, the Trust rated it as "one of the finest conservation projects the Trust has ever had the pleasure to support". The letter said the conditions of the original consent had been admirably filled and the approach to restoration had been enlightened. It was "a superb re-use of a particularly significant building".

Individual members of the Project Team also brought special qualities, skills and experience to the project. Development Director Barry Clevely has been a property consultant to Te Papa since 1994. He negotiated the sale of the former Dominion Museum to the Wellington Tenths Trust, who eventually became the University's partner in the ownership of the project. Mr Clevely says: "My earlier involvement in the sale to the Tenths made me realise the museum's potential as a University building."

The then Vice-Chancellor, Professor James McWha, asked Mr Clevely to negotiate the 50 percent arrangement with the Wellington Tenths Trust and then to put together the project team. The main consultants on the project were Cresswell Munro Limited, Tetrad Design Group Limited, Dunning Thornton Limited, Maltby and Partners Limited, Ian Bowman and Connell Wagner Limited

The construction began in early November 1999, after the appointment of Fletcher Construction Ltd as Contractor. Fletchers had built the original building in 1934.

There were four definable 'sites' for the project: the former Dominion Museum building; the Hector Building; the linkway between the two sides of the campus; and the site work. The former Dominion Museum building is 12,821m^2 and the Hector Building is 2,535m^2.

The success of the project required meeting a number of major challenges, including the constraints of the facilities and the construction methods of a 1930s building, which carried the highest categorisation by the Historic Places Trust.

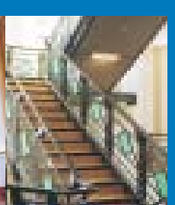
Barry Clevely says the team worked closely with the heritage architect Ian Bowman to find solutions that met objectives. "As a result, the Project Team regarded the project as a fantastic opportunity and as creating something very special."

He says the grandeur and success of the building could not be duplicated today, in a green fields project.

Project Manager Dave Munro describes the project as "very complex in terms of project management". Complexities included the fast tracked nature of the contract, the historical significance of the building, and the end use of the development for tertiary education. He also says he is "very pleased with all aspects of the final outcome, which achieves a very good utilisation of the space. Its use as a university building provides an appropriate status for a national monument".

New Wellington Principal Professor Ken Heskin has been impressed with the building since he arrived to take up the position in September 2002. "It is a superb building that will only fully realise its



The trouble with boys

Continued from page 30

intense work; set goals; plenty of positive praise; hands-on, active learning; use of fun and humour.

Irwin also thinks, paradoxically, that by better tailoring teaching to the boys, the girls will benefit. "Boys get more time from the teacher. They are more off-task, need more discipline and more time spent on remedial programmes. So if teachers use these strategies, they will have more time to spend with the girls."

It's about developing a range of teaching styles to suit both, Irwin says, and sometimes it's better to split them up to let them tackle the same activity in a different way.

Girls talk more than boys, speaking 30 percent more words over a day than boys. And they talk more from an early age – to toys and dolls and playing schools – so it's natural they are more adept with language.

"So you might get the girls together in a discussion group, then collate their ideas, but get boys to come up with a certain number of ideas on their own in a given time."

The only drawback, Irwin says, is that the boys will only come up with the number of ideas asked for, even if they know more. Boys need, then, to be encouraged to give more.

Some New Zealand schools are experimenting with splitting classes into single-sex groups for certain subjects, particularly at intermediate and secondary age. Generally language and maths are targeted, and Irwin says research so far indicates that these programmes have succeeded. He would hate to see all our schools become single-sex, though.

"We need a balance of strategies, so we are working both for boys and girls. And it's more about looking at what messages we're giving to boys. Take the end-of-year prizegiving at most schools – the biggest trophies are for sports, while the person who wins the maths prize gets a calculator. What does that tell them? The emphasis is on being tough and sporty."

Boys need good role models and clear messages about what it is to be male, he says.

"Boys hide their feelings behind a mask. They need to know it's okay to say they're worried. They need to be encouraged to open up and they need lots of positive praise."

Irwin advocates the use of more arts in schools. "Some schools are turning to drama to help boys learn to express themselves, and I think it works. It gets behind the mask they're wearing and helps them learn to open up.

"And if they can learn to do that we might find a solution to the distressing problem of young men in our society committing suicide because they're having trouble sorting out their masculinity and where they fit into society."

Alumni and Friends Manager
Shelley O'Dwyer

It's exciting and inspiring to discover what Massey alumni are doing locally, nationally and globally! We had an amazing response to the alumni notes and news segment in the last edition of the magazine. Cast your eye over the notes and news in this edition – perhaps you recognise a classmate, colleague or friend? If you are interested in what has been happening in your classmates' lives, why not tell us about your own. Keep us informed of your news and current address by completing and returning a 'Keep us Posted' form. You'll find the form in every edition of MASSEY or on http://alumni.massey.ac.nz

As we develop, we consistently look for ways to offer benefits to you. Our discounted library membership has been very popular, and we have been delighted to help a number of you re-connect with friends and classmates. Reunions are a big focus for us this year and we look forward to seeing you at these events.

Thank you to all who participated in our Court of Convocation election, which saw Liz Gordon and Dick Hubbard elected as alumni representatives to the University Council.

Dick Hubbard, known for the cereal products that bear his name, is a leader of the business for social responsibility movement in New Zealand and is chair of the National Parks Conservation Foundation. He is also a member of the Business Council for Sustainable Development and the Outward Bound Trust. He has received a number of awards, including the Order of New Zealand, and is a Massey graduate in food technology.

Dr Liz Gordon graduated PhD from Massey and also lectured at the University. She entered Parliament in 1996 as an Alliance MP and chaired the Education and Science Select Committee. She is currently involved in a range of teaching, research and policy projects, including a proposal for an investigation into income inequality in New Zealand.

The field of candidates for this election was outstanding and we look forward to working with our new members of Council.

ALUMNI BENEFITS

Discounts, benefits and services have been negotiated with the following businesses for Massey University alumni.

Massey University Library

Massey University alumni are granted special borrower status with the Massey University Library. An annual payment of $100 (which is a 50 percent discount on the normal rate) entitles alumni to the borrowing privileges of an undergraduate distance student. Books are able to be borrowed in person or sent in the post within New Zealand. Contact alumni@massey.ac.nz for more information.

Career Move

Massey's unique on-line career management programme is specifically designed for alumni, students and staff. The programme is provided at a special Massey rate of $125.00 (incl GST). This enables you to register on-line and access information about what you need to do to be a front runner in today's job market, as well as activities that will sharpen your career management skills and accelerate your progress towards your career goals. For more information go to http://careers.massey.ac.nz/careermove.html

Kanuka Grove Book and Resource Centre

Kanuka Grove supports Massey University alumni with a special discount of 10 percent on all trade items. Open Saturday from 10.00 am to 2.00 pm, happy to respond to e-mail requests for that special title, they would love to hear from you. Kanuka Grove is New Zealand's biggest Teachers' Resource Centre, stocking a huge variety of products. These include fabulous books for children and adults alike, as well as educational resources more specifically focused for teachers and parents. Just drop them a line. Contact: Adrian Phillips Director, Kanuka Grove, College of Education, Hokowhitu Site, Centennial Drive, Palmerston North, phone 06-351 3329 fax 06-351 3324 http://Kanukagrove.massey.ac.nz

Massey University Credit Card

If you choose the Massey Credit Card, Massey University automatically receives a minimum of $10 a year from Westpac, which will contribute to the range of scholarships we can offer. You can earn hotpoints to gain a range of great rewards including Air New Zealand Airpoints®. For more information, or to get an application form, call 0800 557 600 or contact Massey University on 06-350 5865, or alumni@massey.ac.nz

Find a Classmate

Looking for a fellow classmate, graduate or staff member? The Office of Development and Alumni has an up-to-date database containing over 50,000 names. Email, write, phone or fax us with as many details as possible and we'll help you make contact. Also, check out our ever-improving website where we post information if someone is looking for you. Please note, the Office of Development and Alumni complies with the Privacy Act and will not release personal information without permission.

1949

Robin Johnson, MAgrSc '53, spent from 1954 to 1956 at Oxford University; from 1957 to 1958 in the Colonial Service; from 1959 to 1965 at the University of Rhodesia; and from 1966 to 1971 at Lincoln University. From 1972 to 1993 he was with the Ministry of Agriculture, with a break from 1986 to 1989, which he spent as a research fellow with the Centre for Applied Economics and Policy Studies at Massey's Palmerston North campus.

Byrt Jordan, DipAg '49, was a farmer from 1951 to 1976, then in 1977 joined the Auckland Harbour Board as an accounts clerk. He retired in 1983.

1955

Blair Dixon, BAgSc '55, began his working life at the School of Dairy Technology at Werribee, teaching factory staff and carrying out research and development. In the late 1960s the school became the Gilbert Chandler Institute of Dairy Technology, and in the 1980s the education and research roles were separated, Blair staying on in research. Eventually the Gilbert Chandler Institute became the Food Research Institute. Blair resigned at the end of 1987.

1962

John Falloon, DipAg '62, is a former Minister of Agriculture, 1990-1996; Associate Minister of Finance, 1981-1984; and MP (1977-1996).

1963

Allan Griffin, BTech '63, left Wattie Canneries in 1963 and worked in the public sector in Victoria for 35 years. He is now a retirement fund trustee and the executive director of a number of companies. Allan teaches part-time at Deakin University and the Securities Institute. His subjects are retirement planning and corporate and government finance .

1966

James Fraser, BTech '66, first graduated with DipDy in 1953, then returned to Australia, where he worked in the dairy industry until 1959. In 1960 he returned to Massey, graduating with his BTech. Again he went back to Australia, this time to work in food research. In 1970 he joined New Zealand's Department of Health, Food and Nutrition, where he worked until his retirement in 1990, when he then held the positions of assistant director of the Food Standards Division of Public Health and chief scientist in the Health Protection Programme. Jim was made a Fellow of the NZIFST in 1977 and a Fellow of the AIFST in 1982. In 1990 he was the recipient of the JC Andrews Award for Distinction in Food Technology. Jim was a member of the New Zealand Consumers Institute Council for 12 years and the New Zealand head and principal investigator of the FAO/WHO Food Contamination Monitoring Programme. From 1990, Jim has been a consultant to the food industry in Australia and New Zealand. In 1999 he was awarded an honorary life membership of the Wine Institute of New Zealand. He is a member of the New Zealand Pesticides Board.

1968

John Holmden, BVSc '68, has retired to Victor Harbour after 17 years as the chief veterinarian of the Department of Agriculture, South Australia. John still has occasional employment in quality assurance auditing and consulting. He also plays some golf, he writes, and is about to move nearer his offspring.

1970

David Pinner, BA '70, was the head of department English at Rangitahi College in 1970; PR2 English at Mt Albert Grammar School from 1970 to 1974; and PR2 English/Drama at Lynfield College from 1974 to 1978. He was then course supervisor at the Auckland Institute of Technology (now AUT) till retirement in 1994. He also relieved at the Manukau Institute of Technology. Communication Skills, a textbook he and his wife Dorothy published in 1986, is now in its fourth edition and is still used in polytechnics and senior secondary schools.

1971

Tim Harrison, BTech '71, established his own meat import/export company in 1986. His main export markets are China and Mexico. Tim employs eight staff and is continuing to explore new markets and products. Tim is married with three school-age children.

1973

Janet Franks, BA '73, shifted from Palmerston North to Hamilton, where she spent over 21 years working in the field of mental health before retiring. She completed an MSocSc at Waikato. Janet received the Civic Award in 2000 for People and Wellbeing Education. Janet is a JP, the president of the New Zealand Russian (Waikato) Friendship Society, the secretary of the New Zealand Russian Community Trust and runs the Hamilton Ethnic Committee's Resource Centre Welfare Service. "Recently we put up a 17th Century Russian log bell tower in Hamilton Gardens," writes Janet. She is now trying to recruit students from Russia and Ukraine.

1974

Theresa Brophy, DipEd '74, headed to New York City where she qualified as supervisor in clinical pastoral education. In this role, she writes, she trained people how to listen to patients and how to pray with them. Theresa ministered as chaplain at Memorial Sloan Kettering Hospital, NYC, and at New York Hospital, Cornell Medical Center. She returned to New Zealand in 1998.

Iain Clarke, MAgrSc '74, went on to Edinburgh University, gaining his PhD in 1977. He then moved to Melbourne, where he has now worked in medical research for 25 years. The research group he manages is working on the brain control of reproduction, stress and appetite.

1975

Peter Hobman, BTech '75, has moved to Australia to join Murray Goulburn Co-op Co Ltd as the General Manager, MG Nutritionals. Peter had spent more than 35 years with the New Zealand dairy industry.

Ian Huddleston, DipAg '75, has just returned from a two-year VSA position in Tanzania as a farm management advisor to an agriculture college. Ian had managed Waihi Pukawa Station for 15 years.

Ants Roberts, BAgrSc '75, now working for Ravensdown, has been jokingly referred to as joining 'the dark side' by his former colleagues at AgResearch, where Ants had spent 21 years as a research scientist. Ants writes that he is thoroughly enjoying the work with both the Ravensdown field officers and farmer shareholders. His one hate is the drive up State Highway 1 from Hamilton to his office in Pukekohe. He figures he will be retired before the road works are completed.

1976

George Laughton, BVSc '76, ran a general veterinary practice from 1975 to 2000, when a recurrent lumbar injury persuaded him to take a desk job. He now works for Agriquality.

1977

Fraser Carson, DipVisualComDesign '77, is the managing director of Match & Fresco Communications. His career progression includes working for TV One (now TVNZ) as a graphic designer, for BBC-TV London as a graphic designer, for JWT & Rialto as advertising art director, for Brock Carson Agency as managing director, and for O&M Advertising as general manager.

Mike and Julia Johns, BTech '77, (Mike also has a PhD, 1981) are running an environmental consulting company, specialising in agro-industries.

1978

Mark Couper, BA '78, has pursued travel and lifestyle goals and training in music. He is now settled in Hawkes Bay.

Jim Napier, BSc '78, was a research technician in the Departments of Chemistry, Biochemistry and Biophysics at Massey University in Palmerston North from 1980 to 1985. In 1985 he became a research associate with MAF/AgResearch at Ruakura in Hamilton, a role he held until 2000. From 2000 on he has worked as a health and safety inspector for OSH in Hamilton, specialising in general workplaces, spraypainting and occupational hygiene.

Gerald Monk, BA '78, has been with San Diego State University since 2000 and has published three books.

Rodney Spooner, BEd '78, spent from 1980 to 1983 as the director of the University of the South Pacific's outpost centre on Niue Island. In 1988 he retired after having spent 39 years in education. Rodney is something of an athlete, in 1996 and 1997 taking the over-60-years New Zealand title for the 10km walking road race, and winning the Harry Kerr Trophy.

1979

David Baker-Gabb, MSc '79 moved to Melbourne (Monash University) in 1979 and completed a PhD in 1982. He has since worked in the environmental field for 20 years, concentrating on threatened birds. The time included three years with the Victorian State wildlife agency and 11 years with Birds Australia, five of them as director. He now runs his own environmental consulting company. David and his wife, ecologist Dr Kate Fitzherbert, whom he married in 1981, have two children: Tom, aged 14, and Phoebe, 11.

Matthew Bullard, BVSc '79, ran his own practice in Bunbury, Western Australia, from 1979 to 1995, then from 1995 to 2000 was based in Exmouth, West Australia. From 2002 on he has been providing locum services.

Manuel Labastida, DipAgr '79, owns a bullfighting ranch. He worked as technical director for a fertiliser producer in Mexico from 1975 to 1977, then from 2001 to 2002 worked as advisor to the general director of the National Rural Bank.

Graham Langton, DipEd '79, spent a number of years as a househusband, during which time he tutored, marked, lectured part-time at Massey in the History Department and, for a few years, at Canterbury University. Graham graduated with an extramural PhD from Canterbury in 1997, his thesis being A History of Mountaineering in New Zealand. From 1998 he has, he writes, "worked as a researcher, editor and writer, producing many articles and some books on mountaineering and the outdoors, as well as some school textbooks on New Zealand history."

David Lobb, BBS '79, spent eight years working at Yates New Zealand Ltd and five years as operations manager of Genetic

The College of Design, Fine Arts and Music alumni gather in the Great Hall of the Museum Building at the close of 2002. More than 100 graduates of varied backgrounds met up with fellow classmates and their former lecturers before visiting the School of Design's Exhibition 2002 **on the third-floor galleries.**

Technologies Ltd (better known as Pioneer Maize Seed) before starting his own business. He has now run the business for 11 years: five years in seed and chemical retail and then six years with grain (maize) silos, and driers. He is also an avocado grower.

1980

Brian Ross, BTech '80, is a self-employed software engineer. He supplies PLC, HMI and SCAOA software to a wide range of industries.

1981

Noni Johnson, BEd '81, taught at Whangarei Girls' High School as deputy principal and, for a short time, as principal. Noni then started a company to recruit overseas students. She runs a homestay business as well as travelling extensively, especially in Asia and the Pacific.

1982

David Potter, PGDipSLT '82, moved back to Papua New Guinea in 1984. David writes that while principal at Kabiufa High School he had Dr Watts, then a Massey Associate Professor and Programme Co-ordinator for Linguistics and Second Language Teaching, conduct an in-service training course for his staff. David has been at Avondale since 1991. He completed a Masterate in Education Studies at University of Newcastle in 1998 and is currently studying distance mode for an MEd TESOL through Deakin University – "the third of my four alma maters," he writes.

Fred Worsnop, BA '82, taught mathematics at Mt Maunganui College. Subsequently he taught on day relief at other local colleges and then became a part-time tutor at the Bay of Plenty Polytechnic. Currently he is tutoring on a voluntary basis and writes: "One notable experience was being asked by a 7th form student to shear his pet lamb. Must have known I was a Massey graduate!"

1983

Ange Caughey, BEd '83, promptly turned to writing when she graduated. "I've had three books published since and have another two in the pipeline," she writes.

Channa Jayasinha, BTech '83, married Romani Jayasinha, née Samarasekera, DipTech (Food), in 1983 and has lived in Wellington since 1984. The couple have two children: Ranmalie, age 13, and Gothami, age 3. Channa worked as IT Manager on the Museum of New Zealand – Te Papa project from 1992 to 1997 and has been with the Department of Conservation since 1998. Romani works as an accountant at Audit New Zealand.

Atcharee Pornpinitsuwan, Cert in Seed Technology '83, is the head of a seed testing laboratory with the Department of Agriculture in Bangkok.

The six new members of Council (from left) are: Dr Liz Gordon, Professor John Codd (Academic Board appointee), Brenda Tipene-Hook and Matthew Evetts (student representatives), Wayne Mallett (general staff representative) and Dick Hubbard.

Nigel Smith, DipHort '83, is running his own arboricultural business in Coffs Harbour, Australia.

Laurie Thew, BEd '83, went on to complete an MA in education at Auckland University in 1990 and an EdD in 2002. His thesis examines the role of the school principal as an educational leader. Laurie is currently principal at Manurewa Central School in Manukau City.

1984

Ken Llio, MPhil '84, writes: "After my MPhil degree I went back to the Philippines and taught at the University of the Philippines College of Veterinary Medicine. In 1986 I went for my PhD in Reproductive Biology at the University of Illinois at Urbana-Champaign which I completed in 1993. I then went for my postdoc at the Department of Urology at Northwestern University Medical School in Chicago, Illinois, in 1993, where I became a research assistant professor working on prostate biology. I left Northwestern in 2000 to accept a faculty position at the Science Institute of Columbia College Chicago, the largest arts and communications school in the United States. My current interests include science visualisation and science communication and prostate cancer biology."

1985

Edwin Gan, MBA '85, writes: "On returning to Malaysia after graduation in 1985 I worked with a telecommunication MNC in the marketing field. In the early 1990s I had the honour to serve as a founding committee member for the Malaysian/New Zealand Business Council patronised by our New Zealand High Commission based in Kuala Lumpur for two terms. Today the MNZBC is still very active in fostering closer business relationships and social activities for its members in Malaysia. The High Commissioner then, HE Mr Michael Chilton and the Trade Commissioner, Mr Bruce Draper, were most instrumental, working tirelessly in the early years of the MNZBC formation. I have worked with a publicly listed company on the KLSE in Malaysia as an executive director since 1994. Coincidentally, this company was founded by the present MD/CEO, who was a Colombo plan scholar and graduated from Auckland University with a PhD in Electrical Engineering in 1963! (My Kiwi educational background was a plus factor in landing me the job!) I wish to contact friends/fellow graduates in my BBS undergraduate years (79-82) and MBA postgrad years (83-84) and would be happy for anyone to drop me a line at edgan@tm.net.my."

Amir Hashim, PhD '85, was associate professor, deputy dean Faculty of Education at the National University Malaysia up till 1995. He then became senior general manager for Entrepreneur Development Corporation, Malaysia, until 2000. Now retired, he still runs his own consultancy company.

Graeme Lee, BBS '85, owns and manages a sole practitioner cost accountancy company with 11 staff, including four with communication degrees. He lives by the beach in Ohope and is married with three children, aged 26, 21 and eight. Graeme qualified as a private pilot 12 years ago and enjoys flying his Cessna 172 aircraft.

1986

Ian Barnes, BA '86, left New Zealand in 1990. Moving to Philadelphia, he completed his MS in Urban Economic Development at Eastern College (now Eastern University). While doing the MS, Ian met his future wife. Monica, who is from Long Island, New York, married Ian in December 1992. On finishing the MS in May 1993, Ian writes, he then put his newly obtained economic development degree to work by going into social work! He has spent most of his time working in Philadelphia with at-risk juveniles and juvenile offenders. He currently works as a coordinator for a truancy intervention programme in Philadelphia. Ian writes: "I have two very precocious daughters – a complete surprise to anyone that knows me! – Jamilah, 7, and Joharah, 3. We have just bought a house, so I expect we will be staying put for a wee while yet."

Jim Boit, BAg '86, completed a Diploma in Development Studies at University of Glasgow (UK) in 1989 and then an MPhil in Development Planning at Glasgow University in 1990. He now works as a freelance consultant in agricultural marketing in Nairobi.

Ramaiya Naidu, PGDipEd '86, the head of mathematics at Sir Edmund Hillary Collegiate, Otara, will spend part of this year working with Contract Warehousing and Marley Plastics to see how maths is applied in the workplace. The work will fall under the auspices of a Science Mathematics and Technology Teacher Fellowship from the Royal Society of New Zealand. The project is timely. Many students who leave school holding a national qualification nonetheless lack the practical, hands-on mathematics skills demanded by employers: this is the feedback from the Collegiate's Gateway workplace learning programme. "Although we run three programmes simultaneously at most levels, we have found that students were still leaving school without the specific skills they need. While NCEA 2 and Bursary prepare students for tertiary education, we also need courses of a practical nature," says Ramaiya. "Suitable emphasis can be given to units like measurement, estimation, calculation, and even algebra depending on what workplace situations require. If a student is behind in the curriculum, then teachers can concentrate on the specific skills they need and provide plenty of practical exercises. "If students and teachers see the wider picture, they are far more motivated and enthusiastic because it makes so much more sense." Ramaiya's findings and recommendations will be widely shared – this is a condition of the fellowship – and could well influence NCEA unit standards and the way maths is taught. Ramaiya underwent his teacher training in Fiji, following this with an extramural Postgraduate Diploma in Education through Massey.

Bernadette Rodgers, BEd '86, has written a book called Paradise Time, which was published in 2000. This is an account of the two years, 1986 to 1987, she spent in Papua New Guinea, lecturing at a training college for teachers in community or primary schools.

Christa Van Kraayenoord, PhD '86, is the director of the Schonell Special Education Research Centre at the University of Queensland and an associate professor in the School of Education at the University of Queensland. She is a Fellow of the International Academy of Research into Learning Disabilities.

1987

Silver Kudan, Cert in Seed Technology '87 (and DipAgrSc '94), spent from 1999 to 2002 as the anchor of a university extension services radio programme entitled, Farmers: The Hope of the Nation. This, he writes, disseminated "a wide range of information in farm technology, health tips, environment, value orientation and education that will develop the whole man. This persevering effort in informing the people of the Cordillera Administrative Region of Northern Philippines was awarded second place in the Broadcast Category, Professional Media Award by the Philippine Council for Agriculture, Forestry and Natural Resources Research and Development (PCARRD) of the Department of Science and Technology (DOST)."

Janet Ziegler, BHortSc '87, is married and living in the Whitsundays, an island group off the coast of Queensland where she and her husband have established two photographic businesses. As a business director and mother, Janet finds herself dividing her time "between strategic planning and product development in our business and raising two children at home."

1988

Brett Wilson, BSc '88, started out in a management trainee position with DB Breweries before training as a brewer. He then held various sales and marketing management positions before becoming general manager of the Cobb & Co restaurant franchise. Brett is currently general manager of the Liquorland franchise. He recently represented New Zealand at the 2002 Lacrosse World Championships. He is a keen follower of Massey's fortunes.

1989

James Bremner, BBS '89, achieved his CA with KPMG, Wellington, and headed overseas. He then completed an MBA at Tulane University in New Orleans, Louisiana, USA, and is now a VP Business Development of Resurgence Software, a technology startup in New Orleans.

Tom Evans, BEd '89, worked in Papua New Guinea in 2001 as volunteer art/technology specialist in the highland and coastal regions at three different schools. He found the experience stimulating and interesting. He is now a specialist art/technology teacher in Hawera.

Lisl Prendergast, MEdAdmin '89, writes: "I completed the MEdAdmin in 1988 and since then I have been a Commonwealth Relations Trust Fellow at the Institute of Education where I did an MA (1992). For 13 years I was assistant principal, Hastings Girls' High School, but since 2000 I have been the principal of Sacred Heart College, Lower Hutt."

Rem Sucharitsopit, MBA '89, writes: "Since my graduation my ambition was to use my knowledge for the benefits of my country. I started work with Philips as a sales executive, which required both my technical knowledge and MBA qualification. I always make sure that I won't waste my technical knowledge while doing business. That's how I started my own business in lightning and surge protection for electronics equipment. I always am grateful for what I have learnt from Massey."

1990

Nobby Clark, DipBusStuds '90, works as manager finance for CYFS and as the manager of Family Start Invercargill, a government-funded early intervention programme for 'at risk' families. He manages 22 staff whose expertise includes teaching social work, nursing, mental health, drug and alcohol issues, IHC, and early childhood education.

Juliet Fleischl, BA '90, has worked overseas in a variety of countries since 1993. She completed her MEd (Deakin, Aus) in 1995 and her PhD (Victoria, Aus) in 2002. Juliet's main work focus is human resources for health and reproductive health.

Joan Knill, BEd '90, retired in 1988, but not, she writes, from her long term extramural education. She took the four final papers towards her BEd in 1989.

Kirsten Reynolds, BBS '90, first worked exporting New Zealand fresh produce to the USA and Asia for the Kiwi Harvest and then Chiquita Brands. She was then head-hunted by Wattie Frozen Foods as Market Development Manager, Japan, "before starting my own business in 1995 manufacturing and selling New Zealand-made house shoes in New Zealand and Australia under the brand Reynolds & Young. Last year I sold the business and I am now taking time off to raise my three year old son and one year old daughter."

Melissa Rowthom (née Supple), BA '90, writes: "I went on to study for a master's degree in psychology which involved studying stage three psychology papers at Auckland University then doing a master's through Waikato. I have married and had a child who is now nearly three years old. I am currently working in a coaching clinic in Auckland training and coaching people in self development programmes and assisting in the training of new coaches. I also work in a research capacity and am beginning a project in 2003 to look at changes after doing our programmes."

Megan Sargent, BBS '90, founded ABE'S Real Bagels in 1996, which now supply bagels to Foodtown, Countdown, Woolworths, Big Fresh, New World and Pak'N Save supermarkets throughout the North Island. Real Bagels is launching into the South Island in 2003. Megan employs 25 people and the company has been ranked 29th in the Deloitte Fast 50 list of New Zealand's fastest growing companies.

1991

Baiju Lal, BBS '91, spent some years working for BDO/Spicer Dynamic Communications in Sydney, Melbourne, and Brisbane before returning to New Zealand, where he has spent the past five years as general manager for Fox and Gunn Ltd, Auckland.

Kuresa Tiumalu-Faleseuga, MBA '91, has been working as a lecturer for Massey's Department of Social Policy and Social Work and as the director with School of Social Work, Auckland College of Education. Kuresa has also been the director of the Pacific Island Education Resource Centre and self-employed as a consultant service manager for the Department of Child, Youth & Family and as CEO for the Pacificare Trust.

Cornelia Van Selm, BA '91, has now retired. "I call it 'recycled'," she writes. "It is incredible that I ever had time to work, raise a family and study. Now I often have to eat on the hop or in the car going off to some voluntary project. I play croquet. I only half managed a horticultural diploma. We now have a lifestyle block and grow mushrooms and chestnuts." Cornelia lost her husband three years ago and says she tries to keep up with the house maintenance, family, travel, gardens and three acres. She says the Social Science and some Education and Nursing papers she did as part of her degree have come in very handy.

Len Willing, BA '91, is the author of two books and the co-author of another. Ready, Willing and Able is about Len's approach to biculturalism; Which Planet Did You Come From? is his biography of his daughter Karen, who has cerebral palsy; Koru and Covenant, co-authored by Len with J J Lewis, compares Māori culture with that evidenced in the Hebrew scriptures, such as the Old Testament.

1992

Carron Laucesen, DipHort '92, travelled to the UK and spent two-and-a-half years working/travelling with Warren (also DipHort 1992), whom she married in 1997 in the UK. Carron is now at home and being a mother to the couple's three-month-old daughter, Kimberley.

Jacquetta McGonagle, BA '92, writes: "Without your wonderful extramural study option I would not have had 10 very successful years of teaching at secondary school. I have over 100 seniors taking their National Certificate of Tourism and Travel. Being qualified gave me the independence and value I needed. Thank you!"

Tim McTamney, BSc '92, taught mathematics at Awatapu College in Palmerston North, taught in London for six months and then returned to Palmerston North Boys' High School to teach mathematics. He took up a position as Coach of the Manawatu Jets Basketball Team in 1999 and is currently Director of a Sports Academy at Hamilton Boys' High School and coach of the New Zealand Junior Basketball Team.

Marni Patten-Stevenson, BA '92, writes "After graduating in 1993 (and winning Miss Manawatu in the same year) I went on to teach Sociology & Media Studies as part of the Massey University conjoint programme with Taranaki Polytechnic (first year degree papers). Five years of this led to retraining (Dip Secondary School Teaching) and teaching at New Plymouth Girls' High School. [My partner and I] have three beautiful children."

Donald Robertson, CertArts '92, is retired after 43 years in a career spanning banking, chartered accounting and company administration. The 1992 Certificate of Arts was the catalyst for more study and Donald went on to complete a BA (History) in 1994 and a BSc (Philosophy) in 2002, both from Canterbury University.

Charles Royal, MPhil '92, was the Director of Graduate Studies and Research Te Wananga-o-Raukawa, Otaki, a Māori-operated centre of higher learning. Charles turned to being a freelance researcher and writer at the end of 2002.

1993

Shirley Angell, BA '93, whose BA major was Japanese, taught in various high schools from 1981 to 1998, before resigning to research her roots in China. Shirley taught English at a university in Fuzhou City, Fuzian Province, while there. On returning home, she took on part-time teaching at Te Kuiti between February 1999 and July 2000. She then returned to full-time teaching again for a year at Parkway College, but is now teaching part-time again, while also writing and learning Spanish.

Christine Collett, MBA '93, has wound up her time as Regional Manager (North) for the New Zealand General Elections in 2002 and is now, she writes, "retiring to Queensland in 2003 with my husband of one year, Steve Subritzky."

Annette Delugar, BA '93, completed an MA (Applied) in Nursing Studies at Victoria University of Wellington in 2001.

John Flood, BA '93, has written and published two local histories: Greymouth Recalled and Runanga Recalled.

Anne Perera, MBA '93, writes: "After completing my Executive MBA (1993), I set up a food and nutrition consultancy and worked for Kiwi Dairies (Hawera), Hubbards Cerebos, Dilmah and also for Massey (Albany) 1995. In 2000 I went to Singapore where I am currently working for F&N Foods as their nutritional scientific and regulatory affairs manager ."

Pushpa Prasad, BA '93, entered the Auckland College of Education to train as a secondary school teacher. In 1995 she joined the YMCA as a tutor and became an assessor in 1996. By 1997 she had gained her GradDipAdultEducation. In 2001 Pushpa was in charge of assessment and the moderation of assessments in the YMCA.

Andrew Proffit, BTech '93, has just purchased his first home and is commencing an extramural BSc degree in mathematics with Massey.

Duncan Smith, BVSc '93, is married to Kate and has an eight-month-old daughter, Xanthe. He spends his spare time flying light aircraft, diving, kayaking and tramping.

1994

Mike Andrews, BVSc '94, went on to a law degree from Auckland University. He took his legal professionals at Victoria in 1997 and from 1998 to 1999 he worked in law firms and developed business manuals. He began working as an employment law specialist in 2000.

Wendy Hooper, CertEd '94, has worked since graduating in various childcare centres through New Zealand. Six years ago she moved to Masterton and two years ago she began a BEd majoring in early childhood education through the Wellington College of Education and Victoria University.

1995

Tony Eyles, MBA '95, started a contemporary art gallery last year, going "from the art of business to the business of art!" as he puts it. Now he is "balancing left brain bureaucracy navigation with visual passions – and encouraging the consumption and production of ART for its intrinsic creative value," he writes.

Ian Hodge, BVSc '95, worked, after qualifying, in North Otago for three years and then Waikouaiti for two. Today he is based in Ashburton, working mainly as a dairy/cattle vet as part of a large dairy practice.

Ian writes that he takes pride in his degree and in the four years of perseverance it took him to get into the course.

Tony Gan, MBA '95, joined a polytechnic as marketing manager soon after graduating. He writes: "I left five years later to start Kapiti English Language Academy. I was waiting for the opportunity to put my MBA training to real use and I am glad I am doing exactly that now!"

Ken Graham, MBA '95, is running his own marketing consultancy and is very keen to get alumni networks up and running.

Gerald Lilley, BAgrSc '95, has been self employed for over two years. On graduating he worked for four-and-a-half years in New Zealand, six months in Queensland, and for six months in the United Kingdom. Gerald works with Aoseptic Consultants, Ltd, Whangarei.

1996

Caroline Aurora, BA '96, is completing an MEd at the Wellington campus. "My thesis title is 'Mentoring – a model of emancipatory leadership'," Caroline writes. "I am also working as a trainer in the disability field, working in learning support at the Wellington campus and private consulting in study-related areas and personal change."

Steve Budd, BBS '96, is now an instructional supervisor with western Japan's largest school. Steve's time in Japan began with his move to Osaka in 1997, where he taught for three years. He then became the instructional supervisor (or foreign staff manager) at the school's business language centre.

Carol Gardner, BSc '96, worked at Crop and Food Research and New Zealand Fruit – Hastings, then travelled for three years.

Audrey Holdaway, BA '96, spent 1998 overseas in the UK and Canada. In 2001 she sold her Palmerston North home and retired to Brisbane to be with her two daughters, both of whom have married Australians. She has bought a flat and has settled in well, but admits to missing such things as the Palmerston North Library, Paul Holmes "and, of course, Massey, which I used to enjoy taking visitors on 'showing off' tours," she writes. "Brisbane, however, is a lovely city and I have many interests, such as writing a book about my childhood, music, art (and drawing and painting), reading, chess, singing, dancing, poetry, having guests, not to mention baby-sitting my six grandchildren (not all at once). It's very hot in summer (now) but with electric fans, swimming pools and rising between five and six am with afternoon siestas, one can survive! Best of luck to everyone!"

Jenny Jenkins, MBA '96, is now the head of faculty for Business Tourism and the Arts at Southern Institute of Technology in Invercargill. "Home of the Zero Fees scheme," she writes.

David Pratt, BBS '96, spent seven months in Bosnia as a peacekeeper with the NATO stabilisation force in 1998. In July 1999 he was posted to Canberra as the assistant defence advisor. After three-and-a-half years in Canberra, David is now commanding a training squadron at the Blenheim airforce base.

1997

Mike Adams, PhD '97, has had positions as professor of finance University Wales, Swansea (1999), director KTS Ltd (1999) and non-executive director Guernsey Financial Consultants (2002).

Hamish Barrell, MPhil '97, recently shifted from the consultancy Beca Carter Hollings & Ferner to Environment Canterbury, where he works in coastal planning.

Barbara Gawith, BA '97, first worked for three years as a researcher in early New Zealand history for the Crown Forestry Rental Trust in Wellington. On completing her research project she successfully applied for a tutoring/consulting position with the Massey Student Learning Centre, where she is still employed.

Richard Good, GradDipBusStuds '97, has been a member of the Council of the New Zealand Labour Party since 1997.

Karen Grimwade, BA '97, studied extramurally to complete her BA while working for the Department of Conservation (Tongariro, Taupo Region). She writes: "Upon graduating, I continued working for DoC. In 1998 I moved to Melbourne while my husband did his MBA. I have since had two little boys and I am working to achieve 'best practice' in parenthood. An elusive goal so far! I have just graduated with a Graduate Diploma in Cultural Heritage at Deakin University. Will pursue master's at some stage."

Rahim Kassim, BA '97, writes: "I have been busy with the Singapore Rowing Club and have been an adviser to the Music, Drama and Dance Club at the Institute of Technical Education where I am working. I am also a liaison officer for the Centre of the Music and the Arts of the Institute."

Francis King, BAgSc '95, BA '96, DipEd '97, worked at the Department of Agriculture in various executive capacities between 1978 and 1992. Between 1993 and 1997 he worked for the Ministry of Agriculture, providing special assistance to the permanent secretary of agriculture. Since 1997 he has been general manager of State Farmers' Organisation, Sarawak, Malaysia. He lives in Malaysia with his wife, Sng Beeping.

Alicia Marsh, BSc '97, worked at Monteith's Brewing as a lab technician and then lab manager between 1997 and 2002. Since March of 2002 Alicia has worked as a lab technologist at Montana Wines.

1998

Colleen Bennett, DipSocSc '98, is a social worker for CCS, Waikato. The organisation supports families who care for children, up to the age of 16, who are disabled. Colleen recently completed a Massey University research fund project that focuses on the experiences of six mothers who each care for a young disabled child. Her career interests include the disability sector, children and their families, community development and supporting social work student placements. Colleen has a BSocSc from the University of Waikato.

Helene Blomfield, BA '98, writes: "I took a few years to recover from 10 years of extramural study! Last year I started teaching children French after school and am just embarking on a TEFL Certificate to give me another string to my bow."

Rowina Hehona, BBS '98, first worked for Mobil Oil New Guinea as a logistics analyst, then as an inventory analyst. She then became a finance and administration officer with Port Moresby Stock Exchange Limited. In October 2000 she joined Deloitte Touche Tohmatsu as an accountant, being promoted to senior accountant in July 2002.

Melanie Klaassen, DipTchg '98, graduated as a qualified secondary teacher and has worked at Rutherford College ever since, teaching English, history, social studies, drama and dance. In 2002 she became acting head of department for the performing arts and she will take up this position permanently in 2003.

Maliu Mafi, MA '98, took a Tongan Government post as Assistant Secretary in 1998. In 2000 he was promoted to senior assistant secretary and in 2002 promoted to deputy secretary. Maliu is currently serving as head of Labour Division, a division that also looks after immigration in Tonga.

Simon Mee, BSc '98, spent 1998 in direct sales and in 1999 started up a direct sales distribution company, which he then closed down in 2000 after receiving a scholarship to study at Oxford University. He has spent 2000 and 2001 studying at Oxford.

Alex Chu PhD '79. The map on the wall of Alex Chu's office on the Palmerston North campus has no flags or route marks. But you can see where fingers have traced. There are marks on Beijing, Guyang, Guizhou, Gansu Province – all of them ports of call for this veteran of trade, education and agricultural missions to China – and there's a smudge on Palmerston North where a finger has landed for the benefit of jet-lagged and geographically disoriented visitors.

Throughout his career Alex Chu has been at first literally and more latterly metaphorically making two blades of grass grow where one grew before.

Born in Chungking, China, in 1941, he joined his parents in Hong Kong at the age of seven and later moved to the then British North Borneo, now the State of Sabah, East Malaysia.

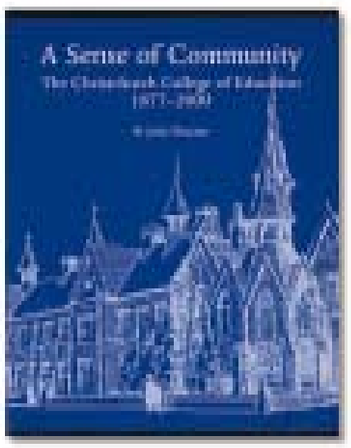
In 1963 he came to the then Massey University College of Manawatu on a Colombo Plan Scholarship to study agriculture. He was the first Asian student to achieve the status of Massey Scholar. Shortly after graduating he settled in New Zealand with his wife, Jenny, and two sons. He lectured in pasture agronomy at Massey until 1989, when he was seconded to the Vice-Chancellor's Office to help develop international links and partnerships, particularly with China. He is now primarily an adviser to the College of Sciences.

Alex is known for his promotion of New Zealand-style pastoral farming systems in China through lectures, consultancy assignments and carefully arranged reciprocal visits. His work has led to Massey University's name being well known within the grassland industry in China. "But even more important, the principles of New Zealand farming systems are now very accepted in China, even though there are vast differences in farming systems and climate between the two countries."

Though not much of one for having a fuss made, Alex has not escaped notice. He was recently appointed an Officer of the New Zealand Order of Merit, he holds four honorary professorships from leading Chinese universities, the Dong Huang Award from the Government of Gansu Province, and in 2001 the Chinese Government presented him with the prestigious State Friendship Award.

As for the best way of helping East meet West, Alex says a key factor in developing a relationship between two very different cultures is knowing the right way to look after visitors from China. He has hosted literally hundreds, at the Palmerston North campus and at the family home, where, governors, ministers, directors of agriculture, university presidents and vice-chancellors, scientists, farmers and students have shared a glass or two of rice wine (and New Zealand sauvignon blanc). "In this way," he says, "you add the element of friendship to a business relationship." Several important co-operative agreements have been signed over the Chu dinner table.

The Chu family now numbers five Massey alumni. His son Simon (BBS 1993) holds a Massey Diploma in Education. Simon's wife, Lisa Wilkie graduated BA in 1993 and was a Massey Scholar. Both now work at the University of Otago. Michael Chu (BBS 1992) has an MBS and DipSport from Massey and married a Massey alumna, Caroline Wallace (BBS 1999). Previously a Massey lecturer, Michael now works for the New Zealand Ruby Union. All continue to retain links with friends and family in China.



John Fletcher, BEd '76, has written a comprehensive history of the Christchurch College of Education, tracing, as the book jacket puts it, "the growth of the College through good times and bad from February 1877, when eleven student teachers arrived to begin their course of teacher-training, to the year 2000, when, with its 3,000 students throughout New Zealand, the College has become a major tertiary institution." John's qualifications as an author were impeccable. He studied at the College in 1949-50 and when he retired, in 1989, he was the Director of Secondary Programmes there. As well as his Bachelor's degree, John also holds Diplomas in Education and Education Administration from Massey. He describes his retirement as "busy, happy, and I hope fairly productive." Our thanks for the copy of A Sense of Community that John has donated to the Massey Library.

Susie Robertson, BSW '98, who had been working as a drug and alcohol youth worker in Auckland with 13-to-18 year olds, is now a health promoter in Gisborne working in injury prevention, drug and alcohol and sexual health. Away from work she is a keen softballer, touch and netball player and has had roles in two local plays.

Jenni Sherriff, DipHort '98, is working as head gardener and grounds supervisor at a horticultural college with the North Melbourne Institute of Tafe. She writes: "There are 700 students and approximately 35 tutors. I manage the grounds and look after the nominated site for the next Commonwealth Games. The College trains students towards various apprenticeships such as Landscape, Turf management, Parks and Gardens, Nursery, and Floristry. I have my own apprentice and I find my job interesting and varied."

Joanne Ward, BEd '98, is currently completing a Graduate Certificate in Special Needs at Griffith University, Brisbane. She has lived in Brisbane for four years and has been working as a special needs teacher for two-and-a-half years.

Jennifer Woods, BA '98, lived and worked in Scotland. She had a baby girl 1998, then suffered serious injuries in car accident in 1999. It took her 1999 and 2000 to recover. She is now considering further study.

1999

Donald Borthwick, GradDipOSH '99, having been employed by the Airforce for 34 years, is now working for the Civil Aviation Authority as an internal quality auditor and quality systems co-ordinator. While with the Airforce Donald had been an aircraft maintenance engineer, safety and health adviser, trainer and training auditor. He describes his new job as "a very interesting and rewarding position involved with improving and maintaining CAA's professional standards. I see quality and safety and health management as being complementary."

Cheyenne Caine, MRP '99, writes: "Immediately after leaving Massey I went on a solo three month cultural hiatus to Europe. This is something pretty common for Kiwis to do but unheard of for most Jamaicans. It was a struggle to decide: save money until get job or save money, go to Europe and hopefully survive when you go home. I chose the latter. It was an insightful experience in culture, self-awareness, friendship and survival that I will never forget. After returning home to Jamaica I searched for a while and then found work as a short-term consultant to a Government of Jamaica/Government of Canada project called the Environmental Action Programme (ENACT). I worked with them for around six months on their Local Sustainable Development Planning Component. I assisted in the role of a coordinator – planning meetings, reviewing policy documents, writing research papers and assisting in local training programmes. After this I found permanent work at the national water utility company, the National Water Commission, where I still work. I work within the Quality Control Assurance and Environment Department, which is divided into two labs, a chlorination section and an environment section. I manage the Environment Section, which works in such areas as environmental management systems, environmental auditing, environmental impact assessments, environmental monitoring of wastewater treatment plants, chemical data analysis, incident management, and research and environmental awareness related to water issues. The knowledge I gained from my Massey degree was very useful and could be translated quite easily into actual work, even across the locational and cultural boundaries. Thank you Massey."

Ian Campbell, MBA '99, has started a property consultancy business called PropertyWorks Limited.

Martin Curham, BTech '99, has backpacked and worked casually around eastern and central Australia and worked in Melbourne for two years as a maintenance engineer. He writes that he is currently travelling in Central America, having spent eight months travelling the length of South America overland.

Heidi Davis, BA '99, qualified as a high school teacher and has taught for a year in Hamilton and then a year in London. Heidi writes: "I love the adventure of travelling in and around Europe. I have also become engaged to a Waikato guy and we are planning to get married soon."

Karla Gichard, BBS '99, began working with the Taranaki Savings Bank as lending consultant even before graduating. She spent two years in marketing, and now manages the bank's largest branch, with 26 staff, including the national call centre and the servicing of all national customer accounts.

Al Green, BA '99, worked for the Bank of New Zealand as a customer service representative in Wellington for 12 months, then in 2000 travelled through Israel and Jordan before arriving in London. He worked in London in various temporary positions, funding further trips to Scotland, Wales, Ireland and France. He then travelled through Asia before returning home to New Zealand.

Melani Kelly, GDipDes '99, now has her own fashion label and sells to retail shops in Wellington. "I sew, design, pattern make and do all the business side, as well," she writes.

George Konia, BA '99, has moved on from teaching in a secondary school to the Wellington College of Education as a Māori Advisory to secondary and primary schools from 1995 to the end of 2001. George writes: "I am now employed by the Ministry of Education as an Iwi Liaison Officer as the beginning of this year. I have just completed an MEd through Victoria University. I am an Atakura graduate."

Helen Leslie, PhD '99, departed Massey to teach first at Griffith University (Brisbane) and then at the University of South Pacific, where she lectures in sociology. "I have just given birth (in Suva) to my second baby, a girl (Ella) sister to Louis (20 months)," she writes.

Theo Marama, DipBS '99, has been involved in training and development within the New Zealand Army. In October of 2002 he won a contract with the New Zealand Police to train recruits at the Royal New Zealand Police College, Porirua. "My role involves physical training and teaching police recruits defensive tactics, showing recruits how to stay safe on the operational front."

Liam Sheridan, BBS '99, is currently working as a business analyst in public health care having spent one-and-a-half months doing pricing analysis for Lion Nathan.

Emily Tukapua, BEd '99, took Religious Studies from 1999 to 2000, worked for New Zealand Post in 2000 and then taught physical education at Horowhenua College from 2001.

Blair Withers, BTech '99, is self-employed on contract work for Fonterra-tech.

2000

Cheyne Chalmers, PGDipHSM '00, is currently completing a master's in management. Cheyne has been promoted to nurse leader for Green Lane Hospital, a significant leadership role in the provider arm of the Auckland District Health Board.

Anne Copeland, PGDipEnvirHealth '00, has worked as an environmental health officer at Wellington City Council since graduating.

Desmond Dawe, CertHort '00, has established a horticultural business specialising in lavender, hydroponics, cut flowers and chestnuts.

Raymond Dawson, GradDipBusStudies '00, is working in the disability (health) area applying his skills in building to help people with disabilities return to their homes in the area from south Bombay to Wellington. Raymond works with hospital occupational therapists, builders, consultants. He writes that he sometimes needs to use his dispute resolution skills.

Vicki Douds, BA '00, enrolled in 2002 and 2003 to complete a Postgraduate Diploma in Arts (autism). Vicki writes: "My son has Aspergers Syndrome and this study has been a dream come true. I have journeyed far this year 2002 and am looking forward to continuing. (I am going to write about it all one day – it's been an amazing journey)."

Wayne Flanagan, BEd '00, is now in his fourth year of teaching and has recently been promoted to head of drama at Mt Maunganui College. He is also the drama advisor on TKI, a professional development website funded by the Ministry of Education, which helps teachers to develop and implement the new ARTS curriculum in New Zealand. He is on an advisory panel to the head of drama in New Zealand.

Bob Garnham, PhD '00, was the inaugural lecturer in Victoria University's Bachelor of Tourism 1996. Currently he is senior lecturer and programme director in the Bachelor of Tourism Management.

Josh Lancaster, BDes '00, does not seem to have lacked for recognition. In 2001 he took Silver at the Young Guns Festival in Australia; two Merit Awards at the One Show in New York; Silver at Clio in Miami; Silver at Cannes in France; and two Orcas in New Zealand

Paul Nelson, BApplSc '00, started out as a local community co-ordinator, and is now an archivist at Archives New Zealand, identifying those government records worthy of permanent preservation.

Michelle Roche, PGCertTT '00, has completed Computing National Certs Levels 2, 3 and part of 4 focusing on management studies and te reo Māori and is planning to study towards a Bachelor of Arts in 2003.

Kerry Singleton, BSc '00, worked for Toyota New Zealand in Palmerston North then Datacom in Palmerston North before going to the UK in 2000. Kerry writes: "[I] have been working for the

Royal Bank of Scotland, London (formerly NatWest Bank), since March 2000. Currently employed as the Cisco network designer. Have completed qualifications with Cisco. I am now a Microsoft Certified Professional Systems Engineer. Currently studying towards a master's at Strathmore University, Scotland."

Nims Siriwardona, BBS '00, writes: "At the moment I am working for AHEC as an operations manager. We give assistance to students to pursue their higher studies in Australian and New Zealand universities. We also deal with New Zealand migration."

Zofia Sknzynski, PGDipBusAdmin '00, is the vice-president of sales and marketing for Executives International. In 2002 she was the National Finalist and Central Regional Winner of the New Zealand Institute of Management Young Executive of the Year Award.

Grant Taylor, GradDipTchg(Sec) '00, has won the North Island Japanese Video competition twice in a row - 2001 and 2002!

Geraldine Thomas, BEd '00, is teaching in a 'Beacon' school in Harpenden, England. The school, she writes, is currently ranked 69th out of 500 UK schools and 2nd in Hertfordshire. Geraldine writes: "I have done a lot of travelling but I am yet to find anywhere quite as beautiful as New Zealand!"

Jillian Walcroft, GradDipRurStud '00, is now the mother of two boys and, having been enrolled in the extramural creative writing course in 2002, has a story being published in the course anthology, Hot Ink.

Nigel Yakam, BAv '00, is an airline pilot withVANAIR. "I fly the twin otter aircraft as a first officer and three months ago I was promoted to captain on the Islander aircraft. My job involves flying passengers and freight to the islands of the Vanuatu group. It's a wonderful career - I love it!"

2001

Faiyaz Ali, BBS '01, has worked as an accountant for Crosbie and Associates since graduating in 2001. He is involved in taxation, accounting and business advisory work for clients ranging from local businessmen to complex international companies.

Sheryl Allison, BEd '01, is studying towards a Diploma in Educating Students with Hearing Impairment/Deaf. Sheryl writes: "This is a one year course that will allow me to be a fully qualified teacher of the deaf as this is part of my dream and goals to work with the deaf students as I am deaf myself. I hope to return to Hamilton to use the degree and diploma to their full advantage."

Esmay Archer, BEd '01, took up a position in an alternative education programme for students who have been excluded from mainstream schools. The programme concentrates on teaching literacy and numeracy. "This has been extremely challenging," Esmay writes. "It has been a remarkable 18 months dealing with these young people aged 13 to 16 years." In 2002 Esmay was promoted to head teacher.

Sharon Belsham, MEd '01, has moved to Matangi on the outskirts of Hamilton where she teaches at Tauwhare School, which is "an enormous change – from 600 pupils to 77 – but great fun!"

Murray Edgar, PGDipApplSci '01, is currently undertaking master's research into decision-making by nurses using physical restraint in acute mental health services.

Sarah Finlay, PGDipDevStud '01, undertakes research for the Manawatu Ethnic Council in migrant employment issues.

Saiful Hisham Mohd Ghazali, BBS '01, is working for the Malaysian Liver Foundation, Kuala Lumpur, as an accounts executive, and pursuing a master's in business administration through a local university.

David Green, BBS '01, is in his third year of service working in the growth solutions division of Deloitte Touche Tohmatsu. With his professional studies now complete, David will this year be admitted to the Institute of Chartered Accountants of New Zealand (ICA New Zealand) as a fully qualified Chartered Accountant (CA).

Tanya Hollatz, DipPhoto '01, writes: "Since graduating from Massey I have moved to Hamilton and have been employed at the Waikato Times in the photography department until 2002. Then I became a tutor at Artmakers Community Trust in Hamilton. I am currently studying towards the Certificate in Adult Teaching at Waikato Institute of Technology while employed full-time. I have also started my new business called Tanya Hollatz Photography."

Chris Morris, BEd '01, is the principal of Chartwell School, a joint-venture primary school between the New Zealand and Japanese governments. 2002 has seen Chris continue as a delegate to the Wellington Rugby Board as well as chairing the Wellington Primary Schools Sports' Association.

Sam Murray, PhD '01 (Anthropology), co-founded ReddFish intergalactic with **Brendan Tuohy** and **Harry Nowell** (also Massey graduates) 17 years ago. ReddFish is a computing partnership specialising in Māori-language software, of which the Ma¯ori language computing software package, Te Kete Pūmanawa Rorohiko, is best known. Te Kete was sent free to every kōhanga reo, kura kaupapa, primary and secondary school in Aotearoa, courtesy of Te Puni Ko¯kiri acting to promote te reo. The package allows macrons be placed over vowels as is recommended by Te Taura Whiri (the Māori Language Commission), rather than indicating a long vowel sound by typing in a double-vowel. ReddFish has written a union membership system called Kupenga, which can be used over the Internet. Their other major product is a listserver add-on for Microsoft Exchange, called Ikakura. Ikakura was written to automate subscription to Exchange Server's Distribution Lists. Reddfish also provides training, support and consultancy services and writes custom software for clients. "We are a socialist collective and try to work in areas that we feel passionately about and that we see as progressive. It is this premise that lies behind our focus on Ma¯ori and union software," writes Sam. The ReddFish website is http://www.reddfish.co.nz

John Palapu, BN '01, writes: "After I left university I went back to the Solomons and continued with my career as a registered nurse in the National Hospital. I spent two years working here. Now I have been offered an appointment with the Solomon Islands College of Higher Education as a lecturer in medical and surgical at the School of Nursing."

Selwyn Riley, BA '01, re-enrolled for postgraduate study after graduating and submitted his MA thesis in 2002.

Chris Shipton, BEd '01, has been relief teaching in many of the schools in the Manawatu/Horowhenua region. Chris writes: "I never expected the diverse and challenging array of children that need the education so desired. My challenge has only yet begun!"

Amalie Taylor, BDes (Fashion) '01, has been working as an assistant to fashion designer Ellen Mann. In December 2002 she headed for the UK and Europe for a two-year working holiday.

David Tanner, PhD '99, has won the International Institute of Refrigeration (IIR) James Harrison Young Researchers' Award in acknowledgement of his innovative work in reducing refrigerated-transport costs.

Dr Tanner's computer-based research is used to design packaging systems that keep food products fresher during transport to the marketplace.

"Typically, research in refrigeration, storage and transport is very expensive," says Dr Tanner, who is with Food Science Australia. "It requires many tonnes of food, many thousands of packages and large refrigerated containers used to transport commodities by truck, rail or ship."

"My computer model reduces costs because it optimises packaging systems in the design phase, without the need for containers or large amounts of product and packaging," Dr Tanner says.

Chief Executive of The Institution of Professional Engineers New Zealand (IPENZ) Dr Andrew Cleland says Dr Tanner has a unique ability to solve complex refrigeration and storage problems.

"This has created a huge demand from industry for his services, with very large flows of industry money to support the work of his group."

Dr Tanner leads a team of 20 researchers at Food Science Australia's Supply Chain Innovation section. He was recently appointed to the Board of the Australian Institute of Refrigeration, Air Conditioning & Heating (AIRAH) and will assume the position of National President in 2004.

He was nominated for the award by his former colleagues at Massey .

The award will be presented to Dr Tanner during the 21st IIR International Congress of Refrigeration in Washington DC in August this year.

The award is named after James Harrison, who invented the world's first mechanical ice-making machine in Geelong, Victoria. This contributed to the development of the refrigerated food industry, which continues to export frozen beef, mutton and lamb to national and international markets.

David Speary, MBS '01, has written a fascinating account of the spartan conditions facing his teachers training college students – "the lucky young people who are getting an education" – in China, where he has taught for the last two years.

The students are housed four to a bedroom in seven-storeyed buildings which have neither lifts, heating nor hot water – which is purchased sparingly by the thermosfull.

"Early in the morning I will wake to a hum of voices," David writes. "It is students standing around in the gardens memorising aloud their text books or perhaps English vocabulary or sentences, completely oblivious to the person standing right beside them doing the same thing."

The revolutionary songs, which once blared from loudspeakers in the predawn, have been replaced with pop songs.

The library, housed in three small rooms, closes for the librarians to go home to lunch. The range of books is eclectic and eccentrically catalogued: the Dick Francis novel Banker was shelved under Finance. Few of the books can be borrowed. To help make up for the library's deficiencies, David has taken to subscribing to a number of overseas magazines and leaving them in the English department reading room.

David and his fellow teachers enjoy better conditions than do the students, but it is expensive to use heating or airconditioning (over summer this is one of China's hottest and most humid areas) for any length of time. David's winter lecturing attire includes snow boots (the floors are granite) and a long overcoat.

2002

Andy Anderson, MMgt '02, writes: "After graduation I worked for the MacKenzie District Council, conducting research over a three month period. I then spent six months working in Lake Tekapo at Air Safaris. Recently, I was offered the position of assistant manager at the Hermitage Hotel in Aoraki/Mount Cook. This will give me a great opportunity to use the skills learnt while studying at Massey."

Sanjaya Attanayake, BTech '02, came to New Zealand in 1994 and studied in Mt Albert Grammar and Tauhara College, Taupo. Before coming to New Zealand Sanjaya lived in Zambia for 14 years. Born in Sri Lanka, he has studied in Zambia, the UK and Sri Lanka before coming to New Zealand. He now works as a technical brand manager for Master Foods in Wanganui, a position he took up in November 2001 just after the final year exams.

Karen Bolton, PGDipHSM '02, is a board member of Zonta – a voluntary organisation for women's status – and has worked on United Nations' courses. She is a casual worker in forensic, regional rehabilitation services.

Elizabeth Bone, PGDipArts '02, worked for the last nine years with her husband David in his law practice, as his wordprocessor operator and general office manager, until they both retired on 31 May 2002, just two weeks after Elizabeth's graduation. "Since then we seem to have been busier than ever, adding a new library to our home and planning for our next overseas trip. But I would hope to study at Massey again," she writes.

Tina Braybrook, BEd '02, has started on postgraduate study in special education. Tina writes that she will see what doors open from there.

Jurg Bronnimann, PhD '02, is a senior lecturer at UNITEC's School of Languages and programme leader for the BA programme at UNITEC.

Mark Burroughs, BBS '02, was hired while completing his Diploma and started in September 2002. He tried to finish his Diploma while working but still has one paper to finish, which he intends to complete in 2003.

Chris Chandler, BA '02, has moved to the UK, has married, and works for the Basingstoke Constituency Labour Party as a political organiser.

Joanne Close, CertTA '02, has continued working at Insoll Avenue School in Hamilton and is contemplating further study.

Dallas Crampton, BA '02, works for New Zealand Police and writes: "For me graduation fell very much amid business as usual at work. My qualification and its component courses has helped gain internal qualifications through cross-credits as well as to apply knowledge gained directly in the workplace – both Research and Development at the RNZPC and more recently as O/C Community Services in Porirua. This has been a wonderfully rewarding path."

Jackie Feather, PGDipArts '02, is enrolled in a PhD in psychology at Albany, developing and evaluating a therapy programme for abused children aged 9 to 15 years who have post-traumatic stress disorder. She has been granted a PhD scholarship by Massey.

Kristin Hoskin, GradDipEmergSerMgt '02, has gone on to do a Master's in Fire Engineering at Canterbury as well as becoming a director of Red Iguana Ltd. One of the major highlights of the past year has been going to the US and visiting emergency management professionals there.

Wayne Hutchinson, GradDipBusStuds '02, has moved into a national quality management role, he writes, and away from work is the Manager of the Canterbury Rams' basketball team. Wayne is on the board of Volunteering Canterbury.

Colleen McClymont, BA '02, has enjoyed the luxury of having some leisure time to enjoy the arts "and indulge in some recreational physical activities!"

Kate McKenzie, CertRehabSt '02, is one paper away from completing a Post Graduate Diploma in Social Service Supervision.

Jonathan McKoy, CertAdvAv '02, spent 13 years as a sheep and beef farmer in Alfredton, then five years as a computer trainer with Computer Concepts, Masterton. He had one year of Flight Training with Heliflight New Zealand Ltd and now works as a pilot with Vincent Aviation in Wellington.

Audrey Shamy, MA '02, writes: "Since graduating in 1996 (BA) I moved to the US in 1999. As a Registered Nurse in New Zealand I had to sit the USA qualifying exams (State Boards) before being able to practise as an RN in the States. I had sat the New Zealand state boards in 1972! To re-qualify in their qualifying exams was, therefore, rather daunting. Having successfully passed the qualifying exam I became an RN in a Hospice situation and eventually became the Charge Nurse in a 20-bed in-patient unit. In 2001 I became a Certified Hospice/Palliative Care Nurse (CHPN) in the States."

Kathy Simpson, BDes '02, was a finalist in the Hokonui Fashion Awards, a finalist in the PASIFIK Style Awards, and the winner of the Innovative Use of Fibre category of the Marlborough Design Awards. She has set up her own business and is working towards a collection for winter 2003. She reports that it is a slow process to build up from scratch.

Sheryll Ward, BEd '02, graduated from Massey as well as training in reading recovery in 2002. This year she has enrolled in a master's in literacy at the Australian Catholic University.

William Webster, MBA '02, was promoted in July 2002 to general manager of Electrolux Home Products (New Zealand) Ltd.

Alena Wedlock, BEd '02, moved to England December 2001 and has a two-year position teachingYR1 with 16 students at Landwater Combined School, which she is finding a huge challenge. Her four adult children have remained in New Zealand. Alena writes that England is a beautiful country and full of challenging opportunities for New Zealanders.

Trudi Wigg, BA '02, is living and working in Nara, Japan, for a year on the JET programme. "I teach 600 kids at a public high school how to communicate in oral English."

2003

Jocelyn Rennie, MA '03, works for Auckland Regional Council as an environmentalist. Jocelyn has just handed in her MA thesis, which looks at changing attitudes to the New Zealand environment in New Zealand texts, including New Zealand literature.

Issue 13 Errata

Jim Robert should have been Jim Napier. (Robert is Jim's middle name.) Jim has asked that we should mention his website, "an Internet directory of health and safety resources called JOSHWEB, which can be viewed at www.wave.co.nz/~jnapier"

Apologies to Corrine Rivoallan-Jones, whose name we gave incorrectly as Corrine Jones.

Photograph by
Andy Wood

Cinema 6, 2002 **comes from a body of work titled** The Dream House**, a modern-day look at the work of Walter Benjamin's** Arcades Project**. The project illustrates key ideas that Benjamin had about 'the aura' of the city, and its relation to contemporary photographic practice. Benjamin defined spaces within the city as something he referred to as 'the dream house', sites that were positioned at the intersection between collective history and personal history, or, as Benjamin called this intersection, 'the collective memory'. The project aimed to identify some of these sites that house the collective memory and exist in a generic form throughout the contemporary city.**