

TOURISM

As mankind moves further into the 21st century the excitement of travel and the spirit of place inspire people to explore and discover the world as never before. Tourism delivers the experience of elsewhere. Whether it is caviar and vodka in a Russian hotel or beer and whitebait with the locals in a Hokitika pub, travellers revel in the magic of new experiences. Governments and businesses are involved in making the magic happen on a large scale, creating jobs, wealth and opportunities for diverse cultures to understand each other. But it is not as simple as waving a wand. Tourism competes for resources and business. It affects people and the environment in a variety of ways. The industry is constantly addressing these issues.

A globally growing industry

Increasingly people have more disposable income to spend, while air travel allows the speedy displacement of massive numbers of travellers. In 2005 the tally of tourists arriving at international destinations reached a record 808 million. In addition, millions more domestic tourists travelled within their own countries. These visitors need services and infrastructure to welcome, accommodate and entertain them. Their hosts need skills to welcome the paying guests and to refresh their goods and services through innovation. Typically, where masses of people are involved in prolonged and diverse activities, there is a need to study, analyse, and monitor human behaviour, to predict trends and foresee consequences.

The World Travel and Tourism Council has established a "New Tourism" strategy. The strategy advises governments worldwide to manage the growth of industries, employment, and the environment. Tourism impacts on global and national economies, on human cultures, societies and natural environments. To ensure sustained growth in the industry, tourists, their hosts, governments and commercial enterprises work to protect the environmental and cultural attractions that draw visitors to their countries. In "clean, green" New Zealand, whose varied and wonderful landscapes attract so many travellers, the environment is a primary consideration.

WHY STUDY TOURISM?

Tourism is an exciting area of growth, commerce, research and innovation. Degrees in tourism tend to be vocationally oriented. Domestic and global opportunities for employment are excellent. As the sector grows and becomes more complex it needs a well trained workforce

that understands its working, management and marketing. A degree in tourism provides background knowledge of the industry, and transferable skills that can be applied within a range of public and private sectors. Careers in tourism contribute significantly to the economy, to increased understanding of human behaviour and to building relationships with other countries.

Tourism is consumer driven

Whether they are inbound, outbound, or domestic, tourists travel for a variety of reasons: holiday; recreation and leisure; education; business; a change of weather or routine; to visit family and friends; to experience something different, exciting or challenging. An emerging group of savvy travellers are becoming an important target market for New Zealand. This group of people like interacting with the destination they visit. They travel regularly, have a tendency to spend more than other visitors and participate in a wide range of tourism experiences. They actively participate in the natural environment, are environmentally and culturally aware and seek authentic, new experiences. These tourists are an important target market for the New Zealand tourism industry. *Niche tourism* is a growing area and this accounts for the emergence of specific types of tourism: heritage; garden; wine; light-house; film site; pop-culture; gambling; disaster; pilgrimage; sport; ancestry; adventure; ecotourism, and more.

Topical coverage of career related issues brought to you by Victoria University Career Development and Employment.

Areas covered include how degrees and courses relate to employment opportunities, to life/work planning, graduate destination information and current issues or material relevant to the employment scene. Your comments and suggestions always welcomed.

WHERE DO TOURISM GRADUATES WORK?

People have different values and interests, which motivate and energise them. Aligning values with an appropriate industry and organisation is important to make the most of skills and abilities and ensure job satisfaction.

Tourism-related industries:

Tourism impacts directly upon a range of sectors. Tourists need information; transport; attractions and activities; accommodation and food. Industries include:

- Hospitality (catering; accommodation, luxury to budget)
- Transport (air, land, sea)
- Tourism Operations (tour wholesalers, inbound operators, travel agencies, tourist information centres)
- Attractions and activities (adventure tourism; events; sightseeing; wildlife viewing; wine tourism; theatre; museums; art galleries; art and crafts)
- Conservation/Environment
- Wine Industry

Careers within the tourism sector offer the opportunity to meet and work with a fascinating mix of people, to travel within New Zealand and overseas. First off most graduates can expect to work in assistant type positions. Experience on the ground is often necessary, but with a qualification, skills and industry knowledge acquired during degree studies, graduates can rise quickly to higher-level positions.

Private Sector

Private sector positions for tourism graduates, depending on prior industry experience may include: marketing assistant/manager; customer services assistant manager; event organiser/assistant; conventions and conference organiser; hotel/motel assistant manager; staff supervisor; business manager/assistant; tour guide/interpreter; holiday or theme park assistant manager; human resources adviser or manager; tourism consultant; travel agency consultant or manager; marketing advisor/manager; information/relationship officer/manager; public relations assistant/manager; tour manager; visitor services coordinator; visitor information consultant; museum activities officer; as well as those positions listed under public sector.

Tourism Industry Association of New Zealand (TIA) represents a membership of more than 2000 tourist

operators. The Association is committed to business best practice and Qualmark™, the industry's official quality mark. TIA has four main areas of activity: advocacy; events; industry development; working with other organisations. Based in Wellington with a staff of 14, TIA roles that are likely to interest graduates are in the areas of communications, IT, policy and events.

There are about 16,000 tourism related companies in New Zealand. Through research, networking and informational interviewing graduates will find the employer for them, or even start their own enterprise.

Tourism Holdings Ltd is the second largest tourism company listed on the New Zealand Stock Exchange. The company has on the ground operations in New Zealand, Australia and Fiji. Maui and Britz Motorhomes, Fullers Bay of Islands, Milford Red Boats, Kelly Tarlton's Antarctic and Underwater World, and Kiwi Experience are some of THL Ltd's well-known brands. The company employs 1000 people and a high proportion of these are frontline staff. General Manager HR, Len Hatton, says that there are opportunities over the summer for customer service and support roles. The company provides development opportunities for staff by advertising positions internally first. Once people are in and have demonstrated their ability, they will be on the spot to apply for supervisory and management positions. *"We look for good all rounders with a positive attitude and the ability to help people have a great time,"* says Mr Hatton.

Agrodome in Rotorua sells multiple products, stages agricultural shows and offers high action to passive adventure experiences. Agrodome is one of New Zealand's largest family owned tourism businesses. By the end of 2007, CEO Warren Harford says they will be receiving 50,000 visitors. 90% of staff is frontline, so the company wants people with sales skills who can talk well and interact with a multi-cultural clientele. A foreign language is an advantage. Mr Harford says he runs an "upside down pyramid" management structure and values input from staff. Graduates employed by Agrodome have done very well. *"They start at the frontline and learn very quickly, applying what they have learned in their degree,"* he says.

Karori Wildlife Sanctuary offers a world-first conservation attraction. At the Sanctuary domestic and international tourists can experience a bush walk with the opportunity to see rare native wildlife. Of the 16 full time positions those suitable for tourism graduates include

tourism coordinator, marketers and guides. Tourism co-ordinator, and Victoria graduate, Phillip Stuart says he chose a commercial position because he is a people person and interested in tourist distribution channels.

James Cook Hotel Grand Chancellor, Wellington is one in a chain of 24 Grand Hotels International in New Zealand, Australia, Malaysia and Singapore. HR manager, Marissa Martin says the hotel looks to employ people with passion for the hospitality industry. The hotel may consider graduates with experience for positions such as food and beverage supervisor; duty manager responsible for the hotel at night; HR coordinator; sales/marketing support. Reception work is useful entry-level experience that can lead to the role of duty manager. Candidates must be reliable, versatile and able to lead others of the same age as themselves. A career path tailored to individual interests is possible for stand out employees.

Totally Tourism Queenstown wants people with initiative and commitment. Managing director, Mark Quickfall, advises new employees to make themselves so valuable the employer doesn't want to let them go. The company owns eight aviation and adventure tourism businesses from helicopter tours to rafting and Kiwi movie experiences. Much of the work is operational. Those who have attitude and perform well can rise to supervisory positions running customer services and sales operations. "It's rewarding to see young people come into the company and progress," says Mr Quickfall.

Public Sector

Public sector positions for graduates at national, regional and local levels include: policy analyst; researcher; communications adviser; market analyst; marketing assistant; business analyst; passport & visa administrator; export trade assistant.

Government Tourist Organisations:

Ministry of Tourism provides tourism policy advice to the Minister of Tourism. The Ministry works with other government departments on key tourism policy, and tourism events related issues. The Ministry also carries out research and provides tourism related statistics.

Tourism New Zealand (TNZ) is the Crown entity responsible for the international marketing of Destination New Zealand. The organisation employs staff to develop, implement and promote strategies for marketing New Zealand's tourism industry.

Regional Tourism Organisations:

Regional Tourism Organisations (RTOs) are responsible for marketing their regions domestically and internationally. The 26 RTOs throughout New Zealand include Positively Wellington Tourism, Destination Queenstown, Venture Taranaki, Destination Rotorua Tourism and others. Along with city councils they are potential sources of job opportunities for graduates with an interest in marketing or communications.

Tourism Auckland's mission is to develop sustainable economic growth in tourism for the Auckland region through integrated marketing and industry development. Opportunities exist for graduates in areas of the business, such as international and domestic marketing, conventions and incentives (business tourism), media services and visitor information centre staff.

Positively Wellington Tourism is the capital city's Regional Tourism Organisation. It operates a marketing office and i-SITE Visitor Centre, employing 35 staff in full-time and part-time positions. A range of areas and skills are represented in Positively Wellington Tourism, including marketing; research and product development; conferences and events; communications and sales. Several staff members completed a Bachelor of Tourism Management at Victoria University of Wellington and gained industry experience before joining the organisation.

Visitor Information Network (VIN) is made up of 130 tourist information offices throughout New Zealand. They provide tourist information to domestic and international visitors.

Other Government Organisations:

Policy advice, research, consumer marketing, business development, management and corporate communication skills gained from a degree in tourism are relevant but not limited to work in: Department of Conservation; Ministry for the Environment; Local and Regional Councils; Land Transport NZ; Department of Internal Affairs; NZ Customs; NZ Trade & Enterprise; Sport & Recreation NZ; Creative NZ and Museum of NZ Te Papa Tongarewa.

SKILLS AND ATTRIBUTES

On the ground

TIA says that private sector employers are looking to recruit people with the following base line personal attributes and skills: warmth and friendliness; interpersonal communication; people and selling skills; ability to work effectively in teams; cultural awareness; leadership qualities.

Moving on up

Other key skills for now, and the future include: diverse language skills; computer/IT/software skills; sustainability knowledge/awareness; awareness of compliance requirements; management/planning and business skills.

Getting academic

A degree in tourism studies develops students' skills in social and environmental analysis. This leads to an understanding of the environmental, economic, and social impacts that result from tourism. A degree in tourism management has an applied focus. Students learn to evaluate and apply concepts associated with the operational and strategic nature of financial, human and physical resources. Through degree training graduates develop intellectual skills that will add value to the sector. Skills include the ability to analyse, think critically, evaluate and synthesise information.

Research skills

The ability to access and evaluate information is vital in a commercially oriented, knowledge economy. During their degree students learn to apply a range of strategies and tools. They examine different aspects of the research cycle and approaches to tourism research. While research into the study and management of tourism enhances industry related knowledge and skills, the skills are transferable to many areas of work. Tourism projects cover a range of investigations such as the structure and function of tourism channel distributions; studies of visitor behaviour; marketing special event tourism and many more.

Analytical skills

Analytical or critical thinking skills are necessary for effective decision-making and problem solving. Analysis includes the ability to identify a concept or problem, tease out its components, organise and evaluate informa-

tion and to draw appropriate conclusions. These skills are acquired through academic work and are useful in research, policy, and business roles with high levels of responsibility.

Communication skills

The ability to communicate clearly is paramount in a complex global economy. Through their studies graduates learn to present their work logically and clearly in oral and written forms and to use language and presentation tools appropriately. Through relationships with partner organisations, sponsors and relevant authorities, students develop liaison and negotiation skills. Degree courses also develop listening and discussion skills. Being able to speak another language is an advantage.

Relationship management skills

In a service intensive sector the ability to manage relationships is key to sustainability and success. The relationships can be complex and varied when a number of stakeholders are involved. Stakeholders include tourism customers; goods and services providers; regional authorities; sponsors; associations; cultural, conservation and lobby groups. Tourism graduates acquire understanding of relationship dynamics in commercial and non-commercial settings. They may apply these skills and knowledge during fieldwork, and group discussions.

Management skills

Through tourism management course work students gain an understanding of the principles of management across public and private sectors. Management includes understanding processes of policy and planning and applying this through fieldwork. Self-management is also a skill graduates develop through course work as they plan, design, implement and communicate about their projects. The ability to be self-reflective is sought after in managers and leaders in many industries. Tertiary study fosters this skill and enhances employability.

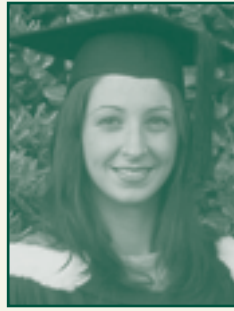
Marketing skills

Marketing is a critical business function that identifies customer needs and wants through a variety of activities. Businesses use the information to create, plan, communicate and deliver value to identified target markets. Graduates who have specialised in marketing will have an understanding of strategic customer/client relations, research and marketing planning in tourism.

GRADUATE PROFILES

Katherine Herbert

***Trade Projects Coordinator
Tourism New Zealand -
Manaakitanga Aotearoa***



After what felt like an extremely long four years I graduated from Victoria University at the end of 2004 with a Bachelor of Tourism Management and a Bachelor of Commerce & Administration (majoring in Marketing & Management). While I was at University I worked as a marketing tutor, and continued this for about three months after finishing - to save money for my big OE ...which never actually happened, because I got a job!

It was the kind of job I didn't think I would ever get, but it was the perfect job to complement my degrees and my interests. So I applied for it anyway - just out of interest. It was the graduate position at Tourism New Zealand. To my surprise they kept asking me back for further interviews and testing. It was an extremely difficult process, involving a 30-minute presentation, three interviews, and psychometric testing. The more difficult the interview process became, the more I wanted the job!

I found my experience as a tutor gave me a valuable advantage as it separated me from the other graduates with similar qualifications. The requirements for the position were for either a Tourism Graduate or a Marketing Graduate and I had the advantage of fulfilling both of these requirements. I recommend that anyone who gets the opportunity to be a tutor jump at the chance.

I have now been working in the organisation for almost two years and have a new role as Trade Projects Coordinator. I market New Zealand to the rest of the world by training people in the tourism industry overseas about our country.

Tourism is such an exciting industry; the people have so much passion and enthusiasm. One thing I have realised since working in the industry is how important networking is. It makes up a good part of my job - much more than I ever thought it would.

With so many people applying for roles in the industry I believe that successful selection requires a tertiary level of education. Without my university education I would not have been given an interview for this job, and I would not be where I am today.

Kylie Nicholson

***Business Development Manager
Bolton Hotel, Wellington***



I began my tertiary education at Victoria University in 2001 where I completed a Bachelor of Arts, majoring in Anthropology, and a Bachelor of Tourism Management. Whilst these degrees may seem unrelated, they have complemented each other. They are both very "people" related and have taught me valuable skills and knowledge that have led me to where I am today.

The Tourism Management degree encourages analytical, research, innovation and writing skills, which I use everyday in my role, building relationships with clients and suppliers. I believe that building relationships has allowed the Bolton Hotel to grow within the marketplace as a leading brand within a very short time span.

I have been part of the management team that has set up the independent 142-room Bolton Hotel. I helped to build a large and consistent client base to meet occupancy targets, and to achieve the outstanding Qualmark™, rating of five stars within 18 months. I have also been part of a small sales and marketing team that has created brand presence within the hotel market, both domestically and internationally. The marketing strategies and decisions that I have put forward have come to life and culminated in a Hospitality Association New Zealand Excellence in Marketing award this year.

I found the subjects covered by the Tourism Management degree very interesting and have been able to use this knowledge in everyday working life. Topics such as event management, tourism research, tourist behaviour, tourism marketing, and tourism economics provided a sound basis for me to build on as Business Development Manager. Around these tourism papers I chose commerce papers such as marketing, management, economics and human resource management to build a degree which I believe enables me to work within any area I may choose in the future.

Throughout my time at Victoria University I found the lecturers to be very supportive and encouraging. They were always available to answer any questions and supplied additional information when requested. Even

after graduating the tourism management lecturers have taken a great interest in the path that I have followed and supply additional support and information whenever needed.

Tourism is a diverse, exciting and dynamic industry within New Zealand with many career opportunities, in private and public sectors. The skills and knowledge gained can be used throughout the world, as tourism is a global phenomenon. There are many different directions to take and I am excited about all the various challenges and different paths my chosen career will lead me.

Hamish Allen

Events Coordinator Motor Trade Association

As I finish my employment at the Motor Trade Association as Event Coordinator, I am looking ahead to what the future and OE has in store for me. Some of that will include a one-year working holiday in Canada in the areas of tourism or event management.



I decided to do the Tourism Management degree at Victoria University when I returned home from my gap year backpacking around Australia. This experience opened my eyes to the wide range of jobs within the tourism industry.

After I finished my degree I moved to Wanaka where I was able to indulge my passion for snowboarding. I also worked in the events team at Cardrona Alpine Resort. It was great working in a relaxed and exciting environment alongside like-minded people.

My role involved the day to day organising and running of all the events that took place on Cardrona. Events ranged from international competitions such as the Burton Snowboard Open, and Winter Olympic qualifying races, through to kids' fun days.

At Cardrona I learned about the importance of teamwork, planning and attention to detail that are required to organise and manage a successful event. I also learned about the management and daily operations required to run a successful ski field. In the future I may look at this as a potential area of employment. In this role I was

able to directly apply skills and knowledge that I gained through the Tourism Management degree.

My experience at Cardrona along with the Tourism Management degree provided me with the skills and knowledge to pursue a career in Event Management.

Earlier this year I started my employment at the Motor Trade Association as the Event Coordinator. During the 6-month fixed-term contract I helped manage and organise two consecutive events being held in Auckland. The first was the Motor Trade Association's annual conference and the second, the Inaugural Motor Industry Convention of New Zealand (MICONZ06). My position required me to take a leading role in a variety of areas including event concepts, content and planning, travel and accommodation bookings, invoicing, ticketing, event marketing and promotion, social function organising, booking speakers and entertainment, and managing the tradeshow. The two events were successfully held in mid October. Seeing this happen gave me a great feeling of satisfaction and sense of achievement.

While working at the Motor Trade Association I have worked through all aspects of event management and so much more. I will walk away from the job ready to explore further job opportunities in the Canadian tourism industry.

With the knowledge and direction that I gained from completing the Tourism Management degree at Victoria I have been able to mix passions with work and have now turned work into a passion.

David Bird

Operations Supervisor Duxton Hotel

I chose the BTM degree because I was interested in the events industry and had not studied anything related to tourism or events at high school. I saw it as a chance to learn about a sector of the economy that was more hands on and offered an exciting variety of possible career directions.

I finished my BTM with relatively little practical experience in the tourism industry and felt this put me at a disadvantage when entering the workforce. I thought a



hotel would be an ideal place to learn the business and could provide me with plenty of opportunities to work my way up the ladder.

I joined the Duxton Hotel and started as a Food and Beverage attendant, then progressed to Team Leader. I am currently an Operations Supervisor in the Convention and Events Department. A large part of my job requires me to plan, allocate and motivate staff to ensure that client expectations are exceeded.

The operations team is responsible for setting function rooms, providing the catering requirements and liaising with clients throughout an event.

I work with a wide variety of people ranging from industry professionals to university students. This can be stimulating because you are around such a diverse group of people but it also has some challenges. Work is a career for some and a 'fill-in' job for others. The hospitality industry has a high turnover of staff, so it is part of my job to make sure staff are looked after and the Hotel objectives are met. Working in a team environment is enjoyable but it often involves working into the early hours of the morning motivated by a cold beer with staff at the end of a long shift and the satisfaction of a job well done.

Running events every day has given me a good insight into what goes into making them successful and I hope to apply this in the future to a career in planning and managing events.

There is a growing need for skilled tourism managers who have a broad knowledge of tourism issues and impacts, as well as solid experience working in the sector. The BTM encourages you to think critically and follow a 'best practice' approach when looking at tourism issues.

The main themes of the BTM were the motivations behind travel and the management of visitors at the destination. For example, a case study involved identifying the conflicting uses of the Wellington waterfront. We were encouraged to think about future sustainability of all tourism destinations and attractions.

Management and Marketing electives from the BCA are also important aspects of the tourism industry and complemented the BTM course. The Organisational Behaviour paper introduced me to the concept of 'culture' in an organisation and Marketing papers gave an insight into identifying points of difference and target markets.

I encourage anyone undertaking a BTM to get practical and varied experience while they are studying. This could include volunteering for your local tourism organisation or working in hotels, restaurants and bars. You will find that you will be better prepared to enter the workforce when you finish your degree and have job contacts that you can use when applying for jobs after university.

Judy Chen

***Director of International Sales
- Australia & New Zealand
Hotel Grand Chancellor***



Studying Tourism at Victoria was a natural choice for me as I've always loved travelling and my family was already involved in the industry. I started my Tourism degree in 1997 and went on to do a Masters because I wanted to learn more. I also knew this would give me an edge in future employment.

I believe that my life experience coupled with my Tourism degrees have provided me with a solid foundation to face most challenges. I have found that employers have always been interested in why I chose to complete a Masters. They have made very positive comments about my level of commitment and competency because of this qualification.

In my current role as Director of International Sales, I am responsible for the development and delivery of international sales and marketing strategies for the Hotel Grand Chancellor chain in New Zealand and Australia. This position requires highly effective communication skills as well as an ability to develop customer relationships.

Prior to this, I was the Operations Planning Manager at Tourism New Zealand (TNZ). During the three and half years with TNZ, I was involved in many projects that further developed areas I had studied at university. I have travelled all over the world to manage and support overseas-based projects. Some of my most memorable experiences have included visits to Dubai, India and other parts of Asia.

If you enjoy dealing with people, travelling and have a 'can do' attitude, I would recommend the Bachelor of Tourism Management as the first step towards a successful career in the tourism industry.

TOURISM MANAGEMENT AT VICTORIA

Tourism, in New Zealand and overseas, has become a significant economic and social activity with a growing need for skilled people. It is also an ever-broadening field of academic study which presents a wide range of intellectual challenges. To meet these needs and challenges, Victoria University of Wellington offers specialist undergraduate and postgraduate programmes in tourism management.

The Bachelor of Tourism Management (BTM) is designed to create opportunities for employment in positions of responsibility and management within the tourist industry. At the same time it equips students with a wide range of transferable skills which might be applied to other sectors and provides a sound platform for graduate study. The BTM offers a well structured programme of tourism papers which begins with a systematic introduction to tourism at first year, incorporates diverse aspects of tourism management at second year and proceeds to advanced topics at third year. The tourism papers integrate theoretical and practical learning. This core of tourism papers is combined with electives from a wide range of relevant subjects including Marketing, Management, Commercial Law, Accounting, Economics, Human Resource Management, Geography, History and foreign languages. To gain further skills, workplace experience and build a network of contacts within the industry, BTM students also complete a practicum in a tourism related business.

The BTM(Hons) and Master of Tourism Management (MTM) provide a higher level of understanding of this complex phenomenon, promote critical thinking, foster analytical skills and develop research expertise and experience. These attributes are becoming increasingly valued in today's more competitive and ever-changing environment, both in New Zealand and internationally.

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The tourism management courses are taught by specialist staff whose teaching is supported and informed by an active tourism research programme in New Zealand and overseas. This expertise and experience result in courses that are both relevant and abreast of international developments. Victoria's location in New Zealand's capital city also facilitates access to policy-makers and representatives of national and regional industry organisations who offer their insights and expertise through guest lectures and seminars.

In 2006 Victoria's three tourism management degrees - the BTM, BTM (Hons) and MTM - were awarded TedQual certification (Tourism Education Quality) by the World Tourism Organisation (UNWTO). TedQual certification is testimony to the quality and international recognition of the degrees.



Research of a more advanced nature by way of PhD study is also offered and supported by staff with a strong research ethos and substantial and wide-ranging research interests. This research is systematic in approach, seeks to deepen knowledge of the subject, to address practical issues of relevance to the industry and policy-makers and to inform teaching. Current activity is centred on four major research clusters: structure and operations of the tourism industry; tourism development, impacts and economics; tourist behaviour and management; and forms of tourism.

All tourism management staff have a strong commitment to teaching excellence and student welfare, making this a fruitful and friendly place to study and research. For more information about studying tourism management at Victoria see www.vms.vuw.ac.nz or email fca-sao@vuw.ac.nz