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As a future-focused university, Massey is mindful of both environmental and economic sustainability. Printing stories about our wonderful alumni is great to see, but with rising printing and posting costs we would appreciate your feedback on whether you might consider reading *Massey* magazine online next year please. We are investigating easy online reading (ebook) options and encourage you to consider it. Please email alumni@massey.ac.nz if you would be happy to receive next year's issue online. Many thanks from the Massey alumni team.

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“Having successfully celebrated our first 50 years as a university last year, we now look to the next 50 years.”

Massey University’s mission is to define the future of our nation and to take the best of New Zealand to the rest of the world.

It is much more than a pipedream or even an ambitious goal, it is a reality of which I am regularly reminded when I meet successful alumni and hear of their achievements.

In this issue of *Massey* you can read about our people who are making a difference, whether in the international fashion design industry in New York, in their local communities in New Zealand, on the sports fields of Australasia or with endangered species in the Galápagos Islands.

Having successfully celebrated our first 50 years as a university last year, we now look to the next 50 years.

Our updated strategy, called *Shaping the Nation and Taking the Best to the World*, neatly meshes with our mission and maps a path to the year 2025. It evaluates the forces driving our future – obvious things like technology, globalisation and the changing demographics of New Zealand, and also the forces we need to harness if we are to succeed in the coming decades – partnerships that are mutually beneficial and finding ways to lift our performance over the growing competition and provide learners with the skills to begin tackling the big issues the world faces.

In such a rapidly changing world it may seem hard to envisage what things might be like in just one or two decades, let alone 50 years.

But there are some things we can anticipate: New Zealand will be more diverse culturally; Auckland will be an even more dominant influence on the New Zealand economy; and Asia’s influence over the rest of the world, culturally and economically, will have also grown.

Technology will have dramatically altered and even extinguished some industries and the jobs in those industries, while creating new industries and new jobs that most of us have not even contemplated.

When our staff reviewed and refreshed the signature Bachelor of Arts degree, they considered its ongoing relevance and consulted widely with students, graduates and employers. They were delighted to find that there is a strong belief that the degree is vital in teaching the workforce not only how to think but also how to adapt to a changing world in which young people starting out now might realistically expect to have at least five jobs in their lifetimes.

This is a signal of how universities must refocus in favour of teaching innovation and creativity more than simply passing on skills and knowledge.

Massey has an important role to play in these changing times, and those changes must have positive impacts on the industries and communities we serve as we work together to create a better and more prosperous society. ■

Honorary doctorates for China’s First Lady and top Thai business leader



Madame Peng (centre) among the official graduation party – Sir Richard Taylor, Steve Maharey, Chris Kelly and Lady Janine Mateparae.



Dr Dhanin Chearavanont receiving his honorary doctorate.

Madame Peng Liyuan, First Lady to the President of the People’s Republic of China, was conferred with an honorary doctorate at a special ceremony at the Wellington campus in November.

The accomplished musician, renowned soprano, opera performer and Professor of Music, received her doctorate during a tour of the University’s College of Creative Arts that coincided with the official visit to New Zealand of her husband President Xi Jinping.

University Chancellor Chris Kelly, who led the doctorate ceremony, says the Doctor of Literature (honoris causa) was in recognition of her international contributions to the performing arts and health and education programmes.

She is the current United Nations Educational, Scientific and Cultural Organization special envoy for the advancement of girls’ and women’s education and, in 2011, was appointed a World Health Organization Goodwill Ambassador for tuberculosis and HIV/Aids.

Vice-Chancellor Steve Maharey says Massey University has a longstanding and strong relationship with China. It was the first New Zealand university to be visited by the president of a Chinese university, and the first to sign a memorandum of understanding with a Chinese university. Massey currently has close to 1800 students from China and about 70 active agreements and collaborations with Chinese university and government agency partners.

In March, one of Thailand’s most successful business leaders, Dhanin Chearavanont was awarded a Doctor of Science (honoris causa) at a ceremony at the Manawatū campus. The degree was in recognition for his services to international business and philanthropic activities.

Dr Chearavanont, 75, is chairman and chief executive officer of the Charoen Pokphand Group (known as CP Group), a conglomerate with core businesses in agrifood, retail and telecommunications that employs more than 300,000 people worldwide, with a total annual revenue of more than US\$41 billion.



Peter Schwerdtfeger awarded Rutherford Medal

A world-leading authority in quantum chemistry and physics, Massey University's Distinguished Professor Peter Schwerdtfeger was the 2014 winner of New Zealand's most prestigious science award, the \$100,000 Rutherford Medal.

Originally from Germany, he has been based at the University's Auckland campus since 2003.

Schwerdtfeger works on fundamental aspects of chemical and physical phenomena in atoms, molecules and condensed matter. His approach to science is

truly interdisciplinary, ranging from chemistry to physics, computer science and mathematics.

It earned him this citation from the Rutherford Medal selection panel: "Distinguished Professor Peter Schwerdtfeger is one of New Zealand's most brilliant and internationally sought-after scientists".

Schwerdtfeger was honoured to receive the Rutherford Medal.

"Rutherford, for me, is one of the giants in science. He's in the same category as Einstein, Dirac,

Schrödinger and Heisenberg. When I went through school and university, the name Rutherford was everywhere. There's the Rutherford atomic model and there's Rutherford scattering — and of course he was the first one to split the atom, and he discovered the proton. So the name — the person — Rutherford means a lot to me. In that sense, I'm honoured."

He is the seventh Massey alumnus to receive the Rutherford Medal in the past 10 years.



Massey University Vice-Chancellor Steve Maharey, Finance Minister Bill English and Auckland Chamber of Commerce chief executive Michael Barnett at Finance 2015.

Minister talks housing at Finance 2015

Finance Minister Bill English focused on Auckland's housing issues at Finance 2015, an annual event held in February and co-hosted by Massey University and the Auckland Chamber of Commerce.

The Auckland business community, academics and media turned out in force to hear Mr English's first major speech of the year, which outlined the Government's economic priorities for its third term.

He described Housing New Zealand's housing stock as a "massively inefficient land bank" and said that the Government and the Auckland Council needed to develop more of their land for housing.

Finance 2015, now in its sixth year, provides business leaders with an update on the state of the New Zealand economy.



Te Ohanga – Auckland's new student accommodation village

The new \$26.2 million student accommodation village, Te Ohanga, opened at the Auckland campus on February 15. A blessing at 5.30am, led by Ngāti Whātua kaumātua, was attended by about 80 people.

Managed by Campus Living Villages, the accommodation has already had a positive effect on campus life, with a buzz of activity each day extending into the evenings. The village comprises 292 beds, in halls of residence called Tui, Pūkeko and Weka, along with studio and five-bedroom apartments called Tītoki, Matipō and Tānekaha, and has a north-facing student lounge with games and music rooms.

Campus wide

Rarest rhino project

Massey-trained veterinarian turned wildlife photographer Stephen Belcher crowd-funded an expedition to capture the first high-definition images of the critically endangered and elusive Javan rhino.

There are only around 35 of the rhinos left in the world – all in the Ujung Kulon National Park, at the southwestern tip of Java, Indonesia.

Belcher raised more than \$60,000 and spent six weeks in the jungle to capture images of the rhino.

He says he wants to share the pictures with the world to raise awareness of their risk of extinction.



Record-breaking year for foundation

2014 proved to be a landmark year for the University's charity arm, the Massey University Foundation, which raised a record \$3.2 million in gifts from alumni, staff and supporters.

Gifts were made to academic chairs, scholarships, research funds, the Wildbase Hospital, the Centenary History Project, and the refurbishment of Tiritea House and the Refectory.

The foundation also gave more than \$1 million to the University for research and scholarships.

Its endowment fund also performed well and, although it is very conservatively invested, returned an impressive 10.56 per cent to add another \$1.81 million to the foundation's 2014 contribution.

Total assets grew to \$23.6 million, more than double the \$10.3 million it had five years earlier, at the end of 2009.

Foundation director Mitch Murdoch was pleased with the result. "There is a groundswell of support for the foundation and the work it does. Every year we are gaining more backers and they understand that in the current economic climate, universities cannot necessarily afford the extras that take a learning environment from good to outstanding without that stakeholder support. Thanks to our donors the foundation is beginning to have a transformational impact on the University and its staff and students."



Minister of Conservation Maggie Barry helped donors and supporters to celebrate the start of works on the \$1.4 million expansion of the Wildbase Hospital for which the foundation fundraised.

Online tools to help dairy forecasting



Two new online tools will give dairy farmers simplified and instant information on the farmgate milk price and New Zealand milk production trends.

A Farmgate Milk Price Calculator and Milk Production Predictor were developed by Massey University and stock exchange company NZX, with funding support from Callaghan Innovation.

The calculator gives farmers a better understanding of the relationship between Global Dairy Trade (GDT) prices and their milksolids payouts. Massey Chair in Farm Business Management Professor Nicola Shadbolt says huge amounts of complex science and financial data have been rigorously analysed and condensed into the new free tool.

It produces two prices – one based on the latest GDT prices and the other seasonal figure, which includes costs and the exchange rate.

The predictor uses advanced modelling to forecast New Zealand milk production for the next three months, based on factors including climate, pasture growth and cow numbers.

Global disease specialist recognised

In December, Professor Emeritus Roger Morris became the first scientist from outside North America to be honoured at the prestigious Schwabe Symposium for global disease control.

The international symposium, held in Chicago, recognised Morris's work on globally important diseases such as bird flu and mad cow disease, and local problems such as bovine tuberculosis.

Morris retired from Massey in 2008 but remains heavily involved in disease control internationally.



Massey launches own printing press



Editorial board member Professor Subhas Mukhopadhyay, Open Lab designers Thomas Le Bas and Jennah Rasmussen, board chair Professor Glyn Harper, Tessa Lyons, Vice-Chancellor Steve Maharey and Palmerston North mayor Grant Smith at the launch.

Massey University scholars and authors will have the chance to share their specialist knowledge with a much wider readership thanks to the launch of its new publishing press in February.

Massey University Press aims to become a world-class academic press, publishing scholarly works by its top researchers – as well as non-Massey authors – in a range of signature areas that will appeal to a wide international audience.

New Institute of Food Science and Technology



Distinguished Professor Harjinder Singh will head the new Institute of Food Science and Technology in the College of Health. The institute will oversee the alignment of activities from the School of Food and Nutrition (formerly Food, Nutrition and Human Health), the Food Pilot Plant and the Riddet Institute.

The Riddet Institute has been split into the Riddet Institute Centre of Research Excellence (CoRE) and Riddet Innovation, which will work closely with the school and the pilot plant.

A world-renowned authority in food science, Professor Singh will also lead the school and Riddet Innovation. He will remain co-director of the Riddet Institute CoRE alongside Distinguished Professor Paul Moughan.

Meanwhile, Moughan will join a four-person think tank set up by the world's leading science academy to report on ways to reduce the number of chronically malnourished people – currently estimated at 800 million – and address the challenges posed by the planet's rapidly growing human population.

In June he will travel to Germany to contribute to the Global Food and Nutrition Security Think Tank.

Pacific Research Centre



Distinguished Professor Paul Spoonley (above) takes part in the Fijian Nai Sevusevu (kava) welcome ceremony at the centre's launch.

The Pacific Research and Policy Centre, launched in November, will focus on key development issues facing Pasifika communities in New Zealand and in the wider Pacific region.

As well as undertaking research that supports the work, housing, health and education aspirations of Pasifika people in New Zealand – which hosts the largest Pasifika diaspora in the world – the centre's purpose is to partner with Pacific Island nations in tackling critical issues facing the region.

Associate Professor Malakai Kolomatangi and Professor Regina Scheyvens are co-directors of the centre.

The university currently has around 130 researchers with expertise in Pacific issues spread across its three campuses and five colleges.

Fisher's Halberg win



Paralympian swimmer Mary Fisher, a Bachelor of Arts psychology student at Massey's Wellington campus, was named Disabled Sportswoman of the Year at the Halberg Awards in February.

Her successes last year included a six-medal haul at the Pan-Pacific Championships in Pasadena and she ended the year ranked first in six long-course events and five short-course events.

She is totally blind and swims in the S11 class. Her swimming commitments mean she is studying by distance this semester as she trains to qualify for a place at the World Championships in Glasgow in July.

Food Safety Science Centre

Massey University has been selected to host the Government's new Food Safety Science and Research Centre, which will receive \$5 million in funding to deliver food safety research for the country.

The centre is expected to open mid-year, and will see FoodHQ working alongside research providers AgResearch, Cawthron Institute, ESR, Plant and Food Research, and the Universities of Auckland and Otago.

Walking the talk: Sean Kelly and Massey's designs on the world



Tim Gunn, Heidi Klum and designer Sean Kelly pose with models backstage at the *Project Runway* fashion show during Mercedes-Benz Fashion Week in New York.

Fashion design graduate **Sean Kelly's** journey from Hawera to dressing supermodel Heidi Klum shows how far Kiwi design ambition can go. By **Paul Mulrooney**

Start spreading the news. Fashion design graduate Sean Kelly's success in winning the New York-based *Project Runway* fashion reality show is another example of Massey University taking its design expertise to the rest of the world.

After overcoming enormous odds to even be accepted for the TV show that pits fashion designers against each other, Kelly's success has catapulted him onto a university design catwalk of fame that includes leaders in their fields such as

ceramicist Manos Nathan, photographer Jane Ussher and product designers Matt Holmes at Nike and Danny Coster at Apple.

And Vice-Chancellor Steve Maharey believes that the quest for success by staff and students at the College of Creative Arts will only grow.

"Design is becoming the watchword of the 21st century. New Zealand needs to capitalise on its design history, a uniquely 'edgy' view of the world and a remarkable mix of cultures,

After overcoming enormous odds to even be accepted for the TV show that pits fashion designers against each other, Kelly's success has catapulted him onto a university design catwalk of fame that includes leaders in their fields such as ceramicist Manos Nathan, photographer Jane Ussher and product designers Matt Holmes at Nike and Danny Coster at Apple.

including Māori culture. We have something different to offer the world and that is what we as a university are promoting," he says.

"It does come back to the fact that they [students] are getting great training. If you take fashion as an example, the kind of training they get combines the Kiwi world-view with hands-on training and a strong academic framework. This means they are able to both do and think about the industry they are joining. Not many other universities bring all of this together.

"New Zealand is producing well rounded and well educated people who have the confidence to give things a go. Sean Kelly is a good example."

But for Kelly, 25, it did not always appear so.

After passing multiple audition calls Kelly, who 18 months ago was still stitching together a fashion design degree at Massey's Wellington campus, was a slow starter on the show that attracts around seven million weekly viewers in the United States.

His was a familiar and forlorn face on the catwalk as the poorest performing of that week's contestants faced the verdict of supermodel Heidi Klum and her judges on who remained "in" and who was "out".

It's the equivalent of a fashion firing squad and Kelly was one of the best at portraying that "possum in the headlights" look as the judges prepared to deliver their verbal volleys.

However, in an example of that Kiwi confidence, there was an illuminating moment when Kelly fired back – at another contestant – who, desperate to save her own skin, questioned his abilities.

Kelly, whose self-effacement stood in contrast to the exuberance of his rivals, saw it for what it was and mockingly responded, simulating imaginary knives being plunged into his body.

He also made a sassy finger snap gesture which, amazingly, in full view of the cameras Klum imitated, in a remarkable moment of solidarity that may just have condemned the other contestant but elevated Kelly in the eyes of the judges.

Now that season 13 has wrapped – the finale screened in October – Kelly, the overall winner of a prize package of just under NZ\$400,000, can count himself in the judges' company.

His turning point came with a challenge to contestants where the winner would earn the reward of having their design worn by Klum at the Creative Arts Emmy Awards.

His was chosen. The fringed "electric blue" frock with flowing tassels proved a winner on the catwalk and for Klum on the red carpet.

If Sean Kelly's name suggests he has the luck of the Irish, his triumph is more testimony to a problem-solving work ethic that has its unlikely origins on a South Taranaki dairy farm.

Milking machines were not in his thoughts as a teenager however, when he surprised his parents by asking for a sewing machine.

"Mum agreed to buy me one and I started dabbling at home on the sewing machine, making T-shirts and working out shapes and forms and cutting patterns."

A trip as an exchange student from Hawera College to sartorially aware Scandinavia was also influential, and he returned to New Zealand to study at the College of Creative Arts.

During his degree he took time out to intern at fashion houses back in Denmark and at London's luxury fashion label Alexander McQueen.

"He's very solutions focused. If he couldn't find the right colour of dye he'd re-dye it, if he couldn't find the right fabric he'd make his own fabric."

– Sue Prescott



Massey fashion design programme coordinator Sue Prescott says the overseas experience gained was reflected in the quality of his work and his approach to it.

"He's very solutions focused. If he couldn't find the right colour of dye he'd re-dye it, if he couldn't find the right fabric he'd make his own fabric."

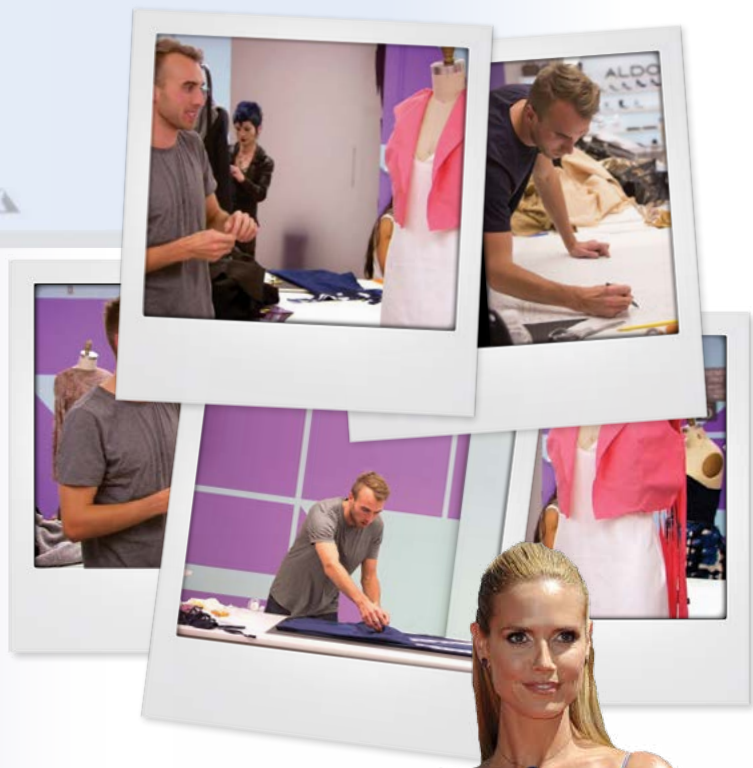
Kelly admits to "many many hours spent in the studios late at night with my peers, tired, broke and stressed but doing what we loved and putting 100 per cent of our energy into it".

Prescott says his comment is illustrative of an approach that balanced precision with perspective.

"He wouldn't torture himself if things weren't going well."

Or he perhaps communicated that in another language, with another tutor Jennifer Whitty observing that Kelly was one of a group of students who spoke French in their conversations before and after class, having all previously interned in Europe and learned the language.

Such experiences stood him in good stead for the reality TV challenge and the new reality that is his life enjoying the spoils of victory.



“It’s a nice payday,” he says. “Being able to pay my student loan and having financial freedom at such a young age is a gift.”

Not his only one. While in New Zealand for a brief visit in January, Klum sang his praises to *The New Zealand Herald*:

“He is a great designer – a beautiful human being. He’s very technically gifted, and had some great ideas – I mean, he had some of the best designs I feel like I’ve seen over the last 12 years of doing *Project Runway*!”

Top of her list was a dress that changed colour when wet.

“His ‘Rain Walk’ dress was incredible,” Klum said.

“When a designer comes up with something that is new... it gives me goosebumps, my hair stands up and I’m like, wow!”

And it is that wow factor that Maharey sees as being key to New Zealand maintaining a stranglehold on the design market.


“While New Zealand has always had design, it’s been largely a commodity-producing country. Now we’re talking about being a value-added nation offering things that are very different and creating products that really are wanted by the rest of the world, and who pay high prices for them, and it is design that will do that.”

As College of Creative Arts Pro Vice-Chancellor Professor Claire Robinson puts it: “A product must have instant appeal and sustain that appeal over time. In other words, it’s good design and creative marketing that will lead to its commercial success.”

That’s a secret Sean Kelly appears to have already discovered. ■

(Top left) Sean Kelly accepts the plaudits of fashion week attendants as a model parades one of the eye-catching designs that saw him win TV reality show *Project Runway*.

Project Runway judge and supermodel Heidi Klum on the red carpet at the Creative Arts Emmy Awards in a dress designed by Sean Kelly.



Science of the lambs – tail-docking, pain and empathy

By Jennifer Little

German-born scientist Mirjam Guesgen lived in New Zealand for 15 years before she got anywhere near a sheep. Her PhD zoology research brought her closer than most ever get to the ubiquitous woolly ruminant, leading her to new understandings of pain expression and empathy.

Exploring the extent to which farm livestock experience pain might be contentious in a nation that depends on farming, slaughtering, devouring and exporting them for economic livelihood.

Guesgen's interest in the topic was sparked by her curiosity about broader questions on the evolutionary role of pain expression, and whether animals respond to pain they witness in others of their species. Being social animals, sheep seemed an ideal species on which to focus.

The Lamb Grimace Scale is the result of her investigation, providing a visual guide to facial expressions that denote pain in sheep. They include ear, nose and mouth positions as well as cheek flatness. She has also found that lambs can empathise – they appear to imitate expressions of pain by flattening their ears and looking at their own tails when in the presence of other lambs being docked.

A meat-eater, this “city-slicker” who moved from Auckland's North Shore to Manawatū for her project believes it is important to deepen our knowledge of animal behaviour – including their

experience of pain – in the interests of animal welfare and a more humane farming industry.

Guesgen learned how to dock lambs' tails for the three-phase experimental part of her study. Docking is a regular procedure and provided a suitable basis for investigating aspects of animal behaviour that could contribute to improving pain management for the country's 31 million sheep, she says.

In New Zealand docking is done with either a constrictive rubber ring, which causes the tail to drop off, or cauterisation with a hot iron. The former method induces mild or moderate pain that lasts a few hours, while pain with the latter is much shorter but more intense. Guesgen and her volunteers opted for the rubber ring option to be able to record behaviour over time.

“It sounds barbaric, but it is an accepted practice,” she says. “The alternative is so much worse.”

If the tail is left intact, faecal matter – or dags – builds up on the tail and hindquarters. This results in fly strike and wool maggots, which eat into the flesh causing greater pain and distress.

Her work also involved observing, filming, photographing and describing the behaviour of “actor” lambs (those undergoing docking), and “observer” lambs.

She compared reactions across various

combinations to see whether pain expression and empathy varied according to the relationship between “actor” and “observer”, in terms of familiarity, relatedness, sex and whether the observer animal had experienced pain itself.

Her discovery that “observer” lambs experience empathy “at a primal level” by displaying what is known as socially facilitated behaviour when seeing its own kind express pain is a first.

Creating the Lamb Grimace Scale and working with leading animal welfare scientists, both at Massey and around the world, were her research highlights. “I learned so much from them and am so grateful for their expertise.

“Fifty years ago, people said animals can't feel pain,” says Guesgen. “Things have come a long way since then, and the more we know about their emotional lives, the more we can do to minimise the impacts of what we do to them.” ■



Saving Darwin's mockingbird

A Massey biologist is tasked with saving a species of bird that inspired Charles Darwin. By **Mirjam Guesgen**



Dr Luis Ortiz-Catedral is leading a project to save the endangered Floreana mockingbird.

Growing up in Mexico, Dr Luis Ortiz-Catedral's childhood was spent outdoors, crawling under rocks to study the creatures beneath, and catching and taking home turtles, parrots and fish.

Now saving species has become the Massey biologist's life's work and Ecuador's Galápagos Islands the site of a career crusade – to save the critically endangered Floreana mockingbird.

It is known as “Darwin's Muse” because of its pivotal role in the formation of English naturalist and geologist Charles Darwin's theory of natural selection.

During his HMS *Beagle* voyage in 1835, Darwin observed that the native mockingbird differed in appearance between the islands, inspiring the evolutionary theory in his *On the Origin of Species*.

Once endemic to the Galápagos, there are now just a few hundred surviving.

Owing to habitat modification, they've been isolated to two tiny islets off the mainland – Champion and Gardner, an area that represents less than 1 per cent of their original range.

The bird is relatively unknown even in its home country.

“Many people in the Galápagos have never heard of the Floreana mockingbird – they've never seen it. It is an amazing experience to connect with a very wide audience and get them on board,” Ortiz-Catedral says.

“Many people in the Galápagos have never heard of the Floreana mockingbird – they've never seen it. It is an amazing experience to connect with a very wide audience and get them on board.” – Dr Luis Ortiz-Catedral

Working with the Ecuadorian Ministry of the Environment, the Directorate of the Galápagos National Park, the Durrell Wildlife Conservation Trust and University of Zurich scientists, the New Zealand-

trained conservation biologist is charged with halting the species' decline and helping it to become self-sustainable.

His first task was to spend time on the islets to learn more about the birds' numbers, genetic make-up, diet and threats – such as rats, feral cats and dogs – and the geography of the area.

The team found 300-400 birds on the two islets. “This makes them about as rare as the black robin or takahē,” he says.

The populations are also not interbreeding, which means that each population has a very low genetic diversity – making it more susceptible to diseases.

Another challenge is that the already-tiny islets are eroding, leaving the birds with even less space to flourish.

The next step is to conduct extensive lab work on feather and blood samples collected last year to analyse the current genetic diversity and health status of both populations. They will then work with policy-makers to translate the findings into practical conservation initiatives.

Ortiz-Catedral, from Massey's Institute of Natural and Mathematical Sciences,



A play by local schoolchildren and a mural are raising awareness of the endangered Floreana mockingbird, while scientists develop practical conservation initiatives.

says the team will take genetic, translocation and predator control techniques developed in New Zealand in the 1970s, and apply them to the Galápagos setting.

This may include reconnecting the two islets' populations genetically by swapping eggs, transferring the birds to different locations and trapping predators on the islets.

Developing education programmes is another priority, although early high points have been the popularity of a mural depicting the different species of mockingbird, including the Floreana, which is now a "selfie" spot for tourists and locals.

It also has a family connection for Ortiz-Catedral – his brother, Josue, painted it during his two-month volunteer stint on the islands.

Another is a play – *A very special island* – put on by local schoolchildren about

the lives of Floreana mockingbirds and the threats they face.

"It's great to see the next generation get excited about this very special bird. They're the ones who will be looking after it in the future," Ortiz-Catedral says.

The native Spanish speaker has all the prerequisites for the project: his passion for biology, particularly birds, and several successful projects in New Zealand, where he increased numbers of the critically endangered red-fronted parakeet, orange-fronted parakeet and recently the Norfolk Islands' green parrot.

In July 2013 there were 46-93 green parrots remaining and just 10 adult females – but working with national park ecologists and rangers he helped to develop a breeding programme. A total of 75 nesting sites were built and

last winter just over 50 chicks had fledged – of which nearly half were female.

Meanwhile, Ortiz-Catedral is keen to return to the Galápagos Islands in November. "The Galapagos Islands are like Mecca for a biologist. It's always an honour to go back there."

He is confident that New Zealand's expertise can make a difference. "Getting New Zealanders involved is a no-brainer because island conservation is a recurrent theme here. We're the global experts.

"We have the capacity to reshape global conservation for islands worldwide."

Ortiz-Catedral's research on Floreana mockingbirds is funded by the Galápagos Conservation Trust, The Mohamed bin Zayed Species Conservation Trust, Massey University and the Durrell Wildlife Conservation Trust. ■

Floreana mockingbird:

- Scientific name: *Mimus trifasciatus*.
- A small bird (25cm) with dark brownish-grey colouring.
- Despite the name the Floreana mockingbird does not mimic other birds. It has a long, melodious song.
- It is one of the 100 rarest birds in the world, with only 32 birds on Champion islet and 260-380 on Gardner.
- They eat mostly invertebrates and fleshy fruits, but can consume small vertebrates like geckos.



When the **OE**'s over – Kiwi expats talk about coming home

There's a lot of negative press around the experiences of returning Kiwi expats. But new research from a Massey PhD graduate shows it's not all bad news. By **Sidah Russell**

David Ellis's PhD research focused on the New Zealand repatriation experience. Ellis, a Kiwi expat himself, lives in Chicago.

The New Zealand Government makes no bones about the fact that it is keen to lure skilled Kiwis home, especially in sectors where companies are finding it hard to recruit experienced workers.

For those who have lived overseas for many years, often in high-flying jobs, the decision to return to New Zealand can be a complex and difficult one. No one knows that more than David Ellis, whose PhD thesis focused on the New Zealand repatriation experience.

After four years of research and interviewing more than 30 people before and after their returns to New Zealand, he is keen to bust a few myths about what happens when successful Kiwis come home.

Ellis is the first to admit that he embarked on his thesis with the perception that most returning New Zealanders had negative experiences.

“There is so much negativity around returning home because people who don't do well tend to be quite vocal in newspaper

articles and on sites like LinkedIn and it can really snowball,” he says.

“The existing academic literature in this area is pretty limited as well, but it does suggest that outcomes can be poor and that returners experience a significant degree of reverse culture shock.”

The widely accepted narrative is that returning expats are shocked by the unexpected changes in their home country because they assumed everything would have stayed the same in their absence.

“I’m sure you will have heard these stories yourself – how returning Kiwis can’t connect with their old social networks because people have moved on, or how they are shocked by house prices or grocery costs.”

What Ellis actually found was that technology has really closed the information gap that people used to experience when they lived overseas for long periods of time.

“My PhD shows that if there are surprises, they happen relatively early in the process and are incorporated into the final decision to return or stay. Technology and our continuous connection with home mean returners no longer experience reverse culture shock in the way they used to.”

– David Ellis

“The rise and rise of Facebook, LinkedIn, Skype and even cheap phone calls means it’s now very easy to keep in touch with home in both a personal sense and a professional sense,” Ellis says.

“People talked a lot about reading *The New Zealand Herald* on their tablets on the way to work so they knew what was happening



Happy to be
back after
15 years
away



Fletcher Building divisional recruitment manager Toni Lea reckons it took her 18 months to get her career back on track after returning to New Zealand, but she has no regrets.

“I took a step back when I first moved home, but I expected that. I had been working in a global role that included some significant projects in the Middle East,” she says. “But there are opportunities back in New Zealand, you just have to be patient. I consider my career now to be very much where it was when I left the United Kingdom.”

Lea had spent the best part of 15 years living and working in the UK when she finally decided to return home in 2012.

“I was in my late 30s and it was just time. It was mainly about being closer to family – my Mum had reached retirement age and was not getting any younger.”

Lea says that while the decision wasn’t easy (she had to leave a good job and owned property), she’d always “felt like New Zealand was my real home” and that she’d head back eventually.

She kept in close contact with friends and family while away and easily slipped back into her social networks.

“There are opportunities back in New Zealand, you just have to be patient. I consider my career now to be very much where it was when I left the United Kingdom.” – Toni Lea

“It’s so easy these days with social media and I went home for a visit every year, so in some ways, it was like I’d never been away.”

She researched the job market before returning so there were no real surprises in terms of employment. What did surprise her was the price of food.

“I clearly remember being shocked by the price of bacon,” she laughs. “And I struggled with the relative lack of variety – in terms of food, clothes, furniture, everything.”

On the plus side, Auckland had developed “into a melting pot of different cultures”, making it feel just that little bit more like London. Her tips for prospective returners are to come back without too many concrete expectations and to expect to spend the first 12 months reflecting on your decision.

Three years on, Lea is happy with her own decision to return home. She is closer to family and has a good job and a much more relaxed lifestyle.

“I just wish I’d done it five years earlier,” she says. ■

with property prices, the cost of living and the employment market.

“Returning is a big decision so these people proactively research conditions back home. My PhD shows that if there are surprises, they happen relatively early in the process and are incorporated into the final decision to return or stay. Technology and our continuous connection with home mean returners no longer experience reverse culture shock in the way they used to.”

How returners fared in terms of career and employment was also a key focus of the research. Again, outcomes were more positive than the existing academic literature and media and social commentary would have you believe.

“People expected to earn a lot less because of all the stories that they had heard from others. But most ended up earning more than they expected, and many actually earned more than they had overseas,” Ellis says.

He is at pains not to gloss over the reduced career opportunities in a small country like New Zealand, but says that there are plenty of positive stories that just don’t get the same traction as the unhappy ones.

“Companies in New Zealand tend to be smaller so there is some truth to the fear that the work won’t have the same scale and level of excitement that it does in Europe, Asia and the United States. But most returners are balancing pay as part of a complex equation that also includes lifestyle, family and life stage, including having kids.

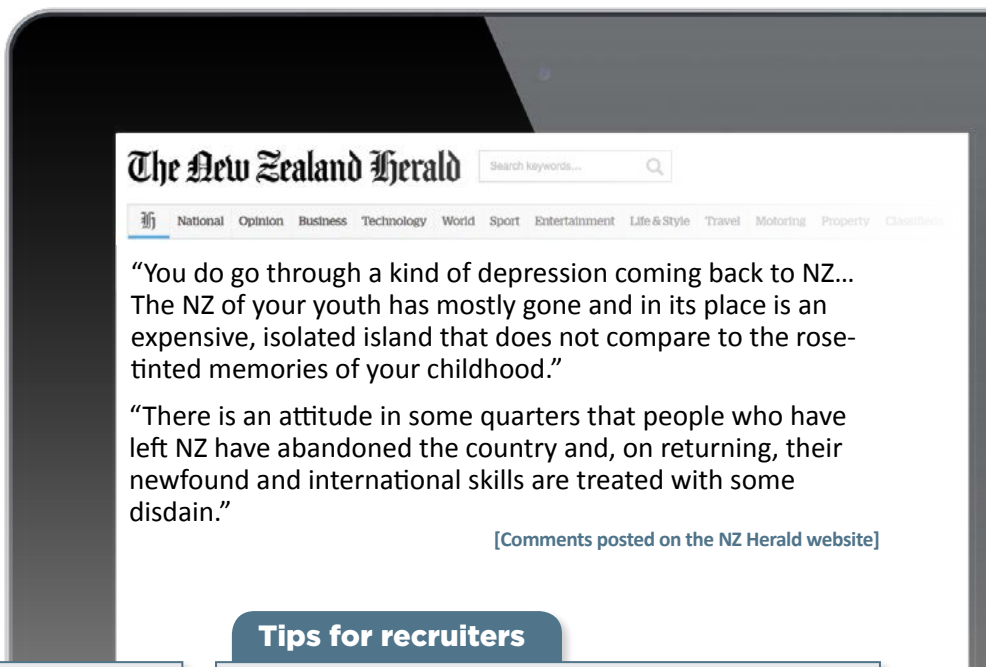
“Many come back when they are at the stage of career maintenance – their careers are important to them but they are not the sole focus of their lives. Against this background, the vast majority of people I spoke to found work relatively quickly and they didn’t have to step down to achieve that.”



As a Kiwi expat himself, Ellis says the process of researching the repatriation process has reduced his own fears about returning to New Zealand. Resident in Chicago for the past 12 months, and in various European cities for the seven years before that, he will “probably come back one day, but not any time soon”.

“The main outcome of my research is the message that it’s not necessarily as hard as you think it will be, mainly because you can return with your eyes wide open, knowing exactly what to expect.

“There’s still plenty of negativity around, especially in the media and social media. My question is, where are the voices of the people who have had positive experiences? Because there are a lot of them out there.” ■



Tips for expats

Stay connected with your personal and professional networks while you are overseas.

Do as much research as possible so you can make an informed decision to stay or return.

Seek out recruitment agencies and companies that understand the value of overseas experience.

Pick your time to return well – be aware of the factors that are outside your control like the state of the economy and the employment market.

Tips for recruiters

Be seen to value international experience through the recruitment agencies you use and the language on your website.

Use recruiters and hiring managers with overseas experience themselves when dealing with expats.

Maintain excellent communication throughout the recruitment process, especially if the candidate is still based overseas.

Utilise returners’ experience not only within their specific roles but across the organisation. This leads to higher satisfaction levels and better retention.



In a league of his own By Jennifer Little

Studying the Treaty of Waitangi and writing assignments on Māori language, health and politics don't sound like the way most professional rugby league players spend their free time.

For Apirana Pēwhairangi, who graduated with a Bachelor of Arts in Māori studies in November, studying by distance at Massey University while pursuing a professional sporting career as a NRL player for the Parramatta Eels in Sydney proved a workable, sustaining combination.

The 23-year-old, who recently returned from a five-year stint in Australia playing professional rugby league to join the New Zealand Warriors in Auckland, says he missed his New Zealand family, friends and way of life while living in Australia. But studying his culture by distance proved to be a great way of connecting with his roots.

"It was quite tough at times being away. I'd grown up in a very Māori world, at school and home. It was a big change of lifestyle and I missed being around the language and customs, the big gatherings with pōwhiri," he says. "The study definitely helped me to keep in touch with my culture."

"It's good to have a balance in life with study, sport and family. With the training all day, it was good to use my brain."

Pēwhairangi (Ngāti Porou) was raised in Palmerston North and attended Te Kura Kaupapa Māori O Mana Tamariki Māori immersion school.

In 2009, when he was 17, he signed with the Newcastle Knights club for three years, before signing a two-year contract to play for the Eels in 2013.

When he had the chance to return, he coached and mentored young high school rugby league players in Palmerston North. He also represented New Zealand in rugby league for the Junior Kiwis in 2012, and the New Zealand Māoris in 2013. He played

Rising league star Apirana Pēwhairangi (second from left) with his father, Tu, mother Irene and sister Te Ataakura after graduating with a Bachelor of Arts in Māori studies.

"It's good to have a balance in life with study, sport and family. With the training all day, it was good to use my brain."

- Apirana Pēwhairangi



for Ireland against Fiji and England in the rugby league World Cup in November last year, qualifying through his mother's Irish heritage.

When he started his degree he received a Highbury scholarship, which he says not only helped financially but also kept him in regular contact with the Highbury scholarship coordinators who monitored his progress.

He says his parents Tu and Irene Pēwhairangi, both teachers, instilled in him the value of education. He's considering the possibility of teacher training in the future, but for now is concentrating on his current sporting gig with the Warriors.

His sister Te Ataakura, 20, and brother Te Aorere, 19, are both studying by distance at Massey (for a BA in Māori studies and a Bachelor of Communication respectively) while they work for Māori Television in Auckland. Older sister Keri has a teaching degree, and is principal of a kura kaupapa Māori school in Auckland. ■



Drawing stumps on more than 40 years at Massey

Deputy Vice-Chancellor
Professor Robert Anderson, a
former first-class cricket umpire,
is retiring after an eventful
career in the sciences at Massey
University. By **Mirjam Guesgen**

“Massey University has
provided me with
intellectual experiences
and other opportunities
that I had never
dreamed of.”

– Professor Robert Anderson

Professor Robert Anderson’s office is brimming with photographs and mementos – reminders of an action-packed career, and the contributions he made to Massey and in agricultural science in New Zealand and internationally.

The time he met the Queen, dined with a Chinese government minister, and the numerous awards – there’s even a painting of Hagley cricket oval, a token of his time as a cricketing umpire (41 first-class games).

Some are stacked in boxes, others are waiting to be packed.

As the departing Deputy Vice-Chancellor and College of Sciences Pro Vice-Chancellor, he leaves behind a nearly 50-year-long legacy with Massey University – one that began in 1967 when he won a Victorian Government scholarship to study a Bachelor of Agricultural Science at Massey. He first became involved in governance as the Students’ Association president in 1969 and was the first student member of the University Council.

Part of the student president role was chaperoning the Queen on her visit to



As student president, he chaperoned the Queen during her visit to Massey in 1970.

the University in 1970. He recalls the visit with a photograph of a younger self, his still instantly recognisable mane of hair, dressed in a suit and in deep conversation with Her Majesty. The Vice-Chancellor of the time insisted that he wear an undergraduate gown, but he managed to convince him otherwise. “It was important to me as student president to look like one of the students,” he says.

He soon made the move from student to teacher: he completed his degree in 1970, joined the staff in 1971 and graduated with a Master of Agricultural Science in 1974.

A string of appointments followed: in 1979, at age 32, he was promoted to Professor of Animal Science – becoming the youngest professor at the University – then Dean of the Faculty of Agricultural and Horticultural Sciences, Pro Vice-Chancellor of the College of Sciences, and finally Deputy Vice-Chancellor.

Over the years, Anderson accumulated awards as a leader in his field, from the Centennial Medal from the Victorian College of Agriculture, to the Royal Society of New Zealand Thomson Medal in 2000 for “outstanding and inspirational leadership” in science management. In 2007 he was made an Officer of the New Zealand Order of Merit (ONZM) for services to science, education and cricket. He is an elected Fellow of the New Zealand Institute of Agricultural Education and a foreign member of the Royal Swedish Academy of Agriculture and Forestry.

For Australian-born Anderson, who has lived in Palmerston North since 1967, the highlights from his time at Massey are the achievements of others. “Out of the past 10 Rutherford Medals, seven have been won by Massey scientists, past or current. The college has also produced two vice-chancellors, one deputy vice-chancellor, one head of a Crown research institute and one co-director of a CoRE [Centre of Research Excellence].”

“We’ve managed to support so many people who have excelled in their leadership in science but also people who have excelled in management and the organisation of science.”

Another high point that sticks firmly in his mind is when, in 1990, he met with the Chinese Minister for Agriculture. “You can’t help but reflect on the fact that you’ve just had dinner with someone who’s responsible for feeding a quarter of the world’s population three times a day.”

Another is forming the College of Sciences as it is today. “That was a huge challenge but it really was an exciting time. It was great to be part of what was going to be a significant development for such a sizable component of the University.”

The college’s founding principles included being research-led and encouraging large, multidisciplinary teams – principles that have now carried over into cross-organisational groups like the Hopkirk Institute and FoodHQ.

After more than four decades of loyal service, the question begs to be asked: Why stay with Massey? “Massey University provided me with intellectual experiences and other opportunities that I had never dreamed of,” he says. “There’s something about Massey that I’ve always related to. It’s been a fabulous place to work.”

Anderson retires on April 3 after “44 years and two days” employment with the University.

“People often ask me, ‘What actually is your job?’ and I’ve always responded, ‘I’m in the opportunities business’. I’m in the business of doing what I can to ensure that our staff and students excel and achieve their potential. I make sure

that the engine continues to work and create opportunities for all involved.”

Professor Ray Geor, an internationally recognised veterinary and agricultural science specialist, will succeed Anderson as the new College of Sciences Pro Vice-Chancellor. Geor, who graduated from Massey with a veterinary degree in 1983, has spent the past three decades in the United States and Canada. ■



Professor Robert Anderson is retiring from Massey after more than 40 years.

Massey timeline:

1967	Awarded scholarship and starts degree at Massey
1969	First-ever student member of Massey University Council
1970	Bachelor of Agricultural Science
1971	Junior lecturer in sheep husbandry
1972	Honorary life member, Massey University Students’ Association
1974	Master of Agricultural Science
1978	Doctor of Philosophy, Cornell University (USA)
1980-1997	Professor in Sheep Husbandry/Animal Science (Head of Department 1980-1990)
1985-1997	Dean, Faculty of Agricultural and Horticultural Sciences
1997	Pro Vice-Chancellor (Science)
2012	Deputy Vice-Chancellor & Pro Vice-Chancellor (Sciences)
2014	Retires from Massey

Massey and Parihaka in “passive resistance to climate change”

Researchers join forces with the community on a sustainable energy project.

By Jennifer Little



Amokura Panoho, Dr Phil Murray and masterate student Josh Curd at Parihaka as they begin to erect a tower to hold equipment for measuring wind and sunshine.

A white feather (te raukura) symbolising peaceful resistance by Taranaki’s iconic Parihaka community to invading colonial government troops in the 1880s could soon take on a bold, modern embodiment.

Picture this. Modern wind turbines, with white blades shaped like feathers, similar to those whirring above the Manawatū gorge, preside over undulating, fertile Taranaki farmland. In addition, solar panels are on many rooftops and the nearby stream is producing hydro-electricity.

How to fuse scientific research and new technology with this vision and compelling symbolic design concept is under consideration in the early stages of a sustainable energy project partnership between Parihaka – a small

Māori coastal settlement 55 kilometres south-west of New Plymouth – and Massey University.

The Parihaka Papakāinga (Village) Trust has joined forces with Professor Ralph Sims and Dr Phil Murray, from the Centre for Energy Research, on a two-year, \$180,000 Ministry of Business, Innovation and Employment Vision Mātauranga Capability Fund project.

Dubbed Taiepa Tiketike: Passive Resistance to Climate

Change, its title pays homage to what is locally recognised as the birthplace of non-violent resistance in the face of land confiscation and aggression under colonial rule in the 1800s.

This culminated in the unjust ransacking of Parihaka by New Zealand militia forces on November 5, 1881, and

“Parihaka has been innovative for over 100 years and they’re continuing with that innovation.”

– Professor Ralph Sims

the subsequent arrest and detention to the South Island of many of its men.

The philosophy and legacy of peaceful/passive resistance led by founding visionary leaders Te Whiti o Rongomai and Tohu Kākaahi, have been an ongoing source of empowerment and pride for Parihaka descendants and supporters.

In the spirit of their ancestors, the existing Parihaka community is adopting the passive resistance strategy once again – this time as leaders in countering the impacts of climate change and its threat to the environment and community.

For British-born Sims, a professor in the School of Engineering and Advanced Technology and leading international consultant for the Intergovernmental Panel on Climate Change, working collaboratively with Parihaka has opened up a world of Māori spiritual and cultural values and perspectives.

He was astonished at photographs of Parihaka from the 1900s showing they had electric lighting before Wellington. “Parihaka has been innovative for over 100 years and they’re continuing with that innovation,” says Sims.

In the 21st century, the aim is to harness wind, hydro and solar power distributed at minimal cost and maximum efficiency via a Smart Grid concept. This means connecting users to a system and improving the efficiency of heat and power demands by scheduling the use of appliances when there is enough power.

Sims and Murray, along with Master of Engineering researcher Josh Curd, began the first stage of the project at the start of 2015 by setting up wind and solar monitoring equipment on an exposed hill overlooking the Parihaka Papakāinga. They’ll also measure power usage by the permanent residents and regular visitors.

And with a dream of an eco-friendly future, Parihaka’s leaders are taking steps to ensure they will be able to support the anticipated growth of the community with 1000 new permanent residents and 300 new dwellings by 2025.

The project is collaborative and learning is reciprocal. Massey researchers share technological and scientific knowledge and teaching skills whilst learning from their project partners about how these new developments can best fit with Māori values and cultural practices while still storing, recording and sharing Parihaka’s story.

Amokura Panoho, Parihaka Papakāinga Trust chair, says Parihaka was a thriving centre of technology and innovation with its own water and power infrastructure before it was invaded.

Numerous 19th-century black and white photographs adorning the walls of its Te Niho o Te Ātiawa marae attest to the sophisticated, well established community of houses, streets, fences and cultivated land of the time.



Dr Phil Murray and Professor Ralph Sims with a solar panel to be used at Parihaka.

She says Parihaka leaders are conscious of their mantle of thought leadership and anticipate being a model for others to visit to see what’s possible.

For Sims and Murray, it’s a question – and a quest – of how to marry idealism and innovation with technological and scientific know-how. Previously, they’ve worked on rural energy assessment projects including at Totara Valley (Taranaki District), Stewart Island and the Māori community of Wharekahika (Hicks Bay) – experience they can share with the Parihaka community.

Part of the solution, says Murray, rests with changing social, behavioural and lifestyle factors in order to “challenge the conventional paradigm of flicking on a switch at any time”. ■

Vision Mātauranga – four projects for Massey

Taiepa Tikitike (Parihaka) was one of four projects involving Massey expertise awarded funding in 2014 from the Ministry of Business, Innovation and Employment’s Te Pūnaha Hihiko: Vision Mātauranga Capability Fund.

The four Māori science initiatives received a total \$640,000.

Funding of \$180,000 over 21 months will see FoodHQ researchers work on a placement at Aotearoa Fisheries Limited to identify new ventures, engage further scientific expertise to develop new products and markets, and train staff.

In another project, Massey expertise will support a collective of four iwi to develop a strategic approach to environmental research priorities in the Far North (\$180,000 over two years).

And in the second Taranaki project, a Massey-Ngāruahine collaboration aims to improve the health of rivers within Ngāruahine lands and to understand the impacts of the commercialisation of traditional freshwater fisheries (\$100,000 over two years).

In 2012 Massey partnered with Venture Taranaki, providing opportunities to talk and work with iwi and other Māori organisations in the region.

Massey’s Taranaki regional business manager Eve Kawana-Brown says the Vision Mātauranga funding has been a “very helpful resource to get joint initiatives off the ground”.



Mays' winning touch – top prize for food tech graduate

Sealord Group's Matt Mays, Melissa Semmens, Joel Bourke and Gavin Kouwenhoven celebrate taking out the supreme award at the New Zealand Food Awards.

Food technology graduate Matt Mays says his degree has set him up for a life of travel, adventure and the occasional lunch prepared by his very own chef.

Ten years after graduating from Massey University, and after stints at various companies here and abroad, he is now innovation manager at Sealord Group.

His team won the 2014 supreme award at the New Zealand Food Awards with their hot manuka-smoked salmon, earning high praise from the judges for being steeped in tradition, with a modern twist.

It's the third product of Mays that's been recognised at the awards – but his first supreme title win.

He's the first to admit that he's driven. At 32 he's just completed a Master of Business Administration to add another dimension to his skills. "My thesis was on breakthrough product innovation, so I got hired by Sealord to restructure and bring a whole new way of doing things to the company.

"The big shift we made was to move our focus away from technical production to what the consumer actually wants," he says. "With the hot-smoked salmon, the project was already on the go when I started, so we overhauled it, and it paid off."

The variety in his day is something that Mays enjoys about his job.

"If you go and do a science degree you'll end up in a lab, and to me that's boring. With a food technology degree you've still got the science, but it's more general and geared up for industry. There's a bit of marketing, a bit of accounting – and there's a shortage of people in the industry.

"And if product development isn't for you and you're a bit more analytical, you can go down the quality route instead. There are different areas to go in to."

His older brother is also a food technology graduate, and works as a production manager at Frucor Beverages.

Mays' role involves staying ahead of the competition and exploring new ways of doing things, including new packaging and new processes.

"I put in a new way of actually doing our product development – my lecturers would probably be freaking out at that," he grins.

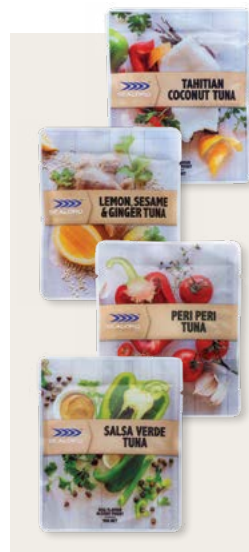
The team he heads monitors everything from cooking and restaurant fads to health trends. "Sharing plates in restaurants has just exploded. There's something in that – how do we translate what's going on in restaurants to what we can buy for home?"

"If you go and do a science degree you'll end up in a lab, and to me that's boring. With a food technology degree you've still got the science, but it's more general and geared up for industry. There's a bit of marketing, a bit of accounting – and there's a shortage of people." – Matt Mays

He's also careful to be a good corporate citizen. "It's great to know our fish is sustainably resourced. It's a fantastic protein, and I get to play a key role in turning this into a product that consumers desire."

Mays' sights are set on becoming a chief executive one day. He also works with the Futureintech programme, going in to schools to talk about food technology as a career. "It's about giving back. I didn't know about food tech until someone happened to talk to my mum, and the company is very supportive as well." ■

■ The New Zealand Food Awards, in association with Massey University, recognise innovation and excellence by our largest export sector. Entries for the 2015 awards open on April 20. foodawards.co.nz.




What's the best-selling Sealord product?

Lemon pepper crumbed hoki fillet. "We launched salt and vinegar and sweet chilli, which are doing really well, but none can compete with lemon pepper. People go back to tried and true products, which is interesting."

What's the next big thing?

Sealord launched the Tuna Pocket range in supermarkets in late March. "There are four flavours: salsa verde, Tahitian coconut, lemon, sesame and ginger and peri peri. It's our first chef-designed range and the flavours are just amazing."

Creating a healthy lifestyle just got easier



Miriam Mullard discusses food options with a client.

A new Auckland-based nutrition and dietetics centre will offer sound, practical advice backed by science and research. By **Sonia Yoshioka Braid**

Healthy eating can be a challenge at the best of times, but throw in an exercise target, allergy or particular health requirement and it's a short road to information overload.

A new nutrition and dietetics centre at the Auckland campus aims to cut through the chatter and offer sound, practical advice backed by science and research, across a range of services and consultation packages.

The centre's principal dietitian Miriam Mullard recently returned to New Zealand from Great Britain, where she worked both in private practice and for the National Health Service. She is excited about the opportunities the new centre will provide.

"People have a variety of reasons for being careful with their diets. Some have allergies or intolerances; others have weight management problems or need specific information for chronic health issues, sports nutrition or even their children's fussy eating. We're here to help," Mullard says.

The centre will offer a range of consultation options, from individual packages to group programmes, nutrition education talks, bespoke meal plans, guided supermarket visits and professional development seminars. Professional services, including sport psychology, can be added to the programme as required. Charges will vary depending on the type of consultation.

"The healthy lifestyle approach incorporates everything – there is no magic bullet." – Miriam Mullard

"We are keen to hear from people who want to work with us individually or in groups, so we can provide advice tailored to their needs. The healthy lifestyle approach incorporates everything – there is no magic bullet. It's about changing behaviours and reducing physical inactivity," she says.

College of Health Pro Vice-Chancellor Professor Paul McDonald says launching this new professional practice centre will benefit staff, students and people in the community.

"We are delighted to offer this new service to the public, as it particularly focuses on those who are not eligible for assistance through their district health boards, for example. At the same time, our dietetics students will have the chance to practise in a professional environment alongside our qualified staff. Dietitian services are in huge demand within the health care system, and access is limited to the chronically ill. This centre provides an opportunity for Massey to help contribute to building a healthier society," he says.

Mullard says the centre's services will also be offered to medical clinics, schools and corporate organisations across the Auckland region. "I'll be able to travel where I'm needed, and provide consultations in GPs' practices, school health clinics and corporate offices.

"We know there is a need for this service and we can work with people to fill in those knowledge gaps and help build a healthier New Zealand."

For more information on the centre, email nutritiondieteticcentre@massey.ac.nz or visit Massey's website. ■



Making a stand

Folded desk revolutionises office furniture

Visual communication design graduates **Fraser Callaway** and **Oliver Ward** have designed a cardboard desk that's portable, versatile in its standing and sitting capabilities, and strong enough to support a person's weight. By **Paul Mulrooney**

“The desk showcases the perfect combination of innovation and environmental awareness. It’s simple and functional, yet sophisticated.” - Fraser Callaway

June 2015 promises to be a red-letter month for two visual communication design graduates whose refoldable desk is set to repeat its success in the United States.

Since late last year the Refold desk by Fraser Callaway, 25, and Oliver Ward, 22, has revolutionised the standing office desk to enable it to be lightweight, 100 per cent recyclable and affordable.

A crowd funding campaign on Kickstarter enabling supporters to back the venture and buy their own desks has so far generated just over \$70,000, with the New Zealand public charmed by the desk’s practicality and environmental responsibility.

The desks are completely New Zealand made and manufactured.

Sturdy enough to hold the weight of a person, the cardboard desk folds into a lightweight, compact carry case for portability and easy storage.

“The desk showcases the perfect combination of innovation and environmental awareness. It’s simple and functional, yet sophisticated and beautiful,” Callaway, who is originally from Christchurch, says.

He presents the public face of Refold, able to explain articulately its function while Ward from Upper Hutt prefers to take a background role, although it is his frame the viewer sees seemingly maniacally assembling the desk on the entertaining videos the pair have produced.

The desk can change between sitting and standing height to ease the transition to a new way of working on your feet.

The design folds and slots together in less than two minutes using four main pieces, with no tape or glue. As it is digitally fabricated, the design is completely customisable and can be adapted to cater to different needs and areas.

As the nature of work changes people need to change their work environment too, Callaway says.

“We are more mobile and more connected than ever before with the ability to work anywhere, any time. In contrast to this the physical workplace has stayed relatively static, with many of us still working at isolated cubicles and at the same desk and at the same computer every day.”

Efforts to change this entrenched approach lay behind the motivation to try something different, Callaway says.

“It was primarily designed as a standing desk for multiple reasons. First, standing increases productivity and creates an active, healthier working environment. Second, research shows that when you’re standing you’re more likely to engage with others and be engaged with on a level playing field.

“When it’s finished being used, whether it be after a three-day event or two years of use as a personal desk, it can simply be put out for recycling alongside all

your other household recyclables,” Callaway says.

Its flexible, user-friendly design caters to endless applications. It could be used for offices, schools, creative studios, events, or even mobile offices and disaster relief.

The design duo is already working with Urban Search and Rescue New Zealand to develop a desk for its rapid response teams and disaster relief units. They also have an ongoing collaboration with United Nations Children’s Fund New Zealand through the “a desk to make a difference” campaign whereby each donor who pledges funds will receive their own desk at the same time as another is sent to a school in the Pacific.

In the middle of this year that sense of social responsibility and commercial versatility will be exported to the American market.

Other products, such as a removable waterproof tabletop and a fully waterproof corflute desk, are likely to be ready for the market by then too.

Both men are spending the first part of the year in the US to establish manufacturing and distribution partners.

“The delivery date of June 2015 ensures we can get up and running and deliver a quality product.” ■

Refold

Big data's big skill shortage

The commercial potential of big data is clear, but there's a shortage of specialists with the skills to exploit it. That's why Massey has launched New Zealand's first business-focused analytics degree. By **Sidah Russell**

To really make use of all the data that today's businesses have available to them, firms need employees with the skills of a computer scientist, analyst, communicator and business adviser. Finding all that in one person is easier said than done.

Marketing specialist Professor Harald van Heerde, who analyses large data sets in his own research to quantify the impacts of marketing, says the university's new qualification is definitely responding to a need.

"We constantly hear from employers looking for people with strong analytical skills who also have a good understanding of business," he says. "These companies are having a very hard time finding anybody in New Zealand who can do that."

Van Heerde says few New Zealand organisations use their data really well, but many realise they are missing out on opportunities.

"With the ability to track so many things electronically now – through website visits, mobile phone geolocation apps, loyalty programmes and so on – a lot of companies are realising they are collecting a lot of data but doing very little with it.

"This is a valuable resource they already have, it's just a matter of harvesting it. Making better sense of your data leads to better decision-making – whether it's deciding on the best marketing activity in which to invest or, the most valuable customers to target, or identifying trends that you might not otherwise notice."

The new Master of Analytics (Business) is taught by lecturers from both the Massey Business School and the College of Sciences.

"There are other postgraduate analytics qualifications in New Zealand, but they focus more on the technical aspects of data analysis for scientists," van Heerde says. "This degree is unique because it's about using data in a way that is useful for real-world business decision-making.

"Computer scientists are good at handling data, but that doesn't mean they understand business problems and how they can be tackled by data sets that often exist within a firm."

Students are taught the fundamentals of data mining, statistics and handling data sets by science lecturers. They then transfer those skills to a business context by specialising in marketing, finance or supply chain management. In the final phase of the one-year programme, students complete real analytics projects for their employers or other companies.

"With the ability to track so many things electronically now... a lot of companies are realising they are collecting a lot of data but doing very little with it." – Professor Harald van Heerde



Van Heerde says the practical programme was developed with input from an industry panel, which included representatives from companies like KPMG, The Warehouse Group and 2degrees. He's confident the new qualification will be well supported by employers who recognise they are facing a serious skill shortage.

"We are only at the beginning of the revolution – more and more things are going online all the time and there's been a generational shift in attitude where young people are happy to share where they are and what they are doing. They see the benefits of receiving the right offer at the right time."

He says there has been a change in the mentality of organisations as well.

"Now that storage costs are no longer an issue, it's accepted that you should keep track of your activity over a long period of time and store information in a way that makes it easy to access and analyse. In this environment, decisions that aren't backed by solid data will become a very hard sell." ■



Defining Excellence Awards

2015



The 2015 Defining Excellence Awards were held at the Heritage Hotel on March 12. It was the sixth year the awards have been run, which celebrate the achievements of Massey's alumni and staff in research, teaching, professional achievement and community service.

This year the inaugural Massey University Partnership Award was presented to Fonterra Co-operative Group Limited, in recognition of a partnership spanning nearly nine decades. It

was presented by Assistant Vice-Chancellor External Relations Cas Carter and Liam Dann, Business Editor for *The New Zealand Herald*, Massey's media partner for the awards. Three other organisations, Gallagher Animal Management, Westpac and Wuhan University of China were also nominated for the award.

Nominations for the 2016 Defining Excellence Awards open soon – keep an eye on the website for further information: alumnionline.massey.ac.nz

DISTINGUISHED ALUMNI AWARDS

DISTINGUISHED SERVICE AWARD

Andrew Cameron OAM, FNM, JP

As the only male in many of his nursing courses, Andrew Cameron is used to standing out. After leaving school at 16, a chat with an orderly at Napier Hospital while visiting a colleague after a welding accident piqued his interest. He holds an Advanced Diploma of Nursing from Wellington Polytechnic (now Massey University). He is exceptionally well-qualified, despite gender barriers put in his way. Unable to train as a midwife in New Zealand because of his gender, Cameron completed midwifery registration in Melbourne, before returning to Napier to practice. He also added a Bachelor of Nursing, a Radiography Operator's License and a Master of Tropical Health to his qualifications. These would be essential for his next position with the Red Cross. Since 2005 Cameron has been posted to Kenya, Sudan, Iraq, Yemen, South Ossetia in Georgia and Afghanistan multiple times, in roles ranging from head nurse of a teaching hospital to hospital administrator. "I never stayed away from patients for too long – I'm still very hands-on. I enjoy seeing people all day long." Cameron was named Australian Nurse of the Year in 2004, awarded the International Red Cross Florence Nightingale Medal in 2011 and presented with an Order of Australia medal in 2013.



DISTINGUISHED YOUNG ALUMNI

Jane Haste (néé Parsons)

Registered social worker Jane Haste (néé Parsons) is director of Blue Couch Consultancy, a Manawatu-based counselling business using dialectical behaviour therapy to help treat children, young people and families with a range of mental health issues and promote active wellness. Blue Couch provide consultancy services to businesses needing supervision, training or staff wellness advice.

Haste credits the support given by her lecturers and mentors at Massey as instrumental in enabling her to work effectively in the mental health field, and progressing from working in the public health system to building a business whose overarching philosophy is being "good for the community".

"Social work is incredibly rewarding, despite the bad press it often receives due to a lack of resources. If we can intervene early, and put in place policies and practices that can prevent deterioration of mental health, the results speak for themselves."

Haste says this award provides recognition of the hard work done by the School of Social Work, in the College of Health. "I'm grateful for the support of my family, friends and colleagues within the social work profession, including my mentors at Massey University. It's a chance to celebrate our programme, which is of such high quality and has fantastic people."



Defining Excellence

DISTINGUISHED ACHIEVEMENT AWARD

Dr Alex Buchanan AM

A Victorian Department of Agriculture scholar in 1953, Dr Alex Buchanan's Bachelor of Agricultural Science in Dairy Technology would eventually form the basis of a successful career in food technology.

"It was a very practical, useful course with plenty of hands-on experience, which was unusual, but exceptional," he says. From there he went to Iowa State University in the United States on a Rotary Ambassadorial Scholarship to complete his PhD, before returning to Australia and the Commonwealth Scientific and Industrial Research Organisation. "My time at Massey University was a central component of my education, with dairy technology at that time the most advanced form of food technology."

He is the creator of the Australian Milk Biscuit — a high protein biscuit similar to shortbread — which, for more than 25 years, fed malnourished children in developing countries, with the support from non-governmental organisations, AusAID and Rotary clubs.

Buchanan was also the first Australian Liaison Officer for the ASEAN Australia Economic Co-operation Programme, bringing together food technologists from throughout South East Asia to collaborate on food research projects, and formed the model for successful technical co-operation between these countries. He also helped establish the quarterly ASEAN Food Journal, and was honorary editor from 1986-95. He was awarded the Order of Australia Medal (AM) in 2009.



SIR GEOFFREY PEREN AWARD

Graeme Milne ONZM

A Bachelor of Technology - Biotechnology (Honours) graduate in 1976, Graeme Milne was originally set on studying medicine, but was inspired by another former Hastings Boys' High School student studying biotechnology at Massey University.

His career began with DB Breweries for six years, building and commissioning a new brewery in Timaru, before moving to a technical officer role at the New Zealand Dairy Board, where he moved into marketing. After a four-year stint in Germany, he returned to New Zealand and helped rebuild the earthquake-shattered Bay Milk Products, where he stayed for 10 years before heading off to London for the Dairy Board in a sales role covering a third of the world. He was chief executive officer of the New Zealand Dairy Group before its restructure into Fonterra, and retired in 2000, at the age of 47.

This "retirement" has seen him take up a variety of directorships, trouble-shooting chief executive roles, and serve nearly five years as chairman of the Waikato District Health Board. "I wanted to give something back into the community, and there was a big project renewing a lot of buildings at Waikato Hospital, so I thought I could bring some industry knowledge."

Milne is currently chairman of seven organisations, including the Rural Broadband Initiative, Johnes Disease Research Consortium and publicly listed Canterbury dairy company Synlait Milk.



TEACHING EXCELLENCE AWARDS

SUSTAINED COMMITMENT TO TEACHING SUPPORT

Andrew Jamieson

As a teaching consultant, Andrew Jamieson's student-centred philosophy informs his daily interactions with students and staff. He is passionate about helping Massey staff enhance the quality of their teaching and student learning, by utilising digital media to augment sound classroom and distance learning pedagogy.

Jamieson is widely respected across the University and he contributes to many innovative teaching and learning projects with individuals and across programmes. His influence with developing learning platforms and resources for key programmes and cohorts is substantial, and his leadership in teaching and learning extends to schools, community groups and providing professional development in polytechnics within the Massey regional context.



SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

Dr Terry MacPherson

Dr Terry MacPherson facilitates the large first-year marketing paper for internal and distance students throughout the year. His goal is to harness the experience, knowledge and insights students bring with them and develop these attributes. He encourages students to engage with technology solutions in their own time before attending lectures to enable the best use of the classroom for linking concepts to concrete examples, engaging with industry experts and discussing issues.

MacPherson uses Stream (the online learning environment) extensively to support and engage students, by being online to answer questions, provide encouragement and to affirm and expand forum discussions. Also known for being at the forefront of teaching with technology, his willingness to share his practice with the Massey community is widely acknowledged.



SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

Helen Simmons

A senior professional clinician in the School of Social Work, Helen Simmons sees teaching as a shared adventure. She creates a transformative and collegial learning environment by utilising a “buddy” system between internal and distance students to enable all students to feel safe and able to confront issues that many clients will present to them in the workplace.

Student engagement with the Treaty of Waitangi and what it means for social work practice is a significant learning area. At Te Noho Marae students engage in exercises that are both challenging and affirming, and this analysis process for working in a bicultural context is recognised internationally. A leader and mentor for newly graduated students, new colleagues, and social workers, Simmons is also known for initiating community projects and facilitating Project Waitangi community development.



SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

Paul Stock

Caring and supporting students is at the heart of Paul Stock’s teaching. His work is shared equally between Plant Biology and the Massey Chaplaincy, and he sees both these roles as important to his holistic approach to teaching and in advancing learning outcomes for students. Stock finds ways to engage all students, building models at home to help them visualise complex plant anatomy, and by helping students to explore and build knowledge in a learning community.

Significantly, Stock coordinates and teaches the professional development of postgraduate student demonstrators and supervisors for laboratory teaching. His approach leads staff and students throughout a process of questioning alongside laboratory inquiry. His work on the experience of international students at Massey has furthered the understanding of the support needed for these students.



SUSTAINED COMMITMENT TO TEACHING EXCELLENCE

Dr Leonel Alvarado, Dr Celina Bortolotto, Raquel Dizenzo, Francisco Gonzalez, Cynthia Landa (Spanish Language Programme)

The Spanish language programme team brings a strong, caring collegiality to its teaching, with the design and facilitation of a coherent programme ensuring all papers are interrelated – from Spanish language to culture and society papers. By contextualising the content across the programme to ensure it meets the goals and interests of their students, team members have developed a raft of resources incorporating New Zealand, Australian and Latin American reference points.

Using rich digital media the Spanish team is at the forefront of language teaching, with a variety of online study tools. Community engagement and encouraging students to further study is fundamental for the Spanish team, with annual Latin American film festivals, tango evenings, community Spanish language classes, student language awards and exchanges to Spain.



RESEARCH EXCELLENCE AWARDS

EARLY CAREER MEDAL

Dr Lee Stoner

A senior lecturer in the School of Sport and Exercise, Dr Lee Stoner has made a substantial contribution to the fields of exercise physiology and biomedical sciences by developing and employing non-invasive tools for assessing cardio-metabolic health, with the aim of improving health – particularly in children.

As a foreign faculty member of the Harvard School of Public Health – Multidisciplinary International Research Training (Harvard-MIRT) programme, Stoner has not only championed a memorandum of understanding between the universities, he is also actively engaged in providing research mentorship to students from disadvantaged/minority backgrounds. This is alongside his existing supervisory roles and exemplifies his desire to foster collaborations between institutions and continue to learn from the best researchers across the world, and bring that knowledge back to his students.



EARLY CAREER MEDAL

Dr Philip Steer

A lecturer in the School of English and Media Studies, Dr Philip Steer's academic potential was recognised by the awarding of a Marsden Fast-Start grant in 2011 to enable a monograph exploring transnational flows of cultural production linking New Zealand, Australia and Great Britain in the nineteenth century. It is due for completion soon and is expected to make a major international impact in the discipline.

He is an active supervisor and examiner at all levels of postgraduate research, and is developing as an early career research leader within the College of Humanities and Social Sciences, organising symposia and representing the college at the inaugural Royal Society of New Zealand Early Career Researcher Conference in 2014.



EARLY CAREER MEDAL

Dr Jane Allison

After graduating with a PhD from Cambridge University in 2008, Dr Jane Allison has worked to quickly become a leader in her field, with 18 published peer-reviewed articles in respected international publications, including a monograph. A lecturer in natural sciences in the Institute of Natural and Mathematical Studies, she was awarded a Marsden Fast-Start Grant in 2013 and has rapidly built a research group comprising five PhD students, with one due to complete soon.

Her research programme ranges from the development of new biomolecular simulation techniques through to the application of biomolecular simulation to understand problems of pressing importance – often involving collaborative projects with experimental groups. This has led to a number of national and international collaborations and growing recognition within the New Zealand science research community.



EARLY CAREER MEDAL

Dr Jason Wargent

A senior lecturer in the Institute of Agriculture and Environment, Dr Jason Wargent's research has a strong agrifood focus, seeking to understand and exploit plant responses to light and environmental factors. A Marsden Fast-Start grant winner in 2013, he is investigating UV-B radiation as a master regulator of photosynthetic performance and leaf organ development in sunlight.

In addition to founding BioLumic Ltd, a company to commercialise his research from high-impact science into high-impact agrifood gain, Wargent has also supervised 11 postgraduate students and regularly reviews for discipline-leading journals. His successful research funding applications over the past four years have generated more than \$1.28 million.



RESEARCH SUPERVISOR

Professor Cord Heuer

Since 2002, Professor Cord Heuer has been co-or-chief supervisor of 54 students, 40 of whom were from overseas. Of these 38 students successfully completed their degrees. He is currently supervising 16 students, including nine PhD and seven master's, honours or diploma students. Heuer actively seeks funding to support his students' study, including seeking research grants and scholarship awards.

He has been director of the Master of Veterinary Science programme since 2004, and a member of the EpiCentre, one of the Institute of Veterinary, Animal and Biomedical Sciences "pillars of research excellence". Heuer provides guidance and friendship to students, making them feel welcome and ensuring they are properly supervised, while finding the right balance between hands-on involvement and freedom for students' personal development. His research supervision has had a major impact, informing industries, consumers, the Government and workers about disease risks and efficient control strategies in New Zealand.



TEAM RESEARCH

The Centre for Postharvest and Refrigeration Research

Julian Heyes - School of Food and Nutrition (SFN), Don Cleland - School of Engineering and Advanced Technology (SEAT), John, Bronlund - SEAT, Andrew East - SFN, Errol Hewett - SFN, Richard Love - SFN, Jason Wargent - Institute of Agriculture and the Environment

This team comprises of staff drawn from three schools across the College of Sciences and the College of Health. It has succeeded in fostering a collaborative approach to the development of disciplines involved in the handling and storage of fresh produce after harvest, and the optimisation of packaging and refrigeration technologies. Ideas transmitted through contract research and industry short courses have made a significant contribution to the promotion of energy-efficient refrigeration in New Zealand.

A recipient of sustained funding from government and industry signifies the team's position as the leading academic centre for postharvest and refrigeration research in the southern hemisphere. The group also has an enviable record in capability development, training more than 70 master's and PhD students from 18 nationalities. Team members are engaged in research collaborations, publish extensively and are active on a number of journal editorial boards, as well as contributing to non-academic publications, organising conferences and providing practical courses to up-skill the industrial workforce in New Zealand and overseas.



INDIVIDUAL RESEARCH

Distinguished Professor Paul Rainey FRSNZ

For almost two decades Distinguished Professor Paul Rainey has been at the forefront of the interdisciplinary field of experimental evolution. He is one of its most influential and creative proponents, and his work is widely recognised and highly cited. His H-index (Web of Science) of 43 marks him as a leading researcher in evolutionary biology and comparable to the best at the world's most prestigious universities. He is first, or corresponding, author to 12 papers published in *Nature*, and his work is cited more than 6300 times.

In 2014, he was appointed to a Chaire Blaise Pascal, funded by the City of Paris and the French Ministry of Science. He was also awarded one of 20 Einstein Professorships by the Chinese Academy of Sciences; and held, for the second time, a Simons Distinguished Visiting Scholarship at the University of California, Santa Barbara. Only the second New Zealander to be elected a Member of the Max Planck Society, he was elected a Fellow of the Royal Society of New Zealand in 2007. His contribution to the development of young researchers is significant, with 15 completed PhD students, 9 current PhD students and 4 completed master's students at Massey, along with about 100 students attending an advanced postgraduate summer course at his co-founded Hopkins Microbiology Course at Stanford University.



DEFINING EXCELLENCE AWARDS



Phoebe Woodcock, Dr Sione Vaka, Andrew Cameron and Professor Annette Huntington.



Steve Maharey, Kevin Palfreyman, Dr Emma Blott, Cas Carter, Liam Dann and Professor Marlena Kruger.



Jane Haste, Associate Professor Kieran O'Donoghue and Helen Simmons.



Distinguished alumni award winners Andrew Cameron, Graeme Milne, Jane Haste and Dr Alex Buchanan.



Dr Alex Buchanan with wife Jo.



The Centre for Postharvest and Refrigeration team.



Teaching excellence award winners Paul Stock, Dr Terry MacPherson, Helen Simmons and Andrew Jamieson.



The winning Spanish language programme team.



Research award winners Drs Jason Wargent, Jane Allison and Philip Steer.



Steve Maharey, Chris Dorlas, Professor Tony Parker and Cas Carter.



Professor Ted Zorn and Dr Terry MacPherson.



Vice-Chancellor Steve Maharey with Andrew and Kelly Jamieson.

Alumni

notes and news

She's an international opera star who took a leap to pop.

Now **Lizzie Marvely**, who graduates from Massey in April, is launching an online project to empower young women. She talks to **Sonia Yoshioka Braid**



Snapshot

Jasmine Groves writes.
Alumni Relations Manager

2015 is shaping up to be a busy year for Massey's growing alumni community. Our team has constructed an exciting programme of events that run throughout the year, which you can attend. We have already held several functions this year, including the Distinguished Alumni Awards, which we celebrated with a gala dinner at the Heritage Hotel in Auckland on March 12. You can read about our winners on pages 25-29 of this magazine.

We also held two reunions for alumni who attended Massey in the 1970s, and another for technology and engineering graduates during March. Unfortunately we ran out of room for photos from these events and they will now appear in the next edition of *Massey* magazine.

Photos from a series of reunions held in March last year to celebrate Massey's 50th year as a university are on pages 34-36 of this publication.

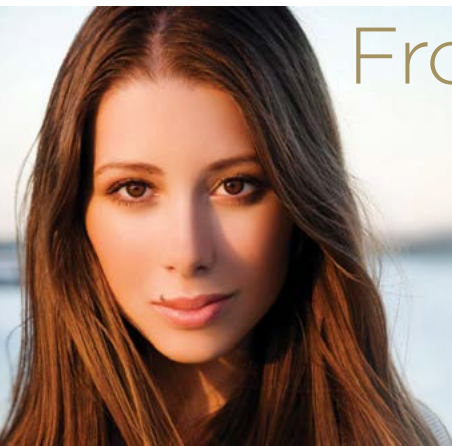
We would like to thank all the alumni who attended reunions and functions. Reunions are always popular and if you are planning to gather your old classmates for a function, get in touch with our office and we can help you to get in contact with old friends and staff from your time at Massey.

Later this year we will visit our alumni in the United States and the United Kingdom, so watch out for dates if you live in those parts of the world. Once again this September the LA Brooks rugby and netball games will take place, this year at Lincoln's campus. These traditional games between Lincoln and Massey are always great fun to attend and an excellent opportunity to socialise with current students and staff as well as fellow alumni.

Last year the old vice-chancellor's residence, Tiritea House, was turned into a centre for alumni. If you are visiting us on the Manawātū campus we would be delighted if you dropped in to the house to look at some of our memorabilia and meet the alumni team – we'd love to see you.

In response to demand we have also recently upgraded the alumni website, making it easier to navigate and easier to find information on old friends and colleagues. To register or update your details and to check dates for forthcoming functions, logon to alumnionline.massey.ac.nz.

In the meantime, we look forward to seeing you on campus or at one of our functions soon!



From vocal artist to *Villainesse*

Singer, songwriter, entrepreneur, **Lizzie Marvelly** can now add university graduate to the list.

“Music never really stops for me, there's always a new song rocketing around in my head. I'm really enjoying the process of creating new music at the moment and I'm looking forward to sharing the new songs when they're ready.” - Lizzie Marvelly

Talented singer-songwriter Lizzie Marvelly isn't one to stand still for long. In addition to graduating in April with a Bachelor of Arts in English and psychology, she'll be performing at the Auckland and Wellington graduations.

“I'm looking forward to performing at graduation – and to attending my own!”

She has also just launched a new online media project that she hopes will make a difference. Called *Villainesse* (villainesse.com), it's an online environment aimed at empowering young women aged 16-25, and will feature the writing, videography, art and photography of students and inspirational women.

“I hope it will become a global space to foster debate, critical thinking, creativity and a modern-day sense of sisterhood,” she says.

“While I'd experienced the media landscape first hand from an early age, I became really interested in how the media talk to and about young women

while I was studying at Massey. Through *Villainesse* I'm hoping to help young women to define their own narratives and to have their voices heard.”

Internationally recognised, Marvelly's talent was discovered by entertainers Frankie Stevens and Sir Howard Morrison, her late uncle, when she was just 16 years old.

By 21 she had two major international record signings, international tours and two top-10 albums in classical singing.

In 2014 Marvelly, now aged 25, moved away from her previous classical sound, releasing her first self-penned extended play *Collisions*, working with star producers Stuart Crichton and Lindsay Rimes in a more modern “pop” genre. It was a two-year journey of collaboration and experimentation – completed alongside study and performance demands.

As a member of the High Performance

Programme, which also supports student athletes, Marvelly, who first enrolled at Massey in 2010, was able to take advantage of the additional support on offer to enable her to fit the requirements of study around her international performance schedule and complete her degree.

“I love learning, and I've really loved my time at Massey. As a full-time professional musician I feel a real sense of pride and achievement in finishing my degree. I hope to be able to come back to continue studying at some point in the future.”

For now, Marvelly is now busy writing her next album and hopes to start releasing new music in the next 12 months.

“Music never really stops for me, there's always a new song rocketing around in my head. I'm really enjoying the process of creating new music at the moment and I'm looking forward to sharing the new songs when they're ready,” she says.

Notes

1970



Craig Irving, Bachelor of Veterinary writes, “After graduating with distinction in 1970, I took up a veterinary internship at Melbourne University for one year followed by two years working in private practice in Adelaide. Since 1973, I have combined veterinary practice in Palmerston North with an adjunct lectureship in veterinary ophthalmology at Massey. I am currently on the Companion Animal Society Editorial Board and conduct specialist eye services from the Pet Doctors clinic in Palmerston North, as well as from a number of other veterinary clinics in New Zealand. I am currently one of two registered veterinary specialist ophthalmologists working in New Zealand. I have been a recipient of the NZVA President’s Award and the Companion Animal Service Award at various times, as recognition for outstanding service to the veterinary profession in New Zealand.”

1975

Dr Jim Cooke, Diploma in Agricultural Science, Master of Philosophy (agriculture/horticulture) 1979. Jim is a water quality specialist with 35 years’ experience in both research and consulting, and a lot of time in various scientific and management roles at NIWA. He has worked on a wide range of issues,

including land use effects of water quality, chemical transformations in streams, sediments and wetlands, natural wastewater treatment systems, environmental flow issues and assessments of environmental effects. He has experience in the effective management of environmental projects including project teams located in several Australian states as well as New Zealand. He is a registered RMA decision maker and has served as a commissioner for consent applications on water take, use and discharge issues in Canterbury, Waikato and Wellington. Jim is a director and is the founder of Streamlined Environmental.



Ants Roberts, Bachelor of AgriScience with Honours, PhD in soil science 1982, writes: “Prior to joining Ravensdown in 2002, I was a practising agricultural scientist for 22 years. Research and consultancy interests included soil fertility, agronomy, heavy metal accumulation in agriculture, environmental performance indicator monitoring and interpretation, and waste utilisation or disposal on grazed pasture. I have also worked in Tasmania, Australia, Japan and South Africa in the area of soil fertility management on pastoral farms. I am either the senior author or a contributing author of 54 refereed scientific journal and conference papers, a further 53 scientific and extension conference papers, four book chapters and four extension

booklets. Over the past 25 years I have conducted many soil fertility experiments and also had an active consultancy role, particularly with pastoral farmers throughout the country. In my current role, I am responsible for managing the agronomic research and development for Ravensdown, for training the 70 field officers as well as other staff in soils, fertilisers and pastoral agriculture and working directly with many of our corporate and other farming shareholders.”

1981



Dr Mary van den Berk, Bachelor of Social Work (Honours) writes, “I come from a background in social work completing a BSW (Honours) at Massey in 1981 and a PhD focused on genetic counselling and screening at UNSW Sydney in 1994. I completed an MArt in painting in 2010 and have continued to draw on my people skills over the years. I also work as a volunteer at CanTeen and other organisations, running art-focused groups that draw heavily on my social work training and experience. I am also developing a career as an artist, creating a body of work which is figurative and encompasses both painting mixed media and digital components.”

1984

David Burrowes, Bachelor of Social Work, writes, “I currently work for ConnectionsNZL, which helps New Zealand families separated by adoption with reconnecting them and providing information and resources. I bring to this role my time with Child, Youth and Family Adoption Services, as well as preparing whakapapa for the Department of Māori Affairs (Ikaroa Māori Land Court). I was also a presenter for the Brainwave Trust Aotearoa and made presentations to parents and professional and research groups about brain development during a child’s first three years. I have also researched and edited *489: An Unofficial History of No 489 Torpedo Bomber Squadron* and I am currently researching two further volumes: *489: Early Days – Beauforts, Blenheims and Hampdens*; and *A Roll of Honour for No 489 Squadron personnel.*”

1985

Iain Hay, Master of Arts. Iain is a Matthew Flinders Distinguished Professor of Geography at Flinders University and Australian Discipline Scholar for the Arts, Social Sciences and Humanities. He is also a recent past president of the Institute of Australian Geographers and is currently vice-president of the International Geographical Union. After completing an MA (with distinction) at Massey as a junior lecturer in geography, Iain went on to complete his PhD at the University of Washington as a Fulbright Scholar and later received a LittD from the University of Canterbury for 20+ years of post-doctoral work on geographies of domination and oppression. He is author or editor of 10 books including *Qualitative Research Methods in Human Geography* (third edition Oxford 2010) and *Geographies of the Super-Rich* (Elgar 2013) and has had editorial roles with journals including *Applied Geography*, *Ethics, Place and Environment* and *Social and Cultural Geography*. He is currently editor-in-chief of *Geographical Research*. In 2006, Iain received the Prime Minister’s Award for Australian University Teacher of the Year. He has also been recognised by the New Zealand Geographical Society with its Distinguished New Zealand Geographer Medal (2011) and in 2014 was admitted to the UK Academy of Social Sciences as one of its prestigious academicians.

1987



Ngahihi o te ra Bidois, Bachelor of Business Studies, Master of Education 2008. Ngahihi was the National Speakers Association New Zealand (Auckland) 2008 Inspirational Speaker of the Year and Speaker of the Year and the 2007 and 2009 Master of Ceremonies of the Year. He has presented in various countries including Malaysia, Singapore, America and England as well as at conferences and seminars throughout New Zealand. His clients have included Google in New York, Forty Winks, First National Real Estate, Woodnewton, a learning community in England and Falmouth College in Cornwall.

Tawan took on Taupo



Tawan Chatsungnoen with mentor and trainer Ron Werner.

In August, we laid down a challenge for a non-cyclist to jump on a bike and train to ride the 160km Lake Taupo Cycle Challenge in November.

Tawan Chatsungnoen, a biotechnology doctoral student from the School of Engineering and Advanced Technology, took up the challenge.

Chatsungnoen, who is from Chiang Mai in northern Thailand, successfully completed the ride in 7.03:31.

Special thanks to Crank It Cyclists for lending the bike and supplying some cycling gear. Read the blog of his journey here: <https://alumnionline.massey.ac.nz/sports/LakeTaupoRider2014>.

Events



The reopening of Tiritea House as an alumni and heritage centre in March 2014.



Fiona Conway and Gillian Peren sitting in the refurbished lounge of Tiritea House.



50 years of food technology were celebrated in 2014 with a symposium and reunion.



The Fergusson Hall 50th jubilee reunion weekend was held in October. The weekend opened with Jono Naylor performing his last duty as mayor of Palmerston North as well as regaling guests with stories from his time at Fergusson Hall (1985). Patricia Keiller attended to name the Main House Keiller House, in honour of her family who built the homestead in 1908. Speeches at the gala dinner were made by Dick Hubbard (Ferg 1965-66) and Amy Thomson (Ferg 2005-11), then others joined in sharing stories of their experiences. Current students remarked that their experiences seemed to be tame compared with the adventures of our alumni!



The University celebrated more of its history with the launch at Tiritea House of a book, *The Wheat From the Chaff – a retrospective of the almost 80-year history of the well-loved and sometimes-notorious student newspaper, CHAFF*. Compiled by its final editor, William Muirhead, the souvenir publication is a history of social change through the eyes of young people, of whom many, like cartoonist Tom Scott, went on to have illustrious careers. Copies can be purchased online from alumnishop.massey.ac.nz.

To view upcoming reunions and events, visit alumnionline.massey.ac.nz

Let's get sporty

Events on campus and around New Zealand took on a "sporty" feel, with Massey hosting people at the Rotorua Marathon and Lake Taupo Cycle Challenge, as well as encouraging students, staff and alumni to cheer on the sides at the annual LA Brooks rugby and Enid Hills netball games.



Coming to Australia

With so many alumni living in Australia, we headed to Melbourne and Sydney in September to host a series of events.



At the events guests networked and also had the opportunity to hear from alumnus Colonel Paul Bayly, who delighted crowds with his tales of sailing the seas in a replica 600BC ship. Bayly also toured New Zealand in 2014 launching his book, which is available at alumnishop.massey.ac.nz.



Alumni and friends enjoyed an evening of networking in Melbourne.



Roger MacBean, Matt Boland and John Cary reunite to hear a report by Professor Jock MacMillan, reviewing the careers of the 52 Victorians who were awarded scholarships to study at Massey from 1948 to 1974.

2014 a busy year for reunions



The 60th anniversary reunion for Massey Agriculture College 1952-53 Dip Ag (Dairy Farming Option) class members took place at Whararata in April.



The early years to 1955 class reunion.



Classes 1956-60.



Classes 1961-64.



Classes 1965-70.

Alumni enjoyed a glorious summer evening on campus in the grounds of Tiritea House.

Planning a reunion?

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

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



alumni@massey.ac.nz

1990

Craig Armstrong, Bachelor of Business Studies. Craig is director, customers at New Zealand Trade and Enterprise, whose role is to help New Zealand businesses grow into international markets. He has 25 years' global experience with a range of businesses in marketing, finance, sales, operations and business development roles, including with Lion Nathan, Cadbury Schweppes, Hunterskil Howard, National Foods and HJ Heinz. Before joining NZTE he was managing director of an Australian-based business providing strategy, marketing and commercialisation resources to companies and to private equity clients. He is on the advisory board of the NZ Product Accelerator, where businesses are being assisted to commercialise new design concepts, manufacturing methods and material interfaces across key New Zealand industry sectors.

1991

Sharon Wedlock, Bachelor of Business Studies, writes, "After graduating I worked for a number of different-sized accounting firms as an accountant/office manager and also as a management accountant for a large private business. After moving to Christchurch and working as a project accountant in one of the larger firms I decided that the smaller boutique firms were more to my liking, so started at Searells in 1997. After being there for six years I purchased the business and at the age of 33 was fully in charge of my own destiny. After two years of ownership I purchased another Christchurch firm and merged them to make it what it is today. Eleven years later and it is double its original size and I am still the sole owner. I have developed the business to a stage where I can now take more of a 'back seat role' alongside my other business interests and balance this with being a full-time mum and homemaker."

1993

Kevin Duckworth, Master of Business Administration. Kevin has had an extensive background in the energy industry in New Zealand, having been general manager, energy at Industrial Research following a career as a DSIR scientist. This role included responsibility for the Measurement Standards Laboratory, which provides New Zealand's primary physical standards. He has also chaired the Foundation for Research, Science and Technology committee allocating funds for

energy research. He has worked in technology commercialisation and engineering consulting, including roles as general manager, business development at Transpower, as chief executive of Materials Performance Technologies, and as a director of companies in New Zealand, Australia and Singapore. Kevin is also a member of the Institute of Directors.

Nigel Mayson, Master of Business Administration. For most of his career Nigel has operated his own property consultancy. He has represented and advised corporate, public sector and high net worth clients and acquired a reputation as a forward-thinking specialist and for taking on difficult challenges. In addition to his property work, Nigel has the rare experience of being executive director of a Crown economic development agency mandated with providing advice to the Government in relation to major events including the America's Cup, the Olympics, the World Triathlon Champs and the Commonwealth Games. Nigel is married to Wendy, he is the proud father of three young adults (with salt and pepper beard to prove it), author of two books (*Truth Lies & Real Estate* and *How to sell your home for more*), social capitalist and human rights supporter – all when not paddle boarding or renovating the family's 104-year-old in rural Auckland.



Kim Winter, Master of Business Administration. Kim has more than 25 years of executive leadership experience in the human resources, executive search and recruitment, supply chain, logistics, transport and FMCG sectors. Kim has built an international reputation as the founder of Logistics Executive Group which delivers whole-of-life-cycle talent management. A regular contributor of thought leadership to industry and media, he is frequently invited to speak at international events on contemporary/future industry trends and leadership issues, sharing research regularly conducted by Logistics Executive Group. He is a specialist in humanitarian supply chains, advisor to a number of charity boards and founder/chairman of successful not-for-profit humanitarian organisation Oasis Africa oasisafrica.org.au in one of East Africa's most notorious slums, Kibera in Nairobi, Kenya. He is also an accredited executive coach (IECL/ICF).

Three Massey staff members and 12 alumni were named in the 2015 New Year's Honours list.

Leading sports psychologist and Massey Professor Emeritus **Gary Hermansson** (pictured) was made an Officer of the New Zealand Order of Merit (ONZM) for services to the field of sports psychology.



Associate Professor **Kathryn Stowell** from the Institute of Fundamental Sciences was made an

Officer of the New Zealand Order of Merit for services to biomedical science.

Pasifika advisor **Ben Taufua** was made a Member of the New Zealand Order of Merit (MNZM) for services to the Pacific community.

Other Massey alumni recipients included:

- **Ross Blacks** – ONZM for services to animal welfare – Bachelor of Veterinary Sciences (1977)
- **Dr Mony Soutar** – ONZM for services to Māori and historical research – Bachelor of Education (1984), MA in Māori Studies (1990) and PhD Arts (2000)
- **Patrick Willock** – MNZM for services to agriculture and the community – Diploma in Agriculture (1972)
- **Neill Simpson** – QSM for services to conservation – Bachelor of Science (1999)
- The Honourable **Anthony Ryall** – CNZM for services as a Member of Parliament – Bachelor of Business Studies (1987)
- **Marjory Goldschmidt** – QSM for services to the community – Certificate in Early Childhood Education (1976) and Diploma in Education (1989)
- **Jean Rockel** – QSM for services to early childhood education – Diploma in Education (1996) and Master of Education (2002)
- **Roma Hippolite** – MNZM for services to Māori and health – Graduate Diploma Business Studies (2001)
- **Major Michael Nochete** – DSD for services to the New Zealand Defence Force – Bachelor of Defence Studies (2004)
- **Alan Bickers** – MNZM for services to the community – Graduate Diploma in Business Studies (2006)
- **Dr Susan Jacobs** – MNZM for services to nursing education – PhD Arts (2006)
- **Brother Patrick Lynch** – KNZM for services to education – Diploma in Education (1979).

1995



Loretta Brown, Master of Social Work. Loretta has been a company director for 12 years and has been involved in leadership roles throughout her career. Her early career was in community development, social policy and social change. Over the past 20 years Loretta has been developing leaders in one-to-one coaching engagements, as well as within executive leadership programmes. Her considerable knowledge and experience has been recognised through the achievement of the master coach accreditation from the European Coaching and Mentoring Council. Founding the New Zealand Coaching and Mentoring Centre in 1999, Loretta has actively developed the coaching profession in New Zealand.

Darren Bruning, Bachelor of Technology (Honours). Darren's career has taken him through a range of software development positions, with blue-chip companies in New Zealand, Australia and the UK. He has also founded two start-ups. The first (FarmKeeper) was successfully sold as an ongoing business and is still in use by thousands of farmers. The second (financial.me) is a work in progress via his new company, BitRocket. He spent many years as a desktop developer, and made the jump to the web development space in 2011. He loves the pace of change and the rapid development of the web, and finds that good development practices are just as applicable on the web as they ever were in the desktop space. He is active in the development community, having been the Tauranga Dotnet User Group leader for 18 months before his recent house-exchange adventure to France. He is particularly passionate about automated testing and the quality and maintainability advantages it brings when implemented carefully.



Juliet Hawkeswood, Graduate Diploma in Business Studies. Juliet runs two separate consultancy businesses – Biz Research and Relate Strategic. Biz Research provides market intelligence to growing businesses and works primarily with small businesses, particularly in the food industry. Relate Strategic is a business research and strategy consultancy run in partnership with Jo-Anne Hazel. Juliet has over 25 years' experience in a wide range of business roles including B2B market research and report writing, frontline sales, business development and situation analysis. Prior to starting her own business consultancy in 2010, Juliet worked as a business advisor for a tier 2 accounting firm, as an export and business development consultant, and as a sales manager in the fruit processing industry.

1996



Dr Miles Grafton, Bachelor of Horticulture, PhD (sciences) 2011. Miles is a senior lecturer at Massey University in precision agriculture (PA); prior to this he worked as a management accountant and GIS technician in the agricultural aviation industry for a number of years. His PhD research was in identifying causes of material flow problems in aircraft. He has also been involved in developing computer-controlled automated delivery systems for variable-rate applications of bulk solids from agricultural aircraft. He works in PA and has been involved in modelling fertiliser ballistics for improved application accuracy and quantifying the benefits of PA.

1997

Terry McCaul, Executive Master of Business Administration. Terry has had a long and distinguished career as a senior executive and consultant in large and small, private and public organisations. His work in organisational sustainability through managing culture has been pioneering in New Zealand and he has been a past judge for both the HRINZ Initiative of the Year Awards and the New Zealand Business Excellence Awards (Baldrige).

John Wallaart, Graduate Diploma Business Studies, Master of Business Administration 1998. John completed a PhD at the University of New South Wales in occupational health and safety, with a focus on respiratory protection. A device, the FPBR (fan-supplied positive pressure breath-responsive respirator), was developed with a specialist team and is now marketed and sold throughout the world and used in industry, biological warfare, emergency response teams and the military. His current interest is in preventing occupational disease in the workplace. John is currently principal advisor chemical and biological at WorkSafe NZ in Wellington. In 2012, he developed the Southland Institute of Technology Diploma in Occupational Health and Safety and he still facilitates the programme. John also holds a commercial pilot's licence and is active in the aviation sector.

1998

Lynne Ciochetto, Postgraduate Diploma in Development Studies. Lynne's interdisciplinary background is reflected in the range of her research interests. Publications include general studies of trends in global advertising and case studies of contemporary advertising in Russia, Vietnam, India and China. In 2011, Routledge (London) published her book *Globalisation and Advertising in Emerging Economies* and she is currently writing a book for Imperial College Press (London) titled *Globalization and Sustainability in Sub-Saharan Africa: the Impact of the West and China*. Other areas of research interest are the links between advertising, consumerism and sustainability and also patterns of new technology uptake across cultures and their implications for the environment.



Steve Knutson, Bachelor of Science. Steve has over 20 years of IT industry experience, in roles including solutions architecture, systems engineering, business continuity, software development and IT planning and strategy. Steve has worked in the local government, finance, legal, state-owned enterprise, and education sectors. In 2011 Steve founded Canterbury Business Solutions with two business partners. The company provides software development and SharePoint.

Scott McQuade, Graduate Diploma in Business Studies. Scott was a newly hired business journalist with The Dominion newspaper when he took a Diploma in Business Studies (finance) with Massey University by distance learning. It helped him go on to work for the Financial Times Group in the UK and later become a speechwriter for OPEC in Austria. It also inspired him to take an MBA by distance learning and these days he is a publisher in the United Nations, having lived and worked in Australia, Germany, Japan and now Switzerland. He is still studying online and promoting the message of safe sex and zero discrimination in his role with the United Nations Joint Programme on HIV/AIDS.

Brynn Neilson, Bachelor of Arts. Brynn has been in the communications industry for over 20 years and has been developing internet strategy for more than a decade internationally. To get regular tips on how to improve business online, follow the Spinning Planet LinkedIn business page: spinningplanet.co.nz/linkedin.

2000

Phillipa Blakey, Master of Business Administration. Phillipa was appointed in June 2013 as chief executive officer and in November 2014 as managing director of the ASX-listed private hospital company, Pulse Health. She specialises in leading change and transformation that delivers sustainable growth with a highly engaged workforce. Her health care experience includes chief operating officer and other senior executive roles in the public health systems in New Zealand, England, NSW and Queensland, as well as chief operating officer for the CVC owned aged-care group Amity,

acquired by Bupa for \$1.2 billion. She is a non-executive director of the Bairo Pite Hospital, a social venture to provide health services to the people of East Timor. She trained as a nurse in Hawke's Bay, New Zealand, and is married with two adult daughters.



Dr Alison Pirret, Bachelor of Arts, Postgraduate Certificate in Nursing 2008, Master of Arts 2005, PhD 2014. Alison is employed as a nurse practitioner (prescribing) in the critical care complex, Middlemore Hospital, leading the intensive care outreach service and professionally and clinically supporting the patient-at-risk team, both teams providing care to physiologically unstable ward patient. Alison has been actively involved in the development of New Zealand critical care nursing standards and is currently a member of the editorial board for the *Intensive and Critical Care Nursing* journal, the national committee of the New Zealand College of Critical Care Nurses, and Executive Committee Nurse Practitioner New Zealand, and a Fellow of the College of Nurses Aotearoa. In 2004 Alison received the New Zealand Nurses Organisation National Service Award for her contribution to nursing and midwifery. Alison is author of *Acute Care Nursing: A physiological approach to clinical assessment and patient care*; the second edition was published in 2009. Alison's research interests are intensive/acute care nursing, advanced nursing practice and diagnostic reasoning.



Owner of and chief doodler at Beetroot Creative **Steph Casey**, Bachelor of Arts (humanities) 1991, used her BA in linguistics writing for the Ministry of Education and the New Zealand Qualifications Authority before succumbing to nagging creative urges and retraining in design.

Steph founded Beetroot Creative in 2004 and has worked with a slew of businesses and organisations, from the hefty to the fledgling.

Steph is also a singer-songwriter and performs regularly at New Zealand music venues. Her 2013 debut album charted in the New Zealand top 10, received glowing international reviews and won accolades in the 2013 UK Songwriting Contest.

Nicola Campbell-Allen, Bachelor of Arts, Master of Philosophy 2008. Nicola teaches students in the areas of leadership and management, quality management, process improvement and business excellence. She is a national evaluator/team observer for the New Zealand Business Excellence Awards, and joint coordinator for the suite of qualifications available within the quality systems framework at Massey University. She has held a number of positions in the quality field including staff development consultant, quality management trainer and policy coordinator in health care, and organisational development manager for a large insurance company. She also has extensive consulting experience with companies in New Zealand and internationally.

2003



Peter Bates, Bachelor of Business Studies, Certificate in Arts (humanities and social science), Postgraduate Certificate in Business 2008, Certificate in Business Studies 2011, Diploma in Arts 2011, writes, "I am a forensic valuer at Bates & Associates (bates.net.nz) and I am also a barrister, solicitor and valuation arbitrator with Baker Law (bakerlaw.co.nz). My focus is on commercial, property and valuation law. Most of my work these days is forensic valuations of residential, lifestyle and mixed use (part residential) properties for barristers and solicitors, litigants, statutory valuation purposes or peer review. I regularly provide expert evidence for mediations, litigation and hearings including for the public works, REAA and NZLS complaints, District Court/Family Court, Weathertight Homes Tribunal and High Court contexts. Over the years I have been instructed and appointed to advise on forensic matters. This included

an appointment by the president of the New Zealand Institute of Valuers to advise on subdivision-block land development tax investigations."

2006



Anne Cao, Master of Management, writes, "Study at Massey University was the destination of my dream, I came a long way from China to New Zealand. In 2005, I studied at Massey's Manawātū campus, then after 15 months I graduated with my masters degree in international business at the Albany campus. Life as a student at Massey was a great experience. It opened both my eyes and mind, so now I am able to think of business internationally, and the knowledge I have gained enables me to do business throughout the world. For me, my passion is building business bridges between New Zealand and China. I followed my heart, and started Red Bridge Consultancy in 2011, an agency specialising in the Chinese market. I provide an advisory service to assist New Zealand companies and organisations to develop new business relationships with China. Since New Zealand and China signed the Free Trade Agreement, which benefits both New Zealand and Chinese businesses, I have assisted and supported a number of New Zealand companies to export and import products between both countries."

Nigel Christensen, Postgraduate Diploma in Education, Master of Education 2014, writes, "I have over a decade of primary teaching experience, having taught in three different countries (New Zealand, UAE and Australia) using three different curricula (New Zealand national curriculum, IB primary years programme and the Board of Studies NSW curriculum). I have

held three different management positions during my career including deputy principal, PYP curriculum coordinator and acting principal. I have also taught in a Muslim country, as well as Christian and Jewish schools. I have recently completed my masters with Massey University, which included courses on adult learning, the evaluation of educational organisations and the management of human resources in educational organisations."



Linda Weterman, Postgraduate Diploma in Business Administration, Master of Management, writes, "My enthusiasm has provided me the opportunity to become the navigator and leader of high-performing teams of managers and operational staff. In my senior management roles I have developed relationships with key stakeholders across a number of sectors. I have a strong background in advocacy both at an organisational level and voluntarily to support not-for-profit organisations. Not-for-profit governance and volunteer committee empowerment are important to me – to this end I have been a non-executive director of YMCA Auckland and a board member of the Project Management Institute of New Zealand and Special Olympics New Zealand and have facilitated corporate governance, risk management and project management papers on an MBA programme. I have also worked directly with sports club committees within the South Auckland area to build their capability and capacity. I am currently on the YMCA national board. I left school at 15 years old and have studied part-time, completed a communications degree, moved to Massey and completed my masters in management whilst bringing up four amazing children with the support of a wonderful husband. A PhD is the next goal on my horizon and Massey University will be my choice."

Christian Yao, Bachelor of Business Studies (Honours) 2009, PhD (business) 2014. Christian came to New Zealand as an international student from northeast China 14 years ago. He completed his undergraduate and doctoral study at Massey Albany. During the time as a student at Massey, he witnessed and experienced the dramatic development of the Albany campus. He is now working as a lecturer and researcher at the School of Management. Christian's research interests are career development, international human resource management and multinational companies from emerging economies. He has researched, published and presented various papers in these areas, and holds editorial roles in several international journals. Outside his academic life, Christian has strong connections with a number of organisations. He is a member of the Asia New Zealand Foundation's Leadership Network and a member of Auckland City Council's Ethnic Peoples Advisory Panel.

2007



Kali Bell, Bachelor of Arts, writes, "Back in August 2007 my journey with bees began in a book called *Honey and Dust: Travels in Search of Sweetness*, by Piers Moore Ede. My fascination with bees and how cultures around the world interacted and still interact with them was born. Two weeks later I met a real live beekeeper, who is now my fiancé, and for the next three years we travelled and worked in Australia, mostly with bees. Since 2011 we have been in the Far North, where we have hundreds of our own hives producing beautiful, pure honey (including active manuka honey) and beeswax. With this honey and beeswax and other nourishing ingredients, I also create luxurious, natural skincare products (Bee Sensual)."

We're looking for lost alumni.

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



alumni@massey.ac.nz



Hannah Faulke, Bachelor of Design. Hannah owns her business and is in a unique position of being exposed to a vast array of business marketing skill-sets, print and web design, and supplier/client relationship skills. This on-the-ground business perspective enables her to approach client relationships with understanding and practical, realistic design solutions in a competitive business market. Experience to date includes working with Shoe Clinic, Tuatara Brewery, Kāpiti Coast District Council, Weltec Polytechnic, multiple SMEs including Kiss & Bakeup, and tourism projects including the Kāpiti Destination brand. She has received the Rotary Youth Scholarship Award; completed the Nature Coast High Impact Course; received considerable coaching and completed Activate, a 16-week business development programme with Grow Wellington.



Dr Sharon McLennan, Master of Philosophy, PhD (arts) 2012. Sharon is currently a lecturer in international development at Massey University. She is also a post-doctoral fellow working on a Marsden-funded collaborative research project exploring the role of the private sector and corporate social responsibility in the tourism and mining sectors, based on case studies in Fiji and Papua New Guinea. Sharon's early career was in nursing, having completed a Bachelor of Nursing at Wellington Polytechnic School of Nursing (now Massey) in 1995. After several years' nursing in Wellington and volunteering in the Philippines and Central America, Sharon moved to Palmerston North to complete a masters in development studies and then a PhD. Her PhD research looked at the networking of small, volunteer organisations in the often chaotic environment of post-coup Honduras. Linking her PhD and post-doctoral research is an interest in new actors in development, and in contemporary development processes and globalisation.

Kimberley Severinsen, Master of Arts (Honours). Kimberley is currently the head of Korn Ferry Futurestep's assessment and selection consulting practice for Australia and New Zealand. She is focused on designing and delivering pragmatic, people-related business solutions that deliver impact to individuals, teams and organisations.

With more than 10 years of organisational psychology and consulting experience, she has partnered with global and local organisations from a variety of industries in both private and public sectors throughout the Asia Pacific region. Her areas of interest include assessment and psychometrics, recruitment and selection, high-potential talent identification and development, job analysis, success profiling and competency design, and leadership development and coaching.

2008



Kate Barraclough, Bachelor of Design. Kate is a freelance book designer, with a love of type and photography. She worked for Random House New Zealand before setting up freelance, allowing her the freedom to work in London, Auckland and now Melbourne. She has worked for a variety of clients across many book genres, from fiction to cookbooks, art books, gardening books, guide books, books about people, books about boats – in fact anything that comes packaged with front and back covers. Her work has received a number of accolades, the most recent being the PANZ Young Designer of the Year award in 2013.

Tina Blackman, Bachelor of Business Studies, writes, "I was thrilled to discover that Massey University offered a business degree with the major of enterprise development. Both my husband and I had been self-employed for over 10 years when I embarked on my degree. I used our own businesses for case studies many times. As well as learning new ways to improve, I found that many of our established procedures and policies had theoretical names and scientific evidence to prove effectiveness. Aside from the obvious benefits of studying business at a tertiary level, such as increased earning ability and learning techniques for working 'smarter not harder', studying with Massey provided me with intangible benefits. These included having something cerebral to focus on when my children were young and the inner confidence that a formal education brings. I have just written a biography about one family's experiences during the First World War.



Stacey Kenny, Bachelor of Design (Honours) 2013. In 2014 Stacey entered her graduating project "Nest: Urban Hen House" into the Red Dot Design Awards where she won the top prize, the Luminary Award. The contemporary kitset hen house and supporting care system was designed to encourage those living in populated areas in New Zealand to keep ex-commercial, or "spent", layer hens as domestic pets. The competition attracted nearly 5000 entries from 57 countries and recognises the excellence of both the designer and their centre of learning. Stacey also won a Bronze award in the product design category at the New Zealand Best Awards for her "CL400 Magnetic Sliding Door Handle", a magnetically activated catch and plunger system for sliding doors.



Gray Hodgkinson, Master of Design. Gray is a digital media senior lecturer at Massey University and assistant head of the Institute of Communication Design, College of Creative Arts. He is also a digital media designer and researcher, with a specific interest in visual research methods and computer animation. With a focus on curriculum and pedagogy, he strives to improve all aspects of teaching, and in particular that of digital animation. He has some pretty decent skills in digital media design, computer animation, interface design, design thinking, visual research methods, the uncanny valley and issues of animation and realism.

Cormac McBride, Bachelor of Business Studies. Cormac has been involved in many aspects of the transport industry since commencing driving and heavy plant operation in 1983. Since 2004 he has been involved full-time in technology roles including: ICT management and remote technical support (Australia/New Zealand region oil industry 2004-05); national business process improvement; and innovation and architecture of national systems. Cormac has been a specialist strategic consultant in intelligent transport systems since 2008, advising public and private sector clients in Australia

and New Zealand on a range of related topics. His roles span governance, management, strategy, policy, research, transport law, national technical specification and standards, procurement, audit and review. He navigates and manages complex relationships, offering wide networks across the transport, technology and related sectors.

Tim Parkin, Master of Design, writes, "In my role at Massey University I act as a design educator, practitioner and researcher. My area of focus is the trans-disciplinary field of service design. I am particularly interested in projects that engage user-centred processes to develop solutions for social innovation and civic engagement. This area of interest draws from 14 years acting as a director and brand manager for Starfish – a pioneering eco-fashion label. During this time I identified the value that design and design processes could play in informing a range of user experiences across a range of touch points – many of which fell outside the traditional role of a graphic designer. These included everything from spatial retail designs to implementing point-of-sale systems, through to strategically segmenting a branded clothing range. I also learnt the value of working in an organisation that prioritised conducting business as ethically as possible and playing an active part in the community. I live and work in Wellington with my partner and two children and like nothing better than to end the day with a surf.

2009



Bevan Chuang, Postgraduate Diploma in Museum Studies, writes, “My career to date has been one of significant community involvement with a focus on the celebration and integration of ethnic communities within Auckland, providing cross-cultural communications and events management. I recognise the need to build more vibrant communities independent of ethnicity. My degree with Massey University has given me opportunities to publish academic papers and present at various conferences, focusing on how art institutions and government agencies can better integrate community development with business development.”

Jessica Clout, Postgraduate Diploma in Occupational Safety and Health. Jessica is a registered nurse and has been working in the occupational health and safety field for close to 10 years. During her career she has worked in a vast array of workplace settings in both government and private sectors. As a reflection of Jessica’s high standard of workmanship, in 2011 she received the New Zealand Occupational Health Nurses’ Association (NZOHNA) Young Achiever of the Year award and has recently completed a four-year term as president of the NZOHNA Taranaki Branch. It was under her leadership that the Taranaki Branch successfully hosted the joint NZOHNA and NZISM conference in 2010. As well as her Bachelor of Nursing degree, Jessica completed a Diploma in Occupational Safety and Health through Massey University with honours in 2009. Starting out as an occupational health nurse, Jessica has now established her own health and safety consulting company, Working for Health.

2010

Breccan McLeod-Lundy, Postgraduate Diploma in Business Administration. Breccan is currently focused on running and growing Rabid, an agile web and mobile development company that features an excellent blend of expertise and social conscience. His role at Rabid ranges from project management and technical leadership to start-up governance and product strategy. A director of Rabid and PledgeMe,

he has been leading agile teams that have consistently delivered successful projects for many years. He organised the first RailsCamp in New Zealand and has spoken at a number of events, coached at Railgirls, and volunteered on GRIT learning in Cambodia.

Wendy Neale, Master of Design. Wendy is a furniture designer with a digital and craft based practice. One aspect of Wendy’s practice focuses on designing and creating meaningful objects from waste and obsolete furniture, while another focuses on developing furniture with modified traditional joints using digital techniques. The combination of the two is an area of special interest. Wendy is also currently the manager of Fab Lab Wellington.

2011

Naomi Cowan, Graduate Diploma in Business Studies. Naomi has led the substantial growth in the size and scope of Equip over the past 11 years. Equip is a mental health service which is an extension of Windsor Park Baptist Church. It provides a range of services that help people in the greater Auckland region who experience mental health issues. The organisation employs over 70 staff and supports around 350 individuals. She is a member of the executive team of Navigate, an alliance of mental health and addictions providers who have contracts to provide services in the northern region of New Zealand. She is also a trustee of Platform Trust, which is a national mental health and addictions network of community organisations and others that believe the recovery of individuals depends on an evolving and transforming mental health and addictions service system

Steve McArthur, Diploma in Horticulture, Postgraduate Diploma in AgriCommerce 2013. Steve is the founding owner and director of Vigour, a vegetable seed marketing and vegetable crop agronomy company servicing the New Zealand market, based in Christchurch. Vigour is the exclusive New Zealand distributor for leading seed companies Nickerson-Zwaan of the Netherlands and Hazera Genetics of Israel and is a market leader in seeds for onions and cucumbers in New Zealand. Vigour also provides specialist vegetable production advice to New Zealand commercial growers focusing on improved production systems and business strategy.

2012



Frances Cook, Graduate Diploma in Journalism. Frances spent her early years in England, but it wasn’t long before her parents saw the light and made the move to New Zealand. She took her time to settle on journalism as a career, getting her masters in media studies at Victoria University of Wellington while she made up her mind, followed by a postgraduate diploma in journalism from Massey University. A stint in student radio with VBC was enough to convince her and she’s been in radio journalism ever since. Frances is currently working as a political reporter at Newstalk ZB, as well as doing regular stints filling in as a producer and news director.



Oscar Fernandez, Bachelor of Design. Oscar has worked with globally recognised brands such as Honda, BMW and Samsung. He is currently acting as the creative director for The Pratley Company, a UK-based company specialising in product and app development. His own company, Industrial Oscar, is a creative solutions service, tailored to offer a one-stop, highly cost-effective industrial design service for start-up ideas across Australasia. Once the idea has been visualised, realised and working, Industrial Oscar offers tailored marketing packages to put your new product in the limelight. Oscar has developed strong relationships with engineers (Boeing, Yamaha), web designers and animators (TEDx) and entrepreneurs (The BizDojo) to ensure your idea is being taken in the right direction, the first time around.



Tory Whanau, Postgraduate Diploma in Business Administration, writes, “I’m an experienced and passionate digital marketing specialist, and have worked across a range of marketing and communications roles for over six years. You could say I have a rather diverse background, which only adds to my growing experience. I’ve

worked in the financial industry, not-for-profit, film and government. I’m currently developing Cigna New Zealand’s digital strategy to help enhance customer engagement and communication, and increase lead generation across our digital channels.”

2013

Lara Bolton, Bachelor of Health Science, writes, “My experience at Massey was great though I found the programme difficult at the start. Coming straight out of school it was hard to motivate myself initially. The staff were always willing to help which made studying more enjoyable. Massey uses a hands-on approach so we did lots of practical learning, and each year the staff would throw a quiz night for the students which was always fun. By the second year I started enjoying it more, our class narrowed and we got to know each other better. We had to complete 200 hours of practicum work (in the final year), which included working in Massey’s cardiac clinic and other placements, which we had to do in our own time. It was very rewarding getting to work with the public and make a difference in people’s lives by encouraging them to be more active. I chose to study the health science degree at Massey because it covered a whole range of health elements including anatomy, physiology, and exercise testing and exercise prescription. Less than three months after completing my degree, I was offered a full-time job as a cardiac technician at the Dominion Clinic in Wellington.”



Lauren Earl, Bachelor of Design (Honours), writes, “I am a highly motivated graphic designer with freelance and commercial experience in New Zealand and around the world. After graduating from university in 2012 I set up my own practice, trading as 949 Design where I work as a contractor and freelancer. I have built up a client base over the past few years, for which I create both traditional and fresh new solutions for any communication issue. I am now the senior graphic designer for New Zealand’s largest women’s fashion brand, Glassons. I have also won awards including a Designers Institute of New Zealand Best Bronze Award in 2013 and an international Red Dot Design Award in 2014.”

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Kathryn Wilson

In just a decade Kathryn Wilson has established herself as New Zealand's premier footwear designer, becoming an influential businesswoman with a brand that is in constantly high demand.



Colonel Paul Bayly FRGS

Paul has extensive international experience as a merchant banker with Citibank and Midland Montague, including undertaking business and credit analysis, capital restructuring and fundraising, mergers and acquisitions and business development projects.



Niki Gunning

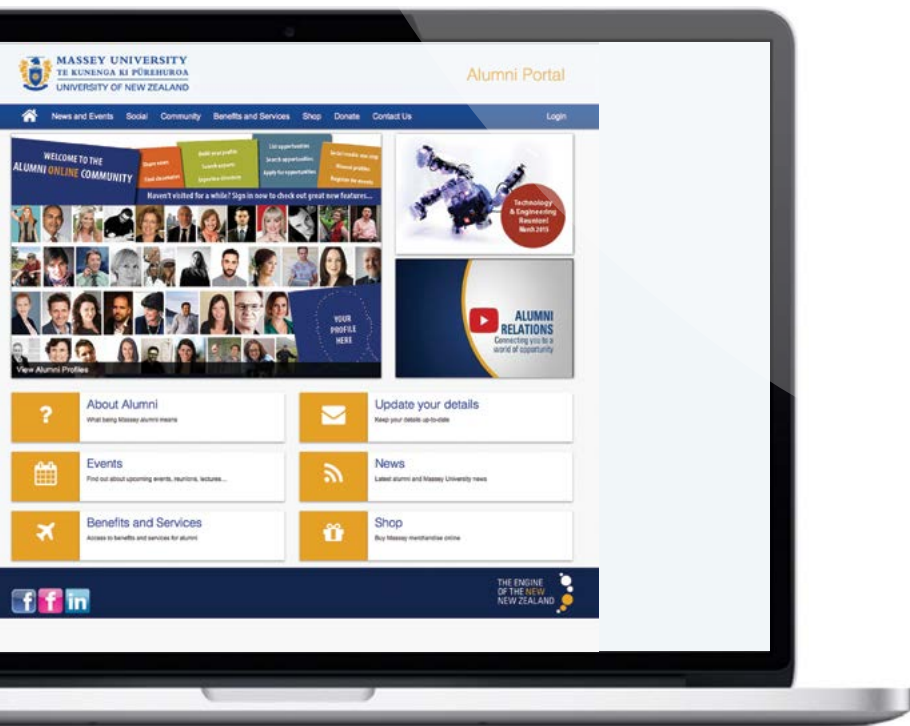
Niki has experienced life from a wide range of perspectives - from a young mother at 19, to pushing a car uphill alone while seven months pregnant, to becoming one of New Zealand's most widely engaged inspirational speakers with a large, happy and successful family and a career that sees her travel around New Zealand.



Dr John Quinn

John is a stream ecologist; his current research interests include the effects of forestry and pastoral agricultural land uses and the rehabilitation and restoration of streams and lakes. He leads NIWA's research programme on the restoration of aquatic ecosystems. Current roles include membership of the Technical Leadership Group for the Waikato river restoration project *Healthy Rivers: Plan for Change*.

Read their full profiles at
alumnionline.massey.ac.nz



Being a Massey graduate is beneficial!

Alumni have access to a variety of benefits and services, including discounts, insider access to campus, customised benefits, and exciting travel opportunities. Check them out at alumnionline.massey.ac.nz.

Networks and events

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

Alumni library access

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

Find a classmate

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

Benefits

Visit alumnionline.massey.ac.nz and explore the benefits on offer to you:

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

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



Talking to farmers in Inner Mongolia.

David Buxton, Bachelor of Agricultural Science, 1968, writes, “After graduating I embarked on a farm advisory career with MAF. For 18 years I worked in dairy, sheep, beef and maize growing areas in the North island. I was a keen member of the New Zealand Guild of Agricultural Journalists and Communicators, serving as president and attending conferences in Germany, Finland and Australia. During the last few years I have been tour guiding for the occasional inbound agricultural tour in New Zealand, and for a few outbound farmers’ tours to China, Canada, Europe and the Middle East.”



Asking about feedlot rations with a beef farmer near Shihezi, north-western China.

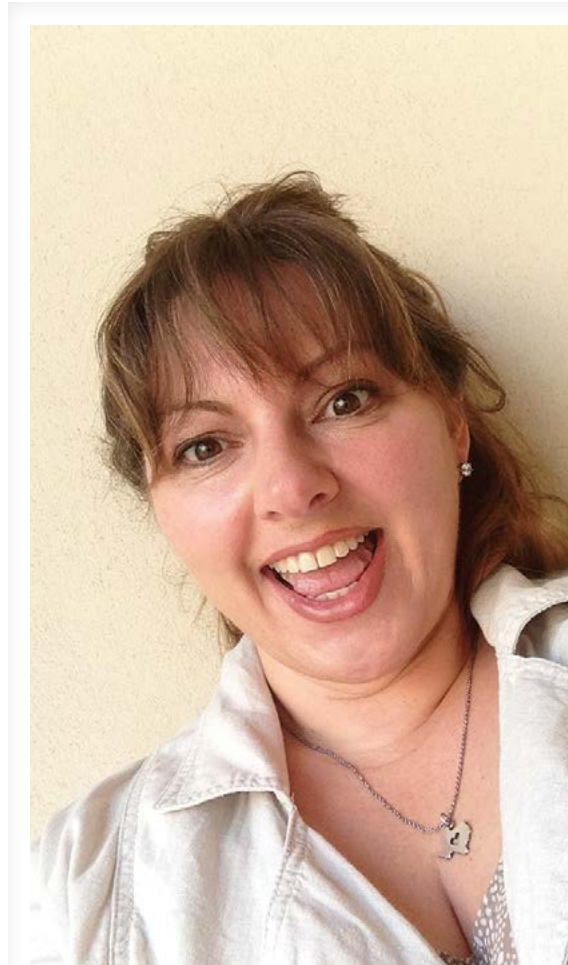
2014

David Hutchings, Bachelor of Sport and Exercise, writes, “I graduated in 2014 with a Bachelor of Sport and Exercise (management and coaching). I am now running my own personal training and sport performance company - 360 Degree Fitness.”



Irene Lorenzo, Bachelor of AgriScience, writes, “I am a equine scientist with a special interest in equine breeding and health. I am passionate about horses and left my home country (Spain) and crossed the world to study a BAgriScience majoring in equine studies at Massey University. Soon after finishing and due to my interest in equine breeding and reproduction I did a course on equine artificial insemination and became an AI technician. During the past five years I have worked in several different horse businesses where I gained a solid background working with horses of all types. I have just recently moved back to Spain.”

Darren Smucar, Graduate Diploma in Occupational Safety and Health, writes, “One of my memories was I was at Massey Wellington on a week-long contact course and as expected I was in and out of the library (which was getting renovated at the time). On the Thursday morning I went in to do the printing for the day and to double check information. The librarian then called me over and asked if I had been around the day before when all the dust and noise had come through the walls, as it had distracted everyone there at various times and she wanted to put a ‘witness’ down on the health and safety form. I was there at the stated times, she put down my contact details and then we discussed options as to how the issues could be resolved, and I gave her a lot of them and she was putting them down (and by Thursday afternoon most of them had been implemented). At the end of the discussion and when she had finished writing down all these great ideas, which she admitted she wouldn’t have come up with, she asked what contact course I was on. My response naturally was ACC’s health and safety auditing paper.”



Kristin Hoskin, Graduate Diploma in Emergency Management 2002, writes, “In the late 1990s I was an active volunteer with civil defence. In 2000 I decided that I wanted to turn this into a career. I already had a background in risk management, so it seemed a natural progression. Studying emergency management extramurally at Massey in 2001, I graduated in 2002.

When I enrolled I never would have imagined that by the time I graduated emergency management would have changed so dramatically. I remember being nearly finished with my papers when the 9/11 attacks occurred. This prompted the New Zealand Parliament to pass the Civil Defence Emergency Management Act (2002), which transformed emergency management in New Zealand.

Ten years later I’m still passionate about emergency management. In 2012 I was inaugurated into the International Women in Homeland Security and Emergency Management Hall of Fame. Since then I have been based in the Middle East. In March I returned to New Zealand and am now consulting.”



alumnonline.massey.ac.nz

View these alumni profiles and hundreds more.



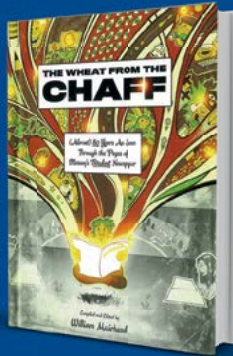
Be profiled and appear online and in Massey publications, going out to former classmates globally. Just jot down up to 200 words and if you have a photo we can include that too.



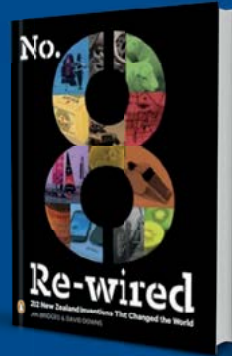
alumni@massey.ac.nz

TALENTED MASSEY ALUMNI AND STAFF

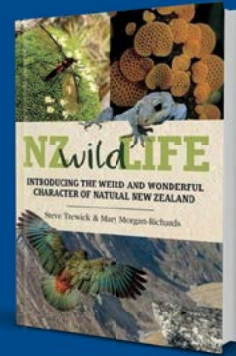
THIS IS JUST A SAMPLE OF BOOKS WRITTEN BY MASSEY ALUMNI AND STAFF
VISIT OUR ONLINE SHOP TO SEE OUR FULL RANGE OF GIFTS AND BOOKS



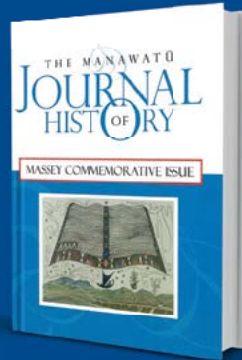
CHAFF - \$59



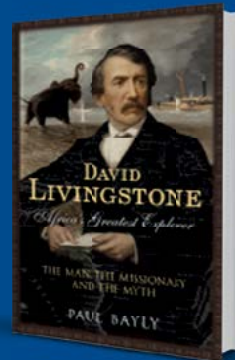
NO. 8 RE-WIRED - \$45



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