MASSEY

The magazine for alumni and friends of Massey University • Issue 11 • December 2001

A Kiwi in New York
HIV researcher Fleur François

Sounding better
The case for phonics

When the Boats come in
Marine design

All of a ferment
MICHELLE RICHARDSON TALKS WINE

75 YEARS
seventy five years of innovation

Educating Sonya
From housetruck to computer lab

Catching the plague
How Massey's EpiCentre helped battle foot and mouth

KIWI GOTHIC
The dark side in NZ literature and film

Massey University

www.massey.ac.nz

From the Vice-Chancellor

In 2002 Massey University will turn an energetic and spirited seventy-five. The event is being celebrated with the fitting tagline 75 years of innovation. What else but continuous innovation could have taken a small agricultural college in the lower North Island to the point of being an internationally respected multi-campus university with more than 17,000 extramural students, 1,700 international students and a wealth of international links and partnerships? Our students now have access to a variety of relevant study programmes. The breadth of our offerings, ranging from veterinary science, to early childhood education, jazz, aviation, human nutrition, mechatronics and military studies, to name a few, is remarkable by any international standard.

Innovation is also the byword for the research and applied science that have continued to flow from the University. Solving problems and contributing to economic and social development have been Massey traditions from its beginnings. Think back to the days when Massey was solely an agricultural institution and developed the Drysdale sheep breed, named after Dr Dry, and the Perendale, named after Professor Peren. That tradition of innovation in agriculture continues. A few pages into this magazine you will encounter Professor Roger Morris and the programme EpiMAN, used to such effect to forecast and combat the spread of the British foot and mouth epidemic. Nor should it be forgotten that agriculture remains a mainstay of the New Zealand economy.

Innovation is part of what Massey does no matter what the field: be it in the sciences, humanities, education, social science, business, design. It is also a defining attribute of our alumni.

Of course, innovation is easily confused with making do. Our university system has suffered from years of effectively declining funding. Dr Fleur François, an alumna now researching AIDS in New York, talks of the horizons that have opened up to her there: "In New Zealand where funding is restricted, you would confine your activities and your theories to the resources available." The much-vaunted knowledge economy carries an unavoidable price tag.

Let us continue to innovate. Let us not settle for 'making do'.

James A McElwee

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Clean, green, gourmet and good for you: avocado oil hits the market.

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If plague is one of the four horsemen of the Apocalypse, then Professor Roger Morris lives within earshot of the drumming of hooves.

26 **When the boats come in**
From next year Massey will offer a degree in Marine Transport.

1–3 March, Palmerston North
The official launch of the 75th Celebrations.

Friday 1 March, Palmerston North
Celebration for staff at Wharerata.

Sunday 3 March, Palmerston North
Campus Open Day 11:00 – 4:00
The open day will include a celebrity sports match, halls touch rugby tournament, food, music and displays. There will be plenty happening!

15–17 April, Palmerston North
Environmental Biotechnology Conference 2002.

17–20 April, Albany
Graduation Ceremonies in Albany

Ceremonies to be held at the Bruce Mason Centre, Takapuna. The celebrations will also include a graduation ball and celebrity debate.

10–12 May, Palmerston North
Reunion for agriculture and horticulture graduates from all years.

13–17 May, Palmerston North
Graduation week in Palmerston North
Graduation ceremonies at the Regent on Broadway with other events to be held at a variety of Palmerston North venues.

Thursday 23 May, Wellington
Graduation ceremonies in Wellington.

27 The Iron Man

He's the iron man. And the toaster man. And the Philishave man. Grant Davidson is the design account manager of Philips Design, domestic appliance/personal care division.

28 The Horse Man

Each year he clocks up more than 300,000 air miles and operates on hundreds of horses. This is Dr C Wayne McIlwraith, the father of equine arthroscopy, Professor at Colorado State University, and keen recreational climber.

29 The Milk Man

The new mega dairy co-operative Fonterra is very mega. Its turnover is $11 billion; its work force numbers 20,000. Craig Norgate, aged 36, is CEO.

30 The Sports Man

Sports commentator Hamish McKay started out to become a teacher.

31 Sounding good

It has been almost a religious schism. Should children be taught to read using phonics or the "whole language" approach? Professors Bill Tunmer and James Chapman favour a shift towards phonics.

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The Godwits Fly, by Robin Hyde, edited by Patrick Sandbrook • • *Letters from the Battlefield:* New Zealand soldiers write home 1914–18, edited by Glyn Harper • *Rich and Rewarding:* An autobiography, by Bill Blackwood • *Spiral of Values:* The flow from survival values to global consciousness in New Zealand, by Alan Webster • Shifting Nature, Photographs by Wayne Barrar, with an essay by Geoff Park • *From Birth to Puberty:* Helping your child develop a healthy sexuality, by Gill Lough and Max Saunders

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A Gothic influence permeates our film and literature, says

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The look: MASSEY magazine was designed by Darrin Serci, Grant Bunyan, and Simon Holmes. Grant and Darrin are both Massey alumni. Back cover by Lee Jensen, also of Massey.

Friday 5 July, Palmerston North
Reunion for chemistry graduates from all years.

5–7 July, Palmerston North
Te Putahi-a-Toi Conference provisionally entitled: *Indigenous art and heritage, and the politics of identity.*

5 July–8 September, Palmerston North
Genus: Pacifica Exhibition, Manawatu Art Gallery.

Friday 12 July, Wellington
Scholars Ball. Time for Wellingtonians to hunt out the dancing shoes.

16–21 July, Wellington
A week of celebrations in Wellington. *Art and Design Exhibition, Great Hall, Museum Building.*

Tuesday 16 July, Wellington
Official opening of the Exhibition *and the beginning of a week of celebration, which will include special lectures, a celebrity debate and more. The Exhibition will be open for public viewing from Wednesday to Friday 3:00 –7:00PM.*

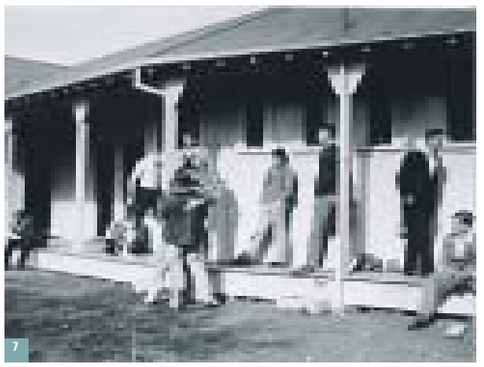
Saturday 27 July, Palmerston North
Whararata Centennial Celebrations.
An evening of fine dining and great dancing.

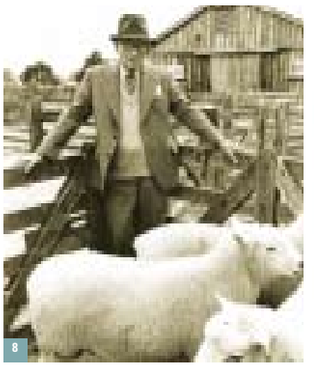
August, Albany
75th Guest Lecture Series.

Saturday 7 September, Albany
Albany Campus Festival Day.
Aucklanders, this is your chance to see the Albany campus and join in the festivities.

3–6 October, Palmerston North
Land, Food, People and Technology Festival.

For more about these and other events visit:
celebrate75.massey.ac.nz





1913 William Massey sets up the Board of Agriculture, under its own enabling legislation, to investigate establishing a North Island Agricultural College

1923 £10,000 is donated by Sir Walter Buchanon to Victoria University College to found a Chair of Agriculture. Professor GS Peren is appointed to the Chair.

1924 The School of Agriculture is recognised by the University of New Zealand.

1925 Professor W Riddet is appointed to the Logan Campbell Chair in Agriculture at Auckland University College.

1926 The amalgamation of the two schools is recommended by committees appointed by Victoria and Auckland University Colleges. The Palmerston North-Marton area is recommended.

1926 With the passing of the New Zealand Agricultural College Act the two schools are combined and the New Zealand Agricultural College is created. • The Batchelar Estate at Fitzherbert is purchased by the Government.

1927 The first meeting of the Agricultural College Council is held. • It is agreed that the Dairy Research Institute of New Zealand should be associated with the College. • The Batchelar property is taken over by the College. • The College is renamed Massey Agricultural College by an amending act.

1928 The PA McHardy property (Tiritea) is purchased by the Palmerston North Borough Council. • Massey Agricultural College is formally opened by OJ Hawken, Minister of Agriculture. There are 85 enrolled students. The Palmerston North City Council transfers ownership of 21 acres of the Tiritea property, with building and improvements, to the Crown for College purposes. • The Dairy Factory is built.

1929 The tender for the construction of the Main Science Block and Refectory is let. • The foundation stone of the main building is laid by Governor General Sir Charles Fergusson. • The water tower is built and the Refectory Building begun.

1930 208 students enrol. The Refectory Building is completed.

1931 The Main Building is opened by Governor General Lord Bledisloe.

1935 The Swimming Baths – built by students as part of their practical work for the Farm Practical Course – are opened. • First Procesh is held.

1938 Tuapaka Farm near Aokautere is leased.

1941 The Staff Hostel (later to be a college hostel known as the Pink hostel) is built by the Army Staff College to serve as officers quarters.

1944 The CJ Monro homestead, Craiglockhart, is purchased with money from the Moginie bequest. It is set up as a hostel for women students. The hostel is called Moginie House, but eventually the name reverts to Craiglockhart.

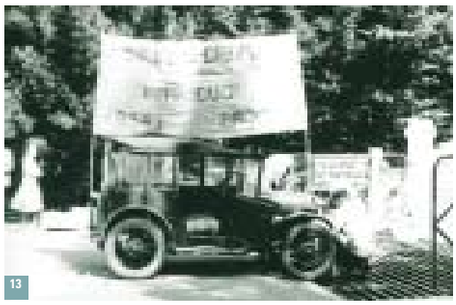
1946 The 220 acre Bourke property next to the Main Building is purchased.

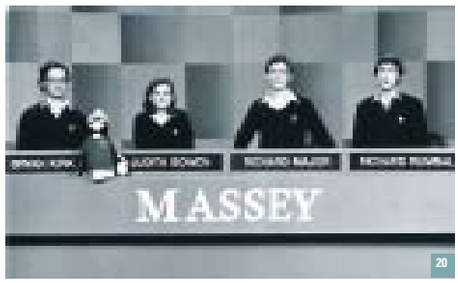
1948 Degree courses in horticulture are introduced.

1950 Tuapaka Farm, which has been leased by the College, is purchased.

1951 "Rata", a 1908 acre farm in Southern Hawke's Bay is purchased. (It is later sold.) • A Chair in Sheep Husbandry is established. • Wharerata, the 16-acre property of the late Mrs AE Russell, is purchased.

1953 The Young Farmers' Club Memorial Dormitory is erected, funded by The Federation of Young Farm-





1. The future Tiritea campus site with, as inset, the McHardy homestead, which would eventually become the Vice-Chancellor's residence. 1920s
2. Professors Riddet and Peren inspect possible sites for the proposed agricultural college. 1920s
3. The opening of the Main Buildng by Governor General Lord Bledisloe. 1931
4. The first intake of students pictured with WJ McCulloch, the farm manager, also known as "the boss". 1920s
5. The official opening of Massey Agricultural College in the Batchelar homestead (no longer extant). 1928
6. Laying the foundation of the Main Building. 1929
7. Outside the Old Hostel on a Sunday morning. 1933
8. Sir Geoffrey Peren, Principal 1929-1958, shown here in later life alongside the sheep breed – the Perendale – that took his name.
9. Students from Moginie House. 1940s
10. The first Procesh. 1935
11. The swimming baths – built by the students under instruction. 1935
12. Students from Moginie House. 1940s
13. Baby Austin, part of Procesh. 1954
14. Student capping committee. 1954
15. Sir A Stewart, Vice-Chancellor 1959-83
16. Capping production. 1964
17. Capping magazine edited by Tom Scott. 1971
18. A tug-of-war held as part of Massey's 50th anniversary. 1977
19. Student production of "As you like it". 1980
20. University Challenge. 1980s
21. Sir Neil Waters, Vice-Chancellor 1984-95
22. The Albany Atrium building under construction. 2000
23. The Albany Study Centre: Campus Principal Professor Ian Watson stands before the tower. 2000
24. The merger of Wellington Polytechnic with Massey University. Wellington Campus Principal Bruce Phillipps at left and Vice-Chancellor James McWha. 1999

ers Clubs.

1954 Bernard Chambers Veterinary Clinic is built.

1925 First year Science courses introduced. • Professor Peren retires as Principal and Dr A Stewart is appointed. Professor Peren is awarded the KBE.

1960 The Palmerston North University College, a branch of Victoria University of Wellington, is founded in Palmerston North on a 30-acre site at Hokowhitu and Caccia Birch House. It caters mainly for extramural students and provides tuition for Arts students in the Manawatu.

1961 The University of New Zealand is dissolved and Massey is associated with Victoria University of Wellington for the conferral of degrees.

1962 Massey Agricultural College is renamed Massey College. • The first meeting of the faculty of Veterinary Science. • The first meeting of the Faculty of Technology. (Now the Faculty of Food Science and Technology.)

1963 Massey College and the Palmeston North University Branch of Victoria University are amalgamated to form the Massey University College of Manawatu. • The first meeting of the Science Faculty (called for a time the Faculty of Biological Sciences).

1964 Massey is granted autonomy as Massey University of Manawatu. • Colombo Hall opens.

1965 The Faculty of General Studies is reorganised into the Humanities and Social Sciences Faculties.

1966 Massey University College of Manawatu is renamed Massey University.

1967 Eliott House is purchased. • Walter Dyer Hall is opened. • The Department of Economics is developed.

1968 The Humanities and Social Sciences faculty are consolidated on the main site and the Hokowhitu property is made available for the development of the Palmerston North Teachers College. • The Veterinary Building opens. • The Library/Arts Building opens.

1969 The School of Graduate Studies is established.

1972 The creation of the School of Education formalises cooperation between Massey and the Teachers College.

1977 Faculty of Business Studies instituted. • Faculty of Education instituted. • The Seed Technology Centre opens. • 50th Jubilee

1984 Professor Neil Waters appointed Vice-Chancellor.

1990 School of Aviation established.

1992 First sod turned for Albany Campus.

1993 Albany Campus established on Auckland's North Shore.

1995 Faculty of Information and Mathematical Sciences established.

1996 James McWha takes up his position as Vice-Chancellor after having been appointed in 1995. • The College of Education is formed from a merger of the Palmerston North College of Education and the Massey University Faculty of Education.

1997 The formation of the Colleges of Humanities and Social Sciences, Science, and Business is begun. (The process is completed in 1998.)

1999 Wellington Polytechnic merges with Massey to become the University's third campus. • The College of Design, Fine Arts and Music is created. • adidas Institute of Rugby opens

2001 Albany: e-centre opens, Atrium Building opens • Wellington Refurbished Dominion Museum building opens

Massey gets more than $2m from Marsden Fund

Scientists from the Institutes of Molecular BioSciences and Fundamental Sciences at the University secured more than $2 million from the Marsden Fund.

Four proposals from the University were accepted by the fund, administered by the Royal Society of New Zealand to support excellence in research and researchers.

Professor David Lambert, Institute of Molecular BioSciences, receives $660,000 over three years to investigate the cause of rapid DNA evolution in Adélie penguins in Antarctica. Professor Lambert's grant is one of the largest awarded by the Marsden Fund and is the second he has received to undertake this research.

Professor David Parry, Head of the Institute of Fundamental Sciences, receives $162,000 over two years to continue his work into hair and skin proteins. He and his colleagues from two health research groups in the United States have proposed a radical new model of the structure of molecules in hair. They believe the proteins are far more dynamic and flexible than previously thought and may interact with other components in the cell. Professor Parry says if they are found to be correct, it will change our understanding of how hair, skin and muscles work.

Molecular biologist Professor Barry Scott and Dr Mike McManus, Institute of Molecular BioSciences, receive $624,000 over three years to investigate a beneficial fungus that forms a symbiotic relationship with its host plant, protecting the plant from insects, other fungi and even drought.

Dr Peter Lockhart and Trish McLenachan, Institute of Molecular BioSciences, receive $495,000 over three years to study the movement of New Zealand native plants around the country over the past one to two

Vet school expects US accreditation

In October, visiting representatives from the American Veterinary Medical Association (AVMA) attended a tree-planting ceremony at the University to honour those killed in the US terrorist attacks.

The planting of two kauri concluded a four-day visit by AVMA representatives to the Institute of Veterinary Animal and Biomedical Sciences (IVABS). The visit was the last step in a rigorous qualification process that will see Massey's Bachelor of Veterinary Science receive élite international status.

When the University's veterinary programme is granted AVMA accreditation, it will join the ranks of 30 élite veterinary schools world-wide, and will be the first to be based in the Southern Hemisphere.

The qualification process began early last year and has involved an intense AVMA review of the programme to ensure it complied with its 11 standards of veterinary medical education. The review team is satisfied with the standard of Massey's programme and will recommend to the AVMA Council that it be accredited. Official notification will be received by March next year.

Police dog recovers well

On a Saturday night in Gisborne, Constable Bill Eivers and his dog Woolf had an altercation with a 32-year-old man in a dark alleyway. Woolf yelped. A 20-centimetre blade – a chef's knife – had been plunged deep into Woolf's head, cutting an artery behind the optic nerve in his left eye.

Not that Eivers could know that. He just knew things weren't good. "By the time we got to the vet clinic there was blood all over the back seat and we were running on adrenaline," he said. Gisborne veterinarian and Massey alumnus Lachlan Hulme-Moir performed emergency surgery that night, removing Woolf's left eye and packing the socket to stop the haemorrhaging. It was an exemplary piece of work and saved Woolf's life, but the injury was complex.

Two days later, in pain and with his face starting to swell, Woolf was brought to Massey's teaching hospital and a second exploratory operation was performed, this time by Dr Andrew Worth, assisted by Dr Thomas Erikson and Massey's veterinary nurses.

"They cleaned, debrided and flushed away blood clotting and other debris that had built up, and checked the soft palate," says Massey lecturer in behaviour and service dog health Dr Vicki Erceg. Fortunately the knife had not cut all the way through the soft palate – the anatomical feature crucial to a police dog's all-important sense of smell.

Woolf responded well. Next morning he ate a hearty breakfast, then began a hectic schedule of media interviews that would see him star on the Holmes show (several times) and receive front page coverage.

By late August, Woolf was back to his working life on the streets of Gisborne with his handler. His final test, passed with flying colours, was

Nobel Laureate opens nanomaterials centre

A nanometer is a billionth of a metre – or, if you prefer, one thousandth the size of a typical bacterium, or one millionth the size of a pinhead according to Scientific American – and nanotechnology research is hot. Now Massey has affirmed its commitment to such research with a Nanomaterials Research Centre, opened by Professor Alan MacDiarmid, who won the Nobel Prize for Chemistry last year.

Associate Professor David Officer leads the new Nanomaterials Research Centre. Massey's research deals with conducting polymers and their application in solar energy capture and storage.

Dr Officer and Professor Tony Burrell have research links with Professor MacDiarmid.

$100,000 grant to test nuclear veterans

The University has been contracted to undertake interdisciplinary genetic and psychological research on behalf of New Zealand Nuclear Test Veterans Association. The Association has received a $100,000 government research grant to assess the health status of veterans who witnessed atomic bomb tests in the Pacific during the 1950s.

Massey researchers will employ the latest gene analysis techniques on a sample of the nuclear veterans to see if any have suffered long-term genetic damage. A psychological profile of the men who have suffered stresses as a consequence of their experiences will also be compiled. Professor Al Rowland, of the Institute of Molecular Biosciences, leads the genetic research team, which will collaborate with researchers at St Andrews University in Scotland. Dr John Podd of the School of Psychology will perform the profiling.

Dr Rowland says there is a strong correlation between radiation exposure, genetic damage and various cancers, especially those of blood and bone. While the changes in the structure of the chromosomes can be linked to changes caused by exposure to radiation, it is very difficult to link the mutations to cancers, he says. However, detection techniques are improving all the time.

"We know exposure to radiation will cause certain changes to occur within the cell - techniques we will be using can also be applied to assess how much radiation a patient undergoing radiation therapy for cancer can withstand. We won't be able to say conclusively that any changes we detect will definitely cause cancer or any other illness. But this pilot study should provide some answers for the test veterans as to whether any long-term genetic damage has occurred."

Along with the $100,000 from the Nuclear Test Veterans Association, funding has also been provided by the New Zealand Cancer Society to fund a researcher to visit St Andrews University. Additional assistance has come from the New Zealand Royal

First NetBig students arrive

The first Chinese students to study under a new agreement between the College of Business and the People's Republic of China are resident on the Palmerston North campus. Six arrived in July and a further 22 in September. This pilot group of 28 will study English for the remainder of the year. In January, 150 more students will be on campus in time to begin the second year of a Bachelor of Business Studies in the first semester of 2002 .

Eventually the NetBig initiative is to bring about 500 students a year to the University as part of an agreement with NetBig Education Holdings Ltd (Hong Kong).

Albany grows and grows

The Albany campus is the fastest growing campus in the country, its growth far exceeding the University's own predictions.

Principal Professor Ian Watson says this year the campus gained 250 more equivalent full-time students (EFTS) than last year, representing growth of 8.8 percent. Of the total, 120 are first-year students.

Business students make up more than half of new enrolments. Their numbers are expected to increase still further in semester three, when an expanded range of summer school business and other courses will be available.

Among factors likely to drive further growth next year will be the introduction of Bachelor of Design and Bachelor of Music programmes at Albany, as well as new programmes in speech and language therapy. Chinese students studying with the College of Business under the NetBig agreement will also add to numbers.

The demographics of the campus catchment – a growing population, with many in the right age bracket to become mature students – also favours continuing growth. Professor Watson says despite the new Atrium building and the development of other facilities, future growth will have to be carefully monitored to avoid too much pressure on resources,

New Chair of Māori Education

Arohia Durie has been appointed as the new Professor of Māori Education. College of Education Pro Vice-Chancellor Professor Luanna Meyer says the establishment of the Palmerston North-based chair is a big step forward in Māori education, allowing it to take its place as a field of study in its own right in a university environment.

Professor Durie was the foundation head of the College's Te Uru Maraurau/Department of Māori and Multicultural Education when it was established in 1997. Professor Meyer says the department represents one of Massey's major commitments to Māori education and development, nationally as

First Professor of Fine Arts

Professor Sally Morgan is bubbling with enthusiasm. As the foundation head of the new School of Fine Arts, she's promising to add an exciting new dimension to the Capital's burgeoning arts scene.

"Take a city like Glasgow, you'll find their school of fine arts to be highly visible, widely recognised and incredibly well supported," says Professor Morgan, who started her new job in the former Dominion Museum building last month.

"The cultural enrichment their school provides the Glasgow community is substantial, and that's what I would like to see repeated in Wellington. In fact, I can see a gap there that's just waiting for us."

Professor Morgan's passion for engaging the community, for crossing the boundaries between art, music and theatre, can be traced to her extensive background as an artist, teacher and

Cooker wins best student product award

A 'Brooke' anglers' cooker won industrial design student Blythe Rees-Jones the 'Best' Design in the student product category of The Best Design Awards, sponsored by the Design Institute of New Zealand. The die-cast aluminium cooker runs off a portable butane gas canister and has an interchangeable cooking surface, with one side for grilling and the other for frying. What is more, by sprinkling sawdust and water between the fins, the cooker can be transformed into a smoker.

"I surveyed the market and found a niche," says Mr Rees-Jones. "I can imagine a fishing party up the Tongariro River, and the guide puts on the lunch while the others keep on fishing."

Mr Rees-Jones, 21, is in his final year of a Bachelor of Design (Industrial Design) degree at Massey's Wellington campus.

Four of the five 'student product' finalists in the competition were from Massey. Head of 3D design, Associate Professor Tony Parker, says the dominance of Massey students in the competition confirms the pedigree of the programme.

Shona Yu, BSc, age 14

Fourteen-year-old Shona Yu graduated with a Bachelor of Sciences in Mathematics at the 2001 Palmerston North graduation ceremonies, becoming the University's youngest graduate. She started full-time study at Massey in the Institute of Fundamental Sciences at the age of 11, completed her BSc last year and is doing honours this year.

Next will be a PhD, she says, and eventually she hopes to lecture in mathematics. She has been awarded an alumni scholarship by Massey and has spent eight weeks doing invited research at the University of Sydney.

Four years ago Shona's skill as a pianist won her a McDonalds Young Achievers Award and a trip to Disneyland and Hollywood.

Shona's father, Dr Pak-Lam Yu, is a lecturer in the

Albany e-centre opens

On 2 March the Albany e-centre was opened by Prime Minister Helen Clark. The centre – a purpose-built two-storey building with expansive windows overlooking the verdant pasture and bush of the Otehe Rohe Albany Campus – is an incubator for young enterprises.

The Tindall foundation, which contributed a $2 million loan, the North Shore City Council, which contributed $500,000, and Massey University are the e-centre partners.

The building itself has been named the Bob Tindall building in honour of Stephen Tindall's father, a Massey graduate and well-known North Shore businessman described by his son as "a wonderful father and my best friend".

The centre houses three anchor tenants – established businesses with a stable cash flow – four "fledgling" businesses and a number of "incubator" or start-up businesses.

In July the e-centre received a $110,000 grant as part of a new awards scheme for business incubators. Two practical management programmes for entrepreneurs will be funded by the grant. These are open to enterprises at the e-centre and to the local business community

$1.2 million for Public Health Research Centre

The new Centre for Public Health Research has received $1.2 million worth of new funding from the Health Research Council.

Director Professor Neil Pearce says after nine months' operation, the Centre now has a firm base of HRC funding.

The grants include three new asthma projects:

- a study by Lis Ellison-Loschmann on the severity of asthma in Māori. It looks at Māori adolescents with current asthma symptoms and assesses factors that affect asthma severity and access to asthma education and health care. While asthma prevalence is similar among Māori and non-Māori children, the severity of asthma is much greater among Māori, probably because of problems of access to care.
- a study by Jerome Douwes on non-allergic mechanisms for asthma. This is a joint project with the Malaghan Institute for Medical Research. Asthma is increasing worldwide, but it is now believed that fewer than half of asthma cases occur through allergic mechanisms. This will be the first population-based study anywhere in the world to investigate non- allergic mechanisms.
- a study by Professor Pearce on childhood infections and asthma risk. This is being jointly undertaken with ESR, a Crown Research Institute.

Other new grants include:

- an HRC-funded Māori community-based diabetes control demonstration project by Mihi Ratima
- an HRC-funded study by Mihi Ratima on the foundations of Māori health promotion
- a study by Dave McLean, funded by Lotteries Health Research, on cancer in dioxin-exposed workers.

Te Pūmanawa Hauora – the Māori Health Research Centre within the School of Māori Studies on the Turitea campus – has also secured continuing programme funding from the HRC.

Director Chris Cunningham says the Centre has been going since 1993 and the ongoing funding of $506,000 announced in the latest HRC funding round is for an additional two years from 1 July 2001.

The Centre trains and supports HRC Training fellows and postgraduate scholars in Māori health research. It currently hosts 10 fellows/scholars studying at doctoral level. It will continue research into smoking cessation, the health of kaumātua (older Māori), the Māori mental health workforce,

Palmerston North's $6 million science investment

The $6 million refurbishment of Science Tower A at the Palmerston North campus was officially opened by the Vice-Chancellor, Professor James McWha, in March – though students had benefited from the major investment since the beginning of term. Upgrade work began on the 35-year-old building in early 2000 and was completed in time for this year's chemistry students intake.

$46,000 prize for design student

Third-year Industrial Design student Rodney Mackrell (at right) will make a NZ$46,000 dent in his student loan after winning the top prize in the international LG Electronics Design Competition.

The 22-year-old can also look forward to a three-week visit to LG Electronics' head office in South Korea, where his 'Cellular Remote' design will be developed to a prototype stage by an LG Electronics design team. Then there's an internship with the company – if Mackrell hasn't chosen to head off to another of the world's industrial design houses.

The Cellular Remote is a pocket-sized cellular phone incorporating a fold-out computer screen. The screen will enable the user to control a home or office computer remotely. Third-generation cellular technologies will let computer data be sent and received via a secure Internet connection. Although the device is as yet only in prototype, the 'flexible display' and 'electronic ink' technologies it employs are nearing commercial reality.

Also picking up his prize in Seoul in October will be Mr Mackrell's classmate, Tee Smith (at left), who won the $4600 special prize for his 'Morf' portable computer screen. The Morf would be able to be networked with other home media devices – such as digital TVs and radio, DVD and CD players, videophones and computers – making audio and visual media mobile around the home. It would employ currently-available 'Bluetooth' technology to connect wirelessly with home appliances. It also features voice recognition and a touch screen LCD panel.

Head of 3D Design Associate Professor Tony Parker says Massey sent four percent of the more than 2000 entries in the competition, and picked up 25 percent of total prizes. The Massey tally included four of the finalists, and 22 of the honourable mentions. Most of the leading European and American design schools sent entries, and an international panel selected the winners. "This is

Autism course launched

Staff and students attended the launch of the University's new postgraduate diploma in autism and related studies on 26 April.

School of Sociology, Social Policy and Social Work head Professor Robyn Munford says the two-year extramural diploma is the first of its kind in New Zealand, and has attracted students from all over the country.

Services to jazz honoured

Jazz lecturer and pianist Phil Broadhurst was awarded the New Zealand Order of Merit for services to jazz music in the Queen's Birthday honours list.

With a jazz pianist for a father and a home full of jazz recordings, it is not surprising Broadhurst has spent his life as a practitioner and teacher of jazz. Over the past decade he has become familiar to jazz aficionados with his own show on Concert FM on Saturdays at 4:00pm.

Broadhurst has taught jazz for the past two years at Albany and is responsible for putting

Massey organic dairy research unit a first

On 1 August the Dairy Cattle Research Unit began the process to become the first dedicated organic dairy research unit in the country.

It is expected it will take at up to three years for the property to attain the full AgriQuality Certenz organic standard.

Project leader Zarah Smith says the decision to go organic was made to meet the demands of the growing organic movement for sound scientific knowledge and information.

Wildlife unit an integral part of oiled wildlife response

A dedicated wildlife intensive care unit has been set up to treat animals affected by oil spills in New Zealand waters. The University is contracted to the Maritime Safety Authority to manage the wildlife response if New Zealand suffers a nationally significant oil spill. The new ward is an expression of the relationship between the University and the Maritime Safety Authority, the agency responsible for managing contingencies for oil spills in New Zealand.

Technology Office Park opens

The Smales Farm Technology Office Park in association with Massey University was launched by Prime Minister Helen Clark on 10 August.

In ten years' time the tenants of the Park, on Auckland's North Shore, are expected to employ between 5,000 and 6,000 people and generate an annual turnover of around $6 billion.

Smales Farm Director Greg Smale described the development as the knowledge economy in action and the collaboration with Massey as the mark of a true technology park. "Integrating university teaching and research with the sustainable development of technology-based industries is the key aim of the international peak body of the technology park movement, the Association of University Related Research Parks."

Do not be misled by the word 'farm'. The 13-hectare property may be campus-like, but the local landmark is the innovative, high-rise building housing anchor tenant Clear Communications. A multi-storey building for a second anchor tenant, TranzRail, is under construction.

The Park tenants will be encouraged to partner with Massey. Vice-Chancellor Professor James McWha says the Park provides for the seamless, fast-track development of high-value, knowledge-based enterprises. "The Park will provide somewhere for our e-centre incubator enterprises to graduate into and grow further, contributing to the local community and the New Zealand economy."

First master of jazz

Guitarist and lecturer Leigh Jackson has been awarded New Zealand's first Master of Music in jazz.

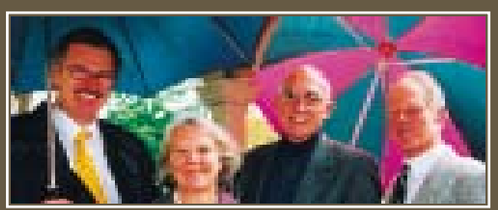
His thesis, Elements of Jazz ,is an attempt to bridge the gap between classical music and jazz, enabling classical musicians to understand more about how jazz is put together.

"A classical pianist will often ask a jazz pianist 'How do you do that?' but it's never written down," says Jackson. "So I sat down and notated huge amounts of it, comparing similar elements, coming up with a system that explains how it's done, in classical music terms."

Jackson says he compared Bach's harmony to that of jazz pianist and composer Keith Jarrett. A lecturer in Massey's Wellington Conservatorium of Music for the past 16 years, Jackson took leave of absence in London to write his thesis. He was accompanied by his wife, Kirsten MacKenzie, a jazz piano lecturer in the Conservatorium who received an ABRSM Centennial Scholarship for her study.

He also has his own trio with the Conservatorium's Roger Sellers (drums) and Paul Dyne (bass), and performs with MacKenzie around the New Zealand chamber music circuit.

College of Business seeks international accreditation



The College of Business could become the first business school in Australasia to gain accreditation to the prestigious American Assembly of Collegiate Schools of Business.

Worldwide, only 300 schools of business have achieved AACSB accreditation. Pro Vice-Chancellor Professor Rolf Cremer says he wants Massey's College to join that club, as part of a quest to achieve the highest educational standards.

The College applied to take part in the long accreditation process a year ago. AACSB accreditation pre-candidacy advisers Professors Kenneth Stanley and Eileen Peacock visited the University in May. They spent time at the Palmerston North and Albany campuses and held a series of meetings with College of Business staff. These included working sessions on mission and objectives, faculty profile and development, curriculum planning and evaluation, instructional resources and facilities, students, and intellectual contributions.

Professor Cremer expects it will take another year to complete the pre-candidacy stage of the accreditation process. The College will then move on to the candidacy stage, for probably two years, followed by a formal audit, then the hoped-for accreditation, which will apply only to degree programmes.

School of Māori Studies expands in Capital

A formal karakia in the University's commercial building on Adelaide Road marked the start of a new phase of development for the School of Māori Studies in the Capital.

Now located one floor above the University's new Centre for Public Health Research, the School of Māori Studies (Te Putahi-a-Toi) is extending its reach in Māori language teaching, while simultaneously expanding its Māori development research programmes. About 10 lecturers and researchers will eventually be employed.

Head of Māori Studies Professor Mason Durie says there is a strong need for postgraduate courses in Māori language and in other aspects of Māori development. A series of research programmes directly related to Māori development will be the second key area of activity on the Wellington campus, he says. The HRC-funded Māori health research programme (Te Pūmanawa Hauora), established at Palmerston North in 1993, is now being extended to Wellington. The programme focuses on evidence-based, Māori-centred research. Outcomes are linked to measurable gains in social, cultural and economic development.

Another focus on the Wellington campus will be professional development – raising the skills, the knowledge base and qualifications within the Māori workforce. A PhD programme on both the Palmerston North and Wellington campuses is also targeting Māori graduates. Currently the School has

Medium density housing liked

Do you have to have a quarter acre to find your fabled pavlova paradise? Perhaps not. A Waitakere City Council-sponsored study by Massey University Auckland sociology senior lecturer Dr Ann Dupuis and Professor Jenny Dixon from the Planning Department at the University of Auckland has found that the occupants of medium density housing estates like their quality of life.

Conducted over six months on Ambrico Place in Auckland's New Lynn, the study canvassed the views of estate residents as well as architects and developers, neighbours, retailers, council staff and off-site owners.

The residents liked the privacy, sun, and safety where they lived. However, they were less pleased with the management of their developments by body corporates. "This is clearly an issue that needs to be addressed in a broader context as it may affect the uptake of medium density housing in the future," says Professor Jenny Dixon.

Ambrico Place was Waitakere's first medium density development. Built on an old brick works site near New Lynn train station and a major shopping complex, it is home to around 800 people in nearly 300 units. It includes a children's playground and landscaped wetland area.

"People tend to think that medium density housing suits singles, or older people. In fact, we found every sort of family form living there: couples with children, single occupants, couples with no children, extended families and only about 10 percent who were flatters," says Dr Dupuis.

Dr Dupuis suggests widespread community disquiet over medium density housing stems from the deeply ingrained New Zealand aspiration to own your own home on a quarter acre section. Medium density housing breaks with this tradition and so is difficult for some people to accept. "By 2050 one in three Auckland people will live in medium density housing. Auckland's individual councils are committed under the Auckland Regional Growth Strategy 2050 to cater for the estimated population."

Dr Dupuis presented the study at the 8th European Real Estate Conference in Alicante, Spain in June.

Milk researcher recognised

Professor Harjinder Singh, Professor of Dairy Science and Technology at the Institute of Food, Nutrition and Human Health, is the recipient of the 2001 Marschall Rhodia International Dairy Science Award.

Professor Singh is one of five New Zealand dairy scientists to receive the award and is one of the youngest to achieve this honour. The Marschall Rhodia International Dairy Science award recognises outstanding accomplishments outside of Canada and the United States in the areas of biochemistry, chemistry, engineering, microbiology and technology pertaining to the dairy foods industries. The impact of research on the marketplace is also important.

Massey MBA voted Best

In September, Unlimited magazine announced the results of a survey of its thousands of readers to identify the best companies and people in New Zealand. Massey was picked as winner in its class, Best MBA.

Safety harness in demand

A patented safety harness and overall system for construction workers developed in the Institute of Technology and Engineering is proving a commercial success. Researched and developed by fourth-year student Ben Kohlis and Massey staff members Barrie Lord and Aruna Shekar, the harness is being sold in Australia and is expected to be sold in the US soon. Falls are the leading cause of injury in the construction industry, but many existing safety harnesses are uncomfortable. Ben Kohlis now works for Dulux Ltd in Wellington and plans to do a Master's degree

New York beckons

In September, Juliette Hogan, a 22-year-old textile student, won the Steinlager 'Dare to Be"'scholarship for full-time study in New York.

Ms Hogan says she was "extremely shocked, but very excited" when judge Karen Walker phoned with news of her win. Starting next August, Ms Hogan will spend one semester at the renowned Parsons School of Design, where leading graduates are offered internships with some of America's biggest names in fashion.

The Steinlager 'Dare to Be' scholarship is for third- and fourth-year fashion design students. They were required to design and produce two garments and design four additional pieces in their own collections.

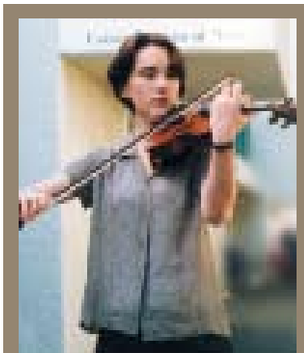
"I've taken two fashion papers as electives in my final year, and this has enabled me to apply textile skills to a finished garment," says Ms Hogan.

"Visualising a product from beginning to end is definitely an advantage – I find that being able to design the material as well allows for more individuality, for more control over the overall effect."

"The calibre of the designs was fantastic," says co-judge Timothy Gunn, of Parsons School of Design. "If they are typical of the design talent in New Zealand, then it is an even richer country than I supposed."

Ms Walker – who already employs Massey textile graduate Katie Lockhart as her personal design assistant – says Ms Hogan is in for a life-changing experience. "This is a fantastic opportunity to be in the thick of the dynamic New York fashion scene. The school arranges internships with top designers, so

Massey violinist selected for World Youth Orchestra



Violinist Claire MacFarlane says she was "absolutely thrilled" to represent New Zealand in the World Youth Orchestra project in September in Rome.

The World Youth Orchestra was organised by MusicaEuropa, as part of an International Festival for Young Musicians, who came from the conservatories and academies of all five continents. They performed three concerts at the

Running track opens

A steady stream of Manawatu locals came to sprint, hurdle and throw their way around the region's new all-weather athletics track at its opening on 29 September.

The opening of the Manawatu Community Athletics Track at the Palmerston North campus saw around 300 athletes, past athletes, families and other interested members of the public turn out on a cloudless Manawatu day to survey the region's latest amenity.

The opening of the track was the culmination of six years of preparation and co-operation between the University, Palmerston North City Council, Sport Manawatu and the athletics community. The track is the first in New Zealand to be constructed to rigorous International World Athletic Federation category one standards, and could, in theory, be used to hold an Olympic or world championship event.

While the track will primarily be used as a free training facility for athletes of all levels, it is likely that it will be used to host some national and international competition as well. Regional Registrar Chris Collins says the athletics track means Manawatu now has the most strategic grouping of high-performance sports facilities in New Zealand.

Fulbright scholar

Massey University College of Education lecturer Hine Waitere-Ang was awarded a Fulbright scholarship toward her doctoral study in the United States. Ms Waitere-Ang, of the College's Te Uru Maraurau/Department of Māori and Multicultural Education, left in August to start her PhD at the University of Wisconsin-Madison. She was also awarded a College of Education Overseas Doctoral Fellowship for two years. Ms Waitere-Ang's PhD research will be in the broad area of the politics of education and looking at ways pre-service teacher education can work toward reducing what she sees as the false dichotomy between theory and practice in teaching.

MEDICAL RESEARCHER

Name: Fleur François

Qualification: PhD in Biochemistry

A Kiwi in New York

MASSEY meets HIV researcher Fleur François.

What were you doing when you heard the news on 11 September 2001? Cell biologist Dr Fleur François was early to work at the Mt Sinai School of Medicine in New York, preparing to 'cook' a batch of cells.

She was feeling good. Her research seeking antidotes to HIV was progressing well. She had just signed a contract for a further two years at Mt Sinai and her Manhattan social life was sharp and fun.

When we saw her, eight days after the terrorist attacks, she said one of her first thoughts was that nothing would be the same again. Events since then, including eight bomb scares at Mt Sinai, have confirmed her perception. Her parents in Auckland were anxious. She said she has thought very carefully about whether she wants to stay in New York for another two years. She is fascinated by the potential of her research. She enjoys her new friends and she loves New York and her flat in Fort Greene in Brooklyn. On balance, she thinks she will stay.

Fleur François took up a postdoctoral fellowship in the Division of Infectious Disease at Mt Sinai in October last year. She returned to Palmerston North in May this year to graduate Doctor of Philosophy in Biochemistry. She had also completed a BSc in biochemistry and genetics and a BSc (Honours) at Massey. For both degrees she achieved an A+ grade average. She was a Massey Scholar.

You can't sit outside because of the dust and the bits of paper and the smell drifting over from the World Trade Centre site.

Her three-and-a-half years of PhD research examined the regulation of cell death in nerve cells. Understanding the regulation of cells and why they live or die will create opportunities to develop methods to fight a range of diseases, including Alzheimer's Disease, Parkinson's Disease, leukaemia and other cancers – and HIV.

New York was a considered choice for Fleur. She interviewed extensively throughout the United States and the United Kingdom, considering positions at Cambridge in the UK, Seattle, and Sloan-Kettering in New York. She chose Mt Sinai because of its involvement in groundbreaking, government-funded HIV research. The school chose her because of the fit they saw between her sought-after skills and knowledge and their needs. Satisfaction with the arrangement is mutual.

Armed with Fleur's emailed directions, we found the Mt Sinai Hospital on 101st Street, between Madison and 5th Avenues. You reach the school through the hospital foyer. We reach the foyer only after passing a security check at the front door: questions, a search of handbags and pockets, IDs checked. Inside the foyer, noise, crowds and chaos. Think ER.

Through double doors and up the express lift to the school, the ambience becomes functional and quiet. Fleur works on the 11th floor, sharing a large room with two other researchers. By New York standards, 11 floors up is regarded as barely above ground level but now she wonders whether it might be more pleasant to work lower down. She talks a lot about the bomb scares, which required the evacuation of all staff, 1,500 people on the street, projects interrupted and, in some cases, efforts wasted. She is embarrassed to admit she is also nervous about the lifts, after being trapped in one for 10 minutes earlier in the week.

"It's inevitable that you over-react to something like that. We're all on edge. The bombing was horrifying, depressing and quite demoralising. The initial shock will wear off but the changes to day-to-day living will not, I think. The fact that I am searched every time I go in or out of the building. The bomb threats. The uncertainty about how long it will take to get home, whether trains are running and where they will stop, whether certain parts of Manhattan are closed or open. And when you do get home, even that's different. You can't sit outside because of the dust and the bits of paper and the smell drifting over from the World Trade Centre site. It even comes in the windows. But at least Mt Sinai is uptown, well away from the WTC, which is why only 12 of the survivors were treated here. It's worse in other places. My friends working on Wall Street still have no phones, no fax, no email, no Internet capabilities.

"I now come to work more happily each day because it feels safer than being at home or in the subway. I think it will be a long time before that changes."

With a team of colleagues, Fleur does both basic and applied research – she specialises in 'signal transduction' – on three major research projects, all HIV-related. "The most exciting, the fun stuff, involves several new drugs that have the potential to prevent HIV and we hope will be subject to full clinical trials. We've already made progress. For example, we know they are not toxic and we know they block the infection. But before we can move further, we need to know why."

A second project, labelled HIVAN, has a narrower focus, in attempting to find causes and cures for the increasing incidence of kidney complications in HIV patients. "It's new research in an area that's been barely touched. And of course it has particular relevance in the United States, especially in New York, because kidney failure is showing up strongly in the African American population. The federal government has made it a research priority so there is plenty of funding."

The extent of available funding and consequent resources for HIV and other projects has blown Fleur away, after years of penny-pinching restraint in New Zealand. "The support for research, and the very productive co-operation and resource-sharing between the hospital and the school, are reasons why I'll probably elect to stay at Mt Sinai.

"I'm now working with million dollar machines on a US multi-million dollar budget. It's like getting the keys to a vast candy store. It has created a very real shift in my thinking and approach. Here I can look at the wider picture, with the freedom to use virtually any tool, any means to find a solution. In New Zealand where funding is restricted, you would confine your activities – and your theories – to the resources available. It's going from a very limited approach to an 'anything is possible' culture. It's realising how important that is. It doesn't matter how brilliant you are or how important the outcomes may be, you can't achieve much without support. At first it was quite overwhelming. But," and she laughs, "it hasn't taken long to learn to cope."

The shoestring years at Massey, however, have given her an edge over her Mt Sinai colleagues. "They know I won't squander the research budget and that's part of my reputation here. I'm used to having to make everything from scratch, making sure that it will last a long time and perhaps can even be recycled. Others regard this as strange. They'll find me washing something and say, 'Just throw it away!' There is a lot of waste. People are used to having an open cheque book. But I don't think I'll change my habits – they're ingrained. All the same, the lack of funding for important research may be the one thing that will stop me returning to New Zealand. That's quite something for me to say. I always thought I would use my education and qualifications to work on health research problems relevant to New Zealand."

Fleur has found another way to make a mark as a New Zealander in Manhattan. She is a driving force in the Kiwi Club of New York, whose 50-odd members meet monthly, usually in a bar. The club is supported by the New Zealand Consulate, the New Zealand Trade Board and the New Zealand Beef and Lamb Board, which recently ordered in 50 legs of lamb for the expats. How to distribute them? Fleur says the organiser for the night rang around the favoured clubs and bars and asked if they could accommodate 50 New Zealanders for a night out. "As usual, no problem. Then she had to explain that also arriving would be a few hundred kilos of raw New Zealand meat, and we'd need space in a refrigerator. We found a great bar prepared to take us on and chill the meat and we had a great night. That's New York."

When Fleur remembers she again has cells cooking back at the hospital, it's time to go. We've been talking in a nearby Starbucks and the level of New York talk and music has become unbearable for us, if not for Fleur. We want to go up the Empire State Building. Above the hubbub, she shouts out the way while advising us to do something else, like take the

Though the Middle East may no longer conjure the tales of Sheharezade, it is still a place where fairy tale stories can happen. Mandi Kingsbury's is one.

Kingsbury departed Wellington in 1994 – with both Diploma in Textile Design and Supreme Wearable Arts award in hand.

Headhunted by couture house Arushi, she found herself living in Dubai, designing haute couture wedding dresses for the royal families of the United Arab Emirates, Kuwait, Qatar, Saudi Arabia and Oman.

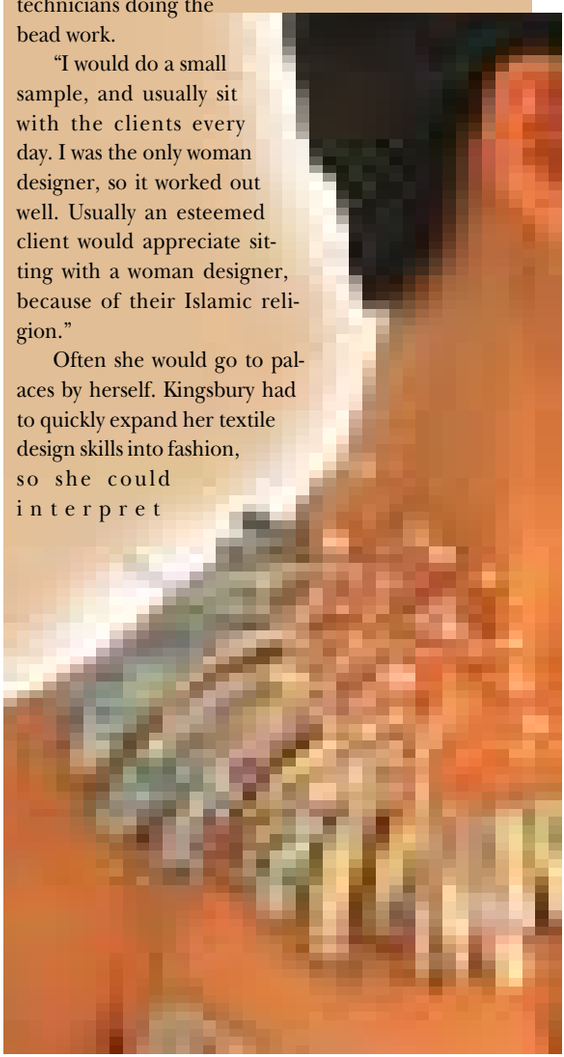
And not just any dresses. These extravagant creations often took months to make, occasionally costing $100,000 or more.

"Opulence was still the thing when I arrived," says Kingsbury. "At this time in Dubai it wasn't unknown for a dress to weigh as much as 35kg, they were just full of Austrian crystal – all so the bride could look shiny on stage. The more shiny you are, the more royal you are."

As the embroidery designer, Kingsbury would come up with the initial designs for the detailing. These would later be refined for the 30 Indian technicians doing the bead work.

"I would do a small sample, and usually sit with the clients every day. I was the only woman designer, so it worked out well. Usually an esteemed client would appreciate sitting with a woman designer, because of their Islamic religion."

Often she would go to palaces by herself. Kingsbury had to quickly expand her textile design skills into fashion, so she could interpret



FASHION DESIGNER

Name: Mandi Kingsbury

Qualification: Diploma in Textile Design

Desert chic

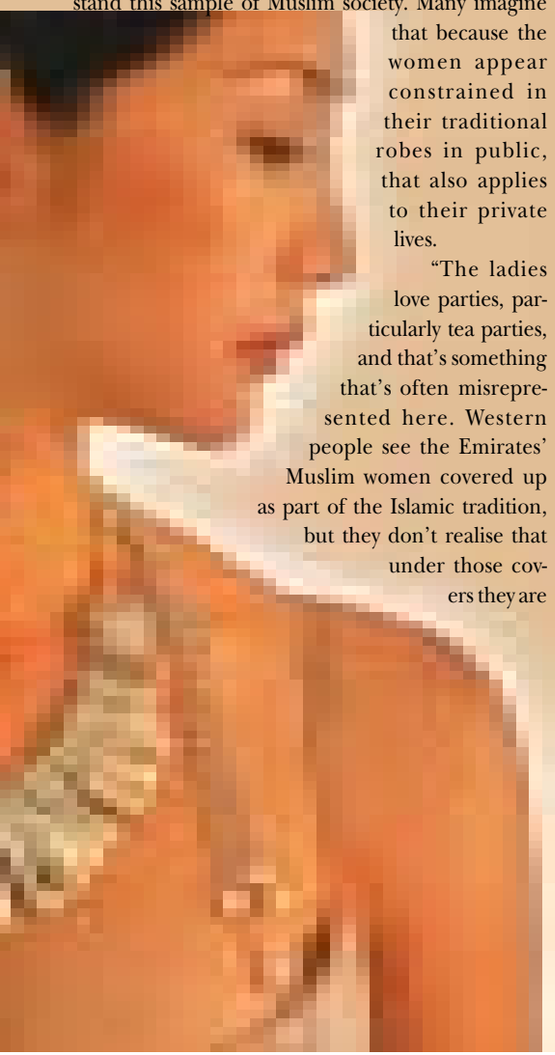
"Often you would sit with a party of ten, including the Bedouin grandmother who can hardly speak English. She wants crystals the size of rocks, that's her tradition. Then you have the modern young women in the wedding party who want the elegant European look. So you've got to bridge all these levels with your design, which was quite difficult at times…"

Part of Kingsbury's success in Dubai was due to Peter Loughlan, a partner at Arushi, being a Kiwi.

"Peter went through the textiles course a decade in advance of me. He has always had a strong allegiance with New Zealand designers; he always takes New Zealand girls, he finds they are open to the society over there. We're used to working with materials we know little about, we are open to design…

"Graduates from the Royal College of Art, for example, come wanting to change everything to their styling, whereas New Zealanders are happy to work with the local women. They could walk in and say they want to look like Pocahontas, or a starry night, or the bottom of the ocean, and you've got to run with that."

Kingsbury says Westerners often misunderstand this sample of Muslim society. Many imagine that because the women appear constrained in their traditional robes in public, that also applies to their private lives.



"The ladies love parties, particularly tea parties, and that's something that's often misrepresented here. Western people see the Emirates' Muslim women covered up as part of the Islamic tradition, but they don't realise that under those covers they are beautiful, sometimes provocative garments, and they're dressing for each other. So when they come into a room, at the tea party, they take off their Abaya Shela (traditional robes) and it's all about looking glamorous for their peers. It's a rather beautiful cultural interaction, but of course, we're so used to seeing the black we don't understand it. But really, the dresses they used to wear were so amazing…"

From about 1997 onward, however, young women in Dubai have been more inclined to walk into a shopping mall and walk out in the latest French or Italian fashions. Even with wedding dresses, brides-to-be now head for a Parisian couturier.

Kingbury realised the writing was on the wall. It was time to go freelance, and move into something else. Jewellery was the obvious choice.

After a time living in Rome, Kingsbury was back in the Middle East, designing uniforms, headgear and accessories for the exclusive Pyramids Club in Wafi City, Dubai.

"The Pyramids complex was setting out to rival Cairo — or Los Vegas — and they asked me to do all the uniform designs. Each was very ornate...

"Each restaurant had a different theme, each uniform was very opulent. I designed the whole uniform, from the basics through to the accessories. I chose to use materials like knives, forks, spoons, and found objects, which included Pepsi tabs. It was all very contemporary and exciting.

"That's been their image now for a number of years, but I did have to draw the line when it was rumoured to be the work of Jean Paul Gaultier."

Since then Kingsbury has moved on to co-ordinating stylistic uniform themes for companies such as hotel chain Sun International's Royal Mirage in Dubai. (Sun International are known for themed complexes such as Atlantis Paradise Island in the Bahamas and Sun City in South Africa.) She has also collaborated with the winner of this year's Professional Designer of the Year Award, June Milan of Ghanti, and designed and produced ethnic and contemporary Arabic jewellery for the winning collection.

Kingsbury returned to New Zealand last year to start a Master's of Design at Massey, and meantime has found time to be the event co-ordinator at Dubai Fashion Week. She has also recently been the guest international judge at this year's World of Wearable Art at Nelson.

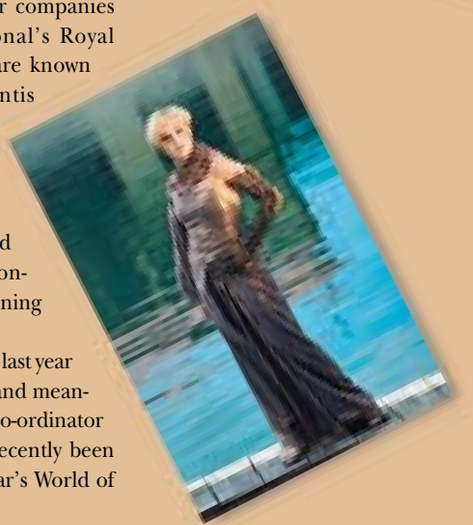
"It's quite spooky for an ex-supreme winner – I don't think I could have beaten anyone this year, the standards have become so high."

After the awards, Kingsbury collected a trophy for second place in the Asian Facet Award in Hong Kong. The win entitles her to enter the World Facet Awards 2002, known as the Oscars of the jewellery industry. Using paua, gemstones and rhodium-plated silver, she created a $15,000 "Water From Heaven" (Maa' as-samaa) piece that draws on Arabic and New Zealand influences.

"It was the first time that I bridged costume jewellery into fine couture jewellery. The paua worked in perfectly."

Again, her love affair with the Middle East has been central to her success.

"The Arab ladies have a love for colour, for Swarovski crystal. They like the elegant, but they have this twist of going somewhere a European would never go. And the way they dress for each other, there is always that shock appeal. I find that risk to be very evocative, and my pieces are big and reflective of that culture."



Designer © Mandi Kingsbury, Dubai, UAE 06/2001
• Jewellery Manufacturer: Himat Jewellers LLC - Dubai
• Photograph © Claude Avézard, Dubai, UAE. 6/2001

IT PROFESSIONAL

Name: Sonya Eastmond

Qualification: BInfSc

from housetruck Educating Sonya to computer lab

Sonya Eastmond is as amazed as anyone at how far she has come from her days as a quintessential flower child travelling New Zealand in a house truck, a sole parent of two children.

In April she graduated from Massey University, Auckland, after six years of cash-strapped slog, with a BInfSc and a job heading the Albany campus computer laboratories.

The woman who could not afford her own computer throughout her IT degree is now in charge of keeping 171 up to speed. She looks at home in her office, where she has swapped the cheesecloth and batik of previous years for casual pants and blouse.

As she regales you with stories of her past you realise this is a woman with a first-class honours degree from the university of life. She sums up everything by calling herself 'living proof' that supporting the 'dregs of society' with education and the necessities of life is the best investment society can make in short circuiting t poverty cycle.

A recipient of just about every benef the way, Sonya is now fully self-suppo actually delights in paying tax.

"I look at how much tax I pay and I think I'm funding a whole family for the same amount that I used to receive. Eventually my tax will have paid off everything that was given to me and then I feel those taxes will be making a positive contribution.

"It is the best feeling," she says with intensity.

Her story is one of finding herself, of coming into her power. For most of her life she followed her instincts all the way. "Then I made a conscious choice to follow my head instead of my heart and to go through university. Now I have returned to a balance."

Eastmond recalls astonishment at her own audacity in taking up study: "The first day of class in 1995, another mature student and I just looked at each other. I said to myself 'Who the hell do you think you are? You are too dumb to be here'. It was the self-esteem thing."

Until then Eastmond, a self-confessed complete hippie, had lived an itinerant, barefoot, bush existence in New Zealand and the previous five years in Indonesia. In her 30s, she had barely seen a computer, let alone touched one.

She backs up her claim of never having been technologically inclined with the story of the birth of her second daughter, Rosea.

"It's on her birth certificate that she was born ON the Hokianga Harbour. She was born on the car ferry in the middle of the night. The ambulance driver hadn't seen a birth before and insisted the baby wasn't coming and looked the other way," she recalls.

"I just did it all by myself. So you see I had never been very technologically advanced."

At 15, Eastmond left home to live with her 18-year-old boyfriend. "I was the typical teenager, I just went a bit further than most. I rebelled against society. You couldn't tell me anything."

Her partner, who was to become the father of her first daughter, Teika, espoused the hippie lifestyle, but, at the same time, was quite entrepreneurial. He'd saved all his wages and bought 12 acres deep in the Coromandel.

"It was the first land that had been subdivided and sold and we were the first pakehas in the community. It took us three years to be accepted."

As she looks back she laughs at the irony of her embracing the stereotypical hippie lifestyle in order to pursue freedom and never seeing that she was missing out on her youth.

"I dug out gorse and blackberry." A pause. "Yes, naked in gumboots, I did all that."

"I thought I was so free but I worked like a dog. We put in a citrus and fruit orchard. At first we had no vehicle and I had to pushbike down to the beach and stack up the seaweed and put it on the bike and ride back to the land and put it around the trees.

"So much for rebelling. Any spare money would go straight into the land. I've done everything – cleaning, shepherding, painting, everything. It is just too hard. We lived on flour and water and fruit and didn't go shopping."

"You think you are living as a free spirit, you don't have clocks, there are no responsibilities. But in hippiedom women do all the work."

Eastmond's rebellious streak was short- and her devotion to her partner total she had fallen under his spell.

ully quite brainwashed between the ages He was charismatic, he had a following and I was proud because I was his woman.

"He would rave for hours. Like the others, I thought he was such a visionary. He seemed so forward thinking, but in reality he was stuck in the dark ages. He basically had no respect for women.

"The followers would come up from Auckland and stay for weeks. I had to feed them from a campfire. We lived in a shed. We had running water – running straight from the stream, no electricity, no bathroom. After a while we put a coal range in."

After seven years Eastmond knew something was wrong. The big questions – who am I?, where am I going? and what do I want from life? – were demanding answers.

"It was scary not to have the answers, I had no answers at all, and I had fallen out of love."

Finally she couldn't help but question her partner's authority and the violence that had driven Eastmond from home at 15 resurfaced.

"My daughter was two-and-a-half and I left with her, a blanket, the clothes on our backs and the car to the strains of a screaming banshee."

Years later when Eastmond enrolled in university, he assured her she would never finish the degree.

"Now the sight of me intimidates him. The last time I saw him he couldn't look at me because I was just too strong, too independent." But then, with no money and no skills Eastmond set out to travel the country on the dole in the house truck she had swapped for the car.

"I was free, but I had had no teenage years. I think I was innocent and quite naïve and I got another baby," she says simply. "So then I had two children, no money and a house truck."

She lived in her sister's house in the Hokianga while she was overseas for a while. The rent was cheap and the fact it had no electricity was nothing new.

"So I concentrated on bringing up these two little kids. When my sister came back I moved to Piha where it was the same thing – doing odd jobs like school cleaning, painting, any job that was going.

"I am very good at budgeting so we always had enough to eat. There was always food in the cupboard, it wasn't instant, you had to make it – but still you didn't have to stoke up a campfire."

Settled at last, she continued her soul searching but when a friend suggested a backpacking tour for six weeks in Bali she decided to take the first holiday she'd had in years.

"Somehow I got the money together to go and we were off. We arrived in Kuta and caught the bemo to Sanur. We ended up staying there for six weeks – that was our big trip around Indonesia. During that time I met a Balinese man. Tjip, and he was my partner for the next five years."

Tjip's family were middle-class workers in immigration. Their job was to look after a holding camp for visa overstayers and then see them out of the country.

"Tjip's mother, Bu, a well-educated woman who spoke English, had close contact with the overstayers. Many of them were remnants of hippiedom," says Eastmond. "She would feed them and look after them while her husband did the paper work."

Bu impressed Eastmond with her wisdom and kindness and her ability to change between East and West.

"One day she would be in Balinese finery for an official ceremony and the next dressed like a European granny in a floral frock."

Bu took Eastmond and her daughters into her family, where they lived as Balinese. She became fluent in Indonesian and worked in Tjip's shop selling textiles and cassette players. Even though it was 12-hour days, seven days a week, she loved the lifestyle because work and life are blended and people eat and sleep as well as do business in their shops.

Eastmond 's probably the only person ever to get through an IT degree w'thout her own computer.

"Bali just felt like home to me. It all made sense to me. The way they live has all the elements of what I was trying to achieve by living like a hippy – the communal life, the free and easy approach to time, people sharing what they have but there is respect for women.

"I started to find my voice there as a woman.

"At first it seemed as if women were oppressed but once I started living there and being part of it I realised they actually hold the highest position in the household. Children are revered and so are the mothers held in esteem.

"What ever they say, goes. That was my experience. The women look after the finances, they are great businesswomen. You see them at the market: either selling, and they are crack sellers, or buying, and they are superb hagglers."

Eastmond is quick to point out that she experienced Balinese culture and that each of Indonesia's hundreds of islands is different.

"Somehow I learnt it was up to me, I couldn't expect a man to provide because I had seen how women handled the money and were the entrepreneurs.

About the time Eastmond decided s h e had to come back t for her daughters' health, her permi

"They have people. They did so I decided to and get skills. Wh professional, they

She made th gain some quali applied to Massey mature student for Business. She was a no other formal q than four School

People ha Eastmond she ha but she hadn't them. It was despe at being destined a life of manu labour and th longing to retur to Bali that reall made her decid tackle university.

In her fir semester, excellen grades began stacking up: "You just grow in yourself once you start getting As. Then I did a computing pa and just loved it had discovered a world."

She changed to Informational Science and didn't look back. Her years of hand-to-mouth living set her in good stead as, once again, she had to live on government assistance.

"We were called bludgers, no hopers. I often had to throw myself on the mercy of the Social Welfare just to get a food cheque. I had to account for all the money.

"Because I had a bomb car, for example, there would be a huge bill just to get it up to warrant of fitness standard. I would have to explain to Social Welfare that I needed money for food because I had to pay for the car and they would say 'Well you don't need a car'. But how can you bring up kids in Auckland without a car?"

Eastmond is probably the only person ever to get through an IT degree without her own computer. One was way beyond her budget, as were $2 cups of coffee at the caf with fellow students.

She overcame the PC-less part by handwriting assignments at home after-hours (child care also was unaffordable), and by being the first one waiting outside the computer lab at 8:00a.m. to transcribe them electronically. And the coffee? Well, flat white least of her problems.

e available at the time for long- le parents called Compass funded

nitiative. I was one of the first and hat scheme because now it only courses, not degrees."

various support structures for at Massey, such as the learning out how to take notes, manage d write essays.

d very consciously and determinedly he woman who despised clocks to uctured her time and set goals. And n off.

ived the poverty trap and university he only way out that I can see."

hopes her daughters won't take ortuous and painful route to gain tonomy and happiness she feels s finally won on her own merits. roudest moment has been having , now 18, and Rosea, 15, at her uation. They were the ones calling "Awesome Mum!" as her degree conferred.

fter six years, Eastmond's long- lan has worked brilliantly. She is a Diploma in Communication ent this year to complement her ication. She plans to be an IT nanager, wintering in Bali for six and summering in New Zealand. ent speaker of Bahasa Indonesia, icial language, she is looking at ssibilities of consultancy for New Zealand firms doing business in

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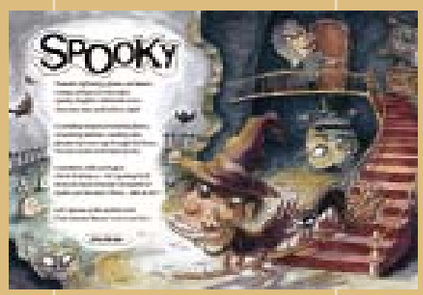
Bachelor of Design Programme



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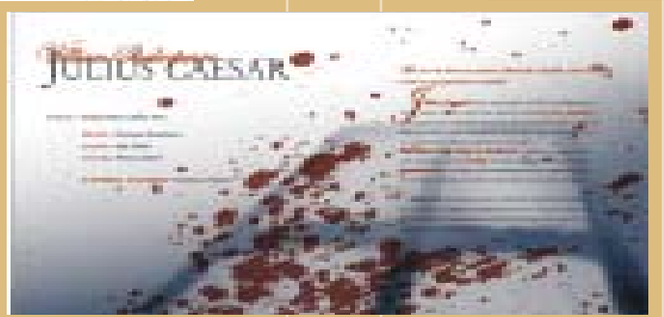

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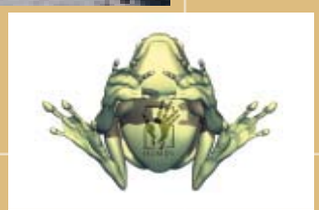

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WINEMAKER

Name: Michelle Richardson

Qualification: BSc (Microbiology)

Michelle Richardson, senior winemaker at New Zealand's second-largest winery, interesting times ahead for the country's burgeoning wine industry.

all of a

If you visit Villa Maria headquarters in Mangere don't expect shades of Provence or Italy or peasant chic. Villa Maria's longtime home (until it shifts to new premises later next year) is a highly-authentic piece of industrial plant: a clutch of stainless steel fermenting tanks in and around a glorified shed, not so far from Auckland airport. This is a landscape of warehouses and parking lots, of multi-lane highways, of paddocks rank with grass, and clumps of state houses, yards cluttered with old cars.

The sun-steeped, insert-adjective-here shingles and clays of wine label puffery lie elsewhere; in Hawke's Bay, Gisborne and Marlborough, where Villa Maria, New Zealand's second largest winemaker, sources its fruit.

And it's out there among the vines that one should really encounter Michelle Richardson, not here in this fluorescently lit attic, reached by a steel catwalk above the tanks.

As Villa Maria's winemaker, Richardson is on a determined quest to tread every vineyard, sample every grape variety, and commit to memory every wine associated with the Villa Maria name. "Every plot has its own personality," says Richardson, sounding more like a foster parent than a scientist.

In fact, Richardson works according to her feel for how things should be; the science, she says, is something she has internalised.

"At the beginning I probably used intuition about 40 percent of the time because I didn't have the confidence and now I use it about 60 percent. I weigh up the analysis of the wine with my gut feeling, what it tastes like, where I think it is going to go.

"You just let it go until you think you need to steer it somewhere. Different fruit needs different pathways. Some of it is experimentation. Not all of it works, but there has never been a disaster."

Far from it. Villa Maria has garnered a slew of awards, and Richardson has been named New Zealand winemaker of year in the Australian Winestate awards for three years running: in 1998, 1999 and 2000.

Richardson, who was raised in the mid-North Island dairying town of Putaruru, came to Massey in the early 1980s to study first zoology – an absolute disaster, she terms it – and then, following her inclinations, microbiology. "I found the whole lifestyle of the yeasts and viruses and bacteria quite fascinating."

And still does. "I find simple things quite pleasurable, like watching juice ferment, bubble, and just knowing that the yeasts are there, bubbling away. I find it very therapeutic…

Villa Maria, predicts

"They are quite suicidal really; they create an environment in which they will eventually die…" she muses.

Wine? "I didn't get introduced to wine until I was well into my twenties," says Richardson.

"When you think of the climate back then, there weren't that many wineries, a lot of the wine was not to the standard it is today – and you were on a university student budget. There certainly wasn't sophisticated drinking with your roast and three veg."

Then, as she neared graduation in 1985, sage advice: "When I was thinking 'what the heck am I going to do?' Roy Thorndon, the micro lecturer back then said 'Well you can do beer brewing or winemaking'."

Not yet though. First there was the adventure of OE, working in London. "Dressing up in relatively nice clothes and going to an office doing temp work – it was so easy to impress the English with a work ethic," remembers Richardson. "You didn't have to do much and yet you achieved great things. It was a fantastic stage of life, because you had a job, you had no responsibility, you got paid a lot, and you had job satisfaction because they thought you were marvellous, and that gave you money to travel." As Richardson did, visiting variously France, Italy, Asia, Nepal and Africa.

"It would be a shame if New Zealanders lost that OE rite of passage, the chance to see the world. You need to be based in Britain. You couldn't do it with New Zealand dollars."

They were three good years, then reality bit. "I thought 'well, shivers, I'd better do something with my life'. I didn't want to go into a laboratory with my degree — I knew I didn't have the right personality for that."

Richardson signed up for a postgraduate diploma in wine science at Adelaide's Roseworthy College. "I found it interesting, but I didn't know if I had what it would take," she says. "I remember thinking I just could not see what others could see in the wines, but thankfully palates can be trained, and with more practice I began to understand the nature of tasting.

"You aren't told that you can learn these things. Once I had really got into it I realised that I enjoyed it – and not only did I enjoy it, I was good at it.

"I think it is necessary, though, to really appreciate smell and taste. I get equally excited about a decent coffee or a good meal – and that ability to get excited about smell and taste makes winemaking and tasting a real pleasure."

So could she now hold her own with wine cognoscenti if asked to taste? "I'd certainly have an opinion." She pauses. "Yeah, I could do the whole bit."

On graduating she knew what she wanted: an idyll by the sea. Her classmates were choosing potential employers that would sit well on the CV. The Richardson method: "I looked at the map and chose one [Cassegrain] by the sea. Right on the sea. I badgered them and they said yes. And so I drove for two days and stayed in a youth hostel until I found a flat. It's half-way between Brisbane and Sydney. It's beautiful..." her voice is touched with nostalgia. "A stunning piece of coastline."

Three years later, and she was off again, this time as Hugh Ryman's flying winemaker in France. "All it means is that they fly Australasian winemakers to European wineries and get them to make Australasian wine – very clean, very fruity – for the British supermarkets. And you make it very cheaply. The British market is very price-point driven," explains Richardson.

In 1992 Richardson worked as a cellarhand at Villa Maria. Next was to be a stint in the vineyards of the US. It didn't happen. Villa Maria founder George Fistonich phoned Richardson offering her the job of assistant winemaker, and a year later, in 1994, she was appointed winemaker. Fortune had smiled. "I had a very good teacher and supporter in the winemaker, Grant Edmonds, and he was always going to leave to do his own thing, which paved the way for my present position."

In Villa Maria Richardson had joined one of New Zealand's oldest wineries, dating all the way back to 1962 (ours is a young industry), when it was founded by George Fistonich, who was born in a homestead close by the Mangere winery. Fistonich's parents, Croatian immigrants – many of New Zealand's early winemakers were from the Balkans – made wine for a hobby and they worried about his future when he abandoned carpentry to start up Villa Maria in 1962. But Fistonich was canny. Villa Maria bought out Vidal in 1976 and by 1987 had acquired the Esk Valley winery, which had gone into receivership. It pioneered the winery restaurant business. (Jim McClay and then Prime Minister Rob Muldoon were plied with wine and argument at a Fistonich-hosted barbecue.) It started two unlisted publicly owned companies, Terra Vitae and Seddon vineyards, to supply Villa Maria with grapes, and in 2000 opened a $7.5 million state-of-the-art winery in Marlborough.

Being 40 years old hardly counts when set against the age of the French aristocracy of Bordeaux, who pioneered the production of modern red wine 300 years ago. And French wine is unassailably better, or so the French have insisted on the basis of lineage, of complexity, of terroir – that unique essence of place. But that hasn't stopped the British market, in particular, from turning to Australasian wine. Australian wine sales in Britain are expected to overtake French wine sales by Christmas, and that despite a price premium of $NZ3.56 a bottle.

The truth is that once stripped of their cultural trappings, French wine is not always that good, says Richardson. "This whole thing about French wine being complex and what-have-you. Yes, there are some beautifully complex wines, and I don't think we will ever attain that, but that's perhaps about less than 5 percent of the wine. There is a lot of very grubby and badly made wine sold under the guise of 'it's complex'."

The French system, she says, is mired in unthinking tradition. "The village has to grow chardonnay, there's no two ways about it. If there's a problem with their chardonnay, well tough. And their trellising system – everything they do has some sort of law attached to it."

The qualities that are making New Zealand's winemakers a force to be reckoned with have to do with a willingness to change and experiment.

"If you've got people saying, 'Well I don't know about those clones or that rootstock', we'll go 'Right, whip that out'," says Richardson. "The whole time we are experimenting."

Then, too, Richardson's lifestyle of the footloose winemaker switching between hemispheres with the harvests is not atypical. "We watch the world and we cherry pick and put things into place very quickly.

"I mean look at coffee," she says, switching tack. "Five years ago you couldn't have found decent flat white if you sold your soul for it, whereas now you can go to a basic cafe in the middle of nowhere and be able to get one. You go to America and you are really pushing to find a decent coffee there."

The world likes our wines. Our clean, fruit-driven style is favoured by the market, and in one category – sauvignon blanc – ours is the wine against which others are judged. New Zealand has 1.6 percent of the British wine market, but 10 percent in the above $NZ18 category.

You might think it time to dust off some hoarded vintage and relax beneath the trellises. We seem to be sitting pretty, until you do the maths. In 2001 the vintage was around six million cases. In 2002 the vintage is forecast to be 10 million cases. New Zealanders consume about 4.5 million cases – a figure that has plateaued. Somehow we have to find markets for an additional four million cases.

"Very scary," Richardson terms the scenario. "All the growth is going to have to be export. We are really going to have make very good wine and get together as an industry to promote ourselves."

One consequence, she predicts, will be an industry amalgamation. "There is definitely going to be a shake-up in two years' time."

"We know that the growth is going to be in export, and we know that the global market doesn't like one case of this and five cases of that. You can get your little boutique wines into quaint little restaurants where you know the proprietor, but the reality is the majority want to deal in volumes, so they find boutique wineries and their small volumes difficult to include in their portfolios.

"One buyer from a supermarket chain in Britain said to me, 'Look, Marlborough is a disaster', and I said, 'How can you say that? There are such fantastic wines there… yadda yadda',

"And the buyer said 'Because I could buy the sauvignon blanc from ten wineries there, but I don't want 10 labels, I want one label at volume. I don't have the shelf space to put 10 labels on – I can sell the volume of those wineries, but not ten labels. I almost want to ignore everyone from Marlborough except Montana and Selaks and Villa Maria.'

"That's a real shame, because there are some wonderful wines being made there, but they just don't have the volumes.

"However, that is just one avenue to sell wine. We will have to make sure that we use a lot of others too."

Just more disillusionment for the starry-eyed new entrants into the wine industry?

"It's funny really. You get people who have made money being really astute business people, who get to 55 and say, 'Well I really quite fancy running a winery', and they really don't realise the amount of time, effort and money that you need, and then they are a slave to their dreams.

"Then you get some years when nature says 'Nup, sorry, you aren't going to get a great vintage'. For people who come from a background of putting in effort, getting a reward, all of a sudden they are putting in all this effort and there is no reward."

Which wines are the future of the New Zealand wine industry? "I think that pinot noir is the variety that everyone is going to try to make and make well, and we'll keep with sauvignon blanc, and Hawke's Bay will produce Bordeaux-style reds," predicts Richardson. Whether we will continue to see plantings of chardonnay, a variety at which other countries also excel, is something else. Back in the 1980s a vine pull was instituted. Out came the plantings of muller thurgeau, riesling sylvaner and other "really bland, neutral dry white wines", as Richardson puts it. New Zealand, she says, has yet to give serious thought to its current plantings.

Will the domestic market then be awash in affordable pinot noir? Alas, probably not. "Pinot needs a lot of work and you can't crop it that heavily, you have to crop it a lot less than sauvigon blanc," says Richardson. "The volume will be less, so the only way you can make it viable is to sell it for more. That is the problem: we are going to have this very expensive pinot noir, so for it to sell it is going to have to be very, very good. The competition will be the French burgundies and the American pinot noirs."

Increasingly the wine we buy will come with screw-top Stelvin closures rather than corks. "Everyone has just had enough of corked wines," says Richardson.

The word is that perhaps 5 percent of the wine we drink is corked. "If not more," says Richardson.

"It's like painting a beautiful painting and then asking people to view it through a plastic sheet. As a winemaker I have to question why I am bothering to create something that can be ruined by a cork, although I do think Stelvin closures need to become more attractive."

Richardson sees the wine industry as part of a welcome trend for New Zealanders to adopt a more cosmopolitan lifestyle and to find delight in life's sensory pleasures.

"When I think about what I grew up with and the food that we were given," she says aghast. "Now we might have five-year-olds eating olives and feta cheese,"

WINEMAKER

Name: Phyll Pattie

Qualification: BTech (Food)

WINEMAKER

Name: Oliver Masters

Qualification: BTech Hons (Biotech)

The winemakers' wine

Ata Rangi's Pinot Noir

In June 2001 Phyll Pattie, co-owner and working director of Ata Rangi, learned that the Martinborough vineyard had taken the prestigious Bouchard-Finlayson Trophy for Champion Pinot Noir at the 31st International Wine and Spirit Competition in London. Again. Ata Rangi's pinot noir had won the trophy – one of the most coveted in the industry – twice before, in 1995 and 1996.

The official comment from the judging panel: "The fine concentrated nose of the winner, combined with layers of fruit and excellent structure, was worthy of the trophy. A beautifully balanced, seductive wine."

But if you fancy being seduced by a drop of Ata Rangi's prize winning pinot – the 1999 is sold out – you will need to go to some extra effort. No mass distribution supermarket wine this. "It's all sold on allocation," says Pattie. "We sell it to our distributors, they will ring up their fine wine retailers, and they will ring up their ten favourite pinot noir lovers. It hardly hits the shelves."

Pinot noir – a wine with its origins in Burgundy – is the winemakers' wine. "Of all the wines I have worked with, it's the one that can have a winemaker's signature. It's quite malleable," says Pattie. "Something like cabernet really makes itself, it has such a distinctive flavour it's harder to push it around. Pinot noir is much more subtle: it needs much more gentle handling and a lot of understanding. Pinot noir is said to be heart and soul; a very sensual type of wine."

New Zealand, and even more so Martinborough, is blessed with just the climate and soils to grow this notoriously pernickety grape. "If the climate is too hot the fruit becomes overcooked and the wine too alcoholic. If the climate is too cool, you get the green end of the spectrum," says Pattie. Ata Rangi vineyards enjoy warm days coupled with cool nights: a combination that, given dry weather over autumn, allows the fruit to be left on the vine for a long time. "Ripening very, very gently," says Pattie.

Few growing regions offer these conditions. Burgundy still produces the pre-eminent pinot noir, according to Pattie (though there is also a great deal of very ordinary, disappointing red burgundy on the market), while the new world producers in California, Oregon, Victoria and New Zealand vie for second place.

Pinot noir should not fruit heavily. Again, Ata Rangi enjoys a natural advantage. Here the vineyards occupy lean, free-draining soils, windy in spring, and quite cool, says Pattie. "So we rarely get three tonnes to the acre, whereas other people have to thin back to achieve quality and concentration."

The conditions also favour a clean, green approach. "We have low disease pressure because it's so dry and so windy. We can manage the vineyards with just organic sprays. We've never ever sprayed insecticides. Herbicides are harder, but we manage with under-vine weeding in dry seasons."

Ata Rangi is the fifth New Zealand winery to achieve ISO14001, an environmental management standard. "Palliser, Martinborough Vineyard, Vidals, CJ Pask, and now Ata Rangi have led the world in gaining ISO14001 for vineyards and wineries," says Pattie.

If Ata Rangi's place among the élite of the pinot noir world now seems assured, it was not always so. Ata Rangi's first plantings went in in 1980. "It was absolutely bones of bum for those first ten years for Clive [the vineyard's founder]," says Pattie. "He didn't have enough money to buy the barrels in 1985 [for the first vintage], so he started a barrel share scheme, where if you put up $50 you got three bottles of Pinot Noir every year for three years. I guess there were about 100 or 150 people, and that was really the start of the mail order. The people invested 50 bucks in an ex-dairy farmer with a few barrels in his garage in a place no one had ever heard of, but it was a risk that paid off."

When Pattie herself graduated from Massey with a BTech (Food) in 1976 it was by no means certain that the wine industry would be her future, though she does remember enjoying the courses run by Malcolm Reeves [now of CrossRoads winery], "and he was already very passionate about wine".

After she graduated, the prospect of travel beckoned. For two years she worked in the dairy industry, diligently saving for what would be two years' OE, six months of it spent in the north of Italy. "It was in a little ski village and I just fell in love with the wine and food culture. So when I came back – faced with the grim prospect of 'settling down' – I knocked on a few winery doors." One of those doors belonged to Montana winemaker and fellow Food Tech alumnus Peter Hubscher. In 1980 she was appointed cellarmaster of Montana Wines in Tamaki and in 1984 she became winemaker at Montana Marlborough Winery.

In 1987 she joined Clive Paton at Ata Rangi. Clive's sister, who was also working for Ata Rangi, would later marry Oliver Masters, who is Ata Rangi's technical manager and an accomplished winemaker. (Oliver is another Massey alumnus, with a BTech Hons (Biotech) 1989, and is a veteran of vintages in Martinborough, Burgundy and Hawke's Bay. "A bloody good winemaker," says Pattie approvingly.) And in 1995 the four of them pooled resources to become a company. Within a week of its formation came the news of the first Bouchard-Finlayson Trophy win. "It blew us away," says Pattie. "It seemed like such a good omen. It really put us firmly on the international wine map. Then we won it again the next year, which further reinforced our strong position."

Her forecast for the New Zealand wine industry? "We have to focus on premium quality. We are a boutique wine producing country," says Pattie. The keys will be quality, smart marketing, and the intelligent matching of production techniques to particular price points in the market."

The International Wine and Spirit Competition is one of two major London-based international wine shows. The other is the International Wine Challenge at which Villa Maria won Best Sauvignon Blanc and Best Value White Wine.

Massey alumni are to be found throughout the New Zealand wine industry.

Hunter's Wines
Jane Hunter

Jane Hunter, the owner, viticulturalist and managing director of Hunter's wines, has been reckoned to be one of the leading six women winemakers in the world. Since being founded in Marlborough's Wairau Valley in 1982 by Jane's late husband, Hunter's has won more than 50 gold medals in national and international competitions, most famously the gold medal and Marquis de Goulaine Trophy for the best sauvignon blanc in the world at the 1992 International Wine and Spirit Competition. Jane Hunter is an honorary graduate of Massey University, receiving her DSc in 1997.

Montana
Peter Hubscher

It has been Peter Hubscher, a part of the wine industry since 1964, who as much as any man has helped the New Zealand wine industry flourish. The son of Czech migrants, Hubscher came to Massey to do a Food Technology degree; his intention, to bring European-style cheeses to New Zealand palates. Instead he was recruited by McWilliams wines, took a honeymoon/pilgrimage to the wineries of Europe, and then began work at Montana, where he is now chief executive. Peter is the national chairman of the Wine Institute of New Zealand.

Montana, owned by Allied Domecq, the world's second-largest spirits distiller, is far and away New Zealand's largest winemaker.

Ngatarawa
Alwyn Corban

The Corbans began making wine in 1902, when Alwyn's great-grandfather, Assid Corban, and his wife, Najibie, founded Corbans Wines (now owned by Montana).

Alwyn, who gained a PGDipTech from Massey in 1976, would go on to achieve a Master's Degree in winemaking and viticulture from the University of California, and to establish Ngatarawa Wines in Hawke's Bay in 1981 on his return to New Zealand.

The main grape varieties grown are chardonnay, sauvignon blanc, riesling, cabernet sauvignon and merlot.

Kim Crawford
Kim Crawford

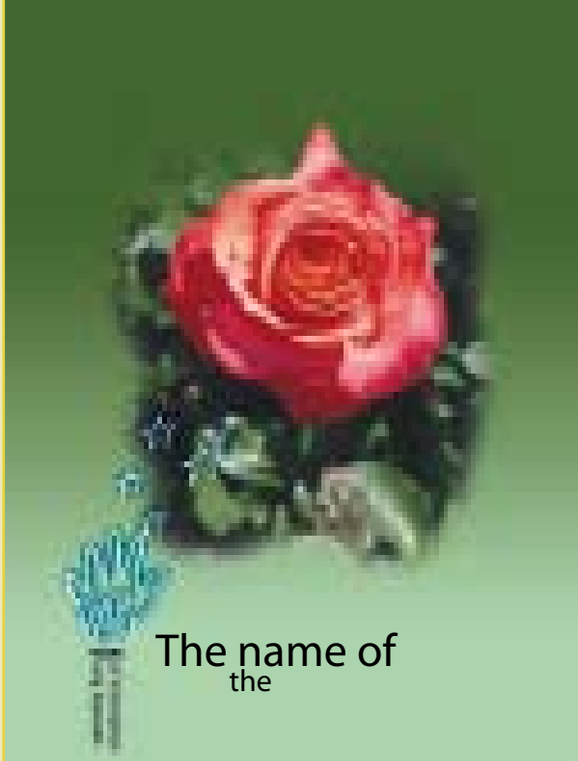
Like Michelle Richardson, Kim Crawford started out with a BSc (microbiology and botany) from Massey, and then went on, at the suggestion of a lecturer, to Roseworthy College for a postgraduate diploma in winemaking. After working with Australian, Californian and South African wine producers, Crawford returned to New Zealand to work at Auckland's Coopers Creek winery. He started his eponymous label in 1996. At first the operation was largely virtual: the fruit was sourced from contract growers and spare tanks at other wineries were used for wine production. These days the operation owns vineyards and a winery in Marlborough. Recent trophies include both Champion Riesling and a gold medal for the Marlborough Dry Riesling 2000 at the 2001

Alpha Domus
Anthony Ham

Anthony Ham traded his suit for the soil in 1998 when the Massey BTech and MBA graduate quit his job with Plumbing World to manage the family vineyard planted in 1991 on 20 hectares of the West Heretaunga Plains near Hastings. The vineyard's free-draining alluvial soil (similar to parts of the French Bordeaux region), a low rainfall and high summer temperatures make for top-quality fruit.

Neudorf
Tim and Judy Finn

Tim and Judy Finn planted their first vines of Neudorf Vineyards in 1978, deriving the name from the tiny hamlet established by German settlers in 1842. The vineyard, set in the beautiful Moutere Valley at the top end of the South Island, has an international reputation for chardonnay, pinot noir, sauvignon blanc and riesling. Tim has a BAgrSci from Massey, and Judy is a former Massey student who departed to work for the Manawatu Evening Standard.



The name of the

Massey University now has a rose that carries its name, a hybrid tea bred for the University's 75th anniversary by Dr Sam McGredy.

The vibrant flower colour of glowing orange salmon is superbly displayed against the attractive reddish-bronze new foliage. Large flowers on very strong stems, healthy matt-green foliage and medium height are all appealing qualities. It has an elusive, sweet fragrance.

Bare-rooted plants are being sold and will be available for delivery from June 2002.

McGredy, a renowned rose breeder, received an honorary DSc from Massey in 1996.

Contact:
Alumni and Friends Office
Private Bag 11 222
Palmerston North
New Zealand
email: alumni@massey.ac.nz
web: http://alumni.massey.ac.nz

CrossRoads
Malcolm Reeves

Malcolm Reeves was a Massey lecturer for 25 years before he and Lester O'Brien, another former Massey lecturer, set up CrossRoads Winery in 1990. Although he has since sold the winery, Reeves remains CrossRoads' winemaker. His oenological pedigree includes degrees in Chemistry and Food Technology, time spent in research with the Australian Wine Research Institute, the University of California Davis, and with Napa and Hunter Valley wineries, and consultancies for a number of New Zealand wineries.

The green, green oil of home

It is a minimalist class act: take a morsel of crusty bread; dip it in extra virgin olive oil; chew, savour and swallow; take a sip of wine. Repeat sequence. Add some nutty dukkah if you want embellishment. Or try the limpid, emerald green delights of avocado oil.

Pioneered in New Zealand by Kerikeri-based company Olivado, cold-pressed, extra virgin avocado oil is as every bit as good for you as olive oil, and has its own distinctive, delicious, buttery flavour.

Kiwis caught on quickly to the flavour of avocado oil, either au naturel or as a cooking oil with a high smoking point. In 2001 Olivado won the prestigious TVNZ/Marketing Magazine Marketing Award for a small business with a marketing campaign that took the oil from niche market to mainstream – one in 25 New Zealand kitchens – within six months. Orders have come from Korea, the United States, Britain and Australia.

The growing international demand has presented its own technological challenges. "Improved extraction techniques are needed to keep production high to serve international demand, and the product must be able to travel," says Massey's Associate Professor Laurence Eyres.

Massey Lecturer Glenn Hendriks and Senior Lecturer Marie Wong are more than half way through a $50,000 research project funded by Technology New Zealand to find innovative processing techniques to ensure maximum yield and quality. The aim, says Professor Eyres, is to increase oil extraction by 50 percent.

Meanwhile, funded by a $20,000 Technology New Zealand grant, Massey Master's student Nimma Sherpa is researching natural methods of extending the oil's shelf life while retaining its goodness. Like all oils, avocado oil is sensitive to light and heat.

"It is a win/win situation because Olivado gets quality research, the university gets funds for practical research, and technology is applied for the benefit of the country's economy," says Professor Eyres.

Avocado oil, like olive oil, is monosaturated, fitting the prescription for the healthy so-called 'Mediterranean' diet. Its antioxidant properties help protect against liver disease, prevent heart disease, lower cholesterol, and relieve prostate problems.

Professor Eyres says Massey researchers are still analysing a natural plant compound found abundantly in avocado. The compound, beta-sitosterol, prevents absorption of 'bad' LDL while promoting the 'good' cholesterol, HDL.

What's more, says Professor Eyres, tests show New Zealand avocados have between 500 and 900mg/100g of beta-sitosterol compared to an average of 200mg in avocados grown elsewhere.

Massey has helped Olivado develop a golden avocado oil (the green tint to the oil is naturally removed) that is better suited for deep frying, and roasting and rosemary-and-lemon infused versions for the gourmet market.

If plague is one of the four horsemen of the Apocalypse, then Roger Morris lives within earshot of the drumming of hooves.

CATCHING THE PLAGUE

Professor Roger Morris is based in the Wool Building on Massey's Palmerston North campus, but is seldom there. This corner office off a corridor with year after year of best fleeces on display under glass is not his natural habitat. Like the plagues he chases, he is a natural hopper of borders.

Tomorrow he is off again. His itinerary? "Hong Kong [where a student is studying human influenza] and then London, where I'm involved in a big international conference on geographical epidemiology at which we are giving most of the keynote papers, then I'm doing stuff on tuberculosis and foot and mouth and BSE, and then I'm going to Switzerland, where we have strong co-operative links."

Morris is hot property, both academically and for the media, which knows him best as the scientist-pundit who has been able to foretell the fortunes of Britain's foot and mouth disease epidemic with such uncanny accuracy.

How hot is Morris? "I had a friend in the US who did a search the other day and got 50-something pages of citations," he says with a flicker of not displeased amusement.

The foot and mouth epidemic, which has cost the British taxpayer an estimated £2 billion, resulted in the slaughter of millions of livestock, and irrevocably changed the way the British see their countryside and farming industry, has proven the worth of EpiMAN, the animal and disease tracking software developed by Morris' EpiCentre.

"At one stage a colleague was calling it our astrological model," says Morris, "because we were saying the epidemic is goi
this area, and they'd go an
it. We modelled the disea
disease was behaving exac
had modelled it."

Only at the end
May, months into the
epidemic, did the
patterns begin
to deviate.

"So that raised
alarm bells with
us and we h
gone back a
order to mal
come toget
had to ass
level of illegal movements from about the beginning of June than was the case earlier. There must have been this degree of undesirable movement taking place, over these kinds of distances, and these are the kinds of problems that could have arisen."

Foot and mouth disease is the single most infectious disease known in any species, according to Morris, but it is far from the only disease in the animal epidemiologist's Pandora's box.

Seven other diseases also make the A list of the OIE, the world organisation for animal health. These are diseases that have "rapid spread, serious socio-economic or public health consequences, and major importance in international trade". They include African horse sickness, Newcastle disease, contagious bovine pleuropneumonia, and sheep pox. All seven have had outbreaks in the last three years.

A further complication: the strain of foot and mouth ravaging Britain is itself one of seven strains. They are completely different diseases, but they produce the same, almost identical, signs, explains Morris, and each strain has multiple subtypes.

Then there is BSE (bovine spongiform encephalopathy), better known as mad cow disease, perhaps too recently emergent and not infectious enough to make the A list, but horrific in the manner in which its human expression – variant Creuzfeldt-Jakob disease (CJD)– kills those unfortunate enough to consume infected meat products: their brains become spongy masses of an abnormal
spreading to more and
ntries because it spreads
nfected animals and in
ess people have the right
ol measures in force. We
nink there are going to
be several more
countries infected
over the next
five years," says
Morris.

Helen Benard of the
iCentre, whose PhD in
ess deals with BSE, points
because the CJD disease
eriod is unknown, no one
an educated guess about
how large the British CJD epidemic will be.

Already it has claimed over 100 victims, "but we don't know yet whether it will be a small or a large epidemic".

It is a disease-ridden world.

When Morris graduated as a vet from Sydney University in 1965, epidemiology – the study of the incidence and distribution of diseases – scarcely existed as a separate discipline. "I wanted to go to the US and get a PhD in epidemiology and there was only one university offering it – I never did

Foot and mouth disease is the single most infectious disease known in any species...but it is far from the only disease in the animal epidemiologist's Pandora's box.

Helen Benard of the EpiCentre, whose PhD in progress deals with BSE.

get there," says Morris.

Instead he gained the multidisciplinary grounding that would serve him so well by doing honours papers: pure mathematics, economics and ecological systems analysis.

The new graduate had been immediately accepted into a teaching position, "which was quite unusual," explains Morris, "but I was effectively working in a veterinary practice for the first 11 years, while teaching veterinary students at the University of Melbourne.

"I'd go out and calve a cow in the morning and then rush off to a maths lecture, and then back to calve the next cow, out of the overalls like superman. So I mixed economics, mathematics and clinical practice for several years while I was developing expertise in running a research programme."

(Morris, who dresses in a business-like but slightly tweedy manner, still looks like he could don gloves and gumboots to deal with a cow in extremis.)

Morris would eventually get his PhD from Reading University in Britain with a thesis on the use of epidemiological and economic studies of animal diseases.

The promise of a chair, funded by pharmaceutical company Schering-Plough, which would be free of the administrative chores of running a department, brought Morris to Massey. At the time Morris was the head of the department of clinical and population sciences (veterinary) at the University of Minnesota and the other job on offer was that of chief vet of Australia.

Fifteen years hence, and the EpiCentre has grown from three people to between 60 and 70, around half of them postgraduate students. Not all are resident at the centre, says Morris. "They come in for intensive sessions and then go back to their home bases, which could be anywhere from Hong Kong, to Botswana, to Palmerston North. And the other half are doing research on a range of projects or developing software." Incidentally, Schering-Plough, which had initially promised five years' funding, is still a major benefactor.

EpiMAN, the software package employed in Britain, is most obviously used to model the likely progress of an epidemic, suggesting ways of halting its progress. Alternatively, it can be used to trace an epidemic back to its likely source.

The conventional wisdom has been that BSE originated with scrapie, a similar disease in sheep, but Morris and EpiMAN have another suspect: a single antelope imported into one of Britain's game parks in the 1970s.

"My view is that BSE is almost certainly a wildlife disease that has got into cattle. I have looked at 35 different theories. The top five are all wildlife-related, and the one that fits best is the antelope one. We know that this disease occurs in antelope – not naturally, but they are very susceptible to it in feed. One particular antelope that I have my eye on, the Greater Kudu, can transmit it.

"They are all bovids – cattle-like antelopes – and some of them, it appears, can transmit it from cow to calf, and some of them may be able to transmit it horizontally (from animal to animal).

"My theory is that out in the wilds of Africa this occurs naturally in one or more species of antelope.

"I know that antelope came into wild game parks in Britain. I know that some of those antelopes ended up in bone meal. I can't prove it yet – and probably never will – that they carried BSE, but it's the single best explanation."

Working with 15 million cows and almost 200,000 cases of the disease, Morris modelled the disease spread.

"We can take one antelope-sized brain in 1973 and explain the epidemic. If we try to do the same with scrapie we can't get the epidemic to behave correctly."

If BSE leapt species in the 1970s, foot and mouth has an age-old pedigree. In the early 1850s there were 870,000 outbreaks of foot and mouth in Europe, and in Britain the disease was endemic. At the beginning of the twentieth century governments were persuaded to take radical action: isolating outbreaks, restricting the movement of livestock and blocking live imports. When outbreaks did occur they were dealt with by killing and burning stock, the 'stamp it out' policy maintained today in countries that are free of foot and mouth.

The strain of foot and mouth disease afflicting Britain emerged in the 1990s. "Most of us believe it came from China or somewhere in Asia," says Morris "and it spread though India, Japan, South Korea, the Philippines and on to Taiwan, to South Africa, to Britain, Ireland, the Netherlands and France. It is a very successful virus."

The British epidemic began in a piggery – a typical scenario, says Morris. "Infectious material gets into a piggery. The pigs multiply the virus enormously and breathe it out, then the cattle and sheep suck it in. Pigs almost always start the epidemic."

More than virus protection software...

"This is probably the biggest single software development group for animal health and production in the world," says Morris, speaking of the EpiCentre Software Development Group. Eight software developers, a group manager and full-time software tester are employed developing software.

"We have a software company and we market software globally. We have software in everything from Chinese to Polish," says Morris.

EpiMAN, which has been so effective in predicting the course of the foot and mouth epidemic, also has versions customised for TB and classical swine fever. Other products in the complement of software are:

PossPop: a geographical model that simulates the spread of tuberculosis in a possum population for a farm or user-defined area

DairyWIN: a day-to-day herd management programme for dairy farmers, veterinarians and farm advisers

CowPAD: an add-on to DairyWIN that runs on a Palm Pilot, allowing farmers to enter and update herd data while in the field

PigWin: pig production, management and monitoring software.

Disease Spread: a generic computer model of disease control in a national livestock population.

Under development is HandiRisk, a package for import risk analysis, and EpiMAN (Food Safety), for which Morris, in another of his roles, is looking for venture capital.

"We are working on a food-tracking system. We are working with a group of European co-operators. My colleague, Peter Davies is just in Europe at the moment working on a plan for a food safety management system to reduce the risks of food-borne disease. I am trying to put together a New Zealand end to the project, and a European end, and trying to get $10 to 15 million to invest in development and commercialisation in the hope that it will return several hundred million to NZ, because we are the world leaders in doing this kind of thing and I think we can claim our technology is the best in the world."

An infected piggery can infect animals as much as 50 kilometres downwind. "The one good thing about this strain in Britain is that it is not a strain that goes particularly well in pigs. There have been very few pig farms infected, so it has spread mainly cattle to cattle or sheep to cattle," says Morris.

Within days of the first diagnosis an invited team from the EpiCentre and MAF were on British soil. Morris was ensconced in Whitehall. Later on began the process of entering the details of every British farm, every nuance of the landscape, and every infected herd into the EpiMAN programme, making for the most complete inventory of the British countryside since the Domesday book.

Even now, at the end of each British working day the data from the epidemic is sent through to Massey to be processed during the New Zealand working day in time for the British morning.

(The British had bought EpiMAN in 1998, but matters such as BSE had intruded and it had never been fully deployed. The first planned exercise using the software – a swine fever epidemic simulation – was to have been held in September 2001.)

Pyres of burning animals, palls of smoke blackening the sky, near-military measures around farms, the widespread use of antiseptic foot and tyre baths and the closure of vast swathes of countryside, do not marry well with the popular Constable-landscape chocolate-box conception of Britain, nor does the wholesale slaughter of stock with the British soft-focus infatuation with animals. The measures used against foot and mouth caused widespread revulsion. Phoenix, the limpid-eyed calf reprieved from slaughter after a public outcry, may have represented a turning point.

Helen Benard, of the EpiCentre, went in with a New Zealand veterinary rescue team in early April. For three weeks she worked in a divisional office in Stafford. When a property was found to be infected – a death sentence for its livestock – she and her British colleagues would have to recommend which adjacent properties would have their stock slaughtered. On one occasion she was called out for a second opinion on whether the lesions on animals were foot and mouth.

"It's not easy. If you are too soft, more animals will die than have to. It sounds terrible," she says, embarrassed at her severity, "but you can't be too soft."

"So you are not too popular within the office: you are making these recommendations and other people are having to carry them out and sometimes not understanding the reasons why. Sometimes you would be openly criticised in the local newspapers as well." 'Misty the Goat Murdered by MAF' was a not untypical local headline, run under an affecting photo of the late Misty herself.

Helen, though a veteran of responses to the Varoa bee mite outbreak in New Zealand and to an outbreak of classical swine fever in the Netherlands, found the British epidemic a dispiriting experience.

Would the 'stamp it out policy' be countenanced if there were another outbreak? Morris is candid: "I think it would be difficult to manage another major epidemic of this scale in the way that has been done, simply because of what people have seen and what has happened. The problem is that this is the best way of handling an epidemic of this nature.

"Our analysis shows that if they stopped slaughtering stock and started vaccinating there would have, by now, been about 6,000 farms infected and that the epidemic would probably have lasted five to 10 years.

"In Britain, on the day that this was diagnosed, there was one known abattoir infected and there were 29 unknown farms – as we now know. At the height of the epidemic, which was 27 March, there were 707 known infected farms and 342 unknown infected farms. The epidemic kept well ahead of them.

"We looked at every known alternative for using a vaccine and we could not see a way of checking the epidemic.

"When I am talking to colleagues in Thailand I hammer them with vaccination, vaccination, vaccination. That's because the disease is endemic there. The only way we could have used the vaccine effectively would have been to say, 'right the disease is endemic in the UK', and that would have been much more damaging than what we call the stamping out policy."

Morris dismisses the tempting notion that foot and mouth disease, BSE, swine fever and the other ills that have afflicted British farming of late can somehow be ascribed to some deeper malaise.

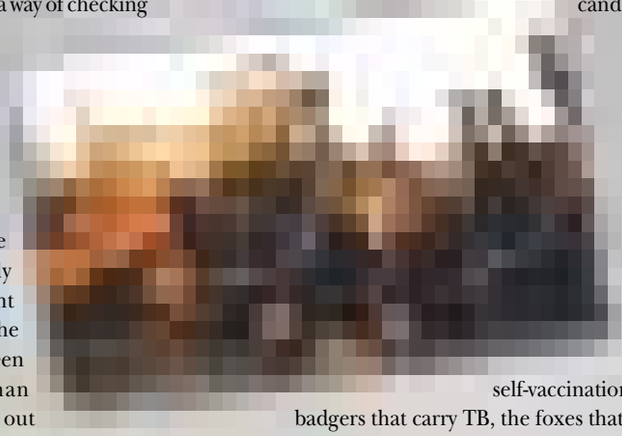
"The British farming system is not inherently worse. What has produced this is the globalisation of trade and the movement of people, animals and products around the world," he says.

"The EEU in general and Britain in particular have said 'we are committed to free trade'. On multiple occasions material has been brought in that has been responsible for these outbreaks."

And what of New Zealand? We are, he says, the best prepared country in the world for an emergency like foot and mouth. "We are very reliant on our trade, so we would take the necessary measures to deal with it. And we have strong border protection systems," he says. But he sounds a caution: "The weakness that we have, and it concerns me greatly, is that the reason why you get big epidemics is that the disease is detected late. That's what happened in the British foot and mouth epidemic, that's what happened in the Netherlands with classical swine fever. Our surveillance systems for the detection of disease are not, I believe, up to the level they should be. So if we detected a disease late, we could also have a very serious and large-scale outbreak."

Of course New Zealand itself is not free of serious endemic animal diseases. TB in cattle is one, the reservoir of infection being New Zealand's many millions of possums. One of Morris' ambitions is to arrive at a better way of controlling possum-transmitted TB. Morris' work has found that the last six weeks of a TB-infected possum's life – when it is groggy and behaving erratically – are when it is most likely to be nosed by some curious cow. He found sick possums usually sleep in patches of scrubby bush. These can be identified by satellite, and by keeping cattle away from such areas in winter and summer, when the possums are at their most infectious, and by poisoning in autumn and spring, the risk of TB infection can be minimised. Not that this is good enough. More ingeniously, Morris has plans for a self-administered aerosol vaccine for possums, which will be attracted by a cinnamon scent.

Alert to the applications for such a technology, Morris talks of other instances where wildlife acts as a reservoir for disease and could be a candidate for self-vaccination: the badgers that carry TB, the foxes that carry rabies.



And that, for this interview, is it. There is that sense that Morris – epidemiologist, ecologist, veterinarian, raiser of venture capital, practised interview subject – really should be going. His attention has been unwavering, but other matters call.

"I actually have so much work I have subcontracted my university role to another epidemiologist," he says. "I had so much international work I couldn't cope otherwise."

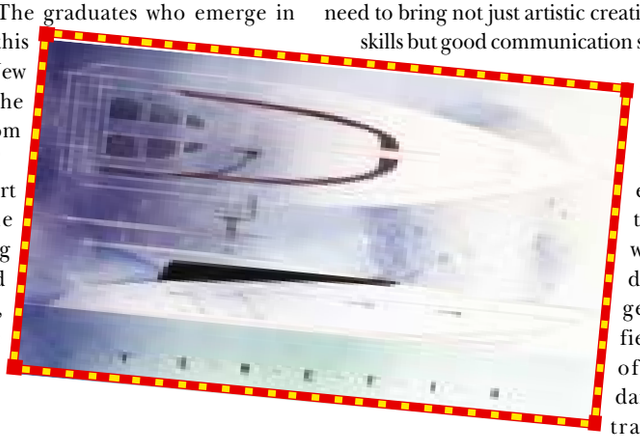
Postscript: As this issue went to print, the British epidemic was over. The last British case of foot and mouth was recorded on 30 September.

Photos supplied by Gillian Atkinson and Keith Paterson.

New Zealand will start producing home-grown marine transport designers from next year. The new four-year course offered by the College of Fine Arts, Music and Design at the Albany campus is set to produce graduates who will fit neatly into the country's burgeoning super-yacht and boat building industry.

When the boats come in

"We can dream the boats up, we can build them, and we sure as hell can sail them," says course co-ordinator Bruce Woods, "but the missing link has been design. The graduates who emerge in a few years from this course will allow New Zealand to offer the whole package from concept to launch."



Marine transport design covers the design of "everything except the hull and rigging", says Woods, who believes the degree will be the first of its kind in the world.

"There are plenty of transport design schools but as far as I know none focuses purely on marine design. If you want to get into this area in New Zealand you have to go overseas and then get into one of the respected degree courses in Coventry, Detroit or California, all primarily centred on automotive design.

"While the Massey University degree is focused on marine transport design, students at senior level will be offered vehicle and aircraft design electives.

"This will allow them to complete their major project in these areas, to move into further postgraduate study or enter a variety of professional areas."

Woods says the name 'New Zealand' attached to anything to do with boating instantly bespeaks excellence to the rest of the world.

"The marketing is already done in one respect for New Zealand-made vessels, and this degree means we are now preparing Kiwis to take part in every facet of the multi-billion dollar super-yacht and boat-building industry."

The Bachelor of Design (Transport Design) course has already attracted strong interest, particularly in Auckland, the America's Cup hotbed. With the message that this is a global qualification which will be in demand anywhere in the world, Woods has found an eager audience in the schools and boating institutions he has toured. He tells potential students they will need to bring not just artistic creativity and technical skills but good communication skills to succeed in the course. The initial student intake will not be limited and Woods expects numbers to rise each year with international demand as word gets out. He has fielded a number of "shot in the dark" emails from transport design students in the US and elsewhere seeking New Zealand training, while developing the course over the past 18 months.

Woods has 22 years of international yacht and boat design to call upon when it comes to teaching the technical aspects of conceptual design on the course. He is involved with several design teams in Auckland. One is collaborating via the Internet with designers in Britain to produce a new Stealth 45-metre fast ferry. He foresees New Zealand-based designers collaborating on projects around the world, with virtual teams working on an Internet 24-hour cycle.

"This kind of international project is exciting and exhilarating. The pooling of ideas from a wide variety of design minds stimulates your own creativity. It produces amazing problem-solving and innovation because you have so many people, from owners to skippers and team members, looking at the problem in so many different ways.

"Then somebody has to translate all the ideas into a practical design and that's what we have tremendous fun doing."

Other projects have included a luxury 25-metre racing yacht for Alan Bond, and the legendary racers Lion NZ, Fisher and Paykel, and Swuzzlebubble. Some projects are revolutionary, such as the 85-metre proa Asean Lady, based on a Polynesian outrigger.

"Nobody has ever applied these principles to the design of a luxury, steel mega-yacht.

"This vessel has huge decks, a jogging track on the pilothouse upper deck and a viewing platform built into the funnel-like structure on the flying bridge that's 22-metres above the surface of the sea. It is unique," he says of the Asean Lady, to be launched next year and possibly to be seen in Auckland during the America's Cup.

"It is a vessel that has been developed for an Asian client who is imaginative and visionary. He has had the idea of an outrigger-style craft in mind for some time and approached designers in Europe before coming to New Zealand."

Several Team New Zealand members, including Laurie Davidson, Richard Karn, Wayne Smith and Ian Mitchell, were on the Asean Lady design group.

"The vessel has two engine-rooms (forward and aft) with shrouded propellers to allow amazing manoeuvrability and provide excellent performance with very economical powering.

"Asean Lady displaces 1450 tonnes, with one 85-metre hull and the other much shorter one connected by a bridge-deck. This has all of the advantages of a catamaran in terms of stability and motion, but none of the disadvantages that stem from having to duplicate complex systems, ballast systems, fuel systems and propulsion units.

"The bridge-deck has a huge amount of space for luxurious sleeping, relaxation, dining and entertainment spaces.

"We gave the exterior a timeless, classical style in line with the owner's feeling that with such a revolutionary boat there was no need for a contemporary look that would quickly date."

DESIGN ACCOUNT MANAGER

Name: Grant Davidson

Qualification: Dip Industrial Design

The Iron Man

Look around your household chattels, and you'll quite likely find a piece of Grant Davidson-influenced design. Anything carrying the ubiquitous brand name Philips will have a tinge of Davidson, who is the design account manager of Philips Design, domestic appliance/personal care division.

Yet as he tells today's students, each of whom has had to go through a rigorous selection process to gain entry into the Design School, "Looking back today, I doubt if I would have selected me.

"When I was leaving high school, the careers advice seemed to be all about architecture, civil engineering, maybe town planning, and here was me raving on about going to Hollywood to make movie sets," says the former Northland boy.

"So nothing was happening until this lass shoved some papers in my hand and said 'try this'. It turned out to be industrial design at Wellington Polytechnic. So I worked like hell to get my portfolio done, and managed to scrape in."

He remembers the Polytechnic of the time and its mix of disciplines with affection.

"Here's the catering school, the beginnings of fashion and textiles, a few rooms for graphic design and textile design, all set against the lilting sounds of the orchestra rehearsing down the corridor. Designers are a crazy class of student, very practical, not too much time for the 'heads down' academic thing. I had a really good feeling there…"

One day, the head of Philips Design in the Netherlands stopped in for a visit. Somebody asked about student placements. "So my ears pricked up. Noel Benner was the head of industrial design, he argued my case. I got a small bursary, my parents put up the rest, I jumped on a plane."

Davidson found his niche at the multicultural Philips Design offices in Eindhoven. Valves had just been ousted by new-fangled transistors and the world of consumer electronics was going through a sea of change as Japanese brand names flooded world markets. "And here was Philips, still with localised multibrands. Something had to be done," says Davidson. Far from out-innovating the Japanese, the first challenge facing Philips was to match their sophistication. That Philips did that and more is evidenced by the brand's success, particularly in the American market.

In a saturated consumer market, says Davidson, you either need to take the world by storm with a major innovation, or you need to present a matrix of other consumer benefits.

Davidson instances kitchen appliances: "We had to reposition them simply to get out of this homogeneous rat race on the shelves, where everything is white, and everything is subject to price wars, which are absolutely crippling…" Part of the repositioning was to establish a certain emotional resonance: appliances you could fall in love with.

Davidson's 'Looney Tunes' toaster, part of the Philips-Alessi range of appliances, wouldn't look out of place in Roger Rabbit's kitchen. The toaster, kettle, juicer and coffee-maker that make up the range share the same soft, organic shapes and perky, pastel colours. The product becomes a little like a pet, says Davidson; something with which to develop an emotional affinity .

"The coffee-maker soon became the icon of the range, just through being so hug-friendly – that whole momma poppa thing – and the toaster and juicer also had that feelgood factor, a harking back to the form and functionality of the '50s."

Designing for a global market isn't easy, says Davidson. As head of the Philips Design global service unit, he leads 35 designers from 11 nationalities. Design services are sold at cost across the eight Philips divisions. Then there are 18 branch l ocations around the world, each employing design teams attuned to local cultural variations. Psychologists, sociologists and cultural anthropologists all help provide an insight into how particular markets operate and interact.

"Understanding a market instinctively is impossible, because everyone has this cultural package inside. There is no way, for example, that I could design for the Chinese on my own…

"So our regional offices are the foil and endorsement of what we do, and we also have tools we've developed for mapping out tastes, aesthetics, even qualities of use. The flexible manufacturing abilities of today allow short, economically viable production runs. The product can be customised for specific cultures.

"Sometimes we customise a platform product; other times it's an entirely new product. You cannot make a global blender, for example, because although the Americans understand them, the Europeans don't have a clue. The Philishave razor was perhaps as close as we got, but now the Asians understand the quality of their own designs, and these regional variations have begun."

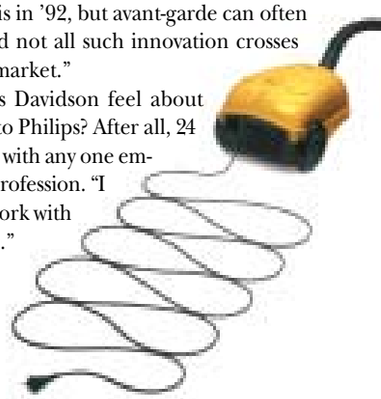
Davidson is a firm believer in 'smelling the same air as your colleagues': "At Philips we don't separate design from the accounts manager, because we feel if you put a good account manager and designer with the R&D people, then you've got a team happening there, you're well focused.

"In the world of business, marketing and design, the days of the soloist are long gone. The market has got so complex, the consumers so prickly, that companies, designers and marketers alike are obliged to build an intimate knowledge of the consumer, the user groups and their national characteristics."

A design education should increasingly emphasise the value of multidisciplinary teamwork and the need for market research.

Even the successful Allesi range, which carries the Davidson imprint, might not be suited to a market launch today. "Our Allessi range may have been avant-garde in Paris in '92, but avant-garde can often become tiring, and not all such innovation crosses over to the wider market."

And how does Davidson feel about his decision to go to Philips? After all, 24 years is a long time with any one employer in any one profession. "I am still biking to work with a smile on my face."



PROFESSOR

Name: Wayne McIlwraith

Qualification: BVetSci

The Horse Man

Dr Elwyn Firth, Director of Massey Equine, and one of his charges.

Horses and courses

Massey is launching the country's first equine degree. The equine major in the three-year Bachelor of Applied Science will cover equine nutrition, health, production, breeding, care of the equine athlete, and management of equine-related enterprises. The degree will be offered from 2002.

An introductory paper on equine health and nutrition was offered for the first time in 2001 and proved popular, attracting 97 students. The equine papers – some of which can be taken individually as interest papers – will be offered through Massey Equine, a concentration of equine s pecialists within the Institute of Veterinary, Animal and Biomedical Sciences.

Don't be scared to change horses in mid-stream, Wayne McIlwraith tells his students. And he gives his own life story as an example.

Sheep and cattle and the dream of a rural lifestyle in New Zealand brought him to Massey for a Bachelor of Veterinary Science in 1967. But horses have taken him to the top of his profession, to a very different way of life in the United States and to constant travel to Europe.

Recently appointed president of the American Association of Equine Practitioners, McIlwraith is Professor of Surgery and Director of Orthopaedic Research at Colorado State University. He has conducted pioneering research in athroscopic surgery for horses. (Fibreoptic cables allow the surgeon to operate through a tiny incision, viewing the procedure using a television monitor.) But he spends about a third of his time performing surgery on some of the world's most valuable racehorses.

He didn't have a horse when growing up in Oamaru, but learnt to ride on his aunt and uncle's high country sheep station. His experiences there in the holidays made him see a future for himself as a farm vet. And when he graduated from Massey University, with Distinction, in 1970, he went to work in a veterinary practice in Darfield for three years. Then he was off on his OE, aiming at new heights – but not in the vet field. He led a climbing expedition to the Andes. He had intended to come home and get back to work, but the mountains of South America whetted his appetite for more and he went to England to work for the money to fund a three-month climbing trip in the European Alps.

While in England he decided to specialise in equine surgery. He did an internship in Canada and then Master's and Doctorate degrees in Indiana. Again he intended to bring his skills back home, and was making job inquiries. But the sudden early death of his predecessor in the job he's still in brought him an offer he couldn't refuse.

"Colorado had the mountains," he points out in explaining why he immediately decided to take the job, and move to Fort Collins – "just five minutes from some of the best rock climbing in the world".

He doesn't manage to spend much time on the rocks though. Last year his air miles totalled 300,000 and he spent a third of his time away from home.

This included a trip to Australia with the New Zealand team for the Sydney Olympics. In the previous Olympics he'd been asked by team vet Wally Niederer

to go to Atlanta and have a look at the New Zealand horses. He ended up having to tell Mark Todd his horse Kayem could not compete because of injury. Later, he operated on Todd's Broadcast News before the pair went on to come second in the 1997 World Games in which New Zealand was overall winner.

"I really liked working with the New Zealand team," says McIlwraith. "I'm still a New Zealander. I've still got a great passion for the country." He comes back to New Zealand at least once a year. Recently he was here for a reunion of those who graduated from his Massey class in 1970. All but one of those still alive turned up. McIlwraith's Massey links are alive and well. He's working with Elwyn Firth, Director of Massey Equine, an ex-classmate, on a large collaborative research project, along with institutions in England and the Netherlands, on reducing injury in racing horses.

Most of his travel is to England and France – for a combination of speaking and surgery. And every second weekend he does surgery in Southern California. The home of many of America's best racehorses is second home to McIlwraith and his wife, Nancy Goodman, who for the first 15 years of their marriage continued her racecourse vet practice there.

He operates on hundreds of horses in Southern California and dozens in Europe each year. That the gruelling schedule behind numbers like these might put off those who are now students is one of McIlwraith's concerns as AAEP president. "Graduates often want to go into small animal practice because they want to work a 40-hour week. I don't want to get hauled out of bed in the middle of the night either, and it's physically very hard work – but I feel privileged

CEO

Name: Craig Norgate

Qualification: BBS

The Milk Man

Take Craig Norgate away from the corporate head office of Fonterra Co-operative Group in Auckland and slip him into the local at Te Awamutu or Winton, among a few of his 14,000 dairy farmer shareholders, and you can imagine him being comfortable sharing a beer and yarn. He likes the people he works for, and he likes his encounters to be personal: "It's only by looking you in the eye that farmers decide whether they will trust you."

They do so far: an overwhelming majority – 84 percent – of dairy farmers voted for the creation of the new mega dairy co-operative from Kiwi Co-operative Dairies, the New Zealand Dairy Group and the Dairy Board.

And this dairy co-operative is very mega. To put it into perspective, about one dollar in every five New Zealand earns is earned by the Fonterra Co-operative Group, which has an $11 billion turnover and 20,000 employees, many based around the globe.

Now, says Norgate, it is up to Fonterra to prove itself. It's working on that. A string of announcements have followed the merger. An alliance has been struck with the Australian food-processing firm National Foods. New Zealand is now the main marketer of skim milk powder in the United States. With the acquisition of two key businesses Fonterra has leapfrogged into the top 10 in the lucrative Mexican dairy market. An alliance has been struck with Nestlé, the world's number one food company, to go after the North, Central and South American milk products markets (excluding infant formulas, condensed milks, cheese and butter): markets where the growth in demand is projected at four percent per annum for the next five years.

Fonterra has other promises to keep. One that farmers are unlikely to forget is a $330-odd million improvement in returns to the industry. A third of this is to derive from the savings from merging the three organisations. The rest, says Norgate, will be created by more efficient product development and manufacturing, greater responsiveness to market opportunities, and making better use of the best staff.

At 36 Craig Norgate is a year younger than Teresa Gattung was when she took the top job at Telecom. His pay packet, including bonuses, is rumoured to be closer to $2 million than $1 million. (Last year he earned $1.15 million as the CEO of Kiwi.) And it's only 15 years since he left Massey with a BBS in finance and accounting.

Three candidates were shortlisted for the Fonterra job, but Norgate, who had turned Kiwi Co-operative Dairies into a $2.5 billion company, was always odds-on favourite. The clincher may have been his focus on people and an ability to think strategically on a global level: to project what scenarios a course of action might create.

His finance background has given him an intuitive understanding of how to manage money, but it's managing and encouraging the people that Norgate says he likes best. Since taking up the reins he's been filling out the top three layers of senior management within the company, selecting people from the three organisations that have come together to form Fonterra. He's looked for people with a flair for leadership, a willingness to take responsibility and be accountable, and who manage openly and honestly rather than by controlling information. People, he'd like to think, like himself. ("I'd rather say too much and regret it later than hold back and have people who are cynical and don't trust me," says Norgate.) Once he has those people he sees his own role as providing the direction and creating the environment where they can unleash their energy. Don't expect laissez-faire. Norgate has a reputation for being performance-focused. "As a leader it's fine to be tough, as long as you're fair and supportive," he says.

He is excited about the future. "Fonterra is enabling market strategies that would have been

difficult under the old industry structure. The Dairy Board had two major shareholders — Kiwi and NZDG. It was fine when the Board marketed product for a number of smaller dairy companies, but with two it didn't work. There were three boards, three CEOs, all with their own world views. What the industry has achieved has been built despite the structure.

"We've got people from all over the world wanting to talk to us now," says Norgate.

Fonterra is focusing on Asia and Latin America, where New Zealand is the market leader in milk powders. It plans to base much of its expanding business on local brands (a strategy Norgate followed while with Kiwi) and on joint ventures, one of these being the Nestlé alliance. Should Fonterra be wary of its much larger partner?

"Nestlé is our biggest customer. It's our partner in some areas and we compete in others. But in the dairy market we have the benefit of focus. It is a food company that has to make decisions about where to invest capital. We can beat it in some markets because our focus is solely on milk."

Critics of the merger suggested the industry would not have the capital to invest in further processing and adding value. Norgate says it is not an issue.

"Fonterra starts out with a strong balance sheet, and the rate of growth in the number of dairy farms in the country should attract $1 billion over the next four to five years." There is still plenty of land suitable for dairy conversion – if the economics are right, he says.

But more dairy farms does not equate to cheaper milk. "There is still a generation that remembers subsidised milk. But international milk prices have gone up and so domestic prices follow."

Once there were farmers who supplied milk exclusively for the domestic market; now all the milk goes into the same vat. "You can't tell a farmer that he's forced to sell his milk on the domestic market and get less than farmers producing milk for export. The only way to keep prices at artificially low levels is for the Government to subsidise farmers to ensure domestic supply or for the Government to regulate, which would mean farmers would be the ones subsidising the 'townies'."

Norgate sees technology as holding the key to the nation's future — software and services that aren't affected by our distance to market. But, he says, New Zealanders need to embrace the fact that our internationally competitive pastoral industries are the backbone of the New Zealand economy. And that there is money to be made in commodities, particularly if we're the lowest-cost player in the market.

"We'll always have the land to fall back on, but we need to develop new industries. We'd be crazy to turn a blind eye to the opportunities technology — including genetic engineering — offers. We need the ability to develop technology then decide what to do with it. It wouldn't take much for another country to decimate New Zealand's opportunities."

But Fonterra will be sticking to its milking.

"Our real advantage is in producing milk and the technology with which we can develop products from milk. Our future focus will be developing new ingredients and food products from milk."

SPORTS BROADCASTER

Name: Hamish McKay

Qualification: BA

The Sports

Hamish McKay faces the nation on TV3 several days a week with news and commentary on our national obsession, sport. Sometimes of late, the news has not been good, especially in his chosen speciality, rugby, the nation's

Not good at all, but, says McKay, he would rather face an electronic audience of thousands with news of a grim defeat than a classroom of 35 real, live 10-year-olds; the job he spent four years training for at Massey.

"That [teaching] is more daunting to me than a quiet studio with an auto cue or the comfort of a commentary box and a possible audience of half a million," says McKay. "I still do 'reading week' or judge speech competitions and every time I do I think teachers do a hell of a job."

A BA majoring in education and a teaching diploma somehow took McKay, after just one day's relief teaching, into the groundbreaking Radio 2XS, "the Hauraki of the Manawatu". Not the expected career path for a newly qualified teacher, he admits, but he had wanted to be a journalist from the start.

"They weren't taking country boys back then, and you had to be either top of your seventh form in English or a postgrad."

Throughout his student years McKay had applied to numerous media organisations . He had even taken himself off midway for a six-month polytech journalism course. For practical broadcasting experience, he commentated "into an empty jug at the Fitz for years".

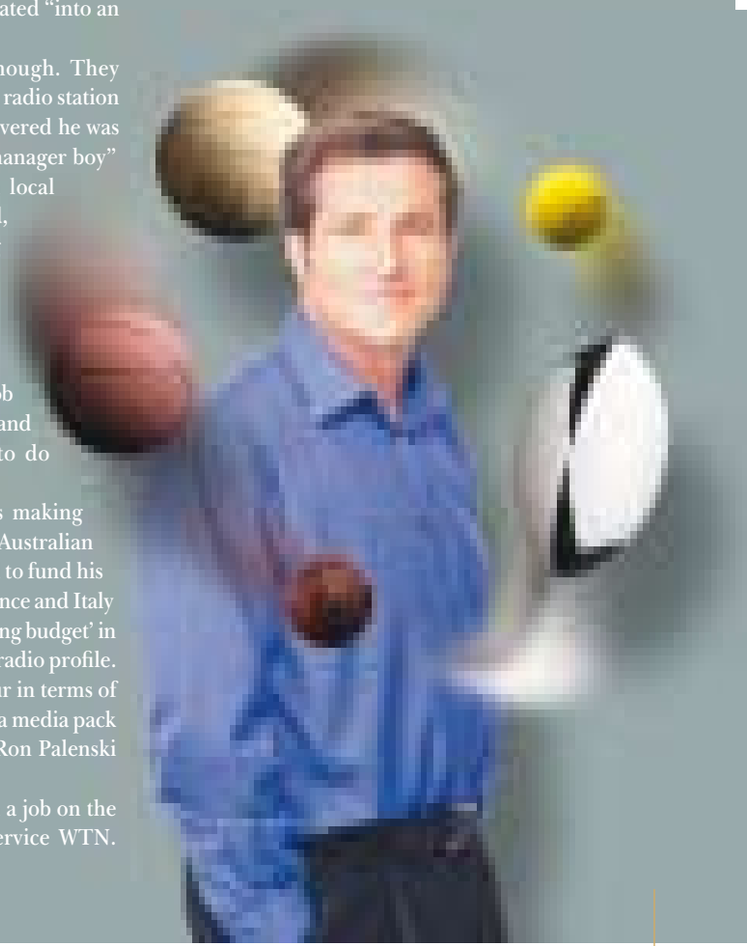
One day his friends had had enough. They egged him into going down to the local radio station to see about a job. Later, McKay discovered he was known at 2XS as the "Can I see the manager boy" for his boldness. But they gave him local club rugby to cover that weekend, and, after a few weeks, the commentating of provincial games. He stayed three years at 2XS and learnt general, council, court reporting: in other words, the lot, ending up news editor in the two-person newsroom. "Get a job in the provinces" is his advice to up and coming journos, "because you get to do everything".

During the 2XS stint McKay was making plans. Taking a leaf out of the book of Australian commentator Gordon Bray, he offered to fund his own way on the '95 All Black Tour of France and Italy for Radio Pacific and IRN on a 'shoestring budget' in return for the experience and a raised radio profile. McKay says that was the 'last great' tour in terms of rugby reporting. He was in the thick of a media pack of veterans such as Keith Quinn and Ron Palenski and learnt much.

After the '95 tour a friend got him a job on the London-based worldwide sporting service WTN. Three weeks later, nicely set up in London, just over the "I can't believe my luck" phase, McKay got a call from New Zealand. "It was from Touchdown Productions. I had sent off tapes and they had auditioned me about three years earlier. They offered me the Time of Your Life travel show. The rest, as we all know, is history. McKay ditched the WTN job, returned home and became a household name on the show he describes as "the best OE in your own country anyone could ever have".

Early in 1999 Hamish joined TV3 full time, where he counts commentating this season's test matches as the biggest moment of his career "by a long shot". Rugby remains his focus, with racing and tennis also interests. He played rugby socially with the Massey alumni team, the Grizzly Bears, up until two years ago.

As the game becomes global he believes immense opportunities will open up. The four years spent gaining teaching qualifications haven't gone astray. Even though a live audience of children is not for him, he sees teaching and reporting as similar skills. They each interpret and illuminate life's facets.



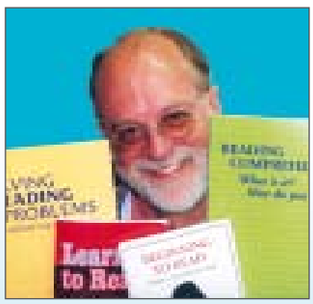
The perception persists overseas that New Zealand has the highest literacy rate in the world.

We did once. That was back in 1970. Things have changed.

A 1997 OECD survey put New Zealand as, at best, middle-ranked. Canada, Germany, the Netherlands and Sweden are all more literate than we are.

A 1996 International Adult Literacy Survey found that 45 percent of New Zealand adults in employment had literacy levels that were inadequate for full functioning in a developed economy.

Whatever can have gone wrong? What is known is that in the 1970s New Zealand's schools adopted a 'whole language' approach to learning to read, an approach built around having children use context to 'guess' at unfamiliar words. We may have been misguided.



Professors Bill Tunmer and James Chapman, of the Massey University College of Education, believe so. For more than a decade they have researched how children learn to read. Their findings favour a return to the use of word-based strategies (phonics) as the primary instruction method for the teaching of reading. Their submissions to the Education and Science Select Committee said as much, and the Committee's report has accepted their views: teaching methods for children should include word decoding, including sounding words out.

Tunmer and Chapman hope that this will bring to an end the long 'war' over reading instruction. The debate has raged for decades – should children be taught to read using the whole language system, where they guess unknown words from the context, or phonics, where they are taught to sound out the words. The professors are firmly in the phonics corner of the ring. That's not to say they dismiss whole language altogether, but they say it should be used as a secondary tool in a reading instruction system where phonics is dominant.

It's all about balance, which doesn't mean an even split of the two, says Chapman. He likens it to the food pyramid, where you have a larger proportion of what's good for you (phonics), complemented by a smaller proportion of sugars and fats (whole language).

The whole language approach on its own just doesn't work, say Tunmer and Chapman. The approach relies on children recognising whole-word visual symbols, rather like learning Chinese. Given that it takes 10 to 12 years of study to learn 2000 Chinese words, this is obviously an inefficient learning method.

"Predicting words from context is a highly ineffective and inappropriate learning strategy. Children should be encouraged to look for familiar spelling patterns first and to use context to confirm hypotheses about what unfamiliar words might be, based on available word-level information."

If a child is confronted with the sentence "The boy took his brother to the park", for example, and the word "brother" is unfamiliar, how can he or she work it out using only the whole language method? The child is asked to guess what the word might be or put in a word that makes sense. There is a myriad of choices that make sense, and without using a word-based strategy, or phonics, they could guess the missing word as bike, dog, ball, mother, sister...

A major flaw in the theory behind the whole language system is that it claims that reading and writing are acquired 'naturally', in the same way that we learn to speak and listen, Tunmer and Chapman say. But given that the world is awash with print, why do so few children learn to read before going to school, with those who do typically having received lots of instruction, encouragement and support in literacy-related activities at home?

The simple answer is that learning to read is not natural, they say. "If it were, then why do a staggering 20 to 25 percent of all six-year-old children in New Zealand require expensive, intensive, one-to-one Reading Recovery tutoring after having been immersed in a print-rich environment for an entire year?"

Another flaw of the whole language approach is the assumption that the words of text are highly predictable as a result of the developing meaning of text. Tunmer and Chapman point out research has shown that the words that can be predicted are typically the frequently occurring function words that children can already recognise. This leaves them trying to predict the meaning of the least predictable and least frequently occurring, but more meaningful, content words.

The professors say the use of letter-sound relationships in identifying unfamiliar words is essential for growth in reading. If children can't make spelling-to-sound connections, the visual system becomes overwhelmed, to the extent that they are left in a situation similar to trying to learn 50,000 telephone numbers to the point of perfect recall and instant recognition.

The whole language method relies on assumptions about a child's pre-school literacy preparation. "It's a comfortable, middle-class model that assumes basic language skills are in place before the child starts school. And for children who don't have those skills, it's like being thrown off the end of the pier to learn to swim," they say.

Tunmer and Chapman's research indicates that phonics might be a more 'natural' way for children to learn to read. They found that most children rely primarily on word-level information to identify unfamiliar words, even though they have been told to do otherwise. Their study asked children in years one and two: "When you are reading on your own and come across a word you don't know, what do you do to try to figure out what the word is?"

The results showed that at each year level most children said they used word–level information to identify unfamiliar words in text, and the tendency increased as the children grew older, from 52 percent in year one to 66 percent in year two.

Even more revealing was the relationship between how children identify unfamiliar words and their later reading achievement. The research showed that children who were placed in Reading Recovery were four-and-a-half times more likely to have said in their first year at school that they preferred to use contextual guessing and picture cues when confronted with an unfamiliar word. They say phonological awareness at school entry is the best single predictor of future reading achievement.

The professors advocate a systematic approach to the teaching of phonics, where children learn letter-sound patterns outside the context of reading text, but are also taught how to use these skills during reading. Tunmer says it is like learning to play tennis, where you need to play the game to improve, but you also need to practise the skills of different components of the game, like the serve, backhand and volley.

Reading Recovery was developed in 1985 by whole language advocate Marie Clay to help children having trouble learning to read after a year of formal reading instruction. But where it falls down, say Tunmer and Chapman, is that it provides more of the same type of reading instruction that these children have already failed at.

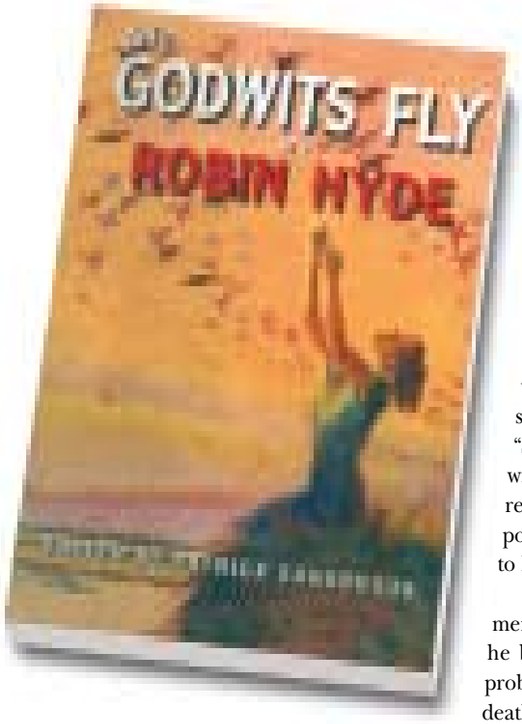
Their studies showed that children selected for Reading Recovery showed major deficiencies in phonological processing skills. But they also showed Reading Recovery did not eliminate these deficiencies. Even for children considered to have succeeded in the Reading Recovery programme, it failed to significantly improve their literacy development, they say. Their studies found that these children showed no sign of accelerated reading performance, and one year after completing the programme they were performing at about one year below age-appropriate levels.

Proponents of whole language favour a literature-based approach to teaching reading, using 'real books' that contain a full story per book. The phonics reading programmes, which use graded books based on controlled vocabulary and sentence structure, are dismissed as being non-authentic and uninteresting.

The professors agree that this point has merit, and certainly early phonics-based books, like the Janet and John series, were designed to emphasise particular letter-sound patterns without much regard for producing an interesting story.

"The authentic literature fits with the philosophy of reading for meaning and enjoyment, but it actually places a greater need for word identification strategies because there are more unfamiliar words being introduced."

But the good news is there are books that offer a compromise, teaching letter-sound skills while still being interesting. The Dr Seuss series, for instance, uses rhyme, humour and repetition to hold children's attention, while focusing on repeated letter-sound patterns to teach the basics of phonics.



The Godwits Fly

Robin Hyde
Edited by Patrick Sandbrook
Auckland University Press

Champions of novelist Robin Hyde are always committed to their cause, often dogged in pursuit of it, and frequently defensive. They regard Hyde as an underdog, misunderstood, under-valued and disproportionately eclipsed by other early New Zealand writers, including Katherine Mansfield.

Hyde herself was a defender and chronicler of those she perceived to be disadvantaged and misunderstood: "She was alert to different ways of seeing and voicing experience, intense and independent-minded. She stood for the underdog and for the cause of humanity."

The words come from a new edition of Robin Hyde's best-known novel, The Godwits Fly. The edition has been edited and is introduced by Dr Pat Sandbrook, one of a team which is reviving and reassessing her work, with a grant from the Marsden Fund. The new edition of The Godwits Fly will be followed by a collection of Hyde's poetry and a biography.

Robin Hyde produced a remarkable body of work in a brief life: she killed herself in London 1939 at the age of 33, "while of an unsound mind," an act that followed periods spent at Avondale Mental Hospital in Auckland. "She was driven to reckless forms of behaviour," writes Sandbrook. But she also established a reputation as a respected journalist, as well as a poet and novelist, and travelled widely, including to Hong Kong, China and England.

Sandbrook's introduction considers assessments of both her life and work. Some of these, he believes, contributed to earlier neglect and probable misreading of her intentions. "Since her death almost every one of the publications of her work has had biographical information attached to it by its editor. As a result Hyde has always been 'present' alongside the work itself, like another character, needing to be read into our understanding of the fiction in some way."

There was also the prevailing critical taste, dictated by such as Allen Curnow, James Bertram and Charles Brasch. "A modernist style and national themes were the vogue, cast in small, highly crafted forms… preferably with the artist, as in James Joyce's words, 'invisible, refined out of existence, indifferent, paring his fingernails.'" Hyde was problematic, not least because "her 'life' bled through into her 'art'".

Pat Sandbrook's interest in Robin Hyde is long-standing. He is now Director of National Student Relations at Massey but his academic background includes a PhD (from Massey) and a number of conference papers on Hyde's work. The other members of the Hyde research team are Mary Paul, from the University's Albany campus, Michelle Leggett, from Auckland University, and Hyde's son Derek Challis.

Shifting Nature

Photographs by Wayne Barrar
with an essay by Geoff Park
University of Otago Press, $49.95

Wayne Barrar puts his lens where culture and nature meet. As Geoff Park points out, in his introductory essay titled Beyond the Beauty Spots of the Uninitiated, "The country in [Barrar's] pictures has been entirely cleared of human beings, but humans are without doubt the reason that the country appears as it does. These are places we have 'settled', but in Barrar's images they are capable of unsettling us.

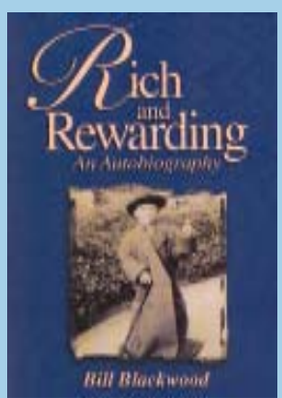
Wayne Barrar lectures in photography at Massey. He has exhibited regularly both here and overseas – including, this year, a solo exhibition 'Wayne Barrar: Landscapes of Change' curated at the Nevada Museum of Art. Geoff Park, author of Nga Uruora: The Groves of Life and currently a concept leader at Te Papa, describes his journeys to places where land and water meet ("environments of interconnection – that Maori call nga akau") in his introductory essay. He intersperses a consideration of the way the scenic aesthetic was built up in the 19th century (by the likes of William Gilpin and William Wordsworth) with descriptions of a kayaking trip in Tonga during which he comes upon a scene that makes him feel as though he's "paddled into a Wayne Barrar photograph". What he means is clear after looking into this very handsome volume of both colour and black and white photographs, which are drawn from nine series including 'Landscape of Change', 'Nauru Portfolio', 'Saltworks: The Processed Landscape', 'Shifting Nature' and 'Waikato Te Awa: The People and the River'.

Rich and Rewarding, An Autobiography

Bill Blackwood

Rich and Rewarding is the self-published autobiography of Bill Blackwood, who joined the Massey Library as Head of Acquisitions in 1969 and was appointed University Librarian in 1983, a position he held until his retirement in 1991.

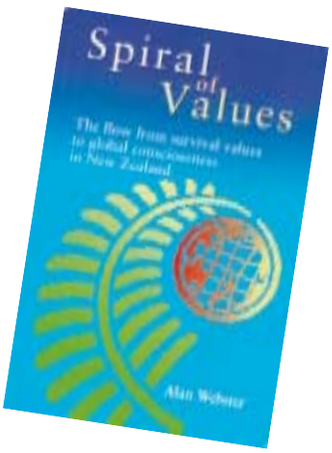
An incident at birth left Blackwood with cerebral palsy, a condition that deprives him of fine motor skills. Such things as tying shoelaces, using a knife and fork, and – critically – writing legibly have forever proven difficult for him. Yet this is not the chronicle of overcoming a disability, even if the struggle of living with cerebral palsy is a constant. Rather, as its title would suggest,



this is the account of a life well lived: of career, community service, and family life.

Indeed, in his account of his time as Massey Librarian Blackwood hardly makes mention of cerebral palsy. Instead we learn how the library catalogue was computerised, the library building was extended, and such things as staff performance appraisals were introduced.

As for how Blackwood managed his way round the difficulty of writing: in 1997 (shortly after being invested with a Queen's Service Medal) he was visited by Sister Imelda, who had taught him to type 60 years earlier, and Blackwood was able to demonstrate the iMac that is the lineal successor to the typewriter one of his classmates once dutifully lugged from classroom to classroom.



Spiral of Values:
The flow from survival values to global consciousness in New Zealand

Alan Webster

Published by Alpha Publications, $39.95

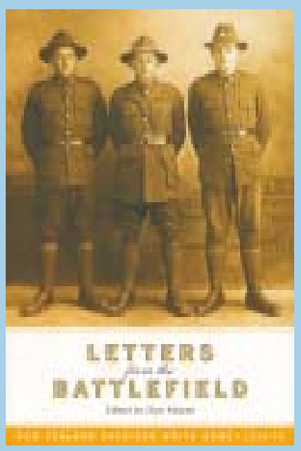
This book is an answer to that great New Zealand question, asked to such effect in Greg McGee's play Foreskin's Lament – "Waddaya". What are we? Obviously it's a vital question – in fact, the vital question. If we knew the answer to what New Zealanders are, we'd have a better idea of what to do with ourselves – politically, economically, socially.

But how do we find out who we are? How would anyone even work out how to find out?

Alan Webster, retired Associate Professor of Human Development at Massey University and founding director of the New Zealand Study of Values, has had a go. Using the Spiral Dynamics model, he and Massey sociologist Paul Perry carried out a study of New Zealand 'values'. They surveyed 1200 people – and divided New Zealand society into six main cultural groups. The 1200 were asked what their ethnic group was – and whether they would describe themselves as 'above all' New Zealander, Pākehā, European, Māori, Pacific Island, or Asian. Almost half plumped for New Zealander. The six main cultural groups are Māori-Māori, Māori New Zealander, Pākehā, New Zealander, European and Pacific Islander. They each have their own set of values. Then there's 'Kiwi', which links New Zealander, Pākehā and European.

Kiwis' highest personal values are health, family, friends and leisure.

They could accept less material emphasis in society. Their civic morality is strong. They value inclusiveness in the neighbourhood and people in the workplace. They don't like radical social change, and they have low confidence in political parties. Tell us something we don't know, you're tempted to respond – because the Kiwis and others in the book are instantly recognisable as those we know and love. And you're tempted to think that the past two decades of national decision-making would have had to be different if the



Letters from the Battlefield:
New Zealand Soldiers Write Home 1914-18

Edited by Glyn Harper.

Published by HarperCollins, $29.95

It used to be a compliment – to say of someone, 'he writes a good letter'. (The modern-day equivalent might be 'He gives good email'.)

You can see why in this book. There are those writers who tell the story in order and in detail. It's as if the story must be laid out, maybe so that they themselves can believe it.

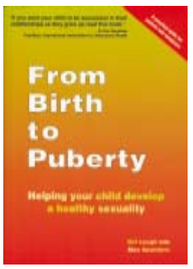
Other writers produce public relations documents, designed to stop Mum and Dad from worrying, making it clear one is keeping one's spirits up.

But then there are the writers who give more than the events and the jokes. They make the reader see it, feel it, smell it. There's the man who likens Gallipoli to Stewart Island. The one who explains how quickly he's got used to not having a wash when he gets up because he has to use his two cups of water for drinking. The man who says dead Turks smell like "sulphuretted hydrogen. If you've never smelt that, ask a chemist to let you". One who likens climbing a spur at Gallipoli to climbing up the side of a house – with a full pack on.

The letters by these writers tell us not only their story of the war, but a great deal about the kind of men they were, the generation they belonged to, the country they came from. And, at this distance, their letters taken together amount to a text on World War I. Most of the things you'd cover if you were to write a book on New Zealanders are here in the men's own words – mateship, attitude to the English. (Okay, there are a few things they didn't want Mum to know, so they didn't put them in writing in an envelope going home.) The food, of course, features large, because it didn't feature that well in real life. A hilarious set of instructions on how to make stew from what a soldier has at hand is given by soldier Jim McKenzie to Alice at home.

Lieutenant Colonel Glyn Harper knits the letters together with introductions that provide essential context.

Harper also wrote the best-selling Massacre at Passchendaele, and Kippenberger. He is the army's official historian of the deployment to East Timor, and has been this year's Visiting Fellow in the University's Department of Defence and Strategic Studies.



From Birth to Puberty
Helping your child develop a healthy sexuality

Gill Lough and Max Saunders

Suntime, $21.95

This book is full of common sense. It emphasises that children's sexual development must be treated as a positive, natural part of their lives and that children need to have good, open communication with their parents if they are to grow up with a healthy view of sex and sexuality.

The book is divided into age-related sections. Each tells you about physical development within the age bracket, how the children may be feeling, what worries them and the sorts of things they may want to know; all of it useful if your memory of your own childhood development is a little hazy.

There are case studies: examples covering questions, behaviour and situations. These add perspective and make the book an easy read. A section describes the content of NZ schools' sexuality education programmes.

Say goodbye to the 'big talk' at puberty, the authors advise. If the communication has been kept open since birth it's unneeded. Children will have gained all the knowledge and skills they need for healthy sexuality throughout their childhood.

The difficult questions parents may be confronted with are examined, and suggestions offered for how to answer them. Again, common sense prevails, and the authors advise that before they answer, parents should work out exactly what the child wants to know and what messages about sex they want to give the child. Several examples are given to illustrate this technique, using some of the more curly questions likely to be encountered.

Even if you don't think you've got a problem talking to your children about sex, it's always reassuring to see the sorts of questions and behaviour others are experiencing.

Gill Lough is a trained occupational therapist who works for the Family Planning Association of New Zealand and Max Saunders is a senior lecturer in health science at the Eastern Institute of Technology in Hawke's Bay. He has a DBA and MBS from Massey and has just taken up a Massey doctoral scholarship. The couple have more than 20 years' experience in adult, family and sexuality education.

From Birth to Puberty is available from Suntime, PO Box 5158, Greenmeadows, Napier for $21.95. It can also be ordered at **www.frombirthtopuberty.com.**

Notes and News

LET US KNOW WHERE YOU ARE @

Would you like to help us and your fellow alumni to stay in touch?

If so, update your details on the alumni website: **alumni.massey.ac.nz** or send your email address to: **alumni@massey.ac.nz**

Your address will not be used for marketing purposes without your permission.

WANTED
Massey Chemistry Graduates

If you are one of the more than 400 people who have graduated with a degree in chemistry from Massey University since the early 1970s, Professor Andrew Brodie would be keen to hear from you. The Chemistry teaching staff are planning to get as many of you as they can together next year to coincide with the 75th anniversary celebrations of the University. A big problem is that a lot of the addresses they have on file are clearly out of date!

Soon Andrew Brodie will be writing to as many chemistry graduates as he can, so if you have not been contacted by the middle of October, please contact him (Email: A.Brodie@massey.ac.nz, fax:+64 6 350 5682, phone +64 6 356 9099 extn 3536) so he can add your correct details to the file.

If you know of anyone else among your Chemistry classmates who does not have an up-to-date address or details registered with the alumni office, please tell them about our search.

Details of the Chemistry event will be announced early in 2002 but put the date

Alan Jones DipAgr 1953

Alan took a working holiday to Australia, he writes, and never made it back. He spent three years in the eastern states, ten years in the west, and then became firmly lodged in Tasmania (much like part of New Zealand, he says), where he worked for the Department of Agriculture as a Sheep and Wool Adviser up until retirement. Following his interests, he now undertakes quality assurance auditing on a consultancy basis.

David Thawley BVSc 1970

David has followed an illustrious academic career in the US. He gained his PhD at the University of Guelph, became Dean of the College of Veterinary Medicine at the University of Minnesota (1988–98), and from 1998 has been the Dean of the College of Agriculture, Biotechnology and Natural Resources at the University of Nevada, a position he still holds, together with the post of Director of the Nevada Agricultural Experiment Station.

Robin Staples MEdAdmin (Hons) 1999, BSc 1973

Robin is the Principal of Hillary College. This college is part of a special educational development programme in South Auckland, which aims to raise the student achievement levels of low decile families. The college is currently in the process of incorporating a local primary and intermediate school on to its premises to form one school that caters for years one to 13 students. A combined Board of Trustees has recently been created and an architect has been commissioned to work on the structural development required for the move.

Bill Jurkovich GDipArts 2001, DipEd 1982, BEd 1977

Bill retired from the Mathematics Department at the Auckland College of Education in 1994, relocated to Matakana, then decided, he writes, to pick up the quill again. At the April 2001 Albany graduation he gained a Graduate Diploma of Arts in history. "A well-worthwhile study! Go Massey!"

Heather Baigent MA 1978, BA (English) (Hons) 1976

Heather's career has embraced teaching at primary, secondary and tertiary levels; diplomatic postings in Samoa, Indonesia and China – the last of these as Deputy Head of Mission; and time as a corporate international manager. Today, as director of Interact Consulting Ltd, she is an independent consultant.

Lance King BTech (Food) 1978

Lance worked in the food industry for seven years before becoming a polytechnic lecturer. In 1995 he stepped out to start his own business delivering learning skills seminars in secondary schools. These days The Art of Learning Ltd has five employees, a clientelle of 130 schools, and has had over 35,000 students through its courses.

Brenda Ward BA (English/French) 1979

Brenda started out as a journalist, first in New Zealand, then in the UK, became the Chief Reporter for the Auckland Star, and then made the transition into magazines. At Trends, New Idea, Next and Grace magazines Brenda's job titles included editor, reporter, production editor, and deputy editor. She was an associate editor and on the launch team for the lauded but discontinued Grace, while Southern Cross, which Brenda launched, continues strongly. Today Brenda is again the editor of New Idea.

Roy McCormick BHortSc 1979

While working with pipfruit orchardists in France during the early '80s, Roy became aware of the benefit of farmers working together in groups. This prompted him to form Nelson Group 8 Horticulture Limited in 1993, a focused growers group aimed at improvement and best management practice in pipfruit orcharding. Over the last eight years Roy has facilitated Group 8, but his life has now taken a different turn as he and his wife have decided to work for an extended period in Germany.

Eddie Welsh DipHort (Nursery Management) 1980

After 19 years of teaching in what was Massey University's Department of Horticulture, Eddie set up his own business in 1998. Starter Plants is a small international business that develops, grows and trades unique flower bulb crops. "We co-operate with nurseries in Japan, China, Portugal, Thailand, Guatemala and the Netherlands to supply young plants and seeds for production and marketing in the Northern Hemisphere."

Carol Price BSW (Hons) 1981

Carol worked as a Student Unit Supervisor at the social work department of Palmerston North Hospital for four years before shifting to Golden Bay for 12 years as a guidance counsellor and teacher of special education. Then came a career shift. Carol qualified as an English language teacher, an occupation that has taken her to Christchurch and Vietnam. When she contacted MASSEY, Carol was again teaching in Christchurch, but was looking forward to a year teaching at a senior high school in Hamamatsu, Japan.

Andrew Fitzsimons MBA 1992, BAgrSc 1986

Andrew is the Director of flourishing Tauranga coffee roastery Fusion Coffee. He started up the business two-and-a-half years ago and delivers freshly roasted gourmet coffee to a wide range of wholesale and retail clients, mainly in the central North Island and as far south as Wellington. Andrew buys his green beans from Auckland-based importers and also supplies tea, commercial and domestic espresso equipment, as well as a wide range of coffee accessories.

Peter Parker BSW 1985
Peter has recently returned to Perth after five-and-a-half years in Japan and is now self-employed as a property developer and manager (the social work degree has never been put to vocational use). He would welcome contact from Perth-based Massey graduates.

Grant Duff BSc 1987
Despite having lived in Australia for the past three years, Grant writes, "I'm a passionate All Black supporter in the midst of all these Aussies". Since leaving Massey University Grant has been working in the pharmaceutical industry and he has just "taken the plunge" and set up his own marketing consultancy firm, Navie Consulting, in Sydney. Grant has spent time as the Global Brand Manager for Novartis in Switzerland, and he was also the Business Unit Director for their Self Medication Division in South Africa. Before starting his own company, Grant was Marketing and Sales Director of Pfizer Pharmaceuticals in Sydney.

Bruce Williams DipIndustProd (Dist) 1995
BAgSc 1988
Bruce has worked in various roles with the Northern Wairoa and then Northland Dairy companies. Now with Kiwi Dairy company, Bruce is concentrating on nutritional and specialty milk powders, is enrolled in a modular MBA with Massey, and is kept busy with three sons.

Peter Tohill DipArts (History) 2000,
BA (History) 1988
Peter currently works as a private English tutor and he has been responsible for organising Korean and Japanese student visits to New Zealand. Peter, who was Executive Director of the Race Relations Office for 13 years, recently published a Chinese/English text: New Zealand Idioms and Colloquial English.

Des Brennan MBA (Dist) 1990
Among other roles, Des has been the General Manager of Anchor Foods, and the Sales and Marketing Director of TVNZ, in which capacity he led TVNZ's support for Team New Zealand's 'Family of Five' sponsorship. Now the Marketing Manager for Fletcher Wood Panels, Des lists his interests as family, running marathons and SCUBA diving.

Nalin Anand BTech (Indust Tech) 1991
Currently working as a Quality Manager for Bluebird Foods in Auckland, Nalin has put his time since leaving Massey to good effect, first gaining a Masterate in Chemical and Process Engineering from Canterbury and then working in a variety of capacities for the Tucker Group Fiji (part of Goodman Fielder), Coca Cola Amatil Fiji, and Goodman Fielder, first in Papua New Guinea and then the Pacific Region. He took up his present position in 2000. Nalin is also an accomplished weight lifter with a swag of gold medals, the most recent a gold in the 75kg body weight division of the 2000 Victoria State Championship.

Fidel Lopez BAgr 1991
Fidel Lopez is part of VerdeGreen, a company providing services to the oil industry in the Amazon region "with excellence, yield, social and environmental responsibility based on the development of our human resource and the community." Verde Green employs 738 people, a quarter of them from Amazon communities. The services include construction and civil works, providing manpower, human resources management, revegetation, and planning and developing proposals.

Maniue Vilsoni Cert TSL 1992
Maniue became a primary school teacher on Rotuma, his home island, in 1981 and began his first Massey paper in Cert TSL (English) in 1983. He then took a long break, but renewed his study in 1990. More recently Maniue graduated with a BA (Economics and Literature and Language) from the University of the South Pacific in 1998. He now teaches at the Marist Brothers High School in Suva.

Robert Jones Dammerman BBS 1992

From bond sales to business development to institutional investor, Robert has shifted em-ployers and sometimes countries a number of times since graduating, each time acquitting himself well. While working for Microsoft he helped achieve revenue of close to US$10 million. He is now an enterprise account manager for CITRIX Systems based in the Netherlands.

Meredith Owen BBS, DBS, 1992
PGDipBusAdmin 1995
After having lived in Wellington, Auckland and Sydney, Meredith is now resident in Christchurch as the Southern Service Manager for TelstraSaturn. "Great for snowboarding in the winter and beach in the summer," she writes. Last year she managed a trip to Britain and Europe and caught up with many friends, a number who are ex-Massey. Her longer term plans are to start a number of business ventures and try out the delights of living overseas.

Paul Lewis MBA 2001, BA History 1993
After completing his BA Paul was employed for eight years at Sport Manawatu, the last five as CEO. During this time Paul was involved in a number of projects in the Manawatu, including the development of the Manawatu Community Athletic Track – Massey University. Paul now works in Sydney as the Australian CEO of New Zealand-owned Tenderlink Online Services.

Hamish Rudland BBS 1995

Soon after completing his degree Hamish set up a freight and passenger company, Pioneer Transport, in Harare. The freight side of the business involves using the company's 16 trucks to move jet fuel, diesel and petrol for Mobil Africa in the Southern African region. The daily bus service offered by Pioneer Transport operates inter-city from Harare northwards.

Hamish says Zimbabwe is currently a difficult country in which to run a business. "As seen in the media our political problems and land issues have had a negative effect on the economy. Foreign exchange is scarce and inflation is high; however this is where opportunity lies and we are making the most of the opportunities for better times, which we expect in the not too distant future. The people of Zimbabwe are very resilient and resourceful and I have no doubt that the country will prosper in the near future. Zimbabwe is a great place to live, the weather is excellent and the people very friendly. I am definitely having the time of my life."

Nicola Wagner MBA 1995
Nicola has established the largest and most successful fashion website in Australasia. www.fashionz.co.nz is a cluster site that caters for the New Zealand fashion industry and has been used as a model to establish similar sites for the gardening industry – www.garden-nz.co.nz – and the computer software industry – www.computer-nz.com.

Stephen Belcher BVSc 1993, BSc 1991
Stephen has recently been highly commended in the Animal Behaviour Mammals category of one of the world's biggest and best wildlife photography competitions – the 2001 BG Wildlife Photographer of the Year. Stephen captured his highly commended photograph, Hyena with a kudu foetus, while in the Etosha National Park, Namibia. He saw a female kudu in obvious distress lying beside a waterhole with a pack of spotted Hyena moving rapidly towards her. The largest female homed in and killed the antelope, keeping the rest of the pack at bay. For the next 45 minutes she dragged the carcass through the waterhole to the opposite bank where she began tearing the body apart. When she ripped open the uterus, Stephen was surprised to see her drag out a foetus, which she took away to savour alone. Only then did she let the pack eat the rest of the carcass. Stephen's photograph is currently on display alongside 115 others at the Natural History Museum in London.

Notes and News

Letters to the Editor

Thank you for sending the latest Massey Alumni News. I was saddened to learn about Robert Brooks' passing, but interested to learn so much more about his life and work in the obituary.

There are a couple of points I would like to add. I was a member of the Massey Business Studies Faculty during the 1980s when Robert was Chairman of the Manawatu Branch of the anti-smoking group, ASH. He campaigned vigorously to help bring about a smoke-free environment on the Massey campus, and for citizens more generally in the wider community. This involved ongoing letter writing and representations to parliamentarians, local government officials, university managers, newspaper editors, fund raising and general cajoling over the years. My recollection is that Massey management was not particularly proactive on this one and Robert's efforts during the 1980s contributed significantly to the bringing about of a safer, smoke free campus for both staff and students.

His obituary recalls the 'dapper man in the bowtie'. I remember him fondly for his mode of transport; the tiny motor-scooter with the wire basket up front.

Yours sincerely

Associate Professor David Coy

University of Waikato
Management School

William Bruce BBS 1995
William Bruce has been transplanted by his employer, Ernst and Young, to the Cayman Islands, where he is an auditor. While in New Zealand he qualified as a Chartered Accountant and he is now working towards becoming a Chartered Financial Analyst. Despite the Cayman Islands' tropical climate he remains an avid rugby player.

Andrea Bruce BBS 1995
Coincidentally, Marketing Manager Andrea Bruce (née Cooper) is also a Cayman Islands resident.

Angus White MBS (Hons) 1997, BBS 1995

Following graduation, Angus lectured, and held a research fellowship, at the Tokyo University of Economics. Back in New Zealand as a management consultant with a Big-5 Firm, Angus worked on economic development, technology and e-commerce projects. Next was a move to Seattle as Vice President of a US Company that provides supply chain integration using a web services software model. Angus recently returned to New Zealand and is now the chief executive of an engineering company.

Janice Frater PGDip Museum Stud 1997
Janice has relocated to Western Australia – "for a while", she writes – and is filling a temporary vacancy with the Western Australia Museum in its Museum Assistance Programme, which delivers information, advice and training throughout Western Australia.

Sigrun Steinhagen BBS (Hons) 1998, BApplSc 1997
Sigrun currently spends most of her working time with two main clients. She is Marketing Manager for the Nelson, Marlborough Institute of Technology (Marlborough Campus) and is Promotions Manager for Ice Sports New Zealand. This latter role involves Sigrun helping to publicise and promote top New Zealand athletes involved in ice hockey, curling, speed skating, figure skating as well as the toboggan sports. Sigrun is currently assisting many of these athletes in their bid to qualify for the 2002 Olympic Winter Games in Salt Lake City, Utah.

Sean Thompson BAppSci 1997
After graduating from Massey University Sean accepted a job with the Coalition for the Homeless in New York, where he worked with street kids and homeless children. After spending time travelling and working throughout America, Canada, Britain and the Pacific, Sean returned to Auckland and trained as an Ambulance Officer. He is now happily employed as an Ambulance Officer for Wairarapa Health.

Penelope Hosking BTech (Food) 1999
After graduating Penelope took up a job with Sealord and was soon promoted to the position of Market Technologist Asia, which takes her to Japan, Hong Kong and China to visit customers and factories and organise new, interesting projects. While working in her first position with Sealord, Shellfish Processing, Penelope met her husband-to-be. They now live in Nelson.

Daisy Tanielu BSW 1999
After her first year with the Taeaomanino Trust Daisy was promoted from social worker to Co-ordinator of Social Workers in Schools and Alcohol and Drug Services. Her work has given her the opportunity to attend national and international conferences. She will be presenting to an international conference in May 2002.

Rohaizad Hamid DipArt (Def&StratStuds), 2000
After returning to his home country of Malaysia, Rohaizad was appointed as Commanding Officer of a flying instructor training school, which is part of the Royal Malaysian Air Force. Rohaizad writes that the management training he received while at Massey has helped him in the management of the training school.

Sara Donaghey PGDipBusAdmin (Dist) 2001
A former British archaeologist who has directed excavations all over the world, Sara is now working towards a PhD with Massey's School of Business. She will be investigating the valuation of New Zealand's

Denise Tohiariki BEd 1984, B Maori Visual Arts, Hons (First Class)2000
Denise (at right)is pictured with student Julia Waru. After graduating last year, Denise Tohiariki was appointed as curator/custodian at Te Wananga o Aotearoa in Palmerston North. Living on site in the newly refurbished workshop and gallery, Ms Tohiariki is the sole lecturer for the visual arts programme she has designed for Te Wananga O Aotearoa ki Papaioea, a national tertiary institution specialising in educational programmes within a Māori environment.

Her four year Māori Visual Arts degree brought together Denise's 20-year background in teaching and her interest in Māori art. With two youngsters at school and a position at the Massey College of Education, there was "lots of juggling" during her degree. Denise admits her new position affords her the best possible environment for her work and study, "and I even have my own gallery for my Masters Exhibition next year".

Australia produces Priscilla,Queen of the Desert and Muriel's Wedding. New Zealand produces Heavenly Creatures, The Piano, and Scarfies.

Has the Kiwi psyche gone over to the Dark Side?

Kiwi Gothic

Only recently have we begun to realise how Gothic much of New Zealand's literature and film is, says Dr Jenny Lawn of the School of Social and Cultural Studies at the Albany campus.

"Commentators on New Zealand culture have discussed themes such as violence within families, alienation, abandonment, horror, and the mixture of fear and temptation associated with imagined stereotypes of Māori in early New Zealand. In 1952, Bill Pearson characterised Pākehā New Zealanders as "fretful sleepers, living anxious, twilight, unfulfilled lives, haunted by their own conventionality". However, it took an American critic, William Schaffer, to point out the obvious. "Schaffer toured New Zealand in 1997 and wrote a kind of traveller's guide to New Zealand culture. What struck him most baldly was the Gothicism of so much of our cultural self-representation."

Gothic literature stems from the "Gothic revival" of the late 18th century, a period when hundreds of fantastical novels and melodramas were produced. Typically these works were set amid haunted castles, graveyards, ruined abbeys, and wild, craggy landscapes, often featuring young heroines who fight off threats to their virginity and rightful inheritance.

But with Mary Shelley's Frankenstein (1818), the Gothic novel began to explore the idea of a divided consciousness, and it is this tradition of psychological horror that most influences Kiwi Gothic. "Dr Frankenstein and the monster that he creates can be seen as two facets of the same personality," explains Dr Lawn, who suggests that early Gothic literature influenced some foundational thinkers in psychology and psychoanalysis.

"In fact, as the essay The Uncanny shows, Freud picked up some of his key ideas from Gothic narratives, together with other literary classics such as Hamlet and Oedipus Rex." Dr Lawn extends such connections between literature and psychology in her post-graduate block mode paper Trauma, Memory, Haunting.

So what makes a story Gothic? Dr Lawn argues that the Gothic mode is not necessarily defined by content, such as the presence of bats, ghosts, haunted castles, and so on. "Instead, I look at the underlying phenomenological structure of the narrative and the psychology of the characters. By that I mean that the Gothic mode deals with a particular configuration of split space and time. For example, the stains of past generations frequently infiltrate the present action of the story. You also find that Gothic settings have a vertical dimension, whether that be a basement or attic in a house, steep hills or cliffs in landscape, or, more loosely, class divisions in the social setting."

Gothic is thus an adaptable genre, ever popular and evolving. Dr Lawn's second-year Gothic course (139.275), offered internally in semester one at Albany, traces the development of the genre from its European roots to its widespread variants, such as American Gothic, Female Gothic, and Kiwi Gothic – including the blockbuster film The Rocky Horror Picture Show, written and directed by a New Zealander, Richard O'Brien.

"When we discuss Kiwi Gothic," notes Dr Lawn, "I start by asking students whether New Zealanders are haunted by anything. Answers have included the bush, distance, and a sense of relative existence overshadowed by larger cultures. Other students argue that New Zealand has matured as a culture to the extent that these elements of colonial life no longer provoke anxiety."

Dr Lawn argues that within New Zealand, the Gothic mode is concentrated in Pākehā literature and film, rather than in Māori creative work published in English. "Gothic depends on an attempt to split light from darkness and modern reason from ancient superstition," a division which proves impossible to maintain.

"Māori cosmology, by contrast, does not seem to split the spirit world from the material world in such a binaristic manner. In a novel such as Witi Ihimaera's The Matriarch, for example, the world of light is called up through twelve orders of darkness. Likewise, death in novels such as Ihimaera's Tangi or Patricia Grace's Potiki does not terrify, but rather it galvanizes a community or family into political action."

Oddly, New Zealand literature has not produced any well-known examples of one of the most popular Gothic forms, the vampire story. "Our monsters tend to be interior: they are experiences of intense psychological states, often with sexual undertones within isolated nuclear families." She points to Vincent Ward's Vigil and Jane Campion's The Piano as examples.

Also typical of Kiwi Gothic, these films depict an intruder who disrupts a family or community, often exposing underlying stresses. In R. H. Morrieson's 'Taranaki Gothic' novel The Scarecrow, for example, the necrophiliac murderer who invades the small provincial town of Klynham darkly enacts the more innocent sexual fantasies of the adolescent male protagonist, Ned Poindexter.

A similar dynamic occurs in the Sarkies brothers' film Scarfies. Named after the omnipresent item of clothing worn by University of Otago students, the film depicts the moral disintegration of a group of students following the discovery, and harvesting, of a cannabis crop in the basement of their flat. The students lock the angry owner of the dope in the basement, and his intrusive force manifests the students' own jealousies and self-interests.

Scarfies also continues a trend toward urban settings in Kiwi Gothic movies, notes Dr Lawn, which often reveal the nature of the city. "The class consciousness of Christchurch is fundamental to Peter Jackson's Heavenly Creatures, for example.

"Scarfies, I would suggest, evokes Dunedin's

Calvinist heritage when the students are placed in the position of having gained a material reward – the cannabis crop – that they have not worked for. And even The Irrefutable Truth about Demons, a horror film about the paranoid obsessions of an anthropology lecturer, conveys something of the self-analytical quality of the Wellington intelligentsia."

Because Dr Lawn's course focuses on representation, students do not actually study real-life Goths, who dress in black with heavy black eye make-up, enjoy the droning bass of Gothic rock, and dwell on the aesthetics of death. "There is a thriving sub-culture in Auckland", says Dr Lawn, "but I'm not a participant. I restrict myself to reading and writing about Gothic stories – that's enough excitement for me!"

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