

the futureintech VIP scheme

Futureintech is providing up to \$35,000 a year in funding for industry professionals to spend time in a tertiary institute, as part of our long-term plan to improve the links between industry and education.

Employers, and New Zealand as a whole, need graduates with the right knowledge, skills and training. The VIP scheme is responding to this need by encouraging ongoing partnerships between industry and tertiary institutes.

The funding is available for senior professionals from technology, engineering and science-based industries to spend up to three weeks in a tertiary institution. Their role can include teaching, lecturing, or advising on research or course planning. The proposals come from the institutes themselves, and a full programme is worked out in conjunction with Futureintech.

The benefits of VIPs

Having top professionals share their industry expertise with tertiary students and staff is expected to bring many benefits.

Academic staff will learn about developments in the private sector, which could help them improve teaching and research programmes. They'll become more knowledgeable about, and stronger advocates for, careers in technology, engineering and science.

Students will gain a sense of what to expect in the workforce once they graduate, and information on what skills employers are looking for. And for the visiting experts, it's a refreshing chance to share some knowledge and gain some useful contacts without having to suffer financially.

The successful applications

The first round of applications from tertiary institutes has just been received, with a large number of high-quality proposals. Seven programmes from around the country have now been preliminarily selected, with a maximum of \$5,000 available for each. Over the next two weeks final decisions will be made and detailed programmes and budgets will be finalised.

Futureintech will case study and publish examples of successful applications to share good practice and promote the scheme. Congratulations to all those successful so far.

Some of the successful applications this year include Canterbury University and Tait Group Research, Massey University and Robotech Ltd, and the Christchurch Polytechnic Institute of Technology and BCL Ltd. Turn to page 2 to see some of the projects they have proposed.

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theVIPscheme:proposedprojects

Futureintech has short-listed these seven proposals for the VIP Scheme, with a maximum of \$5000 (including GST) available for each.

The VIPs will be updating staff on developments in the private sector, helping with research projects, lecturing and tutoring students, designing and implementing new courses, and helping establish links with local businesses.

The next round of applications will be early next year – if you are interested in taking part or would like to know more, please contact Futureintech.

Massey University – Institute of Technology & Engineering

Proposed VIP: Chris Chitty, Managing Director of Robotechnology Ltd

Chris Chitty founded Robotechnology Ltd in 1991 and is one of New Zealand's leading technical innovators and entrepreneurs, having won awards around the world. His robotic applications are used in films, entertainment and medicine.

Christchurch Polytechnic Institute of Technology – School of Engineering

Proposed VIP: Ian Williamson, Communications Consultant with BCL Ltd

Ian Williamson has worked for Broadcast Communications Ltd (BCL) since 1973, and on projects around the world involving wireless communications.

Christchurch Polytechnic Institute of Technology – School of Languages and Communication

Proposed VIP: Patrick Hofmann, Visual Information & Interactive Design Specialist from Ontario, Canada

Patrick Hofmann is a world leader in visual instruction and technical illustration, and has spent 10 years designing and testing “wordless” interfaces for various companies.

Eastern Institute of Technology – School of Information Technology

Proposed VIP: Michael Lunnon, Professional Engineer

Michael Lunnon has 25 years of experience on large, multi-disciplinary engineering projects. His clients have included wineries, oil companies and health boards.

University of Canterbury – Department of Computer Science and Computer Engineering

Proposed VIP: Dr Ian McLoughlin, Tait Group Research

Dr Ian McLoughlin is the Principal Engineer in Tait Group Research, a job at the cutting edge of industrial research into wireless technology. He has also worked as a lecturer at Nanyang Technological University in Singapore and for the UK Government Communications Centre, among other roles.

University of Auckland – Department of Civil & Environmental Engineering

Proposed VIP: Dr John McLean, Transport Consultant

Dr John McLean is an expert in two-lane highway operations, having authored a text book on the subject, and is a highly respected international researcher.

Massey University – Institute of Technology & Engineering

Proposed VIP: Stephen Drew, Chief Executive of Demand Response Ltd

Stephen Drew started Demand Response Ltd in 2001 to provide services for electricity and industrial companies, after 25 years of working in technical roles within the energy sector. He has vast experience in the energy supply industry and the transfer of technology into industry.

the benefits of PR

In many industries PR doesn't get the attention it deserves. Properly done it can be a highly successful and cost-effective way of promoting your company, and your industry as a whole.

Why PR?

Many people have a low awareness of what it is that technology, engineering and science companies actually do. Young people in particular often have no idea of the exciting career possibilities out there.

Overcoming this lack of awareness is one of Futureintech's main goals, but we can't do it by ourselves. We need technology-based companies to start promoting themselves and their achievements – to let people know about the exciting things happening in these areas. This is where PR can help.

PR is simply letting the world know about your company and what it does. All it takes is some pride in your achievements and a bit of shameless self-promotion.

Many technology, engineering and science companies are doing exciting things that the wider world would be interested in hearing about. Often there are PR opportunities right under your nose – its just a matter of recognising them.

Raising your profile

Raising the profile of your company has a lot of benefits. When people hear or read about companies in the media they perceive them as market leaders. Compared with a company that your customer has never heard of, it makes you seem more credible, high-quality, and trustworthy.

And it's not just a matter of customers either – name recognition gives you a big head-start in

attracting talented young staff. If graduates and other sharp young minds have heard of your company and know even a little about what you do, then you're in the front of the queue of potential employers.

In the long run, a higher profile for technology-based industries will encourage more students to study these subjects.

The more visible and better-understood such industries are, the more they will influence the career choices of young people and their parents or caregivers.

PR versus advertising

Many firms have never considered using PR, yet it can be far more cost-effective and wide-reaching than advertising campaigns. Positive news stories are seen as more credible and authoritative than advertisements, which are too easily skipped over.

There are plenty of PR companies who can give you advice, including firms who specialise in technology, engineering and science industries. But there's a lot you can do without their help – little things like building up a relationship with local journalists, and letting the media



Phil Holliday of iTouch – his company has used PR as a cornerstone of their market branding

know about exciting new things happening at your company can make a real difference.

Futureintech has put together a fact file and case study on the benefits that PR can bring. We have profiled Christchurch company iTouch Business Mobility and the remarkable results they achieved by using PR.

contact us at:

tel: 04 473 2023 or
enquiries@futureintech.org.nz
if you'd like a copy.

Benefits of PR

- PR creates name recognition, public interest, new business enquiries and referrals.
- When people read about businesses in the media they perceive them as market leaders and are more likely to trust them; this can shorten the sales process.
- Employees like seeing their efforts in print, and it can be a good way to involve customers in shared case studies.
- A higher profile is not just good for your business, but for the industry as a whole.

futureintechnews

It's been a busy few months for the Futureintech team, and before long three new Facilitators will start work next year. Here are some of the latest projects we've been working on.

New Facilitator for Wellington

Futureintech has appointed a new Facilitator for the Wellington region – Phil Sadgrove. Phil has been working for Te Kete Ipurangi, the Ministry of Education's portal website, as Online Editor for technology education.

Phil gained qualifications in both science and law before training as a primary teacher. We're looking forward to Phil joining the team on 6 September, and continuing the good work begun by Marilyn Daly.

School visits continue

Futureintech Facilitators have been continuing their school visits, meeting with principals, teachers and careers advisors to introduce Futureintech and the classroom programmes we support.

In the South Island Neil Potter has been visiting schools in Timaru and North Canterbury, while Angela Christie is visiting schools on the West Coast at the beginning of September.

Increase in CREST numbers

The CREST Awards scheme is one of Futureintech's priorities – it's one of three classroom projects that we're supporting as a way to inspire students, and show them how technology can work in a real-life setting.

So it's encouraging to see an increase in the number of schools registering for CREST this year. It's a positive sign that more students are being introduced to the world of technology, and hopefully this will continue next

year as three new Futureintech Facilitators start work around the country.

Technology Beacon Practice — supporting high quality technology education

Futureintech is working with the Ministry of Education on an innovative plan to improve technology education in schools. The Technology Beacon Practice is about supporting quality teaching in technology, and helping other schools learn from successful programmes.

Schools around New Zealand who think they have good technology programmes are invited to apply, either as individuals or as clusters of schools, and seven projects will eventually be selected. The successful schools will be supported with professional development and targeted resources (such as those offered by Futureintech) to help raise student achievement and improve the quality of teaching.

The outcomes will be shared with other schools and the technology education community at large.

Next issue — scholarships

Our next fact file is on scholarships, and how they can help promote careers and attract the best young staff. Supporting scholarships and education programmes used to be seen as acts of charity, but in recent times they've become extremely successful investments for many technology-based companies.

Our case studies look at four companies – Transpower, NGC, Beca and Hubbards – and the reasons they've chosen to invest in scholarships.

Presentation offer

The Futureintech team has visited various groups around the country explaining the work we do to support teachers and careers advisors and promote careers in technology, engineering and science. If your company or organisation would like a presentation, please get in touch with us.

contact facilitators at:

Angela Hart, Auckland Facilitator
tel 09 373 5600

Neil Potter, Christchurch Facilitator
tel 03 365 4120

www.futureintech.com

Futureintech's website contains a wealth of information for students, parents, teachers and careers advisors. It has profiles of young people working in technology, engineering and science, and the companies they work for, along with information on different courses, careers and scholarships available.