



Alumni Newsletter

School of Physical Education Te Kura Akoraka Whakakori



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Amanda Jennings

A Day In The Life

Amanda Jennings BPhEd 1996

How does a girl from Wellington armed with a BPhEd get to be Head of Brand and Marketing for the London Olympics? And how many cups of tea does it take to get her through one hectic day? We sneaked a peek at a page from her diary this week ...

- 06.30: Woken up by the (almost) 2-year old and 'Mummy Olympics' begins; radio on for quick update on any breaking London 2012 stories, **drink tea**.
- 07.15: Slide into some lycra and run to work through Greenwich Park (official host venue for the Olympic and Paralympic Equestrian events) to Canary Wharf.
- 08.30: Arrive at London 2012 HQ feeling perky.
- 08.31: Not quite so perky now, as remember I'm *meant* to be at the Olympic park for a 9am Park Tour.
- 08.36: Sprint to Stratford (a run-down part of the East End now being transformed for the Games). **Thirsty work ...**
- 09.02: At accreditation, change shoes, put on tour guide hat, make beeline for **tea-making facilities** in corner.

- 09.05: Meet the Volunteering Community Sector (Scouts, Rotary Club, Women's Institute, etc) who are instrumental to the final year campaign; they'll be making the Games feel local. Even if you don't live in London and don't have a ticket, everyone can take part. We all swap pins.
- 10.32: Head to Olympic stadium to see the track unveiled to world press and film/interview young people and celebrities running on track for email campaign. Sprint back to office.
- 11.30: External creative meeting with design agency to review final year campaign to celebrate London 2012. **Posh biscuits, excellent tea.**



Right on track: after London 2012, a bid is in for the Olympic stadium to host the 2017 World Athletics Championships. West Ham United FC is expected to take over the facility as their new home ground in 2013.

photo: www.independent.co.uk



Former Olympians Jonathan Edwards and Sebastian Coe (Chair of London 2012) with an Olympic Torch prototype. 8,000 torchbearers will carry the Olympic Flame around the UK during a 70-day relay, starting at Land's End on 19 May 2012.

Photo: Dan Kitwood/Gerry Images Europe

- 12.30: Bump into **Lord Coe** and **Jonathan Edwards** at the 'Snack and Field' café queue. Hide chippies and chocolate, lunge for low fat green salad to divert attention and discuss the great success of the **Inspire Programme** over a **cup of tea**.
- 13.30: Head over to news media to brief them on our final year campaign. Get bamboozled by 'tweeting', 'hash tags' and 'FB status updates'; **what ever happened to phoning a real person at TVNZ and asking them to book a TV spot?**
- 14.45: Buy **Paralympic** tickets online. Reflect on the observer programme I attended in Beijing, and how moving and inspirational the experience was.



London 2012's Inspire Programme will help bring the benefits of the 2012 Games to every part of the UK - giving millions the opportunity to participate as never before. Projects and events recognised will be awarded the Inspire mark, part of London 2012's brand family. Inspire mark will be awarded to projects and events which are:

- Genuinely inspired by the London 2012 Olympic & Paralympic Games.
- Well planned and managed.
- Not commercially associated or funded.
- Innovative and inspiring.
- Likely to achieve at least one of our key outcomes, such as increased participation in grass roots sports.

- 16.30: Jump on tube to **Beach Volleyball** test event at Horse Guard's Parade. Review audience participation for the **spectator experience team**. Tweet photo of Brazilian team to my 'followers' (all 3 of them respond!).
- 18.30: Receive photo message of my child's messy face. Sprint home for bedtime stories.
- 19.30: Read "**Out of a Rainbow**" by Michael Morpurgo and house favourite "**Little Kiwi is scared of the dark**" by Bob Darroch.
- 20.15: Catch up on Rugby World Cup and Facebook friends in NZ.
- 20.16: **Time for a cuppa ... and RELAX ...**

Source: London2012.com



About Amanda ...

- Known as “AJ” to her friends, she lives in Blackheath, London with Scottish partner Ross and toddler Frankie.
- As Head of Brand and Marketing London 2012, she is **employee number 99**; when the Games start there will be **over 250,000 employees** (including volunteers).
- Professional Motto: “**Gotta know the rules to break the rules**”.
- Personal Mantra: “**Healthy body, healthy mind**”.
- Inspired by: **Associate Professor David Gerrard**, former lecturer at the School of Physical Education and current Director of Development & Alumni Relations at the University of Otago “... and my friend Daniel’s dad!” **Daniel Gerrard (BPhEd 1995)** is now CEO of Sport Auckland.

"Amanda stamped herself as an outgoing, resourceful student. Her postgraduate success comes as no surprise to me; the position she holds at next year's Olympics is evidence of her capability and, one would like to think, the start she got from studying at the University of Otago..."

Associate Professor David Gerrard



Associate Professor
David Gerrard

... and her road to London 2012



- BPhEd and BSc in Human Nutrition at Otago 1991- 1995.
- Graduate Trainee TV3.
- Media Planner DDB Needham Advertising.
- Global Marketing Manager Genie BT.
- Head of Brand Experience O2 UK; rebrand to O2 from BTWireless.
- Head of Sponsorship O2 UK:
 - Rebrand of former Millennium Dome to The O2.
 - Negotiated RFU/Arsenal/Wireless contract.
- Head of Brand and Marketing, LOCOG.

Eastern Approaches

Dave Silver BPhEd 1989

In 1991 Dave embarked on an OE that just kept on going ... twenty years later he has no regrets, and is enjoying life in Taipei with his own business, lovely wife Sharen and their new baby.



Dave Silver with wife Sharen

Greetings from Taipei

After graduating, I managed gyms and taught aerobics in Wellington, then left New Zealand on what I thought would be a year-long OE - but it turned into a long-term affair, spent mostly in Taiwan, and I've tried my hand at all manner of jobs along the way, including teaching English, import/export for technology companies, working in a newspaper, and marketing at a biotech company, to name a few!

About eight years back, I set up **BiotechEast**, a consultancy which provides technology promotion, PR and marketing services to local life science companies and government organisations. We also run the Taiwan arm of one of the world's largest medical editing and writing firms, Cactus Communications of India.

I met my wife Sharen in Taipei about the same time as setting up the company; life comes full circle, as she's a gym manager and group exercise instructor, certified in Les Mills programmes! We now have a new baby boy, Aaron, and enjoy keeping active looking after him, and going hiking in some of the amazing forests and mountains here. I also enjoy running (marathons even!).

It was a while back now, but I'll never forget my time at Phys Ed School! I've been watching the Rugby World Cup broadcasts with an international crowd of ex-pats at The Brass Monkey, a bar owned by an Aussie friend: it warms my heart to see Dunedin and the dazzling new stadium being show-cased to the world. Well done Otago!



On an Ocean Wave

Lyne Pringle DipPhEd 1979

The 2011 Caroline Plummer Fellow is alumnus Lyne Pringle, who has taken a poem and turned it into a community event entitled **Ocean Wave**.



Lyne Pringle

Lyne Pringle has over 30 years of experience working as a dance/theatre artist in New Zealand, Australia and New York. She was touched after reading a poem by Caroline Plummer, which provided the inspiration for her project. The poem is about a walk along Dunedin's St Kilda and St Clair beaches, which describes the strength and solace Caroline gained from the ocean as she neared the end of her life. **"The poem captures well a particular feeling; it really sang out to me. Everyone has a response to the ocean, and I am interested in what that is."**

Lyne took her six-month residency out into the St Clair and St Kilda communities, spending three days a week at Forbury School working on dance with the school's 145 pupils and their teachers. Alongside this she has collaborated with the St Kilda Brass Band and the St Clair Surf Life Saving Club among others. The resulting performance, **Ocean Wave**, brought together the various threads of her project and was held on 2 September.

For Lyne, the most rewarding aspect of the project has been working with the Forbury pupils, many of whom are from low socioeconomic backgrounds. Forbury School was also told this year that it will merge with Macandrew Intermediate as part of a major review of schools in the South Dunedin area by the Ministry of Education. For the school itself, Lyne's presence has been wonderful. Principal Janice Tofia says that while dancing was a good way to lighten the mood of the school during such a stressful time, it also went much deeper than that. The school has spent successive years working on writing development, reading and numeracy, and this year's dance helped consolidate these elements. **"The arts are the magical binding things that help light the fires in the kids' eyes; they help them become engaged in what they do."**

The Fellowship was created in 2003 to honour Caroline Plummer, an Otago student who was diagnosed and treated for cancer during her study. It acknowledges her outstanding scholarship at Otago, her passion for dance and her vision for community dance in New Zealand.

**St Kilda and St Clair let forth their waves,
pounding a rhythmic battle song
that now sings in my heart.
When I stood
energised and exhilarated
on a sand hill and saluted my leave
I knew that I was ready.**

An excerpt from the poem by Caroline Plummer which inspired Lyne Pringle

This article is a précis of a longer piece which appeared in the University of Otago Bulletin on 12 August 2011.

Beyond the Baseline



Richard Palmer: bringing top flight tennis to NZ

Richard Palmer DipPhEd 1975

Just back from New York and the US Open is Richard Palmer; he's started a new role at Tennis Auckland this year as Events Manager, directing the women's ASB Classic and the men's Heineken Open.

Richard has enjoyed a long and varied career in sports administration, at home and abroad. He spent 12 years as tournament director of the ASB Classic, then moved on to direct the Heineken Open for the past two years. His new role as Events Manager involves working on all aspects of both these tournaments, which bring top-flight international tennis to New Zealand every January. Here he gives us a fascinating glimpse inside the world of professional tennis.

When do you start recruiting players for the tournaments?

The recruiting process never really stops: you are always looking at results and rankings to see who is doing what. In May, I make contact with key player agents, setting up meetings at Wimbledon on the lawn in the players area. Key to this process is talking to coaches and players, many of whom I know well; then the pool of players who may potentially come to Auckland can be established.

Between Wimbledon in July and the US Open in late August, initial appearance fee offers are made, or meetings are set up during the US Open to discuss fees and make offers. Again, conversations with players and coaches also helps bring players to Auckland. The most obvious case was some years ago with **Mary Pierce**, who came to Auckland after a chance meeting and conversation with her at the US Open. With a relatively small recruiting budget, offers can usually only be made one or two at a time, so we're not put in a position whereby we go over budget. This can mean you lose a potential player of interest due to the time involved in confirming deals or otherwise.

Post US Open is a nail-biting time when I finalise offers, and move to new targets if a player decides not to come. The timing of offers and acceptance or rejection of them can be a very stressful process, as the quality and interest of the field is on the line.



Richard brought two-time Grand Slam Champion Mary Pierce to the ASB Classic

You brought multi-grand slam winner and international superstar Maria Sharapova to Auckland last year; what's it like coping with the media maelstrom surrounding a star of her magnitude?

The media scrum around a player of real interest like **Sharapova** is a curious beast. In NZ we have a very small media contingent in comparison with overseas, and for the most part they are very supportive of the ASB Classic and Heineken Open; however, with a superstar everyone wants a one-on-one interview, which is plainly not possible, and that can be the hardest thing to manage, especially with the media who support us the most. An extra tier of media comes out of the woodwork on these occasions, often with very tenuous links to tennis and the tournaments. While it's good to expand horizons in the media world, one has to be a little ruthless in sorting who will give genuine value and who is trying it on out of curiosity. People just seem to become more intense and demanding around a superstar. For the most part, the players themselves are very laid back and cooperative.



Maria Sharapova: highest-earning woman in tennis



Signing autographs
Auckland 2010

Many top players have competed in Auckland over the years; who have been your favourites?

I have many, but I try to treat all players the same. This year's qualifier ranked 600 in the world may be next year's superstar. Of course, we do treat the higher ranked players a little differently but the secret to this is make it discreet.

Some of my favourites amongst women players are Daniela Hantuchova, **Lindsay Davenport**, Eleni Daniilidou, Dominique Van Roost and the often maligned **Anna Kournikova**.

On the men's side: my favourites are **David Ferrer**, John Isner, Dominik Hrbarty and a regular to NZ, **Philipp Kohlschreiber**.



Anna Kournikova: often maligned, but a fine player and person



David Ferrer: tireless
2011 champion



Lindsay Davenport has her hands full, with son Jagger and the ASB Classic trophy



Philipp Kohlschreiber, 2008 champion, likes to play Auckland



Auckland Tennis chief executive (2010) Greig Bramwell (left) and Richard Palmer with the tournament trophies

“Our goal is to continue to make these events bigger and better for the public and sponsors, and we are very excited that Richard Palmer has accepted this challenge to take these premier sporting events to a new level.”

Greig Bramwell, Auckland Tennis Chief Executive (2010), announcing Richard’s appointment

The ASB Tennis Centre is currently undergoing a huge revamp; how are things progressing?

Stage 1 of the redevelopment is finished, which gives the players and sponsors world class facilities. Stage 2 is in the pipeline, with funding being sourced, and will give the spectators better amenities and a sliding roof, which will be a huge plus given Auckland’s varied weather patterns.

What’s a typical day like for you during a tournament week?

I’m down at the courts by 7.30 am. I check the day’s running sheet, meet with key staff, and give a daily briefing one hour before play starts for those in charge of operational areas - ushers, gate controllers, security staff and the master of ceremonies. There’s also a morning briefing to attend, with the media manager, photographers, TV crews and sponsors.

Next I meet with WTA or ATP tour staff to check all is in order for the players. Then I do the rounds of the tennis centre, dropping in on the umpires and officials, transport staff, practice desks, ball kids and all other areas that have volunteers working for us. The many volunteers are key to the success of the events. This is on-going throughout the day. If there is a special promotion, I meet the team organising the promotion and double check all is in place, and finalise details for any player promotional activities. Then, there is a lot of wandering about talking to the public, staff, volunteers, media, sponsors, tour officials and players and their entourages. They are the measure of how successful the events are.

With a small, intimate stadium like ours, I make myself available to everyone and often end up trouble shooting small details to make sure everything is running smoothly. I will be the last to leave the tennis centre, which when there is night play can be as late as midnight. It’s an exhausting schedule, but it’s also an exhilarating experience - and good fun.

Richard lives in Remuera, Auckland, with his partner Cherry Albury. After hours, he enjoys playing golf (“badly”, he says!), following sport of all kinds, fishing, travel and sharing time with Cherry.

Calling The Shots



Dimitar Trifunovski

Calling the lines at major tennis tournaments around the world is current BPhEd student **Dimitar Trifunovski**. He grew up around the Auckland tennis scene and knows Richard Palmer well. He tells us how he got his start as an umpire, and about his plans to make it his career, post-graduation.

I used to play tennis competitively from age 6 to 13. I was one of the top NZ Juniors, and was in a "TIP Squad" with other players you may know: **Marina Erakovic**, who has ranked as high as 50 on the WTA pro tour and been a Wimbledon doubles semi-finalist this year, and Reuben and Oliver Statham, who are on the men's tour - Reuben also plays for NZ in the Davis Cup team. So tennis was very much my life ever since I was a little boy. My father, Blaze Trifunovski, is a Silver Badge tennis umpire. He was working at the 2001 ASB Classic when a fellow umpire had to pull out at the last minute. I was a ball-boy for the tournament, so Dad said, "**My son is here, he knows about tennis, you can give him a try**". So that's how I got started in officiating and it inspired me to carry on increasing my knowledge and experience over the last 10 years.

From the ASB Classic and Heineken Open, I progressed to doing Davis Cup matches when NZ had home fixtures. Then at age 18 I applied and got accepted into the **Australian Open** for the first time, which I was thrilled about. The following year I decided to apply for the **US Open**, and to my surprise I again got accepted on the first try (usually people apply unsuccessfully a couple of times before being accepted into Grand Slams).

I have wanted to do **Wimbledon** and **Roland Garros**, the other two Grand Slams, but they both coincide with exams at Uni each year, so it has not been possible. However, I definitely intend to carry on with officiating and hope to move up the ranks after I graduate from Otago at the end of this year.

Dimitar's latest line-judging promotion is being accepted for the ATP end-of-year finals competition at the O2 in London, where the 8 top-ranked male players in the world will be competing. Best of luck, Dimitar - here's hoping your decisions hold up under the scrutiny of "hawkeye" challenges from the likes of Federer, Nadal and Djokovic!



In the hot-seat; Dimitar calls the shots



RUGBY WORLD CUP 2011

Phedders Front & Centre at the Rugby World Cup



Graham Henry
DipPhEd 1969
All Blacks Head Coach



Darren Shand
BPhEd 1993
All Blacks Team Manager



Clare Wolfensohn
BPhEd (Hons) 2003
On-Line and Communications
Projects Manager, Rugby World Cup



Nick Gill
BPhEd (Hons) 1997
All Blacks Head Trainer

This is the final PE Alumni Newsletter for 2011.

Thanks to everyone who consented to be profiled, provided feedback or made suggestions on what and whom we should feature in 2012 - it's been great to hear from you.

Na reira, tēnā koutou, tēnā koutou, tēnā koutou katoa