

# definingnz

ISSUE 14 • JUNE 2010

## Hook in the story

Nigel Ogle's Tawhiti museum is a local treasure  
– part history lesson, part carnival.

Designing flavour a matter of taste  
Taking on Kiwi fashion  
Positive ageing for Māori



Te Kunenga  
ki Pūrehuroa



MASSEY UNIVERSITY



**Our lives are shaped  
by the discoveries  
we make**

Forever discovering





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Te Kunenga ki Pūrehuroa



“We regard the central North Island as a region for which we have particular responsibility; that is why Taranaki and Hawke's Bay are the focus of this edition of *DefiningNZ*.”

**M**assey thinks of itself as New Zealand's defining university. There are three reasons for this. First, Massey shares the values that underpin what it means to be a New Zealander. We have a bold, “can do” attitude that ensures we continue to innovate and look for new opportunities.

Second, we are New Zealand's only true national university, with major campuses in Albany, Manawatu and Wellington. Our distance education virtual campus currently serves 17,000 students all over the nation and provides for the tertiary education needs of more than 1000 Kiwis around the world.

We also have bases in Hawke's Bay and New Plymouth, and have offices in other cities around the country. Massey has formed valuable partnerships with the Eastern Institute of Technology and the Western Institute of Technology. We fly the flag for New Zealand around the world.

Third, our teaching and research have underpinned the economic, social, cultural and environmental development of New Zealand. To take one example, as the nation's leading agri-food university, Massey has provided the talent and groundbreaking research that have ensured the success of our land-based industries for more than 80 years. But we have also led the way in areas as diverse as veterinary science, social work, design, aviation, business, biotechnology, genetics, robotics, public health, sport – the list goes on.

To become New Zealand's defining university, Massey has had to work closely with the people it serves. We need them to know what we have to offer and we have to know what they want. As a result we place a great deal of emphasis on our connections with our local communities. We regard the central North Island as a region for which we have particular responsibility; that is why Taranaki and Hawke's Bay are the focus of this edition of *DefiningNZ*.

Many students from around the region attend Massey campuses. Palmerston North is most popular, and many businesses and organisations rely on research conducted by our staff. A strong and important relationship has been developed.

But we live in the knowledge age where the creation, distribution and application of knowledge drive economic growth and quality of life. If we are to succeed as a nation in this new age, as a region, a business or as individuals, the relationship between Massey and the communities it serves needs to become a partnership.

To work and sustain themselves, partnerships need to be mutually beneficial. Each partner needs to put something in and receive something in return. Over the past year Massey has been rethinking its connections with the region. We have begun discussing how to move to a new level with schools, industries, central and local government, iwi, non-government organisations – everyone with whom we work.

Our aim is to ensure that what we do meshes with the aspirations of the communities we serve. Massey is a leading university and we have a lot to offer. But in the 21st century we know we can best perform our role if our partners are working alongside us.

Massey believes a partnership model is the way of the future. Since I have been the Vice-Chancellor, I have made it my business to meet and talk with as many people as I can. I have urged Massey staff to make engagement with the community one of the central activities of their day.

Where does the Hawke's Bay region see itself going in this century? What is the next challenge for Taranaki? How can Massey help? We have many ideas about options for the future. When we talk it will be a conversation where we will listen but also put ideas on the table. I, and the staff of Massey University, look forward to working with you.

*Steve Behn*



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# History lesson's hook in the story

Nigel Ogle's Tawhiti Museum is one part history lesson and one part carnival. He talks to Bryan Gibson.

Photographs: David Wiltshire



**N**igel Ogle has heard a few compliments in his time, but one resonates above all others.

The man behind Tawhiti Museum, near Hawera, was in his workshop one hot, summery day when a young schoolgirl walked in through the open door.

"I was working on a model of a kid feeding pigs and he's actually on the pig's back," Ogle says. "And this girl comes in and she says 'oh wow', because there's no glass in front of the model, and she's looking at it, and she said, 'it's all so, so, sticky-outy, sort of'. She was trying to describe three-dimensional, and that was what came out."

For Ogle, that's as good a description as any that he has heard to describe what he does at the museum. For more than 25 years the artist, teacher, collector and curator has been assembling probably the largest collection of local artefacts and constructing stories around them that tell the history of Taranaki.

To walk through Tawhiti Museum is to go back in time to a Taranaki where Māori and Europeans were on equal footing; where wars were waged and muskets were traded.

Both life-size and scale models depict key scenes from the region's history, each painstakingly handcrafted by Ogle. They complement the vast collection of artefacts that he has collected over the years.

It makes for a museum experience that is one part history lesson and one part carnival. "It's not just enough to collect things," he says. "It's not a store shed or warehouse; a museum needs to take it that next step and sell the stuff to an audience.

but also his approach to life. He lived his art, and it was a lifestyle I was drawn to.

"Later, we came up to New Plymouth and met up with some really dynamic teachers who were using what they called integrated programmes in schools. And for the first time after three years I said, yeah, I really want to teach, it was just so motivating what was happening in those schools."

Ogle spent the next 15 years teaching art in Hawera, before making the museum his full-time occupation. But education is never far from his thoughts. Each display is set up with children in mind; the scale models are set low to the ground, eye-height for a six-year-old.

The museum also produces books that work as a companion to the displays, and cover the subject matter in more detail. The latest covers the life of Kimble Bent, a British soldier who deserted to fight alongside Titokowaru's followers against the colonists in the late 1860s.

The book is laid out with a certain audience in mind. "Boys are harder to engage so you need to find different strategies to get them involved," Ogle says. "The books are very visual, they encourage boys to turn the page, because there are pictures of weapons and there are models of people, and they want to read on to find out more.

"That's what we do at the museum as well. We try to find a hook in the story, as a journalist would, that grabs your interest."

Ogle's newest exhibit is especially engaging. The *Traders and Whalers* attraction involves a boat ride that takes a viewer on



"We ask ourselves many questions as we put displays together and there's no formula. We're competing with PlayStations and DVDs and video technology that is done brilliantly. So if that's what kids need to keep them engaged, we need to ask ourselves how we can compete with that. Doing things three-dimensionally with either life-size figures or scale models is one way of achieving that same effect."

Ogle often refers to children when talking about his work, and says they are the main audience he wants to reach. He went through teacher training at Palmerston North Teachers' College after leaving school in the early 1970s and was inspired by what he learned.

"Cliff Whiting, who was lecturing there at the time, was an inspiration," Ogle says. "It wasn't just what he taught us art-wise,

**"Telling our own stories is primary. We have to tell them because it is unlikely that others would bother to." – Nigel Ogle**

a journey through 1820s coastal Taranaki. The boat goes right through the middle of a battle, complete with cannon and musket fire.

"You're taken on a ride in the dark," Ogle says. "We've had kids go through and you can just see their faces and they're going whoah! It definitely takes them out of their comfort zone.

"But while there's an entertainment factor at work here, education is the base of every aspect of the Tawhiti experience. "Telling our own stories is primary," he says. "We have to tell them because it is unlikely that others would bother to."

The next project Ogle is planning focuses on one of south Taranaki's most famous citizens, Ronald Hugh Morrieson.

The writer's novel *Predicament* has recently been made into a movie that will be released soon, meaning all four of Morrieson's



## TRADERS AND WHALERS

Prime Minister John Key, opened the *Traders and Whalers* attraction earlier this year. Guests drift in boats through the exhibit, where scenes from early 1800s Taranaki are enacted around them. The ambitious exhibit features rock walls that were created by Weta Workshop, the Oscar award-winning team behind *The Lord of the Rings* sets.

“Richard Taylor has been very supportive of what we’re doing here,” Ogle says. “When I mentioned to him that I needed a large amount of rocks manufactured, he offered to do it.”

*Traders and Whalers* evokes another of the periods in Taranaki history that has been overlooked. “I felt that the time wasn’t being discussed enough, much like the musket wars,” he says. “Kids have been brought up in an environment that is very pastoral; it’s grass, cows, hedges, towns, roads and cars, so we’re trying to get them to see how – and not that long ago – Taranaki looked so, so different.

“We’re trying to take them back in time to 1820 when the only way into the province was by ship and the tenuous sort of hold that European had and the way that they had to trade with Māori to get any sort of hold on the land.

“Māori were in a very strong position at that time in terms of trading because Europeans couldn’t get underway with farming or gardening to any great degree. And so their day-to-day living was pretty much controlled entirely by Māori. It’s that negotiation that Māori would like today on a totally equal footing.”



novels have now been adapted for the screen.

Ogle has bought a set from the film to use as the basis of the new exhibit, and he has also preserved the upstairs room of Morrieson’s house, where he used to write.

“I suspect he’s more well known outside south Taranaki than he is in it, and I wanted there to be a greater monument to what he achieved than a KFC outlet, which stands where his house used to,” Ogle says.

“I mean, having each of your novels made into a film is a pretty good success rates. Of course he said that he hoped he wasn’t going to be one of those poor buggers who got famous after they died, which is exactly what happened.”

The new project will see another building erected at the site, the heart of which is the former Tawhiti Dairy Factory, where Ogle delivered the family farm’s milk with his father when he was young. “When we bought it in 1975 everyone said to us that it was great we had so much space,” he says. “The funny thing is, we’ve done nothing but put up new buildings since then.”

Given Ogle’s penchant for collecting and creating, that trend looks set to continue. ■





# Good runs on the board

**W**hen New Plymouth Mayor Peter Tennent set off to study at Massey, he would have had little trouble finding the place.

The road to the Manawatu campus, across the river from Palmerston North city, bears his name.

"My grandfather, Blair Tennent, was Mayor of the city," Tennent says. "He was also its local MP, and was Chancellor of the University."

In fact, Tennent senior was Minister of Education in 1963 and oversaw the act that saw Massey Agricultural College transform into Massey University. The younger Tennent spent three years at Massey, gaining a Bachelor of Business Studies and learning the skills that would see him lead several successful businesses.

But it is the job he has had for the past nine years, Mayor of New Plymouth, for which he is most well known. In that time the city has transformed – both visually and economically.

"We've gone from having the highest unemployment in New Zealand to record lows," Tennent says. "We've also gone from having the highest capital decline to the highest capital growth. As a community, we've got some good runs on the board."

But after three terms as Mayor he says it's time to let someone else have a go, and he will not be standing again in the local body elections later this year.

"It's been an absolute privilege to do this job, but I've got this belief that you need change," he says. "I think you can be a councillor for life but you need new mayors, new blood, coming through."

"There are good people in place here who support the Mayor, and this is a community that works together to make great things happen; that's what's unfair about the role I have. Everyone works very hard and the mayor gets the credit."

And there is a lot to take credit for. On the shelf behind his

desk sit three trophies from the United Nations that acknowledge New Plymouth as the best place in the world to live, having the best walkway, and being the most sustainable city in the world.

He is also in the running to be named the world's best mayor in an online poll.


Tennent is coy on what he will do once he gives up the chains, but spending more time with his family will definitely be a priority. He and wife Rosemary own New Plymouth's Devon Hotel, which belonged to his parents before him.

The couple have three children and Tennent says the family issued him with some ground rules before he took on the mayoralty. "There were three simple rules," he says. "First: never be a politician; don't spin things; give a straight answer. Second: never get in the gutter, don't publicly criticise anybody, and third; have fun."

Rosemary is also a local, and a Massey alumna – she hails from a renowned family of Taranaki bakers (Yarrows), and local politics is in her blood too, as her mother was a councillor and her grandfather a mayor in South Taranaki – but the two met at an infamous Palmerston North drinking hole. "We met at the Fitz," he says.

He will not elaborate with any of the usual tales that are associated with the bar, but says he has many great memories from his days at Massey. "I met people who will be friends forever, but the thing I'm most grateful for is meeting the woman of my dreams there."

He says his Massey experience also made his grandfather proud. "I know the pleasure it gave my grandfather when he knew I would be going there," he says. "If we were driving with the grandparents from Wellington to Palmerston North, my grandfather would always make sure he drove past the campus; he was very proud of his connection to the place." ■

A portrait of Michelle Hutton, a woman with brown hair tied back, wearing red-rimmed glasses and a purple V-neck top. She is smiling and looking slightly to the left. The background is a blurred red and white pattern.

"I get to work with a variety of fantastic people to produce food products that help feed the nation – to me, that is exciting!  
– Michelle Hutton

# A MATTER OF TASTE

Heinz Wattie's product development manager Michelle Hutton has combined a passion for science, business and food into a career that sees her concocting new recipes for New Zealand and Australian shelves. She talks to Jennifer Little.

Photographs: David Wiltshire



**M**ichelle Hutton feels a zing of pride and secret thrill to which not many can lay claim when she passes the canned soup aisle at the supermarket.

"I'll go to the supermarket and see a product and think 'I made that!' – it gives you a real buzz," says the Heinz Wattie's Product Development Manager responsible for spicing up traditional baked beans and innovating winter soups with ethnic ingredients.

Hutton joined New Zealand's iconic fruit and vegetable food manufacturing giant and her home town of Hastings' biggest employer nearly seven years ago after she graduated with a Bachelor in Food Technology from the Manawatu campus. The former Hastings Girls' High School pupil opted to enrol in Massey's food technology degree because it combined her interests in science and business, not to mention her love of good food and cooking.

She has worked in both of the company's Hastings factories – Tomoana, where the 1200 product lines include jams, dressings, pet food, soups, sauces and burgers, and King Street (the site of the original Wattie's factory), where 140,000 tonnes of fruit, vegetables, baked beans, spaghetti, soups and sauces are produced each year.

Her first role was as a process improvement technologist, helping with product development trials and improving processes for making soups, sauces, jams, dressings, as well as portion control of small butter and spread packages served in hotels, motels and restaurants. She then moved into product development, with dual challenges of inventing new tastes and technical problem-solving to achieve the desired results.

"First we get a brief from the marketing department for a new product idea. That's based on consumer research and tasting focus groups to find out what ingredients people want in their soups for example, and their preferred textures and flavours," she says.

Only once a concept has been decided upon, the food technologists get to work developing recipes, making samples, conducting factory trials and doing further testing and refining. Perfecting the product involves ensuring that not taste, but texture, colour, consistency and visual appeal are all in balance.

"We usually try between 12 and 18 recipes before we are satisfied that the product is ready," Hutton says.

New product lines are only launched twice a year; some products developed in New Zealand only appear in Australian supermarkets under the Heinz label while others are made for both markets.

Wattie's, founded in Hastings in 1934 by Sir James Wattie, joined forces with global food manufacturer HJ Heinz in 1992. In New Zealand, the company employs around 1900 people and produces food products under the Wattie's, Heinz, Craig's, Farex, Eta, Oak, Good Taste Company, Greenseas, Earth's Best, Complian, Chef and Champ labels.

One of the skills Hutton has acquired as a food technologist in a company with global reach has been understanding trans-Tasman taste differences. New Zealanders like more sweetness in their savoury foods compared with Australians, she says.

Her latest range of four soups – *Heinz Mum's Recipe* – hit the shelves in Australia in February. They were inspired by responses

to a customer competition in Australia inviting members of the public to send in their mums' favourite soup recipes. Hutton adapted the winning submissions and came up with an appetising quartet – Creamy Pumpkin and Bacon, Chicken and Vegetables with Wild Rice, Hearty Minestrone with Bacon, and Golden Corn and Vegetable.

Hutton, who is married to fellow Massey food technology graduate Andrew Hutton, whom she met while working at Heinz Wattie's, says keeping abreast of current taste and health trends and integrating these into food product development is a critical aspect of her job.

"We are thinking globally when it comes to health and nutrition issues. Reducing salt is a big focus – we have gradually reduced the salt levels in some of our products in the past four to five years and will continue to do so where appropriate," she says.



Change is constant in her line of work – even tried and true baked beans are not immune from a makeover. "We've launched Indian, Moroccan and Boston beans. Beans are a healthy and convenient food, and we have to look at how we can innovate the product to maintain its appeal."

One of her most exciting projects, which drew on the engineering skills she learned during her degree, was the development of a rice cooker to par-cook rice used in frozen meals.

"It took us six months to achieve the results we were after, with lots of stress, late nights and early mornings along the way," she says. "To get the product we wanted, the equipment went through several re-design phases where various parts were changed or added, then we decided we wanted to cook pasta through it too! In the end, the project was successful and we have been using the cooker for three years now with no major problems."

Hutton now oversees five food technologists and two food technicians working on an array of tasty projects, including new soups, cooking sauces, and fruit and vegetable products.

"I really enjoy my job because the industry in which I work is constantly changing. As consumers' preferences change, so do we; and there are constant technological advances that we can take advantage of to improve our products," she says. "I get to work with a variety of fantastic people to produce food products that help feed the nation – to me, that is exciting!" ■

When it comes to thinking on your feet, the name Tremain has instant resonance to generations of New Zealanders.

In the 1960s flanker Kel Tremain was an All Black colossus, who also restored the glory days to Hawke's Bay rugby.

In 1992 it was his son Chris's turn to spring into action, returning from Britain to take over the family business when the same Kel Tremain suddenly, and to sports followers everywhere, improbably, died, aged just 54.

Now the National Party MP for Napier, Chris Tremain is showing the same sort of nimble thinking that characterised his father's illustrious playing days.

In the past 20 years he has used his studies at Massey to build a diverse portfolio of business interests, divest them, then wrest the once safe Napier seat from Labour's hold of more than 50 years.

And in only his second term, he has been appointed the Government Whip, responsible for organising National Party MPs for important votes in parliament.

It's a role for which Tremain has unwittingly been preparing for most of his adult life after graduating with a Bachelor of Business Studies (accounting) and a Diploma in Business Studies (marketing) in 1989.

"I went to Massey to study marketing, as the whole idea of marketing and promoting a business and selling, – that's where my heart is," he says.

After a road trip to the United States with some university friends, Tremain landed work in Britain as a production accountant for TV company Hat Trick Productions, the maker of improvisation comedy shows *Whose Line Is It Anyway?* and *Clive Anderson Talks Back*.

"We used to go to the green room after the show for a beer and I certainly met a lot of them," he recalls. "I was a back-office guy in terms of the production team, doing wages, budgets and paying bills, but I certainly got to be part of the wider environment."

The laughter stopped suddenly when he received news his father, a heavy smoker, was seriously ill.

"I ended up flying home to New Zealand and he died a week later. I found myself running the family business the following week."

For the next 15 years Tremain made his name with the family business Tremain Real Estate, took up a Colliers International franchise in Hawke's Bay, ran a plumbing business and extended the family travel agencies. He sold the last after reasoning that in the face of online companies, retail travel was becoming an increasingly difficult business in which "to make a dollar".

By 2005 Tremain had both the business contacts and the regional profile to make a competitive bid to win the Napier electorate.

With neighbouring Tukituki electorate candidate Craig Foss, he ran a dual 'Backing the Bay' campaign that saw them both swept into parliament, then increase their majorities in 2008.

"It was always about Hawke's Bay," he says of both his political approach and regional loyalty.

"I've always grown up with a wider provincial view of the world. The great thing about Hawke's Bay is that each city [Napier and Hastings] has key selling points that are unique, and that gives people options for different things to do within quite a short travel time."

He identifies promoting the regional airport, the Hawke's Bay Regional Sports Park and the recent renewal of the lease on the Wellesley Street Community Health Centre as priorities.

Other initiatives he is keen to push include Hawke's Bay's contribution to the much-vaunted national cycleway proposal.

"Working with Venture Hawke's Bay and the regional council we have decided on a 'three iconic rides' strategy that will utilise current infrastructure."

The different rides would take in the region's rural and coastal landscape, winery locations and Māori heritage – one aspect of the country Tremain was keen to recognise in his maiden speech to parliament.

"I acknowledge the Tangata Whenua of Aotearoa, for I believe that I am tangata whenua, a person of this land. I may not have Maori blood in me but the spirit, the wairua, of New Zealand is in me."

He also believes the blue ribbon business sense, a traditional part of National's rural stronghold, is in him, and indirectly influenced by his father, a businessman as well as a rugby man.

# Backing

"I love it when people come up to me in the street and remind me of the times they went to McLean Park for the [Ranfurly] shield games, or when they saw him score that famous try in the wind against the French in 1961. I love it when farmers tell me about Kel the 'W&K' stock agent who used to visit their farms. Or just the people who stop me in the street to share a story about the way he helped with this or that," Tremain says.

"I wouldn't have said that Dad was a political animal. I would say his Dad, Albert, was probably more of a Labour voter. Dad was an entrepreneur, he was a businessman and that's something I try to reflect in the House, that it's business that drives an economy and not government." ■





# the Bay

Napier MP Chris Tremain shares his diverse portfolio and love of Hawke's Bay with Paul Mulrooney.

# Ageing a lifelong process

Dr William Edwards thought he would become a botanist, study information technology, and go on an “OE”. Instead he made a series of choices that led him to undertake research focusing on older Māori and positive ageing. He talks to Lana Simmons-Donaldson.

**W**illiam Edwards has completed new research, including interviews with 20 Taranaki older Māori, that explores the space between Western and Māori knowledge and addresses the paucity of information and lack of government policy on Māori positive ageing.

Edwards (Taranaki, Ngā Ruahine, Tāngahoe, Pakakohi, Ngāti Ruanui) graduated with a PhD in public health last month and says the main impetus for his doctoral research was to address the lack of information about Māori perspectives of ageing. An example is government policy. “In 2001, the government released the *Positive Ageing Strategy*; that strategy lacked a clear Māori dimension.”

Initially he thought he would base his mātauranga Māori (Māori knowledge) part of the research on a mōteatea (traditional chant) from his iwi. Instead he opted for a national approach, including an analysis of 43 whakatauki (proverbial sayings) relating to older people. “Some of those whakatauki were coined several hundreds of years ago, they are classically Māori and were about age, the aged, and ageing as a process.”

A major finding of Edwards’ analysis was that unlike the current ageing policy approach, the concept of ageing in Māori terms doesn’t suddenly begin when you turned 65. “It begins at birth – your experiences throughout life shape your ageing experiences – there is a lack of recognition of this in ageing policy in New Zealand, which talks about ageing beginning at 65. However, the recent Whānau Ora approach is a good fit in terms of Māori views of ageing as a lifelong process.”

Another finding that highlighted the difference between Māori and Western knowledge was the intergenerational effects of ageing experiences – for example the inherited mana from renowned ancestors. “If you were a celebrated tribal leader, you were held in high regard in life, in death and after; this esteem was also enjoyed by your descendants,” Edwards says.

His doctoral thesis, *Taupenui: Māori Positive Ageing*, follows on from his involvement in *Oranga Kaumātua*, a study of more than 400 older Māori that highlighted the need for specific policies to address the issues of the ageing Māori population. “While the state of Māori health is different from that of non-Māori, the Māori population is following global trends in that it is an ageing population.”

The 20 interview participants for his doctoral research included 13 older women and seven older men. “The oldest was 83. They were from all around Taranaki; some had lived away from home, some had no children and others had up to 13 children. They were from a variety of backgrounds and experiences,” he says. “Their age spread, experiences of urbanisation and alienation from the language were similar to Māori throughout the country.”

Dr Sally Keeling is highly complimentary of his research and has recommended that Edwards consider publishing his thesis in its entirety as a monograph. Keeling is a senior lecturer at the University of Otago and President of the New Zealand Association of Gerontology’s Canterbury Branch. She was also director of the New Zealand Institute of Research on Ageing at Victoria University 2007-09. “This is important research for all New Zealanders,” Keeling says. “I have awaited the final report with great interest, and am aware of the importance of developing understandings of what positive ageing might mean for Māori.”

“This thesis makes a genuine contribution to a bicultural understanding of ageing in Aotearoa, drawing on both indigenous knowledge and contemporary social science theory.”

Like many other graduates who change course, Edwards – who grew up on a dairy farm in Hawera where he now lives and attended Hato Paora College in Feilding – started out with a desire to study botany. “I didn’t have a strong enough chemistry background,” Edwards says. He was then asked what else he liked, and when he suggested biology, the course advisor replied “Why don’t you do horticulture?”. Three years later he completed a Bachelor of Horticulture at Massey.

During his horticulture studies he took an elective paper on the Treaty of Waitangi taught by Professor Sir Mason Durie. “I did the paper and it fundamentally changed my views. It made me think about how I might contribute to Māori development.”

During the last half of his final year, circumstances led to a change in direction. “Two of my kuia died, my plan was to complete my degree, do my OE and come back then get into te reo.”

Instead he went back to Taranaki to do the first year of a three-year total immersion Māori language degree – Tohu Paetahi – offered by the University of Waikato.

“After that I thought I was pretty smart, I had two degrees,” he says. Mistakenly thinking his academic studies were over, he took up a position as a research assistant at Te Pūmanawa Hauora, at Massey’s School of Māori Studies under Sir Mason, where he began working towards a Master of Philosophy in Māori Studies and became involved in *Oranga Kaumātua*.

He says it was thanks to a Te Pūmanawa Hauora doctoral fellowship, a Health Research Council emerging researcher fellowship and the academic supervision of Sir Mason that he completed his doctoral research. The research council has also awarded him a postdoctoral fellowship and he will soon begin work focusing on how Māori knowledge and Western science can be used together to inform health research. ■





“Your experiences throughout life shape your ageing experiences – there is a lack of recognition of this in ageing policy in New Zealand, which talks about ageing beginning at 65.” – Dr William Edwards

Photographs: David Wiltshire





Wayne startup

# Branching out

Cats are notoriously choosy creatures, but future generations of felines may soon be littering in luxury thanks to an innovative research partnership between Massey University and a Hawke's Bay olive oil producer. The Village Press chief executive Wayne Startup talks to Kathryn Farrow.



Dr Ngaio Beausoleil, Tiffany Wendland and Dr David Thomas





**M**assey researchers working with Hawke's Bay olive oil company The Village Press are turning the waste product from the process of making award-winning extra virgin olive oil into an organic, fully-biodegradable kitty litter.

Wayne Startup, chief executive of The Village Press, came up with the idea to look for new uses for the by-product – stones, skin and flesh – currently used as fertilizer on the company's 38ha of olive groves.

"The waste looks like sawdust and it just got me thinking," he says. "Here is a natural product that is biodegradable; it looks like kitty litter and it might just work."

He spoke to his secondary school friend, Dr Marie Wong, who is a researcher at Massey, and she put him in touch with the Centre for Feline Nutrition on the Manawatu campus.

"We wanted to get the science behind it," says Startup. "Massey has the animals, expertise, equipment and qualified personnel to undertake the project.

"We've done some stock feed trials and we use it as compost, but we are looking for other environmentally-friendly uses."

The centre is one of only two university-owned cat facilities in the world and houses 150 cats. With funding from the Foundation for Research, Science and Technology, researchers took on the challenge and ran a pilot study to find out if cats would accept the raw material. Half was pelleted and the other half offered just as raw material.

Dr David Thomas, centre director, says the results were extremely positive, with the cats happy to use the new product in raw and pellet forms. The research also showed other advantages, because the pelleted litter lasts three or four days and has very green credentials.

"Traditional cat litters are made from clay," Thomas says. "But concern has been expressed at the amount going to landfill,

estimated to be more than 160,000 tonnes a year worldwide.

"This uses the entire waste product after the oil has been taken out and it can be returned into the ground as compost, which is a win-win situation."

New Zealand has one of the highest percentage rates of pet ownership in the world, with 53.5 per cent of households owning a cat. The current pet cat population is 1.1 million.

With a market worth an estimated \$16.25 million in 2008 and growing by 6.4 per cent per year, there is a demand for alternative kitty litter.

Animal science master's student Tiffany Wendland, who is conducting the study, says wheat products are becoming popular in the United States, but there is a gap in the market for a natural kitty litter here.

"It has clear advantages over existing commercial cat litters because it is completely biodegradable and that will appeal to people who want to keep New Zealand green," she says.

She is working on ways to improve absorption and testing additives that help mask odour with the by-product from this year's olive crop.

Startup is now exploring commercial premises that could carry out the production and pelleting process and is thinking about how it could be distributed.

"Initially we would look at starting in New Zealand. We have distribution networks in place with all the major supermarkets, but we also export our products to 12 countries so there is potential here," he says.

Thomas says he can see the kitty litter as a hit here and overseas, with indoor city cats in places such as Hong Kong and New York.

For now, he hopes The Village Press will remember the roots of the research.

"Our colony goes through a cubic metre of cat litter per week – I hope they give us a few free samples." ■

**"Here is a natural product that is biodegradable, it looks like kitty litter and it might just work." – Wayne Startup**



A close-up photograph of Michael Pattison, a man with short brown hair and a light beard, wearing a dark jacket over a red shirt. He is focused on adjusting a grey and white plaid garment. The background is a plain, light-colored wall.

# STREETWISE SIGNATURE

Clichés like “clothes maketh the man” don’t really fit fashion designer Michael Pattison. While his designs offer a slim-cut alternative for the fashion-conscious man, they also provide an edgy, feminine style for women.

Paul Mulrooney meets the Havelock North ex-pat making strides in New Zealand fashion.

In a few short years Michael Pattison's fledgling design company, based in a boutique store/workroom in Grey Lynn, Auckland, has forced fashion commentators to sit up and take notice.

Michael Pattison Design produces seasonal men's and women's fashion ranges, offers an exclusive tailoring service and has secured contracts to design uniforms for two of Auckland's luxury hotels.

Born and raised in Hawke's Bay, Pattison hails from Havelock North where he was the first male to take fashion in his high school in many years, and was openly gay from a young age. “My sexuality was a point of contention in a particularly masculine, rural community,” he says.

Pattison, now 28, had much success in fashion design competitions as a teenager in the Bay, which encouraged him to go on to study a Bachelor of Fashion Design at Massey's Wellington campus, graduating in 2002.

“Havelock's an incredible little village,” he says of the town today. “It's by far the most dolled-up wee town in the entire country! It is a super well considered micro-community of boutiques, including several high-end stores for fashion.”

His range of clothing has the dexterity to span the small town fashion scene, to a big city streetwise sensibility offering everything from casual to corporate pieces through to special-occasion wear.

Photographs:



Pattison has kept his operation small and employs just one full-time staff member, who is primarily responsible for production management, and an extra set of hands to help out during the high season. Garment-making is outsourced to a number of Auckland-based factories.

"I do everything from the design and pattern-making to accounting and sales and even do the odd bit of stitching from time to time," says Pattison. "Each of them could be a person's full-time job if there were the resources and financial backing.

In a recession, small business owners like Michael Pattison have to be particularly careful with their money and equally aware that discerning buyers have less buying power.

"The first thing to go off people's shopping lists of luxury goods is clothing," he notes. Aside from showing a keen fashion sense, Pattison's response to the economic downturn has also been a canny one, introducing a very timely and affordable diversion label.



*Trix & Dandy*, in its third season, is a Bonnie-and-Clyde-inspired label targeted at the fashion-street youth market. Launched at Air New Zealand Fashion Week in 2009, the range was an immediate success, collecting 25 retail accounts in its first season and doubling the previous season's sales.

His strategy has epitomised a bold approach stretching back to his student days when he defied the accepted convention to strike out on his own. His own label was started in his second year on the Wellington campus from the bedroom of his student flat, with the tailoring of

garments ranging from suits to jeans.

Pattison then moved to Melbourne where he produced a 40-piece collection single-handedly, again from his bedroom, to show through a popular nightclub. It was these pieces that earned him a finalist position in the Modus-Operandi New Zealand search for young design talent.

The competition saw Pattison return to New Zealand to continue work for the brand in Auckland, and served as an introduction to the realities and timing of the fashion industry. Matching his single-minded attitude with skills honed at the School of Fashion Design, Pattison was soon making his name known – and with a confidence belying his relative youth.

He followed this experience in 2004 with a Work and Income "Be your Own Boss" course, in which a self-penned business plan he wrote was independently vetted, and went on to be awarded a start-up \$14,000 grant.

Both these developments were dwarfed in 2005 by his success in convincing owners of label Verge to let him show as part of the Verge Breakthrough Designers at Air New Zealand Fashion Week.

"At 23, I was the youngest designer to show that year, and for a number of years since," he says.

Impressed by his designs, boutique hotel The Quadrant contracted him to design and produce uniforms for the varied positions held by its newly established staff.

"Every designer has a signature. Mine focuses on clean-cut, sophisticated pieces using quality, predominantly natural fibre, textiles, print and colour to add interest," Pattison says.

While he personally prefers more flamboyant colours in clothing, Pattison is business savvy enough to know that demand from the general public leans towards more sombre tones – particularly when it comes to selling to men, where black and greys are still strong sellers.

"It's taken several years to come to the realisation that each collection has to consist of A, B and C – and that has to cater to various areas of the market." ■



Entrepreneur Annah Stretton says she is often referred to as the fashion designer who heralded from a Waikato farm, but in fact she grew up in Hawke's Bay.

She is a founding member of the University's College of Business advisory board and, as part of her commitment to fostering young fashion design talent, recently spoke at the launch of the Wellington Business Student Group and regularly meets students from the University's College of Creative Arts.

Auckland-based Stretton was educated at Havelock North Primary and Karamu High School in Hastings, before completing two years of an art diploma at the Otago School of Fine Arts. She later graduated with an accountancy degree and put both her artistic and business training into action.

Stretton has built a fashion empire, with 30 shops nationwide. She exports to Australia and Europe and also publishes *Her Magazine*, which includes 20 networks enabling businesswomen to interact.

Stretton has an Order of Merit given for her work in fashion, community and business. She is also a member of the Global Women's Advisory Board and last year was named the Veure Clicquot Business Woman of the Year.

# Making better use of multiple-owned Māori land

A new project is to help Māori landowners effectively manage and achieve sustainable development on Māori land. Dr Annemarie Gillies and Associate Professor Huia Jahnke talks to Lana Simmons-Donaldson.

Photograph: David Wiltshire





Iwi Futures is a \$2.4 million, 2.5-year research programme underpinned by the question – “How can Māori landowners effectively develop, manage and achieve sustainable development on Māori land?”. The project is nearing completion and has helped one of the case study groups to make well informed decisions.

Waimarama 3a6b6b Incorporation, known locally as Pouhokio Station, is a land block of about 800ha with 75 registered owners and shareholders. It is one of four case study organisations involved in the Iwi Futures programme. The block is split in two – Pouhokio 1 and Pouhokio 2, with a farm in between. It includes coastal and inland areas, virgin native bush, reserve, forestry, and land leased from the local hapū (sub-tribes).

The entry to one end of the block is located at 15m above sea level, and the land area rises to 640m above sea level at the highest point.

Massey researchers Associate Professor Huia Jahnke and Dr Annemarie Gillies, and Dr Tanira Kingi, a former Massey staff member and the programme leader now at AgResearch, have been involved in the project since the outset.

Iwi Futures: Integrated Māori land and resource decision framework is a collaborative project between Massey, Landcare Research (Manaaki Whenua), AgResearch, Scion and Te Arawa Lakes Trust. The programme has also had significant backing from Te Puni Kōkiri, and support from the Māori Land Court, the Office of the Māori Trustee and the Federation of Māori Authorities.

The four case study organisations and their tribal linkages are:

Waimarama Incorporation (Ngāti Kahungunu), Ngāti Hine Health Trust Incorporated (Ngāti Hine), Paehinahina Mourea Trust (Te Arawa) and Aohanga Incorporation (Ngāti Kahungunu, Ngāti Rangitāne).

Kingi says the case study organisations were chosen because they were representative of the many issues facing Māori landowners. “These include high numbers of owners registered against land titles, large numbers of titles without management or administrative structures and land that faces heavy regulatory constraints because of proximity to fragile environments like coastlines, rivers and lakes.”

He says the programme is also built on a whakapapa (genealogy) and tikanga (customary practice) approach. “One of our underpinning principles is to make sure we have team members who have tribal affiliations to each of the case study groups to ensure meaningful outcomes and an awareness of local iwi and hapū dynamics.”

Jahnke (Ngāti Hine, Ngāti Kahungunu, Ngāi Tahu) says the need for the programme and an integrated decision framework has come about as a result of the problems associated with Māori land titles held in multiple ownership. “Our contention is that if Māori landowners apply a systematic and comprehensive process that evaluates their resources, explores alternative land enterprises and assists in analysing the future, the owners will build capacity to improve the utilisation of their resources and in the process achieve sustainable development.”

Jahnke says the aim of the research is to develop a “nationally

applicable Māori land and resource decision support framework to improve the economic potential of collectively owned land-based resources. In a manner that is consistent with their cultural values.”

The programme and research have involved an interdisciplinary team of Māori and non-Māori scientists and social scientists with expertise in a range of qualitative and quantitative techniques including ethnography, socio-cultural analysis, land and resource assessment, systems analysis, and optimisation and simulation modelling.

Gillies (Ngāti Kahungunu, Ngāti Awa, Te WhāWhānau-ā-Apanui and Te Arawa) is in the unusual position of being a researcher for the Waimarama case study, as well as an owner, a shareholder and a member of the management committee. “A key focus of the programme is the development of a framework that integrates customary knowledge and owner values with bio-physical and economic models of their land systems.

“The research and the tools that have emerged from the programme have provided owners with new confidence about sheep and beef farming,” Gillies says. “Previously this was largely the domain of the farm manager and farm consultant.”

She says the owners now know where the boundaries are, what the land looked like centuries ago and how it has changed over time through modelling and Geographic Information System

mapping. In addition soil scientists have provided information about the different types of soil and what would grow best in certain paddocks.

“Farm system scientists and agricultural economists have

developed a simulation model – that provides the whānau with a range of farm system, land utilisation, stock requirements and analysis of costs,” Gillies says.

Some of the tools used in the project not only provide a visual representation of current opportunities but also show what the land might look like in 20, 50 and 100 years when different options are chosen now. “That was a real eye opener for whānau. Different members of the whānau and the management committee now know more about their land than they ever have.”

As a result of the research findings and in addition to the farm, and forestry, two successful business ventures are now operating on the property generating employment for local Waimarama whānau, including Waimarama Māori Tourism – which won a Hawke’s Bay business award last year, and a native plant nursery supported by Ngā Whenua Rāhui, a conservation department programme.

“The tourism initiative offers a cultural experience for tourists that involves performance, walks, storytelling, waahi tapu (sacred sites), and native bush. The nursery has support from Ngā Whenua Rāhui and supplies various native plants to other Ngā Whenua Rāhui initiatives both locally and nationally.”

Gillies says research findings have implications for other landowners of similar size, facing similar climatic conditions, or who have similar ownership and governance issues.

“We would like to engage with more land owners and extend the programme. Time has been too short, there is so much more that we could achieve.” ■

“Different members of the whānau and the management committee now know more about their land than they ever have.” – Dr Annemarie Gillies

A photograph of Dr Andrew Keech, a man with short brown hair wearing a light blue and white striped button-down shirt, standing in a large industrial dairy processing facility. In the background, there are large stainless steel tanks, pipes, and other workers in white uniforms. The scene is brightly lit with industrial lighting.

# Immune to failure

When he was a boy, Dr Andrew Keech used to muck in on the family farm in Taranaki, feeding the new calves.

He noticed the “almost magical” health properties of the yellow colostrum that the calves gulped down enthusiastically.

Four decades later he has turned his curiosity into his own multi-million-dollar bovine colostrum business in the United States.

Keech, who graduated with a Bachelor of Science in chemistry and mathematics from Massey University 20 years ago, is now a leader in the field of protein biochemistry.

His company APS Biogroup has recently developed a revolutionary bovine colostrum liquid spray with healing properties for humans.

Called Pepticol, it extracts nutrients that Keech says help “fine tune” an immune system affected by viruses, stress or allergies.

The spray will soon be available in New Zealand, where it is being distributed by Natural Health Laboratories.

Clinical trials are also being carried out in Africa, where it has shown early success in helping AIDS patients strengthen their immune systems.

Keech says colostrum is not a new remedy but has clear healing and nutritional benefits to human and animal health.

In his book *Peptide Immunotherapy* he says: “It is a natural product, as old as mankind itself”.

“The true gems in the colostrum are the proline-rich polypeptides. These peptides modulate, balance, regulate or initiate indirectly most of the significant and natural substances in the mammalian body relating to the immune system,” he explains.

“They are so important that God intended for us to have these peptides as soon as we enter this world. They also happen to be found in abundance in colostrum – life’s first food.”

After graduating from Massey in 1990, Keech’s academic career culminated in a PhD at the University of Canterbury. He then launched himself into work to pay off his student loan.

He took a job as a research engineer for the New Zealand Dairy

Research Institute, in Palmerston North, where he first learnt to split proteins and oils.

But a trip to visit family in California led him to move 9,600km to join Dairy Farmers of America – the United States’ largest dairy cooperative – as its whey protein technical manager.

It was here he started work on developing colostrum extraction technology. When the company’s focus moved, he got the green light to continue this research in his own time.

Five years later, with some colleagues from the California dairy industry, he built the world’s first colostrum processing facility in Phoenix, Arizona.

Speaking from his summer home in Slovenia, Keech reflects on the success of his business. His company employs 55 people and sells products to 50 countries.

“The alpha and omega rule is to be passionate about what you are doing,” he says. “Creating a successful business involves a lot of hard work, innovation, implementation of these good ideas and a lot of luck.”

He credits Massey for a good grounding for his career path as a biochemist and says it was a great place to start higher education.

“Massey provided a good course of study for the pure sciences,” he says. “It was easier to apply these tools later in my chemical and process engineering degree, and later still in the workplace.”

He also describes Manawatu as “one of the most beautiful, spread-out green campuses that I have seen in the world.”

Keech is still in touch with three of his professors – Charles Little, Andrew Brodie and John Ayers – who are still working at, or connected with, the University’s Institute of Fundamental Sciences.

“All my professors were way smarter than I was, and most of them had a good sense of humour,” he says.

“My philosophy is that, as a student, you should learn as much as you can from your courses and professors. There will be plenty of free weekends later when you are working.” ■

– Kathryn Farrow



# Two degrees of separation

**T**hey say there are six degrees of separation. In a small population like New Zealand's, it's more likely two. Close connections are an enormous advantage in our lives. You see it – or suspect it – on many occasions: when people turn up in roles that were never advertised, when some big ideas get funding while others that sound just as plausible disappear. Connections are how politicians win votes and journalists get stories. Of course other factors are also at play, but the value of connections is an unavoidable constant.

Why? Because we trust what we know. We empathise with and understand the people we deal with and respect. They matter, their views matter. Therefore we care and we want in.

Massey University has had a long relationship with the Hawke's Bay and Taranaki regions. Of the more than 100,000 Massey graduates around the world, around 4000 live in Hawke's Bay and more than 2500 in Taranaki. Many more, of course, will have links to those regions, having grown up there, as is the case with thousands of our current students. We know that Massey has played a fundamental role in those regions and others in the central and southern North Island, with its long history of teaching and research, supporting the agricultural, horticultural industries and food production industries. As the University grew to encompass other disciplines – arts, business, design, teaching – and new campuses in Albany and Wellington, so did the relationships. Many people have a lifelong association with Massey. It might have started with a degree or diploma but has grown into more learning: postgraduate studies, then continual upskilling in professional lives. And; for those who at some point have decided to take a different path, Massey has been there to offer a new direction or a first career. During that process many of our students have seen their children also taking up what Massey offers.

Today Massey has an enormous global network. Our alumni are spread across 127 countries working in a huge range of business, scientific, academic and voluntary sectors. We have a distance campus in Singapore and are currently launching alumni chapters overseas.

Linking people is a high priority for Massey University. Academics need to network globally as it is part of their job to ensure they are up to date with the latest in their disciplines, but being part of a lifelong Massey community has benefited many of our alumni by connecting businesses, employers and employees and like-minded people. At Massey, we have a strong commitment to use our networks to continue to improve the way we bring people together for mutual benefit.



Cas Carter is Assistant Vice-Chancellor  
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