

NZ Tertiary Recreation Managers Conference 2017

Conference Schedule and Session Information

Conference Schedule

Wednesday 29th November

Time	Session Title	Presenter
12.45pm	Lunch – nibbles and mingle	
1.30pm	What's really going on? The contemporary realities of mental health and illness for tertiary students in Aotearoa/NZ	Dr Chris Taua & Paula Rontree (MHERC)
2.15pm	Mental Fitness rather than Mental Wellbeing: The impact of narrative changes on pro-social behavioural adoption	Associate Professor Ekant Veer (UC)
3.00pm	Afternoon Tea – on the go	
3.15pm	Depart for Afternoon Activity	
7.15pm	Dinner	

Thursday 30th November

Time	Session Title	Presenter
8.30am	Working Breakfast - Student Panel	UC Students
10.00am	Formal Welcome and Introductions	
10.45am	Morning Tea	
11.15am	Creating the UC PERMA-culture	Cam Scott & Rose Reynolds (UC)
12.15pm	Mauri tū, mauri ora – the power of the proverbial	Annabel Ahuriri-Driscoll (UC)
12.45pm	Lunch	
1.45pm	Attract, Engage and Convert using Social Media	Ramya Rajendran (Consultant/UC)
2.45pm	Content Marketing	Ramya Rajendran (Consultant/UC)
3.45pm	Afternoon Tea	
4.15pm	Creating an immersive experience with Technology: How to set your facility apart from the competition (45mins)	Mark Bentwitch (Technogym)
7.15pm	Dinner	

Friday 1st December

Time	Session Title	Presenter
7:00am	Coach by Colour indoor cycle training session	ICG Master Trainer
8.30am	Working Breakfast Making a Difference	Cate Grace (Grace Training)
9.30am	If you want to change attitudes, start with a change in behaviour An interactive city tour with Gapfiller	Hannah Airey (Gapfiller)
11.30am	Evaluation and Final comments	Facilitated by Karl Whalen
12.00pm	Lunch	

Session Descriptions

What's really going on? The contemporary realities of mental health and illness for tertiary students in Aotearoa/NZ

Dr Chris Taua & Paula Rountree

Chris will be opening our session today to alert us to contemporary mental health issues, some statistics and the common terminology relevant to mental health and illness considerations in tertiary education settings. She will be accompanied by staff from the Mental Health Education and Resource Centre (ChCh) who will overview the work they do in responding to mental health and wellbeing needs of communities.

Day & Time: Wednesday 29th November, 1.30pm

Location: Engineering Core – Drawing Room

Mental Fitness rather than Mental Wellbeing: The impact of narrative changes on pro-social behavioural adoption

Associate Professor Ekant Veer

This talk takes a social marketing approach to understanding how interventions can be made more attractive and behaviour more likely to change for the positive through the alteration of narratives used to 'market' the behaviour. By focusing on 'fitness' rather than 'wellbeing' the research shows that practices are less stigmatised but also associated with a larger audience and more likely to be adopted. That is, practices to bolster mental health are no longer restricted to those who are seen to have a mental health 'problem' but are actually useful for all persons to ensure they are 'fit enough' for when struggles may occur.

Day & Time: Wednesday 29th November, 2.15pm

Location: Engineering Core – Drawing Room

Student Panel

We will hear from a small panel about their student experience with respect to Health and Wellness services on campus – how the recreation, fitness and sport teams have positively impacted their student experience and general wellbeing. We will also hear their thoughts on what Tertiary Institutions could do more of, do less of, or just keep doing it better!

Day & Time: Thursday 30th November, 8.30am

Location: tbc

Creating the UC PERMA-culture

Rose Reynolds and Cam Scott Session

The Okanagan Charter (2015) states, “Health promoting universities and colleges infuse health into everyday operations, business practices and academic mandates. By doing so [they] enhance the success of our institutions; create campus cultures of compassion, well-being, equity and social justice; improve the health of the people who live, learn, work, play and love on our campuses; and strengthen the ecological, social and economic sustainability of our communities and wider society.” This session demonstrates how the charter inspired us to create a wellbeing framework for the University of Canterbury grounded in Te Whare Tapa Whā and underpinned by the PERMA model of wellbeing.

Day & Time: Thursday 30th November, 11.15am

Location: Engineering Core – Drawing Room

Mauri tū, mauri ora – the power of the proverbial

Annabel Ahuriri-Driscoll

There is a plethora of Māori health models, developed to reflect a distinct Māori worldview and Māori community priorities. This session will reflect on the essential elements of some of these models, and their significance for the tertiary recreation centre environment.

Day & Time: Thursday 30th November, 12.15pm

Location: Engineering Core – Drawing Room

Attract, Engage and Convert using Social Media

Ramya Rajendran

Social media marketing is the “next big thing” in Marketing industry. Let’s face it, it’s 2017 and we all have a pretty good understanding of social media and how it works, right? But what if I told you that Twitter has 6 different forms of communication networks or that you can push your Facebook post to all other mediums like Twitter, Instagram, Snapchat or Pinterest in one click, do you still think that you’re a social media guru? This session will illustrate the true importance of social media marketing and the online marketing services one could employ to ensure you stay on top of your game. We will cover the various social media platforms available (primarily Youtube, Instagram, Twitter, Snapchat) to push our communications effectively to reach maximum audience.

Day & Time: Thursday 30th November, 1.45pm

Location: Engineering Core – Drawing Room

Content Marketing

Ramya Rajendran

Useful content should be at the core of your marketing. Traditional marketing is becoming less and less effective by the minute; as a forward-thinking marketer, you know there has to be a better way. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. In this continuing session, let us see instead of merely pitching your products or services, how you could provide truly relevant and useful content to your prospects and customers to help them solve their issues.

Day & Time: Thursday 30th November, 2.45pm

Location: Engineering Core – Drawing Room

Creating an Immersive Experience with Technology: How to set your facility apart from the competition

Mark Bentwitch

This session will help you to gain an understanding of how wellness lifestyle data is becoming crucial to attract and retain new students, as well as create new revenue opportunities. You'll learn how to effectively leverage a customer relationship management platform based on what people do, not what they buy. You will discover ideas on how to innovate the student experience, and be inspired by the latest best practices on assessing, programming and engaging students.

Day & Time: Thursday 30th November, 4.15pm

Location: Engineering Core – Drawing Room

Coach by Colour Indoor Cycle Training System

ICG Master Trainer

Life Fitness is proud to present the Coach by Colour indoor cycle training session. Anyone can ride a bike - regardless of age, weight or individual fitness level. With Indoor Cycling, workload is controlled through the individual resistance level being applied, therefore everyone can train according to their own fitness level and pace.

The new IC7 indoor cycle by Life Fitness, powered by ICG is the most advanced indoor cycle on the market. The Life Fitness team will be showcasing the IC7 and the Coach by Colour training system. Coach by Colour delivers real time, colour coded biofeedback to the user and the trainer. There are five coloured training zones: white, blue, green, yellow and red. These zones can be linked to various training programmes and are individually graded to each user. The high-powered LEDs and cleverly designed casing flood the front panel with bright, rich colour that can be seen over great distances and wide angles.

The training programmes available with the ICG Indoor Cycles are unlike any other. They promote engagement between users and with the trainer. Indoor Cycling is the ideal cardio training, hardly any other sport burns as many calories as a good session on a bike. Not only will all those calories melt away, many muscle groups get simultaneously trained; thighs, glutes, abdominal and also arm muscles. Experienced trainers define goals with training zones, motivational music and a contagious group dynamic that quickly creates enthusiasm and fun in every session - an Indoor Cycling class keeps you motivated making you fitter. Faster.

Day & Time: Friday 1st December, 7.00am

Location: Koha Fitness

Making a difference

Cate Grace

With our aging population, one in four New Zealanders identifying as having a disability, and a third of our population as obese, we have a crisis looming. The health, wellness and exercise industries need to be prepared. We all need to ensure we are tailoring our professional training and service delivery to accommodate our diverse populations. This session is to illustrate the importance of doing things differently sharing how you can make a substantial difference in the lives of New Zealanders.

Day & Time: Friday 1st December, 8.30am

Location: The Villas

If you want to change attitudes, start with a change in behaviour

Hannah Airey

Gap Filler's work has been demonstrably improving the wellbeing of Christchurch residents, and attracting worldwide attention for its fun, creativity and innovation. Gap Filler's Wellbeing Activist, Hannah Airey, will share with you how their work invites people to take action and get engaged within their own communities through creating public spaces and amenities together, having a positive impact upon their individual and their community's wellbeing. Hannah will take us for a walk around some of Gap Filler's creative projects in the city, sharing with you a different and inspiring way in which to experience our city.

Day & Time: Friday 1st December, 9.30am

Location: The Villas – walking tour leaves by 9.45am.

Conference Speakers

Dr Chris Taua

Dr Chris Taua is a mental health nurse, teacher and researcher with more years' experience than she is willing to admit to. She is Director of her own company, Pumahara Consultants, which provides education, supervision and other consultancy work around NZ and Australia. She is also Honorary Senior Lecturer at the University of Queensland in Australia.

Adele Wilkinson

Adele has been the Centre Director at Mental Health Education and Resource Centre (MHERC) since mid-2011. Her background includes more than 15 years in management roles and spans several sectors, including health, education, not-for-profit, industry/economic development and science.

Associate Professor Ekant Veer

Ekant Veer is an Associate Professor of Marketing at the University of Canterbury's Department of Management, Marketing and Entrepreneurship. Ekant's research focuses heavily on the role that marketing can play in promoting health and wellbeing in society. As a consumer behaviourist he looks to first understand consumption patterns and then develop strategies that aid in positive change through a multi-disciplinary and multi-method approach to understanding the barriers associated with the change at hand. As well as being involved with a number of NGOs and national bodies he has also been published in a number of international journals, such as the European Journal of Marketing, Journal of Consumer Behaviour, Marketing Letters and the Journal of Marketing Management.

Rose Reynolds

Rose Reynolds is the Student Experience Advisor (projects) at the University of Canterbury. Her background is in Sociology and Mass Communication. Rose is a mum of two daughters, and is passionate about supporting the holistic development of students on campus via research-informed initiatives that put wellbeing at the centre of things.

Cam Scott

Cam Scott is the Disability Resource Service Team Leader and the Equity and Diversity Coordinator for the University of Canterbury. His background is in Education, Sport and Recreation along with various roles within the disability sector. Cam is a father of two sons and enjoys karate, sailing, music and movies. Cam believes that well-being means different things to different people and as such, we as providers must ensure that all staff and students have access to well-being initiatives which contribute to our sense of belonging here at UC.

Annabel Ahuriri-Driscoll (Ngāti Porou, Ngāti Kauwhata, Ngāti Kahungunu)

Annabel is a lecturer in Māori health in the UC School of Health Sciences. She has worked in public health and Māori health research for the past 17 years, on issues ranging from women's reproductive health, to Māori community development, traditional Māori healing, and now the experiences of Māori adoptees.

Ramya Rajendran

Ramya is a recent MBA graduate from University of Canterbury and is now part of the International Relationships Office at UC. She is an experienced technology and marketing professional, having worked in a variety of private, social, and not for profit enterprises. She has had ten years' experience in the Banking, Agri-tech, Communications and IT sectors. Ramya is passionate about making a difference in the community she is part of, and even more passionate about how technology and innovation can be used to advance New Zealand on the world stage.

Mark Bentwich

Mark is the Digital Sales Manager for Technogym. He travels throughout Asia Pacific assisting wellness operators with the implementation of cloud-based software to enhance and streamline their business offering. With over 12 years fitness industry experience, Mark has been fortunate enough to work in Australia, North America, Europe and Asia understanding the varied needs of wellness operators.

Cate Grace

Cate Grace has travelled a challenging road to run a successful and empowering social enterprise business. Managing multiple health conditions, her life philosophy is from an old Japanese Proverb – Fall down Seven get up Eight. She has faced more than her fair share of adversity. She has embraced her life with curves and crutches and now empowers others to discover and share their own good news stories. She is a multiple award winner and has been accoladed for her work across multiple sectors. With her engaging nature, energetic and personal approach, Cate will take you on a personal journey while captivating you with how she has is a successful disrupter in an unlikely industry.

Hannah Airey

Hannah Airey has worked for Gap Filler since June 2012. For Hannah, sharing different opportunities in which to experience the city and how this affects our wellbeing and the ripple effect on those around us, is essential to us making this city our home. Hannah has over 10 years experience developing and facilitating wellbeing workshops and initiatives for a wide range of organisations and support groups. She has her own company, Workplace Wellbeing Ltd, and is Founder and Chair of Lotus Community Wellbeing Trust.

Additional Information

1. Accommodation

Accommodation has been reserved for delegates at Kirkwood Hall.

You will need to reserve your room directly, using the NZTRM Kirkwood Hall Group Booking Form.

Cost is \$65 per night, bedding included.

Breakfast is not included. (but will be part of the conference instead ☺)

2. Parking

University parking fees apply all year round, 8am – 5pm. <http://www.canterbury.ac.nz/campus-services/parking/index.shtml>

Pay and Display machines are located in visitor parks, costing \$3.00 per hour.

Daily coupon is \$8.00 per day. At this time of year, there are often enough parks on the street.

3. Transport

We have booked 3 vans and a car for the entire conference, so these will be available to transport delegates around to activities and evening venues.

Airport Transfers – Taxis will cost around \$20 to the University. These are easy to collect on arrival, pre-booking not necessary. Only a short drive to the accommodation and RecCentre, approx 7-10mins. (If you can provide your arrival time, we may be able provide the transfers in the UC vans).

4. Conference Fee Inclusions

All transport during conference to activities and dining.

All food - Breakfast, lunch, dinner and morning/afternoon tea breaks.

Complimentary access to the RecCentre and Group Fitness Classes, including Spin and court and equipment hire.

5. Terms and Conditions

Final date for all registrations and payments is Friday 10th November, 2017

Cancellations received prior to 10th November will receive a 50% refund. No refunds for cancellations after that date. Substitute delegates are welcome without penalty, but please provide name changes as soon as possible.

Please note, there may be late additions and/or tweaks to the timetable as late confirmations or if presenter's availability changes.