

Message from the Principal

For many years ICL has been a member of NZAPEP, the association of private tertiary providers. At the annual conference in August the association changed its name to ITENZ, Independent Tertiary Education NZ. I am also pleased to say that I was elected to the Executive Board for 2014.

The primary role of ITENZ is to lobby and seek better relationships between PTEs and government agencies. Much of the focus is on funding, but increasingly the association has taken more interest in international education, and was instrumental in NZQA's climb-down over the placement test and Rule 18. I hope that my membership of the Executive will increase the focus on International and create greater understanding among the agencies that frequently obstruct, rather than aid our business.

We are resubmitting our application for the Graduate Diploma in International Business Innovation in September, and are advised of a panel meeting in late October. The resubmission has included a substantial essay on the importance of innovation, both in a macro sense of what is happening in the academic world about us, and in the micro sense of what we hope our graduates will achieve.

Ewen Mackenzie-Bowie

Building confidence in the IELTS reading test - dealing with different question types: Geetha Ramalingan, ICL IELTS Preparation teacher

Geetha gave an informative and encouraging session to the English NZ forum on 30th August in Auckland. Geetha's practical approach was inspiring, and her willingness to share her knowledge was warmly appreciated by the large number of teachers who 'hung in there' to the final, and certainly sweet, end. Highlights included:

- coping with a wide range of abilities
- setting teaching goals - after gathering perceived needs/concerns from students
- exploring new ways of teaching and learning - results driven (and not worrying about 'why' it works)
- and best of all: Geetha's maxim: "If the students can't learn the way we teach, we have to teach them the way they learn"

Geetha's session was inspiring for all teachers: in practical terms, Geetha unlocked some vital reading strategies for students to use e.g. it is not only the noun phrases that are 'key words' to glean meaning, but also linking devices and other discourse markers, which should be highlighted for 'general English', as well as IELTS style reading.

ICL Business School

Recent Conferences / Workshops

ECE Department

Bridging the Divides, 2-3 July 2013, University of Auckland

Tahera Afrin, Lecturer, Early Childhood Education (ECE)

The conference was jointly managed by Ako Aotearoa, Cognition, Cylone and MIT. Keynote speakers of the conference includes the Honourable Education Minister Hekia Parata, Dr. Joel Vargas (USA), Dr. Leesa Wheelhan (Australia), Dr. Stuart Middleton and Dr. Peter Coolbear. Participants varied from teachers, principals, support persons, educationists, and policy-makers to students, industry representatives and employers. The conference discussed the current issues of transition in education for finding possible solutions. Transition and pathways were extensively discussed in three main sections: 1) Transition from secondary to tertiary 2) Transition in between tertiary and 3) Transition from tertiary to work. The conference focused on learners benefit and equal opportunities for all learners. The presenters raised the issue on how students from low socio- economic background

often find it difficult to get direction towards career. Educational organisations can put an effort on this area that will assist the learners in transition to find pathways towards further study or employment. The discussion of the conference also includes the idea of encouraging learners to have a progressive career rather than a dead-end job. A good range of debate was also heard for possible structural changes to align the National Certificate of Educational Achievement (NCEA), the New Zealand Qualifications Framework (NZQF) and independent educational settings. Industry representatives focused on how the learners from their early stages of schooling could be trained more to achieve life skills and to develop an awareness of how the real-life world works. In the transition period of study to work, many graduates show a lack of understanding of basic social and interaction skills that can be reduced to some extent with more contextual learning and training at schools.

Entrepreneur's Club, 4th July 2013, University of Auckland

Dana Cumin, Research Manager, ICL Business School

After completing a degree in Marketing and Chinese at Waikato University, Jade Gray went to China to improve his language skills. A series of opportunities to be involved in various businesses in China (including meat farming, fitness centres, and events organising) Jade found the right formula for his current, successful pizza chain: Gung Ho in Beijing. Jade teamed up with another Kiwi, a former banker, and they decided to open a pizza shop emphasizing healthy and organic ingredients (such as whole wheat).

The main selling point of the chain is their organic pizza (62% of sales). The chain is mainly a pizza delivery company but owns a few restaurants that seat up to 15 customers each. The chain uses funky pink uniforms and makes use of cheeky TV advertisements using beautiful models resting on the arms of the pink-shirted delivery guys. The group also employs a full time social media manager, whose sole purposes is to review any comments about the company and mitigate negative feedback. According to Jade, China is way ahead of western countries in

the use of social network sites and that a bad comment can spread so fast that it can ruin a brand over night.

This young, charismatic entrepreneur shared his three values for those who wish to do business in China. Under the category 'Flexibility' he accounts for *Beliefs*, *Feelings*, and *Thoughts*.

Beliefs: he recommends that people revise their belief system and avoid using the mindset of 'should'. What China 'should', 'ought', or 'must' be is what it is – don't try to change it, he says. At the same time don't compromise your integrity, he continues.

Feelings: he recommends people to be comfortable with chaotic change. People need to be able to adapt – fast! Scale, speed, and costs of the Chinese market can overwhelm the savviest of business people; the idea is not to expect security. Even he claimed he does not feel secure with his current business, though it is growing (2012 \$US2m & 2013 \$US3.5m).

For the third and last value, *Thinking*, he recommends people embrace the

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persistence/patience dynamic. Meaning that though things can take long to establish (5-10 years to establish trust and 10 years to develop roots, according to Jade) one needs to go strong all the time because the market is so volatile and competition is fierce. When he started, only three other companies were delivering pizza in Beijing, over a five-year period, this has grown to over 100 joints.

I found another point interesting that was discussed by Jade and that is trust. Though it takes time to

build trust in China, don't rely on it, he says. Trust is as good as your contribution. The minute you do not provide value to the Chinese partner they have no problem cutting you loose. For the Western counterpart it may seem harsh and unjust, but for the Chinese partner it's a result of feeling they were cheated by you since you stopped investing in the relationship and stopped providing the bottom line. What did I take from this presentation? China is not for the faint-hearted, but it is a hell of a ride for better or worse. Now, where's my pizza?!

The 2013 Innovation Day 26th July at AUT

Dana Cumin, Research Manager, Business School

Dana attended two seminars:

1. Bridging the gap between university's R&D and commercial success

Presenter: Oren Gershtein, former CEO of Van Leer Incubator, Jerusalem

2. Moving a technology from concept to the market place

Presenters: Kunal Bhargava, Engineering Manager at PowerbyProxi; Dr Enrico Tronchin, AUT Enterprises Ltd.

Upcoming Academic and International Conferences (Updated)

Conferences in New Zealand

4th New Zealand Discourse Conference

2-4 December 2013
AUT University, Auckland

New Zealand International Education Conference 2013

07-08 November 2013
Wigram Airforce Museum, Christchurch

19th International Conference on Collaboration and Technology

31 October – 1 November 2013
Wellington

20th NZASIA Biennial International Conference

22-24 November 2013
Auckland

26th Annual Conference of Computing & Information

Technology Research & Education New Zealand

6-9 October 2013
Hamilton

Save the date: 2014 Australia and New Zealand International Business Academy (ANZIBA) conference

13 April 2014 to 15 April 2014
University of Auckland

Conferences in Australia

Border Breach: Australia & The Global Circulation of Ideas
5th to 7th December 2013
Melbourne

15th Accounting, Financial & Social Research Conference
2 - 3 August 2013
Canberra

eResearch Australasia 2013 Conference

20- 25 October 2013
Brisbane

International Conference on Computational & Network Technologies – 2013

2- 4 December 2013
Adelaide

2013 4th International Conference on Economics, Business and Management - ICEBM 2013

8th to 9th December 2013

Higher Education Research and the Student Learning Experience in Business (HERSLEB)

11th to 13th December 2013
Melbourne